



April 2008

In this issue

Page 2.....
Chamber Academy

Page 3.....
Corporate Sponsors
Exclusive Member Benefit
Members Making Waves
Ocean to Bay Bike Tour

Page 4.....
Business After Hours
Membership Meetings

Page 5.....
Fishing Tournament
Tax Tips

Page 6.....
New Members

Page 7.....
Renewing Members
Taste of Coastal Delaware

Mark Your Calendar

- April 1**
Last day to RSVP for
Membership Meeting
- April 3**
Membership Meeting
- April 4-5**
Chamber Academy - "Go Fish"
- April 8**
Chamber Academy - "The
Most Important Name in
Advertising: YOURS!"
- April 18**
Last day to RSVP for
Business After Hours
- April 19**
Ocean to Bay Bike Tour
- April 23**
Business After Hours
- April 24**
Chamber Academy - "Growing
Towards Your Dreams"
- April 25**
Chamber Academy -
"Characters and Practices
of Effective Leaders"

Newly Renovated! Member-2-Member Discount Program

One of our goals for 2008 is to make sure every member is familiar with and utilizes the benefits and programs the Chamber offers. One of our programs is the Member-2-Member Discount Program. We have been offering the Member-2-Member Discount Program for several years and gave the program a facelift in 2008. The improved program provides more discounts on goods and services and also promotes shopping locally. Simply present your membership card at a participating business to take advantage of the discount offered.



The new program includes a new, business card sized Membership Card (shown above), an updated brochure of program participants (included with your "thank you" letter from the Chamber President when you renew your membership), and a sign at the register of the 45+ members offering discounts to Chamber members.

We believe in shopping locally and encourage everyone in our membership to do so as well. This year we are offering almost double the discounts that we had in previous years! Discounts include everything from buying a car at Pohanka of Salisbury to discounts on your vitamins at Wholesome Habits in Bethany Beach. For a complete list of discounts please see the enclosed insert or for the most up-to-date list go to the member benefit page on www.TheQuietResorts.com. You must present your membership card at the time of purchase to redeem any of these discounts.

Public Policy Work Benefits Your Business

For the past several years we have worked with state legislators and other chambers to pass effective workers' compensation insurance reform to reduce your costs and make Delaware more competitive. Last January a workers comp reform bill was signed into law, and we are pleased to report that you will be seeing results this year.

Our workers comp premium just went down 21%. David Wilgus, of Wilgus Associates, reports rate reductions are averaging 18% depending on your classification. This reform legislation should reduce your rates even more next year. In the meantime, talk to your insurance agent to be sure all employees in your business are correctly classified.

Chamber ACADEMY

New classes added to Chamber Academy!

See page 2 for more details about upcoming seminars on advertising, marketing, leadership and personal growth.



Bethany-Fenwick Area Chamber of Commerce

36913 Coastal Hwy., Fenwick Island, DE 19944
Member Hotline: 302-539-1919
Phone: 302-539-2100 + extension
Fax: 302-539-9434
E-mail: info@bethany-fenwick.org
Web site: www.thequietresorts.com

Our Mission

The Chamber is a voluntary organization uniting businesses and professional individuals and entities to accomplish collectively what could not be done individually.

Officers

President • Patti Grimes,
Carl M. Freeman Communities

President-elect • Jim Smith,
Delmarva Power

Vice President • Steve Morgan,
A.Anderson Scott Mortgage Group

Secretary/Treasurer & Finance Chair
David Nilsson, David Nilsson, CPA

Immediate Past-President & Events Chair
Jean Wode, Tulip

Directors

Jeff Baxter • Bethany Bytes

Brenda Bove • Cripple Creek Golf &
Country Club

Kevin Brady • Comcast Spotlight

Barbara Carlson • Realtor with Coldwell
Banker Residential Brokerage

Kathy Castroville • Mercantile Peninsula

Dick Heidenberger • Dickey's Frozen
Custard

James Lucas • Harpoon Hanna's

Quinn Lydic • Kaylor Kent Mortgage
Associates

Kevin Lynch • Selbyville Pet & Garden
Center

Andy Lyons • Kornerstone Management

Legal Counsel

Harold Dukes, Jr. • Tunnell & Raysor, P.A.

Chamber Staff

Executive Director • Karen McGrath
extension 14 • karenm@bethany-fenwick.org

Membership Director • Carrie Subity
extension 12 • carrie@bethany-fenwick.org

Publications Manager • Pamela McComas
extension 11 • pamela@bethany-fenwick.org

Member & Business Services Coordinator
Helen Barnaba

extension 16 • helen@bethany-fenwick.org

Tourism Information Coordinators

Patti Klosek & Mary Beth Stokes

extension 10 • info@bethany-fenwick.org



Check out our
upcoming seminars!

