

# Chamber Connections



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## 19th Annual Legislative Luncheon Goes Virtual

Our country has just experienced an incredible moment, a moment somewhat unique to the United States of America, the peaceful transfer of power. For more than two hundred years, we have witnessed and lived what it means to bid farewell to one national administration and hello to the next. While there are many ways to describe it, one word that can always be used to sum it up is "change." We know that while the framework of our democracy will, by design, remain the same, there will most certainly be changes – changes that can simultaneously be refreshing and unnerving. And we know, too, that any changes at the national level will affect what happens at the state

### BIG INVESTMENT SERVICES

level and it is important for our business community to be aware of what those changes mean and how they will impact their businesses. This year's Legislative Luncheon brought to you by BIG Investment Services, promises to be a great opportunity to hear about all the latest



in terms of what is happening at the General Assembly. This virtual event will give attendees an opportunity to meet Central Delaware's senators and representatives and learn about cur-

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## It's Time to Make A Come Back!



A new year has dawned. While the pandemic is still part of our day-to-day lives, there exists a glimmer of hope that it will soon come to an end. Vaccines are ready and are beginning to make their way into people's arms and hopefully a time will come soon when we can open doors to welcome customers and bring people back to work! When that happens, there will be a lot to consider about how to do that in the safest, most efficient way possible. What will a post-COVID business

community look like? How will operations change in the aftermath of the global health crisis? And what is required of us in order to be ready? Your CDCC is pleased to introduce a brand-new Coffee Coaching series designed to address those issues. "The Come Back Series," brought to you by The House of Coffi and Tre Sorelle Ice Cream & Mini Golf, is designed to assist businesses in Central Delaware as they

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## February's Sunset Business Mixer Goes VIRTUAL!



Our country has just experienced an incredible moment, a moment somewhat unique to the United States of America, the peaceful transfer of power. For more than two hundred years, we have witnessed and lived what it means to bid farewell to one national administration and hello to the next. While there are many ways to describe it, one word that can always be used to sum it up is "change." We know that while the framework of our democracy will, by design, remain the same, there will most certainly be changes – changes that can simultaneously be refreshing and unnerving. And we know, too, that any changes at the national level will affect what happens at the state level and it is important for our business community to be aware of what those changes mean and how they will impact their businesses.

This year's Legislative Luncheon brought to you by BIG Investment Services, promises to be a great opportunity to hear about all the latest in terms of what is happening at the General Assembly. This virtual event will give attendees an opportunity to meet Central Delaware's senators and representatives and learn about current pieces of legislation that are under consideration. The event will be held on March 11th via ZOOM, beginning at 9 am. The cost to attend is \$12. During the event, members of the Legislative Affairs Committee will pose pertinent questions to the gath-

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www.cdcc.net

# Judy's Journal



PRESIDENT - JUDY DIOGO

## CDCC: Working for You is What We Do!

I do not think any of us ever expected to still be under COVID-19 restrictions in 2021, but here we are. We want you to know that your CDCC is continuing to work hard to keep you - our members - informed, moving forward, and growing. Like all of you, we have become very efficient and creative in maneuvering our way through the obstacles brought on by the restrictions so that we can bring you additional benefits, programs, and events. We recently hosted our Economic Forecast Breakfast (sponsored by BIG Investment Services) via Zoom to provide you with much needed information to help you plan for the upcoming year.

As you will see in this issue of the Chamber Connections, we will be continuing to host Sunset Business Mixers via zoom. This will allow our members to connect with each other so they can share information about how they are making their way through the pandemic with new ideas and new initiatives. We will also be hosting our Annual Legislative Luncheon via Zoom on March 11th. Again, we feel this event provides critical information to, not only our members, but also, to our area legislators by providing a forum for open

dialogue about the pertinent issues that are shaping legislation and their impact on the business community.

To further assist you, we have also established a new Coffee Coaching Series entitled "The Come Back Series." These programs will help you in bringing your employees back to work, establishing customer service management systems, expanding partnership to earn more revenue, strategizing and pivoting to expand your business, and rebuilding your emergency resources. These topics are relevant and applicable to our current situation as we explore what business looks like post COVID-19.

We are also presenting new benefit programs to you to help you save money. Please visit our website for information on both the US Federation Program and a program with Staples. Again, both of these "for members only" programs will help you save money for your business.

COVID-19 is still a raging storm and we are still in the center of it. But here's the good news: your CDCC is and will continue to be here to provide you with the essential resources you need to keep your businesses growing. Working for you is what we do!

## Calendar of Events

Due to COVID-19 gathering restrictions, some of our events have become virtual, others will be hybrid offering both in-person and virtual access. For activities where a location is not listed, please call the CDCC Office at (302)734-7513 for specific information.

- February**
- Thursday, February 4th**  
Leadership Central Delaware  
8:00am - 5:00pm  
Gov't and Politics Day – VIRTUAL
- Thursday, February 4th**  
Kent County Open for Business  
Cancelled
- Tuesday, February 9th**  
CDCC Board Meeting  
7:30am - 8:30am
- Wednesday, February 10th**  
Coffee Coaching  
8:00am - 9:00am
- Wednesday, February 10th**  
Marketing Committee Meeting  
10:00am - 11:00am
- Thursday, February 11th**  
Member Orientation  
12:00pm - 1:30pm
- Monday, February 15th**  
Presidents' Day  
Office Closed
- Tuesday, February 16th**  
LCD Steering Committee Meeting  
12:00pm - 1:00pm
- Wednesday, February 24th**  
Ambassador Committee Meeting  
9:00am
- Wednesday, February 24th**  
Sunset Business Mixer  
5:00pm - 7:00pm, VIRTUAL
- March**
- Monday, March 1st**  
CDCC Executive Committee Meeting, 8:00am - 10:00am
- Thursday, March 4th**  
Leadership Central Delaware  
8:00am - 5:00pm  
Education Day
- Thursday, March 4th**  
Kent County Open for Business  
8:30am - 10:00am  
Kent County Levy Court
- Tuesday, March 9th**  
CDCC Board Meeting  
7:30am - 8:30am
- Tuesday, March 9th**  
Young Professionals Social  
12:00pm - 1:00pm
- Wednesday, March 10th**  
Coffee Coaching  
8:00am - 9:00am
- Wednesday, March 10th**  
Marketing Committee Meeting  
10:00am - 11:00am
- March 11th**  
19th Annual Legislative Luncheon  
9:00am, VIRTUAL
- Thursday, March 11th**  
Member Orientation  
8:30am - 10:00am
- Tuesday, March 16th**  
LCD Steering Committee Meeting  
12:00pm - 1:00pm
- Wednesday, March 31st**  
Ambassador Committee Meeting  
9:00am
- Wednesday, March 31st**  
Sunset Business Mixer  
5:00pm - 7:00pm  
Embrace Home Loans
- TBD**  
LCD Class of 2022 Invitational  
5:00pm - 7:00pm

Thank you to the CDCC Cornerstone Members!

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The CDCC is the essential resource for growth of engaged businesses in Central Delaware.

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Additional mailings are available for a \$20 subscription fee. In many cases, more than one individual in a member business would like to receive information from the Chamber. By forwarding the subscription fee, the Chamber will satisfy the second class postage requirements and that individuals will be added to the mailing list.

## Cornerstone Member - Harrington Raceway & Casino

# Harrington Casino Fundraisers Support Ronald McDonald House and Make-A-Wish



The spirit of giving arrived early in Harrington this year as two successful fundraisers for a pair of prominent local non-profit organizations were held at Harrington Raceway and Casino.

Approximately 2,500 patrons participated in the events to benefit Ronald McDonald House of Delaware and Make-A-Wish Delaware in the casino's gold room. Both events have been customary in recent years on the fall schedule at the casino and have garnered significant support.

On October 24, approximately 1,300 people participated in a donation drive to raise in excess of \$13,000 to benefit the Ronald McDonald House of Delaware.

Since their inception in 1991, Ronald McDonald House of Delaware has provided a temporary residence for more than 49,000 families of seriously ill or injured children receiving treatment at area hospitals.

On November 29, another outpouring of community support was demonstrated with a fundraiser for Make-A-Wish Delaware as approximately 1,100 donations were received and totaled more than \$11,000. Make-A-Wish aims to grant wishes for children diagnosed with a critical illness.

"Not only am I honored to be a part of these two wonderful Delaware organizations, but fortunate to work for a company that believes so much in giving back to the local community," said Hank Rosenberg, COO of Hospitality of Harrington Raceway and Casino, who also serves on the Board of Directors for Make-A-Wish's Southern Delaware Advisory Committee and Ronald McDonald House of Delaware. "The fundraisers at the casino will greatly support the efforts of these



Players Club Manager Joanne Durham and COO of Hospitality Hank Rosenberg present a check to Make-A-Wish Delaware from their November 29 donation drive.

two organizations and their mission to help children with illnesses and their families. We are extremely thankful to all of our patrons who helped make this happen."

To learn more about RMDH of Delaware, please visit [www.rmhd.org](http://www.rmhd.org) or for additional information on Make-A-Wish, visit [www.philadesv.wish.org](http://www.philadesv.wish.org).

Though currently operating at reduced capacity, Harrington Raceway and Casino remains open from 8 a.m. to 4 p.m. Sunday through Thursday, and 24 hours on Friday and Saturday. While mask protocols are strictly enforced, guests are still able to enjoy their favorite socially distanced gaming machine, table game or watch and wager on simulcast horse racing and/or live sports in Murphy's Race and Sports Book.



Harrington Raceway and Casino COO of Hospitality Hank Rosenberg and Director of Public Relations Matt Sparacino present a check to Ronald McDonald House of Delaware from their October 24 fundraiser.

While the buffet is currently closed, the casino's other popular dining spots like Bonz, Murphy's Race and Sports Book, Onion Jack's and Bolo's remain open. Bonz is open Wednesday through Sunday, reservations are not required but recommended by calling 888-887-5687.

The racetrack will be celebrating its 75th anniversary of live harness racing as the racing season will commence with a 65 day meet starting April 12. Racing will be conducted primarily on a Monday through Wednesday schedule, but a complete schedule can be found on the track's website at [www.harringtonraceway.com](http://www.harringtonraceway.com).

## Cornerstone Member - Post Acute Medical

# Patients' Needs Always Top Priority

At Post Acute Medical Rehabilitation Hospital of Dover (PAM), patients always come first! As needs arise, the team at PAM works diligently and collaboratively to find solutions. As new and innovative therapies emerge, plans are developed and training is sought to give patients the best possible care. As new technology is designed and cutting-edge equipment is created, studies are completed and strategies implemented to obtain whatever makes sense for the care of PAM's patients.

In terms of new technology, the folks at PAM are celebrating what they call their "belated Christmas present." In early January, they obtained and installed a new filtration system designed to rid the air of dangerous viruses. Integrated Viral Protection (IVP) is a biodefense filtration system intended to enhance the existing HVAC infrastructure. The machine's heated filter technology and powerful circulation kills airborne pathogens immediately without affecting the ambient air. IVP has been proven to kill SARS-CoV-2 and anthrax spores instantaneously - the IVP promises to provide a biodefense system for all biological species.

From the start of the pandemic, PAM has stood ready to accept overflow patients from area hospitals so they would have more beds for COVID-19 patients. To date, area hospitals have not reached capacity, nor been forced to outsource patients. Due to diligent screening and safety protocols, PAM has remained a COVID-free environment. They do not accept patients suffering from COVID-19, but recently have created a COVID Recovery Section.

The COVID Recovery Section of the hospital is reserved for patients who previously contracted the virus and recovered. These patients often suffer aftereffects including catastrophic weakness, sometimes mimicking the symptoms of stroke victims. Upon arrival, these patients are placed in isolation for 72 hours as they undergo initial therapies. The hospital has had a very high success rate with post-COVID patients, getting them back to a functional point and able to return home.

"We are currently seeing a trend of sicker pa-



tients coming to our hospital," remarked Erin DeFarno, PAM's new Director of Strategic Initiatives (DSI), "They are trying because of the pandemic, to stay away from the hospitals or they've been in an area hospital and refused therapy, but when they go home they get worse and eventually come to us. It would be easier for them if they just came here right away."

The outpatient therapy team at PAM is preparing to launch a new program for patients suffering from Parkinson's disease and other neurological conditions. The Lee Silverman Voice Treatment (LSVT) Big and Loud program will kick off on February 8th. This intensive and effective program will see patients four times per week for four weeks. During these sessions, therapists will address walking, balance, and other activities of daily living such as handwriting, dressing, and fine motor movements through the "big" portion of the program. Parkinson's can affect the diaphragm causing patients to lose their ability to project their voices. The "loud" portion of this program will reteach projection and enable patients to use their voices to be heard.



Integrated Viral Protection is designed to kill airborne pathogens, including COVID-19, without affecting the ambient air.



The Outpatient Therapy Team at PAM (left to right): Kristina Fairbrother, Occupational Therapist; Miranda Tharp, Speech Therapist; Teresa Ferrara, Physical Therapist

The goal of the LSVT Big and Loud Program is to assist patients in regaining as much function as possible. This unique program which encompasses speech, occupational, and physical therapy, has been shown to be effective in assisting patients to take bigger steps, write legibly, project their voices, and improve their balance. In addition, there is some indication that LSVT Big and Loud can also slow or even prevent the progression of the disease. The team at PAM is excited to bring this innovative program to their patients.

The patient-first mindset at PAM, accompanied by a collaborative care process including a team of health professional, patients, and their families, has touched many lives and enabled patients to return to their homes, their families, and their daily lives. PAM Rehabilitation Hospital is dedicated to helping patients recover from acute illnesses and injuries. They provide comprehensive medical care aimed at preventing hospital readmission, shortening recovery time, and helping patients achieve their long-term recovery goals.

To learn more about Post Acute Medical Rehabilitation Hospital of Dover, visit their website at [www.postacutemedical.com](http://www.postacutemedical.com) or call (302) 672-5800.

# Growing Central Delaware's Economic Resources

How does a community create wealth that will benefit its citizens? What role does job creation, job retention, and workforce training play as a community seeks to draw income and ensure sustainability? What motivates innovation and creativity as people work to improve skills and infrastructure? These are the kinds of questions that members of the LCD Class of 2021 were asked to consider as they took a deep dive into Economic Development in Central Delaware. The selected leadership traits for the day, legacy-building and inspiration, fit well with creating and maintaining a strong economy by growing and strengthening the county's business community. This month's class was delivered virtually via ZOOM because the current gathering restrictions prohibited an in-person experience with so many people.

