



ON TRACK

"Linking business with community"

GREATER GEORGETOWN CHAMBER OF COMMERCE

THE ARTS MAKE YOU "THINK AGAIN"

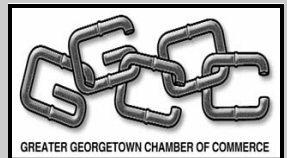
If you think the arts serve only those who love to see a play, hear a musician or paint a picture, you need to "think again." And I would wager that is exactly what happened to the small crowd of people who were invited to hear the announcement of the summer season's line-up at The Freeman Stage at Bayside. We all started to "think again" about the arts.

Before thrilling us with the star-studded line-up of talent we all can look forward to this summer at The Freeman Stage, four panelists presented convincing evidence and a consistent message of the critical role that the arts play in overall student achievement, creative thinking and life-long problem-solving skills, and the direct influence the arts have on economic development and quality of life in Sussex County. A practicing artist, along with representatives from Del Tech, the Delaware Symphony Orchestra, the Delaware Division of the Arts, and the Indian River School District all sang the same tune: When public and corporate funding for the arts – in schools and non-

profit arts organizations – is being cut and oft times, eliminated, we as a society lose much, much more than music lessons or a night out to the theatre. Investment in the arts is a deliberate investment in our children- who are our future. It is an investment to ensure that we survive as a society that values culture, innovation and quality of life.

The Joshua M. Freeman Foundation, a non-profit arts organization in Sussex County, has developed in three short years, the perfect venue to showcase the arts, and provide everyone in Sussex County with the open and the broad access to the arts that is so necessary for our society today in The Freeman Stage at Bayside .

So visit www.freemanstage.org to see the amazing talent & entertaining arts programs scheduled (including LeeAnn Rimes and The B-52s!!) for the Freeman Stage this summer. Over 70% of the programs are FREE and admission is always FREE if you are under 18. I guarantee you...you'll be inspired and you will "think again" about the arts and what they can do for you.



EVENTS TO NOTE

Economic Dev. Mtg.
Wednesday, April 6
GT Wesleyan Church
12:00 Noon

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

Breakfast Meeting
Wednesday, April 13
The Brick Hotel
7:30 a.m.-8:30 a.m.

Chamber Mixer
Wednesday, April 20
SC Habitat's ReStore
4:30 p.m.-6:30 p.m.

Annual Easter Egg Hunt
Saturday, April 23
Marvel Museum
11:00 am-1:00 pm

Chamber Lunch
Wednesday, April 27
The CHEER Center
12:00 Noon-1:00 p.m.

We Proudly Recognize Our 2011 VIP Partners To Date:



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NRG Indian River Power Plant * ServPro of Sussex County * Tyndall's Construction
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THINKING 'OUTSIDE THE BOX'



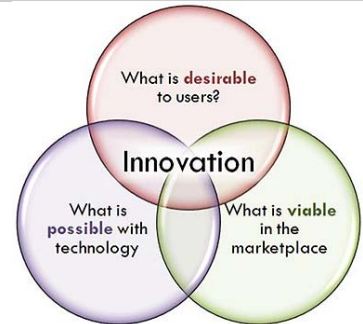
Is anyone in the mood for a little Spring cleaning? With the flowers in bloom and lawn care treatments in progress, it makes me think of starting fresh. In business, that means innovation. What creative new ways can you market your products and services? Now that we're finally into the Spring season, I think of the Cadbury Bunny as an inspiration for a businessperson. Bunnies aren't supposed to lay eggs, let alone a male bunny... now that's creative! See if you can challenge yourself to think outside the box and provide something that no one else would expect.

President, Jeanne Dukes

Also look for existing anomalies in the marketplace where you might be able to carve your own niche – like McDonald's does, for example, by offering their Filet-O-Fish special during the Lent season. The consumer motivation is already there ("hmm, it's Lent... what in

the world am I going to do for lunch?"), a business just needs the right idea to transform it into a competitive advantage.

Spring also marks the beginning of another baseball season (Go Phillies!). It seems like every year there are a few teams that surprise everyone by outperforming their payroll – that is, they do better with cheaper, no-name ballplayers than the big-spenders who have all the superstars. Similarly, when it comes to business, it's not always about size or notoriety; it's about finding what your business does best and leveraging that into success. Happy Spring everyone! I wish for all of you to find a new, creative edge to enhance your business... and I'll see you around town.



TAKE YOUR BUSINESS GLOBAL



WASHINGTON, D.C. – Small businesses seeking to grow their businesses and create jobs through exporting can turn to new, free educational videos created through a partnership between the U.S. Small Business Administration, Inc. Magazine and AT&T. The series of video modules has been developed to inspire and encourage American small businesses to actively pursue exporting and to educate them on how to do so.

