

# Chamber Connections



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## Change of Venue for the State of the Base

The Central Delaware Chamber of Commerce's (CDCC) Military Affairs Committee is pleased to present the Annual State of the Base Briefing, brought to you by signature sponsors, Delaware Technical Community College and Fireside Partners, Inc., which will be held on Monday, November 23rd, at 9 am. The event, originally scheduled to be held in Hangar #706, will now be hosted by Delaware Technical Community College and held in their Del-One Conference Center (please note this change of venue).

The committee has worked hard to create an event that will be engaging and informative as we learn about all that has taken place on our base in the last year. An in-depth presentation by Col. Matthew E.

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**2020 Dover Air Force Base  
State of the Base Briefing to the Community**

Monday, November 23, 2020 - 9 am  
Hosted by Delaware Technical Community College  
in the Del-One Conference Center (note the new location!)

## It's A Christmas Party Take-Over!



That's right! It's a "take-over!" For this year's Central Delaware Chamber of Commerce Holiday Party, we're taking over Roma Italian Restaurant and Sul Tempo! That's right – the entire restaurant just for us! On Tuesday, December 8th, from 5 – 7:30 pm, we will be together in the beautiful ambiance of Roma, enjoying delicious hors d'oeuvres and beverages, catching up with friends and business colleagues, sharing smiles and laughs, and listening to The Joe Baione Trio as they share their jazzy renditions of our holiday favorites! That sounds like an amazing holiday evening, don't you agree?

We would love to see all of you on this evening as we celebrate our amazing community and the people who make it such a wonderful place to live, work, and play! Perhaps you'd like to treat your employees to an evening of holiday fun – this would be a great way to thank them for all they do throughout

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## Maple Dale Hosts the Last Sunset Business Mixer of 2020

It's time once again to re-connect with fellow business leaders, engage in conversations over delicious refreshments, and share your business story with other business owners in our area. That's right – it's time to mark your calendar for the last regular Sunset Business Mixer of 2020! This popular event will be held on Tuesday, November 17th (earlier than usual because of the approaching Thanksgiving Holiday), from 5 – 7 pm, at Maple Dale Country Club at 180 Maple Dale Drive in Dover.

The history of Maple Dale Country Club dates back to the 1680's



when William Penn signed the deed for the land assigning it to a prominent Central Delaware citizen! The property remained in the original

See Sunset — Page 13



www.cdcc.net

# Judy's Journal



PRESIDENT - JUDY DIOGO

## The Season of Thanks

**Grateful. Blessed. Thankful.**

These are all words we seem to see and hear more of during November – The Season of Thanksgiving. For us, here at the Central Delaware Chamber of Commerce (CDCC), these words describe the way we feel about our members every day, all year long.

I often say we have the best members of any Chamber! Our members are generous. They are engaged. They are supportive. They provide leadership. They provide services. They are in a word - PHENOMENAL!!!

As you all know, each year, your CDCC hosts a Holiday Gift Auction, and this year, due to the COVID-19 Pandemic, we hosted the event virtually. This event is one of two fundraisers per year hosted by the CDCC that help us provide programs, services, events, and activities that benefit our members. As always, we asked our members to donate items, services, and experiences that could be sold at the auction. And once again, even in the midst of this pandemic, our members were generous beyond

what we ever could have ever imagined. Our office was literally flooded with beautiful, unique, and priceless items to auction. We were given exquisite pieces of art, elaborate baskets full of beautiful products, and once-in-a-lifetime experiences bidders could share with family and friends.

Each day, as items came in, we were more and more amazed and touched. This wonderful kindness just supported what we have always known: Our community truly is like no other; our community is one of a kind. When we say we are going to get through something together, it is not just talk – it is what we do, and our Holiday Gift Auction is living proof!

So, as your CDCC, we say **Thank You** in this Season of Thanksgiving.

We are **grateful** for each one of you. We are **blessed** to be part of this magnificent community. We are **thankful** for each of you, every minute of every day.

**Grateful. Blessed. Thankful.** Beyond compare. Beyond measure!

## Calendar of Events

**November**

**Thursday, November 5th**

Leadership Central Delaware  
8:00am-5:00pm,  
Education Day

**Thursday, November 5th**

Kent County Open For Business  
8:30am-10:00am,  
Kent County Levy court  
**CANCELLED**

**Tuesday, November 10th**

CDCC Board Meeting  
7:30am, via Zoom

**Tuesday, November 10th**

Young Professionals Social  
12:00pm– 1:00pm,  
CDCC Board Room and via ZOOM

**Wednesday, November 11th**

Coffee Coaching  
8:00am,  
CDCC Board Room and via ZOOM

**Wednesday, November 11th**

Marketing Committee Meeting  
10 am, ZOOM and office

**Thursday, November 12th**

Member Orientation  
8:30 am,  
CDCC Board Room and via ZOOM

**Tuesday, November 17th**

LCD Steering Committee Meeting  
12:00pm,  
CDCC Board Room and via ZOOM

**Wednesday, November 18th**

Ambassador Meeting  
9:30pm, via ZOOM

**Wednesday, November 18th**

Sunset Business Mixer  
5:00pm-7:00pm,  
Maple Dale Country Club

**Monday, November 23rd**

State of the Base Briefing  
9:00am,  
Delaware Technical Community College,  
Del-One Conference Center

**Thursday-Friday, November 26th & 27th**

Thanksgiving Holiday  
Office Closed

**Monday, November 30th**

CDCC Executive Committee Meeting  
8:00am – 10:00am  
CDCC Board Room

**December**

**Thursday, December 3rd**

Leadership Central Delaware  
8:00am-5:00pm,  
Tourism Day

**Thursday, December 3rd**

Kent County Open For Business  
8:30am-10am,  
Kent County Levy Court  
**CANCELLED**

**Friday, December 4th**

Capital Holiday Celebration  
4:00pm-8:00pm, Downtown Dover

**Tuesday, December 8th**

CDCC Board Meeting  
7:30am, via Zoom

**Tuesday, December 8th**

CDCC Holiday Party  
5:00pm - 7:30pm,  
Roma Italian Ristorante

**Tuesday, December 8th**

Marketing Committee Meeting  
10 am, via ZOOM and office

**Thursday, December 10th**

Member Orientation  
12:00pm—2:00pm  
CDCC Board Room and ZOOM

**Tuesday, December 15th**

LCD Steering Committee Meeting  
12:00pm,  
CDCC Board Room and ZOOM

**Wednesday, December 23rd**

**Thursday, December 24th**

**Friday, December 25th**

Christmas Holiday  
Office Closed

**Thursday, December 31st**

New Year's Eve Holiday  
Office Closed (will re-open January 4th)

Thank you to the CDCC Cornerstone Members!



An Industry Exclusive CDCC Marketing Package!



435 N. DuPont Highway, Dover, DE 19901  
P: 302.734.7513  
E: info@cdcc.net  
www.cdcc.net



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



## Chamber Connections

Published monthly by the Central Delaware Chamber of Commerce, the first accredited Chamber of Commerce in Delaware. We represent the interests of the small business community. Over 800 businesses support CDCC.

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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 - Axia

## The Three S's of Success

For the folks at Axia Management, it is clear that "success" is spelled with three s's - they stand for sales, service, & safety. As they strive to provide the highest level of hospitality for their guests, the s's guide everything they do. Whatever the reason for travel, good prices, attentive service, and safety ensure every guest an easy, comfortable, and convenience stay. Sales, safety, and service are what it's all about!

At Dover's Holiday Inn Express & Suites and the Sleep Inn & Suites, customers can expect a warm welcome and a care-free stay. These neighboring facilities occupy the same parcel of land in north Dover conveniently located near Highway 13 and Route 1. Both hotels are just a quick drive to Bombay Hook, historic downtown Dover, Dover Downs, less than a 20-minute drive from the DE Turf, and just a 45-minute drive from some of the areas most beautiful beaches. The hotels are also in close proximity to the area's largest corporations, allowing for easy access to meetings and conferences. Patrons of the hotels enjoy high-speed, wireless internet and can utilize the business centers to stay connected. Both hotels offer a smoke-free environment.

In addition to guest rooms, the Holiday Inn & Express offers a large meeting room for gatherings of any kind. For recreation, there is an outdoor pool available to guests. A newly renovated fitness room boasts the latest in equipment. Guests laundry facilities are available, as well as housekeeping and wake-up calls. Parking is free. Breakfast is included.

At the Sleep Inn & Suites, guests enjoy welcoming rooms that are simply stylish and afford modern amenities. Each room is equipped with a television, hair dryer, work desk, and safe. Selected upgraded rooms also offer a sofa bed, refrigerator, and microwave. A fitness room and seasonal pool await patrons, as well as a business center. Parking is free and includes available truck parking. Breakfast is included.



The Holiday Inn Express and the Sleep Inn both offer reward programs for travelers. Once guests join these programs, they receive member benefits and are eligible for a variety of promotions that cycle through the year. At the Holiday Inn Express & Suites, members of the IHG Priority Club earn points for hotel stays, shopping, airline miles and more, in addition to free High-Speed Wi-Fi worldwide. The Sleep Inn & Suites offers Choice Privileges through which members can earn free stays, member only rates, and member promotional deals. Points never expire!

Security is a high priority for both the Holiday Inn Express and the Sleep Inn & Suites. Doors are locked at 8 pm and re-open in the morning - only patrons with key cards have access during through the night. Security cameras are installed around the properties and guests have access to in-room safes. Both facilities provided parking in highly illuminated areas.

Safety and security are also addressed in terms of health and well-being for travelers. House keeping is available upon request. High-touch, high-traffic areas are disinfected every two hours. Breakfast is



served in a pre-packaged bag for patrons to grab and go. Hand Sanitizers have been installed and are available throughout the hotels. Holiday Inn Express is an InterContinental Hotel Groups (IHG) property and is held to high standards for housekeeping and hygiene. The IHG "Way of Clean" includes deep cleaning with hospital-grade disinfectants, and guests can expect to see enhanced procedures, which may include: face covering requirements, various ways to reduce contact throughout the hotel, social distancing measures within public spaces and procedures based on local authorities' guidance and/or advice. Sleep Inn & Suites is a Choice Hotel and employs the strict safety precautions and protocols established for Choice Hotels, including heightened attention to the public areas of the hotel. The cleaning protocols at both facilities ensure that travelers, as well as front-line

workers, see them as a safe and welcoming option.

Whether travelers are in town for a NASCAR race, a tournament at the DE Turf, a concert, or area sight-seeing, they can be sure to find a high level of service and safety at a good price at the Holiday Inn Express & Suites or the Sleep Inn & Suites in north Dover. The three s's are paramount for the folks at Axia Management and attention to sales, service, & safety is one reason why they've been able to serve the community for more than 50 years.

To learn more about Holiday Inn Express & Suites, please call (302) 678-0600. To learn more about the Sleep Inn & Suites, please call (302) 735-7770. Axia Management stands behind their hotels and is ready to guarantee a welcoming, safe, and comfortable experience for their guests.



**Coffee Coaching**

What's Coffee without freshly brewed ideas?

This Program is Presented by Gordon English Liberty Tax Service

Location:  
CDCC Conference Room  
435 N. DuPont Hwy  
Dover De 19901  
Call the CDCC to register @  
302-734-7513

**November 11, 2020  
8:00 a.m. - 9:00 a.m.**

**Tax Planning  
What it is and why  
is it necessary!**

- What is tax planning?
- Why is it needed?
- How does a tax plan differ from a financial plan?
- How can a tax plan save money?



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## Cornerstone Member - Dover Federal Credit Union



# 5 Tips to Make Extra Money for the Holidays

The holidays are right around the corner! 2020 hasn't been an easy year and a lot of us felt it in our pockets, which might make this holiday season feel like it has a little extra financial pressure. If you're looking for some extra money for the holidays, here's five tips that might help.

