



ON TRACK

"Linking business with community"

GREATER GEORGETOWN CHAMBER OF COMMERCE

CHICKEN FEST RETURNS TO BIRTHPLACE

The annual Delmarva Chicken Festival will come home to roost when the 62nd annual event returns to Georgetown, Delaware on June 17 and 18, 2011. The festival will be held on the campus of the Delmarva Christian High School, 21150 Airport Road, just off of Georgetown-Lewes Highway, east of the circle in Georgetown. The Greater Georgetown Chamber of Commerce will host the annual celebration of chicken, an event that began in its town in 1948.

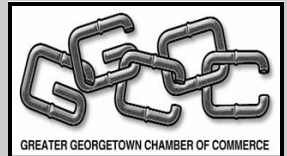
Serving as chairperson for the 2011 festival is Jeanne Dukes, President of the Georgetown Chamber and Psychosocial Services and Outreach Coordinator for Beebe Home Health Agency. She will be assisted by Karen Duffield, Executive Director of the Georgetown Chamber. Ms. Dukes is leading a committee of community volunteers that will coordinate such activities as an arts and crafts show, home and trade show, musical entertainment, carnival, children's activities, and a variety of food concessions including Delmarva's well known giant fry pan. In addition, there will be educational displays relating to chicken, the fun

-filled chicken capers, and the always popular baby chick display.

In announcing plans for the June festival, Ms. Dukes stated that "the Greater Georgetown Chamber of Commerce and the Town of Georgetown are enthusiastically preparing for the return of the Delmarva Chicken Festival to our community. We look forward to welcoming thousands of visitors to our beautiful town while focusing on an industry that provides employment for more than 14,000 Delmarva residents and is an important economic force within the Georgetown community and throughout the Delmarva Peninsula."

The Delmarva Chicken Festival is sponsored annually by Delmarva Poultry Industry, Inc. (DPI), the trade group working for the continued progress of the area's poultry industry.

For more information on the 62nd Delmarva Chicken Festival, visit the Chamber's website at www.georgetowncoc.com, the DPI website at www.dpichicken.org and click on 2011 Delmarva Chicken Festival or call 302-856-9037 or 800-878-2449.



EVENTS TO NOTE

Economic Dev. Mtg.
GT Wesleyan Church
Wednesday, Feb. 2
12:00 Noon

Board Meeting
Train Station
Wednesday, Feb. 2
4 p.m.

Breakfast Meeting
The Brick Hotel
Wednesday, Feb. 9
7:30 a.m.-8:30 a.m.

Happy Valentine's Day
Monday, Feb. 14

Chamber Mixer
Wednesday, Feb. 16
Fast-teks
4:30 p.m.-6:30 p.m.

Chamber Lunch
Wednesday, Feb. 23
The CHEER Center
12:00 Noon-1:00 p.m.

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
* Wilmington University ***

WILL YOU BE MY VALENTINE...

... or at least get me a bag of Doritos?



The air outside is crisp, and lately the ground has been white and a little bit slushy. Regardless of the weather, however, this time of year (specifically this month) reminds me of Hallmark Moments, Doritos, and Pepsi. Have you guessed this month's topic yet? It's great marketing, of course!

So how did Valentine's Day become the retail phenomenon it is today? It all goes back to February 14, 269 AD, when a martyr, St. Valentine, was put to death for refusing to renounce Christianity. Legend says that he left a farewell note to a friend and signed it, "From your Valentine." Leave it to Hallmark, with over \$4 billion in annual revenues, to commercialize the event, putting pressure on lovers everywhere to purchase the sappiest poems, biggest stuffed heart-hugging bears, and (while you're at it) the newest Yankee Candle scent of the month. No matter what we give or receive, everyone knows that "when you care enough to send the very best," it had better be a Hallmark!



Personally, I'd be happy with a bag of Doritos, having fallen victim to the persuasive influences of the Super Bowl. The "Big Game" has evolved to attract not just the football diehards, but also nearly everyone else who can't wait to see all of those crazy new commercials. Besides the images on the TV, you'd be hard-pressed not to find a bowl of Doritos and a can of Bud as the snacks of choice at kickoff time.