Tammy Ordway, CPA and Partner at Faw Casson, began the day by laying the groundwork of where our area's economy is, the factors that are at play, and what we can expect financially in the next several months. She did a terrific job of recapping what has transpired since Spring of last year when the onset of the global pandemic caused businesses to accept and rely on assistance from the government in terms of Payroll Protection loans and monies distributed through the CARES Act. She also spoke a bit about the effect that an expensive 2020 is likely to have on taxes beginning in 2021. She did a remarkable job of setting the stage for what needs to happen economically in Kent County to develop and maintain a healthy economy.

Next on the agenda was the Executive Director of the Kent Economic Partnership (trading as Choose Central Delaware), Linda Parkowski. Linda explained the function and purpose of the partnership and talked about what they do to entice businesses to come to Kent County. Her work is largely guided by the Rockford Study which highlighted health care and small to medium manufacturing as target areas for growth in the region. The study also indicated that a great deal of attention was needed in workforce development. There are two committees in place that support the work of the partnership, including the Excellence in Education Committee, which promotes workforce development through a grant program, and the Quality of Life Committee, which works to promote the assets of the area. Linda relies heavily on partnerships with town managers, brokers, and businesses throughout Delaware to help in the partnership's endeavors. Linda also explained her involvement with the expansion of broadband in the area and the Civil Air Terminal. She concluded her time with the class by sharing the various companies that have recently opened businesses in the area and the impact that has had on the economy.

Kurt Foreman, president and CEO of the Delaware Prosperity Partnership (DPP), explained the role and mission of his entity. The DPP works to attract, sustain, and expand business opportunities statewide. His organization operates in four main areas: attraction, expansion, innovation, and talent.



A program of the Central Delaware Chamber of Commerce



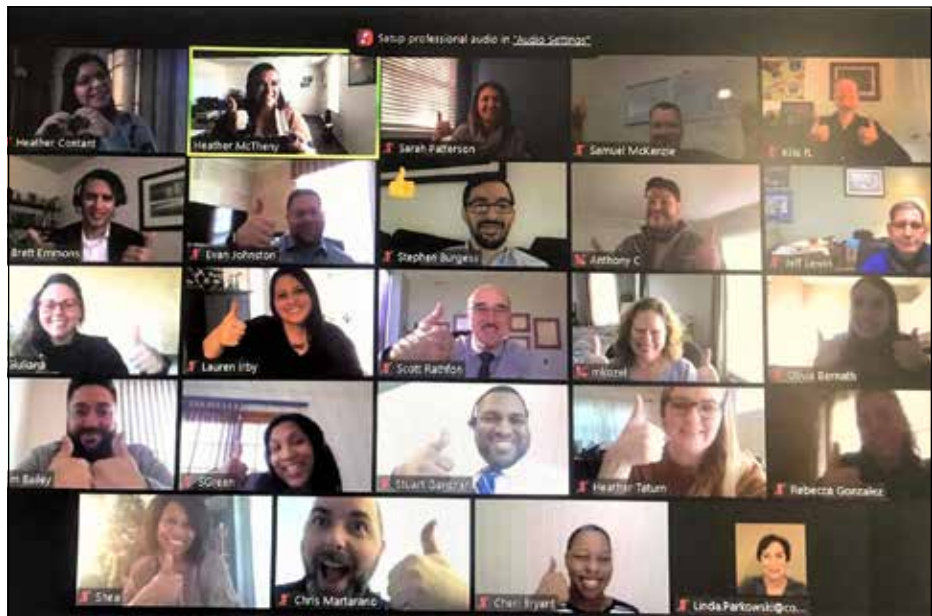
Linda Parkowski and the KEP are working hard to help businesses "Choose Central Delaware."

He placed a great deal of emphasis on telling Delaware's story and suggested using our "outside voices" when sharing what makes the First State so attractive. "Your stories are really important!" explained Foreman, "Proudly tell your story - your Delaware Story!" He ended his presentation with a preview of what is coming up in the next few weeks including the end of a study and its implications, a new website, and a marketing campaign.

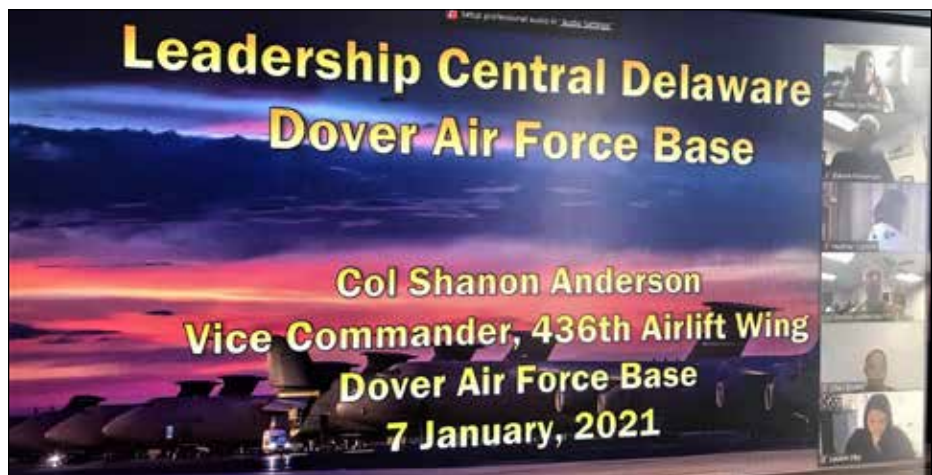
This information packed beginning of the day was followed by a panel discussion centered on Economic Development Perspectives. Panelists included Dave Hugg, Dover's City Planner, Jessica Moyer, owner and operator of The Ice House: Wellness & Community, Anthony Coker and David Dietrich of Chesapeake Utilities Corporation. The panelists shared their views of Economic Development through the lens of their businesses. Even though they were from varied backgrounds - government, small business, large corporation - there were several common themes: the importance of partnerships, the trust built by transparency, and the need to develop the economy over a variety of industries, not just one or two.

Employing just over 6,000 workers (active duty, reservists, and civilians), the Dover Air Force Base (DAFB) has a huge impact on Dover's economy. Col. Anderson shared with the group that those men and women employed by the base live in the area, shop in our stores, find entertainment at community venues, and spend their money in local businesses - and so do their spouses and their children. Strong ties exist between the military personnel and the civilian citizens of Kent County making them a vibrant and vital part of the Dover community and economy.

After a break for lunch, the class was joined by Scott Rathfon, Executive Vice President of Century Engineering. Scott introduced the class members to the work of this large engineering firm that employs over 550 personnel. Century Engineering boasts an engineering



The LCD Class of 2021 goes virtual for Economic Development Day!



Col Anderson shared a great presentation with the class.

team concentrating on the areas of Civil and Environmental, Wastewater, survey, structural, geotechnical, mechanical, and electric. After Scott shared some of the projects that his team is currently working on, he talked a bit about leadership. To him, it is critical to surround oneself with people who are smart and to become involved in community organizations. He stressed two pieces of wisdom regarding communicating: it is vital to talk to people and not about them, and it is good to remember that 75% of communication is listening, not talking.

Susan Hoffmann of Kraft Heinz took the class on a virtual tour of Kraft Heinz and shared the significant impact the company has on the local economy. In terms of leadership, she advised the group to be "consumer obsessed," do better every day, champion great people, demand diversity, do the right thing, and own what you do.

The final speaker of the day was Kent-Sussex Industry's, Mark Reeve. Mark took the group on a

virtual tour of KSI and shared the company's mission to assist those with disabilities in gaining access and involvement in the community by way of employment. He talked about the importance of partnerships and about capitalizing on one's strengths. "You don't need to be tempered by the things you can't do," he explained. "You should capitalize on the things you can do!"

The day concluded with a book discussion and a recap of what the activities of the day meant. While the class members were unable to experience Economic Development Day in the traditional way, they learned much from the virtual opportunity. They will be given the opportunity to attend next year's Economic Development Day with the Class of 2022. As we all know, flexibility is an important leadership trait and kudos to the Class of 2021 for their patience and their flexibility. In a unique way, even this kind of restructuring will help to shape their leadership portfolios in a way that will benefit us all.

Sponsors confirmed as of 10.22.20

# Learning Leadership: It's Your Ship

Each year, the members of the Leadership Central Delaware class are required to read a book together and conduct discussions about what they are learning through its chapters. The Class of 2021 is currently working their way through D. Michael Abrashoff's book, *It's Your Ship: Management Techniques from the Best Damn Ship in the Navy*. Class members are enjoying their lively and insightful discussions, and seem to be learning a great deal from the book and the experiences of Captain Abrashoff.

In the book, Abrashoff shares his experiences aboard battleship USS Benfold. When he took command of the ship, he described the vessel as being like a business with all the latest technology, but only a fraction of its potential productivity. As the new leader, it was his responsibility to find a way to empower the crew and improve performance. He realized that the change must begin with him. He realized the power of seeing the ship through the eyes of the crew, clear and frequent communication, creating discipline by focusing on purpose, and listening aggressively to his shipmates. Eventually, his influence made a difference. The crew responded, their confidence grew, as well as their commitment. They began to solve problems and take initiative. The slogan aboard the vessel became "It's your ship." The USS Benfold became a "model of Naval efficiency."

Class members have described this exercise as one of the highlights of the LCD experience. "The author does a great job of giving advice supported by rich and valuable experiences during his time in the Navy," commented Tim Bailey, Class of 2021, and executive director of Central Delaware Habitat for Humanity. "Each lesson is well illustrated and inspires a multitude of ideas to integrate into my personal life."

According to Lt. Col. Kris Rennie, DAFB (AFMAO), and 2021 class member, "Abrashoff's approach puts the emphasis on his team members, identifying the change that needs to occur and really owning what success for their ship looks like." She added, "He listens to them, em-

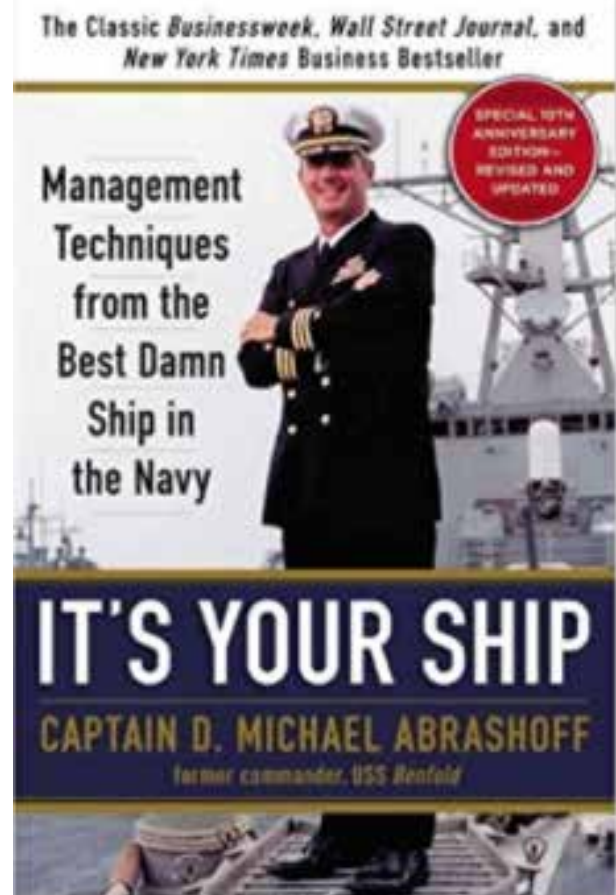


A program of the Central Delaware Chamber of Commerce

powers them and supports them by using his position to influence his superiors... that's what a servant leader who wants the best for their team believes in and does so without thoughts of getting themselves promoted or offered a better position after command."

The content of each chapter mirrors the leadership traits that are emphasized each month. From integrity to initiative to credibility to empowerment to vision, Abrashoff shares stories and examples that help emerging leaders understand the importance of always learning and constant improvement. This month, the leadership traits were legacy, ability to inspire, and communication. Their rich discussion centered around several insightful ideas: "Communicate by being accessible, approachable, and visible;" "People want to contribute and feel good about it;" "Instill confidence in your people to give them the voice they didn't think they had;" "Talent knows no rank;" and "The best legacy you leave is a little bit of yourself."

There are many benefits to book discussions. It has been said that "reading is mental food for the brain." Good new ideas inspire other good new ideas. Having an opportunity to exchange thoughts and share diverse perspectives goes a long way in strengthening teamwork and



opening people's eyes and minds to new ways of thinking and doing things. Reading together ignites thoughtful discussions that enable professional relationships to grow. Reading is an essential component of leadership development - it sharpens intelligence, assists in communication skills, and improves emotional intelligence. We are thrilled to be able to provide this experience to our emerging leaders in LCD!

Over 13,200 individuals read the award-winning Dover Air Force Base

## AIRLIFTER



Dover Air Force Base is home to the 436th Airlift Wing (Eagle Wing) and the reserve 512th Airlift Wing (Liberty Wing), and hosts both the C-5M and C-17 Globemaster III cargo planes. Economic impact is estimated to be \$466 million, which includes salaries, retiree pay, local contracts, and local area expenditures within a 50-mile radius of the base. The DAFB workforce consists of 3,900 active duty, 1,500 reservists and 1,000 civilians and supports 5,100 family members.

