

# The DALLAS POST

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## Veteran's impart life lessons to youths

Lake-Lehman honors local Vet's with a question and answer style discussion.

By Megan Schneider  
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The video began with a simple yet profound statement: "Freedom isn't Free."

That message opened the Veterans Day program at Lake-Lehman High School Thursday morning and was followed by the presentation of the Colors by Boy Scouts Jared Casaldi

from Troop 281, and scouts John Nowak and Connor McCue from Troop 444. State Rep. Karen Boback and many of the veterans sang along while the chorus performed the Star Spangled Banner.

Lehman's program was both informative and emotional. Coordinated by language arts teacher Gail Honeywell, speakers included veterans, those who are currently serving, parents and children of enlisted military. Everyone offered a unique perspective to students.

Boback, who serves as an ad-

vocate of veterans, asked the students if they had family who had served in the military or who are now serving in the armed forces. The majority of them raised their hands, underscoring the importance of remembering those who serve.

Ninth-grader Courtney Eiswerth asked Lake-Lehman Superintendent James McGovern what it was like as a parent to have a son at West Point and to know that he could be deployed.

McGovern said his son A.J.

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J.R. Sperl and Jim Baloga from the Daddow-Issacs American Legion Post #672 tell students about their military service.

CHARLOTTE BARTIZEK/ FOR THE DALLAS POST

## Changing tools of media shared

Local woman helps to bring blogging and social media education to NEPA.

By MEGAN SCHNEIDER  
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In a business world that is rapidly changing, Internet marketing and the digital possibilities it encompasses can be intimidating for some professionals. Others are embracing it.

One Back Mountain resident is not only active in the new realm, but is bringing the knowledge and expertise to other professionals in NEPA. Michelle Davies, of Sweet Valley, is a 10-year veteran blogger of NEPA helping to educate the area on the benefits of blogging and social media.

An IT engineer for WNEP-TV ONLINE and a part-time student at Luzerne County Community College, Davies maintains two regular blogs.

The first is a personal blog where she writes about anything that might be on her mind such as the neighbors, tech topics or family. The second is NEPAblogs.com, where she writes about topics important in the area.

Davies also assisted in hosting the first big blogging conference in NEPA, BlogCon on Sept. 29 at Luzerne County Community College.

The event featured sessions on social media, blogging, content strategy, search engine optimization and much more. It was a comprehensive Internet education for anyone with an interest in promoting themselves or their business online. The event was organized entirely by local professionals in the field, a group that calls itself the "Fearsome Foursome" and consists of Davies, Carla Porter, Mandy Boyle and Leslie Stewart. Each member of the group played a specific role in the event and each had her own expertise to offer the group.

Davies was the IT specialist, the master of presentations and updated the website in the months prior to the event. But BlogCon was only a side gig for her. Her busy life might make you question how she could possibly have time to not only learn, but also teach the ins and outs of internet marketing. We caught up with Davies and had the opportunity to discuss with her, how and why she makes the time.

**Q:** Why did you begin blogging?

**A:** "I've been doing it a while. I started years ago on DiaryLand and moved onto my own domain. I just saw other people doing it and I said, 'I can do that.' It really just helps me to get something off my chest and out of my head."

**Q:** What keeps you writing?

**A:** "I like knowing I might be helping someone. A lot of people who read blogs are just looking for someone to connect with."

**Q:** How did you get involved

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## Election Day 2012



Patrick and Christopher Flanagan offer their mother, Kelly Hackett, of Dallas, some inspiration as she tries to vote in Dallas Borough.

CHARLOTTE BARTIZEK/ FOR THE DALLAS POST

## Voting turnout strong

By MEGAN SCHNEIDER  
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Residents from the Back Mountain lined up to cast their votes for the 2012 elections on Nov. 6. Presidential hopefuls Barack Obama and Mitt Romney weren't the only names on the ballot.

First-time runner Aaron Kaufer ran against veteran state Rep. Phyllis Mundy for the 120th Legislative District seat.

Gene Stip contested U.S. Rep. Lou Barletta in the 11th Congressional District and Tom Smith took on U.S. Sen. Robert Casey Jr. for a Senate seat.

The polls were busy at all locations with Dallas Borough seeing a steady flow in the early morning.

Resident Linda Zanelli said the most important for her was the debate over health care.

"I work in the health care field," said Zanelli, "and the outcome really determines so much for everybody." Zanelli, who vot-

ed for Romney added: "We need a change. Obama tried but he just couldn't accomplish it."

Sister of Mercy Catherine McGroarty disagreed.

"Our country is in a terrible state and we need the right person to pull us together," she said. "Someone that has experience."

McGroarty voted for Obama because she felt his experience in the position and with foreign governments would give him the upper hand in dealing with economic issues and that he simply did not have

enough time during a four-year term to accomplish everything that needed to be done.

First-time voter Nicole Clemson, a Dallas High School senior, arrived at the polls at 9 a.m. with her mother to cast her vote.

"I've seen some positive changes and would like to see it continue," Clemson said. Her mother Trudy Clemson said, "I'm just so excited that she's voting. It's worth going in late to work just to have her

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## Dallas High School to open student run store in lobby

By Megan Schneider  
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Dallas High School plans to open a student-operated store called Mountaineer Market. The store will serve as a fundraising tool for the school and a hands-on classroom where students can learn job skills such as keeping inventory, practical math, cash handling and work-related skills.

Principal Jeffrey Shaffer and Functional Learning Support Teacher Rachel Sutliff, with the help of several teachers, Robert Williams from Misericordia Uni-

versity and the Dallas Foundation, have looked at other schools with bookstores and decided to take the idea a step further.

"Many of these stores are run by the student government," said Shaffer, "but we wanted to incorporate a learning experience."

The market will be open in the mornings before classes begin, during lunches and in the evening during athletic events. Shaffer says the store will carry school supplies, including notebooks and pens, student-made scarves and hats and Mountaineer gear.

Money was donated by the Dallas Foundation to the school for the purchase of point-of-sale software so that the store will be able to accept credit cards. Williams taught project administrators to use the new POS software in late October.

Mark Golden, Robotics and prototyping teacher, and his students are in the process of designing shelving units for the store which will be housed in the same location as the current student-run branch of the P&G Credit Union in the high school.

An opening date for the store has not been set.



The Mountaineer Market will be run by students.



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