So why am I reminded of Pepsi? It's because February also marks NASCAR's signature event, the Daytona 500. Sorry to all of the Junior and Johnson followers out there, but members of this household are Jeff Gordon fans. His car, his attire, and the bottle in his hand for every post-race interview are all subtle yet effective endorsements for Pepsi. Nothing quenches your thirst after a long, hot day of racing like a refreshing Pepsi. Not "New" or "Classic"... just Pepsi.



All of these events and their associated products will be heavily advertised all month, as has been done for generations. And while we may not compete directly with these corporate icons, we can certainly learn from their practices. These companies all have a deep understanding of the market for their products. They know their target demographic and precisely how to reach it.

These days, there are so many effective options for marketing one's business. You can go commercial like Hallmark, create a catchy slogan, expand your product line like PepsiCo, or perhaps go live on the Internet. But even if your marketing budget has suffered during the economic downturn, you still have a great opportunity to take advantage of all the benefits of your Chamber membership. Attend the after-hours mixers (at no cost), and join us for the breakfasts and lunches (at low cost). Get to know your fellow Chamber members better, and begin to lay the framework for valuable referrals in the future. After attending a recent membership event, I can honestly state that I met an awesome floor guy, began a relationship with a quality referral source, discovered a delicious crab soup served and canned locally, and discussed a potential new office space.

So come on out and experience what your Georgetown Chamber has to offer... *and I'll see you around town.*



President, Jeanne Duker



GREATER GEORGETOWN CHAMBER OF COMMERCE

YOUR BUSINESS IDEAS COULD WIN YOU CASH AWARDS



The Delaware Emerging Technology Center Entrepreneurial Boot Camp and Business Plan Competition are a one-day, intensive day of learning, followed by an exciting business plan competition. A three month process, the Boot Camp is designed to help studentpreneurs, very early stage businesses, emerging technology businesses and entrepreneurs and innovators take their ideas to the next level.

Pre-Boot Camp Selection Process



Right Place. Right Size.

We are accepting Business Ideas NOW!

The due date for submission of your three (3) page (max) business idea or concept to be considered for selection for the Spring 2011 Delaware ETC Entrepreneurial Boot Camp and Business Plan Competition by 4:00 p.m. on March 4, 2011. For general details go to: www.dedo.delaware.gov/bootcamp and visit the "Submit Your Business Idea" page. Or feel free to contact Jing.Han@state.de.us for further inquiries.

DO YOU NEED VOLUNTEERS?



Sussex Tech's **Jefferson Awards Students in Action Leadership Team** invites you to the first annual **Volunteer Fair**, which will provide your organization with the opportunity to promote its work and recruit volunteers. The Students in Action Leadership Team has a goal of

promoting and expanding volunteerism in our school community. We wish to provide students with the opportunity to engage in community service.

If you choose to participate in the Volunteer Fair, you will arrive to our cafeteria and commons area at 11:15 a.m. During our students' lunch periods (11:30 am until 1:40 pm), over 1,200 potential volunteers will pass through the area where you will have a table to display your information. We suggest you bring some handouts that may include the best times for students to volunteer, contact information for your non-profit organization, volunteer applications, qualities you are looking for in a volunteer, and any more information you feel may be useful for potential volunteers to know. An area will be assigned for you to display any boards or visual aids you bring along.

If you are interested in this opportunity for your non-profit organization, contact the Sussex Tech Jefferson Awards Students in Action Leadership Team Co-Advisors:

Greg Hockman ghockman@sussexvt.k12.de.us
 Melanie Shepherd mshpherd@sussexvt.k12.de.us
 by **Wednesday, February 23, 2011.**

DO YOU NEED



"Women Who Spied" is proudly being presented by the Georgetown Public Library on Thursday, February 24, 2011 @ 6:30 pm. Come hear story teller, Marie Gormley Tarleton speak about three

exceptional women who were considered either "patriots" or "traitors" in three different wars ~~

Linda Barrington Darragh - The Revolutionary War; Harriet Tubman - The Civil War; and Mati Hari - World War I.

This program is sponsored in part by the Delaware Humanities Forum and The Friends of the Georgetown Public Library.

For more information or to reserve a seat please call the Library at 302 856 7958.