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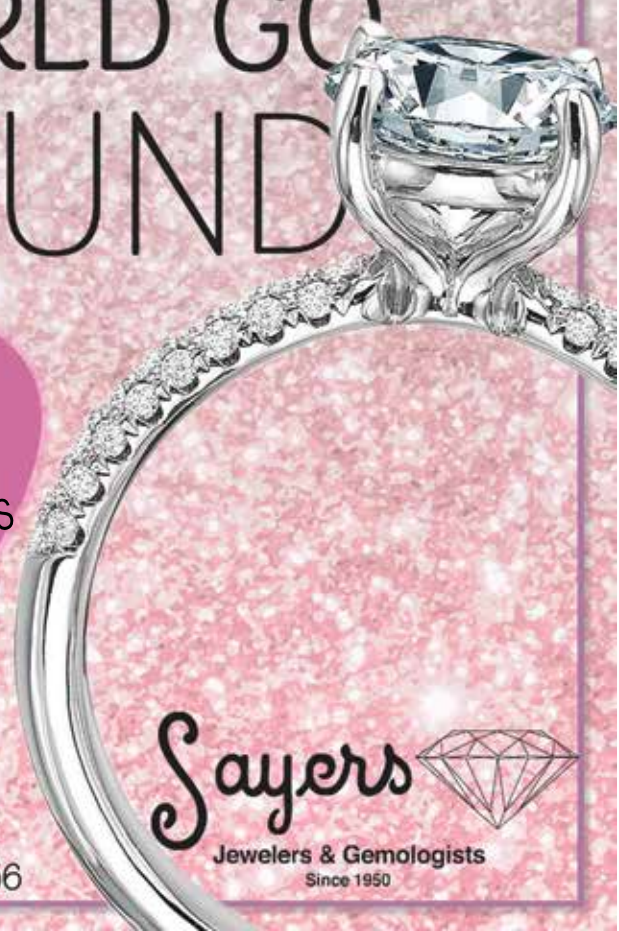
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# CDCC Special Feature



Every member of the production team played an important role in the event.

## Economic Forecast Breakfast A Virtually Information-Packed Forecast

This year's Economic Forecast Breakfast, brought to you by BIG Investment Services, was held on Wednesday, January 13th, via ZOOM. A virtual event, a bring-your-own-breakfast online gathering, was a big change from the annual event we are all used to! The event was filmed at Maple Dale Country Club and participants gathered on ZOOM to hear the thoughtful conversation about the health of the economy at the national, state, and local levels.

While the normal friendly conversation that typically fills the room before and after the event was missed, there was a great deal of valuable, pertinent, and applicable information shared that promises to have a meaningful impact on you, our members.

The panel of experts did their best to paint a financial picture based on the market, investments, trends, and spending patterns at the national, state, and municipal levels. David Boothe, President and Chief Compliance Officer of BIG Investment Services, reported that 2020 was

an interesting year in terms of the economy. He began his discussion by looking back to last year and outlining the various factors that influenced its health: lockdowns caused by the pandemic, people's need for technology in order to work and learn, trillions of dollars printed and introduced into the economy in the form of PPP and EiDL loans, and additional unemployment assistance. All those factors will motivate what happens in this new year, 2021.

Boothe predicted that we will see some significant inflation and rising interest rates. During the health crisis, some businesses saw a tremendous decline in revenue, while others thrived. Post COVID, he expects that some stocks will remain strong – financial, industrial, green energy, while others will not – exercise equipment, Bitcoin, etc. While business travel is not expected to bounce back quickly since business leaders realize the cost-effectiveness of online meeting platforms as compared to the purchase of airline tickets and hotel rooms, however, recreational

travel entities, like cruise lines, are likely to come back strong. Residential real estate is expected to continue strong, while commercial real estate may not as CEO's weigh the value of expensive buildings knowing that people can and have been more productive when working from home.

Moving forward, Boothe advised that businesses take steps to beat the predicted inflation – have lines of credit in place and accessible, lock down variable interest rates, plan inventories and buy ahead when possible. Mr. Boothe expects that a high percentage of employees will continue to work from home, if not 100%, at least some of the time in a hybrid kind of platform. As far as the stock market is concerned, investors are encouraged to do whatever they can to keep their losses to a minimum. Diversification is the best strategy moving forward. Finally, Mr. Boothe reminded small business owners that their business is their number one investment and emboldened them to do whatever they can to pro-

tect it.

On the state level, Colleen Davis, Delaware State Treasurer, shared with the group information about the job of the treasurer and the work of the finance team, comprised of individuals with diverse backgrounds and political views. She enlightened listeners on the various programs that are in place at the state level to assist citizens with their financial needs from education through retirement. She was also pleased to share that, even in the face of the global health crisis, the state of Delaware's economy remains strong, largely due to the controls that have been put into place to protect the economy. The goal of her team at present is to get people back to work, keep employment rates up, and do it safely.

Linda Parkowski, the Executive Director of Kent Economic Partnership, wrapped up the day's presentations by shifting the discussion to what is happening here in Central Delaware. Linda explained the

See Forecast — Page 7



David Boothe, President and CCO, BIG Investment Services



Colleen Davis, Treasurer, State of Delaware



Linda Parkowski, Executive Director, Kent Economic Partnership

# CDCC Special Feature

## BIG INVESTMENT SERVICES

### Forecast

Continued From Page 6

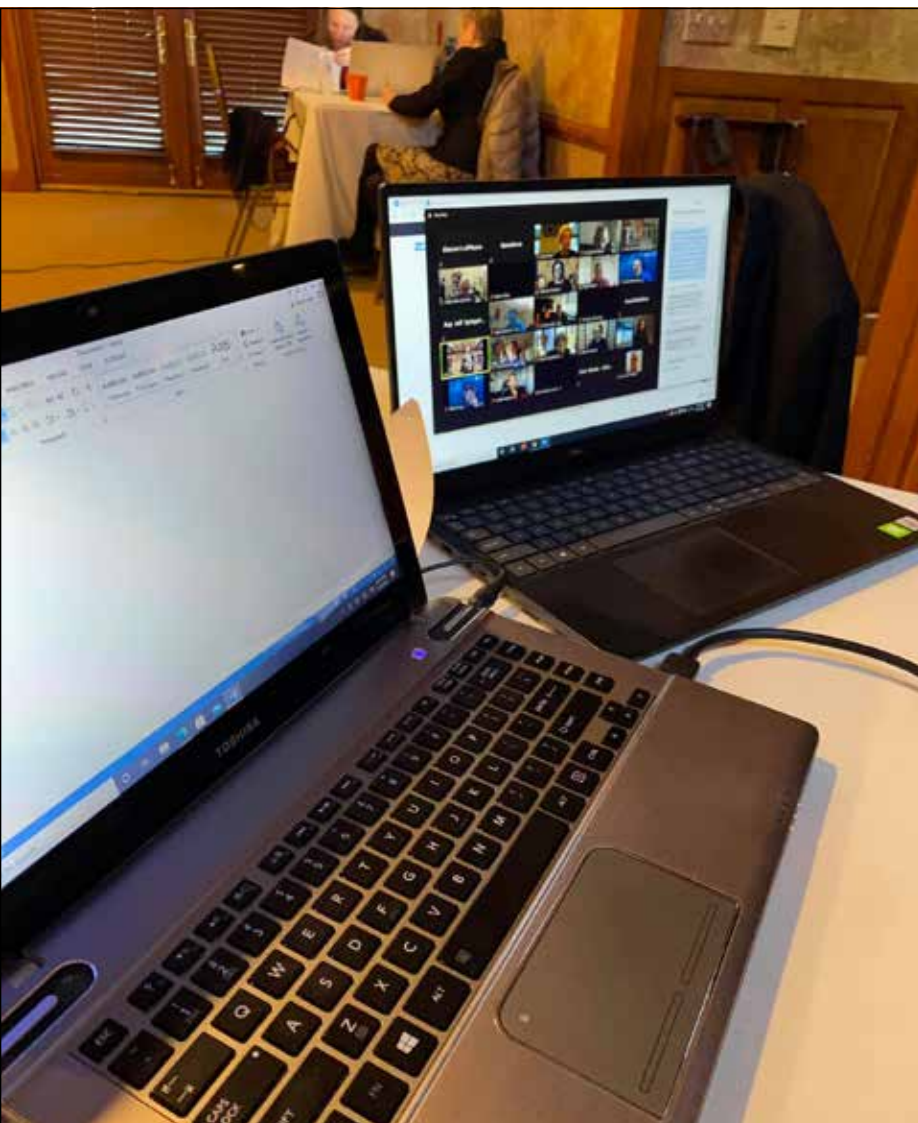
importance of “knowing who you are and playing to your strengths.” This was the foundation on which the trading name of KEP was chosen: Choose Central Delaware. She and her team spend much time showcasing the many strengths of Central Delaware to prospective businesses looking for the perfect place to establish their presence. Linda reminded the viewers that her work is guided by the findings of the Rockport Study, completed in 2018, which indicated that Kent County was positioned to attract businesses related to health care and small to medium manufacturing. To that end, Linda has worked hard to make connections with businesses in these industries and invite them here to Central Delaware. Linda was pleased to share a series of “Wins” for Kent County which included a long list of businesses that have come to the area and others that have made a commitment to locate in Central Delaware in the coming months. In addition, Linda explained the importance of expanding the area’s broadband. She also shared that the Civil Air Terminal is making progress towards becoming functional and explained its potential importance to the attraction of businesses to the area. She concluded her presentation by sharing a couple of incredible testimonials.



Judy Diogo, CDCC President

The experts entertained questions during their formal presentations. The information they shared was well-accepted. The virtual attendees were pleased to have someone interpret for them the complexities of financial predictions in a way that could be applied to their businesses. Overall, this annual event was marked by a powerful exchange of information that will have a great impact on how business is done in this new year.

Special thanks to BIG Investment Services for sponsoring this event, to Maple Dale Country Club for allowing us to use their space to film, to our financial experts, David Boothe, Coleen Davis, and Linda Parkowski, who served as speakers for the day, to David Greene, our technology guru, and to the 93+ attendees who ZOOMed in to spend the morning with us.



Computer Command Central was ready for presentations and questions!

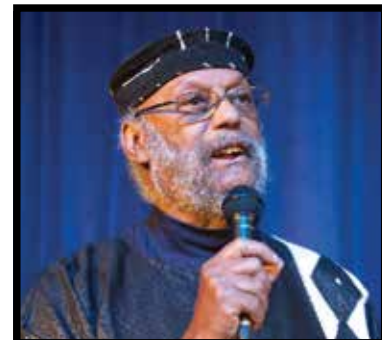


**FREE Events! Through February 28, 2021**  
**All are Welcome!** A series of events highlighting local Black history, culture, art, music and theater.

For more event details, dates and times visit [www.DelmarvaEvents.net](http://www.DelmarvaEvents.net)



Photo by Toni Frissell, Courtesy of the Library of Congress



**PRESENTED IN PARTNERSHIP BY**

Biggs Museum of American Art • Delaware State News  
 Delaware State University • DonDel Productions • Dover Public Library  
 Inner City Cultural League • Sankofa Cultural Arts Center

**SPONSORED IN PART BY**



Westminster Village

# CDCC Special Feature



## It's Never Too Soon to Build Your Network!

For business leaders at any stage of life, building and expanding one's professional network is at the top of everyone's "must do" list. Building a comprehensive network promises to help individuals to develop and improve their skills, keep current with the latest trends in their industry, meet prospective mentors, colleagues, and clients, and discover and explore resources that will assist in their development. Young professionals sometimes report that the idea of networking seems difficult and time consuming, but not to worry, the CDCC is here to help with an event designed to make networking easy, educational, and fun!

The CDCC's Young Professionals Social is held bi-monthly on the second Tuesday of the month for business personnel 21 - 35 years of age. The cost for this event is \$5 for CDCC members, \$15 for non-members. The event is designed to allow for casual conversation over a delicious lunch (included), as well as an educational component on topics related to workplace development and overcoming challenges faced by young professionals. Topics are presented by fellow chamber members.

This year's venue for the Young Professionals' Social is the Lighthouse Ballroom at Jonathan's Landing. Located at 1309 Ponderosa Drive in Magnolia, Jonathan's Landing, widely known for their popular golf course with a distinctive marshland, links-style layout, beautiful greens, and windswept views, is also home to their newly remodeled banquet and event center, The Lighthouse Ballroom. The clubhouse features a bright and inviting banquet room with a wrap-around balcony overlooking the golf course and serves as

the perfect meeting space for our group.

For young professionals, this experience is a great way to build people skills in a non-threatening environment. Through conversation and the chance to learn together, this is an easy way to make friends and establish the beginning of a valuable support system.

The next Young Professionals' Social will be held on Tuesday, March 9, 2021, beginning at 12 pm. Mike Tolliver, of Allstate Insurance, will present to the group on the important topic of business ethics, a subject that he has taught online at

several universities. Business ethics is a critical topic for business professionals as it can ensure a good reputation for your company. A reputation for consistent business ethics, including social media ethics, can impact one's relationship with employees, customers, and the community at large.

For more information about the Young Professionals' Social or to register, please call the CDCC Office at (302)734-7513. We look forward to seeing you at this informative event - and remember, it's never too soon to build your network!



### Young Professionals Social

join other young professionals (ages 21-35) for a bi-monthly networking and educational experience. each session will focus on a different topic related to workplace development and overcoming challenges young professionals face.  
lunch is included!

January 12, 2021  
March 9, 2021  
May 11, 2021

Tuesdays from 12 - 1 pm

**Jonathan's Landing - Lighthouse Ballroom**  
1309 Ponderosa Drive,  
Magnolia, Delaware 19962  
**\$5/CDCC member \$15/non-member**

Call 302-734-7513 or visit [cdcc.net](http://cdcc.net) to register or email Heather at [lcd@cdcc.net](mailto:lcd@cdcc.net) for more info.

Sponsored by:



### Editor's note



"In last month's edition of the Chamber Connections, we mistakenly neglected to give proper credit for this photo of Delaware State University President Tony Allen, and we sincerely apologize. The photo credit for this wonderful photo goes to Eric Crosson Photography."



## Member News

# Goldman Sachs Invests in Our Members

With a headquarters in New York City, Goldman Sachs is an American and multinational investment bank and financial services company. The team at Goldman Sachs provides a wide range of financial services to a client base of corporations, financial institutions, governments, and individuals including investment banking, securities, asset management, prime brokerage, and securities underwriting. They commit people, capital, and ideas to help their clients, shareholders, and the communities they serve grow.

The folks at Goldman Sachs understand the big impact of small businesses. Over a decade ago, they launched 10,000 Small Businesses, an investment to help entrepreneurs create jobs and economic opportunity by providing greater access to education, capital, and business support services. Through about 200 hours of class time over 12 weeks of practical business education, a network of support, and access to capital, business owners have increased revenue, improved effectiveness, and expanded their networks. To date, more than 9,700 business owners have graduated from the program across all 50 states in the U.S., Puerto Rico, and Washington, D.C. – including two of our very own members from right here in Central Delaware!

