

# The HABC

Hazleton Area Business Citizen

Promoting a Free Market in the Greater Hazleton Area

June 1, 2014

\$4.00



**Casey Herseim and  
Jennifer Dessoie**  
Bright Beginnings  
Early Learning Academy



Downtown Hazleton Development Inc. is proud to be a part of

# Downtown Hazleton's Revitalization



8 W. Broad St., Suite 320, Hazleton, PA 18201  
p: 570.579.0009 f: 570.453.1780 c: 570.233.0701  
sales@marklebuilding.com

*Watch for great things to come!*

The Markle Bank building, the Traders' Bank building, and the Hazleton National Bank building... the three largest structures in Downtown Hazleton are now the backbone of future economic development in Downtown Hazleton.

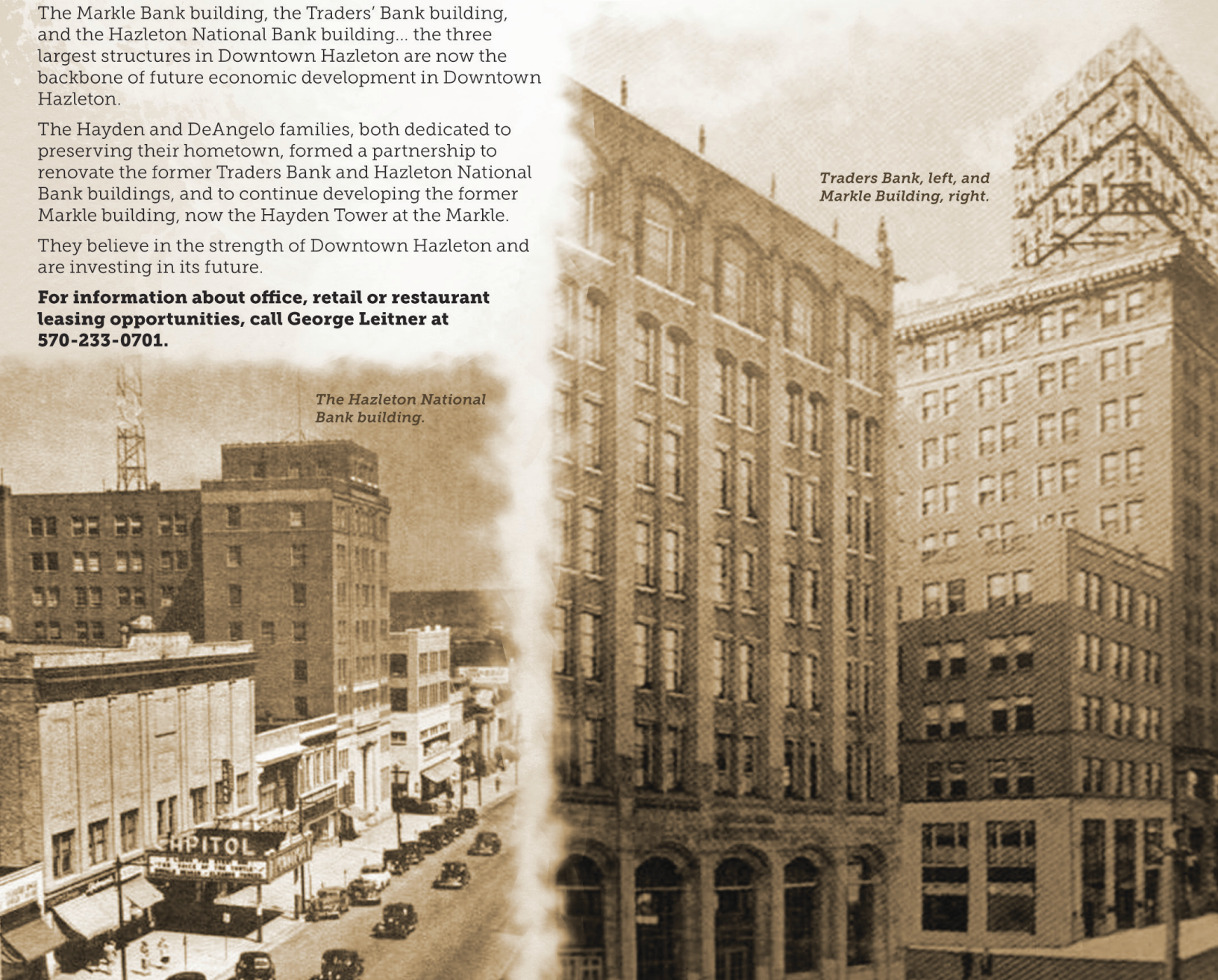
The Hayden and DeAngelo families, both dedicated to preserving their hometown, formed a partnership to renovate the former Traders Bank and Hazleton National Bank buildings, and to continue developing the former Markle building, now the Hayden Tower at the Markle.

They believe in the strength of Downtown Hazleton and are investing in its future.

