



ON TRACK

"Linking business with community"

GREATER GEORGETOWN CHAMBER OF COMMERCE

New Year's Resolution – GREAT CUSTOMER SERVICE!

Happy New Year to all, and welcome back to business!

My husband and I were fortunate to take an extended absence from all responsibility in the form of a relaxing Christmas cruise. Along with the overabundance of meals and entertainment at our fingertips, one other thing was surely not lacking – customer service. While in Belize on a zip-line and repelling tour, I took my first ever “leap of faith” to soar 500 feet above the jungle floor (a.k.a. my first ever “leap of death”). In such a vulnerable state, my only source of comfort was the great customer service of the experts that guided us. The tour guides clearly worked for their customers on the tour, earning their salaries along with each and every tip. But have you noticed that great customer service may be a thing of the past – along with 8-track players and home telephones? For example, calling businesses and getting the automated voice, then waiting, waiting, waiting for a call back... Ugh, lately it has driven me crazy!



President, Jeanne Dukes

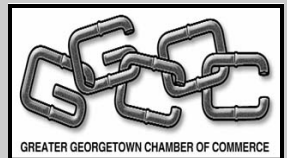
I think that some businesses may be missing the boat (no pun intended!) on something so simple. You’ve heard that it requires more muscles to frown than it does to smile? Similarly, it is so much easier to keep a current customer than to recruit a new one. Personally, I’d rather leave a current vendor – even if it means paying more – to go to another one that smiles and treats me with respect. Cheers had the right idea. Every day “Norm” walked into the bar, he was enthusiastically greeted. No wonder he returned with such frequency... great customer service (of course, the beer was pretty good too!). The tour company in Belize clearly operated on that principle as well.

I found a few tips online to help small businesses, and it seems that most sites agree – great customer service results in loyal customers and higher profits. So try these simple steps toward great customer service - or smile if your business has already embraced these concepts: 1) Smile and have a positive attitude, 2) Share a laugh or pay a compli-

ment, 3) Be a good listener, 4) Know how to apologize, 5) Don’t make promises you cannot keep, 6) Give more than what is expected, 7) Treat your staff well - lead by example, 8) Return calls and emails within 24 hours - the same day if possible, 9) Send thank you notes, and 10) Practice good customer service even before mentioning price!

Start 2011 with a commitment to providing great customer service, and you will benefit not only from improved customer satisfaction but hopefully, increased profits as well. *Happy New Year... and I'll see you around town!*

Jeanne



EVENTS TO NOTE

Economic Dev. Mtg.
GT Wesleyan Church
Wednesday, Jan. 5
12:00 Noon

Board Meeting
Train Station
Wednesday, Jan. 5
4 p.m.

Breakfast Meeting
The Brick Hotel
Wednesday, Jan. 12
7:30 a.m.-8:30 a.m.

Chamber Mixer
Wednesday, Jan. 19
4:30 p.m.-6:30 p.m.

Membership Meeting
Monday, Jan. 24
3:45 p.m.
GT Train Station

Chamber Lunch
Wednesday, Jan. 26
The CHEER Center
12:00 Noon-1:00 p.m.



We Proudly Recognize Our 2011 VIP Partners To Date:
Insurance Market, NRG Indian River Power Plant,
ServPro of Sussex County & Tyndall's Construction



READY TO SERVE!



2011 GREATER GEORGETOWN CHAMBER OF COMMERCE BOARD OF DIRECTORS

2011 GREATER GEORGETOWN CHAMBER OF COMMERCE BOARD OF DIRECTORS

1st Row L to R: Director, Chris Couch (Georgetown Boys & Girls Club); 2011 President, Jeanne Dukes (Beebe Medical Center); Director, Helen Kruger (Kruger Trailers); Director, Lit Dryden (Sunrise Realty); Director, John Reiley (Edward Jones); Vice-President, Bernice Edwards (First State Community Action Agency);

Back Row L to R: Executive Director, Karen Duffield (GT Chamber); Director, Donna Koskey (Chardon Jewelers); Treasurer, Joan Tyndall (Sergovic & Carmean); Director, Art Blanchette (The Main Office); Director, Robbie Robinson (Law Office of Kim DeBonte); Director, David Mueller (Alarm Engineering); Director, Trish Schechtman (Freeman Foundation); Past President, Ray Hopkins (ServPro of Sussex County)

Not pictured: Secretary, Linda Price (Fulton Bank); and Director, Jeff Benson (Benson Financial Services).