DELAWARE HOSPICE HONORS VETERANS



(Wilmington, DE). The nation is experiencing the loss of many of the Veterans who served in World War II and Korea; and the number of deaths of Vietnam Veterans is beginning to rise. Twenty-five percent of those who die each year in the U.S. are Veterans. To help provide appropriate care and support for these honorable men and women, Delaware Hospice has become a national partner of *We Honor Veterans*, a pioneering campaign developed by the National Hospice and Palliative Care Organization in collaboration with the Department of Veterans Affairs.

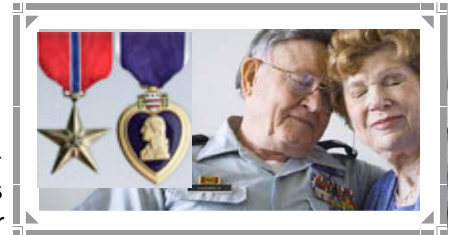
The *We Honor Veterans* campaign provides resources and recognition to organizations that demonstrate a systematic commitment to improving care for Veterans. "Partners" can assess their ability to serve Veterans and, using resources provided as part of the campaign, integrate best practices for providing end-of-life care to Veterans.

By recognizing the unique needs of our nation's Veterans who are facing a life-limiting illness, Delaware Hospice is able to support and guide Veterans and their families toward a more peaceful ending. "All hospices are serving Veterans but often aren't aware of that person's service in the armed forces," said J. Donald Schumacher, NHPCO president and CEO. "Through *We Honor Veterans* we are taking a giant step forward in helping hospice and palliative care providers understand and serve Veterans at the end of life and work more effectively with VA medical facilities in their communities."

"The VA shares a common goal with our nation's hospices, and that is to provide the best possible care specifically tailored for Veterans, meeting their goals of care in their preferred setting. As we focus on working together and unite our services and skills, *We Honor Veterans* will channel our combined strengths directly to Veterans - wherever they are receiving care."

The resources of *We Honor Veterans* focus on respectful inquiry, compassionate listening, and grateful acknowledgment, coupled with Veteran-centric education of health care staff caring for Veterans. To learn more about *We Honor Veterans*, visit www.wehonorveterans.org.

"America's Veterans have done everything asked of them in their mission to serve our country and we believe it is never too late to give them a hero's welcome home. Now it is time that we step up, acquire the necessary skills and fulfill our mission to serve these men and women with the dignity they deserve," added Schumacher.



CONSTRUCTION COMPANY HAS NEW ADDITION



Ken Adams

Willow Construction, LLC is pleased to announce the addition of Ken Adams to the company's management team. As Business Development Manager, Ken will be responsible for helping Willow expand its reach throughout Delaware and Cecil County, MD.

According to Willow President Michael Hiner, "Our Company is poised for growth. We are excited to tap into Ken's depth of experience and his invaluable knowledge of the construction business. During his previous 25 years as President of Pace Electric, Ken served the construction industry as a respected leader. He brings Willow important insight that will help us achieve our strategic growth objectives."

Founded in 1973, Willow Construction has grown to become one of the most respected commercial, industrial and residential builders on the Delmarva Peninsula. The company is headquartered in Easton, MD and has a Sussex County office in Georgetown, DE.

For more information, visit www.willowconstruction.com.

If you can be a Sponsor of the 62nd Delmarva Chicken Festival, or want to be a Home & Trade, Arts & Crafts, Food, or Non-Profit Vendor, call 856-1544 TODAY!



HEALTH CARE TAX CREDIT – ARE YOU ELIGIBLE?

Sen. Carper Holds Event to Urge Tax Preparers to Help Small Businesses Identify Potential Savings to Claim Tax Credits, Worth \$40 Billion Over 10 Years Nationwide

Sen. Carper recently held a press conference in Georgetown with a local tax preparation expert and a local small business to highlight the small business health care tax credit. The purpose of the event was to help remind both accounting professionals and small business owners of the availability of this tax relief for the upcoming tax filing season.

The small business tax credit that was enacted as part of the Affordable Care Act of 2010 is available to businesses with fewer than 25 workers with average wages of less than \$50,000 for tax credits as much as 35 percent of the cost of the health insurance that they provide to their employees. The credit will rise to a maximum of 50% in 2014.

The credit is designed to encourage small business employers to offer health insurance coverage for the first time or maintain coverage they already have.