**For information about office, retail or restaurant leasing opportunities, call George Leitner at 570-233-0701.**

*Traders Bank, left, and Markle Building, right.*

*The Hazleton National Bank building.*





# The HABC

Hazleton Area Business Citizen

VOL. 1, NO. 6 | 2014

## **The Hazleton Area Business Citizen**

*Established January 1, 2014*

Promoting a Free Market in the Greater Hazleton Area

Published by Citizen Publishing Company, Incorporated

P.O. Box 2335

Hazleton, PA 18201

Editor, Joseph Cammisa

Associate Editor, Stephanie J. Beavers

Associate Editor, Alexis J. Neapolitan

## Inside

### **2 Editor's Desk**

### **3 Contributors**

### **4 The Interview**

Casey Herseim and Jennifer Dessoie

### **9 At a Glance**

### **10 Art**

William Yenkevich

### **15 On Business**

Four Things Online Businesses Need to Know

### **17 The Review**

Childhood Stars/Forgotten Adults

ON THE COVER:

*Photograph - Casey Herseim and  
Jennifer Dessoie*

PHOTOGRAPHY BY:

*Michael Lucas*

Send all correspondence to The Hazleton Area Business Citizen, c/o Citizen Publishing Company, Incorporated,  
P.O. Box 2335, Hazleton, PA 18201 or [habc@citpublish.com](mailto:habc@citpublish.com).



## Editor's Desk

Education may be the most important contributor to a successful business. No matter the type of business, an educated workforce translates directly to a more productive, innovative, and efficient operation. College degrees, technical certificates, and re-training programs usually come to mind when business and education are part of the same discussion. Seldom is early childhood education associated with a well-educated workforce.

This month's Interview with Casey Herseim and Jennifer Dessoie, owners of Bright Beginnings Early Learning Academy, illustrates the importance that a quality preschool and kindergarten education have on the formation of young people, which will set the stage for what hopefully will be a lifetime of quality educational pursuits. Our next generations of workers, business owners, and leaders will need to capitalize on those educational pursuits to become productive, innovative, and efficient.

Informal education is important too. A defined aspect of the curriculum at Bright Beginnings is the importance of play in learning. The ability to enjoy learning sparks artistic and creative development, which fosters self education. This month's contributing artist, William Yenkevich, who is self taught, is a perfect example.

With this issue the Hazleton Area Business Citizen reaches the halfway point in our first year of publication. The next six months will continue to bring interesting and informative stories about the business and professional people of the Greater Hazleton Area. The HABC is published in print and online every month. Contact us at **[HABC@citpublish.com](mailto:HABC@citpublish.com)**



# Contributors



## William Yenkevich

William Michael Yenkevich is a self-taught artist whose paintings and drawings have been exhibited in many solo and group exhibitions in galleries and museums throughout the United States and abroad. He has won numerous awards and honors, such as the Allied Artist America Award, the Frank C. Wright Jr. Medal of Honor, and the Audubon Artists National Exhibition Silver Medal of Honor. His work is in many private, public, and corporate collections including Penn State University, Hazleton Campus; Sargent Art Corporation, Hazleton; and the Markle Gallery of the Hazleton Art League. William has been a lifelong Hazleton resident and resides in the city with his wife Carmella.

William paints in the Traditional Realist Style and uses the academic approach of the Old Masters of the 15th through the 17th centuries. He believes that great art is achieved when the elements of art – drawing, composition, modeling, perspective, design, and color – are brought together in unity to support, enhance, and intensify the artist's emotions.

## HABC Submission Guidelines –

Hazleton Area Business Citizen welcomes submissions from its readership. As a general guideline, HABC accepts submissions from current and former residents and business professionals of the greater Hazleton area. Topics of interest are those that support and further promote HABC's mission and vision.

Submissions to the magazine should be sent via email to [HABC@citpublish.com](mailto:HABC@citpublish.com). Use Submission in the subject line of the email. Include (1) your name, (2) title and a brief abstract of your article or image, and (3) relevant information about you/the author, including business or institutional affiliation, mailing and e-mail addresses, phone number.

HABC reserves full editorial control over all content submitted for inclusion in the publication. Submissions will be reviewed and considered based on overall quality and relevance to the HABC publication. Submissions should be original works. Articles can range in length from 500-2,000 words and

should be carefully prepared and written to facilitate the editorial process of publishing articles online. Drafts are not acceptable, and all written works should be copy-edited to correct grammar and other mistakes prior to submission. Writers will have thoroughly checked all facts and, if warranted, will include appropriate references/citations/permissions to support the information included in their article.

Articles must be submitted in electronic form, in text-only or Microsoft Word format. Images should be submitted in high-quality, high-resolution .jpg or .tif format. PDF files are not acceptable.

HABC does not accept promotional content, links to other pages or websites, or submissions that duplicate other published works. We strive to maintain open communication with our readership and contributors, but regret we cannot provide detailed explanations about why an article or image was or was not accepted for publication.