IS YOUR CUSTOMER ALWAYS RIGHT?

Motivational Speaker, Charles Marshall takes a look at what makes good customer service work, and why the customer is always boss.

I was in Home Depot last week returning a few items that I didn't need. It was a few minutes before closing time and I was in a hurry to make my return and get out of there before the lights went out. I may be a big advocate of the Customer First philosophy, but that doesn't mean that I want to keep people from going home to their families.

So, there I was, second in a line that was going nowhere. I couldn't help but overhear a disagreement between the Home Depot representative and the woman in line in front of me, who was returning a plant she had bought fourteen months earlier. She had no receipt and was demanding the price that she claimed she originally paid for the plant well over a year ago.

The plant only had two or three leaves on it and looked like it was on Death's doorstep. The audacity of the woman floored me. Could I be hearing this right? This lady bought a plant at Home Depot, took it home, killed it, and then returned it more than a year later. She looked to me like she knew she was on shaky ground, but that didn't stop her from pressing forward with her claim.

The truly amazing part of the story is that the Home Depot representative found a way to allow the woman to return the plant and give her what I thought was a very generous refund, especially for a dead plant.

The Home Depot rep was able to do this because somewhere way up the Home Depot ladder, someone probably made the wise decision that they would rather be gypped on the occasional return than take a chance on alienating the general public with a stringent return policy. In effect, it appears to me, the consumer, their policy is: "This is not the hill we want to die on. What can we do to keep you happy?"

I love it when companies get this simple point. Yes, every now and then someone will try to take advantage of you, but the business you retain by treating people respectfully and fairly far outweighs the few dollars you miss by overzealously protecting your rights.

I memorized a poem a while back that underlines this point:

*Here lies the body of Old Tom Quay
Who died defending his right of way
His cause was just, his will was strong
But he's just as dead as if he were wrong*

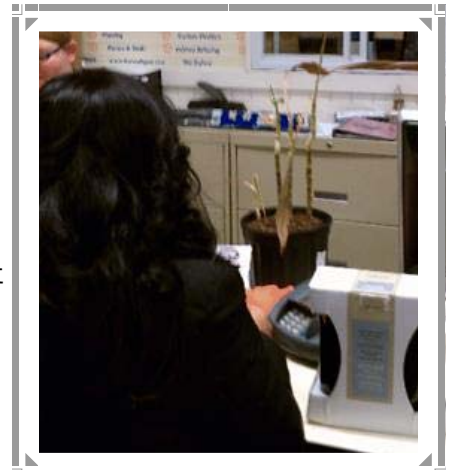
Get the point?

When things go wrong in your business world, you can go to war and defend your right-of-way as a businessperson but is that really what you need to be spending your time doing? Would it not be more prudent to cut your losses and move onto the next sale? Or, better yet, how about graciously handling the problem with the customer and then transitioning that conflict into an opportunity for another sale?

It is possible to get so focused on defending what is yours that you forget to do what you are supposed to be doing: selling, growing, giving, expanding.

Yes, your customer may be unreasonable and demanding. He may be angry and rude. He may be ignorant and selfish. He may be dead wrong. But he's still the one paying the bills.

Remember, the customer is not always right but he is always the boss.



Customer returning a dead plant after a year!

Blood Donors Make a Habit of Saving Lives– ARE YOU ONE?

January is
**NATIONAL
Blood
Donor
Month**



Help us celebrate by letting **blood donors** know they are appreciated and truly needed.

About 20,000 local patients will need blood transfusions this year. It takes more than **350 blood donors every day** to meet that need.

This January and beyond, please make a special effort to thank donors for their precious gift of blood and time... and urge others in good health to give blood regularly too!

Blood donors make a habit out of **saving lives, and for that we are very grateful.**



MAKE
LIFESAVING
A HABIT

CHALLENGES INSPIRE LOCAL AUTHOR

Authors draw their inspiration from the minutest details. Writer Kevin Loftus found his Muse in the challenges that kept popping up in his life. First it was the odyssey that evolved once his only daughter fought with leukemia and fell into a comma. Then the man who had spent the first 25 years of his professional life in the financial services industry - including Bank of America and American Express - examined the reality of how hard-working dedicated employees must fight to retain their jobs in a world obsessed with short-term profits. Most recently, he analyzed the possible ramifications of attempted abductions of his daughter and niece. "My work starts with the idea that I have learned and grown from an experience and I want to share my insight with others. The books and play offer a certain perspective and hopefully evolved into something others enjoy reading," said Loftus, 54, who lives in Wyoming, DE.

