The courage to start a business and the perseverance needed to make it a success are two of the most important traits of a small business owner. MetroAction helps our borrowers get their businesses off the ground or when a business wants to grow, we are there to offer a little push. Often, MetroAction’s role is to help a business move forward. Whether funds are needed for building renovations, new equipment or marketing – MetroAction is there to help those committed to succeeding and those determined to keep going.

Nothing can replace the reputation of a long-standing family business. In order to maintain your reputation and keep customers happy, reinvesting in your business and remaining on top of the latest trends and technologies is a necessity. When Brian Field took over his father-in-law’s 34-year-old dealership and automotive repair business, LoriAnn Auto, he knew that updated equipment was essential to meet the demands of today’s customers. A loan from MetroAction was just the help Brian needed to modernize his business.

Calvin Phillips had a great idea – open a unique convenience store and sub shop that specialized in southern-style takeout. This shop would be the only one of its kind in Scranton. Calvin had the funds needed to get started, but in order to keep up with demand and continue to grow, he needed the help of MetroAction. Since working with MetroAction, Westside Flava’s continues to thrive and Calvin’s revenue has increased by nearly 20%.

“I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.” - Steve Jobs

For many borrowers, MetroAction has been there every step of the way. MetroAction has worked with Through Our Eyes Child Development Center on several occasions since the center opened its doors in 1998. Thanks to various loans from MetroAction, Teri Barkowski has seen exponential growth in her business, including increased enrollment and staff members, additional programming and an expanded facility.

The entrepreneurial spirit found in so many throughout our region helps to keep Northeastern Pennsylvania moving forward. To meet the needs of today’s businesses, MetroAction continues to grow and adapt. This report serves to highlight what sets us apart – from our loan programs to our one-on-one counseling sessions that serve as part of our lending programs. Whether you are a start-up business or a business hoping to expand – MetroAction is here to help.

On behalf of our board, staff, and clients, I sincerely thank our partners and supporters for their dedication to encouraging entrepreneurs in our region to find their courage, follow their dreams and never give up!
MetroAction’s small business loan programs were created to provide loans to start-up or expanding businesses that are unable to obtain traditional financing. These businesses do not meet bank criteria for a number of reasons including damaged credit, lack of collateral and/or lack of capital.

### SMALL BUSINESS LOAN PROGRAM

**Amount:** Up to $75,000  
**Eligible Businesses:** Start-up and expanding for profit small businesses in MetroAction’s nine county territory  
**Terms:** Up to 60 months, with no pre-payment penalty  
**Interest Rates:** 7% - 8.79% and are fixed for the term of the loan  
**Loan Use:** Working or start-up capital, purchase/upgrade equipment, inventory purchases, renovations, etc

### LUZERNE COUNTY SMALL BUSINESS LOAN PROGRAM

**Amount:** Up to $100,000  
**Eligible Businesses:** Start-up and expanding for profit small businesses with less than 100 employees located in Luzerne County  
**Terms:** Up to 120 months  
**Interest Rates:** 10 Year U.S. Treasury security plus 1%  
**Loan Use:** Working capital, land and building acquisition, construction, machinery and equipment purchases, environmental compliance, pollution control and/or prevention

In October of 2013, MetroAction Inc. received recertification as a Community Development Financial Institution (CDFI) by the U.S. Department of Treasury through 2016. MetroAction received its initial certification in 2000.

As one of only 12 CDFI’s in the Commonwealth of Pennsylvania, MetroAction’s certification means that the organization meets the requirements described in the CDFI Program regulations. These requirements include: having a primary mission of promoting community development; predominantly serving and maintaining accountability to eligible target markets; being a financing entity; providing development services; and being neither a government entity nor controlled by a government entity.

The CDFI Program is designed to use federal resources to invest in Community Development Financial Institutions, such as MetroAction, and to extend their ability to serve their communities. Through monetary awards and the allocation of tax credits, the CDFI Fund helps promote access to capital and local economic growth in communities across the nation. The CDFI recertification allows MetroAction to continue lending money to qualified entrepreneurs in its service area and access grants for capital and capacity building projects.

Most recently, during the Spring of 2014, MetroAction commissioned a market analysis with funding from the CDFI Fund. A consulting firm, was contracted to analyze MetroAction’s target market and provide recommendations as to how to focus its efforts while reaching additional clients.
Ed Connors founded Innovative Educational Resources, LLC in 2008 and moved into the Innovation Center at East Stroudsburg University after winning a $460,000 Phase II Small Business Innovative Research Grant with the U.S. Department of Agriculture. In an effort to educate students in the science, technology, engineering and mathematics fields, Innovation Educational Resources, LLC discovered a way to address childhood obesity and teach students the importance of nutrition in their daily lives through math and science techniques. A small business loan from MetroAction allowed Ed to increase marketing of the educational products and provided growth opportunities for the business.

“The MetroAction loan allowed me to achieve my business goal of improving health and educational outcomes for children in Northeastern Pennsylvania and across the nation without any worries.”

Innovative Educational Resources, LLC has benefitted tremendously from receiving a loan from MetroAction. Additionally, Ed recently placed 2nd in the TecBridge Business Plan Competition for another business that stemmed from this idea of using math and science to educated children about nutrition.
Brian Field found his passion for the auto industry in 1999. After working at several collision shops in northeastern Pennsylvania, Brian decided it was time for a new adventure. In 2005, he purchased Loriann Auto from his father-in-law. Loriann Auto is a complete collision and automotive repair facility that also specializes in automotive restorations and custom builds. Brian and his wife, Loriann, saw this as an opportunity for Brian to have his very own shop and to carry on the legacy of Loriann Auto – a business that had been in the family since 1980.