### Disclaimer –

*Statements of fact and opinion in the articles in Hazleton Area Business Citizen (HABC) are those of the respective authors and contributors and not of the HABC editors. No representation, express or implied, is made of the accuracy of the material in this journal and HABC does not accept any legal responsibility or liability for any errors or omissions that may be made. Readers may make their own evaluation of the accuracy and appropriateness of those materials.*





# The Interview

**Casey Herseim and Jennifer Dessoie**  
**Bright Beginnings**  
**Early Learning Academy**

photography by Mike Lucas



**HABC: Broadly describe the range of preschools that are available in the Hazleton area.**

**Casey:** There are a lot of options, both with curriculum design as well as location. There are clear distinctions between child care centers and preschools. Child care centers are accredited by the Department of Public Welfare whereas preschools have to be certified through the Department of Education. Bright Beginnings is licensed through the Department of Education as a preschool and private kindergarten.

**Jenn:** The private kindergarten component is newer for this area. There are roughly only two other private kindergartens in the local area offering private kindergarten prior to entry into the school district.

**HABC: And a private kindergarten is state accredited?**

**Jenn:** Correct. A rigorous application program must be undertaken whereby the Department of Education reviews the curriculum and subsequently approves or denies the request. We were approved pretty quickly. The Pennsylvania Department of Education was very impressed with our model, and that our unique way of looking at children's needs at both the developmental level as well as at the educational level is what sets us apart from some other programs.

**HABC: How was the curriculum at Bright Beginnings Academy created?**

**Casey:** By watching our kids. We knew right away that play-based learning was valuable and important. And for me, when I would play with my girls, it was a matter of making sure they received all of those educational pieces. But if it was dry, then they were not going to be engaged. If we made it into a game, it brought them to a whole other level.

**Jenn:** There are some approaches out there which are also play-based. So we designed a model that incorporates real-life settings, because kids do need to follow rules. They can't just get up in the middle of circle time and go play, as in the real world adults can't just stop working because they feel like doing something else. So, within that structured setting we felt a play-based setting needed to be developed. As an occupational therapist, I have extensive knowledge



in typical development, cognitive development, as well as just physical development. My research in that area, coupled with Casey's expertise in curriculum design, is what makes Bright Beginnings so unique. And it works incredibly well for our students.

**HABC: Play-based curriculum is Bright Beginnings' approach to early development education. What other types of curriculum are followed in early education?**

**Casey:** Most educators do understand the value of play for the development of the young child; however, there are other pieces that fit into the educational approach. Some centers use more work sheets and a drill-and-practice type of approach. Some centers take the play-based to the opposite spectrum, where the curriculum is much more free-choice throughout the course of the full day. So, what we've done is to blend the two and add the schedule and the structure to the play, which makes our style more unique.

**Jenn:** It's an interesting approach. There are really two camps on this issue: one is this very free-play-based approach which is what the Department of Welfare wants to see in a child care center. And then you have a lot of people who believe direct instruction with drill and practice is the approach to take. So, really the blending of these two



styles is what we firmly believe early education needs. What is the most effective approach for children? How can children be successful later on, and grow, not only as a person but as a member of a community, a member of society? That is our drive—to light the fire at a very early age for education.

**HABC: When parents are choosing a preschool, what are some of the criteria they use in making a decision?**

**Jenn:** They make decisions, I think, based on a number of things. One would be location. I think also schedules, timing, normal parent issues that come up all the time. They then narrow down schools in the areas that fit what they feel is the most appropriate academically for their child and socially for their child.

**HABC: What is different between a private preschool such as yours and one that's public, like Head Start?**

**Jenn:** Private preschool is a nice option for those parents who want that smaller classroom environment, that smaller teacher-to-child ratio. In a private school, we can have two teachers in a classroom with fifteen kids. This allows us to really know our students, to individualize their instruction, which is incredibly important. Every child is so very unique and different in the ways they learn. We are able to adapt that instruction to either a higher level or a lower level, whichever the child may need at that moment.

**HABC: Compared to public education where there may be more of a one-size-fits-all for**



**the students, a private setting like Bright Beginnings has more of an opportunity to customize?**

**Casey:** I would say that we are able to be a little bit more flexible. And I know that certainly is true for many educational centers, but that's something we have built into the foundation of our program.

**Jenn:** If we see a need, we can accommodate. If another staff teacher is needed, we hire. We can lead both as business owners and also as teachers in the best interests of our students. A lot of times, because of budget cuts and state funding, teachers in public education can't get the help they really need in larger classrooms.

**HABC: Are there any similarities between a private preschool and a public setting?**

**Jenn:** I think we all work toward the core standards that are set by the Department of Education for curriculum, so that's probably the biggest commonality. We are all working toward those standards in different ways, but that's the criteria all students need to meet. At Bright Beginnings we exceed a lot of those standards, but everybody has to at least meet them.

**HABC: The developmental psychologist Erik Erikson noted that the experiences a person has as a child determine in large part the adult they become. Elaborate on how Bright Beginnings influences this phenomenon.**

**Casey:** I think community is the best word I think of when I think of



Erik Erikson and how it relates to Bright Beginnings. We are a learning community. We're enjoying ourselves and having fun. We're fostering that level of learning and building a sense of community. I'm also really proud of our parent advocacy work that we've done throughout the years with our readiness program, following these kids back into the classroom, being a reference point and a support system for the students and their families.