More than 4 million small businesses, or 83% of all small businesses in the United States, will be eligible to receive the tax credit in 2010. Over 10 years, the tax credit will be worth \$40 billion to our nation's small employers.

The IRS has provided several tools to help small businesses and their accountants determine if this credit will apply to them. These are available at www.irs.gov.

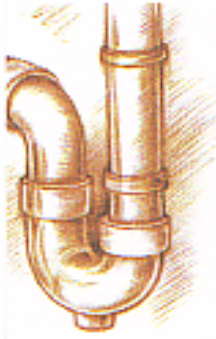
Sen. Carper discusses health care tax credits for eligible small businesses with local accountants at Jefferson, Urian, Doane & Sterner in Georgetown on Jan. 28, 2011.



THANK YOU RENEWING MEMBERS

Rainbow Pediatrics * NRG Energy-Indian River Power Plant * George Sherman Corp.
 Delmarva Poultry Industry * Family Health of Georgetown * John L. Briggs & Company
 Parsell Funeral Homes * CHEER * Edward Jones Investments * Davis, Bowen & Friedel, Inc.
 Delmarva Document Solutions * Morning Star Publications * Morning Star Publications
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 Chiropractic * French & Ryan Inc. * Pep-Up Inc. * Sussex Post * Shone Lumber Co.
 Macintosh Engineering * Telamon Corporation * Great Scott Broadcasting * Georgetown Plaza
 Eastern Shore Community Church * Jesus Is Lord Church of Deliverance Inc. * Ellis & Szabo, LLP
 Jefferson, Urian, Doane, & Sterner, CPA * Nanticoke Health Services * Wilgus Associates, Inc.
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ENERGY BUYING BREAKFAST

Ed Jackson of Affinity Energy Management LLC presented an **Energy Procurement Workshop** at the Chamber's January '11 Breakfast. AEM and GGCOC have agreed to partner to provide Chamber members with an opportunity to join the area's large **Chamber Electricity Buying Group** which could lower electric costs

for current Delmarva Power commercial customers by 15%-20%. For more info. call Ed at 302-218-8920.

There's power in numbers

Join other businesses in your area to maximize your savings by being part of a much larger electricity buying group...

It's time... to start saving on your electric bill.

Affinity Energy Management understands the complicated process of purchasing energy. We are an experienced, independent, local energy procurement consulting firm based in Delaware.

AFFINITY DELMARVA POWER BUSINESS CUSTOMERS
Competitive energy prices have dropped over the past year providing an opportunity to lock in historically low electric rates. This is a limited time offer. Secure your buying power today through the Energy Buying Group. Contact: DE State Chamber, Central DE Chamber, Georgetown Chamber, Sussex County Chamber, DE Chamber Association.

Please contact your local chamber office for additional information or contact Affinity Energy Management directly at ed@affinityenergy.com or (302) 218-8920.

Go online for more info at www.affinityenergy.com



LANDLORD/TENANT LUNCH

Chamber Board Director and attorney with the Law office of Kim DeBonte, **Manaen "Robbie" Robinson** presented at the Chamber's January Luncheon a Delaware **Landlord/Tenant Code Seminar**. Robbie offered a very informative report on "what every Landlord and Tenant should know," and is scheduled for an encore presentation on Wednesday, March 23, 2011, at 4:00 p.m. at Brandywine Assisted Living, located at 36101 Seaside Boulevard, Rehoboth Beach. This informative seminar is open for all who wish to attend, however, seating is limited. Please reserve your spot by March 14, 2011 by phone (Karin at 856-7570) or email



LIGHTHOUSE LANDING HOSTS 1st MIXER OF 2011

Availability + flexibility + delicious food + quenching drink + warm hospitality = Paul Buchness and the **Lighthouse Landing Restaurant**, located at the Sussex County Airport in Georgetown. As host of the Chamber's 1st Mixer of 2011, Paul created the best possible atmosphere for the casual but effective networking that Georgetown Chamber Mixers have become known for. Come to a Chamber Mixer, but don't forget to bring your business card, because if your card is drawn, you could win an extremely nice door prize like the ones awarded at the January Mixer:



Jeanne Dukes & Paul Buchness

THANK YOU TO THOSE WHO DONATED THESE GREAT PRIZES

1pd. Bag of fresh, delicious coffee (Automated Copy); 2 beautiful throws (Blood Bank of DE), Exquisite 'Valentine Bear' with diamond earrings (Chardon Jewelers); Mug with candy (J.U.D.S.); 2 sweatshirts (Nemours Health & Prevention Services); Lighthouse Landing gift certificate (N. L. Elliott); Gift box with yummy candies (Vernon Promotions) and Paul's famous Crab Soup (Lighthouse Landing.)

