



ON TRACK

"Linking business with community"

GREATER GEORGETOWN CHAMBER OF COMMERCE

CHRISTMAS PARADE IS JOLLY TIME FOR GEORGETOWN

January 2010

EVENTS TO NOTE

HAPPY NEW YEAR!
Chamber Office Closed
Jan. 1, 2010

Economic Dev. Mtg.
Train Station
Wednesday, Jan. 6
12:00 Noon
Lunch Provided

Board Meeting
Train Station
Wednesday, Jan. 6
4 p.m.

Chamber Breakfast
Brick Hotel
Wednesday, Jan. 13
7:30 a.m.

Chamber Mixer
16 Mile Brewery
Wednesday, Jan. 20
4:30 p.m.—6:30 p.m.

Chamber Lunch
CHEER Center
Wednesday, Jan. 27
12:00 Noon.



The Georgetown Christmas "Balloon" Parade, organized by the Georgetown Chamber of Commerce, went off as scheduled on December 3rd without a hitch. The weather was perfect—clear with (unusually) dry skies, delightfully brisk temps, and only slight winds to help float the Macy-style, jumbo balloons along the parade route. This year's theme was "A Delaware Christmas," and Grand Marshall, Carlton Moore of the Historic Georgetown Association, and Jr. Grand Marshall, Aubrey Spicer, 4-year old daughter of Officer Chad Spicer, led the procession with Dave Marvel and Wade Perdue providing the parade commentary. After 108 entries had completed their parade around The Circle and through Georgetown, Santa & Mrs. Claus concluded the line-up, riding high in their sleigh.

Many, many thanks to all our volunteers and the generous parade sponsors this year including Wal-Mart

(Chamber VIP Partner), Perdue Farms, Inc., J.G. Townsend Jr. & Co., Georgetown-Millsboro Rotary; Wilmington Trust Bank; County Councilmen, Sam Wilson and Vance Phillips; ServPro of Sussex; Money Mailer; Anonymous Donor; Young, Conaway, Stargatt & Taylor, LLP; Tri-Gas & Oil; Bruce A. Rogers, PA; Edward Jones; Jefferson, Urian, Doane & Sterner, PA; Tyndall's Construction; Schagrin Gas Company; the Town of Georgetown; Brandywine Assisted Living; Fuqua and Yori, PA; Artesian Water Co.; The Insurance Market; Short Funeral Services; Bob Willey & Sons; Fitzgerald Salvage & Recycling; Mercantile Processing, Inc.; Delaware National Bank; Light-house Landing Restaurant, YWCA Delaware; County Bank; and Bank of Delmarva. (*more Parade news pg 5 & 6*)

HERE WE GO!



"Here we go!" I said to my then, toddler daughter the first time I pulled her in her new red wagon. Her smile and apprehension was painted in one memorable facial expression.

I say to you, "Here we go!" on a new year with me as your new President and a host of talented board members and hundreds of talented business people. I

am looking forward to the upcoming challenges and programs, and to reinforcing basic business principles.

There are 3000 local Chambers in the United States similar to our voluntary based membership. Chambers worldwide, nationally, and locally focus

...from the President, Ray Hopkins

on goals. As President, I would like to create an atmosphere where our members feel they are part of a group serious about building a community that attracts new business. Further, that we continue "to strive to ensure future prosperity through a pro-business climate." We can do this by helping new business through our network of contacts, letter writing, and speaking directly to Delaware decision makers. When businesses are attracted to an area and actually have a measurable economic impact, everyone is a winner. I trust our joint efforts to reinforce our pro-business climate will show measurable short and long term results.

I say again, "Here we go!" and I hope to see you at our many net-working events and valuable business meetings in 2010.