Goldman Sachs 10,000 Small Businesses is a practical educational program that drives business growth, increases job creation, and drives the business owner to work strategically “on” their business and not work tactically “in” their business. The program is designed to facilitate the growth of the business and its owner as a leader. Each participant develops a tailored growth plan that can be used immediately to benefit their business. The curriculum for the program was created by Babson College of Boston and it is ranked first in Entrepreneurial Education by U.S. News. Participants will learn from individual business advisors, subject matter experts, peer learning business support resources, and a large network of alumni (currently 568). The program comes at no cost to the participants, but is gifted to them by Goldman Sachs.

Troy and Kim Adams own and operate Mountain Consulting, an engineering and design firm founded in 2003. Kim serves as the firm’s President and CEO, taking care of everything administrative from contracts to finances to certifications and more, while Troy serves as Vice President and deals primarily with the technicalities of the work and the people in the field. Their mission is to provide quality and reliable services to their clients at the right price, at the right time, for the right reasons. Mountain Consulting provides engineering, design build, general construction, and land survey services to both public and private sector clients, as well as non-profit organizations.

About three years ago, Kim Adams applied and was accepted into the Goldman Sachs program. Since that time, her business has grown significantly in both client base and expanded services. The steady climb they have experienced in sales and revenue, Kim attributes to the lessons learned with Goldman Sachs. Kim shared that, prior to her participation in 10,000 Small Businesses, there were many things about her business that she knew instinctively. She was thrilled when those instincts were affirmed and the strategies were given names by her instructors. During her time in the program, she was given permission to dream, to create a plan for her long-time vision for the future of her company. It was on that vision that she built Mountain Consulting’s growth plan.

Mountain Consulting was primarily known at that time as a survey and engineering design company. Through the process of design, which can often take several months up to two years, a relationship of trust was built with clients. If the company could offer services in the next step of clients’ growth, Kim felt sure they would stay with Mountain Consulting for as long as they could, thus fulfilling her vision of guiding clients’ projects from conception to construction.

Through the tips she learned that she could immediately implement and by applying her



**Tiffany Rubin, RN, Owner and Chief Executive Officer, Silver Lining Home Healthcare**

findings each day, she was able to initiate the addition of more services to the company profile. Relationships that before would have ended with design were able to continue through site work, including storm water management, utility management, and more. In terms of revenue, that meant that design projects normally yielding thousands of dollars would now, by extending the relationship, yield hundreds of thousands of dollars and more.

“We know our limitations,” commented Kim, “We know what we can do - and we do it well.”

Creating effective steps to obtain appropriate goals is a skill that Kim was able to refine in the program with Goldman Sachs. “Too many people set goals for where they are today, in the present,” Kim remarked. “It is important to set things in place for where you want to be in the future.”

When asked if she had any advice for prospective program participants, Kim said, “This program is for people who are really serious - and I mean serious - about building a legacy business.” Much is required of participants in terms of class time and homework required to achieve the results they desire, but according to Adams, the outcome is well worth the investment.

This past August, Tiffany Rubin, owner of Silver Lining Home Healthcare (formerly Nurse next Door), was thrilled to be accepted into 10,000 Small Businesses, after reading about the opportunity in the CDCC’s Business News & Company Kudos email publication. She is excited about learning ways to increase productivity and grow her business. Unlike Kim’s in-person experience at the Community College of Pennsylvania in Philadelphia, Tiffany’s is required to complete her 200 hours of coursework virtually. Understanding the significant time commitment, Tiffany shared that she is only able to participate because she now has a team of people of can take care of the day to day running of the business.

Tiffany’s cohort is comprised of small business professionals and entrepreneurs from widely diverse backgrounds and industries. She is the only healthcare person in the group. She is intrigued by the mix and is looking forward to learning with and from the members of her group.

Founded in 2013, Silver Lining Home Health Care is a BBB A+ accredited full-service home health care and concierge company located in

Goldman Sachs  
**10,000**  
small  
businesses



**Kim Adams, President and Chief Executive Officer, Mountain Consulting, Inc.**

Central Delaware and providing care statewide. The team at Silver Lining can assist clients with activities of daily life, urgent services, nursing services, medication management, dementia and Alzheimer’s care, respite care, and much more. The goal of the folks at Silver Lining is to create a better quality of life in the moment for each client and employee. They promise to walk with clients, achieving the best outcomes through customized care that encompasses the unique needs of each individual.

In terms of what Tiffany hopes to accomplish through 10,000 Small Businesses, she is looking for aggressive growth. Quality health care is needed everywhere, but it is a tremendously competitive industry. She knows that, even though many patient referrals are the result of word-of-mouth recommendations, to increase organizational profit and remain competitive, a solid strategy - like any other industry - is imperative. Creating a growth plan focused on the development of such a strategy is what Tiffany is hoping to do - and she is looking to the professionals at Goldman Sachs to help her do it!

Tiffany is at the start of her journey which will end mid-April. There will be much to learn and much to do along the way as she creates her company’s growth plan and implements it. She is one of those “serious” participants that Kim spoke of, ready to put in the work to create a plan for where her company is headed. She knows that there will be challenges along the way, but true to form, she is prepared to concentrate on every silver lining!

The small businesses within the Goldman Sachs 10,000 Small Businesses network represent a large and growing economic force employing over 175, 000 workers and earning approximately \$12 Billion in revenue. Program results show that 10,000 Small Businesses graduates consistently grow their revenues and create jobs at rates that outperform the broader economy. To learn more about Goldman Sachs 10,000 Small Businesses, visit [www.goldmansachs.com/citizenship/10000-small-businesses](http://www.goldmansachs.com/citizenship/10000-small-businesses).

Congratulations to both Kim and Tiffany! We are proud of you!

# Member News

## Sugar Factory Opens New Location at Dover Downs Hotel & Casino

Reservations are now available! Sugar Factory American Brasserie, America's favorite eatery and celebrity hotspot, is bringing its high-energy atmosphere to Dover, DE. Opening January 28, 2021, the family-friendly, celebration destination will be located at Dover Downs Hotel & Casino. Known for its over-the-top sweets and treats, the world-famous restaurant promises a memorable experience for kids, adults and everyone in between.

"With more than a decade serving up decadent sweets and treats around the world, we are so excited to bring our sweet oasis to Dover, Delaware," shares owner Charissa Davidovici. "Dover Downs Hotel & Casino is the perfect place for our fun, high energy brand."

Located on the east end of the hotel property, Sugar Factory is the perfect destination for families, celebrations, bachelorettes, birthday parties, or simply a fun day out. The 7,000 square foot restaurant will feature a 250 seat, elaborately decorated dining room where guests can pose for instagrammable photos in front of several colorful flower walls and neon signs. The connecting 1,060 square foot retail store will feature Sugar Factory's signature floor-to-ceiling candy wall with more than 500 types of sweet treats to choose from.

"This is going to be an action-packed spot, located just off our main gaming floor and right in the heart of all the casino action" says Tony Rohrer, Dover Downs' Vice President and General Man-



ager. "There is something for everyone at Sugar Factory and I am confident that our guests are going to be thrilled with this new addition to our amenities here in Dover. There is surely nothing like it in the market."

Offering breakfast, brunch, lunch and dinner, Sugar Factory's menu features colorful, social media-friendly dishes, burgers, pizzas, pastas, and salads, as well as its signature 64 oz. goblets and larger-than-life Insane Milkshakes. Popular menu items include the Rainbow Sliders - classic sliders served on colorful rainbow buns with American cheese, pickles, crispy onions and Sugar Factory's signature sauce; and the Fettuccine Alfredo made with fresh garlic, butter, cream, and parmesan cheese. For dessert, guests can dine on Sugar Factory's Insane Milkshakes which are lavishly decorated and served in a chocolate dipped mug. Favorites include the Tye Dye Milkshake, Cookie Monster Make A Wish Milkshake and Bacon Cheeseburger Milkshake. Sugar Factory's most legendary dessert is the sensational King Kong Sundae, which serves up to 12 people and features 24 scoops of ice cream covered with sprinkles, gummy bears, caramel, hot fudge

and giant whirly pops.

The restaurant's Carousel Bar area will be lit with decorative carousel themed lights bulbs and feature 42 seats. It will offer full menu service complete with Sugar Factory's signature 64 oz. alcohol-infused and celebrity approved smoking candy goblets, like the popular Electric Purple Jawbreaker made with The Chainsmokers' JAJA blanco tequila, and garnished with blue raspberry gummy bears and psychedelic jawbreakers; The Watermelon Mojito featuring Pitbull's Voli 305 vodka and sour watermelon gummies; Nick Jonas and John Varvatos' Strawberry Cadillac Reposado Margarita made with Villa One Tequila; Bruno Mars' Mai Tai and Classic Watermelon Pina Colada made with Selvarey white rum; the Diamond Rosé Goblet, inspired by the timeless Lisa Vanderpump and made with Vanderpump Rosé; and The Drake, crafted with his Virginia Black Whiskey.

Sugar Factory Dover Downs will be located at 1131 N Dupont Hwy, Dover, DE 19901 and will be open from 8 a.m. to 11 p.m. on Sunday to Thursday and 8 a.m. - 1 a.m. on Friday and Saturday. For more information, visit [www.sugarfactory.com](http://www.sugarfactory.com). Reservations can be made via OpenTable, by calling 302-857-3252 or <https://www.doverdowns.com/sugar-factory/>.



Sugar Factory milkshakes are a work of art!



The Kong Sundae is perfect for sharing.



Mike Tatoian, President & CEO, Dover International Speedway, enjoys the new restaurant's FIRST special birthday surprise as Denis McGlynn, Dover International Speedway Chairman, looks on.



The team from Kent County Tourism was in the house to celebrate the opening!



The Rainbow Sliders are a popular treat.



There's nothing like a Big Cheesy Burger!



Guests can enjoy a hypnotic Goblet from the restaurant's Carousel Bar.

# Virtual Connections, Smiles, and Ideas

On Wednesday evening, January 27th, the CDCC team joined several members for a Virtual Mixer via ZOOM. January is normally the month for a Chamber “trifecta”: a mixer, a Member 2 Member Expo, and the annual CDCC Showcase. Unfortunately, COVID-19 gathering restrictions forced the cancellation of that event. Understanding the importance of connecting, maintaining relationships, and keeping members engaged with one another, especially now, a virtual mixer was scheduled in its place!

Our virtual gathering gave participants an opportunity to connect, exchange information, and gain qualified leads right from their own computer screens! Everyone showed up with their own snacks and beverages of choice and joined in a lively exchange of conversation. It was a great chance to catch up with each other and talk about both the wins and the challenges brought by the pandemic. Many shared what they are doing to keep their businesses strong and ideas were shared across the board about how to get back up and running in a safe and effective way.

Everyone at the mixer had an opportunity to speak to the gathering and introduce their business. Contact information was shared in the chat to enable future networking. Several door prizes were drawn that brought smiles to many faces. We were also excited to do our regular drawing for the Member of the Month. We are please to announce that the CDCC’s next



Member of the Month will be Jennifer Salterelli of Dover Place. Finally, the CDCC Team was thrilled to share a new informational video designed to help prospective members know who the Chamber is and what we do. Many thanks to Bobby Njoku fir his help in producing this “Chamber Business Brag!”

Your CDCC team is working hard to continue serving you, our members... even if we are required to do it a little differently. We have opted for reworking events rather than canceling and we are constantly working on the art of the “pivot!” We were very excited to connect at January’s Virtual Mixer and we look forward to seeing you again in person, hopefully soon! Until then, know that we are here for you and we are happy to serve you.

To contact us, please call the CDCC Office at (302)734-7513. Stay safe and health – and continue to stay connected!



## Mixer

Continued From Page 1

ered lawmakers regarding the issues that make up the CDCC’s legislative agenda such as minimum wage, the legalization of recreational marijuana, paid family leave, renewable energy, and the training and re-development of the area’s workforce. In addition, COVID-19 related issues will likely be discussed. This event will give our business community a chance to hear from each legislator and learn more about their stance on these issues. The discussion will be kept to the issues that promise to have the most impact on business in Central Delaware. This event could easily lead to subsequent conversations in which lawmakers could hear first-hand about the impact legislation will have on their business constituents.

We would like to thank our sponsors who have helped to make this event possible (as of 1/27/21): our Signature Sponsor – BIG Investment Services; our Platinum Sponsors & Cornerstone Members: Axia Management, Century Engineering, Chesapeake Utilities, Dover Federal Credit Union, Harrington Raceway & Casino, KraftHeinz Company, L&W Insurance, PAM Rehabilitation Hospital of Dover, and R&R Commercial Realty; our General Assembly Sponsors – Allen Insurance/Benefits Connection, C.S. Kidner Associates/Capitol Strategies, Delaware Association of Realtors, Del-One Federal Credit Union, Jonathan’s Landing, McGuinness Commercial Real Estate, Shore United Bank, Wilmington University, and The Willis Group.

For more information or to register for this informative event, please call the CDCC Office at (302)734-7513 or email [adminassistant@cdcc.net](mailto:adminassistant@cdcc.net). ZOOM Codes will be emailed to participants a couple days before the event. We look forward to seeing you at 9 am on ZOOM on March 11th, as together we hear about the important legislative issues facing business in Central Delaware.



Wednesday, April 28, 2021 4- 7 pm  
(in conjunction with our April Sunset Business Mixer)

Tre Sorelle Dolce Ice Cream & Mini Golf  
27 S. Railroad Street  
Wyoming, Delaware

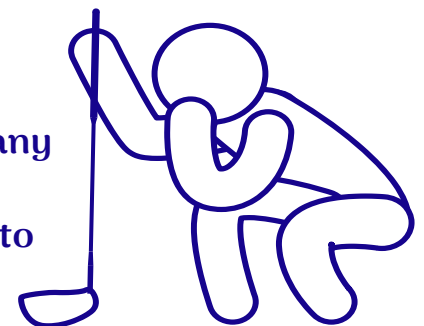
Prizes and a Trophy will be Awarded!!!

