



2016 - 2017

COMMUNITY

Evans Armantrading, Jr.
Vice Chairman

Committees:

- 55+ Active Adult Expo**
- Christmas Party**
- Holiday Gift Auction**

Special Projects/Events:

- 55+ Expo**
- Administrative Professionals Contest**
- Awards for Excellence Dinner**
- Brews with Buds Events**
- Capital Holiday Celebration**
- Christmas Party**
- Holiday Gift Auction**
- Honorary Mayor of Central Delaware**
- Night at the Races**
- Sunset Business Mixers**
- Women & Wine Events**
- Young Professionals Conference**

1. 55+ Active Adult Expo. This annual trade show, attended by over 4,500 people, focuses on the growing 55 and over market and is scheduled for April 18, 2017 at Dover Downs Hotel & Casino.

a. Explore new ideas for informational seminars provided by corporate sponsors.

b. Seek more screenings to include blood pressure, diabetes, skin cancer, hearing, etc.

c. Continue to promote the event statewide through a media sponsor.

d. Coordinate packaging for overnight visitors with Dover Downs.

e. Initiate a caregiver's support network.

f. Explore new marketing initiatives.

2. Awards for Excellence Dinner. Hold this event on June 22, 2017 at Dover Downs® Hotel & Casino to celebrate the Chamber's outstanding businesses and volunteers. The

CDCC Chairman will give the State of the Chamber Address, the Excellence in Business Award winners will be announced, the Leadership Central Delaware Class of 2017 Graduation is held, and awards and tributes are presented to CDCC partners and volunteers.

3. Capital Holiday Celebration. Help coordinate a community Holiday kick-off event in Downtown Dover on Loockerman Street with the City of Dover to include the traditional caroling and lighting of the City's Christmas tree on December 1, 2016. Collect canned foods for the needy and distribute to local pantries.

4. Christmas Party. Christen Maroulis, Chairman. This year's Annual Christmas party will be held at The Duncan Center on December 8, 2016.

5. Holiday Gift Auction. Hold the auction to raise money for Chamber projects while increasing the visibility of our members. This year the event theme will be "Chamberopoly". The Auction will take place on October 26, 2016 at Maple Dale Country Club.

6. Honorary Mayor of Central Delaware. Seek candidates by February, 2017 for the position of Honorary Mayor to raise awareness of Central Delaware and the Chamber. Candidates will solicit contributions on their behalf and the one who raises the greatest dollar amount will be declared the winner in April. The Honorary Mayor will participate in CDCC events and will receive exceptional publicity for his/her business throughout their one year term.

7. Night at the Races. This event will be held at Harrington Raceway on September 12, 2016 for Chamber members and guests. It is a great event for employers to show

appreciation to their employees. A portion of the proceeds benefit the Mid-Del Charitable Foundation.

8. Young Professionals Conference. Hold this event on February 16, 2017 at Dover Downs® Hotel & Casino. This event will provide an educational forum for all young/new professionals that are looking to grow both personally and professionally.

a. Have a keynote speaker during the luncheon.

b. Offer at least 9 seminars pertaining to Professional Development, Small Business Entrepreneurism and Bettering the Company You Work For. Each attendee will have the chance to attend three of the seminars during the day.

c. Promote conference statewide through media sponsors in Print, Radio & Television and to the local colleges and universities.

9. Brews with Buds Events. Hold two events a year at a local Kent County brewery or restaurant to provide CDCC Businessmen with the opportunity to network with other men.

10. Sunset Business Mixers. Continue to hold monthly membership Mixers at member businesses. Combine two Member 2 Member Expos with Mixers, one in the spring and one in the fall. Combine the CDCC Showcase with the Mixer in January.

11. Women & Wine Events. Host two events a year at local Kent County vineyards, restaurants, etc. to provide CDCC Businesswomen with the opportunity to network with other women.

12. Downtown Dover Partnership. Continue to work with the Partnership to improve the climate of the downtown business district by creating jobs, broadening the

area's tax base through redevelopment of commercial and residential properties, maintaining downtown's historic presence, and promoting events.

13. Greater Kent Committee. Continue to partner with this committee to strengthen support for Dover businesses and residents. This year the primary focus will be on the Kent County Regional Sports Complex and the development of infrastructure projects throughout the county.

14. Liaison. Continue working with the City of Dover, Kent County Levy Court, the Delaware Economic Development Office, Dover Air Force Base, and other local government entities. Establish working groups when needed to address specific issues and interests. (ie: City of Dover Budget Review Committee.)