Best Regards, RTH, III

WELCOME NEW MEMBERS

AMF Concierge Service, LLC
25892 Country Meadows Drive
Millsboro, DE 19966
302-933-8631
Mark & Ann Frazier
Concierge Services

**Delaware Community
Reinvestment Action Council, Inc.**
601 N. Church Street
Wilmington, DE 19801
302-654-5024; 877-825-0750
Carlos Herrera
Non-Profit

Milford Housing Development Corporation
977 E. Masten Circle
Milford, DE 19963
302-422-8255
Ashley Hoban
Non-Profit Housing Developer

**NRG Energy-Indian River
Power Plant**
29416 Power Plant Road
Dagsboro, DE 19939
302-934-3526
Vickie Croley
Generate & Sell Power

THANK YOU RENEWING MEMBERS:

Alzheimer's Association * Amedisys Home Health Care of Georgetown * Christiana Care VNA *
CK's Hair Port Ltd * Coldwell Banker Residential Brokerage * Colony Pool Service *
Cooper Realty Associates, Inc. * Del-Mar-Va Real Estate Services, Inc. * Del-One;
Georgetown Air Services; * Georgetown Family Medicine; * Georgetown Historical Society *
Georgetown Self Storage & U-Haul * Hook PR Group * Jeffrey Fowler Group-RE/MAX * Jerry's Blue
Flame Gas Service, Inc. * K&L Sales * Mid Atlantic Equipment Auction * Papastavros' Associates Medical
Imaging * Pay-Less Furniture * Penuel Sign Company * Pro Physical Therapy * Progar & Co., P.A. *
Ralph W. Blakeley & Son * Red Barn Country Store * Rogers Graphics, Inc. * RT 9 Auto Center *
Sussex Technical High School * Swain Carpet & Decorating Center * Walgreens/Happy Harry's Inc.
*Wilson's Auction Sales, Inc.

CHAMBER INSTALLS NEW BOARD OF DIRECTORS



2010 Board of Directors Standing L to R: Ashley Hoban, Joan Tyndall, Bernice Edwards, Robin Parker, Linda Price, Jeanne Dukes, Debbie Hartstein, Karen Duffield (ED) **Seated L to R:** Art Blanchette, Buzz Matthews, Jeff Benson, David Mueller, John Rieley and Ray Hopkins. **Not Shown:** Helen Kruger, Lit Dryden, Robbie Robinson, and Bill Taylor.

OFFICERS & DIRECTORS 2010 GREATER GEORGETOWN CHAMBER OF COMMERCE

OFFICERS

President - Ray Hopkins (*ServPro of Sussex County*)
 1st Vice President - Jeanne Dukes (*Nemours Health & Prevention Services*)
 2nd Vice President – Bernice Edwards (*First State Community Action Agency*)
 Secretary – Linda Price (*DE National Bank*)
 Treasurer – Joan Tyndall (*Sergovic & Carmean, PA*)
 Past President – Debbie Hartstein (*The Insurance Market*)

DIRECTORS

ONE YEAR TERM

Charles “Buzz” Matthews (*Georgetown Boys & Girls Club*)
 Lit Dryden (*Sunrise Real Estate*)
 Helen Kruger (*Kruger Trailers, Inc.*)
 Robin Parker (*County Bank*)

TWO YEAR TERM

John Rieley (*Edward Jones Investments*)
 Bill Taylor (*DelMarVa Real Estate*)
 Ashley Hoban (*Milford Housing Development Corp.*)

THREE YEAR TERM

Jeff Benson (*Service General*)*
 Art Blanchette (*A-LERT Motivations*)*
 David Mueller (*Alarm Engineering*)*
 Manaen “Robbie” Robinson (*Law Office of Kim DeBonte*)*

PARADE JUDGES HAVE A TOUGH JOB

PARADE WINNERS

- Commercial Floats:** *First-Tidewater Utilities, Inc.*
Second-Indian River Power Plant
- Non-Commercial Floats:** *First-Sussex Tech FFA*
Second-Sussex Central FFA
- Religious Floats :** *First-Delmarva Christian HS*
Second-Eagles Nest Christian Academy
- Marching Group:** *First- Sussex Central Step Team C*
Second-Sussex Central JROTC
- Scout Troop (male):** *First- Cub Scout Pack 95*
- Scout Troop (female):** *First-Girl Scout Troop 1272*
Second- Girl Scout Troop 499
- Bands:** *First-Sussex Tech HS*
Second-Sussex Central HS
- Best Theme:** *First- Cub Scout Pack 95*
(A Delaware Christmas) *Second-Del Tech FFA*
- Best Entry:** Tidewater Utilities, Inc.