### Sponsorships Available

- \$1000 Tournament Sponsors
- \$400 Hole Sponsors with a team of 4 Golfers
- \$200 Hole Sponsors
- \$500 Hole-in-One Sponsor (1 Available)
- \$250 Awards Sponsors
- \$250 Score Board Sponsors
- \$250 Beverage Cooler Sponsor (1 Available)
- \$250 Snacks Sponsors
- CALL TODAY!**

#### A cool way to

- market your business...
- build your team...
- experience camaraderie and company pride in the heat of competition...
- put your well-honed putt putt skills to good use... AND...
- **WIN THE (Mini) MASTERS!**



For more information, call the CDCC Office at (302)734-7513 or email [cfriese@cdcc.net](mailto:cfriese@cdcc.net).

# CDCC Special Feature

## Making Your Membership Work for You

Educational opportunities designed to help you grow your business... a voice at the General Assembly speaking on your behalf about decisions that impact the business community... advertising and sponsorship opportunities that bring name recognition and assist you in telling your story... a strong framework of business relationships... 75+ events per year created to help you meet people, exchange information, and gain qualified leads... these are all benefits that come with your Central Delaware Chamber of Commerce membership.

Are you taking advantage of all that our Chamber offers? Are you participating in all the opportunities available to help your business succeed and grow? The CDCC's Member Orientation sessions are design to help you, our members, get the most out of your membership. We want you to get everything you can from the services, events, and activities we have to offer, but that can only happen if you know what they are, and which ones will most benefit you.

Each month, on the second Thursday of the month, members gather in the CDCC Board Room and/or on ZOOM to hear about the ways your Chamber works for you. These sessions are not just for new members, they

are also for existing members. We want you to stay current on all that is happening at your Chamber and we especially want you to be aware of new opportunities that come along and new services as they are added. (For example, did you know that by logging in to your member portal on our website you can begin saving money at Staples? This "for members only" promotion will provide you with discounts on supplies as well as printing services!)

Often attendance at these sessions is followed by the creation or the review of members' journey maps. We long for the opportunity to meet with each of you to create a journey map that will assist you in making the most of your membership. We want to be your most essential resource for the development of your business - but that will only happen if you become familiar with what we can do for you, and if we become familiar with the goals you have in place for the growth and expansion of your business.

The next Member Orientation session will be held on February 11th, from 12 - 1:30 pm. To register for this FREE session, contact the CDCC Office at (302)734-7513. We look forward to helping you make your membership work for you!



### Member Orientation

**THURSDAY, JANUARY 14TH@8:30 AM**  
**THURSDAY, FEBRUARY 11TH@ 12 PM**  
**THURSDAY, MARCH 11TH@ 8:30 AM**

*\*location will be in-person in the CDCC Board Room and virtual via ZOOM!*

New Member? Been a Member? Join us for Orientation where we discuss all of the benefits and opportunities that you receive as a Valued Member!

Questions or to register email Heather at [lcd@cdcc.net](mailto:lcd@cdcc.net)

## Coaching

Continued From Page 1

re-open and re-launch post-COVID. The five sessions of the series will cover several strategies for re-building successful businesses. The goal of this series is to assist business owners as they get back up and running - and growing - in the months to come.

February's session will focus on bringing your employees back to work. It will cover items to consider, new training and protocols that will need to be in place, and ways to motivate employees to return to their jobs in person.

Maintaining connections over these past several months has been critical and keeping people engaged must always be a priority for businesses. March's coaching session will share way to keep clients engaged, strategies for maintain close connections and avoid an interruption in communication, and techniques for keeping in touch. In April, the group will explore the benefits of healthy partnerships and how forming these relationships can increase revenue.

Throughout the past year, business leaders have had to dig deep into their wells of creativity and ingenuity to create strategies that would keep them in business during times of lock down and restricted capacities. Some of these strategies have worked so well that they will become part of their regular business model. Come to our May session to learn how some of these new practices can enhance your business's portfolio. And finally, our June session will focus on rebuilding those emergency resources that were likely depleted during the COVID-19 outbreak.

These hour-long sessions will be presented by CDCC members and panels comprised of members. They will be held the second Wednesday of each month in the CDCC Board Room and on ZOOM. These sessions are a FREE benefit for members. To register, contact Cindy Friese at [cfriese@cdcc.net](mailto:cfriese@cdcc.net). We look forward to learning with you as we prepare to make the strongest come back ever!

## Your CDCC is Pleased to Introduce: The Come Back Series!

This Coffee Coaching Series, brought to you by The House of Coffi and Tre Sorelle Dolce Ice Cream & Mini Golf, is designed to assist businesses in Central Delaware as they re-open and re-launch post-COVID. The five sessions planned will cover several strategies for re-building successful businesses. The goal of this series is to assist business owners as they get back up and running... and growing... in the months to come.

### February: Bringing Your Employees Back

- What to consider
- New Training/ Protocols
- Motivating them to return



### March: Maintaining Connections & Ensuring Engagement:

- How to keep clients engaged
- How to prevent losing track of customers
- Keeping in touch

### April: Expanding Partnerships & Increasing Revenue

- Forming Beneficial Healthy Partnerships
- Benefits for businesses and the community

### May: Pandemic Pivots/Strategies Worth Keeping

- Changes during COVID
- Which ones are staying?
- How do these new practices promote growth?

### June: Rebuilding Emergency Resources

- How to rebuild resources depleted by the pandemic
- How to prepare for unexpected hardships



All sessions are held the 2nd Wednesday of the month from 8 - 9 am in the CDCC Board Room and on ZOOM. To register, contact Cindy at [cfriese@cdcc.net](mailto:cfriese@cdcc.net).



Coffee Coaching is a member benefit of the Central Delaware Chamber of Commerce. These educational sessions - free to members - use a format of members teaching other members about what's new and what works in their businesses! For more information or to participate, contact the CDCC Office at (302)734-7513 or email Cindy @ [cfriese@cdcc.net](mailto:cfriese@cdcc.net).



## Luncheon

Continued From Page 1

rent pieces of legislation that are under consideration. The event will be held on March 11th via ZOOM, beginning at 9 am. The cost to attend is \$12.

During the event, members of the Legislative Affairs Committee will pose pertinent questions to the gathered lawmakers regarding the issues that make up the CDCC's legislative agenda such as minimum wage, the

legalization of recreational marijuana, paid family leave, renewable energy, and the training and re-development of the area's workforce. In addition, COVID-19 related issues will likely be discussed. This event will give our business community a chance to hear from each legislator and learn more about their stance on these issues. The discussion will be kept to the issues that promise to have the most impact on business in Central Delaware. This event could easily lead to subsequent conversations in which lawmakers could hear first-hand about the impact legisla-

tion will have on their business constituents.

We would like to thank our sponsors who have helped to make this event possible (as of 1/22/21): our Signature Sponsor - BIG Investment Services; our Platinum Sponsors & Cornerstone Members: Axia Management, Century Engineering, Chesapeake Utilities, Dover Federal Credit Union, Harrington Raceway & Casino, KraftHeinz Company, L&W Insurance, PAM Rehabilitation Hospital of Dover, and R&R Commercial Realty; our General Assembly Sponsors - Allen Insurance/Benefits Con-

nection, Jonathan's Landing, and Wilmington University.

For more information or to register for this informative event, please call the CDCC Office at (302)734-7513 or email [adminassistant@cdcc.net](mailto:adminassistant@cdcc.net). ZOOM Codes will be emailed to participants a couple days before the event. We look forward to seeing you at 9 am on ZOOM on March 11th, as together we hear about the important legislative issues facing business in Central Delaware.

# CDCC Special Feature

## Awarding Excellence!

“Excellence” has been defined in various ways: greatness... the quality of being outstanding or extremely good, of being truly the best at something... distinction... superiority... Among Chamber members, excellence is measured by positive interactions with the public, a demonstration of growth, a prevailing response to adversity, and a passion for service to the community. Excellence achieved by an active pool of high achievers is truly excellent.

The Central Delaware Chamber of Commerce is comprised of over 850 businesses who all strive to achieve their very best and who excel in a variety of ways. Each year, the Chamber recognizes those who, according to their peers, have truly achieved excellence. American writer, Robert Ingersoll, once said, “We rise by lifting others.” It is once again time for Chamber members to nominate those businesses that have risen to the top in the past year.

Each year, nominations are gathered for three prestigious awards: Large Employer of the Year (for companies of more than 50), Small Business of the Year (for companies of up to 50), and Young Professional of the Year (for individuals between 21 and 35 years of age). The nominations are reviewed by a committee made up of previous award winners who select three nominees in each category. This is followed by a vote of the Chamber members that determines the winner. Finally, the awards are presented in June at the Awards for Excellence Dinner that concludes the Chamber’s year of events.

As you, our members, consider nominating businesses for the Excellence in Business Awards, know that it matters. Every nomination is valuable, and because they come from business colleagues and peers who understand what it takes to operate a successful business, each nomination has the potential to encourage the nominees in deep and meaningful ways. Considering the events of last year, which motivated a high level of creativity and demanded innovation, this year’s awards promise to mean more than ever!

“The team at Advantech was flattered to be recognized as a nominee,” commented Dave



Judy Diogo, CDCC President, and Lori Llewellyn, Owner and operator, My Roots - 2020’s Small Business of the year



Judy Diogo, CDCC President, and Dave Sweeney, CEO, Advantech - Large Employer of the Year

Sweeney, “because we think so highly of the business community here in Central Delaware, where people go to work every day to make Kent County a better place, and it was an honor to be considered one of the elite businesses in the area.”

When we ultimately won Large Employer of the Year,” Sweeney continued, “we felt honored and humbled to be recognized by our peers as successful at what we do.”

“When My Roots was nominated for Small Business of the Year, we were completely surprised,” remarked Lori Llewellyn, Owner. “With all the amazing entrepreneurs in our CDCC, it was an honor. We didn’t realize our little shop was so well loved by so many!”

It is imperative that the members of the Central Delaware business community support each

other’s successes. It has been said many times by many people that “when one wins, we all win!” There is so much good happening in Kent County that it is hard to choose a “best.” But by recognizing a “best,” we all are motivated to improve, to excel, to grow – and ultimately to contribute to the greater good of Central Delaware.

Nomination forms will soon be mailed to Chamber members and will be available online. For more information about making nominations, please call the CDCC Office at (302)734-7513 and check our website at [www.cdcc.net](http://www.cdcc.net). Let’s keep our eyes open for the outstanding, the magnificent, and the awesome. Let’s encourage the work of our fellow member businesses and notice their exceptional work – it’s time to award excellence!

## The CDCC Board of Directors

### Connecting with the Community and with CDCC Members

The CDCC Board of Directors is a volunteer organization comprised of representatives from 20 member businesses. The Board of Directors oversees the work of the CDCC and serves as the policy-forming branch of the Chamber. Board members gather monthly to offer guidance and support for the work of the Chamber.

In order to be completely informed, the Board of Directors must find ways to be tied to the community. To that end, there are several community leaders who attend the board meetings to provide updates and information on various efforts and projects. This way everyone is on the same page and all efforts are more successful in supporting the local businesses. Representatives from Kent County Levy Court, Kent Economic Partnership, and Kent County Tourism report on their work in the community. In addition, the Wing Commander of the 436th at Dover Air Force Base and the Mayor of the City of Dover also attend the meetings.

In addition to the work the board members engage in at meetings, they also work diligently to stay in touch with CDCC members. They attend events and programs, and they spend time talking with members about how the CDCC can best



Shane Breakie, VP at Chesapeake Utilities, and CDCC Board Chair

be of service to them. Each month, the members of the CDCC Board of Directors call a list of members. They are interested in connecting with the membership to see how you are doing, to discover anything addi-



tional that the CDCC can do for you, and to make sure that you are receiving all the benefits you can from your membership. The call is basically a three-question conversation! These conversations are often brief, but they are extremely valuable to us at the CDCC as we work to best serve you. We encourage you to answer those calls and give us your feedback. We value you - and we want to do everything we can to ensure that we are your essential resource for the development of your business here in Central Delaware!

While the board members are the ones who ultimately vote on policies and make decisions affecting the future of the CDCC, this collaborative effort, including the community’s leaders, creates a certain synergy that spawns creativity and camaraderie. While the work of the board is often done “behind the scenes,” the fruit of their labor is seen in the vibrant work of the CDCC as it continues to serve as THE essential resource for the development of businesses in Kent County.

## Member News

# Kritter Sitter Design Receives National Recognition

Graphic Design Artist, Jeannine Papelino, of IntreXDesign & Associates, Utica, NY, won an award in the prestigious Graphic Design USA Magazine's flagship awards program, American Graphic Design Awards, using the logo she created for our very own Kritter Sitter!

Jeannine has strong ties to the Central Delaware community – she and her husband lived here several years ago prior to their move to the Empire State. She was an active member of the Capital City Rotary Club, the Central Delaware Chamber of Commerce, and is part of the strong core of Leadership Central Delaware Alumni, Class of 2010.

In a recent telephone conversation, Jeannine shared, "The CDCC was a wonderful Chamber – a true marker of what all Chambers should be!"

Her relationship with the Kritter Sitter began when Karen Kaufman, former owner, attended a class in which Jeannine was presenting on Brand Identity. Jeannine and Karen met several times after that, and as a result, the Kritter Sitter logo was created!

Jeannine made her move to New York when her husband's job changed. She and the folks at the Kritter Sitter have, however, continued to work together over the years on graphic design projects. Currently, she is assisting Mandy Talley, owner, with written guidelines for the Kritter Sitter's Visual Identity.

For more than 60 years, Graphic Design USA Magazine's national



Jeannine Papelino, Creative Director, IntreXDesign & Associates

awards have honored the power of design to shape commerce, culture, and causes across all media. A small handful of winners were chosen from more than 10,000 entries!

The mission of The Kritter Sitter is two-fold: they strive to alleviate



the worries of an absent pet owner and work hard to ensure that their clients (the pets) feel as if their owners have not left. They understand that a pet owner's absence can be stressful for both the owner and the pet. They want to help both parties to have peace of mind while they are absent from each other. The team at Kritter Sitter provides a range of services to meet their customer's needs. Whether the pet requires in-home overnight stays, daily visits, walking and/or pet taxi service, The Kritter Sitter is ready to help!