15. Continue to hold membership activities throughout FY '17, publishing the calendar of events in the Chamber Connections, Chamber E-News, Catchin' Up with the Community E-News and on the CDCC website.

16. Volunteers. Continue the utilization of about 200 volunteers for the various programs, projects and events of the Chamber.

a. Continue to work with the Retired Volunteer Seniors Program to do monthly mailings.

17. Administrative Professionals Contest. This contest is held in the spring to celebrate the "Best of the Best" Administrative Professionals in Kent County. After collecting nominations from their employers, the winners will be announced and presented with prizes on Administrative Professional's Day in April 2017.

Program of Work

ECONOMIC DEVELOPMENT

Shane E. Breakie
Vice Chairman

Committees:

**Economic Development
Tourism
Transportation
Infrastructure Committee
AgriBusiness
Special Projects**

Ongoing Projects:

Economic Forecast Breakfast

1. Continue meeting with industry specific groups to address the needs of our members.
2. Meet regularly with current businesses to identify needs and work toward solutions.
3. Work closely with the Kent Economic Partnership to advance the economic well-being of the citizens of Kent County by encouraging expansion and by attracting new business and industry as well as working with the established Plant Managers Association and the Food Innovation District and potentially a restaurant incubator.
4. Work closely with towns of Dover, Camden, Harrington, Milford and Smyrna, as well as other communities in Kent County, to assist with business issues whenever it is deemed necessary. To serve as a resource for municipalities and to establish committees when needed to address specific needs. (i.e. Budget Committee - City of Dover; Ordinance Review - City of Dover; Electric Committee - City of Dover)
5. Actively support efforts to establish and expand air cargo transportation development in Kent County.

6. Partner with Kent County Levy Court, municipalities, Delaware Development Office and other agencies to attract new business to the area.

7. Work with area legislators to represent the interests of our members and monitor legislation (which affect them) at all levels of government.

8. Create partnerships with new entities to encourage growth and development of the area.

9. Continue to work with the Universities and Colleges (Delaware State University, Wilmington University, Delaware Technical Community College, Wesley College) to encourage Entrepreneurs coming to Kent County and to provide assistance for those already in business, as well as continually developing a skilled and well trained workforce.

10. Continue to host and coordinate the Kent County Is Open For Business program on the first Thursday of every month at Kent County Levy Court to continue our partnership with Delaware Center for Enterprise Development, DelDOT-DBE/OE, Delaware Economic Development Office, Delaware Manufacturing Extension Partnership, Delaware Small Business & Technology Development Center, Delaware Technical Community College, Downtown Dover Partnership, First State Community Loan Fund, Government Support Services' (GSS) Contracting Unit and Office of Supplier Diversity (OSD), Kent Economic Partnership, SCORE Delaware, U.S. Small Business Administration, and USDA Rural Development, Business and

Cooperative Programs to provide assistance to our members and/or those interested in starting a new business or growing an existing business.

11. Continue working with Kent County Tourism (T/A Kent County Delaware Convention & Visitors Bureau)

a. The Kent County Delaware Convention and Visitors Bureau's (KCDCVB) mission is to strengthen the county's economy by promoting the area's unique spirit and travel experiences to visitors as a year-round, overnight and "return visit" destination for meetings, group tour and leisure travel. This includes assisting with tourism product development and the creation of packaging and marketing opportunities that showcase Kent County's lodging industry, attractions, eateries, the arts, retail establishments as well as sports and recreation, while also supporting preservation and quality of life for all those living and working in Kent County.

b. Destination marketing geared toward meetings, conferences and reunions as well as leisure travel in three niches: history/culture, nature-based travel and agritourism.

c. Serves as Kent County's premier non-profit destination organization serving the meetings market, group tour, sports and leisure travel. Their portfolio of destination events includes the Dover Days Festival, Amish Country Bike Tour, and Delaware Wine & Beer Festival.

d. Partners with business advocacy and tourism-related organizations such as Downtown Dover Partnership, CenDel Committee, Central Delaware Chamber of Commerce, and others.

12. Transportation, Joe Wutka, Chairman.

a. This group takes a comprehensive overview of transportation issues. They work to ensure that an adequate transportation infrastructure exists in Kent County to serve existing needs and to be able to accommodate growth.

b. Develop a listing of priority road projects in Kent County to be shared with DelDOT, Kent County Levy Court, Dover/Kent County MPO and all Kent County municipalities.

c. Continue to work on an updating the transportation plan for Kent County to share with DelDOT, Kent County Levy Court, Dover/Kent County MPO and all municipalities.

d. Keep the membership informed on transportation issues.

e. Committee Representative to serve on the Delmarva Freight Panel

13. AgriBusiness. Continue to develop a closer working relationship with the agricultural community whenever possible, primarily through the Delaware Farm Bureau, USDA, and the Delaware Department of Agriculture.