“Winning the future means supporting small businesses that want to grow and create jobs through exporting,” said SBA Administrator Karen Mills. The video series,

Take Your Business Global, features five main topics that guide small businesses through the process of exporting: Getting Started in Exporting; Planning for Export success; Connecting with Foreign Buyers; Financing; and five Case Studies of successful small business exporters. “AT&T is excited to be part of this initiative and to collaborate with the SBA and Inc. magazine,” said Cathy Martine, AT&T Executive Vice President, Small Business Solutions.

“We believe U.S. small businesses are engines of innovation, and strongly encourage them to grow by thinking globally and taking advantage of technology. With the emergence of online commerce and digital communications, the potential to export products and services around the world has never been greater.” The videos are posted at www.inc.com/exporting.

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April Dining Opportunities!



APRIL Dining Opp!

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Whether you're too full from dinner or not, at some point you WILL be hungry for dessert! Enjoy your dinner and if you need to take one of our awesome desserts home with you, that's okay too.

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- ENTREE PURCHASE REQUIRED -

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SMALL BUSINESS CAUCUS COMMITTED TO IMPROVING CLIMATE



Sussex County SB
Caucus Panel in '09

An ad hoc, bi-partisan House panel, formed in 2009 to address many of the complicated issues facing Delaware small business owners in today's struggling economy, is sponsoring a town hall meeting this month to answer questions and concerns about the small business climate in the state.

State Reps. Daniel B. Short (R-Seafood) and Bryon H. Short (D-Highland Woods), chairs of the House Small Business Caucus, are asking small business owners, local Chambers of Commerce and trade association representatives in Delaware to attend a public forum on **Wednesday, April 27, 2011 from 2:00 p.m. to 4:00 p.m.** at the office of the Sussex County Association of Realtors at 23407 Park Avenue in Georgetown. There is no charge.

The town hall meeting will be similar to forums the committee held a couple of years ago in all three counties during which the Small Business Caucus met with small business owners across the state gathering input on how Delaware can strengthen its small business environment. As a result of those meetings, the Small Business Caucus crafted a legislative agenda for last session. This year's meeting in Sussex will allow attendees to share their concerns with lawmakers and ideas on what legislative action can be taken this session to address those important issues. For additional information on the meeting, please contact Stephanie Mantegna from Rep. Dan Short's office at 302-577-8515 or the Georgetown Chamber at 302-856-1544.



Rep. Danny Short (R)

THE MEETING BEFORE THE MEETING

To prepare for the **Small Business Caucus Town Hall Meeting** on Wednesday, April 27, 2011 at 2:PM at SCAOR, the Georgetown Chamber has coordinated its regular **Monthly Chamber Luncheon** scheduled on Wednesday, April 27, 2011 at 12:00 Noon at the CHEER Center to be a brainstorming/workshop-styled session. To help develop the concerns and issues that small business have, four (4) speakers are scheduled (to date) including, **Bob Wheatley-Legislative Timeliness; Ernie Felici-Infrastructure; Pat Ryan-Regulations; and Randall Cash-Buying Local.**

Please plan on being a part of this conversation and let your small business voice be heard! To RSVP to the Chamber's Luncheon, email norma@georgetowncoc.com or call 302-856-1544.



Rep. Bryon Short (D)

SMALL BUSINESS CAN NOW BID ON BIG BUSINESS

Dean Design/Marketing Group, a 12-person marketing and creative firm serving Delaware for 16 years, has been designated by Delaware's Office of Minority and Woman Business Enterprise as a certified Woman Owned Business.

The certification means Dean Design is qualified to bid on the portions of government contracts reserved or "set aside" for woman and minority-owned businesses.

Dean Design also serves as a subcontractor to prime contractors seeking state, federal and corporate business. "Our certification gives other businesses a boost when they bid on government contracts," says Jane Dean, founder and President

of the company.

Dean Design's services include advertising, websites, print materials, logos, packaging, tradeshow booth design, and related communications and marketing needs.

The company's clients are mostly in the private sector, including hospitals, doctors, tourism, educational, agricultural, machinery, non-profit, and technology firms.

Interested parties can learn more about Dean Design/Marketing Group by visiting www.DeanDesign.com or email Stephanie@deandesign.com or call 302-542-9550. "Good design is good business," says Ms. Dean.



