

Seminar

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Long the stepchild of sales, marketing has finally been recognized as a completely different animal, one which considers the customer and his needs to be a first priority, and not just the end result of "making a sale."

The problem with most small businesses is that they need marketing functions but can't afford them. In fact, they may not even need a full-time marketing department, and that's where Imperiale comes in. Fortunately her background prepared her with the necessary experience to make her advice workable. For a number of years she wrote, produced and sold radio and TV commercials. In an interview with *The Dallas Post* she said, "My career has been in sales, marketing and advertising for companies ranging in size from \$100,000 to hundreds of millions. I know people and I know marketing." (And she eats it up!)

The Imperiale enthusiasm for her craft is evident. She reverses the old philosophy about customers existing for business. In her words, "Business exists for cus-

tomers, not the other way around. And they won't purchase anything if it does not meet their wants and needs. I teach that the key to successful marketing is knowing your business, knowing your customer, and bringing the two together. Not so simple perhaps, but very, very possible."

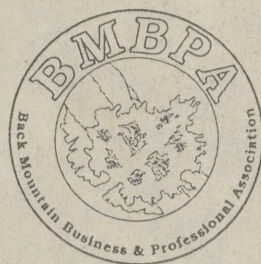
Besides the seminar featuring Ms. Imperiale, the Association schedule of events in October include a Halloween Parade in conjunction with the Dallas Kiwanis and an Open House the first weekend in December. Members will also enjoy a Halloween party at the Huntsville Golf Club.

Persons interested in finding out more about the Business and Professional Association may call this number, 675-9380, or call president Alaimo at 696-3766. The association meets the second Thursday of each month, alternating breakfast and luncheon times. Call for dates and locations.

If you are in business, or planning to be, you cannot afford not to.

A few BMBPA accomplishments and programs

- Developed a scholarship program to benefit Back Mountain schools.
- Distributed promotional bags to incoming students at College Misericordia and Penn State Wilkes-Barre to acquaint them with the many retail shops, restaurants and service businesses in the area.
- Held a combined open house for retail stores for a four-day period. Extensive advertising and open-house drawings were used to help bring customers to member businesses.
- A holiday open house in December is a yearly event.
- Printed and distributed a directory of Back Mountain businesses.
- Landscaped the triangle at the intersection of routes 309 and 415 in Dallas, and will maintain the area.



POST PHOTO/CHARLOTTE BARTIZEK

BLESSED PET

Linda Gulotta held the family cat, Rickey, for last week's blessing of the pets at St. Therese's Church in Shavetown. Along for the trip were Stu and Mary Elizabeth.

Auto shop

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the years, but steadily rising costs ate up all profits.

Jamie's father, John A. Smith, took over the business 18 years ago. Ray Elston and "Tiny" Gould converted what was originally a fruit stand and opened the business that continued until last week. The Smiths acquired an adjacent property that had been Andy Roan's beverage store about 10 years ago, then purchased a house on a small lot behind the main building a few years later.

The business employed six people at the end, down from a peak of eight. Smith and Alan Yermal have been hired by Jack Williams Tire Co., which opened a store directly across the street in 1994. Smith works in that store, while Yermal will be in the firm's wholesale department.

"It was a tough decision," but it was the best in the situation, Smith said. He tried to sell the business, but found no takers. Two mechanics left after Smith announced his decision to sell.

two others have since found new jobs and the others are considering offers, including one from Jack Williams to hire them all.

Ironically, improved products may have helped speed the business's demise. Both cars and tires are far more reliable than they were even 10 years ago, and Smith said customers who might have come in three or four times a year for service now aren't seen between annual inspections. There is also intense price competition in the tire business, and large firms are able to spread advertising and other costs among several stores.

The building, a sprawling combination of additions on the main building, sits on 2 1/2 acres of land directly on Rt. 309. Owned by Jamie Smith's mother, it is listed for sale at \$695,000 by Mericle Real Estate in Wilkes-Barre. Andy Hustey, the listing agent, said the property has already drawn interest for use as a retail or commercial location.

Trucksville UM craft show Oct. 19

The United Methodist Women of the Trucksville United Methodist Church will sponsor their second annual Craft Show October 19, from 10 a.m. until 4 p.m.

Vendors' tables are available at \$15.00 each and will be awarded on a first come basis. To reserve a table call the church office at 696-3897 or Barbara Glowach at 696-1093.

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Prison

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on the heels of two studies which included recommendations to keep the towers manned.

"The patrols and electronic security fence are still under review," said SCID assistant superintendent Kenneth Burnett. "We're still running tests, working out the bugs and fixing them."

The guards' union, AFSCME Local 2496, wants the department to continue manning the towers, for the safety of both the employees and the community, according to chief steward and corrections officer George Vodzak.

"Management was dead set on de-manning the towers by July 1," Vodzak said. "In turn we filed a grievance asking that the towers be manned until the high-tech security systems used in the newer prisons are installed here. In the hearing the state presented a good defense, describing all the high-tech security used in the newer prisons. Legally, we weren't allowed to argue in the hearing for community safety. We were allowed to argue only for employee safety."

The grievance was turned down in late June.

The state's newer prisons, dubbed superjails, are equipped with state-of-the-art high-tech surveillance equipment, cameras, detectors and personal alarms for the guards. Being more than 20 years old, SCID isn't set up for that type of security.

The guards' union also wants SCID to man a tower when inmates are working outside the fence, so there's an extra set of eyes on them, Vodzak said. The inmates working outside the fence are mainly minimum security men within a year or two of finishing their sentences.

"Before the towers were manned around the clock, we had an inmate walk away from a work detail outside the fence - it was about 15 years ago," he added. "And about the same time two inmates hopped over the fence right in front of Tower 5, which wasn't manned."

Since Sept. 1 a car has made regular patrols on a paved roadway around the prison's perimeter, while the towers continue to be manned and the security fence and detectors remain in use.

The detection system isn't fool-proof, Vodzak said. While he was in the patrol car October 6, a

"We want the towers manned 24 hours a day and the security surveillance system working properly."

Walter Glogowski
 Jackson Twp. supervisors' chairman

football thrown by a prisoner accidentally hit the fence and didn't set the alarm off. Animals, falling leaves and winter weather can also set it off, he said.

"To make one round of the perimeter takes about three minutes driving at 10-15 mph," Vodzak said. In an emergency, our response time to any point on the road is about 1.5 minutes - but an inmate can easily escape, run across the open area and hide in the woods by the time someone gets there."

The guards on patrol were told not to make regular trips, but it doesn't take that long to go around, he added. Most of the inmates can see the perimeter road and the patrol car from their cells.

Guards are also concerned about how people get drugs and weapons into the prison. With no one in the towers, it's very easy for someone to sneak out of the woods and toss contraband over the fence after the patrol has passed.

The guards' superiors told them corrections officers will check the yard for contraband every day before the prisoners are let outside.

Residents and township officials agree with the union.

"We want the towers manned 24 hours a day and the security surveillance system working properly," said Jackson Township supervisors' chairman Walter Glogowski. He commended the new SCID superintendent, David Larkin, for being "very straightforward and as cooperative as possible."

Built to house 1,454 inmates supervised by 392 corrections officers, SCID now houses 1,914 inmates. Three years ago 2,122 men were incarcerated there. Neither Larkin nor Burnett would confirm the number of guards, but according to figures in 1994, the number of guards remains 392.

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