14. Work with the Minority Business Association to encourage minority businesses in Kent County.

15. Host an Economic Forecast Breakfast in January 2017 to provide the leaders in the business community with an economic forecast for the upcoming year which will be presented by a selected specialist in the field. The forecast should be global and statewide, closing with a focus on Kent County.

Program of Work

ORGANIZATIONAL

Adrienne Hawes
Vice Chairman

Committees:

Ambassador
Excellence in Business Awards
Innovative Initiative

Marketing

Membership
Leadership Central Delaware

Ongoing Projects:

Central Delaware Information
Book

Chamber Connections

Glow Golf Event

Dover/Kent County Map

Member Benefits

Publicity

Seminars

Technology

Young Professionals Conference

1. Membership:

The newly formed Membership Services Department's goal is to recruit, engage, and retain New and Current Members through the utilization of the following programs:

a. 5 Star Membership retention programs for Current and New Members.

b. Business Brags program to help promote members and increase membership retention.

c. Restructuring the Member Orientation for New Members and reintroduce Current Members to new CDCC benefits programs.

d. The Ambassador Committee to help achieve membership engagement and retention goals.

e. Development of a new membership drive campaign.

2. Central Delaware Information Book: Heather Patosky, Editor

Publish and distribute 8,000 copies of the 2017 Central Delaware Information Book for distribution in mid-Summer, 2017. This publication is also now available online.

3. E-News: Heather Patosky, Editor

Distribute an informative weekly newsletter highlighting Chamber programs and events to the members through their email addresses every Monday.

4. Community E-News: Heather Patosky, Editor

Distribute an informative weekly newsletter with community news to the members through the email addresses every Wednesday.

5. Dover/Kent County Map: Publish and distribute 10,000 copies of a local map supported by advertising in spring, 2017.

6. Continue publicizing and promoting our Chamber members and activities through print, radio, television and social media outlets.

7. Chamber Connections: Heather Patosky, Editor

Publish and distribute a monthly newspaper which provides information of importance to our members including educational programs, training classes, legislative updates, infrastructure developments, membership news, etc.

8. Continue the health insurance program with Benefits Connection.

9. Seminars: Offer seminars covering topics that will be informative and useful to our members through the Coffee Coaching Program.

10. Membership Benefits: Offer Chamber members discounts on products and services. Benefits include free subscriptions to Delaware Today magazine and MS Business Report, health insurance, discounts through the Chamber Club Card, Halpern Eye Care, MyEyeDr discounts and discounted Delaware State News advertising as well as Dover Federal Credit Union offering our members financial benefits of belonging to a credit union. Compliance Management International offers training certification programs at a discounted rate and Sam's Club offers up to \$30 in savings vouchers

for each member that signs up for their business membership program. The CDCC also provides every member with the U.S. Chamber Federation benefits.

a. Continue to seek quality benefits to increase the value of Chamber membership.

11. Develop a new Strategic Plan in Fall/Winter 2017 to give guidance while planning the future course of the organization.

12. Association of Chambers of Commerce of Delaware: Established in 1995, the CDCC coordinates meetings of the Association to enable all Chambers in the State of Delaware to participate in projects and legislation of mutual interest.

13. Radio Program: Continue weekly radio programs of interest to local businesses on WDOV and WRDX Radio.

14. Newspaper Articles: Submit a weekly column to Delaware State News for inclusion in the Monday edition business section.

15. Computer Website: Continue developing our website to provide easy access to information on the area and promotion of CDCC members. Provide members an opportunity to be accessed through the CDCC website through multiple avenues including hyperlinks, enhanced listings, and promotional programs. Keep improving communication through social media sites.

16. Ambassador Committee.

The goal of the Ambassador Committee is to welcome, engage, and retain new CDCC members. Ambassadors are assigned to a new CDCC member as a mentor to help with this process and encourage them to become involved with the Chamber, its programs, and its existing members.

a. Continue 5 Star Ambassador Program.

17. Excellence in Business

Awards Committee: Bill Strickland, Chairman.

Through membership nominations and voting, select the 2017 Small Business of the Year and Large Employer of the Year.

18. Marketing Committee: Dora Cheatham, Chairman.

The committee purpose is to communicate the CDCC strengths and increase visibility within the community to current/new membership through a strategic marketing plan.

a. Provide public awareness of the Chamber and its members through promotional videos, print advertising, and events.

b. Improve promotion of CDCC members and events by scheduling interviews on radio and television shows.

c. Develop marketing packages at discounted rates for new members and existing members.

d. Develop new marketing campaigns to attract new members.

e. Coordinate and implement the CDCC Showcase event to acquaint prospective members with the benefits of the organization.

