



# ON TRACK

*"Linking business with community"*

**GREATER GEORGETOWN CHAMBER OF COMMERCE**

## CHRISTMAS 'BALLOON' PARADE ATTRACTS THOUSANDS

For the thousands of spectators who came out to see the Georgetown Christmas "Balloon" Parade on December 2nd, it was another unique holiday experience. Many of the parade's 114 entries, which included marching bands, floats, antique vehicles, equestrians, fire trucks, pageant winners and local and state dignitaries, reflected this year's theme of 'Christmas Around the World,' with Cub Scout Pack 95 snagging first place for Best Theme. Tidewater Utilities won overall Best Entry for at least the third year running.



The red, green and silver helium balloons that were distributed throughout the crowd by Chamber volunteers were winners too; and while they didn't quite 'blanket the town' as Chamber representatives had expected, they were still a huge hit. "The reason we know that the parade attracted well over four thousand people this year is because the 3500 helium balloons that the Chamber distributed seemed to barely make a dent in the crowd," said Chamber Executive Director, Karen Duffield. For the past few years, the Georgetown parade has featured the jumbo sized, Macy style

balloons. This year however, the Chamber scaled back in size, but super-sized in quantity. It required nearly eleven hours and multiple shifts of volunteers to inflate and tie off the thousands of balloons, and then distribute them. "The balloons may not have been jumbo in size," Duffield said, "but it certainly took a jumbo effort to make it all happen." The payoff was worth it though- the Chamber saved thousands of dollars, and still produced thousands of smiles from parade goers young and old, who received their very own balloon.

The 2010 Georgetown Christmas "Balloon" Parade was sponsored by NRG Indian River Power Plant, The Freeman Foundation, the Georgetown-Millsboro Rotary; Wal-Mart; Perdue Farms, Inc., Wilmington Trust Bank; Young, Conaway, Stargatt & Taylor, LLP; Jefferson, Urian, Doane & Sterner, PA; PNC Bank; Fulton Bank; Bank of Delmarva; Artesian Water Co.; County Bank; Delmarva Power; Tyn-dall's Construction; The Insurance Market; ServPro of Sussex County; Lester Realty and Brandywine Senior Living.



### EVENTS TO NOTE

Economic Dev. Mtg.  
GT Wesleyan Church  
Wednesday, Dec. 1  
12:00 Noon

Board Meeting  
Train Station  
Wednesday, Dec. 1  
4 p.m.

### CHRISTMAS PARADE

The Circle-Georgetown  
Thursday, Dec. 2  
7:00 p.m.

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

### Annual Christmas Party

CHEER Center  
Thursday, Dec. 9  
5:00 pm-8:00 pm

### NO Chamber Mixer

### NO Chamber Lunch

Chamber Office  
CLOSED  
Dec. 23 & 24  
Merry Christmas!

Chamber Office  
CLOSED  
Dec. 30 & 31  
Happy New Year!



**We Proudly Recognize**  
— NRG Energy- Indian River Power Plant —  
**Our Executive VIP Chamber Partner in 2010**



## MY FINAL THOUGHT...

...from the President, Ray Hopkins



*Well, where did those twelve months go? Have you ever noticed how with every new year "time" goes by faster and faster? I am not here to speak about our graying or to propose that we sit on a bench on the Rehoboth Beach boardwalk and watch time go by, but I am here to say what an enjoyable year I have had as President of your chamber of commerce. It has been a pleasure and an honor to work with the Chamber's Board, the Chamber's staff, and most special of all, to work with and on behalf of our community of Chamber members.*

*I do not want to be lengthy in my final musing, but I do want to share an observation I made reading the latest edition of the Business Report.*

*There are nine photo scenes of people. There are five photos of a new business, one of a new school, and three of people helping people.*

*In this season of giving and receiving, I am sure you give to a favorite charity or special cause, and of course, you give gifts to your family and friends, and no doubt receive gifts in return. But these are difficult times. People are out of work and often, through no real fault of their own, people just need some extra help. Let's not forget these people when we make our shopping lists.*

*It may not be wrapped in shiny paper and tied with a bow, but trust me, you will receive something very special in return when you give to those who are in real need. I am confident that your generosity will be received with an appreciation and thankfulness of the sort that will present you with a precious gift that will last long after the holidays.*