“With MetroAction’s help, my business is thriving and I can meet all of my customers’ needs.”

With the help from a loan through MetroAction, Brian purchased an industrial spray booth to paint his customers’ vehicles. The MetroAction team was there for Brian throughout the entire financing process to answer any questions he had about his loan. In addition to Brian’s business loan, MetroAction has been able to aid Brian with the financing to market his business to new customers by hiring a marketing manager to increase their marketing through social media and custom advertising.

DALTON, LACKAWANNA COUNTY
Teri Barkowski dreamt of working in childcare and helping children grow into responsible adults. In the early 1990’s she set out to pursue her dream of starting her own business but was unfortunately denied traditional financing. Teri turned to MetroAction for the financial support that was needed to start her business. In 1998, MetroAction provided Teri with a small business loan that allowed her to open the doors of Through Our Eyes Child Development Center in Carbondale, Pennsylvania. The center began as a small, one room facility consisting of only three staff members and 12 children. As her business began to grow, Teri looked again to MetroAction to provide the additional funding needed to continue to grow the business. In 2013, with the help of another loan through MetroAction, Teri purchased new kitchen and playground equipment to accommodate more children. With the loan, Teri was also able to hire an advertising agency to help promote and market her business.

Through Our Eyes provides opportunities for growth and education to children all the way up to 13 years of age – providing them with education and nutrition. Through Our Eyes provides meals and transportation to school age children and has expanded their summer program to accommodate more children in the community. There are currently 85 children enrolled at the center under the care of 11 employees.

Teri and the staff continue to give back to the community and provide children with the care and support they need to grow.
“MetroAction went the extra mile to help me get my business started and they’ve continued to support my business and help it grow all along the way.”

Terri Barkowski and Janet McHale
A borrower is more than a credit score

We look at more than a credit report to find strengths in a business. We do not require perfect credit. Our borrowers’ average credit score is 650.

Access to capital

Our basic requirements allow a business to get the money they need to build their business. Our average loan is $22,000.

Unique collateral

Our team will review all collateral options available to secure a loan. This includes personal assets and subordinate lien positions on real estate.

Built-in support

We provide counseling and training throughout the process to help build our borrowers’ business credit.

We take a second look

When banks are not able to finance a business, we will take a second look at the application to see if we can help.

O’Donnell Family Eye Care

Dr. Brian O’Donnell founded O’Donnell Family Eye Care more than 20 years ago in Wilkes-Barre. O’Donnell Family Eye Care tends to the eye health needs for a complete range of patients – from pediatrics to seniors.

In 2013, Dr. O’Donnell was exploring options to expand his business by upgrading existing equipment. Through the help of State Senator John Yudichak, he learned of MetroAction’s Luzerne County Small Business Loan Program. The incentive interest rates and flexible terms allowed Dr. O’Donnell to purchase new equipment for the business and finalize renovations to the building. With the upgraded equipment, Dr. O’Donnell was able to grow his business allowing him to accommodate a large number of patients.

The financing provided Dr. O’Donnell with the means to meet the standards of electronic requirements for healthcare businesses and provide better care and treatment to his patients.

WILKES-BARRE-EYECARE.COM
WILKES-BARRE, LUZERNE COUNTY
“In a time when our health care system seems to be based on the mantra ‘bigger is better,’ MetroAction lent my business an incredibly helpful hand that allowed me to expand my business.”
Calvin Phillips, opened Westside Flava’s in 2012. Located across the street from West Scranton High School, West Side Flava’s is a unique convenience store and sub shop that serves southern-style takeout cuisine.

After several months in operation, Calvin realized that he needed guidance in the management of the business’ cash flow. He reached out to MetroAction and after several months of one-on-one counseling, he developed a plan to manage the business growth and financing needs.

“MetroAction helped me through the entire loan process and made it possible for me to achieve my goals.”

The loan provided additional working capital that allowed him to expand his product offerings.

With more than a full year in operation and increased revenue of almost 20%, Westside Flava’s has established itself as a growing neighborhood business and Phillips credits MetroAction’s assistance in helping to make it possible. Westside Flava’s is a growing neighborhood business and one of West Scranton’s “best kept secrets.”
Each year, in conjunction with The Greater Scranton Chamber of Commerce, MetroAction hosts The Chamber Gala – the area’s premiere networking event that recognizes outstanding local businesses in northeastern Pennsylvania.

During the Gala, the Scranton Awards for Growth and Excellence or SAGE Awards are presented to businesses that are reaching new heights in their respective industries.

Unlike traditional lenders, MetroAction offers unparalleled training programs, seminars and support services to all of our borrowers. We offer monthly training programs to our borrowers that focus on topics relevant to small business owners including effective marketing strategies and current healthcare issues. In addition, MetroAction staff members spend more than 1,000 hours counseling our borrowers during one-on-one sessions.

Standing (L to R) Leigh Magnotta, Business Development Specialist; Lisa Kenny, Business Development Assistant. Seated (L to R) Kristine Augustine, Vice President, Business and Community Development; Alicia Tompkins, Business Development Specialist.
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