**1. Open Up Shop.** Most everyone has a shirt they never really wear, a book they've read and never will again, or just stuff sitting around the house that they never use. It's time to make some space and some money. Take an inventory of all the items in your home. The stuff that you don't need anymore... sell it! Put it out on Facebook Marketplace, Craigslist, eBay, Amazon, or even throw a yard sale. You'd be surprised at how much you could make.

**2. Seasonal Retail.** I'm sure nobody wanted to hear that getting a second job was a solution, but it is the shopping season and retail stores are almost always in need of an extra hand. Try looking for part-time seasonal work early or you might miss out on the chance. Most stores are hiring now for these positions.

**3. Get Creative.** Arts and Crafts aren't for everybody, but if you're the type of person that recreates things you saw on Pinterest and it turns out better, maybe it's time to consider letting that creativity



**Dover Federal**  
CREDIT UNION  
LOCAL PEOPLE • LOCAL DECISIONS

earn you cash. Whether it's because people like personalized gifts or just because it's something you don't see in a Macy's, smaller craft businesses are more popular this time of year. Sites like Etsy are well known places to sell your homemade goods.

**4. Over-time.** Who needs a second job when the one you're at is offering over-time? Sure, you're already dedicated to your regular work week and time off, but by staying a little longer you might like how your check looks on payday.

**5. The 4 Gift Rule.** This tip might not be about how to make money, but might help someone realize they don't need to go to extra lengths to make more, because they already have enough. We all enjoy the gift of giving, but sometimes it leaves us with the unwanted gift of credit card debt. It's not easy, but by limiting the number of gifts you buy each of your family members to a more moderate amount, you can still have a happy holiday and stay within

your budget.

Whether you decide to turn your hobby into a full-on arts and crafts enterprise, or pick up a couple of extra hours on the job, there's extra money out there to be made. And,

if come January you do find yourself climbing back out of debt, consider how your financial institution could help.

And don't forget that Dover Federal's special Christmas Club account is an easy way to save little by little throughout the year, so you'll have plenty of funds available in time for next year's holiday shopping or winter vacation. Learn more about our Christmas Club savings account at [doverfcu.com](http://doverfcu.com). We're here to help you get there, wherever that may be.



**cdcc**  
Central Delaware  
Chamber of Commerce

Member  
Orientation

THURSDAY, AUGUST 20TH @ 12 PM

THURSDAY, SEPTEMBER 10TH @ 8:30 AM

THURSDAY, OCTOBER 8TH @ 12 PM

THURSDAY, NOVEMBER 12TH @ 8:30 AM

THURSDAY, DECEMBER 10TH @ 12 PM

*\*location will be either in-person in the CDCC Board Room OR virtual via ZOOM - decisions about location are made monthly and will be announced on the Monday CDCC eNews. Stay Tuned!*

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)

## Member News

# In the Market for Financial Recovery

There is no doubt that 2020 brought with it a great deal of anxiety and uncertainty. Unanticipated challenges of all kinds filled lives, as people worked hard to hang on and maintain some kind of “normalcy” in the face of a raging epidemic. Many areas of our lives-as-we-knew-them were tested and new ways of doing things emerged. The unpredictability of the future gave way to extreme caution and much was placed “on hold” while we awaited the ever-promised “better day tomorrow.”

Financial decisions and investments were certainly significantly impacted by the precarious situation. As the market reached a dangerous low, bottoming out around the middle of March, many industries were effected – travel and oil/energy were at the top of the list, as well as a hurting financial sector due to a cut in Federal funding. Returns on investments appeared increasingly grim, resulting in an average drop of about 30%. A conversation about investments and the health of portfolios would have sounded very different last Spring than the one we are about to begin here, almost 8 months later...

“If 2020 has taught us anything in particular, it should be to remain diversified and never try to fully time the market by being all in or all out,” commented David Boothe, President of BIG Investment Services. “For investors that were diversified and were able to add money to the market during the downturn, 2020 has been a great year.”

According to a recent poll of several Chamber member Financial advisors, the market has experienced a huge boom in the last several months and has rebounded by about 50%. Investors whose versatile portfolios initially lost money have, for the most part, gained it back and are now operating in the green. “I believe the added government stimulus, easy Federal policy, and increased productivity, due to the sudden increased use of technology, will continue to produce strong tailwinds for quite some time,” remarked Mr. Boothe.

This upward, healing trend is beginning to restore confidence in stock holders who are once again assessing their current situations and are starting to explore additional investments – with a wary eye on the upcoming election and the looming possibility of another shut-down.

Conversations about what is at stake financially no longer center around COVID-19. While there is some concern surrounding a potential shut-down in coming months, the biggest thing on investors’ minds is the process and the outcome of the presidential election. There seems to be more concern about how the election will run than about who will win. History tells us that, regardless of the party in power, the market is likely to experience a slow and steady rise over the next four years. A heavily contested election, however, with concerns about the voting process, the counting of ballots, and the length of time taken to declare a clear winner could result in uncertainty in the market.

Many agree that investment decisions should begin with the investor’s mindset, rather than the market outlook. When contemplating an investment, the question to ask oneself is “What do I want to accom-



**David Boothe, President, BIG Investment Services**

plish with my money?” It is equally important to know one’s tolerance for risk and level of confidence in financial matters. Once these are assessed and determined, the next step is to define goals and create an investment plan. Many financial institutions offer tools to help with goal setting and planning on their websites. Once these elements are addressed, it is time to step out and implement investments and make a practice of reviewing one’s progress periodically.

Christopher Smith, Financial Advisor with Edward Jones, shared a little about what he has been doing to help clients review their portfolios and ensure they are ready for whatever comes next. He is currently working to re-assess every client’s portfolio to ensure that their investments accurately align with the customer’s risk tolerance. In addition, he is helping to re-balance every portfolio, most of which have become more aggressive because of the market’s rapid growth since March.

In general, investors must also guard against “bias blind spots” – assumptions about companies’ performances, policies, and practices based solely on the rise and fall of their stock prices. Keeping a watchful eye on one’s portfolio through the lens of personal goals can prevent worry or concern prompted by the day-to-day fluctuations of the market.

In looking to the immediate future, financiers are cautioning against a few choices for investors. Several companies have experienced a tremendous advantage due to lockdowns (ie. Peloton – workout equipment, gear, and apparel). Now that restrictions are beginning to ease and more places are opening, these stocks may lose their punch. “Other COVID benefactors, such as ZOOM, may also have some downside risk but could continue to see long-term success as COVID may have accelerated the nature of how we do business long-term,” added Boothe.

Another area of caution is with Special Purpose Acquisition Companies. These are largely new companies that have been hot spots for investments. They are described by advisors as “frothy” or “flash in the pan” companies and produce high end, high dollar products – products that don’t sell as quickly as others like them. Stocks for these companies can be fairly high-priced and can present a significant downside potential.



**Christopher Smith, Financial Advisor, Edward Jones**

Some are advising clients to avoid the “technology bubble.” Stocks in companies such as Apple, Google, and Microsoft which have soared “through the roof” in recent months may begin to level off now that the climate has changed. “Investors hoping for a good return may find themselves too late to the game,” remarked Mr. Smith.

“Bonds, which are historically a ‘safe haven,’ also have some downside risk going forward,” mentioned Mr. Boothe. “Rates are historically low and, should they rise with any significance in the future, bonds could greatly underperform.” Several other advisors agreed, stating that bonds should remain a part of any well-diversified portfolio, but that this is a time to pay closer attention than has been necessary in the past.

In looking for fruitful opportunities, the thinking seems to rest with areas of the market that typically rebound after a recession such as Financials, Industrials, and Materials. “Small Cap Value stocks also tend

to perform well coming out of a recession,” suggested Boothe. Many of these stocks, which are in the bottom 10% of the capitalization of the U.S. equity market and experienced a collapse in valuations in March, appear poised for a long-awaited and sustained rebound.

Investors with a higher risk tolerance may find it tempting to tap into areas that were hit particularly hard by the COVID-19 crisis. A good example of this would be the travel industry, with its airlines, cruise lines, attractions, and restaurants. While it is widely thought that these businesses are sure to bounce back, it is uncertain how long that may take. Mr. Boothe and others warn, “There is still quite a high level of uncertainty around these industries.”

Overall, area financial advisors emphasize the importance of diversifying. Maintaining a good mix of stocks, bonds, and cash in a portfolio, as well as a variety in the types of stocks owned, will assist investors as they manage risk and navigate the somewhat unpredictable waters of the market. Pertinent and effective advice for investors is appropriately summed up in a well-known adage: “Don’t put all your eggs in one basket.”

For more information or for assistance in managing and investing money, feel free to seek the help of any of the CDCC’s member financial advisors. Simply visit [www.cdcc.net](http://www.cdcc.net), open the business directory, and find the listing for businesses in Financial Planning/Investments. Any of these companies would be more than happy to give you assistance and support either through their website, on a phone call, or in person.



## CDCC Holiday Party

Tuesday, December 8, 2019  
Roma Italian Ristorante  
5 - 7:30 pm

*Let's Celebrate the Holidays Together!*

*You've got amazing employees you'd like to treat - we've got an incredible party we'd love to share!*

+ Delicious Food + 1 Drink Ticket +  
+ Live music by the Joe Baione Trio +  
\$25 per person

***We've got your party covered!!!***

Company/Business: \_\_\_\_\_  
Attendees: \_\_\_\_\_


*Thank you to our Holiday Cheer Sponsors!*






*As of 10/26/20*

*Payments can be sent to the CDCC Office at the address below. For more information, contact Cristal at [cbrenneman@cdcc.net](mailto:cbrenneman@cdcc.net)*



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Chamber of Commerce  
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# Learning from Leaders in the Field

The members of the Leadership Central Delaware (LCD) Class of 2021 enjoyed an informative and eye-opening day on the first Thursday of October as they learned all about Agriculture and Agri-Tourism in the first state. They had the opportunity to hear directly from the people who work in the industry, whose business is the science and art of cultivating plants and livestock. With 2,450 farms (that's 510,250 acres, 115,000 of which are permanently preserved for agriculture), 42% of



Delaware's land is devoted to farming. Responsible for 30,000 jobs and an economic impact of \$7.95 billion per year, Agriculture is a huge industry and a major economic driver in Delaware.

The state's top crop is field corn, used to feed livestock and make ethanol, which covers two fifths of Delaware's cultivated land, whose expected annual revenue is over \$100 million. Wheat, soybeans, peaches, and other fruits and vegetables play a major role as well. It is no surprise to any Delawarean that poultry is the number one agricultural product. This tradition of producing chickens began in 1923 by Cecile Steele who mistakenly received 500 chickens when she had only ordered 50... She chose to keep them and nurture them – and the poultry industry in Delaware was born! Who could have known that the Delaware poultry industry would grow to be the largest broiler chicken industry in the world, yielding \$946 million annually? LCD class members learned, without a doubt, that agriculture is a BIG DEAL in Delaware.

This incredible day of learning began at Harrington raceway & Casino with a presentation by Kenny Bounds, Deputy Secretary for the Department of Agriculture. In his time with the class, he shared information about the agriculture industry and what it means to the state. He talked about the effect that the pandemic has had on the industry as well. As workers became ill and were forced into quarantine, foods could not be processed as quickly, causing shortages in the stores. He observed that, as people struggled to obtain the food items they needed and had to wait in long lines for fresh meat and produce, they seemed to develop a new appreciation for farmers and the role they play in their daily lives. The Deputy Secretary also talked a bit about the improvements and new technologies that have been integrated into the tradition of farming and the introduction of urban farming to the industry.

During his time with the class, Mr. Bounds also shared his thoughts on leadership and shared some stories from his own personal journey. He put a great deal of emphasis on the importance of building relationships and developing a strong network. He also spoke about motivation and explained that it is imperative that leaders engage in various tasks and activities because they are the "right thing to do," not because it may make them look good or bring their personal gain.