SMALL BUSINESS GRABS HEADLINES AT BREAKFAST



Jayne Armstrong, district director of the US Small Business Administration's (SBA) Delaware District Office updated guests at the Chamber's March Breakfast meeting on SBA's new programs and initiatives for small businesses. Topics included the SBA's new Community Advantage and Small Loan Advantage loan programs, commercial real estate refinancing, dealer floor plan financing and additional support for the Small Business Technology Development Center's counseling and training programs. Businesses interested in learning more about federal programs to help entrepreneurs start, build and grow their businesses should contact Jayne.

During Jayne Armstrong's tenure as the district director of the SBA's Delaware District Office, the SBA team has dramatically increased its visibility statewide through extensive marketing and outreach; expanded participation in its government contracting programs; increased counseling and training offered by the Small Business Technology Development Center and SCORE programs; and established the Delaware Center for Women's Entrepreneurship in partnership with the YWCA of Delaware. To contact the Jayne or the SBA District office call 302-573-6060.



POWERFUL 'VOICES FROM THE WAR'

Award winning journalist and author, Nancy E. Lynch was the Chamber's special guest speaker at its March Luncheon at the CHEER Center. Nancy shared her journey into the world of publishing and how she came to document the letters of Delaware service men & women serving in South Vietnam and present them in the award winning, social history:

VIETNAM MAILBAG: *Voices from the War 1968-1972*

A University of Delaware graduate who began her writing career as a staff reporter for the News Journal, Nancy has been a freelance writer for many years. Lynch has contributed numerous articles to regional publications and magazines & she also has written six other books.

If you are interested in contacting Nancy for more information or to order a copy of *VIETNAM MAILBAG: Voices from the War 1968-1972*, call 302-381-5993 or visit www.VietnamMailbag.com.



CHAMBER CELEBRATES CORDREY CENTER

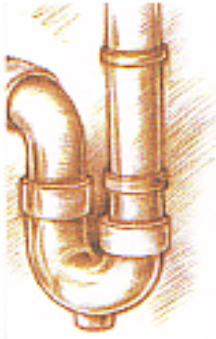


The Georgetown Chamber was pleased and proud to participate in the Cordrey Center's recent celebration of the expansion of its state-of-the-art, special events venue. Chamber representatives, local officials, Cordrey family members, and the Cordrey Center team, led by events coordinator, Ruth Dingwall, marked the opening of the Center's new conference/classroom, and an additional staging area-out of doors -for special occasions.

The Cordrey Center sits on a historic property in the beautiful and secluded natural setting of Millsboro, DE. Call Ruth Dingwall at 302-682-9080 to schedule a tour of this unique venue!

Photo courtesy of Steven Billups, Coast Press

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DECADENT DESSERT PARTY A SWEET GREEN TIME



If you had to miss one of the Chamber's Monthly Mixers, we hope it wasn't the Decadent Dessert Party in March hosted by Fulton Bank. Structured around a St. Patrick's Day theme, entries submitted for judging did not disappoint. Delicious, Delightfully Decorated and Decadent de-

scribe the desserts to a D! Joan Tyndall's tangy Key Lime Cheesecake was judged Best Overall Taste, and she also won the People's Choice. Many thanks to all who submitted their delicacies, and to Linda Price, hostess extraordinaire! It was a sweet time!



THANK YOU TO THOSE WHO DONATED THESE GREAT DOOR PRIZES

- Coffee & Mugs (Automated Copy)*
- \$25 Visa Gift Card (Marcie /Children & Families First)*
- Box of Chocolates (Georgetown Historical Society)*
- Gift Basket (Barbara Street)*

WHO CAME?
WHO CAME?
WHO CAME?
WHO CAME?
WHO CAME?

Linda Price, Geri Beigler, Chelsea Swain, Karen Grant, Dorie Gremer, Judy Johnson, Eric Medrano & Justin Brown, **Fulton Bank**; Jeanne & Don Dukes, **Beebe Home Health Care**; Al Morris, **Delaware Hospice**; Sherri Schaff, **Fast-teks**; Joan Messick, **G.H.S.**; Becky Madden, **Sussex Community Crisis Housing Services**; Marcie Urgo, **Children & Families First**; Donna Koskey, **Chardon LTD**; Paul Buchness, **Lighthouse Landing**; Helen Kruger, **Kruger Trailers**; Joan Tyndall, **Tyndall's Construction**; Garry Killmon, **Sharp Energy**; Toby & Carol Givens, **Givens Flowers**; David Tidwell, **CHEER**; Martin Donovan, **Community Bank**; Chris Redman, **Business Report**; Sabrina & Lee Marland, **Century 21 / Ramey Real Estate**; Paula Laymm, **Town of Georgetown**; Kevin Loftus, **La Red Health Center**; Art & Lisa Blanchette, **The Main Office**; Randy & Virginia Cash, **Automated Copy**; Brenda Whitehurst, **YWCA**; Denise Jackson & Brenda Carr, **ReStore**; Christine Davis & Bill Davis, **ReMAX**; Rey Lopez & Jennifer Deaver, **Staffmark**; Chris Couch, **GT Boys & Girls Club**; Robbie Robinson & Karin Jonsen, **Law Office of Kim DeBonte**; Mary Borger, **WBOC**; John Rieley, **Edward Jones**; Bernice Edwards; **F.S.C.A.A.**; Jenn Jones, **DE Center for the Inland Bays**; Jan Fraipont, **Mortgage Professionals**; Jeff Benson, **Benson Financial**; Dr. Aimee Parker & Lana Parker, **Sussex Eye Center**; Ed Fox, **Sales Pro Training Inc.**; Kristen Lang, **Delmarva Broadcasting**; Trish Schechtman, **Freeman Stage at Bayside**; Newt & Thelma Tyndall, **Citizens**