*Merry Christmas and Happy New Year! RTH*

## BREAKFAST SPEAKERS ROUND OUT 2010



Chamber Vice-President, Jeanne Dukes thanked Linda Emory, a Clinical Education Specialist from Bayhealth SleepCare who presented an educational in-service focused on employee wellness at the Chamber's November Breakfast meeting. Did you know sleep disorders affect nearly a third of all adults, generate increased medical costs, and result in billions of dol-

lars in lost work productivity? If you need information on managing this problem, contact Linda Emory at 1-800-753-3779x216 or visit [www.sleepcarecenter.com](http://www.sleepcarecenter.com).



We didn't have to look too far from home to find the right speaker for our final Breakfast meeting in December 2010. Outgoing President Ray Hopkins has an impressive record of business success as the owner operator of Servpro of Sussex County, he is a passionate community activist and is committed to the spirit of volunteerism & Chamber service. Throughout Ray's term as

President, he encouraged members to get involved in committee work and has vowed to continue to promote the benefits of service to the Georgetown Chamber.

## THANK YOU RENEWING MEMBERS

**Auto Collision Service; Georgetown Discount Liquors; Delaware National Guard; Georgetown Millsboro Rotary; Archer & Greiner, P.C.; Sussex Technical High School; Amedisys; Home Health Care of Georgetown; Joe's Towing, Inc.; Harvard Business Services, Inc.; Caruso's Pizza & Pasta; Coldwell Banker Residential Brokerage; Rhonda Postles; Fish On!**

## 2011 DIRECTORS INDUCTED AT ANNUAL CHRISTMAS PARTY



### 2011 GREATER GEORGETOWN CHAMBER OF COMMERCE BOARD OF DIRECTORS

**Seated L to R:** Director, Robbie Robinson (Law Office of Kim DeBonte); Treasurer, Joan Tyndall (Sergovic & Carmean); Director, David Mueller (Alarm Engineering); Director, Donna Koskey (Chardon Jewelers); Director, Chris Couch (Georgetown Boys & Girls Club); and Director, Helen Kruger (Kruger Trailers.) **Standing R to L:** Director, Art Blanchette (The Main Office); Director, Lit Dryden (Sunrise Realty); Director, John Reiley, (Edward Jones); Director, Trish Schechtman (Freeman Foundation); Executive Director, Karen Duffield (GT Chamber); 2010 Past President, Ray Hopkins (ServPro of Sussex County); and 2011 President, Jeanne Dukes (Beebe Medical Center.)

**Not pictured:** Vice-President, Bernice Edwards (First State Community Action Agency); Secretary, Linda Price (Fulton Bank); and Director, Jeff Benson (Benson Financial Services).

Nearly 125 members from the Georgetown Chamber celebrated at its annual **Christmas Party and Installation of Officers & Directors** at the **CHEER Center** in Georgetown on Thursday, December 9, 2010. State Senator **Joe Booth** officiated the **Oath of Office** for the induction ceremony of the Chamber's incoming **2011 Board of Directors**. A reluctant farewell with exuberant thanks was given to long term Director and *past President*, **Debbie Hartstein** as she steps away from Board service; and *incoming President*, **Jeanne Dukes** recognized *outgoing President*, **Ray Hopkins** for his committed service to the Chamber and to the Georgetown community. Ray had the honor of selecting and presenting the **Volunteer of the Year** award to **Joan Tyndall**. Joan is a tireless volunteer who serves on most every Chamber & event committee, holds the executive office of Treasurer on the Chamber's Board, manages the Chamber's website, and maintains the Chamber's membership rosters and databases. Quite simply, the Chamber could not accomplish what it does if it were not for **Joan Tyndall's selfless dedication** to its mission to **"link business with the community"** and improve the quality of life for the residents, businesses and visitors of Georgetown.

## WHY BECOME A VIP PARTNER IN 2011?



- ◆ It provides maximum benefit for your additional investment.
- ◆ It allows your Chamber to better plan for and design community events & programs to benefit your business based on actual funding availability.
- ◆ Stop Us from ‘nickel and diming’ you throughout the year and causing you additional administrative work.
- ◆ Allow your Chamber event & program planners to focus their limited energies on the event & program, not on seeking funding sources.
- ◆ Let us provide greater and more effective exposure to those organizations that support the Chamber and the Georgetown community to a greater degree.