The class also had the opportunity to hear from a panel of speakers who are experts on the topic of agriculture: James Fischer of Delmarva Poultry Industry, Inc., Bobbi Jo Webber of Webber Family Farms, and Curt Fifer, of Fifer Orchards. Panelists enlightened the group on a variety of issues related to agriculture and farming. They emphasized the importance of educating the community about the industry, especially the youth. They spoke about their concern regarding succession and who will follow in their footsteps to keep the industry, alive as well as the expense of getting started in the industry. They also talked a bit about the natural tension that exists between the importance of development and the necessity of farming.

Late in the morning, the class boarded a school bus and headed to Harvest Ridge Winery in Maryland. There, they were treated to a wonderful presentation on leadership by Winery Owner, Chuck Nunan. Chuck spent time talking about the importance of self-care in the role of leadership. He stressed that it is virtually impossible to care for those in one's charge without paying at-



Stocking up on Fifer's goodies!



The Class of 2021



Behind the scenes at Harvest Ridge



Our new best friend – a horse, of course!



A visit to the paddock

attention to one's own health and growth. He also challenged the group to take risks and to know that much can be learned from failure. He assisted class members in understanding the relevance of creating a vision and performing an annual assessment of their progress. The class was also treated to a tour of the winery and a wine tasting.

The next stop of the day was Fifer's Orchards. Jessica Yocum spent time with the group talking about the wide variety of fruits and vegetables in Fifer's inventory. The class was astonished at the number of varieties there are of peaches and apples! Ms. Yocum described Fifer's as a "family" business and explained that, regardless of the scope of their reach, they wish to always be known as a "family" business. Jessica spoke at length about the critical partnerships that exist between Fifer's and other members of the business and farming community. She stressed the importance of sharing one's story as a vehicle for remaining connected to the community. The class was also treated to a wagon ride and tour of the fields where Fifer's amazing crops are grown and harvested.

The end of this exciting hands-on day of learning brought the class back to Harrington Raceway & Casino for a visit to the paddock and an in-



Some very educational reading to start the day



An insightful introduction to Agriculture to start the day

# LCD

Continued From Page 6

roduction to the world of harness racing. Class members were thrilled to see the paddock up close and very excited to meet two racehorses! Karen Craft, Director of Facilities, and Matt Sparacino, Harrington's Public Relations Director and Assistant General Manager of Racing, explained a bit about the multi-million-dollar industry of horse racing. In hearing about the industry, meeting the owner/trainer of a racehorse, and spending time with the horses, participants learned about the importance of communication and trust. From the connection between the horse and its trainer, to the partnership between the trainer and the owner, to the relationship between the owner and the staff at the track and the local community, clear and open communication is a key factor in building the vital component of trust.

Horse Trainer, Martin Davis, explained the importance of remaining abreast of current legislation and keeping a watchful eye on bills that may impact the industry. As an example, he cited a bill that would limit the use of a particular drug that is used as a preventative for an equine lung disorder that could keep horses from racing. He stressed the importance of local feedback to area legislators and explained that, in Delaware, every voice makes a difference.

The day wrapped up with a discussion of the first few chapters of *It's Your Ship* by Capt. Michael Abrashoff. This required reading for the year is a wonderful story about the impact that effective leadership can have on building a healthy climate and maintaining excellence and success. The beginning chapters served as a great support for the focused leadership traits of the day, entrepreneurship and succeeding as a business owner.

A special thanks goes out to all who were involved in making this day a success - hosts, tour guides, speakers - and to this year's sponsors. Thank you all for your support and for everything you do to making Leadership Central Delaware the Chamber's "Diamond Program."



Wow! A box full of apples and donuts compliments of Fifer's!



A visit to Harvest Ridge



Learning and reflecting are always part of a leadership day.

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**Thank you to our Sponsors!**

# A Sweet Gathering at La Baguette



La Baguette goodies always bring a smile!

On Wednesday, September 30th, from 5 -7 pm, members and guests of the Central Delaware Chamber of Commerce gathered under a tent in the parking lot of La Baguette Bakery & Catering for a Sunset Business Mixer. This outdoor event, along with the beautiful evening weather, made it easy and safe for CDCC members to spend time networking and catching up with colleagues. With their warm hospitality, Chef Ludovic and Anita Bezy made everyone feel very much at home.

Participants at the mixer spent the time connecting with other members and learning about their businesses. Happy conversations filled the tent as business colleagues and their guests sampled delicious soups, beautiful hors d'oeuvres, and lovely desserts provided by La Baguette. The Fordham & Dominion Brewing Company was on hand to share some of their favorite brews and sodas. During the evening's activities, Patrice Lott-Mosley, Fort Sill National Bank, was selected as November's Member of the Month in a drawing. Several door prizes, as well as bags of baked goods from La Baguette, and a gift card from Sayer's Jewelers & Gemologists were awarded to various lucky winners. Ken Pennington of Harrington Realty, and winner of the evening's 50/50 drawing, graciously donated his winnings back to the CDCC - thank you, Ken! At the end of the evening, Jim Weber presented a beautiful miniature globe and stand, made from French crystal, to CDCC President, Judy Diogo, thanking the CDCC for all their support and encouragement. It was an all-around wonderful evening of chatter, laughs, and camaraderie!

The CDCC would like to say a big thank you to the Bezy's and their staff at La Baguette Bakery & Catering for hosting this wonderful event. Thank you also to Chris from Fordham & Dominion Brewing Company for taking part in the mixer. And thank you to the 81+ members and guests who participating in the evening's festivities!

The CDCC's next Sunset Business Mixer will be held at Maple Dale Country Club on Wednesday, November 18th, from 5 - 7 pm. We look forward to seeing you there! Don't forget to bring your business cards!



Our Happy Hosts



A Happy Winner



A beautiful spot on a beautiful evening



DFCU in the house!



The Bezy team shared a little about the bakery with our guests.



The smile's in the eyes!



A delicious array of treats awaited the guests.





Thank You, Fordham & Dominion, for joining us!



Look who's going to Sayer's!



It's time for a happy dance!



Our new Member of the Month



A special presentation from Boeing



The big sourdough loaf winner!



The team at La Baguette made everyone feel at home.



A bag of goodies!



An evening of connections



A Happy Reunion of Friends

## Member News

# Bayhealth Expands to Meet Community Needs

The health professionals at Bayhealth are experts in “response.” When there is an emergency, they are quick to respond with equipment and staff who can answer the call. When there is new research on the horizon, they are ready to implement new strategies to improve patient care. When there is a pandemic, they are right there to work long hours and do whatever it takes to flatten the curve. “Response” is what these heroes know – and it’s what they do!

Certain portions of Delaware are experiencing a significant growth in population. People are choosing Delaware as a place to call home in big numbers. With a well-maintained highway that runs the entire length of the state and easy access to big cities nearby, lower taxes, and beautiful landscape, Delaware is a wonderful place to call “home.” With a growing population, infrastructure must be planned – and part of that infrastructure is adequate health care. Bayhealth is once again ready to respond and is launching two new expansion projects to answer the need.

The “Route 9 Project,” as it has become known, is located at the intersection of the Lewes-Georgetown Highway and Hudson Road near Milton. The project will include a complete outpatient center, offices for primary care physicians and specialty physicians alike, laboratory and imaging services, and a free-standing emergency department. This facility will be similar to the facility in Smyrna, except the that emergency department will be a “hybrid” emergency department and walk-in center. The hallmark of the hybrid emergency department will be in its screening process. Patients entering the emergency department will immediately undergo a screening exam to determine their level of care. If the care they need is not severe enough to warrant an emergency room visit, they will be sent for treatment to the Walk-in Clinic side of the house and only “true” emergency room patients will remain in the emergency department. This initial screening will result in less congestion in the emergency room. In addition, only patients admitted to the emergency room will be charged the emergency room rate, saving other patients from paying unnecessary charges.

The new \$35 million facility will be cover approximately 40,000 square feet and be built on an 18-acre plot of land. The building should be operational in 18 – 24 months and promises to bring approximately 75 new jobs to the area. “With a low number of health care providers within a 1 – 2 mile radius of the new facility and an area showing a lower than average physician to population ratio, this project will answer a big need in a relatively underserved area of the state,” remarked Terry Murphy, president and CEO of Bayhealth Medical Center.

In addition to the Route 9 Project, Bayhealth recently presented a Certificate of Public Review (COPR) to the Delaware Health Resource Board requesting approval to add additional inpatient beds, as well as a C-section suite to the Bayhealth Hospital, Sussex Campus. This project is proposed in response to a growing number of admissions, observation cases, and babies born at the facility since the hospital opened. The addition will include 24 acute care beds in the 17,300 square feet of shelled space on the fifth floor of the facility and 5 beds will be added for women’s services to the third floor. In addition, the C-section suite will be built nearby in 1,500 square feet of shelled space. The project is estimated to cost approximately \$19 million.

“The proposed expansion project was thoughtfully and efficiently planned when we designed the hospital. Most of the necessary infrastructure is already in place, making it easy to convert the spaces into patient care areas. There will be minimal impact on existing services,” said Murphy.

At the same time as the new construction and renovation takes place, Bayhealth is preparing to launch its first residency program, becoming a teaching hospital offering a Graduate



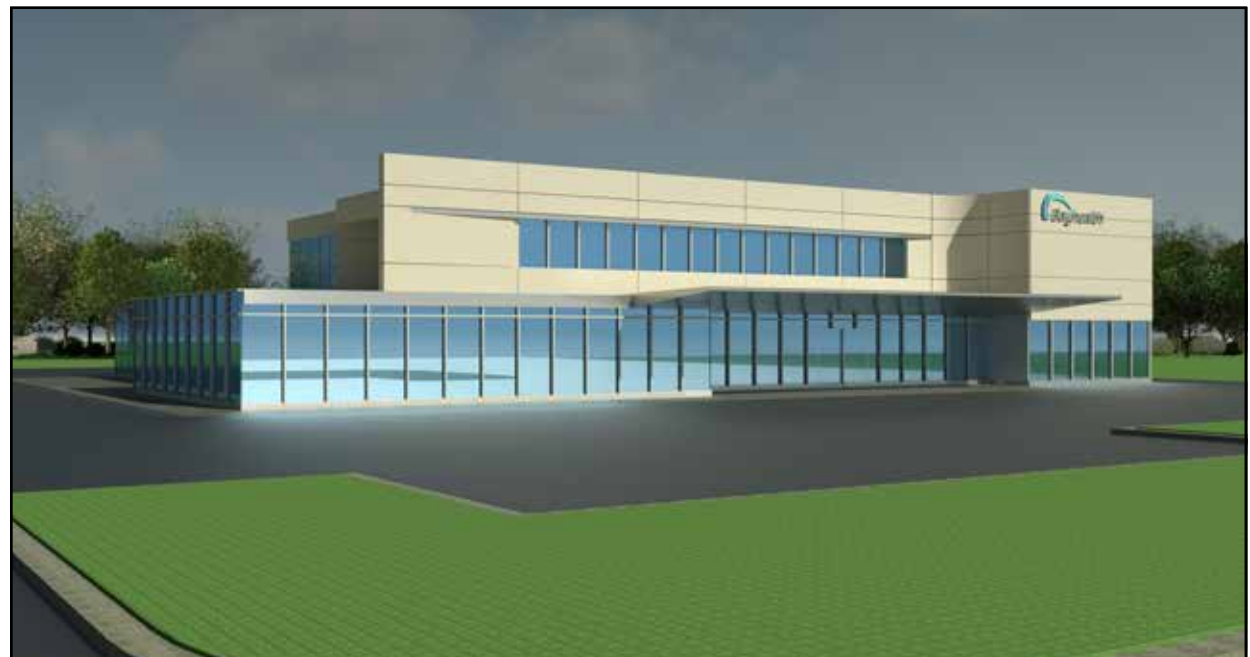
Medical Education (GME) program. The program, set to begin in July of 2021, will initially offer coursework and experiences in family and internal medicine, adding general surgery and emergency medicine in subsequent years. In addition to training highly skilled medical professionals, it is the hope of Bayhealth to retain these students for careers here in Delaware. The program promises to become a feeder for the Bayhealth system and a boost to the workforce here in the first state.

