



ON TRACK

"Linking business with community"

GREATER GEORGETOWN CHAMBER OF COMMERCE

2011 WINGS & WHEELS –SOARING TO NEW HEIGHTS

Wings & Wheels 2011 becomes a 2-Day event with USO Canteen Dinner & Show added!

The 4th Annual W&W Fall Festival will be held at the Sussex County Airport in Georgetown and will again feature vintage planes, a classic car show, craft & food vendors and children's games. A WWII veterans' program presented by local author, James Diehl will return, with a special screening of his video documentary, "Vanishing Voices."

Also, get your tickets to "A Stage-Door Canteen"- the Friday, Sept. 30th program that has been added to the W&W event schedule. Enjoy a buffet dinner at 6PM catered by the Lighthouse Landing Restaurant & a live, USO- styled canteen show that celebrates the music of the '40s produced by Footlight Productions- all taking place in an airplane hangar at the airport! Tickets are \$25 single/\$40 couple and can be ordered online at www.wings-wheels.com or by calling 856-1544.

So don't miss the 2011 Wings & Wheels-A Georgetown Fall Festival at the Sussex County Airport in Georgetown. We're soaring to new heights!



EVENTS TO NOTE IN SEPTEMBER

Economic Dev. Mtg.
Wednesday, Sept. 7
GT Wesleyan Church
12:00 Noon

Board Meeting
Wednesday, Sept. 7
GT Wesleyan Church
4 p.m.

Breakfast Meeting
Wednesday, Sept. 14
Lighthouse Landing
7:30 a.m.-8:30 a.m.

Chamber Mixer
Wednesday, Sept. 21
Heritage Shores Club
4:30 p.m.-6:30 p.m.

Chamber Lunch
Wednesday, Sept. 28
The CHEER Center
12:00 Noon-1:00 p.m.

2011 Wings & Wheels
USO Canteen Show
Friday, Sept. 29
6:00 PM
Festival
Saturday, Oct. 1
10:00 AM-4:00 PM
Sussex County Airport

We Proudly Recognize Our 2011 VIP Partners To Date:



* **Fulton Bank** *

**Brandywine Assisted Living * Delmarva Power * The Insurance Market
NRG Indian River Power Plant * ServPro of Sussex County * Tyndall's Construction
* WalMart * Wilmington University ***

WHAT KIND OF FEEDBACK DOES YOUR BUSINESS GENERATE?

Did you know that the average peeved customer will share their bad experience with an average of 25 others? This means a minimum of 25 potential missed opportunities for your business – not to mention how many folks those 25 individuals then tell! I believe it. I am the first to ask about a friend’s experience prior to jumping into a large or costly project. My husband Don is wonderful at searching for feedback online whether it is a vacation experience, technology project, or item for our home. In this day and age, it is far too easy for one customer interaction to have a costly effect on your bottom line. So I began to wonder... How do we keep our customers coming back and ensure that they refer their friends?

Well, I did some research mixed with my own experiences as a customer and a new business owner, and here is how I evaluate customer satisfaction. First and foremost, are you offering a desired product? For sake of discussion, let’s consider the “widget” you’re trying to sell. Do the potential customers in your business area want that widget? Sec-

only, are you and your employees well-versed and knowledgeable about the widget? How well do you anticipate your customers’ needs, answer questions about the product, and provide feedback on which of your types of widgets is the best fit for a particular customer’s needs? Thirdly, are you committed to providing service after the sale? Do you stand behind your product, are you accessible once the sale is final, and is your guarantee reasonable? Finally, do you show that you genuinely care about your customers? Not only do you stand behind your product, but do you go out of your way to assist your customers? Will your customer leave and say, “That Mr. Chamber Member not only sells a great widget, but he is a great guy and believes in service after the sale.”

Aristotle said, "We are what we repeatedly do. Excellence, then, is not an act but a habit." We live and work in a fairly small community. Make it your practice to satisfy that one customer every time, and hopefully you can avoid those 25 lost opportunities. I’m heading out now to buy widgets... and I’ll see you around town!

Jeanne



President, Jeanne Dukes



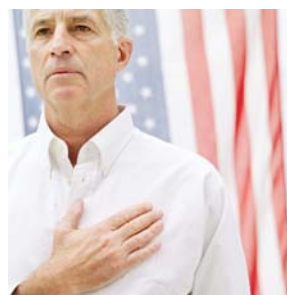
Remembrance Program for September 11th



In remembrance of the 10th anniversary of September 11th, the Georgetown Public Library will be hosting, “Scrolls for Deployed U.S. Troops,” on

Wednesday, September 14th. Participants will be able to write holiday greetings and well wishes to be sent to our men and women who serve overseas. A scroll representing each branch of military will be displayed for participants to sign.