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JOIN US AT THE SOUTHERN DELAWARE OPEN HOUSE

Wednesday, April 20
4:30–7:00 PM

Our doors will be open in two locations:

GEORGETOWN

DTCC/Seashore Highway | Rts. 18/404 & 113

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FROM THE DIRECTOR'S CHAIR... Karen S. Duffield, Exec. Dir.

It seems only natural to use this opportunity and space to tell you what's been on my mind. It's chicken! Chicken's on my mind, and everything to do with chicken! The 62nd Annual Delmarva Chicken Festival is coming in June here in Georgetown, and it's been a high priority program for the Georgetown Chamber for over two years. The event generally draws crowds of up to 30,000 people over two-days, and these people want to be treated to the best we have. The best in entertainment, crafters, food vendors, home & trade exhibitors, local produce & health care service presenters. These families want safe & fun carnival rides and pony rides, and they want their kids to experience the wonder of a newborn chick, or the wonderful "chicken capers" the festival traditionally holds. Of course, the famous



Giant Fry pan will be there, and the best BBQ chicken ever, courtesy of the Georgetown LL. We want all of these integral parts of the festival to shine, and naturally, reflect on our Georgetown community and on our businesses in the most positive way.

Last night I had the honor of attending the Poultry Industry's Annual Banquet, and as the Chamber's ED was recognized, along with our President, Jeanne Dukes, as host of this year's Chicken Festival. It really hit me then, what a great responsibility we have as stewards of this historic event. Please help us in this effort, if you aren't already. We need your support, your time & your expertise. We know your plate is full, but please, leave some room on there for chicken!



Young Entrepreneur of the Year Named!



The Delaware District Office of the U.S. Small Business Administration has selected the Small Business Week Awardees for 2011. The U.S. Small Business Administration's (SBA) Delaware District Office will honor Delaware's outstanding small business owners and champions at the Delaware Small Business Week awards dinner "Stand Up For Small Business," on Tuesday, June 7, 2011, at the Executive Banquet and Conference Center in Newark. The Georgetown Chamber of Commerce is thrilled that Chamber member, former Board Director and President of Mercantile Processing Inc., Kyle Morgan was selected and will be honored as the **Young Entrepreneur of the Year!** Kyle and the other honorees will compete with winners from the Mid-Atlantic region for SBA's regional awards and those winners then compete for the national awards in their respective categories.

Since joining the Georgetown Chamber in 2008, Kyle has always been a very active & involved Chamber member, and he served as a Director on the Chamber's Board for a 3-year term and chaired the Wings & Wheels event Committee for its first two years.

Mercantile Processing Inc. is a locally owned Delaware company with its home office in Fenwick Island, DE., and serves the Delmarva area as a credit card processing broker, credit card terminal & ATM reseller, and gift/loyalty card program supplier.

MPI's mission is to provide merchants with the service they expect at a price they can afford.

The Georgetown Chamber is extremely proud of Kyle and this great accomplishment, and impressed with the significant impact he and his team at Mercantile Processing Inc. have in Sussex County and obviously, in the state of Delaware. Congratulations Kyle!

2011 Small Business Week Awardee- Young Entrepreneur of the Year

Kyle Morgan
Mercantile Processing Inc.
20 West Essex Street
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302-581-0053

kmorgan@mercantileprocessinginc.com

DTCC STUDENTS & ALUMS PLAN 5K

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Run/Walk

Saturday, May 7, 2011

Registration begins 8 a.m.

Event starts 9 a.m.

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This event is co-hosted by the Owens Campus Alumni Association and the Student Government Association.



March 4-April 3, 2011
Web Stats

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(2,510 Unique Visitors)
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New Visits - 79.81%
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GREATER GEORGETOWN CHAMBER OF COMMERCE

2011 Greater Georgetown
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