Always ready to respond, Bayhealth has launched new services at its Sussex Campus and recruited more than 20 additional providers to serve the growing southern Delaware population. The Nemours Building is scheduled to open in December, adding more conveniently located specialty services and primary care to the Sussex Campus.

For more information about Bayhealth, visit their website at [www.bayhealth.org](http://www.bayhealth.org).



Terry Murphy, Bayhealth President & CEO



Bayhealth Route 9 Project Rendering



Bayhealth Hospital, Sussex Campus Inspection



# The 17th Annual Holiday Gift Auction Goes Virtual

'Twas time for the auction and what could we do? The raging pandemic was still passing through. We worried and wondered, we started to sweat - Let's take it to ZOOM - that will be a sure bet!

This event's so important in helping us bring To our members, the programs and many more things. An auction on the net? That sounds sort of funny - Sure hope that does not mean we'll earn virtual money!

We're going online - we've got no other choice... There was a bit of a tremor in everyone's voice. Will this really work? Did I say that out loud? It's one way we still safely can gather a crowd.

We got past the fear, we got past the fright, We put up a spanky high technical site. We got right to work to learn how to do it. With our members' support we knew we would get through it.

Donations came in from the east and the west. They all were so good - every one was the best! Products and services and so way much more - The hall at our office looked just like a store!

While making your list, there's a smile on your face Knowing you can buy everything in just one great place. Buying from home can be done with great ease - This sure makes holiday shopping a breeze!

We called in donations from generous friends. The gifts from our members came in without end. A Lasik procedure that helps you to see, A gift card from Sayer's for a big shopping spree,

A day in a limo, it's all grapes and grain - Incredible sightseeing aboard a small plane, A peridot necklace, a cottage - all fine - A Weber, a dinner complete with the wine!

*(continued on next page)*





Computers plugged in, cameras ready to go –  
 Crossed our fingers and prayed for a nice easy flow.  
 It was time to put purchases into our cart –  
 Our live-streamed live auction was ready to start.

We missed that we couldn't be all in one place,  
 But ZOOM let us see almost everyone's face!  
 Smiles and beverages and babies and more –  
 Even dogs did some bidding – in our virtual store!

The bidding began as Steve led the charge –  
 Some of the prices – they got really large!  
 A virtual auction – a little bumpy perhaps –  
 But everyone did it – they showed us their apps!

Excitement was rising – watch parties were great –  
 People could shop while they all filled their plates!  
 With every new item a winner was named  
 At the end of the buying SUCCESS was proclaimed!

There's no better way for this story to end  
 Than taking a moment to thank you, our friends!  
 We couldn't have done it – we would not get through  
 Without the support, from our peeps – all of you!

To donors and shoppers and watch parties all,  
 You made it so fun – it was really a ball!  
 Maple Dale Country Club and their main guy, Chris –  
 Helped our live evening be chocked full of bliss.

The City of Dover helped cover the bill -  
 They sent us a check that was signed with a quill.  
 Caruso and Artisans jumped in on the fun –  
 AHDTV and support from Del-One!

Our technical genius – he's mean and he's lean -  
 Our electronic guru – thank you, Mr. Greene.  
 While upping the bids and adding some spice,  
 Steve Harrell's an expert at naming the price.

Our whole gang was involved, everyone did their parts –  
 And all your great efforts, they touched all our hearts.  
 Through thick and through thin and in all kinds of weather –  
 You've shown what it means to be "in this together."

We'll be glad to see you when you pick up your stuff –  
 We'll thank you in person – though it won't be enough.  
 We're grateful, we love you – we give you a cheer –  
 Let's do it again at the same time next year!



**Item Winners should call the CDCC Office at (302)734-7513 to schedule an appointment to pick up items. Pick up is available from Wednesday, November 4th through Friday, November 13th. Thank You!**



## Party

Continued From Page 1

the year! Whether you come alone or with your staff, know that we will be have reserved the space, we're working on the details, and we will be ready to greet you when you arrive!

We'd like to extend a special thank you to our sponsors: Bayhealth Medical Center, Encompass Health & Rehabilitation Hospital of Middletown, and Weiner Benefits Group. Thank you to the Joe Baione Trio for their unique musical stylings and to Roma Italian Restaurant and Sul Tempo for hosting our event.

Mark your calendars now for Tuesday, December 8th, from 5 - 7:30 pm. We'll gather at Roma's and cele-

brate the holidays together! Tickets for this event are \$25 and include an amazing array of hors d'oeuvres, a drink ticket, and an evening of fun, conversation, laughter, and music.

To ensure the safety of all who attend, appropriate safety protocols will be in place. Temperatures will be taken upon entrance and guests will be asked to complete a brief health screening. Appropriate social distancing will be expected and face coverings are required.

Please understand that you must register for this event and attendance is limited. For more information or to register, call the CDCC today at (302)734-7513 or email us at [adminassistant@cdcc.net](mailto:adminassistant@cdcc.net). It's the most wonderful time of the year - we hope you'll join us for this holiday event!

## Base

Continued From Page 1

Jones, 436th Airlift Wing Commander, and his team will highlight all that has been accomplished at the base during this past year. In addition, participants will meet many members of the Colonel's team, and will have the opportunity to celebrate the many accomplishments of the base's personnel. Also, our congressional delegation will be on hand to share remarks regarding U. S. military activities and their impact on our nation and worldwide.

This event serves as one of the many opportunities civilians have to connect with our military personnel and celebrate the bond we share as Team DOVER! These men and women are, for the duration of their time here, members of our Central Delaware community. They are our neighbors, our colleagues, and our friends - and their presence here has a significant positive impact on our community. This event provides a wonderful opportunity to show them our support and our gratitude!

The CDCC wishes to extend a heartfelt thank you to our signature sponsors, Delaware Technical Community College and Fireside Partners. We also wish to thank our platinum sponsors: Axia Management, Century Engineering, Chesapeake Utilities Corporation, Dover Federal Credit Union, Harrington Raceway & Casino, KraftHeinz, L & W Insurance, Post Acute Medical Hospital of Dover, and R & R Commercial Realty.

The State of the Base Briefing is open to the public. Admission to the event is FREE, but limited to 120 participants. To ensure the safety of all who attend, appropriate safety protocols will be in place. Temperatures will be taken upon entrance and guests will be asked to complete a brief health screening. Appropriate social distancing will be practiced and masks are required.

For more information about this incredible behind the scenes look at the impact and accomplishments of Dover Air Force Base, call our CDCC Office at (302)734-7513. We look forward to a morning of information and celebration with you in November!



## Sunset

Continued From Page 1

owner's family for many years - one building, a residence, remains on the property and overlooks a portion of the golf course. In 1776, the house was purchased by the Ridgely family. In 1922 Daniel O. Hastings constructed a three-hole golf course on his property, known as Maple Dale Farm, located on the corner of Route 8 and Kenton Road. Expanded to nine holes and designed by R. H. Johnson of Wilmington, the course was leased by a newly formed golf club. The current 158-acre site was purchased by the Board of Directors in 1967 and construction of the golf course, clubhouse, swimming pool, and tennis courts soon followed. Today, Maple Dale Country Club uses its growing regional prominence to play host to many important social events each year, in addition to offering some of the best golfing available in the area. Join us at this mixer to learn more about Maple Dale and to see the beautiful facility first-hand!

The leading networking opportunity offered by the Chamber, the Sunset Business Mixer is one of the many benefits that accom-

pany your membership. Mixers provide a great opportunity for CDCC members and their guests to spend time together at the end of a work-day in a casual setting, while meeting other business owners and collecting qualified leads. The Mixers occur 10 times during the year. Be sure to bring your business cards - you can share them with other attendees and enter the business card drawing to be the next CDCC Member of the Month!

Please note that, for in-person events, appropriate safety precautions will be in place to ensure the well-being of everyone. Guests will be asked to complete a brief health screening, including a temperature check (must be 99.5 or below), before entering. Attendance will be limited so that appropriate social distancing can be practiced. Masks are required.

Registration for this event will be limited to 80 attendees. To register for this event, please contact the CDCC office at 302-734-7513 or via email at [adminassistant@cdcc.net](mailto:adminassistant@cdcc.net). You can also sign up through the website, [www.cdcc.net](http://www.cdcc.net) by clicking on the Events Calendar. We hope to see you on Tuesday, November 17th, at Maple Dale Country Club in Dover for the Sunset Business Mixer!

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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## Member News

# Celebrating Big Wins with the KEP

To say that calendar year 2020 has been “challenging” would be the understatement of the century! Most would agree that this year has brought more than its share of trials and an abundance of challenges. People everywhere have experienced a variety of losses in these last several months – loss of normalcy, loss of contentment, loss of income, loss of health... and the list goes on. People are already making plans for larger-than-normal New Year’s Eve celebrations designed to say a rousing “Good-bye” to 2020, with the hope that 2021 will bring more wins than losses.

The year of 2020, however, has not been a total loss. In the face of challenge, there have been significant victories. People are learning how to accomplish tasks in a different way, they are concentrating more on the present than worrying about the future, and they are understanding more deeply what it means to “be in it together.” That is certainly the case here in Kent County where Linda Parkowski, Executive Director of the Kent Economic Partnership (KEP), is working hard to convince businesses to “Choose Central Delaware” for their homes. Because of Linda’s work and the efforts of the KEP, the residents here in the center of the First State, can celebrate a plethora of wins!

Guided by the findings of the Rockport Study of 2018, Linda has set her sights on small and medium sized manufacturers. She has worked diligently discovering potential companies who are seeking the ideal location for their businesses and pitching the story of Central Delaware to them. Our region has a truly amazing story to tell – and Linda’s work continues to produce incredible fruit!

The closure of Dover’s Pittsburgh Paint and Glass (PPG) plant in 2019 left a very large warehouse space empty and unused. Ms. Parkowski went to work looking for the perfect company to take over the space. Fencing company, National Vinyl Products (NVP) was looking for a new home, but the company’s leaders were concerned that the warehouse was too large and agreed to move in only if a tenant could be found to lease the remaining space. In a series of meetings and chance encounters, USA Fulfillment surfaced as the perfect tenant and the deal was made bringing 80 manufacturing jobs through NVP/Shoreline and 100 jobs through USA Fulfillment! Definitely, one for the “win” column!

Delaware’s largest alcohol distributor, N.K.S. Distributors, which currently operates in New Castle and Milford, has decided to consolidate the two warehouses and move them to Central Delaware. Occupancy of the new \$30 million headquarters and a 275,000 square-foot-warehouse is expected to take place in 2022 between Routes 1 and 13, off Big



Woods Road in Smyrna, bringing an anticipated 150 jobs to the area. Another victory for economic development in the region!

In addition, Independent Metal Strap Company, Inc., a leading producer of steel strapping and steel strapping supplies has taken up residence on Horsepond Road. Their mission, “Made in the USA every step of the way,” is the guiding principal behind their work. Using only supplies obtained in the U.S., workers are able to supervise first-hand the entire production process from beginning to end, ensuring quality control and resulting in a high-quality product. Bringing this company to Kent County means bringing 12 – 15 new manufacturing jobs to the area. Again, a triumph for Central Delaware!

And for the Grand Finale of new manufacturing endeavors in Kent County, “Project Cape” has relied heavily on the “partnership” aspect of KEP. The Delaware Prosperity Partnership (DPP) and the City of Dover’s Director of Planning and Inspections, Dave Hugg, joined Linda in acquiring this game winner for Kent County. It became known that U.S. Corrugated, a leading corrugated packaging producer, was conducting a

15-site search for a new location. The criteria they set for that location included some pretty focused specifications: industrial zoning, in an Opportunity Zone (an area that, because of its economic distress, comes with a specified tax credit), on 25 – 35 acres of land, and along a rail line. Dover’s Kesselring Farm, located off New Burton Rd., along the MIA Parkway, met every criteria. The farm’s 25 acres along the railroad tracks would make the perfect location for the new construction including a 450,000 square foot manufacturing plant and rail spur. The plans for Project Cape were approved by the Planning Commission on October 19th and the process to begin construction is well on its way. Ms. Parkowski anticipates, “We should see shovels on the ground by the beginning of 2021. In terms of wins, this is a big one, bringing a whopping 150 jobs to our corner of the world.