WHO CAME?

Jeanne Dukes, Beebe Medical Center; Don Dukes, Del Tech CC; Jesse Styers, Got Tile?; David Mueller, Alarm Engineering; Donna Koskey, Chardon LTD; Jan Ezell, County Bank; Joan Tyndall, Tyndall's Construction; Helen Kruger, Kruger Trailers; Robbie Robinson, Law Office of Kim DeBonte; Art & Lisa Blanchette, The Main Office; Frank Payton, Fine Line Computers; Tim Hamilton, Pioneer Computers; Joan Messick, G.H.S.; Toby Givens, Givens Flowers; Ben Galvacky, J.U.D.S. Norma Daisey, Sports At The Beach; Randall & Virginia Cash, Automated Copy; Jennifer Pavik, Vernon Promotions; Jane Towers, Blood Bank of DE; Rosalie Walls, Sussex County Return Day; Kathy Powell-White, Focus Telecommunications; Tracy Lee Elmore, S.C.A.O.R.; Jenn Jones, Center For Inland Bays; Gene Hoffman, Prudential Gallo Realtors; Newt & Thelma Tyndall, Citizens; Host, Paul Buchness, Lighthouse Landing

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- Morgan Stanley-David Humes *Parker Enterprises, Ltd*
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SBA LAUNCHES LOAN INITIATIVES

WASHINGTON – Lenders who participate in the U.S. Small Business Administration's Preferred Lender Program can approve loans through the agency's new Small Loan Advantage program beginning Feb. 15. At the same time, the agency will begin accepting applications from community-based, mission-focused lenders who are interested in making SBA-guaranteed loans through the new Community Advantage program.



Both the Small Loan Advantage and Community Advantage programs were announced in December as part of the agency's efforts to increase the number of lower dollar loans being made to small businesses and entrepreneurs in underserved communities.

"Businesses in underserved communities, including minority and women-owned as well as businesses in rural areas, have been among the hardest hit by the recent economic downturn," said SBA Administrator Karen Mills. "These two new Advantage initiatives can provide critical support to help these businesses and entrepreneurs get much needed financing to start and grow, which will translate into more jobs in these communities."

Built on what the agency refers to as its "Advantage" platform, both Small Loan Advantage and Community Advantage offer a streamlined application process for SBA-guaranteed 7(a) loans up to \$250,000. Advantage loans will come with the regular 7(a) government guarantee, 85 percent for loans up to \$150,000 and 75 percent for those greater than \$150,000.

Starting Feb. 15, any of the 610 financial institutions across the country in the SBA's Preferred Lender Program (PLP) can approve loans using the new Small Loan Advantage process. Under PLP, which includes most of the agency's highest volume lenders, SBA delegates the final credit decisions to these lenders.

Additionally, on Feb. 15, SBA will begin accepting applications from financial institutions who are interested in becoming Community Advantage lenders.

Through Community Advantage, the agency will expand the points of access small business owners have for getting loans by opening SBA's 7(a) loan program to "mission-focused" financial institutions, including Community Development Financial Institutions, SBA's Certified Development Companies and SBA's nonprofit microlending intermediaries. Community Advantage will leverage the experience these institutions already have in lending to minority, women-owned and start-up companies in economically challenged markets, along with their management and technical assistance expertise, to help make their borrowers successful.

SBA and U.S. Department of Commerce studies have shown the importance of lower-dollar loans to small business formation and growth in underserved communities. With that in mind, the two new loan initiatives – Small Loan Advantage and Community Advantage – are aimed at increasing the number of lower-dollar SBA 7(a) loans going to small businesses and entrepreneurs in underserved communities. The agency's most popular loan product, 7(a) government-guaranteed loans can be used for a variety of general business purposes, including working capital and purchases of equipment and real estate.