**Jenn:** It's just incredibly important that children get the education and the socialization at this age fostered by the community-based practice we use here. Our classroom is open, and as long as we have your clearances (laughs), you're welcome to come in and see us. We have people who offer to come in because they want to show the kids how to knit or they used to be a nurse and they want to teach those things. We recently had the United Nations Arts ambassador from Nigeria teach an art class for our students and their families! We love that. It isn't about just one teacher effecting a change on one child; it's about the community raising these kids together. The kids are going to be members of our state and our nation. This is incredibly important and we need to do this now.

**HABC: A broad definition of the word *industry* is the production of a good or service within an economy. With that in mind, would or could you describe the preschool profession as an industry?**

**Jenn:** Yes, it's absolutely an industry with a high level of meaning, significance, and demand. There's going to be children for all of eternity, so we will always need this product, which is what we are marketing. But I think that, just like products we use every day, it needs to be proven to be effective, it helps us in the future, and I think we found this niche that works for our students. I think the product we have serves the greater good of the community. It's an incredibly important perspective to have, that there will always be a need for preschool, and we need to evolve and develop as our world evolves and develops.

**Casey:** I think that government leaders, both state and national leaders, are making a more serious push toward the promotion of early childhood education. They're recognizing how important it is to put these building blocks in place so that our schools, our elementary







schools, our high schools, become the best they can be. Early childhood education has been a wave we've been hearing a lot about recently. I never went to preschool, but now it seems more parents are making this choice. As an industry, we also need to be very careful that we are respecting the fact that these kids are so young. We need to remember what developmentally appropriate practice means. We need to certainly respect the

parents as those first teachers, and put education forward with a sense of love, that sense of community being a primary focus for our industry.

#### **HABC: What does a free market mean to you?**

**Jenn:** I think free market is the ability for our population to choose, to have a choice of products, of industry, of choices they have in the community as well as outside the community.

**Casey:** I would say there are a lot of options out there, and the free market has given us the ability to have a private kindergarten option, to have this new model of preschool to put forward. The free market allows parents to really explore their options, because what works for one child might not work for another, even in the same family. So the free market gives us that opportunity.

#### **HABC: What are some of the civic organizations you have been, or are, associated with?**

**Jenn:** I was involved with Big Brothers Big Sisters for a few years, and then life got a little crazy (laughs). Currently I do a lot of outreach to families with children with autism, which is my specialty area. Specifically, I work with children with autism so I'm always doing lots of parent

education and outreach groups to provide services for that population of students.

**Casey:** I am a member of the Valley Kiwanis club, and their mission specifically this year is children ... always, but with a focus on early childhood education. Some of the things they've done are to put out calendars as a parent resource with good parenting ideas for activities, what books to find in the library, and other family-centered resources.

#### **HABC: Is this effort concentrating on children a local Kiwanis chapter approach or a Kiwanis International approach?**

**Casey:** The Kiwanis mission statement reads: Serving the children of the world. They are currently doing great work sharing the importance of neonatal tetanus shots in developing countries. Locally, we have been distributing calendars which offer more resources for parents with young children, and not just in English but in Spanish also.

#### **HABC: How do you see civic involvement impacting the business community?**

**Casey:** I think it's our moral and ethical responsibility as community members, as citizens. Business leaders have that voice and that platform to be able to support the community. And I am so appreciative of every business leader in this area that has stepped forward and tried to support our area, whether through organizations like





## At A Glance

### Bright Beginnings Early Learning Academy

Established by Jennifer Dessoie and Casey Herseim  
Private kindergarten and preschool  
Pennsylvania state standards aligned  
Center-based curriculum

### Location

460 Main Street  
Conyngham, PA 18219  
Located in Christ UCC Church  
(570) 436-8748  
[www.brightbeginningsearlylearningacademy.com](http://www.brightbeginningsearlylearningacademy.com)

### Casey Herseim

- Graduate of Elon University with Bachelors in Psychology
- Treatment Service Provider at Youth Homes Inc. in Missoula, Montana for 6 years
- Graduate of King's College Child Development Associate Program
- Graduate of Bloomsburg University with Masters in Early Childhood Education
- Preschool teacher at Children's Wonderland for 3 years
- Lead Teacher/Director of Curriculum Kindergarten Readiness Program
- Founding member of the Hazleton Area Parent Advisory Committee
- HASD Outstanding Parent Volunteer Feb 2014
- Valley Kiwanis - first year member
- Vice President HASD PTA Council

### Dr. Jennifer L. Dessoie, MS OTR/L

- Graduate of Misericordia University with Masters of Science in Occupational Therapy and a Bachelors in Psychology
- Worked as an Occupational Therapist in the inpatient and outpatient settings for 5 years
- Oversaw therapists and operations for 3 outpatient clinics
- Pediatric Specialization Misericordia University 2008
- School-Based Occupational Therapist for the past 8 years
- Doctorate in Occupational Therapy Misericordia University 2010
- Co-Created and Developed Kindergarten Readiness Program and Bright Beginnings ELA
- National presentation on the effectiveness of Fine motor centers in Kindergarten students 2010
- World Federation of Occupational Therapy Presentation on the Effectiveness of ipads as OT intervention, Japan 2014

POWER, Concerned Parents, or Concerned Citizens. There are so many different ways that business leaders can be and should be involved. It is our moral and ethical responsibility to support the community where we live and work.