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*VIP Partners in 2010*



### Partnerships Include All or Some of These Great Benefits Depending on Your VIP Level

- ◆ Company Name & Logo displayed and Partnership Recognized at all Chamber events in Continuous play PowerPoint Exhibit with Company Profile
- ◆ VIP Partnership/Company Narrative in official Georgetown Profile Book & 2010-2011 Membership Directory
- ◆ Opportunity to speak at a monthly Informational Meeting
- ◆ Company Name & Logo Prominently featured at the Chamber Visitor Center
- ◆ Company Name Prominently featured on the Chamber website with Logo & web links
- ◆ Company Name Prominently featured on special VIP Partner Page of the website with Logo & web links
- ◆ Company Name Prominently featured in all twelve (12) monthly issues of Chamber's *On Track* Newsletter publication with Business Card ad
- ◆ One feature story - Partner Spotlight- in Chamber *On Track* Newsletter publication with picture of Company representative & Company logo
- ◆ Company Name/Logo on Chamber letterhead correspondence & other Chamber communications
- ◆ News release to local newspapers
- ◆ Company Name in weekly E-newsletter with Business card ad
- ◆ Scholarship Sponsorship
- ◆ Event Sponsorships  
*Easter Egg Hunt, Farmers' Market, Wings & Wheels, Christmas "Balloon" Parade*
- ◆ Complimentary admission to Breakfasts/Luncheons
- ◆ VIP Picks-(Email Blasts and/or Newsletter Inserts)
- ◆ Annual Membership Dues

Full Partner Level - \$9,000 \* Preferred Partner Level - \$7,000 \* Executive Partner Level - \$5,000 \*  
Practicing Partner Level - \$2,500 \* Participating Partner Level - \$1,250 \*

## FAMILY MAGAZINE SEEKS NEW YEAR'S RESOLUTIONS

How will your family celebrate traditions in 2011 to love and remember? Sandbox Press would like to hear about it.

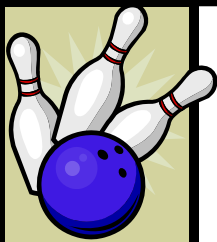
Sandbox Press, a monthly magazine for local families, is currently holding a contest through January 15, 2011. To enter, submit 3 unique ways you resolve to make family memories in 2011. The 2 families with

the ideas judged to be the best, most unique ideas for family fun and memory-making will each win a spring family photo session with a \$50 credit toward pictures with Maria DeForrest Photography. Submissions may be emailed to [Laura@Sandbox-Press.net](mailto:Laura@Sandbox-Press.net) or mailed to: PO Box 61, Nassau, DE 19969.

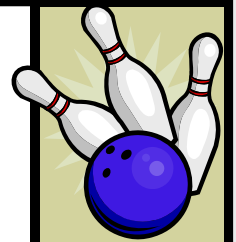
In addition to the 3 resolutions, be sure to include your name, phone number, and mailing address for notification purposes. Two winning families will be chosen based on originality and family themes. In the event of similarities among entries, winners will be chosen randomly. Winners will be chosen on January 16, 2011. Some entries will be published in the February issue of Sandbox Press. For more information about family photographer Maria DeForrest Photography, visit [www.deforrestphotography.com](http://www.deforrestphotography.com). For more information on Sandbox Press or to view the online magazine, visit [www.sandbox-press.net](http://www.sandbox-press.net) or pick up a complimentary copy at a local library, locally owned business or at the Georgetown Chamber. You may also fan Sandbox Press on Facebook® or follow @SandboxPress on Twitter® to stay updated on local family issues & activities. You can also visit the Sandbox Press's member profile page on the Chamber's website at [www.georgetowncoc.com](http://www.georgetowncoc.com) in the membership directory.