PARADE JUDGES



Tidewater Utilities Won First Place for Commercial Float & Best Overall Entry



Friendship United Methodist Church's float sailed through the parade to the delight of the hundreds of spectators.

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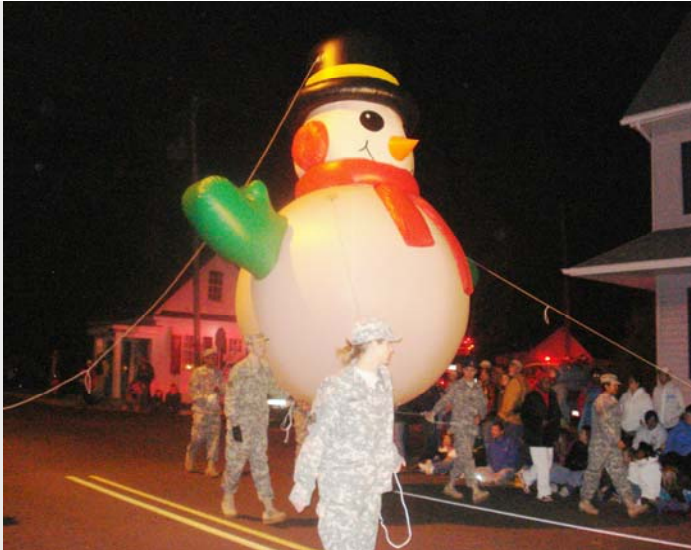
NARI MEMBER BIB

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 Georgetown, DE 19947
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VOLUNTEERS MAKE IT ALL HAPPEN

It goes without saying, but should be said over and over...The Georgetown Chamber would not and could not operate without the support and participation it receives from the volunteers of our community. We are tremendously grateful to you all and look forward to working with you next year to make the 2010 Georgetown Parade THE BEST PARADE EVER-just like the 2009 Georgetown Christmas Parade was this year!



Sussex Central HS Jr ROTC cadets were trusted handlers for the jumbo Snowman Balloon featured in the parade

Many Thanks To:

- * RJ Hickman * Dajah Cannon * Joe Booth
- * Sue Messick * Ed Reynolds * Frank Perdue
- * Garry Killmon * Scott Rukowicz
- * Terry Johnson * Terry Megee * Col. Chilcoat
- * SCHS JROTC * Sonny Tyndall * Perdue
- * County Bank * Jay Stevens
- * Bill Bennet-Harley Davidson Seaford * NAPA
- * Grace Methodist Church * Angie Townsend
- * Billy Bradley * Chief Topping
- * Linda Zelo * Gene Dvornick

- * Lynn & Ed Lester * Ray Hopkins
- * Jeanne Dukes * Joan Tyndall
- * Norma Elliot * Linda Price
- * Buzz Matthews * Debbie Hartstein
- * Donna Koskey * Helen Kruger
- * Jay Stevens * Robin Parker
- * Dave Marvel * Wade Perdue
- * Carlton Moore * Aubrey Spicer
- * Brian Pettyjohn * Tom Klein
- * Doug Welsh * Hal Godwin
- * Walt Overington * Joe Pittard



Santa & Mrs. Claus—riding in their sleigh—are always the highlight of the Georgetown Parade!.

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BUSINESS NETWORKING GROUP EXPANDS TO SUSSEX



SUSSEX YOUNG PROFESSIONALS

Interested in expanding your professional and social network while making a positive and lasting difference in the community? Then the Sussex Young Professionals is the place for you!

What are the Sussex Young Professionals?