**Jenn:** I think Casey is a model of that civic leadership and civic duty. What she says is what she believes; she feels there is a moral and ethical responsibility to serve the greater good of the community. She's tireless in her efforts to better the educational system. Casey, on a community and state level, stays actively involved in all parent organizations that support education.

### HABC: What are the pillars of a community?

**Casey:** I think that trustworthiness is one of the pillars of a community. Not just trust, but being someone who is trustworthy and displaying it through actions. Having that respect for people is so vital to maintain a moral and ethical compass—that trustworthiness and respect, and just good old-fashioned love. Love, love what you do, love where you're going, and some days it's harder than others, but to be a trustworthy, respectful, caring member of the community.

**Jenn:** Passion. Passion is important in education in general, in educating yourself on whatever your passion is. I think we need a diverse passion, a population of people who are willing to fight the fights, who are willing to see the greater good, in this area especially. People often complain but then take no action, so I think action is another pillar of what is needed. People taking action on things they see that are going right and going wrong. Not only complaining and talking about the things that are bad and then making changes, but also supporting and fostering acknowledgement of what is going right. ■



# Art

## William Yenkevich

William's work has been featured in many national and international publications such as Best of Worldwide Still Life Artist, American Artist Magazine, and Art Crowd Magazine. He is a member of numerous professional organizations including The American Society of Traditional Realism, The American Artist's Professional League, and the Salmagundi Club NYC.

A Passion for Reading















Still Life - Essence of Beauty

XXENKEVICH  
© MMXIII





Delft Blue and Fruit



# On Business

Stephanie J. Beavers

## Four Things Online Businesses Need to Know

Web designers charge businesses beaucoup bucks to develop attractive, attention-grabbing websites. The intent, of course, is to increase web traffic to the site. Traffic volume is important, but spending valuable time and money with the sole objective of increasing traffic may not result in the best return on that investment. A company's website should work for the business. If it is not working, i.e., producing, there is no sense in investing in search engine marketing or search engine optimization strategies to generate volumes of traffic to the site. The business that does so is putting the proverbial cart before the horse, because not all web traffic visitors will be the desired type or quality.

The formula to success for any online business goes beyond having a bright, shiny website. To be truly effective and, consequently, lucrative, the business needs to keep four key components in mind: content, credibility, conversion, and customers (also known as the four Cs, according to Patrick Zuluaga of PMZ Marketing).

Consider the analogy of a homeowner (we'll call him Sam) attempting to sell his home. The home is in a great location and has tremendous curb appeal. Daily, there are countless drive-by lookers. These lookers, however curious they may be, are not all potential buyers. Some lookers want four bedrooms (this home has only two); some can afford no more than \$250K (this one is priced at \$300K); some want a finished basement (this one has no basement at all). Unless the lookers are informed upfront about the number and types of rooms and the cost of the home, they are not considered qualified buyers.

For an online business, potential/qualified customers are those whose needs and interests align with the business's product or service offering. Those are the visitors the business wants on its website. Only then can the website produce by maximizing every new opportunity that presents itself in the form of an interested visitor to the site. Likewise, when selling his home, Sam only wants traffic from potential buyers who are interested in a two-bedroom, above-ground, \$300K home. For him, all other traffic is irrelevant.

The four Cs of content, credibility, conversion, and customers, will, indeed, maximize a business's web presence, and attract and retain the most relevant traffic. Let's consider each component individually.

For a website to serve its purpose, the content must be applicable, useful, and engaging. The business should develop content from the perspective of what the target customer will want to see and read about, rather than every detail the business wants to provide. The content, provided in simple terms, should focus on the benefits of the business's product/service to a potential customer, promote its advantages, and

explain the needs the product fulfills. Visitors to a website have a need. Quite simply, the site's content should address that need. In Sam's case, the home description should state the facts about the home's layout and rooms, and provide attractive photos representative of potential buyers' interests.

The credibility component is especially important for a business that operates solely online. Web content should serve to build confidence and ensure the business comes across as both viable and credible. A business can lend credibility to itself by providing: positive reviews and testimonials from past clients; proof of industry or association certifications and licensures; upfront pricing and product information; service level commitments and guarantees; and a privacy policy and other terms and conditions. The business that covers these bases upfront will increase the chances visitors to their website will respond to their call to action by submitting their name, email address, and inquiry for additional information. To enhance credibility, Sam's home disclosure will inform potential buyers of the age of the roof, the quality or brand of the air conditioning unit, and remediation steps taken to address the one time water leaked in a window.