Add to this list 13 additional projects that are in the cue. These projects include prospective business acquisitions in the areas of manufacturing, recycling, distribution, healthcare, and others. Each, according to Linda, has great potential for the county. Linda is working to orchestrate a

Site Selector visit focused on food processing in early 2021 and is hoping to generate a virtual tour to be widely used to entice additional companies to relocate to the area.

Outside the work of bringing businesses to Central Delaware, there has been another positive development at KEP that is certainly classified as a major win. Smyrna resident, Shannon Heal, was hired to join Linda in her work. With a keen interest in industry and economic development coupled with a desire to work in a job that is likely have significant community impact, Shannon became KEP’s Business Developer. Shannon’s work will focus on marketing and outreach. She will also be working to develop some “organization” as she reviews and maintains the Partnership’s massive data base.

Just finishing her first month on the job, it is clear that Shannon has jumped in with both feet. She has already made significant strides in business engagement, touring facilities, gathering testimonies, and helping to address companies’ needs. In addition, she has made updates to the website, published a newsletter, and worked to build relationships with a variety of media outlets in order to obtain coverage for the many new projects on the horizon for Kent County. Linda is thrilled to have Shannon on board, “to have someone with a background in sales who’s not afraid to cold call, who wants to visit companies and build relationships will double our efforts as far as businesses and development.” It is imperative to have someone like Shannon on board to be able to ensure that companies remain engaged here in the region. “It’s not just about getting them to come here,” remarked Linda. “Once you land a company, the connection doesn’t end. You can anticipate a life-long relationship with that company.”

There is great potential in Kent County and there are many reasons for companies to continue to choose Delaware as their desired place of business. Competitive land prices, low tax structure, close proximity to major cities, rail access, a government where citizens are heard, and beautiful landscape work together to make Central Delaware an amazing choice for businesses. Five new major manufacturing companies coming to town, 13 more in the cue, master planning underway in Frederica and Little Heaven – soon in Harrington, a Civil Air Terminal that promises additional transportation and delivery possibilities, plans for increasing broadband in the area to support remote learning and working... and a truly dynamic duo facilitating the economic future of Central Delaware. Who wouldn’t want to do business in Central Delaware? It’s a winning location!

## Member News

# Relationships are the Key at Positive Outcomes Charter School

At Positive Outcomes Charter School (POCS), the focus is in the name – positive outcomes. They aim for a successful educational journey that culminates in either an experience in higher learning or meaningful entry into the workforce for every student. There are several elements to such a learning experience. A strong academic program is essential, a caring and accepting environment that fosters growth is necessary, and individualized attention is key – but the bedrock that supports all these components can be summarized in one word: relationships!

Founded in 1996, POCS provides educational opportunities for students who have experienced academic difficulty in a traditional school setting. These difficulties may have been due to a learning challenge of some kind, emotional stress, and/or mental health issues. The POCS Staff is knowledgeable and committed to serving these students, not by focusing on their deficiencies, but rather by emphasizing their potential. With about 30 staff members and 126 students, the low student-teacher ratio makes it easy to build meaningful relationships. Students are accepted into the POCS family through an admissions process that includes an interview. This interview is designed to assess each student's needs and ensure that POCS is the right fit. Like all other Charter Schools in Delaware, admission is free.

Alongside its regular curriculum offerings, POCS has employed a unique program which instills motivation and a strong work ethic in each student through experiences in service learning (at the middle school level) and internships (at the high school level). This impactful component of the school's curriculum, which takes place every Wednesday, is described as "the most powerful learning" that students will experience. Under the guidance of a mentor-teacher, each student will be introduced to the community, discover opportunities for service, follow their personal interests into the realm of careers, and experience real-world learning in a variety of settings.

The team at POCS first learned about incorporating internships into student life by studying the example of the Metropolitan Regional Career and Technical Center (the Met High School) in Providence, Rhode Island, the flagship for "Big Picture Learning" and a strong force in school reform. The Met, through its individualized learning approach, empowers its students to take charge of their learning, to become responsible citizens and life-long learners. Advisors work with mentors, parents, and students to build a personalized curriculum around the students' interests, searching out professionals in the community to help them pursue those interests in the real world.

In talking about why it was important to include service learning and internships in the POCS curriculum, English Teacher and Intern Advisor Courtney Pearson remarked, "With the close connections that already exist between students and teachers, it really just made sense to take this next step." When funding was made available through Delaware's Partnership Zone, an initiative designed to produce dramatic improvement in the state's schools, POCS received the final push it needed to launch this new way of teaching



Courtney Pearson, English Teacher and Intern Advisor

and learning. Once the decision was made to move forward, Ed Emmett, the school's director teamed up with Rachel Hohman, Dean of Support Services, Steven Norman, Dean of Academics and Instruction, and Rebecca Scott, Special Education Coordinator, to begin constructing the framework on which the program would be built. Today, this incredible program is a defining feature of POCS.

At the middle school level, the emphasis is on service learning. Students are exposed to many non-profit organizations and other groups that are involved in helping specific segments of the community. Guest speakers come to the school to share information with students about the mission and the work of these agencies. During this time of pandemic, these guests visit students virtually rather than in person. Students spend a large portion of their service-learning time off campus visiting these places – they spend time seeing first-hand the work of each organization and they are invited to pitch in and volunteer as part of their education. As our society awaits the end of the pandemic restrictions, students travel virtually to many places and attempt to find ways to volunteer from off-site or in the future. This educationally charged experience introduces students to the community, helps them to define their own passions and interests, and often opens opportunities for them to pursue in the future.

The middle school experience provides a wonderful gateway into the High School Internship program known as Learning Through Interest (LTI). At the secondary level, students work with an advisor to determine their skills and areas of interest. Each student collaborates with the same advisor throughout grades 10 – 12, building the trust, continuity, and consistency needed for a successful mentoring relationship. Student requests for specific internships are granted after students work their way through a process using Emblaze, a platform that enables them to participate in an informational interview, document a shadowing experience, and make a formal request.

At the start of each internship, research is done relating the student's interests to compatible career fields. Time is spent teaching life skills and other skills needed in the workforce. Special emphasis is given to team building, the formation of values, and an awareness of personal strengths



and weaknesses. Students are eventually placed in an internship situation in one of their areas of interest where they are given an opportunity to learn hands-on in a real-world setting. Students who complete 250 hours in their internship setting are eligible to earn one pathway credit, giving them a head start at Delaware Technical Community College should they chose to enroll.

Once at a site, these students develop a project that becomes part of the foundation of their learning plan. The projects are connected to not only the student's academic coursework, but to the business where they are interning, giving relevance to the learning process from all directions. Projects are presented quarterly to a segment of the student body. Student audiences always include some younger students so that they can anticipate the kinds of learning opportunities that await them. All students are required to attend some presentations throughout the year. Students are also provided with optional alternative learning experiences during "Exhibition Week" (the week projects are presented). Some of these options have included cooking lessons, creating a piece of artwork or a craft, or learning a particular skill.

POCS boasts a plethora of student successes. Through the care and attention of the staff, many students whose erratic behaviors initially kept them from learning have grown into well-organized, self-motivated, self-disciplined learners. Several students have been so successful in their intern experiences that they have been hired full-time,

enabling them to join the workforce immediately after graduation! Still others have moved on to institutions of higher learning where they are putting their POCS experience to work as they progress through their educational journeys. Ms. Pearson shared a story about visiting the child care center at Del Tech and seeing several former students now working in the setting where they had once completed their internships, "It was so rewarding and gratifying to know where they had come from and to see where they are now."

Staff members work hard to celebrate the strengths and accomplishments of each student. After completing the 9th grade, the end of Middle School at POCS, students participate in a "Bridge Ceremony" before entering high school at grade 10. Another ceremony of affirmation is offered to students between their Junior and Senior years of high school. "This is just our way of recognizing our kids' accomplishments and helping them to gear up for their big Senior year," commented Spanish teacher, Sra. Deborah Remer. The POCS ends, as one would expect, with an official graduation including the awarding of diplomas.

A complete middle and high school experience, steeped in academia, oozing with real-world opportunities, built on relationships, resulting in a positive outcome – that's what the POCS experience is all about. For more information about POCS or to learn about participating as a host site for interns, please call (302)697-8805 or visit [www.positiveoutcomes.org](http://www.positiveoutcomes.org).

## Member News

# Dover's Annual Capital Holiday Celebration Partners with Downtown's First Friday

Dover's kick-off to the upcoming holiday season will partner this year with Downtown's First Friday celebration to create a fun-filled evening for singers and shoppers alike! The ever-popular Capital Holiday Celebration will take place in Downtown Dover on Friday, December 4th, from 4 to 8 pm – the tree lighting and caroling will begin at 5:30 pm. All are invited to join in the fun!

The evening's festivities will include caroling led by local dignitaries, a special ceremony led by Mayor Christiansen to light the City's tree, a "craft-in-a-bag" take away from the Dover Public Library, and a food drive to benefit local food pantries. Many of our downtown merchants will be open for evening shopping until 8 pm. It will be the perfect time to take advantage of the discounts offered through the Capital Key Card (visit [www.downtowndoverpartnership.com](http://www.downtowndoverpartnership.com) to learn about this program). Shoppers will also be able to view the holiday windows that are entered in the Merchants' Holiday Window Contest. There will be something for everyone as, together, we enter the Holiday Season!

The team at the Dover Public Library will be providing three different crafts in grab bags for attendees to take home and create. The bags will be handed out – first come, first served – on the Loockerman Street side of the building. Attendees will also be encouraged to participate in a StoryWalk® connected to the Merchants' Hol-



iday Window Contest. Each window will be decorated around the theme "Holiday Wishes" based on the children's book *The Wish Tree* Written by Kyo Maclear and illustrated by Chris Turnham. Participants will be able to view each window while reading pages from the book. What a great way to experience a holiday story!

And, of course, one cannot host a kick-off to the holidays without the most popular elf of the season, Santa Claus himself! Santa will certainly make his presence known at the event. While social distanc-



ing rules will prevent children from visiting Santa up close and sitting on his lap, Santa will be available to wave and greet everyone! Children of all ages are invited to write a letter to Santa and bring it to the event – a special mailbox will be ready to collect the letters and have them delivered directly to Santa... no stamp required!

To ensure the safety of all and to make it easy to walk from City Hall to the downtown shopping



district, Loockerman Street will be closed from just east of City Hall to Governor's Avenue. This closure will create a "safe zone" for pedestrians as they greet one another, shop for the people on their Christmas lists, examine the holiday windows, and enjoy the evening's activities. This street closure will be in effect from 4 pm – 8 pm.

We are excited to see all of you at this fun, family friendly start to the holiday season! Stay tuned for more information and details to follow in the Delaware State News.

## Member News

# DASEF Provides a New Twist on Star Gazing!

The Delaware Aerospace Education Foundation (DASEF) provided a brand-new twist on "star-gazing" on Saturday, October 17th. Instead of telescopes and binoculars pointed toward the Autumn night sky, all eyes were fixed on a 40' outdoor screen where viewers could watch the cartoon stars of "Hotel Transylvania" in a drive-in movie set-up on DASEF's yard. "In these troubling times," remarked Dr. Stephanie Wright, DASEF CEO, "the community was happy for a safe and enjoyable place to be with their families."

The event, sponsored by Delaware Electric Cooperative, offered families a wonderful way to spend a Saturday evening. For \$10 per vehicle, guests were treated to a short feature and the main feature – and a special NASA bag was provided with each admission! Movie-goers were invited to listen on their FM radios and through outdoor speakers. Social distancing and mask wearing were required for anyone getting out of their vehicle.

The event was marked as a great success! Forty-nine vehicles were counted and 167 movie watchers were in attendance. "The attendees were appreciative of the night



out and enjoyed the show!" commented Dr. Wright. The team at DASEF is hopeful that they will be able to do another drive-in movie event in the Spring.