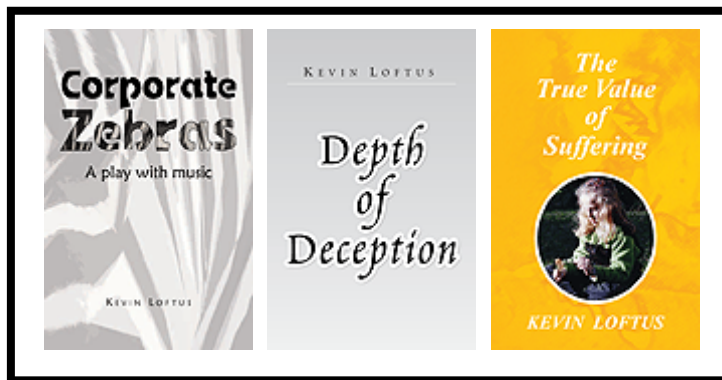
Loftus has always enjoyed reading – particularly books that deepened his understanding of the human spirit – but he never fancied himself a writer. His analytical mind lent itself to a career in banking and non-profit development. But as life offered fodder, he took to pen and ink during his moments off from work. At first, it was therapeutic. In 1994, his daughter suffered a series of complications from leukemia that led to meningitis, strokes, coma, paralysis and seizures. Once she recovered, Loftus was able to share with a genuine lens how the family's future was forever altered. His first book, *The True Value of Suffering*, details from the father's perspective the devastating blows to relationships, the financial and emotional struggles, and the lifeline that Christian faith provides.

"I wanted to share what it felt like to go through the years of seemingly insurmountable challenges in a positive, uplifting manner focusing on the understanding, joy and inner peace they led to," he said.

Success breeds more success. "Once I saw that my writing could move and engage people on a serious matter. I thought, now I want to make them feel good," he recalled. So he took on corporate America with a spoof of how, like zebras, workers during a downsizing must stay just below the radar and out of their main

adversaries -- the corporate bloodletters, usually referred to as re-engineers, six sigma gurus, quality assurance analysts and consultants. Basically, the folks hired to fire. The musical play, *Corporate Zebras* presents a look at the inner workings of an international corporation in the midst of a downsizing, addressing an issue immediately relevant to our times in a funny and light-hearted way.

His most recent finished work, *Depth of Deception*, returns to the more analytical stance of human nature.




Two young girls are abducted within miles and hours of each other. As the trail grows cold, the families must deal with the difficulties experienced during the prolonged search. He draws from his own feeling about a would-be abduction of his daughter and niece years ago. As a thriller that explores the underworld of human traf-

ficking, the novel affords the reader a gripping plot about a family drama while the underlying theme addresses the question of how the parents will hold on to their values in the face of tragic circumstances and an unknown future.

Loftus, who continues to work full time in the non-profit world as director of development for La Red Health Center in Georgetown, has developed a reputation as a thoughtful and prolific author. Susan Cooper, a professor at Wesley College in Dover, said that Loftus' allegorical novel, *Depth of Deception* resonates with the insidious nature of sin and the human propensity to seek approval from others. The unfathomable consequences of a series of seemingly innocent events lead readers through a disturbing journey that mandates self-reflection. "Kevin has captured the essence of American culture and exposed the decadence which prevails; he has also pointed his readers toward absolution. This important message points to faith as the avenue out of the depths, but does so without didacticism," she said.

Loftus feels inspired. He's working on his third novel about a baseball team called *When the Leaves Fall*. "It will be interesting to see what other twists and turns life brings and how I can share those with others," he said. To learn more about Loftus or to purchase his books, go to www.kevinloftus.net.