To learn more about the Kritter



Karen Kaufman, former owner, & Kandy Talley, current owner, The Kritter Sitter

Sitter and what they have to offer or to schedule a service or appointment, visit their website at [www.dekrittersitter.com](http://www.dekrittersitter.com) or call (302) 270-1146. Please join the Central Delaware Chamber of Commerce in congratulating Jeannine Papelino and our friends at the Kritter Sitter on this incredible recognition!



## Member News

# Seeking Solutions for Downtown Parking

We have all heard the comments. Some of us may have even made them. "I'd go downtown, but there's no place to park." "Where are all the downtown parking places?" "Are designated lots off limits all the time or just during the work-day?" Parking in downtown Dover is often a topic of discussion among would-be shoppers and sightseers, and an area of concern expressed by potential investors.

The City of Dover and the Downtown Dover Partnership (DDP) have been working hard to generate an effective and efficient solution to this long-standing dilemma. After responses to an Request for Proposal (RFP) by the City of Dover revealed that a parking garage was too expensive, the DDP Parking Committee selected Colonial Parking, Inc. to facilitate a public process to develop a comprehensive parking solution. The Committee is exploring solutions and best practices from around the nation that will enable them to create a parking environment that stimulates community and economic development and improves convenience and efficiency to parking users in the downtown business area. A recent study found that



downtown Dover does not currently have a problem of too little space, but rather, a need to use the space it has in a more efficient manner and to communicate more clearly the location of available parking places within a reasonable distance from the shopping district.

"Since I was a small child, parking has always been an ongoing issue for downtown Dover," remarked Mayor Robin R. Christiansen. "Everyone always wanted to park in front of Woolworth's and Sears Roebuck. While there was ample parking, the perception was that there was not."

In most cases, revenue generated through parking goes into the city's general fund. As a result of DDP Parking Committee's research, however, serious consideration is being given to the notion of a Parking Benefit District (PBD). A PBD is an area, typically along commercial corridors or larger residential neighborhoods, in which revenue generated from on-street parking within the district is returned directly to that district to finance neighborhood improvements. This idea has been described by some as



"using small change to create big changes."

In PBD's, not only does the parking solution help to address growing parking needs but revenue generated from parking, even modest or nominal fees, can be used to address projects and issues that will benefit merchants, residents, and property owners. For instance, PBD funds have been used to address safety, landscaping, lighting, and beautification, resulting in attracting more visitors and increasing property values. A portion of the revenue can also be escrowed to defray the cost of future parking needs. PBD's have been found to be very successful in communities and neighborhoods in Pittsburgh, Portland, Austin, and Old Pasadena, and while these areas are notably larger than Dover, the concept is worth serious consideration for Delaware's capital city and could even result in a new best practice for smaller, more traditional historic downtowns.

Dover will grow in the next several years. Vacant buildings in the downtown area are being leased, new businesses are opening, investors continue to inquire, and people are expressing a desire to return to the downtown area. "As we stand on the take-off of downtown as a new shopping destination post pandemic," commented Mayor Christiansen, "we must have a definite, workable plan in place."

The solution derived through this public process will likely combine paid parking, additional spaces, flexible hours of enforcement, a free parking component, and possibly even amenities such as electric charging stations for a growing number of electric vehicle users.

At present, the committee is still engaged in research and continues to invite input from the community, especially those constituents who will potentially be affected most by such a change.

The public is invited and encouraged to participate in the development of the parking solution via monthly meetings which take place via ZOOM at noon on the third Wednesday of each month. There will also be broader public meetings to ensure the public can provide input. For details visit: [www.city-ofdover.com/meetings](http://www.city-ofdover.com/meetings). A link for project updates will soon be available, visit [www.tinyurl.com/Dover-ParkingSolutions](http://www.tinyurl.com/Dover-ParkingSolutions).

# CDCC Special Feature

## Get the 4-1-1 on the CDCC!

January is always a big month for the Central Delaware Chamber of Commerce! This is the month when the Chamber typically hosts an event called the CDCC Showcase, which is designed to share as much information as possible about the work of the Chamber and the benefits of Chamber membership. This popular annual event is usually very well attended and gives participants a "glimpse behind the curtain" of the importance of the Chamber's work and mission.

Unfortunately, this year, due to COVID-19 restrictions regarding gatherings, this event was cancelled and the CDCC had to find another way to share its story. On January 27th, the date of the originally scheduled Showcase event, the Chamber released an informational video on Facebook in which members of the staff explain the ins and outs of what the Chamber does!

The vision of the Central Delaware Chamber of Commerce is to be THE essential resource for the development of businesses in Central Delaware. The Chamber's framework of services is built on a foundation of four pillars: Education, Legislation, Marketing, and Networking. Each of these pillars represents a variety of programs, activities, and events that assist members as they grow their



businesses.

The Chamber seeks to provide educational opportunities for its members that will enable them to learn new techniques and strategies to help their businesses succeed. The Chamber offers opportunities for entrepreneurs who are just starting out all the way to seasoned veteran business owners who are seeking new and innovative ways to conduct business. The Leadership Central Delaware Program is offered for emerging leaders who wish to learn more about Kent County as they work to refine their leadership skills.

A Legislative Affairs Committee is in place to monitor and establish

Chamber positions on proposed federal, state, and local legislation and regulations. Improving communications with our elected officials encompasses a portion of the Chamber's proactive legislative strategy. Two lobbyists represent the Chamber on actions that will impact the business community.

The Chamber loves to share its members' stories and employs several avenues for sharing member news with other members and with the community at large. A variety of marketing and sponsorship opportunities are available, many of which come with membership at no additional charge. The CDCC offers more than 75 opportunities per year to connect with other business professionals. Monthly Business Mixers, Ribbon Cuttings, Expos, and Special Events provide premiere occasions for expanding one's network.

We encourage you to visit the Chamber's Facebook page and view our new video! Please like and share it so that we can tell our story to as many as possible. If you know someone who could benefit from Chamber membership, feel free to share the video with them. We look forward to another year filled with possibilities for assisting our area's businesses as they grow!

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### Why RENEW your MEMBERSHIP?



*We learn about new services coming to our community!*

*Colleen Ostafy, Noble's Pond*

*The CDCC comes with a wealth of diverse business knowledge.*

*Stephen Rall, Your CBD Store*

Referrals from Fellow CDCC members are the BEST!

*Robin Miller, Atlantic Home Loans*

*We have access to a variety of resources including the marketing tools, online calendar, and weekly newsletters.*

*Heather Capezio, Delaware Hospice*

*I have grown my business contacts, clients book of business and my new friendships at the CDCC!*

*Kimberly Hopper, Humana*

*I love the way Delaware businesses can connect through the Chamber, and they are REAL connections.*

*Rachel Settle, The Bold Co. Girl*

*The CDCC provides networking opportunities that allow me to keep in contact with community members in a professional, yet relaxed atmosphere, allowing me to keep my finger on the pulse of the progress of project opportunities and developments.*

*John Martin, formerly of Chesapeake Utilities Corporation*

**Let's Stick Together!**

For more information, call the CDCC Office at (302)734-7513

**YOUR TOWN.  
YOUR VOICE.  
YOUR NEWS.**



## CDCC Special Feature



# The Debut of Capital Briefing Week

As the General Assembly reconvenes this month for its 151st session, it is of the utmost importance that area business leaders stay apprised of what lawmakers are discussing. There will undoubtedly be legislation introduced and discussed that could have a significant impact on businesses, their operations, and their budgets. While Delawareans have the privilege of participating in open conversation with area politicians and expressing their opinions and desires, such spirited exchanges of give and take require time and with this year's Coronavirus restrictions, our ways of communicating with legislators will be different. Especially this year, getting businesses up and running again in a post COVID-19 economy is going to be a full-time job of its own.

The CDCC was pleased to introduce "Capital Briefing Week," which ran from January 18th - January 22nd. During this specially designated week, members of the CDCC's Legislative Affairs Committee conducted individual meetings with area lawmakers to discuss legislation that will be under consideration during this first session of 2021. The purpose of these conversations was three-fold: to thank legislators for their support, to learn about and discuss the various bills that are being presented to the General Assembly and their potential impact on the Central Delaware business community, and to share the CDCC's perspective on decisions and actions that will most benefit local businesses.

These conversations centered around several topics - some were items carried over or re-introduced from previous sessions, some were new. These discussions focused on minimum wage, the legalization of recreational marijuana, paid family leave, renewable energy, and the training and re-development of the area's workforce. There are also conversations regarding issues that could hinder the success of businesses such as slow permitting processes, inadequate Broadband, and funding and proposed solutions to those problems.

Monitoring and influencing legislation is a continuous practice of the Chamber's and this kind of legislative advocacy is a prime benefit provided to chamber members. This advocacy starts with the Chamber's Legislative Affairs Committee who is in place to monitor legislation at the federal, state, county and municipal levels. They assist with improving communications with our elected officials, which is critical to the Chamber's proactive legislative strategy. In addition, the Chamber has two lobbyists who represent the organization and its members on leg-

islation that will impact the business community.

In addition to the continuously monitoring current legislation, the Chamber also works closely with the House Small Business Caucus to provide input on business-related bills and works to increase the awareness of Chamber members on proposed legislation at all levels by providing information through "Legislative Alerts" and "Calls to Action" emails. Members of the Legislative Affairs Committee continue to take whatever measures necessary to protect the business community from the enactment of specific impact fees and taxes,

works closely with the City and County to revise comprehensive plans, and meets with Congressional Delegates to discuss Federal Legislation and Regulations that impact our member businesses.

The CDCC would like to take a moment to thank the sponsors who generously supported this week-long event: Advantech, C.S. Kidner Associates/Capital Strategies, Chesapeake Utilities Corporation, Faw Casson, and The Willis Group, LLC.

As Chamber members continue to go about the day-to-day running of their businesses, they can be sure that the CDCC is working



behind the scenes to keep them informed, let their voices be heard, and lobby on their behalf.

To learn more about this member benefit and other benefits of CDCC membership, please call the CDCC Office at (302)734-7513 or visit [www.cdcc.net](http://www.cdcc.net).

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### 20% off your in-store Print & Marketing Services order

- Floor decals, signs and posters
- Indoor and outdoor banners
- Disposable menus and more

### 10% off your in-store purchase of regularly priced items

- Safety essentials like face masks, sanitizer and more
- Office supplies like paper, ink and toner and more
- Remote furniture like chairs, desks and more

Ready to start saving? Visit your Chamber of Commerce member login page to enroll and start saving.

<https://cca.cdcc.net/memlogin.aspx>

 **cdcc**  
Central Delaware  
Chamber of Commerce



# It's Not Too Late to Advertise in Central Delaware's Leading Resource!

Businesses and their owners play a vital role in Central Delaware. You provide a strong backbone on which we build our economy! You are living an incredible story – and your CDCC is here to help you tell it!

The CDCC Resource Guide is a great opportunity for getting your business name out there in the public eye. Advertisers and contributors to the publication are recognized as integral to Central Delaware. The Resource Guide provides an easy way to advertise businesses for an entire year in a publication that has become a “go-to” guide for people right here in Kent County. Your Central Delaware Chamber of Commerce (CDCC) is excited to provide you with this amazing opportunity!

The CDCC is happy to offer a publication that includes all the information readers need to know about Kent County, the “heart of Delaware” – the Central Delaware Resource Guide is the premiere reference book for our area. On full-color glossy pages, this 96-page reference guide will put at your fingertips all the details you will need about Taxes, DE industries, Local and State Government, Tourist Attractions, Housing, Accommodations, Restaurants, Medical/Health Care, Education and much, much more. A perfect go-to-guide for newcomers to Central Delaware as well as life-long residents, our Resource Guide is the perfect place for people to learn about you and your business!

A hub for thriving small businesses... spectacular parks and waterways... fabulous restaurants... five college presences... cutting edge health care... quaint downtown areas... nature at its best... legislators who listen... that's what the heart of Kent County looks like. Central Del-

aware has much to offer... and a lot to be proud of! It is imperative that we share the good news about our area – we don't want to be the region's best kept secret! The CDCC's Resource Guide, under this year's theme “A Place to Call Home,” will tell the remarkable story of Central Delaware in a way that is interesting, engaging, and useful... and by advertising in the publication, you will become known as an important part of that story!

Each year, 8,000 copies are distributed to both new and current residents of Kent County, as well as Kent County businesses, colleges, universities, hotels, The Dover Air Force Base, DE Visitors' Centers/Rest Areas and many other prominent, high traffic areas. Many of our larger member businesses, as well as Dover Air Force Base, distribute these books to their newest employees, often people who are coming to town from other areas. In addition, the Resource Guide is available on our website. The Resource Guide is even mailed to interested parties who call and request it from out of state. What a marvelous opportunity to get your name out to many prospective customers!

Advertising spaces are still available in the upcoming Resource Guide. Our goal is to have the publication – The CDCC 2021-22 Resource Guide – available for distribution by July 1, 2021.

We are happy to announce that there will be NO PRICE INCREASE this year for advertisers – we are happy to honor prices from last year! Again, this year, we are able to offer a special package deal to the first 35 businesses who reserve a half or full-page ad – those businesses will receive an ad on our Dover/Kent County map for free! We distribute 10,000 copies of the map each year. Each

map will feature a numbering system that shows the exact location of our business advertisers!

Central Delaware's small businesses are an essential part of the Central Delaware story – please consider helping us to share that story with as many people as possible... for a whole year! For

more information, pricing, or to reserve a spot in our Resource Guide, contact Dina Vendetti at the CDCC office (302) 734-7513 or [marketing@cdcc.net](mailto:marketing@cdcc.net). Don't be Central Delaware's “best kept secret!” Instead, let your CDCC help you to be the business our residents think of first!

## The 2021 - 2022 CDCC Resource Guide: a complete picture of life in Central Delaware!

- Business Listings
- Housing
- Services
- Medical Care
- Education
- Entertainment
- History & Information on local towns
- CDCC Membership Directory



Reserve your space to advertise in Central Delaware's essential resource for Local Information

- Full color ads on high quality, glossy paper
- The first 35 full-page and half-page advertisers, receive an ad on our Dover/Kent County map at no additional charge.
- CDCC Membership directory in the back of the book
- 8,000 copies printed and distributed, plus an online version on the CDCC website

To reserve your space today, call (302) 734-7513 or email [marketing@cdcc.net](mailto:marketing@cdcc.net)!