In the meantime, families are invited to attend two upcoming events at the DASEF Outpost. The first, A Fall Festival for Fam-



ilies, will be held on Saturday, November 21st (rain date: Nov. 22) from 2 – 4 pm. And the second, Winter Wonders for Families, will be held on December 12 (rain date: Dec. 13) from 2 – 4 pm. Both events will feature Make & Take Activities. They will be held on the ITEC Parking Lot and the cost is

\$10 per car. These activities are sponsored by DASEF and Space Grant. And, as an added bonus, Santa plans to join the crowd at the December event!

For more information on DASEF and all that it has to offer the community, please visit <https://dasef.org/>.



## CDCC joins S.W.E.L.L. for Women for a Ribbon Cutting

DOVER – The Central Delaware Chamber of Commerce hosted a Ribbon Cutting Ceremony for S.W.E.L.L. for Women on Friday, October 23rd, at 5 pm. The ceremony was held just prior to their Champagne & Chocolate event at the Greene Turtle, 391 N. DuPont Highway in Dover. Chamber members, ambassadors, and staff members joined the company's C.O.O. Marcia Chambers as they celebrated the rebranding of S.W.E.L.L. for Women!

S.W.E.L.L. for Women, Sexual Wellness and Empowered Living Lifestyles for Women, is a business that supports female sexual empowerment. As a certified sexologist, speaker, and coach, Marcia Chambers follows her passion to help women over 50 in their relationships. S.W.E.L.L. for Women offers information in a casual and light format that encourages women to engage and explore without guilt or shame. This informational forum and strong community of women for women helps clients to explore all aspects of their identity so that they can feel and unleash their confidence and sexuality. They discover and develop Connection, Communication, and Confidence in their relationships and in themselves.

Ms. Chambers' focus is the physical and spiritual wellness of sex, assisting in the transformation of the paradigm, while removing the stigma associated with sex. Her message includes the spiritual nature of sex and the importance of "Knowing Thyself" to nurture the connection to self as a strong infrastructure in any relationship. Marcia and S.W.E.L.L.



for Women are happy to serve the community by offering live and virtual classes and workshops, quarterly fun expeditions, annual retreats, and client services as they relate to relationship issues.

S.W.E.L.L. for Women is proud to be a part of the Central Delaware Community. Their vision of support for the Central Delaware community is based on collabo-

ration, referral, and sponsorships with the other business members of the Central Delaware Chamber of Commerce. They currently are involved in hosting Complimentary Workshops in local businesses as an avenue to elevate their product line, increase their foot traffic, and create exposure for both businesses. In the future, they would like to participate

in Expos or Conferences, and/or sponsor small businesses to participate in these events like these.

To learn more about S.W.E.L.L. for Women, call (302) 506-0096 or visit them on the web at [www.swellforwomen.com](http://www.swellforwomen.com). Please join the Central Delaware Chamber of Commerce in congratulating Marcia Chambers on the rebranding of S.W.E.L.L. for Women!

## CDCC joins Dover Skating Center for a Ribbon Cutting

DOVER – The Central Delaware Chamber of Commerce hosted a Ribbon Cutting Ceremony for Dover Skating Center on Sunday, October 18th, at 12 pm. The ceremony was held at their location at 2201 S. DuPont Highway, in Dover. Chamber members, ambassadors, and staff members joined the team at Dover Skating Center as they celebrated their 40th Anniversary!

Opened 40 years ago by the Wahley Family, Dover Skating Center is a hub for family fun entertainment in a safe location. From skating to parties to the arcade, there is fun for everyone – all under one roof! The Center offers private, as well as group lessons for skaters of all ages. The large well-lit space, complete with snack bar, is the perfect place to celebrate birthdays, graduations, and holidays. If there's an excuse for a party, there's a great reason to go to Dover Skating Center.

Dover Skating Center is proud to have been such a vibrant part of the Central Delaware Community for four decades – and they are looking forward to many more years of providing entertainment to the families in the area. In addition, to family entertainment, the Skating Center is a popular destination for school field trips and fundraising activities. Group rates and special school rates are offered, as well as a reasonable rate for renting the en-



tire rink to host a private party.

To learn more about Dover Skating Center, or to book your next party, call (302) 697-3218. You

can also visit them on the web at [www.doverskate.com](http://www.doverskate.com) to discover more about how to take advantage of what they offer. Please join

the Central Delaware Chamber of Commerce in congratulating Dover Skating Center on their 40th Anniversary!

## CDCC joins Bayhealth Neurology for a Ribbon Cutting

DOVER – The Central Delaware Chamber of Commerce hosted a Ribbon Cutting Ceremony for Bayhealth Neurology on Thursday, October 8th, at 2 pm. The ceremony was held at their location inside Eden Hill Medical Center at 200 Banning Street, Suite 150 in Dover. Chamber members, ambassadors, and staff members joined the team at Bayhealth as they celebrated their new location!

Bayhealth Neurology's mission is to provide the best neurological care, with highly specialized services, to the community here in central and southern Delaware. Bayhealth Neurology began in 2017 with two neurologists and inpatient only services. Since then, the practice has grown to four neurologists and three nurse practitioners. This growth, in addition to the expansion of the practice's outpatient services, necessitated the new location.

The team at Bayhealth provides full-service neurology outpatient and inpatient care. This includes consultation and treatment for migraines, nerve pain, strokes/Transient Ischemic Attacks and carotid artery stenosis, to name a few common examples. Neurology services naturally expanded with the creation of our Neurosciences Service Line. Our neurologists have identified a community need and



are growing to try and meet the needs here in Central Delaware.

Bayhealth Neurology is proud to be a part of the Central Delaware Community. Their neurologists are a vital part of the community. They understand the community needs and are seeking to add services that meet the community needs by growing their service offerings

and by adding specialty trained neurologists. The members of the Neurology department regularly volunteer their time on statewide Stroke committees, Brain Injury committee, Parkinson's Disease Task Force, Heart Walk, cancer awareness and many other community-based initiatives.

To learn more about Bayhealth

Neurology, or for a consultation or an appointment, call (302) 744-6592. You can also visit them on the web at [www.bayhealth.org/neurosciences](http://www.bayhealth.org/neurosciences) to discover more about what they offer. Please join the Central Delaware Chamber of Commerce in congratulating Bayhealth Neurology on their new location!

## CDCC Special Feature

### The CDCC's Central Delaware Resource Guide is All You Need

The Central Delaware Chamber of Commerce is pleased to once again offer a publication that includes all the information you 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 reference guide will put at your fingertips all the details you'll 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's happening in Kent County. Central Delaware has a lot 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 Resource Guide, under the 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.

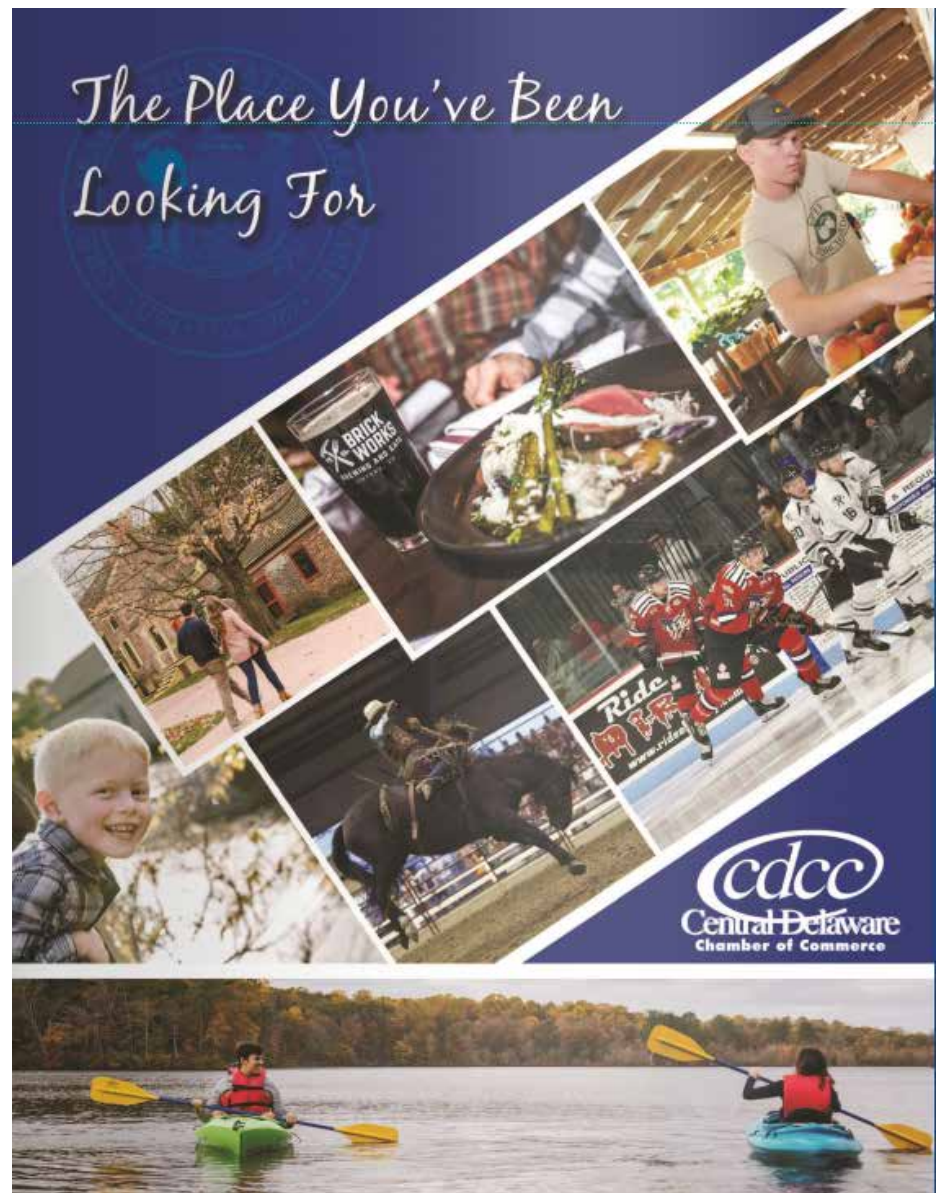
To that end, 8,000 copies are distributed to both new and current new residents of Kent County, as well as Kent County businesses,

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 (45,000+ hits per month!). What a marvelous opportunity to get your name out to many prospective customers!

We have listened to the feedback we received from many of you and have decided to change our timeline for this publication. While advertisers are invited to reserve their spaces as soon as possible, sales will begin in earnest in January. Our goal is to have the publication – *The CDCC 2021-22 Resource Guide* – available for distribution by July 1, 2021. As you and your company leaders are meeting to create next year's budget – be sure to include the Resource Guide in your plans!

We are happy to announce that there will be **NO PRICE INCREASE** this year for advertisers – we are happy to honor your price from last year! Again, this year, we are able to offer a special package deal to the first 35 businesses to 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!

You and your business are a vibrant and essential part of the Cen-



tral 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 Ven-

detti 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!

## New Member Spotlights

# Meet Mari Graden and Smyrna Nutrition

Mari Graden is the owner of Smyrna Nutrition. Smyrna Nutrition offers meal replacement shakes packed with 21 vitamins and minerals, 17 or more grams of protein, and each shake is around 200 calories or less. With over 100 flavors, customers are bound to find one (or more) that they will love! In addition to meal replacement shakes, they offer energy teas, and have recently added Lifted Teas to the menu, which increase energy, boost metabolism, and help improve focus. Many people stop by Smyrna Nutrition to get their breakfast or lunch and grab snacks for the rest of the day!