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of Delaware**



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## MORE FROM THE CHRISTMAS 'BALLOON' PARADE

When you have an event that attracts over 4000 spectators, registers 114 entries, features 3500 helium balloons and shuts down the county seat for several hours,



**LEFT: Jones Hall was filled to capacity with nearly 3500 helium balloons inflated for give-away!**

there is always an army of volunteers working behind the scenes that makes it all happen, and truly deserves all the credit for its success. And so, on behalf of the Georgetown Chamber of Commerce, I want to acknowledge in a public way, the extraordinary contributions that the following individuals and businesses made to ensure that the annual Georgetown Christmas "Balloon" Parade remains a popular family tradition, and creates holiday memories to last...at least until next year!

Generous sponsors of the 2010 Georgetown Parade included: *NRG Indian River Power Plant; The Freeman Foundation; Georgetown-Millsboro Rotary; Artesian Water Co.; County Bank; Fulton Bank; Jefferson, Urian, Doane & Sterner; PNC Bank; Wilmington Trust; Young, Conaway, Stargatt & Taylor; Delmarva Power; Insurance Market; Perdue Farms; Tyndall's Construction; ServPro of Sussex County; Lester Realty; Brandywine Assisted Living; and WalMart.* You all are amazing!

This year's theme was "Christmas Around the World" and there were a number of hearty souls who in rather chilly conditions made sure the line-up of entries, decorated to reflect the diversity of Christmas celebrations around the world, went smoothly. So, hearty thanks go to Jay Stevens, Joe Booth, Ray Hopkins, Frank Perdue,



**ABOVE: Avid Christmas Parade volunteer, Jay Stevens who coordinated 114 entries for line-up.**

Garry Killmon, Scott Rukowicz, Chris Couch, and the Georgetown Fire Co.

The Chamber wanted to offer "more for less" in 2010, so rather than financing just a few of the jumbo, Macy style balloons featured in past parades, we de-

cidied to increase the number and decrease the size. The answer was 3500 helium balloons which needed to be inflated, tied off and distributed throughout the Town. This was accomplished by the gigantic volunteer efforts from Perdue Farms; County Bank, Fulton Bank, Lisa Flowers, Kristin Lang, Jeanne Dukes, Christine Davis, and a host of unsuspecting recruits enlisted from the crowds at the 11th hour! Many thanks also to Pastor John VanTine of Wesley United Methodist Church, who allowed us space in Jones Hall to conduct this mammoth, all-day balloon operation.

Grand Marshall, Terry Megee of Megee Motors, along with Georgetown Volunteer of the Year Sue Messick, led the long line of entries which was judged by Shelly Amadio, Carol & Tim Thomas, Pastor John VanTine, Gordon & Sandy Mariner, Charlene Hubert, Donna Smith-Moore, Christine Davis, Steve Alexander, Rev. Mike Megee and Shawn Skipper. 1<sup>st</sup>, 2<sup>nd</sup> and some 3<sup>rd</sup> place winners in 13 categories were identified, and awarded glass globe trophies, which were inspired by the always creative Donna & Charlie Koskey of Chardon Jewelers in Georgetown.



**ABOVE: IR marching band member—IR High School won First Place in the Marching Band Category**

Dave Marvel & Wade Perdue served as our entertaining emcees throughout the parade, and we thank them along with DelDOT, Georgetown Police Dept., Town of Georgetown, Linda Zelo, Linda Dennis and Norma Elliott, who coordinated for safety, sound, stage, and Santa!

Perpetual thanks go out to our stalwart Chamber volunteers without whose support, this and most every other Chamber event could not happen. They include Parade Chairperson, Jeanne Dukes; 2010 Chamber President, Ray Hopkins; Joan Tyndall; and Helen Kruger. And finally, a huge round of applause for all the marchers, band players, antique and classic cars, scout troops, floats, fire trucks, and all the other entries that make the Georgetown Christmas Balloon Parade so great. We love your sense of celebration and tradition. Thank you all!

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## BLUE WATER GRILL HOSTS LAST MIXER OF 2010



**ABOVE L-R:** Soon-to-be Chamber President, Jeanne Dukes presents Jessica Wiggins, owner Blue Water Grill, with a plaque of appreciation.