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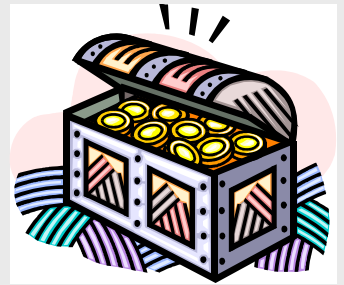
GEORGETOWN TRAIN STATION JOINS DE TREASURE HUNT

The Delaware Tourism Office is taking geocaching to the next level. Geocaching is a worldwide sports phenomenon which involves a high-tech, outdoor treasure hunt utilizing GPS technology. The expansion of the Delaware Geocaching Trail was due to overwhelming feedback received from geocachers over the past year. The expanded trail features 50 additional statewide cache sites located at historical and cultural attractions (Including the Historic Georgetown Train Station,) state parks, wineries, breweries, and sports venues.

"You don't need a mobile GPS to find that tourism brings jobs and resources into Delaware. More visitors mean more business for some of our state's employers," said Governor Jack Markell. "In an age of mobile technology, geocaching allows our state to utilize an unconventional, yet adventurous, way to increase public awareness and foot traffic to our area attractions and natural resources."

"The quest for caches attracts a very diverse group of travelers to Delaware," remarked Alan Levin, Director of the Delaware Economic Development Office. "Several trail sites have acknowledged that most geocaching participants are first-time visitors to the area, which stimulates the state's economy through shopping, dining, and lodging." "More than 3,000 visits have been logged at Delaware geocaching sites and many visitors have found the Delaware Geocaching Trail an exciting way to discover unique locations in Delaware," said Linda Parkowski, Director of the Delaware Tourism Office.

The hunt begins by accessing the Delaware Geocaching Trail website, www.visitdelaware.com/geo. After completing the registration form, geocachers receive a Delaware passport, instructions, and GPS coordinates. The expanded Delaware Geocaching Trail features 75 cache locations throughout the state. Treasure hunters will utilize code words to log visits. The first 200 geocachers to obtain code words at 24 cache locations (8 from each county) will receive a limited edition Delaware Geocaching Trail coin.



SOME GEOCACHING FACTS

- "Geocaching" is an outdoor, high-tech treasure hunt utilizing Global Positioning System (GPS) technology. Geocaching is a sophisticated game of "hide and seek."
- A GPS system involves a collection of 24 - 30 satellites operated by the U.S. Department of Defense. Satellite radio signals are received via a GPS recreational device to pinpoint reliable positioning and navigation.
- Geocaching originated in May, 2000, when civilians were permitted to use the GPS satellite system. A civilian from Portland, Oregon, hid a bucket of trinkets in the woods and posted the information online. The treasure was quickly found and, within days, more treasures were hidden nationwide. The term "geocaching" was coined and an official website was launched, www.geocaching.com,
- Geocaching is now a worldwide sport and phenomenon. To date, there are 1,258,669 active geocaches around the world. Caches can be found in over 100 countries and all seven continents. In October of 2010, geocachers around the world commemorated ten years of geocaching by breaking the record for the most caches found in one day.
 - The term, "Cache," originated from a camping/hiking term denoting a secret hiding place for concealing provisions. In the sport of Geocaching, a cache can consist of a scenic location or any type of waterproof container that may hold goodies or trinkets including a Log Book.
- Most cache treasures are inexpensive and may hold some kind of personal value for the recipient. In turn, a geocacher must leave a trinket of equal or higher value for the next geocacher to find.
- Some caches contain trackable items known as "travel bugs." Trackable items are designed to move from cache to cache and their journey is monitored. The State of Delaware's limited edition coins will be available to the first 200 geocachers to successfully locate 24 code words (8 from each county) from hidden caches. The code words and passport must be mailed to the DTO for redemption.
- The expanded Delaware Geocaching Trail features 75 cache locations and will utilize code words to log visits.

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LOCAL EVENTS NEED OUR SUPPORT



CHEER to Hold Indoor Garage Sale

On Saturday, January 29th, 2011, CHEER will be holding an Indoor Garage Sale at the CHEER Community Center, 20520 Sand Hill Road, Georgetown. Doors will open at 8:00 a.m. and sales will end promptly at 12:00 p.m. Donations for CHEER will be collected at the main entrance in lieu of an entrance fee.

Interested in becoming a vendor? Space is still available. The cost is \$15 for an 8' x 10' space and includes one table and two chairs. In the event of severe weather, the Garage Sale will be rescheduled for Saturday, March 5th. For more information or to become a registered vendor, please contact Stacy Sinkinson, Events Manager at (302)854-9500 or by email at stacy@cheerde.com.