The third component of a successful online business is to have the visitor to the website convert, or purchase. Another objective is for the web visitor to take the call to action present on the web page. For example, the visitor enrolls in a program, pays a fee, downloads information, signs up for an e-newsletter, or submits an inquiry form. To improve its conversion rate, an online business should: make relevant information as clear and easy to find as possible; provide a business objective and call to action on every page of the site; build and refresh credibility regularly; and adhere to the less-is-more principle, requesting only the information needed to complete a transaction (requesting too much, especially if not relevant to the transaction, will diminish credibility and trust). In the home-buying scenario, the call to action is fulfilled when the potential buyer contacts Sam and attends a showing at the house.

Last but not least is the customer, component number four. The web visitor who makes an actual purchase at an online store converts to a customer. Note, the purchase goes from online purchase to product delivery and assurance the product meets the customer's expectations. Only then is the experience successful (to both the business and the customer), and can lead to repeat business and referrals to other potential clients. In a business-to-business environment, conversion may be a qualified lead which will then require additional cultivating to convert the prospect to an actual customer. For Sam, the patient home seller, the customer component is complete when he finds a buyer for his home from among the qualified leads, and settlement occurs 90 days later.

Online businesses who implement the four Cs quickly realize it is not the volume of web traffic but the quality of their web content and the success of their call(s)-to-action conversions that lead to business growth and development.



# ***Stephanie J. Beavers Communications***



If it's worth writing or saying,  
It's worth writing or saying well.

*Stephanie J. Beavers, Owner*

[www.stephaniejbeavers.com](http://www.stephaniejbeavers.com)  
[Stephanie@stephaniejbeavers.com](mailto:Stephanie@stephaniejbeavers.com)  
**610-247-9494 / 888-823-2283**

*Coordinated, In-Home  
Care to give Comfort to  
your Family*

**Hazleton: 570-450-0890**  
**Wilkes-Barre: 570-970-7800**  
**Pottsville: 570-621-2800**  
**Allentown: 610-351-9922**

"...I've had patients who used to go into the hospital once a month with medical problems, they have Comfort Keepers come in, they're watching them, and these people aren't going in the hospital... It's really a life-saving tool... Take the time out to consider using this organization, they're fantastic!"

– Jude Sidari, MD



**Comfort  
Keepers®**  
[www.comfortkeepers.com](http://www.comfortkeepers.com)

# The Review

Alexis J. Neapolitan, Jr.

## Childhood Stars/Forgotten Adults

Recently Hollywood lost two of its most popular, most memorable childhood stars. Shirley Temple passed away on February 10th and Mickey Rooney expired on April 6th.

Temple is the little girl who could. She not only saved a major motion picture studio, but also became a United States ambassador. She is quite possibly the most idolized child star of all time.

Movie fame is the most ephemeral of all procurements. It can dissolve with alarming speed once those cameras have stopped turning. The amazing thing about Shirley Temple is that even people like myself who were not born when she was the world's number one box-office star, know all about her.

From 1935 to 1939, Temple was the reigning queen of the cinema, single-handedly salvaging Twentieth Century Fox. Her career began to wane in 1939 when she lost the prestigious role of Dorothy in "The Wizard of Oz" to Judy Garland after Fox refused to loan her to MGM.

Fox rushed her into their own Technicolor fantasy, "The Blue Bird," which performed so poorly that it was taken off within days of its opening.

Eventually David O. Selznick signed Temple to a seven year contract. The first three films Selznick produced for her were "Since You Went Away," "I'll Be Seeing You," and "Kiss and Tell." Many critics feel that Temple came across as just a typical Hollywood teenager in these films, indicating that the impish and beguiling tot had vanished.

I may be in the minority, but I firmly believe Temple did some of her finest acting in the first two films in that list. She is particularly outstanding in "Since You Went Away."

"Since You Went Away" is a 1944 epic film about World War II that predates the multiple Oscar winner, "The Best Years of Our Lives" by two years. The Temple film is a unique war film in that it depicts the war years from the American homefront point of view.

The movie was adapted from the 1943 Margaret Buell Wilder's novel, *Since You Went Away: Letters to a Soldier from His Wife*. The main characters are a housewife (Claudette Colbert) whose husband is away serving his country and their two daughters (Jennifer Jones and Shirley Temple) who are just growing into womanhood.

Shirley Temple as Bridget 'Brig' Hilton provides the film with its warmth and heart. Although a teenager, Temple's 'Brig' is savvy beyond her years and poignantly depicts on screen the torment of separation missing from

other homefront movies made during World War II. It's a remarkable teenage performance.

In "I'll Be Seeing You," Temple portrays the sister of Ginger Rogers, a woman on Christmas reprieve from prison. Rogers' character meets a soldier suffering from PTSD (Joseph Cotton). It is Temple's role that is the catalyst of the film.