A photo exhibit of September 11th will be displayed throughout the first floor of the library for the public to view.



Quickbooks, basic and beyond ...

The Delaware Center for Women's Entrepreneurship announces a *DCWEdge Quickbooks Workshop* on Sept. 21, 6pm to 8pm, in Georgetown.

Quickbooks, basic and beyond . . . is designed as an introductory class for quick-books beginners who want to take the next step in their business to become automated with their



finances. The class covers accounting 101 processes which include the maintenance, processes and reporting for Accounts Receivable, Accounts payable, and the General Ledger. Each workshop is a small investment of \$15.00, payable by cash or credit card on the evening of the workshop. To register or for more information, please contact email: dcwe@ywcade.org; or phone: 302-224-4060.

GET YOUR TICKETS TODAY



PROUDLY PRESENTS

“Stage Door Canteen”
 - A Salute to the Music of the 40’s -
 and those USO Travelling Canteen Shows

Songs like *“You’ll Never Know,” “Boogie Woogie Bugle Boy”* and *“Stardust”* – just to mention a few – bridged wartime separation and gave everyone the strength and pride to go against “the foe.”

A Show produced by Foot Light Productions & Dinner catered by Lighthouse Landing Restaurant



DATE: Friday, September 30th
TIME: Dinner – 6 pm; Show – 7 pm
TICKETS: \$25/person - \$40/couple
PLACE: Sussex County Airport, Georgetown

Special Screening of “Vanishing Voices of World War II”
By James Diehl

For tickets & information, please contact the Georgetown Chamber of Commerce at
 302-856-1544, Linda Price at 302-855-2406 or visit our website: www.wings-wheels.com

Name: _____	# of tickets requested: _____
Address: _____	
Check included: \$ _____	Pay by credit card: Visa ___ MC ___ AMEX ___
Credit card # _____	CVV # _____ Expiration _____
Date: _____	Checks payable to: GT Chamber of Commerce
Mail checks to PO Box 1, Georgetown, DE 19947	

WELCOME NEW MEMBERS



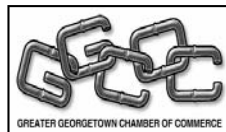
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WAKE UP TO GOOD NEWS AT CHAMBER BREAKFASTS



Roger Marino, Corporate Community Relations Director for Mountaire Farms was the Chamber's Special Guest Speaker at its **July Breakfast Meeting**. Mr. Marino delighted those in attendance with his life experiences as an entrepreneur, journalist & public relations mogul, and visionary for economic development. The July Breakfast marked the last time that the Chamber's Breakfast meeting would be held at **The Brick Hotel in Georgetown**. **The Chamber wants to thank Lynn and Ed Lester and the entire staff of The Brick** for accommodating our early morning gatherings for more than two years, and for serving up such delicious fare in such elegant & historic surroundings.

In the photo at LEFT: Chamber President, Jeanne Dukes poses with Roger Marino with a plaque of appreciation for his memorable presentation.



In the photo at RIGHT: Chamber President, Jeanne Dukes presents **Jim Hickin, Sussex County Airport Manager** with

a plaque of appreciation for speaking at the **Chamber's August Breakfast Meeting** at the **Lighthouse Landing Restaurant at the Sussex County Airport**. Mr. Hickin presented up-to-date information on the Airport's runway extension project, and the importance of first developing and maintaining the most effective and well equipped airport before further runway expansion can be considered; and installation of solar panels on the Airport grounds serving the Emergency Operations Center and saving Sussex County in energy costs. The Chamber is pleased to announce that all Breakfast Meetings will now be hosted by Paul Buchness & his

wonderful staff at the Lighthouse Landing Restaurant at the Airport.

LUNCHEON SPEAKERS PRESENT NEED-TO-KNOW NEWS

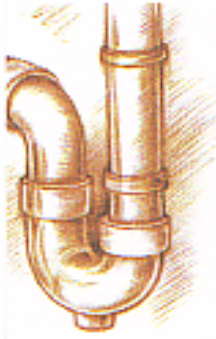


LEFT: Chamber President, Jeanne Dukes presents Rep. Ruth Briggs King (37th District) with a plaque of appreciation for her stint as Special Guest Speaker at the Chamber's July Luncheon Meeting at the CHEER Center in Georgetown.



ABOVE L to R: Greg Wilson (DE Community Reinvestment Action Council), Marie Morole (Sussex Community Crisis Housing Services), Jeanne Dukes (Chamber President) and Diane Donohue (Delaware Hospice) strike a pose following the non-profits' presentations at the Chamber's August Luncheon at the CHEER Center in Georgetown.