On Wednesday, November 17, 2010, the Georgetown Chamber was treated to a delightful mixer hosted by the Blue Water Grill. Jessica Wiggins, with husband Josh own the full service restaurant & bar in the heart of main street Millsboro which specializes in fresh seafood, and features delicious home-made meals and healthy options in a relaxing, comfortable, family atmosphere. All children's meals are under \$5.00. The Blue Water Grill offers daily specials, catering, take out, gift certificates and Happy Hour Monday-Saturday. Open for Lunch and Dinner daily 11:30 a.m. to 9:00 p.m. Closed Sunday. Please call 302-934-5160 for more information or to make reservations tonight!



**BELOW L-R:** Randall Cash (Automated Copy), Helen Kruger (Kruger Trailers), and Virginia Cash look on during the door prize drawings.



**LEFT L-R:** Joan Messick (GT Historical Society) and Rosalie Walls (GT Return Day) relax at the Chamber's November Mixer at the Blue Water Grill.



### **MANY THANKS FOR NOVEMBER DOOR PRIZES!**

Artesian Water, Automated Copy, The Main Office, Georgetown Historical Society, N.L.Elliot/Georgetown Chamber

## BLUE WATER GRILL IN MILLSBORO DRAWS GEORGETOWN CROWD

Joan Messick, **G.H.S.**; David Mueller, **Alarm Engineering**; Karolina Mueller, Sarah Slaysman and Carrie Dages, **WSFS Bank**; Tiffanie McNeal, **Progar & Company**; Linda Price, **Fulton Bank**; Rhonda Sturgeon, **Progar & Company**; Nancy Weldin, **Artesian Water**; Randall Cash, **Automated Copy**; **Becky Madden**; Helen Kruger, **Kruger Trailers**; Philip Brown, **Bear Hugs for Babies**; Jeanne Dukes, **Nemours Health & Prevention Services**; Christine Davis, **REALTOR**; Kathy Powell, **Focus Communications, Inc.**; Jenn Jones, **Center for the Inland Bays**; Toby & Carol Givens, **Givens Flowers**; Jason Bentley, **Delaware Tech**; Jennifer Pavik, **Vernon Promotions**; Paul Hernandez, **Del-One**; Jamie Magee, **Alzheimer's Association**; Debbie Hartstein, **Insurance Market**; Bernice Edwards, **First State Community Action Agency**; Lisa & Art Blanchette, **The Main Office**; Rosalie Walls, **Sussex County Return Day**.



## FROM THE DIRECTOR'S CHAIR...

**Karen S. Duffield, Exec. Dir.**

With the end of a Chamber year comes the need to reflect- "What did we set out to do?" "What did we accomplish?" "Where did we fall short?" "How can we improve?" These are just some of the

questions that I need to ask as executive director of your Chamber as I review 2010 and plan for 2011. I emphasize your Chamber, because it is your Chamber. I am not a licensed business owner operating in the greater Georgetown area; I am not a dues paying member of the Georgetown Chamber; I don't even live in the Town of Georgetown. So in matters such as this, it would be irresponsible of me if I did not consider your answers to these questions and bring those ideas back to our newly elected Board of Directors, help facilitate a process to develop a strategic long range plan that addresses the issues, and then implement it.

Earlier this year, I email blasted a Chamber survey with 10 questions to approximately 600 membership contacts who have a direct and vested interest in the overall performance of the Chamber of Commerce as a membership driven, business organization. The 47 responses, although minimal, were helpful. Most telling were three (3) responses to the question:

***Do you have any suggestions for our improvement?***

***RESPONSE:*** Chambers are MEMBERSHIP driven organizations. Board and Staff need to keep that thought in mind. Businesses want value and service in exchange for their membership dues.

***RESPONSE:*** Keeping the mindset on economic and business development will lead to fresh ideas, creative suggestions, and certainly a happy members

***RESPONSE:*** <The Chamber> should proactively contact companies to consider relocating to Georgetown and provide them with information that would make them more likely to move here. Has Georgetown <Chamber> considered creating a "business incubator" by providing support and incentives to start up companies in order to have them locate here?

In 2011, I will again have the honor and pleasure to work for and with a dedicated and committed group of volunteers in the form of your Chamber Board. As a group, they are an amazing force. But, we still need your help, your ideas, and your input. We need to know what you expect of us; and while you may look to the Board for its leadership, let us know how you can help us to get the job done.