Late in the film, Temple's character has a scene that runs a gamut of emotions from youthful ignorance to adolescent shock ending in mature regret and remorse. It's the highpoint of the film, and provides ample proof that given better roles the actress could have entertained audiences into her adulthood.

Mickey Rooney, the actor with the devilish twinkle in his eyes, just exuded talent and enthusiasm from an early age. My introduction to his innumerable gifts began with his Andy Hardy series which I viewed over and over again as a child.

Andy Hardy films oozed small town Americana, not unlike our hometown in the fifties. Andy Hardy was himself symbolic of the family dynamic and the values of honesty and forthrightness. Rooney played Hardy to the hilt in sixteen feature films.

The series of Hardy films were heartwarming comedies celebrating ordinary American life. Rooney could be hysterically funny or touchingly sentimental with equal aplomb.

Mickey Rooney appeared in over 300 films and was one of the last surviving stars of the silent screen era. He had one of the longest careers in film history.

He gave impressive juvenile performances in "Captain's Courageous" (1936), "Boys Town" (1938), "The Adventures of Huckleberry Finn" (1938), and "Young Tom Edison" (1939). As an adult, Rooney gave memorable characterizations in "The Bridges at Toko-Ri" (1954), "The Bold and the Brave" (1955), "Operation Mad Ball" (1956), and especially "Requiem For A Heavyweight" (1963).

In the thirties and forties, Rooney was frequently partnered with Judy Garland. Their teaming gave the Astaire/Rogers duo a run for their money at the box office during the same time frame.

The difference in their styles was punctuated by the dynamic enthusiasm and youthful zeal of Rooney and Garland. Apart from several Andy Hardy films together, they were teamed in some standout musical features, namely "Babes in Arms," "Strike Up the Band," "Babes on Broadway," and "Girl Crazy."

Probably you haven't thought about Temple or Rooney within the past twenty years. They had joined that pantheon of childhood stars/forgotten adults. Maybe it's time for a reacquaintance with these two vastly talented personalities.



## Contact

John Spevak or Luci Kulish  
(570) 359-3131



# Miners

## BANK of HAZLETON

[www.theminersbank.com](http://www.theminersbank.com)

641 State Route 93  
Conyngham, PA 18219

Better Business Banking.



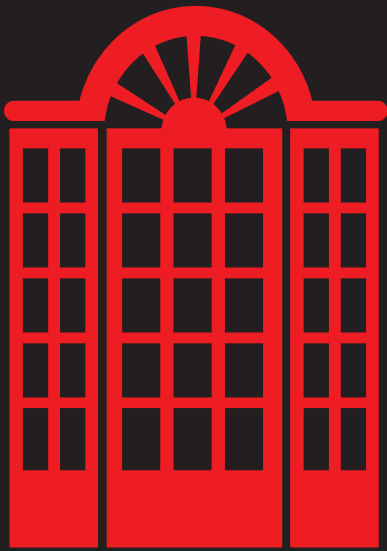
# Hair Cellar

358 Muir Avenue  
Hazleton, PA 18201  
Phone (570) 455-3429

**DONNA DELEHANTY**  
Owner, Stylist







# *Fellin's*

## JEWELERS

since 1922

14 East Broad St., Hazleton (570) 454-7341  
34 Sugarloaf Ave., Conyngham (570) 788-1922

*"Make it fabulous .... make it Fellin's"*

[www.fellinonline.com](http://www.fellinonline.com)

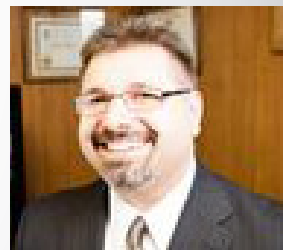
# Bafile Family Chiropractic

1. Spinal screenings w/ Myovision
2. Chair Massages
3. Tour our new office at 715 W. Butler Drive, Sugarloaf, Pa 18249
4. Food and fellowship

## Why should YOU choose Bafile Chiropractic?

- **RELIEF**...for Back Pain, Neck Pain, Headaches, Whiplash, Shoulder Pain, Leg Pain, Muscles Stiffness or Soreness and Stress.
- **TIME**...Dr. Bafile will respect your time by staying on time for your appointments.
- **COST**...We have chosen to be a part of the solution to the rising cost of health care.
- **LOCATION** - 715 W. Butler Drive, Sugarloaf, Pa 18249
- **AVAILABILITY**...Call us today at 788-3737 and we will make an appointment for you on the day that you need us!