## Ambassador's Corner

Hello CDCC members and prospective members! My name is Paul Seibert and I'm one of your Ambassadors of Central Delaware Chamber of Commerce. I originally hail from the Baltimore area and I moved to New Jersey in 1993. In 2005, I moved with my wife Gina to Smyrna to pursue a business opportunity and we have lived happily here ever since. Gina is a Commercial Account Manager for Hilb Group Insurance (formerly Pfister Insurance) here in Dover. Pfister is a long time Chamber member and supporter.

Gina and I have three children, all young men, all married, and five beautiful grandchildren -three boys and two girls -with the oldest turning six in January. Our sons have pursued varied careers, one's a high school math teacher in NJ, our second is an airport operations manager-also NJ- and our youngest is a comic book artist who has participated previously in the Dover Comic Con. Of our three daughters in law, one is a research PhD, one is an elementary school teacher and the other works in agent relations with a large real estate company. Since all live in NJ, we do our best to see them as often as possible.

I am a licensed insurance agent here in Delaware, but under that



license is a specialty category known as “surety bonding.” Not everyone knows about this segment. Simply put, a bond is a guarantee of performance of an action or activity. We always start by asking “what is the guarantee?” Since I'm an agent, my job is to match the companies I represent with qualified clients who need the guarantees as part of their day-to-day businesses.

In early 2018, I decided to put my many years of industry experience to work for myself, so I started my own company, PS Surety Consulting LLC (PSSC). PSSC is a bond broker and most (not all) of my clients are construction companies, large and small, who need bid, performance and payment bonds to guarantee their work - usually to the entity that is paying for the



work. The bonds are guarantees of performance of contractual provisions, so my job requires me to perform credit analysis, financial analysis, read contract documents as well as perform referencing on past performance to increase the likelihood that our clients will be successful. In the government/municipal/public environment, these bonds protect tax-payer dollars against poorly run construction companies!

At the same time I began PSSC, I signed a franchising arrangement with KOG International, Inc. one of the largest construction bond brokers in the region. This arrangement gives me direct access to more than 20 high quality bonding companies so I can provide the best possible proposal to existing and prospective clients.

I also sell my products to business owners who need them as part of licensing requirements from States/Counties, etc., plus building owners who may need a DelDOT entrance bond.

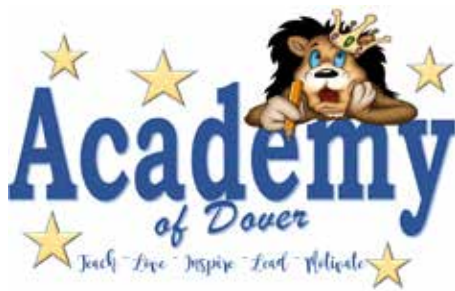
I joined the CDCC when I started my business as a means of networking and getting to know more people in the community. I've found it highly beneficial, as the CDCC management team is enthusiastic and will do whatever it takes to promote business in Central Delaware - especially considering the burden of COVID-19 restrictions. That enthusiasm is why I decided to become an Ambassador, as it helps me to meet people and learn more about what they do. Joining CDCC has been great for my business and I look forward to meeting as many of you as possible, especially during the challenging year ahead!

## New Member Spotlights

# Meet the Academy of Dover

The Academy of Dover is THAT place—where children love to learn, families are partners, and staff who put children and families first love to work. The Academy of Dover is a free, public charter elementary school. Their educational process is student-centered and is achieved by partnerships involving students, parents, and staff members where each child embraces the love, joy, and value of education. They pride themselves in being a small Academy focused on meeting the needs of each child.

The Academy opened in 2003, serving children in Kindergarten through 4th grade, and has grown this past year to serve children through grade 6. Under new leadership and with a strong vision for being “The Village” and a commitment to working with families as partners in educating the community’s youth, accompanied by a very highly rated curriculum, they have become a much sought-after Academy. By



keeping class sizes low in their large classrooms, they are able to better meet the needs of students and provide the individualized touch that so many parents and guardians want for their children.

Not only do students at the Academy learn the basic academics, they also learn physical education, social skills, art, music and technology—every student receives a computer to use while attending. While they are centrally located in Dover, they have students who attend from all over the state.

Another unique quality of the



Michele Marinucci, Principal

Academy is the Print Shop! In this venue, under the supervision of an expertly trained staff, students are learning all about running a small

business, while they make sublimated items including shirts, mugs, and much more!

Principal Michele Marinucci and her entire staff at the Academy of Dover are proud of their commitment to excellence and have earned national accreditation for their quality educational program, as well as some noteworthy awards. Their mission is to embrace the pursuit of excellence both inside and outside the classroom. They encourage critical thinking and emphasize the process of learning over rote memorization.

The Academy of Dover is happy to be part of the Central Delaware Chamber of Commerce! They look forward to networking and marketing with other Chamber members and sharing their story with the business community of Central Delaware. Please join the Central Delaware Chamber of Commerce in welcoming into membership The Academy of Dover!

## Meet All American Gutter Protection

With more than 50 years of experience, All American Gutter Protection is known for their simple and concise focus: developing the best product installed by the best people. This family-owned company, headquartered in Canton, Ohio, has expanded over the years into nine offices – and most recently has expanded into the Delaware Valley. From managers to technicians, the folks at All American Gutter Protection are committed to providing all their customers with a quality product and expert installation that will provide them with effective rainwater management for the life of their homes.

All American’s gutter guards represent the absolute best in micro mesh gutter protection. By studying what other companies have tried and working to correct their shortcomings, All American has transformed the micro mesh gutter industry. Their gutter guards consist of an aluminum body with a stainless-steel screen, as opposed to guard that use the plastics and vinyls that tend to warp and bend. All American’s product is the result of decades of experience in the home improvement and gutter protection industry. They are proud to offer a quality product at a



quality price that will last.

All American Gutter Protection installs a high-quality product. They pride themselves on exemplary service and support. They offer competitive pricing and discounts with a best-in-class performance guarantee. They know that gutter cleaning is not a pleasant task and so they have worked to create a very easy process so that homeowners can spend less time cleaning the gutters and more time doing the things they love!

With an office now in Dover, the folks at All American Gutter Protection are excited to be part of the Central Delaware Chamber of Commerce. They love to stay active in the communities they serve, sponsoring and vending at many area events. They look forward to a long-lasting



relationship here in Central Delaware and with the Chamber!

To learn more about All American Gutter Protection, call (330) 605-7332 or visit them online at [www.allamericangutterprotection.com](http://www.allamericangutterprotection.com). Please join the Central Delaware Chamber of Commerce in welcoming All American Gutter Protection into our membership!

## Meet Hanz On CPR and Lorraine Dagley

Named for the owner’s brother, Hantzel, Hanz On CPR, LLC, was founded in 2015 and is a high quality CPR, First Aid, and AED training company. First Aid helps individuals prepare for the unexpected - for emergencies, injuries, and sudden illnesses. Cardiopulmonary Resuscitation (CPR), along with instruction in the use of Automated External Defibrillators (AED), trains people to respond to cardiac and breathing emergencies. Focused and precise instruction in these areas enables ordinary, everyday people to learn skills that can preserve life. Designed to assist emergency victims to maintain their breath and the circulation of blood until emergency personnel arrive on the scene, First Aid, CPR, and AED training can ultimately make the difference between life and death.

Originally from Queens, New York, Lorraine Dagley moved to Dover, by way of Newark, in 2008 with



her husband, Ron. With a background and love for teaching and a passion for the community, Lorraine started her company, Hanz On CPR, LLC, to help equip people for helping each other in the event of an emergency. Hanz On CPR is authorized to certify participants through the American Red Cross and the American Heart association, as well as the American Safety & Health Institute.

Hanz On CPR, LLC, offers a variety of classes designed to fit clients’ needs. Their most popular course is Adult and Pediatrics CPR/AED and



Lorraine Dagley

First Aid. The components of that class may be delivered as an entire course or the components can be

taught as individual classes. Lorraine also teaches Basic Life Support, and classes on Bloodborne Pathogens, Babysitting, Pet CPR and First Aid, and CPR/AED for Professional Rescuers. As an authorized American Red Cross and American Heart Association Instructor, Lorraine is happy to travel to organizations and companies to provide training. She also offers community classes at various locations. She offers in-person as well as virtual classes. Lorraine is pleased to provide quality training classes at an affordable price.

To learn more about Hands On CPR, LLC, and what they have to offer, email [Lorraine@handsoncpr.com](mailto:Lorraine@handsoncpr.com) or call (302) 386-8660. Please join the Central Delaware Chamber of Commerce in welcoming Lorraine and Hands On CPR, LLC, into Chamber membership!

# New Member Spotlight



## Meet Javier Santana and High Ground Creative

High Ground Creative is a Full-Service Marketing and Advertising company with expertise in Marketing Strategy and execution, as well as Branding & Logos, Graphic Design, Websites, Social Media and Video Production. Although the company was officially launched in 2020, it is anything but new.

Javier is the Chief Creator and Founder of High Ground Creative. High Ground Creative is a lifelong dream of Javier's. He's owned businesses before, but this company, unlike his others, is not a one-man-show like. Lead by Javier, there is a team of creatives and successful business professionals driving the success of his company, including two very talented Graphic Designers: Abby Workman and Kiley Chafin. They are recent graduates of the Visual Communications program at Delaware Tech.

Before High Ground was launched Javier was Marketing and Communications Director at the Delmarva Group. The Delmarva Group is an umbrella company of several very successful enterprises, which include Delmarva Buildings, PBS Direct, Quality Garage Doors & Gutters, Big Red Electric and Septic Masters.

Recently Javier presented his vision of creating a marketing agency to the Management team at the Delmarva Group. Javier felt that this was the right time to be able to achieve his dream of building and growing a successful Marketing Agency and apply the things he has done in his career as well as successfully executed with the companies of the Delmarva Group.

The CEO of the Delmarva Group says this about Javier, "He has brought a lot of experience and a lot of very good strategic know-how, but it's never been without that essential component of emotion. It's that combination of rational and emotional, and strategy and heart, that has made him such a special and outstanding asset to our company. There are no words that can express the type of work Javier does and how he has helped our company grow over the years. Now he has a great team behind



him and has our full support! We are excited to see where this goes!"

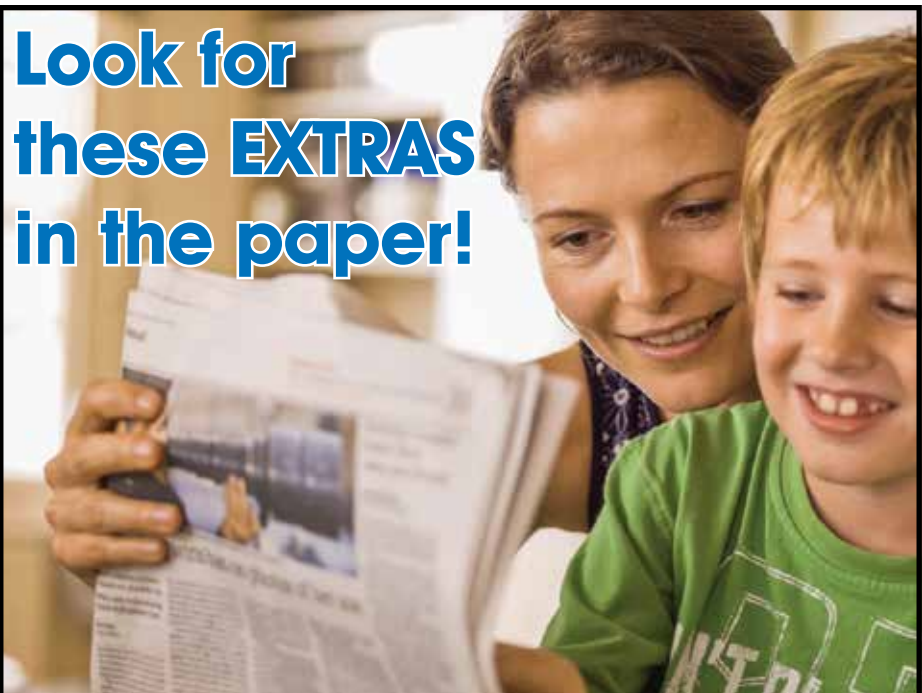
Originally from Puerto Rico, Javier came to Delaware 20 years ago by way of the Northern Virginia/D.C. area. He and his wife of 25 years have three beautiful daughters. Javier loves sports and is an avid Washington Nationals and Washington Football Team fan.

Javier eats, breathes, and lives all things creative and marketing. He loves the creative process! It is something he treasures, respects, and loves to participate in. Javier is a true Marketing expert with over 25 years of experience. He is also a Creative Thinker, Design Expert, Branding Guru, and Imagination Igniter! He also has a few cool and nerdy tendencies like being a HUGE Star Wars, Harry Potter and Disney fan!

Javier has been involved with the Chamber for many years and has always loved the energy of CDCC, led by Judy. The CDCC really cares about their members. Javier says that every time he has been part of the Chamber, the company he was with has been better because of it! He is very excited to be engaged with the Chamber and looks forward to networking and connecting with other members.

To learn more about Javier and High Ground Creative, visit [www.highgroundcreative.com](http://www.highgroundcreative.com), or email Javier at [happy@highgroundcreative.com](mailto:happy@highgroundcreative.com). Please join the Central Delaware Chamber of Commerce is welcoming Javier Santata and High Ground Creative into the CDCC!

### Look for these EXTRAS in the paper!



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*2021 Wedding Guide*  
**LIVE, LOVE & LAUGH**

**Sunday, February 21**  
Wedding tips, lists, timelines & trends



**Sunday, March 17**

An Outdoor Recreation and a Summer Camp Guide for Downstate Delaware and Maryland's Eastern Shore



**Sunday, March 24**

A comprehensive guide for health & wellness businesses from throughout Delmarva



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For information on advertising in any of these special sections, contact us at 302-741-8200 or [adsupport@newszap.com](mailto:adsupport@newszap.com).