The Sussex Young Professionals are driven and determined members of Sussex County focused on making friends and building a better community. We encourage members to become a part of something larger than themselves and offer excellent opportunities for networking, professional development, and philanthropy within Sussex County.

What are some of the benefits of being an SYP member?

Being a member of the Sussex Young Professionals comes with a variety of benefits:

- Make friends and network with young professionals throughout Sussex County
- Meet and interact with prominent business and philanthropic leaders
- Develop professional skills and find professional opportunities
- Gain leadership experience through committee and community involvement
- Stay connected and experience exciting events throughout the area

Do I have to be "young"?

Most of our members are between ages 21 and 45. However, people who feel that they fall over this age range are more than welcome at our events, as long as they are young in spirit.

What is the cost of membership?

There is no cost of being a member of the SYP, but being a member does *pay!*

What community service does Sussex Young Professionals perform?

The Sussex Young Professionals are involved with numerous local and national philanthropic organizations, including but certainly not limited to:

- The United Way
- Veterans of Foreign Wars (VFW)

Community service is typically done once a quarter

Why join?

Join to make friends and to become a part of something larger than yourself.

IF YOU ARE INTERESTED IN LEARNING MORE ABOUT THE SUSSEX YOUNG PROFESSIONALS

Email: SussexYoungProfessionals@gmail.com

SUPPORT YOUR FELLOW CHAMBER MEMBERS



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DEVELOP A HEALTHIER LIFESTYLE IN 2010



They are the same resolutions that you make every year: stop smoking, start exercising, lose 20 pounds, and live a healthier lifestyle.

But why do you find yourself lounging on the sofa, weighing more, and still smoking like a chimney by mid-January? The experts say it all comes down to realistic goals.

“The biggest mistake people make for their New Year’s resolution is setting too lofty a goal. For example, they want to lose five pounds a week and 20 pounds a month,” said Bayhealth Registered Dietitian Lisa Harkins, RD, LDN.

Harkins says aiming for weight loss of more than two pounds a week is not only unrealistic, but is a sure path to failure. However, slow, steady incremental weight loss and permanent lifestyle changes are the formula for success. Healthy lifestyle changes are synergistic so that exercising four times a week and cutting alcohol consumption will also lead to better eating habits which, in turn, translate to sustained weight loss.

“Another key is increasing your intake of nutrient dense foods such

as fresh vegetables, fruits and whole grains, which are rich in essential vitamins and minerals. Eating a bag of potato chips for a quick hunger fix won’t fill you up as they are high in fat and salt and low in important nutrients, making them a poor snack choice” said Harkins.

Harkins says the key to developing the resolve for weight loss is identifying your triggers for eating, and then finding a strategy for overcoming that trigger.

“If you’re hungry simply because you are thinking of food, then you need a distraction. Call a friend, pick up a book, or do something to take your mind off eating,” said Harkins.

The same principle applies to quitting smoking in the New Year. Experts say tobacco cravings are often a proxy for something else—usually stress. Smoking continues the vicious cycle by raising blood pressure, creating even more stress and, in turn, leading to more smoking.

“Sometimes it takes just squeezing a stress ball, deep breathing, or finding some other distraction

(besides smoking) to divert your attention from the stress,” said Bayhealth Medical Center Tobacco Cessation Specialist Terry Towne, RN. “Every time you want to smoke, put the money for a pack of cigarettes into a jar, and see how much you save by not smoking.”

Towne teaches a seven week tobacco cessation class which is free and open to the public. The class provides group support, advice, and helpful information on diet, exercise, stress reduction, nicotine replacement, and other strategies for kicking the tobacco habit. This program is made possible through the Delaware Division of Public Health's Tobacco Prevention Community Contract. Funding for the contract is provided by the Delaware Health Fund and managed by the American Lung Association of Delaware. The tobacco cessation classes are starting soon:

- Jan. 5, 5-6:30 PM (weekly on Tuesday) - Kent General Hospital
- Jan. 7, 8-9:30 AM (weekly on Thursday) - Milford Memorial Hospital

To register for the tobacco cessation classes starting in January 2010, please call 744-7135. To sign up for nutritional and dietary consultations, please call 744-6842.