Community-based organizations interested in becoming Community Advantage lenders should contact the closest SBA district office.



SBA is committed to expanding access to capital for small businesses and entrepreneurs in underserved communities so that we can help drive economic growth and job creation.

To find out more about the two new SBA
Contact Mike Rossi at 302 573 6294 x 231
or michael.rossi@sba.gov for details.



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

When a group of women can get so excited about something that involves putting on the ugliest shoes ever designed, and the likelihood of making complete fools of themselves, you know you have a winning team.

On January 25, 2011 Joan Tyndall (Tyndall's Construction, Brenda Whitehurst (YWCA of DE) Carolyn Quinn (Quinn Associates), Christine Davis (ReMAX Realty) and yours truly threw all vanity, and self-esteem to the wind, and participated as the Chamber's Team in *Girls' Night Out - Bowl for Kids' Sake*, a fund-raising event put on by Big Brothers Big Sisters of DE.

What made it even more fun was our lane placement- right next to the team from Georgetown's County Bank. Led by branch manager, Jan Ezell, let me tell you....those ladies know how to bowl and have some fun! Between our two lanes, we had strikes, spares and splits racked up (and yes, even gutter balls); but it was the laughter and the cheering & the pledges that really scored big, and showed what real "fun(d)raising" is all about!

It also makes me realize how more significant our lives can be, if we just care a little less about how our feet look and more about whether they're 'walking the walk.'



WELCOME NEW MEMBERS

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Michael Vasilikos

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Stefanie Barfield

Golf Course & Event Venue

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DECADENT

E

*You are Invited to Bring a
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S



St. Patrick's Day



S

WEDNESDAY, MARCH 16, 2011

FULTON BANK
4:30 PM—6:30 PM

E

*Or Just Come with an Appetite
for Decadence!*

R

DESSERTS THAT ARRIVE
BY 4:30 PM WILL BE
JUDGED ON:

1) Appearance

2) Taste

3) Theme

T



THE CHICKEN FESTIVAL NEEDS YOUR SUPPORT



The Greater Georgetown Chamber of Commerce and the community of Georgetown have the privilege of hosting the *62nd Annual Delmarva Chicken Festival*. The event will be held on the grounds of the Delmarva Christian School in Georgetown on Friday, June 17, 2011 and Saturday, June 18, 2011.

The very first *Delmarva Chicken Festival* debuted in Georgetown in 1948, and it has been held in the Georgetown area two times since, the last being a long 25 years ago. It is time for the county seat to take center stage again for this widely popular event that can draw as many as 30,000 guests over a 2-day period.

The poultry industry is vital to the economic viability and stability of the Delmarva region and in particular to Sussex County, which has consistently ranked #1 among America's counties in broiler chicken production. Sussex County is at the heart of where most of the growing and processing of these chickens occurs, and Georgetown is at the heart of Sussex County. So, it seemed only right that Georgetown continue its tradition to spotlight the poultry industry, and be the host area for the *62nd Annual Delmarva Chicken Festival*.

The Chamber's sponsorship committee is seeking financial assistance with the costs associated with hosting the *62nd Delmarva Chicken Festival*. This event is not only a great opportunity to promote the Georgetown and Sussex County area, but it also provides opportunities for local non profits, including the Chamber, to generate revenue for their own programs of work. But an event of this size and scope requires strong support from state, county, and local agencies, and from our corporate/business community to offset the significant costs associated with it. As such, please consider the following levels of unique sponsorship opportunity that are available. The attached sponsorship form provides more information regarding the benefits to your organization at each level.

DIAMOND- \$5,000+; **PLATINUM-** \$2,500-\$4,999; **GOLD:** \$1,000-\$2,499
SILVER- \$500-\$999; **BRONZE-** \$300-\$499; **SUPPORTER-** \$50-\$299

We hope we can count on you! For more information, please contact Karen Duffield at the Georgetown Chamber at (302) 856-1544 or visit www.georgetowncoc.com or www.dpichicken.org. We have also included a sponsorship response form for your convenience. Thank you in advance for your generous support.

Jeanne D. Dukes, President
 Georgetown Chamber of Commerce

Karen S. Duffield, Executive Director
 Georgetown Chamber of Commerce



Jan. 9, 2011-Feb. 8, 2011
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