For more information
or to register for a seminar
go online to
<http://store.bethany-fenwick.org>.

Title: The Most Important Name In Advertising: YOURS!
Speaker: Chuck Jackson, All About Success, Your Marketing and Advertising Specialists

Where: Chamber Conference Room

When: April 8th, 9 a.m.-noon

Cost: \$25 Members / \$50 Non-members

Class Limit: 15

- Show how success breeds success and demonstrate how sharing success can greatly enhance your efforts to achieve it.
- Identify success and the role a company and its employees play in establishing a benchmark to set goals and objectives for achieving it.
- Create an atmosphere of "all-inclusive thinking" to generate a more aggressive strategy among owners, management and employees, working together as a team to achieve and/or exceed sales, marketing and business goals.

Title: Growing Toward Your Dreams!

Speaker: Chris Williams, Self-Leadership Coach, Keep Growing, Inc.

Where: Chamber Conference Room

When: Thursday, April 24th 8:30 a.m.-12:30 p.m.

Cost: \$35 members / \$50 non-members

Class Limit: 15

Discover practical and proven methods to unleash the power of planned growth. Attendees will receive a copy of the Personal Growth Self-Assessment Tool that will help them determine where to strategically focus their growth efforts.

- Form strategic partnerships that will help you realize your dreams.
- Help other people grow in your relationships and organization.
- Appraise your growth and progress toward your dreams.
- Shape the legacy you leave for others.

Title: Characteristics and Practices of Effective Leaders

Speaker: Mike Nally, Teacher and Leadership Coach, IntraGoal Partners, Ocean View, DE

Where: Chamber Conference Room

When: Friday, April 25th 9 a.m.-4 p.m. (break from noon-1 p.m.)

Cost: \$99 members / \$115 non-members

Class Limit: 12

Examine and understand effective leadership characteristics and methods. You'll increase your ability to cause opportunities faster and solve the right problem.

- Unlock your leadership potential
- Acquire tools to cause change
- Gain confidence to lead

Members Making Waves

Congratulations to **Pohanka Automotive Group of Salisbury!** Pohanka's Mercedes Benz of Salisbury dealership received the prestigious Mercedes-Benz Best of the Best Dealer Recognition Award based on its outstanding performance in 2007. The award, which is presented annually, goes to top performing Mercedes-Benz dealerships for demonstrating superior performance in various areas of their business, including customer satisfaction, new vehicle sales, certified pre-owned sales, leadership and management, parts operations and market penetration.



Roll Out the Welcome Mat

More than 500 bicyclists will be pedaling into town the weekend of April 18th-20th for the Chamber's 19th Annual Ocean to Bay Bike Tour. This year event day registration will be in downtown Bethany, and all three bicycle routes will begin and end there. The three routes take cyclists south on Route 1 through Bethany, South Bethany and Fenwick Island.

Whether your business is on a route or not, please welcome the cyclists to the area. It brings you more business, and making the visitors feel welcome increases their enjoyment and encourages them to return. You can create Ocean to Bay Bike Tour specials, welcome the cyclists on your marquee sign, or just put a sign in the window. And on Saturday, April 19th from 8:00 a.m.-3:00 p.m. please be aware of the extra cyclists on our roads. For more information or to register for the Bike Tour visit our web site www.TheQuietResorts.com.



BFACC *Exclusive* MEMBER BENEFIT

We are pleased to announce that **more than 10% of our members have registered for the Staples Business Advantage Program (SBA).** Members in the program receive significant savings on office supplies, equipment and much more.

Similar to the Chamber's electricity cooperative, the SBA savings and discounts grow as the size of the registered group grows. And, the more the group purchases, the more everyone saves. For example, items most frequently purchased by SBA group members are further discounted.

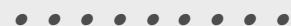
In addition to great savings, chamber members who register for the SBA program will have account managers dedicated to the chamber group, one source shopping, and the option of buying online, by phone or fax, or even in a Staples retail store.

There is **no registration fee to join** the Staples Business Advantage Program, but businesses must be a member of the Chamber. For more information or to register your business contact Carrie at 302-539-2100 ext.12.

