

Development group wins recognition

By HOWARD J. GROSSMAN

Over the last six years, the Economic Development Council of Northeastern Pennsylvania has captured a series of national and state awards which perhaps are unparalleled in the nation. These awards have brought positive recognition to Northeastern Pennsylvania despite the current economic problems facing the region. With the unleashing on July 1, 1978 of an Image Improvement Campaign, the Economic Development Council set on a mission to change how local people perceive themselves as well as the perception which outsiders have about Northeastern Pennsylvania. No multi-county effort of this magnitude had ever been attempted before in the history of the country. While large cities with multi-millions of dollars in their campaign had undertaken and continue to undertake such programs, none had been tried at the scale envisioned in this region with the numbers of local governments, wide spread geography and or targeted plan to improve both internal and external image. The first five years resulted in a number of programs which still continue to be of significant service to Northeastern Pennsylvania. Perhaps the most visible is the Pocono Northeast Community Awards Program, the latest of which was held on October 15, 1984 at which 23 awards were given for recognition of projects important to the growth and development and quality of life of the region.

It was at this ceremony that the Economic Development Council of Northeastern Pennsylvania received the Governor's Keystone Award of Excellence, one of only 25 to be given for public private sector partnership and volunteerism in the state. Over 3,000 nominations were received and the Council's cooperative public private sector Image Improvement Campaign was chosen as one of the few to be so honored.

This recognition follows the awards which have been received in the past which include recognition from such organizations as the National Association of Regional Councils and the National Association of Counties. These awards are designated as follows:

- Awards Presented Encompassing the Total Image Program:
 - "Keystone Award of Excellence," Governor's Private Sector Initiatives Task Force, Oct. 5, 1984.
 - "Good Neighbor Award," National Association of Counties, June 1982.
- Awards Presented Encompassing Elements of the Image Program:
 - "First Place Award for Special Print Materials," National Association of Regional Councils, May 6, 1984 (recognized our Enterprise Development Brochure which is used in conjunction with the AAA Program, among others).
 - "First Place Award for Special Print Materials," National Association of Regional Councils, May 24, 1983 (recognized our Images: A Photographic Essay of Northeastern Pennsylvania).
 - "Award of Excellence for Audio Visual Presentations" (highest award), National Association of Regional Councils, June 7, 1981.
 - "Honorable Mention Award for Special Print Material, National Association of Regional Councils, June 7, 1981 (recognized our newspaper public service announcements).
 - "Honorable Mention Award for Special Publications," National Association of Development Organizations, June 1979 (recognized our Regional Brochures).

C. Award Presented Encompassing Elements from the Image Program and Other EDCNP Activities:

- "Award of Excellence for Total Communications Program" (highest award), National Association of Regional Councils, June 7, 1981.
- The Image Improvement Campaign has now been recycled into the Area Awareness and Action Program. The AAA focus is built around six elements which represent how the Council views its mission to improve how people view Northeastern Pennsylvania over the next five years.
- These six elements include the following:

Media-Responsible for the development and distribution of all forms of media material to be developed in connection with the AAA program. This would include television and radio public service announcements, outdoor advertising and other materials for the print media, audio-visual presentations, and all other media related materials and activities.

Pocono Northeast Community Awards-Responsible for supervising and coordinating the Council's annual awards competition and recognition dinner.

Regional Marketing Strategy-Responsible to develop and implement external marketing strategies and programs which would bring together the various activities of the communities in the seven-county area.

Visitation-Responsible for the development and implementation of programs which will bring to the Pocono Northeast corporate, media, investment, and other targeted visitors in order to give them a close view of the advantages that the area offers.

UNICEF offers deal for Valentine's Day

Sweethearts, friends, secret admirers-anyone who loves Valentine's Day-can celebrate February 14 by sending a kiss that's the sweetest Valentine of all...because it shows they care about helping UNICEF help the world's children. For each \$5 contributed to the U.S. Committee for UNICEF, a volunteer will messenger an 8 oz. Giant Hershey Chocolate Kiss to the object of your affections, and enclose a UNICEF Valentine's Day Card that has been personalized with a Valentine's message.

This year, put your heart into Valentine's Day by delivering a kiss that's larger than life...and give the gift of life to a child. Contact the Wyoming Valley Council of Churches, The Rev. Anita Ambrose,

Executive Director, 35 South Franklin Street, Wilkes-Barre, Pa. 18701, to send your Giant Valentine Kiss. The proceeds from the U.S. Committee for UNICEF's "Deliver a kiss for UNICEF" Valentine's Day program will help improve the quality of millions of lives, worldwide. Your dollars provide nutrition, health, and education services in 115 developing countries.

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KEY COLLECTORS

The Back Mountain Blood Council will sponsor a blood drive on Feb. 13, from 11:45 a.m. to 5:45 p.m. at the Dallas United Methodist Church. Shown here are members of the Dallas High School Key Club who assisted with the last drive. From left, first row, Michelle Brungs, Mia Argento, Jennie Jolley. Second row, Kim Morgan, Nancy Washicosky, Kelly Saba, Stan Koprowski. Third row, Mike Yuscavage, John Murmon, both from Red Cross Youth Council members; and Jeff Townsend, Back Mountain Blood Council Chairman. Anyone wishing to assist with the February 13th drive is asked to contact the American Red Cross Chapter at 823-7161.

Dupont Hose to host annual fire school

The Dupont Vol. Hose Co. No. 1 will host the 37th Annual Fire School of the Northeastern Pa. Volunteer Firemen's Federation to be held during the weekend of June 1 and 2.

This will mark the first time that a fire school was held in Luzerne County in many years, and will enable members of Luzerne County Fire and Rescue units to join the other personnel from nine other Counties of the Federation to educate themselves in order to serve the public more efficiently in these modern times.

According to John Chichilla, Olyphant, Fire School Director and Robert J. Wisneski, Dupont Chairman it is anticipated that more than 500 students will enroll for these classes. Registration forms will be mailed to all members companies in the weeks to come.

Committee aides selected were: Edward Vogue Jr., Charles Tetlack, Frank Piehota, Patricia Golla, William Lukasik, Gary and Paul Kaspriskie, Bernard Babonis and Judi Gall all from Dupont. The Federation committee aides are: Charles P. Gardecki, Olphant, Meal Tickets and Publicity; James Rail, Tunkhannock, Structural Fires; Donald Sick, Tunkhannock and Frank Bowman, Newton, Equipment

Assignments; Joseph Marchuck, Simpson, Pumping; Joseph Weidner, Honesdale and James McCusker Jr., Forest City, Problem Fires; William Burrell, Carbondale, Hose Evolutin and John Cudo, Taylor, Captain. Hoyt Keiser, Tunkhannock, will have charge of publicity.

The Federation has also announced that it is not soliciting any funds from the public for the Fire School.

Kiwanis meet for breakfast, paper drive

Members of Back Mountain Kiwanis gathered at Franklin's Restaurant in Dallas last Saturday for their Breakfast Meeting. They were joined by members of the Kingston-Forty Fort Kiwanis who paid an inter-club visit.

After the meeting approximately 15 members proceeded to the rear of Off-Set Paperback facility and accepted donations of newspapers and magazines from local residents. The next paper drive is expected to be held at the end of march.

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