In addition to shakes and teas, Smyrna Nutrition offers complimentary wellness profiles which assess total weight, muscle mass, body fat percentage, and so much more. Using the wellness profile, they can assist clients as they set nutritional goals for weight loss, weight gain, increased muscle, and many other nutritional goals. Clients of Smyrna Nutrition enjoy one-on-one, individualized coaching and support from their assigned wellness coach, who also provides them with accountability. Smyrna Nutrition offers a variety of classes and groups which range from snack classes to book clubs – they are even adding one for the kids! They currently offer Cardio Drumming and Cardio Dance classes outdoors, as well. Those schedules can be found on their Facebook page.

The future for Smyrna Nutrition will include additional hours, more menu items, and a wider variety of fitness classes. They are looking for more people in the community that are interested in health, fitness, and personal improvement to collaborate with them, and possibly join their organization. The overall goal of Smyrna Nutrition is to build community and offer a “happy place” for people to belong.

A lifelong resident of Delaware, Mari Graden recently moved to the Smyrna area in 2019 for a change of pace and to be closer to her family and friends. As a mother of three, her life is busy and full, but she felt that the Smyrna-Clayton area would benefit from a nutrition club. She previously coached at Bear Nutrition in Bear, DE for two years. Mari’s desire has always been to help people, and in finding the nutrition club atmosphere, she has been able to help people in ways that she could not in other ventures. The choice to become an Herbalife Nutrition Coach was the best decision she has ever made, as the friends, family, and community that she found within the company have been life changing.

With the intention of “creating a better life for my family, while impacting a community” Mari and her daughter, Cheyenne, opened Smyrna Nutrition on June 1, 2020. “We want to bring love, acceptance, happiness, and health to each person that we reach through

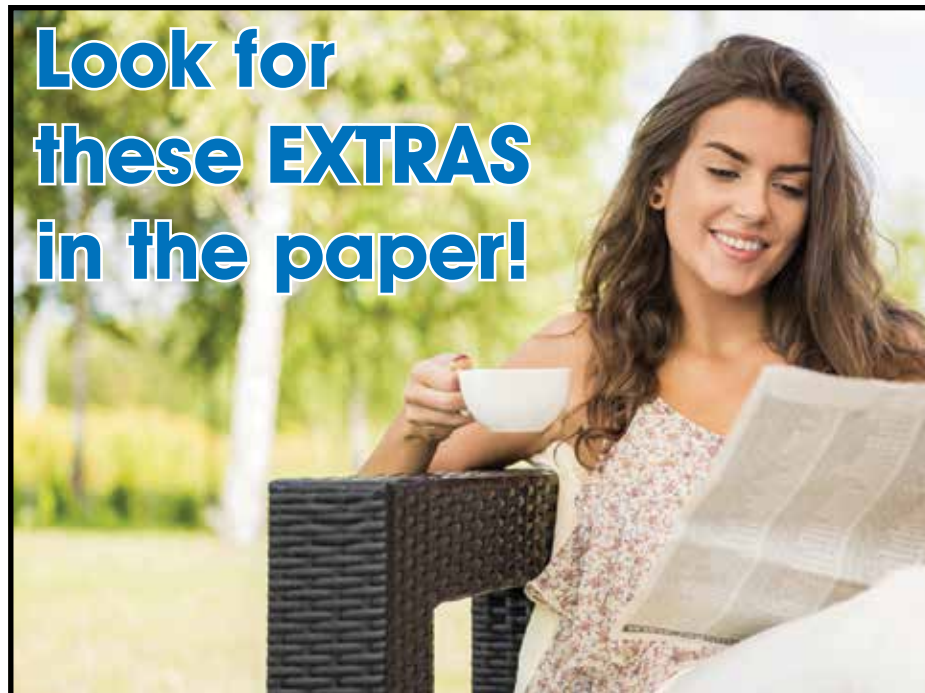


this opportunity.” Since becoming an Herbalife Nutrition Coach in 2018, Mari has been helping clients become friends, lose weight, gain energy, increase fitness levels, and enjoy improved health and wellness. Smyrna Nutrition is not just a shake store, or a place to grab products and go, the team there genuinely cares about each person that walks through the door. The club has become a place that friends and family come to meet, enjoy a “meal,” and connect. “We’re here to create and impact a community of neighbors and friends.”

Mari and the coaches at Smyrna Nutrition are excited to join the CDCC community, and hope to contribute to the success of the group, while networking with other like-minded business owners. They look forward to being involved in events and activities and expanding their reach to spread their mission, not just in the Smyrna-Clayton area, but in all of Central Delaware. To learn more about Smyrna Nutrition, please call 302-897-7839 or visit our Facebook page at [www.facebook.com/smyrnanutrition](http://www.facebook.com/smyrnanutrition).

Please join the Central Delaware Chamber of Commerce in welcoming Mari Graden and Smyrna Nutrition to our membership!

## Look for these EXTRAS in the paper!



### Marketing Opportunities Available in these upcoming special sections:



Thursday, November 26 - Thanksgiving Day

Holiday gift ideas and special offers from local businesses



Sunday, November 25

A collection of the best ways to celebrate the holidays in Downstate Delaware and Maryland’s Eastern Shore

## HOLIDAY events and CELEBRATIONS

Thursday, December 3

Regional holiday events and happenings



In case you missed them, you can find these special sections online at [delawarestatenews.net/specialsections](http://delawarestatenews.net/specialsections)

Game On  
Stars of Delaware  
Think Pink  
19th Amendment

## DELAWARE STATE NEWS

The Capital Daily

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 American Kidney Care of Dover

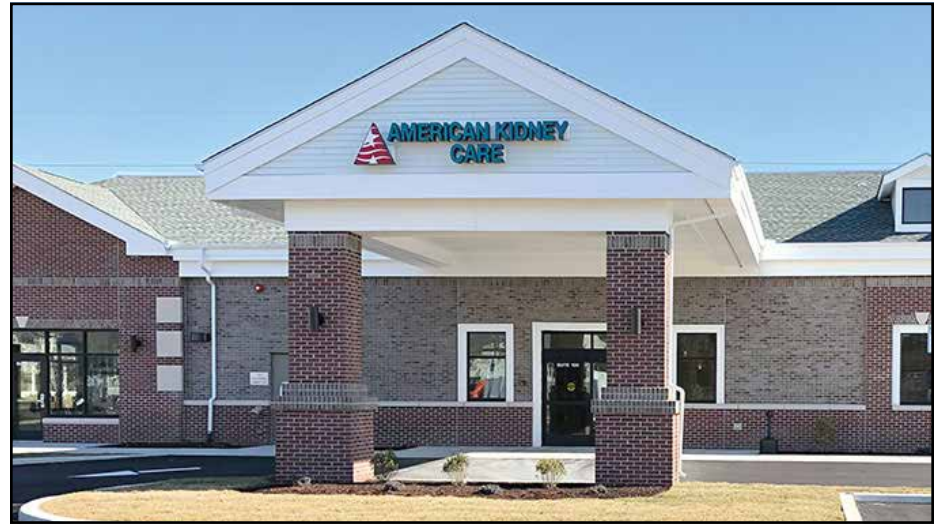
American Kidney Care of Dover is a dialysis company. American Kidney Care is part of the nationwide network of American Renal Associates which operates 251 dialysis clinics in 27 states and Washington D.C., serving more than 17,300 patients with end stage renal disease in partnership with approximately 400 local nephrologists.

American Kidney Care of Dover's mission is to provide in-center dialysis options to meet the needs of all their dialysis patients. Their core values emphasize good patient care, providing physicians with clinical autonomy and support, hiring the best possible staff members and providing best practices management. Patients are at the center of everything, and the staff is focused on customizing each patient's care to meet their personal and medical needs. Whether dealing with a patient, a caregiver, or a member of the fami-



ly, American Kidney Care of Dover promises to guide clients through all the details, from identifying best treatment options to understanding dietary changes. They pledge to provide all the care and information needed for a comfortable and successful experience.

The new state-of-the-art dialysis clinic is equipped with the latest dialysis machines and heated massage dialysis chairs to provide comfort to the patients. Patient also have individual flat screen, internet capable TV's, as well as wireless internet access. Patients can pass the time on the clinic's iPad entertainment systems. All the clinic equipment runs on



green energy and is backed up by an emergency generator providing 100% power.

For more information about American Kidney Care of Dover, located at 107 Mont Blanc Blvd, Suite 100, please call (302) 674-

2074, or visit their website at: <http://www.americanrenalde.com/facilities/american-kidney-care-dover/>.

Please join the Central Delaware Chamber of Commerce in welcoming American Kidney Care of Dover to our membership!

# Meet Brian and Meg Etherington and Camp Adventureland!

Camp Adventureland is a family entertainment center featuring axe throwing and escape rooms. Camp Adventureland offers the throw-back environment of the 1970's and 1980's summer camp experience! Recreational activities are available for everyone from age 6 to much more than 6. Kids enjoy Zax throwing while adults can enjoy hatchet throwing challenges. Everyone can enjoy their Escape Rooms. They also accommodate corporate events and parties.



sphere where families and groups of all ages are welcome. Guests are invited to walk through the campground's arch and visit authentic and rustic cabins, compete in the sport of hatchet throwing at Camp Hatchett. A full-service menu and drinks are available. For those who wish to sharpen their wits, guests are invited to sit around a campfire and become immersed in tales that will literally put them in the story of a live action, interactive escape room at Camp Escapes.

No matter the destination inside Camp Adventureland, visitors will have the adventure of their lives interacting with the Camp's incredi-



bly detailed sets, their well-trained, friendly staff, and participating in a truly amazing hatchet throwing or escape room experience. In addition to providing experiences for families, Camp Adventureland is the perfect destination for a neighborhood get-together, a date night, a company outing, or just hanging out with friends. Camp Adventureland is the premier destination to celebrate any special occasion.

Camp Adventureland is operated by Brian and Meg Etherington. Originally from Western New York,

Brian spent the last 40 years in Philadelphia, 15 of those years as a paramedic working at Jefferson Hospital. He is also an accomplished builder/designer and self-proclaimed "pragmatic engineer." Meg, born and raised in New Jersey, has called Philadelphia her home for 22 years. She is the administrator for a large publishing company - and now, the proud owner of Camp Adventureland, a woman owned business. In their spare time, the Etheringtons enjoy riding their motorcycle, traveling, spending time with family and friends - and, of course, throwing things at targets! Meg hopes to retire soon from the publishing company so that she can move to Delaware and run Camp Adventureland full-time with Brian.

For more information about Camp Adventureland, or to book your next party, call (302) 449-2267 X3, or visit [www.campadventureland.com](http://www.campadventureland.com). Please join the CDCC in welcoming Brian, Meg and the team at Camp Adventureland to our membership!

# Meet Karen Weardon, Financial Advisor at Edward Jones



Karen has been a financial advisor with Edward Jones since 2015. Her passion for coaching, derived from her former role as a college athlete, has led her to take a supportive and encouraging approach to guiding her clients to financial success. As she strives to build personalized financial strategies with her clients, she utilizes an established process to tailor solutions that best fit their unique goals, life circumstances, and feelings about risk. Throughout the entire process, Karen works hard to offer straightforward advice and to educate her clients to help ensure they are fully informed regarding their

options and opportunities.

Karen is proud to serve clients from a variety of backgrounds with wide-ranging goals, from growing wealth to saving for education expenses to planning and living a successful retirement. She regularly works with multi-generational families to develop unique strategies of wealth transfer. Karen also enjoys creating strategies for business succession, asset growth, and tax reduction with her many clients who are business owners.

Being tied to the community is important to Karen as she works to partner with other professionals in the area. In the interest of providing a comprehensive service, she regularly collaborates with a team of local CPAs, Attorneys, and other trusted professional, always keeping client information confidential.

The spirit of volunteerism that Edward Jones champions was a

major draw for Karen when choosing to join the firm. With Edward Jones, she has held numerous leadership positions and currently serves as Recruiting and Growth Secondary Leader. Karen is also active in the community. She volunteers with Wesley Collee Women's Basketball and with many local events and organizations along the Delaware shore. In addition, she fosters dogs in need until they find their forever homes. In her free time, she can be found enjoying the beach with her two Brittany Spaniels or looking for local treasures.