If you really want your Chamber of Commerce to act on your behalf, play an integral role in strengthening your business and enabling it to grow, and give you the value & service you pay dues for, if you didn't before, I ask you to please answer the survey question:

***Do you have any suggestions for our improvement?***

You can email your suggestions to me at [karen@georgetowncoc.com](mailto:karen@georgetowncoc.com), call me at 302-856-1544, plan to attend our first Board of Directors Meeting on Wednesday, January 5, 2011, or mail an anonymous response to: PO Box 1, Georgetown, DE 19947. Please help us help you in 2011!

## WELCOME NEW MEMBERS

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Helena Gibbs

**Social Action Foundation**

## POPULAR PHONEBOOK TO BE PUBLISHED



### 2011/2012 GEORGETOWN PHONE BOOK



GREATER GEORGETOWN CHAMBER OF COMMERCE

The **Georgetown Little League** and **Greater Georgetown Chamber of Commerce** have teamed up to publish the 2011/2012 Georgetown Phone Directory. This publication, which has been published for over 25 years, and delivered to everyone in the 19947 zip code, is the most efficient and utilized phone book in our area. Consider the value and convenience of a local directory which ensures maximum usage. Also, this *bi-annual* publication makes it a bargain for your advertising dollar with your ad appearing for two (2) years. With Georgetown's rapid and continued growth, this is an excellent opportunity to increase patronage of your business or services.

Should you have any questions regarding the directory or your ad, or if you are not familiar with the directory and would like more information, please call Joan Tyndall at 302-841-3447 or Helen Kruger at 302-745-0078. Complete the form and fax, email or mail ASAP.

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<input type="checkbox"/> 1/2 Page	\$ 175.00								
<input type="checkbox"/> Full Page	\$ 225.00								
<p><b>The phone book back and inside cover pages are available by bid. You may submit a bid for any of the one-half (1/2) page ads below. However, indicate your ad selection above in the event you are not the high bidder.</b></p>									
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: right;"><b>BID</b></td> <td style="text-align: right;"><b>BID</b></td> </tr> <tr> <td>Inside Front Cover.....\$ _____</td> <td>Back Cover.....\$ _____</td> </tr> <tr> <td>Page Facing Inside Front Cover \$ _____</td> <td>Inside Back Cover.....\$ _____</td> </tr> <tr> <td></td> <td>Page Facing Inside Back Cover..\$ _____</td> </tr> </table>	<b>BID</b>	<b>BID</b>	Inside Front Cover.....\$ _____	Back Cover.....\$ _____	Page Facing Inside Front Cover \$ _____	Inside Back Cover.....\$ _____		Page Facing Inside Back Cover..\$ _____	
<b>BID</b>	<b>BID</b>								
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<p><b>THIS IS A BI-ANNUAL PUBLICATION; YOUR AD WILL APPEAR FOR TWO (2) YEARS!</b></p>									
<p><b>Mail:</b> Georgetown Chamber of Commerce P.O.Box 1, Georgetown, DE 19947</p> <p><b>Fax:</b> 302-856-1577</p> <p><b>Email:</b> <a href="mailto:info@georgetowncoc.com">info@georgetowncoc.com</a></p>	<p><b>Questions:</b> Joan Tyndall 302-841-3447 Helen Kruger 302-745-0078</p>								



**Nov. 18, 2010-Dec. 18, 2010**

## **Web Stats**

**Web Visits from 37 countries/territories-2,376  
(2,045 Unique Visitors)  
Page Views 8,131  
New Visits - 79.42%  
00:01:50 Avg. Time on Site**



GREATER GEORGETOWN CHAMBER OF COMMERCE

## **2010 Greater Georgetown Chamber of Commerce Officers & Directors**

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

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Lit Dryden Helen Kruger

### **Two—Year Directors**

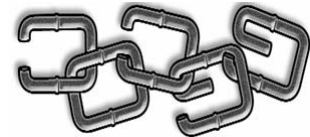
Trish Schechtman John Rieley  
Bill Taylor

### **Three—Year Directors**

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**Executive Director, Karen S. Duffield**

*Linking Business with the Community*



**Address Service Requested**

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