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GEORGETOWN FAMILY PHYSICIAN HOSTS JULY MIXER

Dr. Bryan Villar Prescribed Great Hospitality to these Mixer Guests

Dr. & Mrs. Villar, Mary Jane Salvatore, Eric Hitchcock, Helene McHale, Ilona Knott-**Bayhealth Medical Group**;
 Dave Mueller- **Alarm Engineering**;
 Manaen "Robbie" Robinson-**Law Office of Kim DeBonte**;
 Helen Kruger- **Kruger Trailers**; Patricia Galvin-**PNC Bank**;
 Joan Tyndall- **Sergovic & Carmean**;
 Lit & Jo Dryden- **Sunrise Real Estate**;
 Ray Hopkins-**Servpro of Sussex County**;
 Randy & Virginia Cash – **Automated Copy**;
 Denise Jackson- **ReStore**; Leslie Gale- **Easter Seals**;
 Tejas Sheth- **Georgetown Pharmacy**;
 Laura Rogers-**The UPS Store**; Donna Koskey-**Chardon**;
 Jeremy Doucette, David L. Pinkerton;-**Pro Physical Therapy**;
 Annette Barnes- **Barnes Healthcare**



The Chamber's 2nd VP, David Mueller thanks Bryan Villar, MD for hosting the Chamber's July Mixer at his Georgetown Office located at 25 Bridgeville Rd. Dr. Villar offers comprehensive family medicine services and practices within the

WHO IS DONATING ALL THESE GREAT DOOR PRIZES AT CHAMBER MIXERS?

Artesian Water - Water Bottles, Flower Seeds; *Piazza Farms*- 3 packs of party mix
Chardon Jewelry- Sterling Silver Necklace and CZ Diamond Stud Earrings
Automated Copy- Coffee & Mug set w/note pads
 & Specialty Pin designed to benefit *Crisis House* and Pens
Dr. Bryan Villar- NAGE Gift Certificate and Men's Bath Robe with *Bay Health Logo*
G.H.S.- Candy; *N.L. Elliott* -\$10 gift certificate to *Holiday Hair*
Sussex Pines Country Club - One round of golf and (3) boxes of golf balls
SunPower- *Extreme Makeover: Home Edition* Tote with Cap & Key Ring

... AND CHEER STEPS IN FOR AUGUST 'AFTER HOURS' EVENT

These Mixer Guests Enjoyed CHEER's Cheer:



Stacy Hennigan & David Tidwell-CHEER; Al Morris-**Delaware Hospice**; Marcie Urgo- **Children & Families First**; Becky Madden -**Sussex County Crisis House**; Donna Koskey-**Chardon Jewelry**;
 Chris Redman-**Morning Star Business Report**; Rosalie Walls-**Sussex County Return Day**; Joan Messick-**G.H.S.**; Carolyn Donald -**The Farm**; Garry Killmon-**Sharp Energy**; Jim Kalonturos-**Life Chiropractic Centers**; Jenn Jones-**Inland Bays**; Jeanne Dukes-**Beebe Home Health**; Lisa Fitzgerald-**USDA Rural Development**;
 Toby & Carol Givens-**Givens Flowers**; Kathy Powell-**Focus Answering Service**; Cat Porterfield-**Sussex County Post/DE State News**; Tejas Sheth-**Georgetown Pharmacy**; Bernice Edwards-**FSCAA**; Dave Mueller- **Alarm Engineering**; Joan Tyndall-**Sergovic & Carmean**; Lit & Jo Dryden- **Sunrise Real Estate**;
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HEALTHIER RESIDENTS = REDUCED COSTS?

Officials are loosening the state's purse strings so more Delawareans can tighten their belts, literally. Included in this year's Bond Bill is \$7 million to create new biking and walking paths in Delaware, \$2 million of which is earmarked for state parks.

The effort is part of a larger campaign by a bipartisan group of elected leaders, the Nemours Health and Prevention Services, and numerous other individuals and groups to encourage healthier lifestyles in The First State.

At a recent press conference to discuss some of these efforts, Gov. Jack Markell said the need for many Delawareans to improve their level of physical fitness is a matter of economic necessity. Citing the unsustainable upward spiral of healthcare costs, the governor said a significant portion of this spending "could be avoided if people would take better care of themselves."

That opinion is backed by some sobering statistics. According to data from the Centers for Disease Control and Prevention, approximately 37-percent of Delaware children are overweight. For adults, nearly two-thirds weigh more than they should.

Charles A. Salkin, Director of the Delaware Division of Parks and Recreation, said the average American child spends more than 40 hours in front of a TV or computer screen each week, while only experiencing four minutes of structured play.