*Seen on SSPTV  
Channel 13  
Feelin' Good w/  
Dr. Joe Bafile*



**Dr. Joe Bafile**

[www.bafilefamilychiro.com](http://www.bafilefamilychiro.com)  
**Call now: 570-788-3737**



# design. print. delivered.

GRAPHIC ARTS & PRINTING SERVICES



262 North Cedar St., Hazleton, PA 18201

p: 570.454.5911 f: 570.454.3120

email: [info@citpublish.com](mailto:info@citpublish.com)

# **Advertise in**

# **The HABC**

## **Hazleton Area Business Citizen**

The business magazine specifically created for and about the  
Greater Hazleton Area's Business and Professional Communities

**Published online and in print 12 months per year**  
**Accessed Free of charge via [www.citpublish.com](http://www.citpublish.com)**

- ✓ Economical Ad Rates
- ✓ Promoted monthly to area businesses via e- and conventional mail
- ✓ Targeted to the Business and Professional Communities of the  
Greater Hazleton Area
- ✓ Advertisers receive 2 complimentary, "Hard Copy" high quality print versions  
of the HABC every month under contract \*

**For Ad Options,  
Rates and Terms contact:**

Citizen Publishing Company  
262 North Cedar St., Hazleton, PA 18201  
(570) 454-5911 • (570) 454-3120 – fax  
[info@citpublish.com](mailto:info@citpublish.com)  
[www.citpublish.com](http://www.citpublish.com)

\* "Hard Copy" print versions of the HABC are normally on sale for \$4.00 each.



## Correspondence

The HABC is interested in all comments and suggestions relating to the magazine.

Please e-mail all correspondence to: [habc@citpublish.com](mailto:habc@citpublish.com)

*All correspondence will be sent a response and will be considered for publication.*

## Subscriptions

Yearly subscriptions to the HABC are available for \$48.00, contact Citizen Publishing Company at (570) 454-5911 or e-mail to [habc@citpublish.com](mailto:habc@citpublish.com)

## Past Issues

Past issues of the HABC can be accessed online via [citpublish.com](http://citpublish.com)

– click on the HABC link.

All past issues in print are available for \$4/per copy plus shipping & handling charges if applicable.

*Exceptional Service  
With A Personal Touch . . .*

# Billig-Helmes

## INSURANCE

*Since 1902*

**Auto • Homeowners • Commercial • Life**

**“Let Us Shop For The Best Rates”**



*Donna M. Barna, VP*

## 570-454-5000

Monday thru Friday 8:30-5:00, Saturday 9:30-4:00

200 West 21st Street, Hazleton, PA 18201





# The HABC

Hazleton Area Business Citizen

**The business magazine specifically created for and about the  
Greater Hazleton Area's Business and Professional Community**

published online and in print 12 months per year  
accessed FREE of charge via [www.citpublish.com](http://www.citpublish.com)

## **Featuring:**

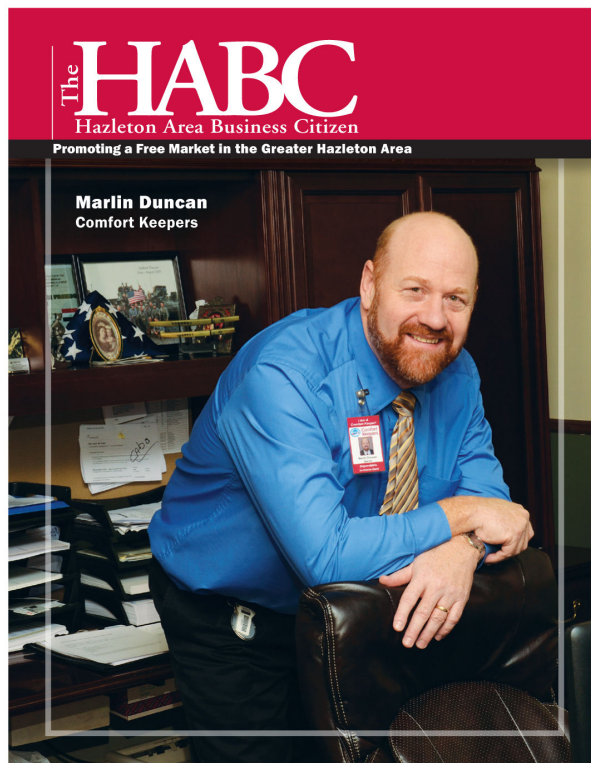
- ✓ Extended Interviews with area business people and professionals
- ✓ Original essays contributed by Hazleton Area citizens
- ✓ Photography, Art, Reviews and more all contributed by local residents
- ✓ Edited, published and produced in Hazleton by  
Citizen Publishing Company  
A Hazleton Publishing and Printing Company since 1912.



*“Hell, there are no rules here –  
we’re trying to accomplish something.”*

— Thomas A. Edison



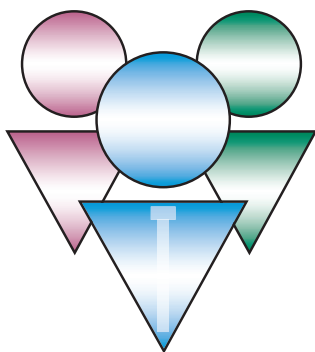


## Next Issue

---

Interview with  
**Marlin Duncan**  
**Comfort Keepers**





*Lloyd*

---

**& Associates, LLC**  
Certified Public Accountants

8 West Broad Street, Suite 900  
Hazleton, PA 18201-6427

Phone: 570.455.2296      Fax: 570.459.1102

**[www.lloydassociatescpa.com](http://www.lloydassociatescpa.com)**