MEMBER BUSINESSES CAN HELP YOU GET FIT IN 2010

Flex World Fitness is a well maintained, state-of-the-art facility which provide members with the tools to achieve their personal fitness goals.

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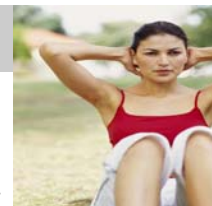
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Bayhealth Medical Center’s Lifestyles Fitness Center

provides professional supervision of all fitness activities & services, offers the latest in exercise equipment, and designs individualized programs for people of all ages.

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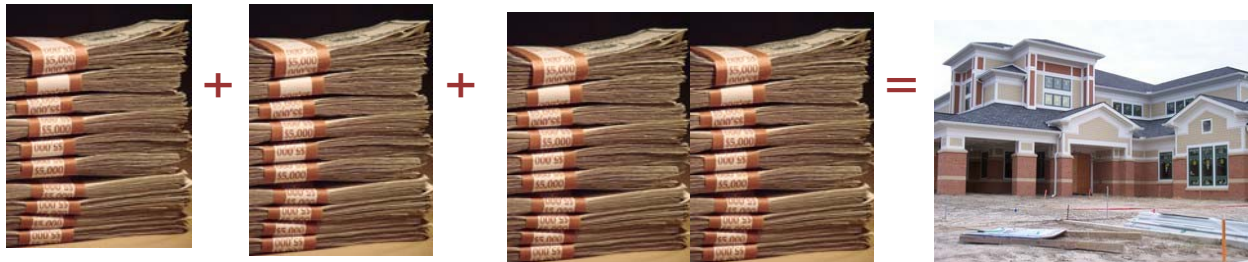
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FRIENDS SEEK FUNDING FOR NEW GEORGETOWN LIBRARY

ARE YOU UP FOR A CHALLENGE?

The Friends of the Georgetown Public Library have until February 28, 2010 to raise \$100,000!



An Anonymous Donor has agreed to give the Library Building Fund up to \$100,000 if \$100,000 is raised by February 28, 2010. The State of Delaware will then give \$200,000 in matching funds providing the total \$400,000 needed to complete the new Georgetown Public Library.

Start Off 2010 in a Generous Way.

HELP GEORGETOWN FINISH ITS BEAUTIFUL NEW LIBRARY!



PLEASE SEND YOUR TAX DEDUCTIBLE DONATION TO: The Friends of the Georgetown Public Library
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Call 302-856-9758 to speak to a librarian who will provide you with a brochure and set up a visit to the construction site. Or visit www.georgetownpubliclibrary.org.

CELEBRATING OUR MEMBERS & OUR MEMBERSHIP

Bayhealth Medical Center has been recognized for service excellence for a third consecutive year under the J.D. Power and Associates Distinguished Hospital Program.SM This distinction acknowledges a strong commitment by Bayhealth Medical Center to provide “An Outstanding Inpatient Experience.”



“In earning this distinction, Bayhealth Medical Center has truly demonstrated its commitment to service excellence,” said Kevin Lieb, senior director of provider programs at J.D. Power and Associates. “Providing patients with a consistently positive experience is crucial, particularly with the high value placed on the service aspects of their hospital stay.”



Pictured are Chair of the Bayhealth Board of Directors Barbara Rutt (left) and Bayhealth President & Chief Executive Officer Terry Murphy, FACHE (center), accepting the trophy for "Outstanding Inpatient Experience" from Kevin Lieb, J.D. Power and Associates Senior Director of Provider Pro-

The service excellence distinction was determined by surveying recently discharged patients from Bayhealth Medical Center about their perceptions of their hospital stay and comparing the results to the national benchmarks established in the annual J.D. Power and Associates National Hospital Service Performance Study.SM

The telephone-based research conducted among Bayhealth Medical Center patients focuses on the five key drivers of patient satisfaction with their overall inpatient experience. These drivers, which were identified in the national study, are speed and efficiency; dignity and respect; comfort; information and communication; and emotional support.