Save the Date!

The USDA Rural Development Office requests that you **SAVE THE DATE!**

Groundbreaking Ceremony for the new La Red Health Center February 4, 2011 at 10:00 AM Georgetown, DE

MORE DETAILS TO FOLLOW!

If you would like more information, please call Development & Communications Director, Kevin Loftus at 302- 855 -2020 x 112
Congratulations La Red!!

Don't Miss the Delaware Historical Society *On the Road!*

The Delaware Historical Society is partnering with the Friends of the Georgetown Library and the Delaware Humanities Forum to celebrate Delaware railroad history.

January 20, 2011

5:30 p.m. to 7:00 p.m.

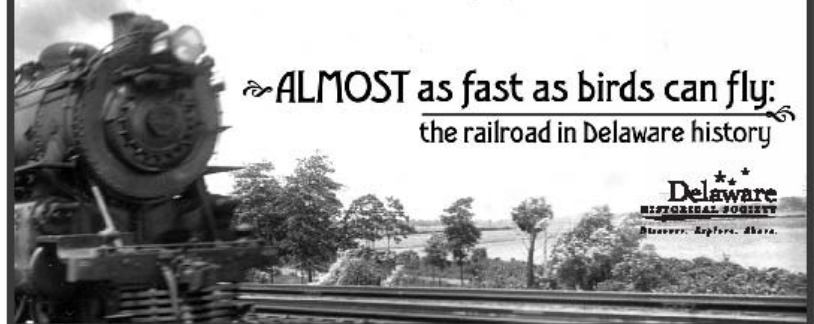
at the Georgetown Library
123 West Pine Street, Georgetown, DE

The evening will include light refreshments followed by a presentation on Delaware railroad history by Michael Dixon.

The Library will be hosting the Historical Society's traveling exhibition, *Almost as Fast as Birds Can Fly: The Railroad in Delaware History*, through the end of January.

Free and open to the public,
and a great way to introduce potential members to one of the many facets of the Delaware Historical Society.

R.S.V.P. to the Society at (302) 655-7161
or deinfo@dehistory.org





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

I begin this year with great expectations... of myself and for the Chamber. I believe that in 2011, I can be of better service to the Georgetown Chamber of Commerce than I was in 2010. I am not saying that I didn't approach my responsibilities as your executive director last year with the

seriousness that they deserve, or I'm not implying that I didn't work hard enough at them last year. I'm as serious as can be when it comes to my work (just ask poor Norma!), and I did work hard, as we all did, to make a positive impact on our Chamber and its members in '10.

Where I expect to see myself improve in 2011 is in the area of my customer service to the Chamber. We all want to deal with people who are thoroughly knowledgeable about a company's products and services, but, in the process, we also want to be treated with courtesy, respect, understanding, tolerance and, sometimes, even empathy.

With this in mind, I am going to start thinking of the

Chamber more as "my customer" and in that respect, I will be compelled to provide the best possible service to it that I can.

But what does that really mean? For me, it means adopting a new and different perspective; and redefining the term "customer." Most of us identify a "customer" as the person who actually shops for or buys a company's products or services. To be sure, that's an accurate definition, but maybe it doesn't quite go far enough. The term "customer" can & should include fellow employees and other support people, i.e., all of those other people with whom we come into daily contact and who help us provide good service to our "paying customers." I firmly resolve to strive to better understand & appreciate this principle as a vital element in any effective customer service program.

When people believe they can succeed, their performance rises to the level of their own expectations. That being said, and with my new perspective on who the customer really is, I hope that my customer service performance in 2011 may exceed even my great expectations.

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Please make note of the Blue Water Grill's daily schedule & hours of operation above. Hours were printed incorrectly in the Chamber's December 2010 Newsletter. Our apologies for the error.

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POPULAR PHONEBOOK TO BE PUBLISHED



2011/2012 GEORGETOWN PHONE BOOK



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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Dec. 10, 2010-Jan. 9, 2011 Web Stats

Web Visits from 45 countries/territories-1,613
(1,420 Unique Visitors)
Page Views 5,192
New Visits - 81.84%
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GREATER GEORGETOWN CHAMBER OF COMMERCE

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