BETHANY-FENWICK AREA CHAMBER CORPORATE SPONSORS

- Diamond Sponsor Carl M. Freeman Companies
- Platinum Sponsors NVHomes Coastal Division/Ryan Homes • ResortQuest
- Gold Sponsors Beebe Medical Center/Beebe Medical Foundation • Coldwell Banker Residential Brokerage • Delaware Today • Giant Food • Holiday Inn Express • PNC Bank • Wilgus Associates, Inc.
- Bronze Sponsor Coastal Point

Corporate sponsors receive discounted rates on advertising and event sponsorship.



If you are interested in learning more about becoming a corporate sponsor, please contact Karen at 539-2100 x14 or karenm@bethany-fenwick.org.

February Business After Hours

bluecoast seafood grill & fish market hosted 86 chamber members for our After Hours held February 26th. **Comcast Spotlight – Terri Mahoney and Kevin Brady, OCEANOVA - The Spa at Ocean View, and Salisbury University**



Chamber members check out Salisbury University's Member Spotlight table.

showcased their businesses with member spotlights. Many thanks to **Bethany Florist, OCEANOVA - The Spa at Ocean View, Mike's Carpet Connection, Salisbury University and Silpada Designs** for donating door prizes. Our 50/50 raffle drawing benefited the Indian River School District Boosters Club. Thanks to bluecoast seafood grill & fish market for hosting the event.

March Membership Meeting

The Penguin Diner in Bethany Beach hosted a full house of members on March 6th for our monthly membership meeting. Chamber President Patti Grimes, Executive Director Karen McGrath and Membership Director Carrie Subity talked about the Chamber's goals, new programs and benefits for 2008. Nearly 60 members attended the meeting. Thanks to Alex White and his staff at **The Penguin Diner** for a wonderful breakfast.



Right, Patti Grimes discusses the Chamber's 2008 initiatives.

NEWSLETTER AD RATES

- 1/8 page ad • \$45 (4.5 in. wide x 2.25 in. high)
- 1/4 page ad • \$65 (4.5 in. wide x 4.5 in. high)
- Insert • \$100 (Only 7 available per month.)
- Back cover ad • Sorry, sold out for 2008!

*Call or e-mail Pamela
by April 14th
to place an ad or insert
in the May newsletter.
You must reserve a space to advertise.
Spaces are sold on a first-come,
first-served basis.*



April Membership Meeting

Date

Thursday, April 3rd • 8:00-9:30 p.m.

Location

NorthEast Seafood Kitchen
29F Atlantic Ave.
Ocean View, DE



Speaker & Topic

The Small Business Development Center will give an overview of programs, statistics, and resources available for small businesses in Sussex County.

Cost

Members: \$10
Prospective Members: \$12

* Cancellations must be made at least 24 hours prior to the meeting to receive a full refund.

RSVP

by April 1st. Call 539-1919 or pay online at <http://store.bethany-fenwick.org>.

April Business After Hours

Date

Wednesday, April 23rd • 5:00-7:00 p.m.

Location

The Blue Crab
of Bethany Beach
210 D Garfield Pkwy.
Bethany Beach, DE



Cost

Members: Included in your membership
Prospective Members: \$10

Member Spotlights

Blossoms Inc.
Delmarva Sprint Store
Dolan & McDevitt Business Services

RSVP-SPACE IS LIMITED!

RSVP by April 18th. Call or e-mail Helen. 539-1919 • helen@bethany-fenwick.org.

May Member Events

Membership Meeting • May 1st
The Cottage Café, Bethany Beach
Business After Hours • May 28th
Matteo's Salsa Loco, Bethany Beach

Practical Tax Tips for You and Your Business



Earned Income Tax Credit

Give your employees a raise without spending a dime simply by encouraging those eligible to file for the Earned Income Tax Credit (EITC). Families that qualify for the EITC can receive as much as \$4,700 back, which for some, is comparable to a 35% raise.

Last year up to 20% of those eligible for the EITC did not apply. You can help by ensuring your employees know about the tax credit, and where they can get free tax preparation assistance.

Visit www.eitcdelaware.net or call Steve Tolbert of the Delaware EITC Campaign at 302-947-2726 to find out who qualifies, where they can get free tax preparation help, and how you can get paycheck stuffers and other materials to promote the EITC.

