

HL Homecoming

The Harveys Lake Homecoming Weekend was again a huge success with fun for all ages. Saturday's events included the Second Annual Cancer Walk-A-Thon, a car and truck show, the Wave Runner Card Run, the Anything Floats Race and the Boat Regatta. Sunday saw a kayak race, jetski freestyle competition, the Veterans Relay Benefit Motorcycle Run, a chicken barbeque, a fireman's parade, and a wing-eating contest.



Above: Shea Beierschmitt, left, of York, and teammate Brian Devine, of Harveys Lake, navigate their craft, named 'The Dip Ship', around a buoy en route to a first-place finish in the 'Anything Floats' race during the Harveys Lake Homecoming.



Right: A Plymouth Adam-12 car from the car and truck show makes its way around Harveys Lake during its annual homecoming.



Allen Kile, of Bloomsburg, shines up his 1964 Dodge station wagon at the Harveys Lake Homecoming Car and Truck Show at Grotto Pizza.



Organizers of the Harveys Lake Second Annual Walk-A-Thon pose for a photo after the event on Saturday. The event featured 101 participants who walked around the lake to raise money for Candy's Place. From left, are Taylor Spencer, Dallas; Ashley Haddle, Jessica Cook and Jennifer Spera, all of Harveys Lake. Spencer and Spera are Lake-Lehman seniors and the event served as their senior project.



Above: Joey Reilly, right, of Harveys Lake, secures a plastic drum to his craft named 'N.U.' as race opponent Brian Devine, of Harveys Lake, looks on in disbelief before the 'Anything Floats' Race.



Right: Eight-year-old Hailey Shaw, of Dallas, takes a 'bubble bath' in a pool set up by the Harveys Lake Fire Department.



A jet skier makes a splash on the lake at the Harveys Lake homecoming event.



Cadie Leach, 7, of Harveys Lake, goes down a kids' water slide backwards during the Harveys Lake Homecoming.

BACK MOUNTAIN BUSINESS SPOTLIGHT: J&J DELI

Growing with and giving back to the community

ELIZABETH BAUMEISTER
lbaumeister@thebingtonjournal.com

The most unique aspect of J&J Deli, according to owner John Wertman, is its menu.

After all, where else can you get a grilled cheese chicken wing sandwich? Or a 16-inch hoagie with so much meat customers often ask for less?

The business, which has been located at 659 Memorial Highway, Dallas, since it was opened by Wertman's parents, Jan and Jim (J and J) Wertman in April 1984, has undergone several changes throughout the years. Originally about half the size it is now, it expanded when the business next door closed and the Wertmans had the wall taken out, combining the two spaces. It was then they got their liquor license and added a cooler for beer down the length of the new wall.

J&J Deli, often referred to by regulars as simply "The Deli," offers full-service catering in addition to the extensive take-out and dine-in menu. Hours of operation are 9 a.m. to 9 p.m. Monday through Saturday and 11 a.m. to 7 p.m. Sunday.

Wertman, 44, of Dallas, said the latest improvements are the deli's new website, jidelpa.com, and mobile app, available at no cost for

Meet the owner: John Wertman
Hometown: Dallas
Favorite sandwich at the deli: Reuben (corned beef, sauerkraut, Swiss cheese and Russian dressing on rye bread)
Favorite drink: Water
Is it called a hoagie, sub, hero or grinder? Hoagie
Hobbies: Poker and golf
Sports team: Philadelphia Phillies
When you were a kid, what did you want to be when you grew up? A state policeman
Advice to other small business owners: Work hard and give customers what they're paying for...you want them to keep coming back. Everybody likes getting a good deal.

Android smartphones and iPhones (just type "J & J Deli & Catering" into the "search" field on your mobile phone's app store).

Although the business has changed in some ways, it still remains the same in others, according to Wertman. It's still family owned, it still supports the community and it still strives to offer "great food and excellent service."

"Our menu always stays the same," he said, "but we try to add new items."

What Wertman enjoys most about

running the business is the cooking. "I just love preparing food," he said, "I'm in the kitchen all day."

He added the best aspect of the business is the customers, many of whom are regulars he remembers from when he first started working at the deli when he was in ninth grade.

"Dallas is just a nice area," he said. "I've lived here all my life. You can travel to other places, and to me, they're not like this."

He said Misericordia University has always been supportive of the deli. He said the business continues to grow alongside the college.

J&J Deli and its nine employees also give back to the community annually through tips received from customers throughout the year, according to Wertman. He said he never asked his employees to do so, as the tips are rightfully theirs, but each volunteered.