Bayhealth Medical Center exceeds the national benchmark study score for inpatient satisfaction and performs particularly well, compared with the national study, in attending to patient comfort. The hospital receives notably high

ratings for the nurses' concern for controlling pain, concern for comfort during procedures, and concern for continued recovery and well-being.

The hospital also performs well relative to the national study in providing quick and efficient service, particularly for the discharge personnel and tests and treatments personnel.

Nearly two-thirds of Bayhealth Medical Center patients surveyed say they would return to the facility if needed, while 60 percent say they “definitely will” recommend the hospital to others. Nearly 40 percent of patients say they have much more trust and confidence in the hospital after their most recent stay, compared with only 28 percent of patients in the benchmark study.

“Bayhealth is creating a culture based on patient-centered care,” said Bayhealth president & CEO Terry Murphy, FACHE. “We are committed to an approach of delivering services from a patient’s viewpoint, and that’s helped us to achieve higher patient satisfaction.”

Nongovernmental, acute-care hospitals throughout the nation are eligible for the J.D. Power and Associates Distinguished Hospital recognition for inpatient, maternity, cardiovascular, emergency and outpatient services. Distinction is valid for one year, after which time the hospital may reapply for this recognition.



FROM THE DIRECTOR'S CHAIR...

Karen S. Duffield, Exec. Dir.

I've said it before and I'll say it again, "The Georgetown Chamber of Commerce provides the best opportunities for member networking than any other organization around!"

frequency and honest fervor, the odds are in your favor that a valuable business connection will be made.

We feel strongly enough about the power of the business card, that we will be issuing two (2)

membership cards to every member business in 2010. The cards will identify you as a Proud Member of the GGCO, and when presented at participating Member2Member businesses, will make you eligible for a special discount.

Even in this high-tech world of PDAs and iPhones, the face-to-face meeting, the skin-on-skin handshake, and an exchange of hard stock business cards still have the greatest potency, in my book. The Georgetown Chamber provides ample opportunities for you to test it out. What do you have to lose? Maybe a future customer.

The Chamber schedules at least four (4) programs a month-every month -all year long, which offer perfect occasions to self promote and connect with other business people, potential clients and future customers. Every Economic Development Council Meeting (1st Wed.), Breakfast Meeting (2nd Wed.) After Hours Mixer (3rd Wed.) and Chamber Luncheon (4th Wed.) gives you the comfortable opening to introduce yourself, talk about your product or service, and to hand out that valuable business card for the recipient's referral. If you do this with some



Invitation to Host

The Chamber has several months still available for a Member Business to Host an After Hours Mixer.

This is just another Great Opportunity to Showcase Your Business and 'Roll Out the Red Carpet' for Potential Customers! Georgetown Chamber Mixers are open to Members and the General Public.

If you are interested in hosting a Mixer in 2010, call Karen at 856-1544 or email karen@georgetowncoc.com and secure your month TODAY!

RECEIVE MEMBER-2-MEMBER DISCOUNTS with :

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Nov. 27-Dec. 27

Web Stats

Web Visits - 1,284
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GREATER GEORGETOWN CHAMBER OF COMMERCE

2010 Greater Georgetown Chamber of Commerce Officers & Directors

Ray Hopkins—President
Jeanne Dukes—1st Vice President
Bernice Edwards—2nd Vice President
Linda Price —Secretary
Joan Tyndall—Treasurer
Debbie Hartstein—Past President

One-Year Directors

Lit Dryden Helen Kruger
Charles Matthews Robin Parker

Two—Year Directors

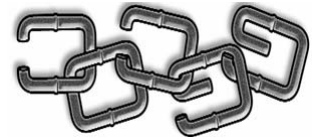
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Bill Taylor

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David Mueller Jeffrey Benson
Art Blanchette Manaen Robinson

Executive Director, Karen S. Duffield

Linking Business with the Community



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