Business Tax Deductions

The tax return deadline may be almost upon us, but if you haven't filed yet be sure to remember these business tax write-offs:

- **business purchases** like machinery, equipment, furniture and vehicles for business use. Thanks to expansion of Section 179 you can expense up to \$125,000 (up from \$100,000 last year).
- costs for **vehicles** used on company business. You may be able to deduct either the mileage rate (48.5 cents per mile in 2007) or gas, maintenance and insurance.
- **education and training** for you and your employees if the classes improve job skills and/or are required by your industry (Be sure to check out our tax-deductible Chamber Academy offerings.)
- **employee wages** and most benefits like retirement plan contributions
- **advertising and promotion expenses** (This includes promotional sponsorships such as the Chamber's Ocean to Bay Bike Tour or Taste of Coastal Delaware.)
- **business travel**, meals and entertainment as permitted and documented
- **legal and professional fees**, taxes and insurance
- **home-based businesses** may be able to deduct a percentage of the home's utilities, phone and real estate taxes
- **98% of your annual Chamber dues!**

Fishing Tournament Swims Upstream

The Chamber recently announced that Old Inlet Bait & Tackle shop will now be managing and presenting the long-standing spring fishing tournament. A new state law requires licenses for surf-fishing. Moving the tournament to Old Inlet will make that process easier for visiting anglers.



"We are so pleased to pass our surf-fishing tournament on to the folks at Old Inlet," said chamber executive director Karen McGrath. "With the new licensing requirements it just makes sense for this event to be run by fishing professionals while the Chamber focuses its resources on other new initiatives."

The Old Inlet Spring Surf-fishing Tournament is scheduled for Saturday, May 10th. Registration information can be found at <http://oldinlet.com/fishinginfo/springsurftournament.html> or at the Old Inlet shop just north of the Indian River Bridge.

Welcome New Members

The Chamber Board of Directors, Ambassadors, and staff are pleased to welcome 16 new members!
Please keep these and all members in mind when looking for goods and services.

Accounting

Jefferson, Urian, Doane & Sterner - Georgetown
David Doane, CPA
651 N. Bedford St.
Georgetown, DE 19947
p: 302-856-3900
ddoane@juds.com
www.juds.com

Associate Member

Fernanda Casaccio

Entertainment

The Clayton Theatre
Joanne Howe
33246 Main St. • Dagsboro, DE 19939
p: 302-732-9606
johowed@yahoo.com
www.TheClaytonTheatre.com

Grocery Store/Convenience

Shore Foods - Bethany Beach
Kathy Dryden
115 Garfield Pkwy.
Bethany Beach, DE 19930
p: 302-539-6252

Shore Foods - South Bethany

Kathy Dryden
Rt. 1 & Errett Rd.
South Bethany, DE 19930
p: 302-539-6334

Health Club

World Gym - Ocean City
Pete Brooks
107 67th St. • Ocean City, MD 21842
p: 410-251-1900 • f: 410-251-3693
worldgymexpress@aol.com
www.ocworldgym.com

Health Management

Bent River Rehab
Sheila Brant
Selbyville, DE 19975
p: 443-783-5685
kick@mchsi.com

Home Owners Association

Cape Windsor Community Association
Joseph Smith
38782 Lincoln Dr. • Selbyville, DE 19975
p: 302-436-6204 • f: 302-436-6204

Non-profit/Organizations

Joshua M. Freeman Foundation
Patti Grimes
18153 Village Center Dr.
Olney, MD 20832
p: 240-779-8200 • f: 240-779-8210
info@freemanfoundation.org
www.freemanfoundation.org

Recreation

T'ae' Pung Martial Arts Academy
Ellen Zullo
28856 Hudson Rd.
Dagsboro, DE 19939
p: 302-732-9097 • f: 302-732-9097
hapkidoist@verizon.net
www.hapkidoist.org

Restaurants/Delis

Ocean View Family Restaurant
John Walker
42 Atlantic Ave.
Ocean View, DE 19970
p: 302-539-4864 • f: 302-537-1979
ovfamrest@msn.com

Retail

Bagolitas by Janice - Marianne Beck, Independent Consultant
Marianne Beck
South Bethany, DE 19930
p: 301-509-8235
marianne-beck@bagolitas.com
www.bagolitas.com

Overture Ultimate Home Electronics

Michael Patille
Rt. 1 at Nassau Bridge
Lewes, DE 19958
p: 302-645-1940
www.overtureav.com

Retirement Community/Assisted Living

Brandywine Assisted Living @ Fenwick Island
Paula Schatz
21111 Arrington Dr.
Selbyville, DE 19975
p: 302-436-0808
www.brandycare.com

Surveyors

Simpler Surveying & Associate, Inc.
Gregory Hook
32486 Powell Farm Rd.
Frankford, DE 19945
p: 302-539-7873 • f: 302-539-4336
simpler@delawaresurveyor.com
www.delawaresurveyor.com

Tanning Salon

Amoré Tanning and Lipomassage
Regina O'Connell
701 Bethany Loop
Bethany Beach, DE 19930
p: 302-537-7264
bethany48@aol.com

Thanks to the following members for referring new members.