State Rep. Harvey Kenton (R-Milford), a past vice-president of the Milford Boys and Girls Club, said encouraging kids to make better choices now will pay dividends for taxpayers later as those children grow into healthier, more active adults. Earlier this year, the General Assembly adopted legislation asking the Delaware Department of Transportation (DelDOT) to expand its efforts to create networks of walkways and bikeways. State Rep. Dave Wilson (R-Cedar Creek Hundred), who was a prime sponsor of the resolution, said he believes the measure is a step in the right direction.

Key to making the new system of trails and paths successful, once it's created, will be its promotion. Dave Raymond, the man best-known as the original Phillie Phanatic (1978 to 1993), and a childhood friend of Gov. Markell, is already looking at that challenge.



In photo, from left: State Rep. Dave Wilson (R-Cedar Creek Hundred); Dave Raymond, the original Phillie Phanatic; and State Rep. Harvey Kenton (R-Milford) chat briefly following a recent press event in Georgetown to promote efforts to encourage healthier lifestyles among Delawareans.

State Rep. Dan Short (R-Seaford), a member of the Sussex Child Health Promotion Coalition, says he's hopeful one of the new trails will be developed in Seaford, building off of the existing habits and routines of local residents.

"There is a two-mile path that dozens of people already use that loops the city-owned golf course and surrounding neighborhoods," Rep. Short said. "I've been talking to Chas Salkin, at the Division of Parks and Recreation, to design a defined trail that will be integrated into the community and include benches and other accessories that will make it more inviting and user-friendly." On the distant horizon, some supporters say they would like to develop a hiking and biking trail linking Cape Henlopen State Park near Lewes with Trap Pond State Park east of Laurel.

In the near future, these issues will get further attention during the Sussex Outdoor Summit at the Trap Pond Nature Center to be held October 13th.



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



Just in case I become complacent and think that nothing really ever happens in slower, lower Delaware, please someone remind me of the week of August 21st. Yes, that week will probably go down in the Sussex County history books as being an **EXTREMELY** interesting week, to say the least.

It all started on Monday, August 22nd when a knock came on the door and the Rev. Dale Dunning and her family in Lewes were notified by the **Extreme Makeover: Home Edition** crew and some excited onlookers that they were the deserving recipients of an "extreme makeover," which would change their lives and no doubt, the lives of the thousands of people their *Jusst Sooup* ministry serves forever! The 4-structure **extreme** "new build" (vs. an actual "makeover") on 5-acres of donated land on Lewes-Georgetown Highway (traffic on Rte. 9- easily one of the most travelled byways in Sussex County- became a bit **extreme** this week too!) was led by the Schell Brothers' construction team, and an army of volunteers and supporters who worked 24/7 for 7+ days to make this **extreme** dream come true. -which all made for **extremely** good footage for this **extremely** popular TV show—not to mention an **extremely** nice economic windfall to our area of well over \$2 million.

Then on Tues., August 23rd, just to shake things up, the fault lines somewhere in Virginia decided to do some shifting and sleepy Sussex was rattled by a 5.8 earthquake. When the blinds in my office stopped swaying and I was sure no one was shaking my chair from behind, I was actually **extremely** reassured when the earthquake was confirmed, and I didn't have to question whether I was imagining things. Thankfully, there was no significant damage or injuries as a result of the **extreme** tremor, but it certainly put Sussex County on alert!



As the week wore on, there were new rumblings developing...talk of some **extreme** weather coming our way in the form of *Hurricane Irene*. By the time Friday, August 26th rolled around, Sussex County was nearing a state of emergency, and evacuations of the resort towns and other coastal areas went into effect for what is typically one of the

busiest summer weekends (now, an **extreme** negative economic impact felt from lost tourism dollars.) If that was the end of the story, it would be interesting enough, but Mother Nature had more in store for us, and added a twister on Saturday, August 27th to her repertoire for **extreme** measure. When the winds died down and the sun finally came out on Sunday, August 28th, I know I was **extremely** thankful that the **extreme** weather had not been too **extreme**. And while most of Sussex County weathered this **extreme** weather fairly well, our hearts go out to those people in Lewes who suffered the most damage to their homes and businesses.



Eventually, **Extreme Makeover: Home Edition** staged its "Reveal Day"—only a day or so over schedule (the 2-hr TV show will air on Thanksgiving!)- and we all returned to our relatively "normal" lives— but I will always remember what an **extreme** week it was, and how **extremely** fortunate we all are to have lived it in Sussex County, DE.

THANK YOU RENEWING MEMBERS

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Web Visits from 35 countries/territories-3,319
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New Visits - 70.02%
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