19. Leadership Central Delaware: Dr. Dina Vendetti, Chair.

The scope of the Leadership Central Delaware program continues to be expanded to increase the value for participants. The mission of the program is to connect emerging leaders through diverse networks while enhancing leadership skills and community knowledge resulting in increased value individually and professionally.

a. Seek individuals who would like to be more involved as leaders in the community.

b. Encourage the current class of Leadership Central Delaware to participate in a Community Impact

Program of Work

Project during which they volunteer, donate funds, or donate supplies to a local non-profit organization.

c. Strengthen the LCD Alumni Association and Mastery Level program to help graduates stay connected and to continue to enhance their leadership skills.

d. Encourage the LCD Alumni Classes to participate in Community Service Projects during which they volunteer or donate funds to a local non-profit organization.

20. Continue the CDCC Electric Cooperative Program with Affinity Energy to provide companies with an alternative cost-effective electricity program.

21. NaVOBA. A partnership exists with this organization that services veteran-owned businesses.

22. Continue providing automated calls to the membership prior to major events through Global Connect.

23. Continue promoting the Member of the Month in the Chamber Connections and on the Chamber's website. A business is selected from a drawing at each Sunset Business Mixer for this designation.

24. Innovative Initiative. Young Professionals of Central Delaware Networking Group.

The group purpose is to provide members with networking opportunities, events and workshops for professional development while focusing on action-oriented projects with

measurable, meaningful results.

a. Promote the young professionals of Central Delaware and their businesses.

b. Support community initiatives that impact the greater good of the business community.

c. Build business relationships and networking resources.

d. Hold an annual fundraising event benefiting a non-profit in Kent County. (ie. Glow Golf and holiday donations)

e. Young Professionals Conference

LEGISLATIVE

C. Scott Kidner
Vice Chairman

Committees:

Legislative Affairs
Federal
State
County
City

Ongoing Projects:

Legislative Luncheon
Candidate Interviews

1. A Legislative Affairs Committee is in place to monitor and establish Chamber positions on pro-

posed federal, state and local legislation and regulations. The Chamber is being proactive by improving communications with our elected officials. We are lobbying effectively on actions that will impact the business climate. Future activities in 2017 we'll actively be monitoring and lobbying are:

- (1) Minimum Wage
- (2) Health Insurance/Health Care Reform
- (3) Worker's Compensation
- (4) Gaming
- (5) Cost of Energy
- (6) Reduction of State Regulations
- (7) Right to Work Zones

2. Work closely with House Small Business Caucus to provide input on business-related bills.

3. Continue to take whatever measures to protect members and the business community from the enactment of specific impact fees and taxes.

4. Increase the awareness of Chamber members on proposed legislation at federal, state and local levels by providing information through "Legislative Alert" and "Call to Action" Emails.

5. Work closely with City and County to revise comprehensive plans.

6. Host an annual Legislative Luncheon event with elected officials to share views and information on issues affecting business, and to provide direct, open communication with our members.

7. Host candidate interviews to discuss business issues which will be published in the Chamber Connections newspaper and appear on our website.

MILITARY AFFAIRS

Lynne S. Schaefer
Vice Chairman

Committees:

Military Affairs

Ongoing Projects:

Abilene Award
Bluesuiters Golf Tournament
Friends of Dover AFB
MilCon Breakfast
Military Affaire

1. A Military Affairs Committee

is in place to continue to nurture the successful relationship between Dover Air Force Base and the Central Delaware Chamber of Commerce.

2. Continue to support the needs of Dover Air Force Base.

3. Monitor BRAC discussions and developments.

4. Distribute Chamber Club Cards, Central Delaware Information Books and Dover/Kent County

Maps to new arrivals at Dover AFB to promote community support and discounts.

5. Continue sponsoring the Bluesuiters Golf Tournament, the MilCon Briefing Breakfast, and the Military Affaire as annual events.

6. Submit a nomination package to the Abilene Chamber of Commerce in Texas based on documented achievements that support the relationship between Dover AFB and the community in the compe-

tion for the 2016 AMC Community Support Award.

7. Continue to distribute our military coins to visiting dignitaries to Dover AFB.

8. Continue to support the Friends of Dover Air Force Base.

9. Continue to support the First State Community Partnership (P4 Initiative). Especially the Adopt An Airman Program and the Dover Welcomes You Program.