Al Morris, Delaware Hospice, Inc.
Member Referred: Fernanda Casaccio,
Associate Member

Susan Rae Baker, Future Endeavors LLC
Member Referred: The Clayton Theatre

Jim Miller, World Gym - Ocean View
Member Referred: World Gym - Ocean City

Jennifer Pavik, Vernon Sales Promotion
Member Referred: T'ae' Pung Martial Arts Academy

Dianne DeForest, CAPITAL Financial Planning Group
Member Referred: Bagolitas by Janice - Marianne Beck, Independent Consultant

Shelly Hitchens, Brandywine Assisted Living @ Seaside Pointe
Member Referred: Brandywine Assisted Living @ Fenwick Island

Aubré Duncan, The Gallery on Central Avenue
Member Referred: Amoré Tanning and Lipomassage

To refer a new member contact Carrie Subity at 539-2100 x12 or carrie@bethany-fenwick.org.

Renewing Members

The Chamber Board of Directors, Ambassadors, and staff would like to thank the following members for renewing their membership since the March newsletter.

25+ YEARS

PNC Bank - Bethany Beach
PNC Bank - Fenwick Island
Bill Warrington, Realtor with
Coldwell Banker Residential
Brokerage

10-24 YEARS

Ocean Side Pizzeria
O'Malley Ltd.
Seacoast Realty

2-9 YEARS

A.Anderson Scott Mortgage
Group, Inc.
Atlantic Community Title Services
Bethany Bytes
Bethany Dental Associates
Bonnie L. Burnquist, M.D., P.A.
China Express
Delaware Today
Fat Tuna Grill
Jeffrey Fowler, Realtor with
Remax Realty Group
Marc Grimes, Realtor with
Seacoast Realty

2-9 YEARS (continued)

Holiday Inn Express
ICMC-International Circulation &
Marketing Company
Kitchen Cabinet Corner
Roy & Gail LeKites, Realtors
with Long & Foster
Melson Funeral Services
Peggy Mullen, Realtor with
Coldwell Banker Residential
Brokerage
David S. Nilsson, CPA
Northern Lights Studio LLC
NVHomes Coastal Division
Ocean City Hotel-Motel-
Restaurant Association
P.E. Patterson Co.
PNC Bank - Ocean View
PNC Bank - Selbyville
Preferred Mortgage Company
Rt. 113 Boat Sales
Schagringas, Co.
Sea of Seductions
Sweet Disposition, Inc.
The Rookery Golf Club
Town of Millville

2-9 YEARS (continued)

Wachovia Bank
Weddings by the Seashore
WMDT-TV
WSFS Bank

1ST YEAR ANNIVERSARY

Ashley's Bridal and Tuxedo
Bayside at Bethany Lakes
Clubhouse
Beach Guide/Resort Real Estate
Guide
Final Touch Cleaning, LLC
Joseph W. Small Associates
Line of Site Earth Moving
Milk & Honey
PA. Packaging & Print
Phoenix Electric Inc.
Sea Side Renovations, LLC
St. Martin's-In-The-Field
Episcopal Church
Summer Hill Custom Home
Builder

Spicing Up the Taste of Coastal Delaware

This year's Taste of Coastal Delaware adds a whole new flavor with the Taste of the Good Life House Tour. The house tour, set for Saturday, June 7th, includes model, spec and listed homes for sale in our area while also highlighting the wonderful quality of life in the Quiet Resorts. Member builders, developers and real estate companies are invited to submit properties for inclusion on the tour. Advertising for the event will target second-home buyers in the D.C. metro market.

The Taste of the Good Life House Tour will be Saturday, June 7th and the popular Taste of Coastal Delaware is Sunday, June 8th.
Watch your e-mail and local media outlets for more information.

"The Taste of the Good Life House Tour is designed to expand the Taste of Coastal Delaware event into a destination weekend for visitors and boost the real estate segment of our membership. This event is very different from other home tours in that all these houses are for sale, and each will feature a special guest promoting the many amenities and activities in our area."

Jean Wode

BFACC Events Committee Chairperson



Bethany-Fenwick Area
 Chamber of Commerce
 36913 Coastal Highway
 Fenwick Island, DE 19944

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THANK YOU TO OUR FAMILY
 OF CUSTOMERS & EMPLOYEES
 WHO HAVE HELPED MAKE
 US A MERCEDES-BENZ
 “BEST OF THE BEST”
 DEALERSHIP.



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1-888-867-4067



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