For more information about Edward Jones, feel free to contact Karen at (302) 200-9821 or visit [www.edwardjones.com/karen-weardon](http://www.edwardjones.com/karen-weardon). Please join us in welcoming Karen Weardon, financial advisor at Edward Jones, to the Central Delaware Chamber of Commerce!

# Ambassador's Corner

## Kisha Williams

Kisha Williams is the Operations Analysis Manager for Chesapeake Utilities Corporation's "Delmarva Natural Gas" division. Chesapeake is a diversified energy delivery company engaged in distribution of natural gas, propane gas and electricity; the transmission of natural gas; the generation of electricity and steam; mobile CNG solutions; and other businesses. Kisha manages a team of 6 who help to facilitate capital budgeting, forecasting and reporting; fleet management; conversions and other administrative functions. It was through Chesapeake that Kisha became affiliated with the Chamber. In 2019, she became a graduate of the Leadership Central Delaware program. "As a member of the LCD Class of 2019, I not only learned many valuable leadership skills that help in my current position, but I also created long lasting professional and personal relationships."

Kisha was inspired by one of her favorite scriptures, "To whom much is given, much is required," to become an Ambassador for the Central Delaware Chamber of Commerce. She wanted to find a way to give back and help the Chamber as much as it has helped her. She is a firm believer in what the Chamber represents - the Chamber is for the people! The CDCC truly cares about the members of our community - their mission is about helping local businesses to grow and create job opportunities, as well as attracting new businesses to the area to help foster the economic development of Central Delaware.

Hear what the Chamber means to Kisha in her own words: "What I found most heartwarming was that the Chamber actually stands by the values posted on its website. As a result of the current pandemic, many people are facing economic hardships. A non-member reached out for assistance and both the Presi-



dent and the Director of the LCD program went out of their way to help connect the individual with the right resources. That is a true testament of how the Chamber honestly cares about our community!"

In both her personal and professional life, she tries to surround herself with people and organizations that align with her beliefs and values. Chesapeake Utilities Corporation's brand values are to be "Aspiring & Caring." The Chamber's values are to "Promote the general welfare, prosperity and quality of life for the community." Kisha feels honored to be affiliated with both organizations, as they both incorporate the personal values and morals to which she holds herself accountable.

Kisha is excited to help new members acclimate to the Chamber and meet other business colleagues. She is eager to assist new members in discovering all that the Chamber has to offer. She is excited to help foster the kinds of connections that will help new members realize the value of their membership. As a new ambassador, Kisha can't wait jump in and assist members in their new Chamber journeys!

# Member of the Month

**Name:** Patrice Lott Mosley  
**Title:** Sales Supervisor  
**Business:** FSNB  
**Address:** 266 Galaxy Street, DAFB, DE 19901  
**Hours:** M-F 9am to 6pm  
**Phone:** 1-800-749-4583  
**Website:** FSNB.com  
**Email:** Patrice.Lott@FSNB.com



**Tell us a little about your business/organization: how did it begin; what are your services/products, etc.**

FSNB opened as a check cashing service in 1942 and was chartered as a national bank in 1946 at Fort Sill, Oklahoma, an Army post. For more than 70 years, it has focused on providing specialized loan and remote services for the military population. Since the 1990s, it has expanded into the civilian markets, doubling efforts on small loan programs and services for low- and middle-income communities. The original owners are fully vested with the third and fourth generation involved in its executive management. The bank now expands across nine states and nearly 90 branches.

**Tell us about your role in the business/organization.**

My primary responsibility as sales supervisor involves mentoring, training, and coaching team members toward meeting sales goals, but the best part of my job is the public relations. I have the pleasure of facilitating financial course allowing me to act as a community reinvestment liaison. I am also responsible outside community involvement which allows me at times, to work in philanthropy with is my real passion.

**Tell us something that makes your business/organization unique.**

Most of our accounts are offered without a credit check or check sys-

tems check. We understand that some people become financially displaced for various reason (health, layoffs, natural disaster) and need a second chance.

**What do you see for the future of your business/organization?**

With the bank ever growing, my hopes are to create a need for a Community Liaison Officer with hopes of Community Relations becoming a specific division within my organization.

**How has the Chamber helped your business/organization grow?**

The Chamber has not only been a great networking tool, but also it has also helped me network, connecting with past business partnerships and introducing me to new businesses that have been able to help me in my everyday life.

**What is your best advice to other businesses/organizations?**

Get involved within your community. I know the current pandemic has changed the way we socialize, but your breakthrough may only be a conversation away.

## CDCC Special Feature

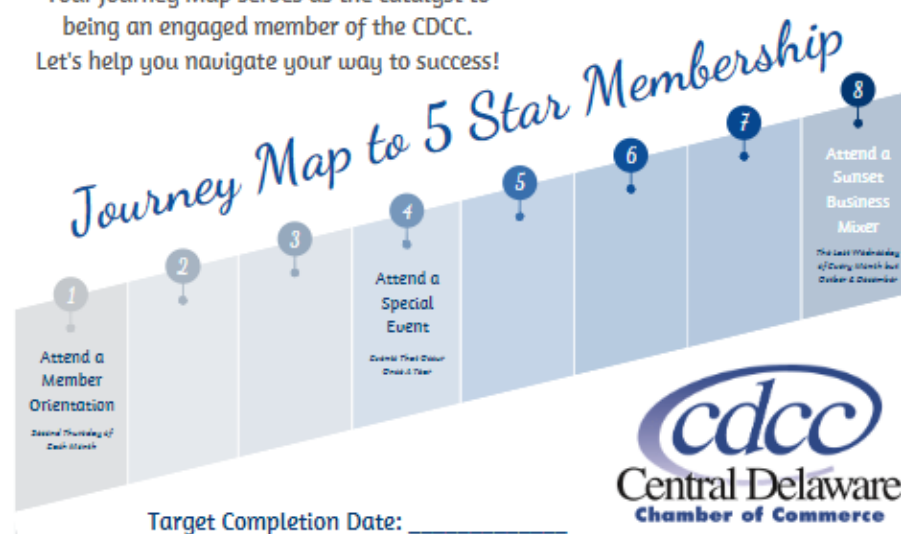
# We Want to Help You Chart Your Course!

Being in business has been described as a journey. While beginning a new business seems relatively easy, navigating the rules and regulations, ensuring adequate capital and funding, planning for ups and downs along the way, creating attainable goals, and finally, reaching your destination -- these things all take time and resources. The Central Delaware Chamber of Commerce stands ready to assist you as you pursue the expedition of growing your business.

The CDCC launched a program last Spring that will help you plan your journey - the 5-Star Journey Map program! This program is designed to help you get the most out of your CDCC membership by identifying your unique business needs and establishing what programs and events will work best for you. Once you complete your Journey Map, you will receive your 5-Star status. Earning your 5 Star Status will distinguish you as an engaged member of our 5-Star Chamber.

Don't be misled into thinking that this program is only for new members who are just starting out - nothing could be further from the

Your Journey Map serves as the catalyst to being an engaged member of the CDCC. Let's help you navigate your way to success!



truth! All CDCC members, new and current, and their employees are eligible to participate in this program. There are only three steps necessary to complete your Journey Map and begin enjoying 5 Star Status. First, call for an appointment and meet with a member of our Membership

Team to identify business needs and map out your journey. Second, complete the Action Steps you've created and start seeing the impact on your business. And finally, enjoy recognition as a 5 Star Chamber Member at a Sunset Business Mixer!

Action Steps, to be complete

within one year, may include, but are not limited to, sponsoring an event, volunteering with the Chamber, referring a member, attending a Sunset Business Mixer or other Special Event, scheduling a Business Brag, and more. Every individual who completes a Journey map will receive a 5 Star Member pin. Once one individual from an organization achieves 5 Star status, that organization will be recognized as a 5 Star Member in several of our publications, at our annual Awards for Excellence Dinner, and on our website.

Just like a journey, travelers in business ventures may be distracted by alternate routes and attractions along the way. Let your CDCC help you to map your journey and stay on track. While we are eager to see you reach your destination, we want to help you make your journey as productive as possible along the way. For any other questions or to schedule your Journey Map consultation, contact CDCC Membership Services at (302)734-7513 or email Heather McTheny at lcd@cdcc.net.

# Thank You for Your Renewal!

September 2020

NAME OF COMPANY .....	# OF YEARS
Wesley College.....	49
Delaware State University .....	43
Blood Bank of Delmarva, Inc.....	37
Kent County Motor Sales Co.....	34
Wilmington University.....	34
Re/Max Horizons, Inc. ....	29
Del-One Federal Credit Union.....	27
Delmarva Underwriters, Ltd.....	26
C.S. Kidner Associates/Capital Strategies .....	20
Delaware Electric Cooperative, Inc.....	18
Delwood Trailer Sales, Inc. ....	17
Ronald McDonald House of Delaware .....	17
Spence's Bazaar & Flea Market, Inc. ....	16
WBOC & Fox21.....	16
Delaware Aero Space Education Foundation.....	14
The Emory Hill Companies.....	13
La Baguette Bakery & Catering.....	13
Towles Electric, Inc.....	13
Alzheimer's Association - Smyrna .....	12
Eden Hill Medical Center .....	12
HandyTube.....	12
BFPE INTERNATIONAL, Fire, Safety & Security .....	11
FCCB.....	11
Hilton Garden Inn.....	11
Jeweler's Loupe .....	11
Blue Hen Apts LLC.....	10
Builders Integrity, Inc.....	9
JDM No. 1 Plumbing, LLC .....	9
Pressley Ridge.....	9
Westside Family Healthcare.....	9
William H. McDaniel, Inc.....	9
Friends of Duck Creek Regional Library .....	8
ADT Commercial.....	7
Delaware Division of Libraries .....	7
Midstate Fuel & Services .....	7
Mountain Consulting Inc. ....	7
Bright Side Exteriors.....	6
Delaware Prostate Cancer Coalition.....	6
Imagine .....	6
Spay Neuter Clinic .....	6
Delaware Crime Stoppers .....	5
On The Move Realty Group.....	3
Residence Inn, Dover.....	3
Barkley Heating & Air, LLC.....	2
Century Engineering, Inc. ....	2
Chaiyo Sushi & Thai Cuisines .....	2
IDIMENSIONS .....	2
Mid Atlantic Scientific Service, Inc.....	2
Ready 4 Work.....	2
C&N Services, LLC .....	1
Everyday Hero CPR & First Aid.....	1
Harrington Business Association.....	1
Leadership Techniques, LLC.....	1
LOCALiQ Delaware .....	1
Smyrna School District .....	1

## New Members

ABI Security Group, Inc. Mr. D. Bowers PO. BOX 1471 Rehoboth Beach, DE	j wallace, LLC Mr. Jay Wallace PO. Box 8621 Lancaster, PA
Academy of Dover Charter School Mrs. Michele Marinucci 104 Saulbury Rd. Dover DE	Orthopaedic Consultants Ms. Brenda Wooleyhand 1675 S. State Street, Ste 4A Dover DE Senior Home Help LLC Mr. Mike Doughty 11550 Willow Grove Rd Camden, DE
Dover Health Care Center Ms. Cheryl Epps 212 South Queen Street Dover DE	Smoke Show Seasonings Company, LLC Mrs. Nicole Stevenson Smyrna, DE
Elizabeth Esther Cafe Ms. Lindsay Powell-Conle 47 E Commerce St Smyrna, DE	SRJ Websites Tarra Jackson PO Box 243 Dover DE
Hunt Military Communities Ms. Kathy Parisi 1069 High St. Dover DE	Supreme Hair Design Mr. Michael Walters 1016 Lafferty Ln Dover DE

# 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:

## La Baguette Bakery & Catering



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!

"Congratulations to our contest winner for the October Issue! Nina Jenkins of Harrington Raceway & Casino correctly identified the location as The Biggs Museum of American Art. The photo is of the unique sculpture of the Red Wing Blackbirds that begins on the outside of the museum and moves inside! Way to go, Nina!" 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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