## New Member Spotlights

# Meet Key 2 Clarity Counseling Services and Dr. Larence Kirby

Key 2 Clarity Counseling Services provides behavioral health counseling for diverse populations. The company's portfolio includes counseling for life events, anxiety, depression, trauma, injustices, and various personal concerns. Key 2 Clarity Counseling Services proudly advises men of color, adolescent males of color, and veterans as these populations have trouble confiding in counselors lacking similar characteristics or lived experiences. Sessions are offered in-person and via Zoom.

Dr. Larence Kirby is the sole proprietor and counselor for Key 2 Clarity Counseling Services. Kirby's commonalities with the populations he serves increases counseling engagement, encourages disclosure of issues, and provides a haven during this time of social injustice and pandemic uncertainty. As a licensed professional Counselor of Mental Health and Nationally Certified Counselor, he utilizes Cognitive Behavioral Therapy and nonjudgmental interface believing this is key in helping client's "unlock their potential."

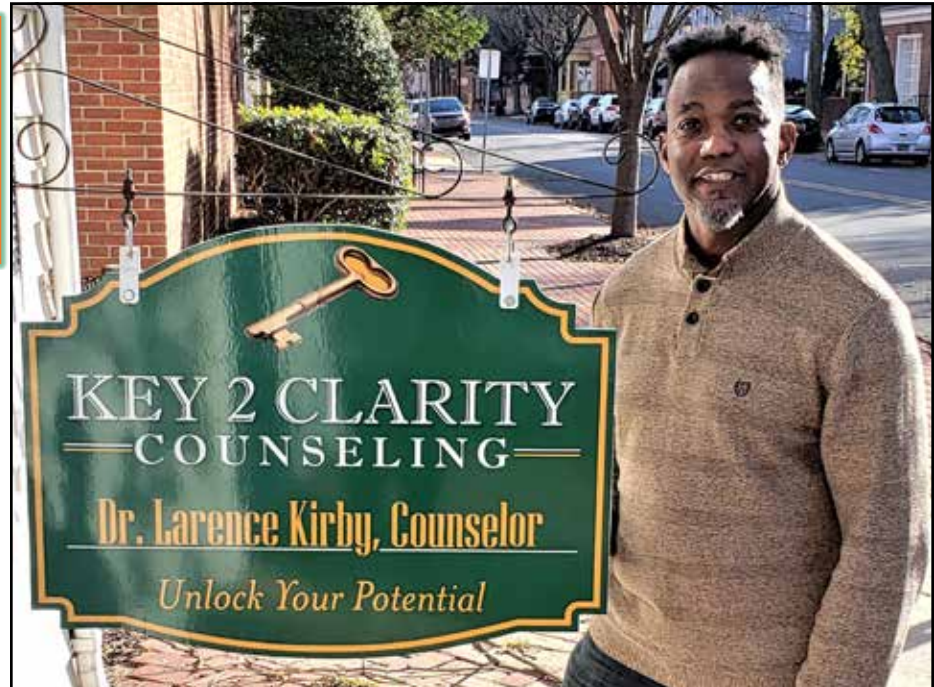
Originally from Philadelphia, Larence Kirby arrived in Delaware, via the Air Force, 36 years ago. He retained his Delaware residency during a 30-year active-duty career with assignments throughout the United States and around the world. Following military retirement, Kirby (the name used by most of his friends), served as



Director of the Delaware Office of Veterans Services. Armed with a master's degree in counseling and a State of Delaware counseling license, he transitioned to Delaware Technical and Community College where he presently serves as an Academic Counselor.

Kirby's passion for helping others led to the launch of Key 2 Clarity Counseling Services. This passion, along with a doctorate in human services, motivated him to establish a personal space where those with behavioral health concerns could receive help. Kirby proudly serves as Board President, Mental Health Association in Delaware, he delivers behavioral health presentations throughout the country, and has published articles addressing veteran behavior health issues and college retention for Black males. His long-range goal is to establish a nonprofit organization designed to prepare Black males for the college experience and ensure that they graduate.

Kirby loves to spend time with



his wife, Sonja, and their four children and three grandchildren. He is also committed to exercising at Planet Fitness, reading about Black history, and volunteering for efforts that help others in need. Kirby focuses on Proverbs 21:21 which reads, "whoever pursues righteousness and love finds life, prosperity, and honor."

Kirby, a veteran CDCC member, is excited about bringing his company into the membership as well. He looks forward to showcasing his business and sharing his vi-

sion with other chamber members who may need his services or know someone who could benefit from them.

To learn more about Kirby and Key 2 Clarity Counseling Services, find Kirby via the Psychology Today website, [key2claritycounseling@gmail.com](http://key2claritycounseling@gmail.com), call (302) 213-3121, or stop by 109 S. State Street, Dover. Please join the Central Delaware Chamber of Commerce in welcoming Key 2 Clarity Services into our membership!

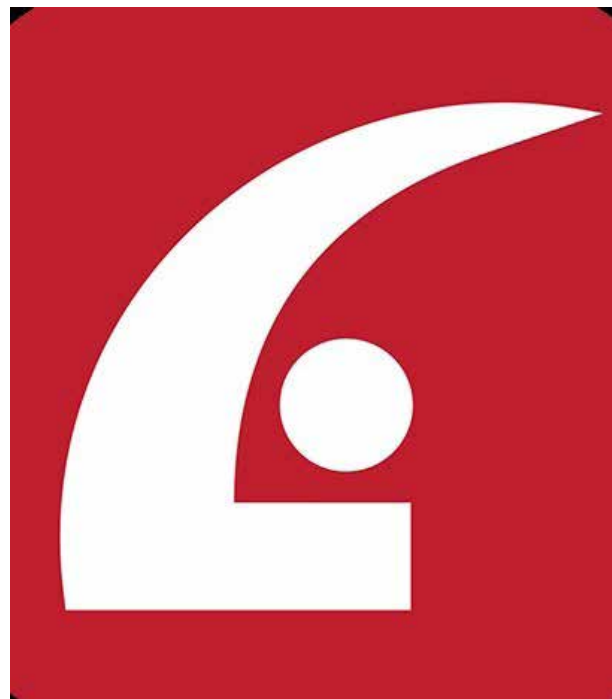
# Meet Paul & Barbara Steele and Life Leadership

Life Leadership assists people in achieving financial fitness and other life goals. The folks at Life Leadership understand that no financial situation is hopeless and work hard to help their clients gain control, get organized, and make their money work for them in any economic climate. They believe that having the knowledge and learning to apply basic financial principles can produce incredible results. The coursework and products offered by Life Leadership fall into three divisions: financial development, personal development, and professional development.

The Steele's have been part of Life Leadership for several years and appreciate the training they received with Financial Fitness and many other important topics. Learning to manage personal finances was not something they (or many!) were taught in school. Barbara, a sales representative for The Kent County Women's Journal, happily reports that through this training her sales have increased substantially, enable her and Paul to enjoy a much better Life Balance. Last year, Life Leadership introduced "The Super App," which offers people an incredible way to save, earn, and learn. It was at that point that she and Paul decided to join the CDCC. "We want to share the best with the best!" remarked Barbara.

Paul and Barbara moved to Lincoln, Delaware, in 2006 from Pike Creek. Paul is a native Delawarean and a very active Mason and Shriner. Barbara was with Avon as a District and Division Manager for 30 years and took (early) retirement to move south. They enjoy meeting new people and socializing whenever they can.

Paul and Barbara are thrilled to bring Life Leadership to the Chamber. "We have always been impressed by the kind, high touch professionalism of the CDCC team," commented Barbara, who was previously a long-time chamber member through the Kent County Women's Journal. They are excited to expand



their business's network and connect with other Chamber members. They are anxious to share what they've learned from their experiences with Life Leadership.

Due to the COVID-19 restrictions, they offer ZOOM meetings every Tuesday and Thursday evening for people to learn about the many benefits offered by Life Leadership. They are currently offering gift cards of choice to people who attend. They look forward to being high touch once again for face-to-face support and lots of hugs!

To learn more about Life Leadership and all they have to offer, feel free to call (302) 740-2149 or email [barbarajretd@aol.com](mailto:barbarajretd@aol.com). Please join the Central Delaware Chamber of Commerce in welcoming to Life Leadership as a new member!



## CDCC joins Taino Studios for a Ribbon Cutting

DOVER – The Central Delaware Chamber of Commerce hosted a Ribbon Cutting Ceremony for Taino Studios on January 22nd at 4 pm. The ceremony was held at their location, 4 The Green in Downtown Dover. Chamber members, ambassadors, and staff members joined owner, Justin Williams to celebrate the official launch of Taino Studios.

Taino Studios is a bookstore and art gallery. Taino’s mission is to provide the Dover community with access to culturally inclusive educational resources and intellectual material. With an educational background in studio art and social work and born out of a concern for unchecked racism and discrimination, Mr. Williams wanted to open a business where literature and art would serve as a platform for thoughtful discussion about inherent social dilemmas for black and brown people. He is excited about his new location only a few blocks from Wesley, which has recently been purchased by Delaware State University, his alma mater.

Taino studios is pleased to offer new and used books, specializing in rare books and books written by persons of color. Justin is pleased to offer several services to the community as well: photoshoots, figure drawing lessons, blog and article writing, and sip and paints. Taino also plans to host a variety of affordable and free workshops.

Taino Studios is proud to be a part of the Central Delaware Community. Justin is eager to give back to the community and to offer a business that has the potential to help bring the community together. Taino Studios plans to host community giveaways and events which align with their mission and has made



a commitment to donate a portion of the proceeds from book art sales to organizations and social justice projects which aim to reduce mass incarceration in Delaware. Since their “unoffi-

cial” opening, they have already donated to The House of Pride. To learn more about Taino Studios and what they have to offer, call (443) 379-1986. You can also visit them on the

web at [www.artbytaino.com](http://www.artbytaino.com). Please join the Central Delaware Chamber of Commerce in congratulating Taino Studios in Downtown Dover on their Grand Opening!



*The Central Delaware Chamber of Commerce is excited to introduce a new monthly feature for 2021 in the Chamber Connections. “Member Milestones” is designed to recognize, congratulate, and highlight the recently renewed member with the most years of membership in our organization. We truly appreciate the commitment and support of our members as we continue to serve as the essential resource for the development of businesses in Central Delaware. We couldn’t do it without you!*

## Member Milestones



Congratulations to the folks at Citizens’ Bank! Citizens’ Financial Group is one of the nation’s oldest and largest financial institutions with \$179.2 billion in assets as of September 2020. With about 1,000 branches in 11 states and approximately 2,700 ATM’s, Citizens’ offers a broad range of retail and commercial banking products and services to individuals, small businesses, middle-market companies, large corporations, and institutions.

The goal at Citizens’ Bank is simple. The team at Citizens’ works hard to help their customers, colleagues and communities reach their potential. Citizenship is at the heart of who they are. By listening and understand-

ing clients’ needs, the experts at Citizens’ can offer unique individualized advice, ideas, and solutions. With a heart for citizenship, the company’s vision is to be a top-performing bank distinguished by its customer-centric culture, mindset of continuous improvement and excellent capabilities.

Citizen’s Bank is a proud member of the Central Delaware Chamber of Commerce. The company is celebrating 49 years of Chamber membership! Thank you, Citizen’s Bank, for your partnership in helping businesses in Central Delaware thrive by reaching their potential!

# Thank You for Your Renewal!

NAME OF COMPANY .....	# OF YEARS
Citizens Bank.....	49
M&T Bank - Commercial.....	48
Richard Y. Johnson & Son, Inc.....	39
Comcast.....	31
Paul Edwards Carpet.....	30
Regulatory Insurance Services, Inc.....	27
Harrington Raceway & Casino, Inc. ....	25
R & R Commercial Realty, Inc. ....	25
Lessard Builders, Inc. ....	23
Sheryl Smith Massage.....	23
Allen Ins. Assoc Inc. t/a Allen Ins. Group.....	19
Sandra S. Gulledge, CPA, PA.....	16
Delaware State Lottery.....	14
Telepathy Networks, LLC.....	13
Always Advertising, Inc.....	12
First State Orthopaedics.....	12
Best Western Galaxy Inn.....	10
Delaware Farm Bureau.....	10
Sherry T. Wilkins Hypnotherapy LLC.....	10
Kaizen Karate Academy.....	9
Progressive Software Computing Inc. - PSCI.....	7
Delmarva Benefit Group.....	6
Two Men & A Truck.....	6
Affordable Business Systems.....	5
Dover Federal Credit Union - Smyrna.....	5
Walmart DC 7034.....	4
DE TURF Sports Complex.....	3
Richard Downes.....	3
Gracious Hearts Nursing Services, LLC.....	2
Alex Vaughan.....	1
Liza Orlando, Realtor - Diamond State Realty.....	1
Mt. Zion A.M.E. Church-Dover.....	1
Xpress Computer Systems.....	1

## New Members

All American Gutter Protection Mr. Josh Elliott 7336 Whipple Ave North Canton, OH 44720 330-605-7332	High Ground Creative LLC Mr. Javier Santana 317 N Layton Ave Wyoming, DE 19934 302-505-1367
DelMarVa SHRM Ms. Jackie Poquette PO Box 1486 Dover, DE 19903 302-724-7584	Precision Garage Door of Delaware Mr. Adam Schultz 330 Water Street, Suite 109 Newport, DE 19804 866-266-6288
Hanz On CPR LLC Ms. Lorraine Dagley 600 N Broad St. #53164 Middletown, DE 19709 302-386-8660	The Delaware Store Mr. Tom Smith 325 S State St. Dover, DE 19901 302-674-1787

# Coffee On Us!

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The Central Delaware Chamber of Commerce would love to connect you with something delicious! The photograph on our front page header changes each month, depicting picturesque and unique locations right here in Central Delaware. These photos are the subject of our monthly "Coffee On Us" contest. If you recognize the location of the header picture on our front page, be the first to CALL the CDCC Office (302-734-7513) with the correct answer and you will win a \$10 gift card to:

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You'll also see your picture and your company name on our Facebook page – and, of course, you'll win bragging rights for the month!

The winner of the January "Coffee On Us" contest was Troy Windham, of Windham Travel & Cruise Center, who correctly named Tre Sorelle Ice Cream & Mini Golf in Wyoming, DE. Congratulations and way to go, Troy! Thanks for playing!

\*\*\*Please note that the same person is qualified to win the Coffee on Us Contest only twice per calendar year.\*\*\*

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