The tradition began about 14 years ago when the staff collected around \$100 in tips, which they used to purchase gifts for children through the Toys For Tots program. Each year, they continued to collect more, and last year, they were able to donate about \$3,800, spread between several different organizations, including Toys For Tots, Blue Chip Farms Animal Refuge, Salvation Army and the St. Francis dePaul Soup Kitchen.



Elizabeth Baumeister | The Dallas Post
John Wertman, left, owner, and Paul Fiske, manager, stand by the front counter at J&J Deli at 659 Memorial Highway in Dallas.

Gearing up for the 2013 Dallas Harvest Festival

The Dallas Harvest Festival Steering Committee is immersed in planning for the 2013 event, which will take place from noon to 5 p.m. on Sunday, Sept. 15 on Main Street in Dallas Borough.

This year, the 11th year of the festival, will be known as the "Year of the Volunteer," recognizing Back Mountain organizations and those who run them - those who give generously of their time and talents to make our region a better place to live, work and play.

A few special activities have been planned to identify with this year's special moniker, including a new contest, "Charity Starts Here: 1,000 Reasons to Give."

Soon, brightly-decorated ballot jars will be placed at a number of local businesses, including Ochman's Coins & Jewelry (next to Wayne's World) on Route 415 in Dallas, N-Mart in Trucksville and Fuel-On in Dallas. The event sponsor is Frontier Communications.

Five area charities - Blue Chip Farms Animal Refuge, Back Mountain Trail, Michael J. Cleary Scholarship Fund, Dallas High School Mini-Thon and Back Mountain Memorial Library - have been chosen as contestants (similar to Kiss the Pig) and will vie for the public vote - \$1 per vote by ballot. The contest will continue through Saturday, Sept. 14 but there will also be an opportunity to vote at the festival booth on Main



Members of the 2013 Dallas Harvest Festival Steering Committee are, from left, seated, Barb Roberts, Liz Martin, Rich Fufaro (Chairman), Tracey Carr. Standing, Bill Peiffer, Donna Davies, Karen Fiorello, Robert Opel, Nancy Silvi, Darcy Brodmerkel and Carol Wall.

Street during the event.

Sometime after 4 p.m., on Sept. 15 the winning charity will be announced and will win not only the money that was collected in their name but an additional \$1,000 top prize. Even the remaining charities will win - they will also receive the ballot money collected in their names.

In addition, Friends Feeding Friends food drives will soon take place across the Back Mountain, one within the Dallas School District; and another in local supermarkets. Both will benefit the Back Mountain Food Pantry.

Prior to festival day, judging will take place for this year's Flower Display Contest. Local businesses are invited to dress up their businesses with fall flowers, foliage and finery, while keeping it natural. Interested businesses should register by calling the Dallas Borough office at 675-1389. The event sponsor is Embellish, Main Street, Dallas.

For our performance-friendly fans, this year's Best of Open Mic (BOOM) will take place at 6 p.m. on Friday, Sept. 13 (5:30 p.m. for sign-ups) at the Masonic Lodge, 60 Main St., Dallas, featuring some of the best local talent out there. If you, a family member or friend have an inclination to perform, enter our contest for a chance to win one of three monetary prizes - first prize, \$100; second prize, \$75; and third prize, \$50. All winners will have the opportunity to perform on the festival main stage on Sunday, Sept. 15.

Local talent, including area dance school students and a special music act or two, will entertain on the main stage. Children will love the Kid's Corner, located behind the Farmer's Market, a petting zoo and fire truck rides.

Lake-Lehman graduate named to United Way post

The United Way of Wyoming Valley, in cooperation with the Greater Wilkes-Barre Labor Council, recently announced the selection of Sandra Major Moosic as United Way's AFL-CIO Community Services Liaison & Director of Labor Participation.

Moosic will officially begin employment with the United Way on Aug. 13, filling the position of Walter Klepaski, Jr., who retired on Aug. 2 after 33 years of employment.

Moosic, who will become only the third person to be the director of United Way's labor participation Department, is a graduate of Lake-Lehman High School and Bloomsburg University with a Bachelor of Arts Degree in Sociology and Social Welfare.

For the past 22 years, she has been employed as a caseworker II, for Luzerne County Children & Youth. She is a member of Teamsters Local 401 and has also served as a union steward and trustee.



Sandra Major Moosic will begin employed with United Way of Wyoming Valley as that organization's AFL-CIO Community Services Liaison and Director of Labor Participation. From left, seated, are Moosic and Walter Klepaski, who retired from the position on Aug. 2 after 33 years of employment. Standing, Bill Jones, president, United Way of Wyoming Valley; and Ed Harry, president, Greater Wilkes-Barre Labor Council and United Way board member.