



Delaware Small Business Chamber's BACKBONE

ISSUE 8 Jan 2014
Monthly Newsletter



Upcoming Events

The year is 2014. When we started in late 2011, many said we would never make it. The year is 2014! Not only are we making it, we are making a HUGE difference for small businesses and those companies wanting to do business with small businesses. Our members include sole proprietors with no employees, family businesses, companies with just 1 or 2 employees, several with double digit staffs, and a few with over 100 and even over a 1000 employees. All of these companies not only want to do business with other small businesses, but many of them also want the larger corporations and it is those larger companies that purchase from local small businesses that are and should be members of the Delaware Small Business Chamber. We are bringing awareness to people that buying from local small businesses is not only important to the local economy, but many times offer a better product or service and almost always much better customer

service. As we enter our third year, we are proud that we have had close to 175 members in just our first two years. We are working to have over 300 by the end of 2014. Your help is paramount. Those that are members, keep talking up who and what we are all about; those of you not yet members, take a closer look at what we are doing. We are also looking for companies to get their name out more and sponsor some of our events: The Annual Blue Ribbon Awards Brunch; The Consumer Expo & Marketplace; The Spring or Fall Poker Run and our other networking and programs. Don't be surprised when an organization offers "another" free event, be used to an organization that makes almost all of them, including educational seminars, free to members. Here at the Delaware Small Business Chamber, your lower membership costs include up to 72 free events statewide. Let's grow together!

Workplace Wellness

Employers are the bedrock of our current health care system. Nearly 55% of Americans, totaling 169 million individuals, receive health insurance through their employer. As the largest purchasers of health care, employers, both large and small, are uniquely situated to help provide leadership in finding solutions, and can exert transformative change.

Workplace wellness programs are a win-win for both the employer and employees. Employees

who participate in workplace wellness programs are fitter, more productive, have better morale, and are safer than employees who do not otherwise treat their chronic conditions. Employers who offer wellness initiatives have achieved excellent returns on their investment. Programs that follow best practice guidelines return \$2 to \$3 dollars for each dollar invested.

US Chamber of Commerce

Jan 14, 11:30 AM - 1:30 PM

[Best Retirement Plan for Your Business](#)

Diamond State Financial Group
Newark, DE

Jan 15, 5:30 - 7:30 PM

[After Hours Networking at The Reef Seafood & Steak Restaurant](#)

Claymont, DE

Jan 22, 3:30 pm

[Grand Opening & Ribbon Cutting Franklin Mint Federal Credit Union](#)

Wilmington, DE

Jan 23, 5:30 - 7:30 PM

[After Hours Networking at XBos Family Fun Center](#)

Claymont, DE

Jan 30, 9:00 - 11:00 AM

[Effective Tools for Business-Creative Branding](#)

Louviere Federal Credit Union
Newark, DE

Feb 13, 9:00 - 11:00 AM

[What To Do When Your Commercial Account is Hacked](#)

Ed Oliver Golf Club
Claymont, DE

Get To Know The Chamber Members

Neil Stalter, Diamond State Financial Group Delaware Small Business Chamber Board Member

Neil Stalter is a Financial Advisor at Diamond State Financial Group. He graduated from Villanova University with a Bachelor of Science in Accounting. His practice focuses on clients of all ages and backgrounds and he finds innovative solutions to fit their individual needs. Neil works closely with business owners and professionals with an emphasis on comprehensive financial planning to create and protect wealth while developing tax-advantaged retirement distribution strategies. Neil is a Registered Representative and Investment Advisor Representative of Securian Financial Services, Inc.

Born and raised in Baltimore, Neil and his wife, Melinda, have three sons – Lyle, Ryan and Jack – and reside in North Wilmington.

Neil is active in volunteering with the American Lung Association and participates in several 5k runs for charity. He is an active member of the Delaware Small Business Chamber and the Cape Business Network. In his spare time Neil enjoys exercising, golf, baseball and relaxing with family and friends. His favorite job came as a teenager when he served as batboy for the Baltimore Orioles.



Upcoming Events Cont.

Feb 13, 5:30 - 7:30 PM

[After Hours Networking at Kildare's Irish Pub](#)

Newark, DE

March 29, 10:00 AM

[Poker Run & Car Show](#)

Astro Shopping Center
Newark DE

Event Sponsorships Available

Mixer Sponsor - \$250 Tabletop sign and recognition at a monthly mixer.

Sponsor - \$500 Company logo and recognition on FB page; sponsorship and recognition at one DSBC monthly event. 10% discount on online advertising on website.

Mentor- \$1,200 2 tickets to annual recognition lunch; Company logo and link on special section of homepage; sponsorship and recognition at three DSBC events. 25% discount on advertising on website.

Business Partner - \$3,000 4 tickets to annual recognition lunch & sponsorship.; Company logo & link on special area of homepage;

sponsorship & recognition at six DSBC events; 50% off advertising on website.

Executive - \$6,000 4 tickets to ALL DSBC Events; Opportunity to be guest speaker at an event; Company logo & link on special section of homepage; Sponsorship & recognition at ALL DSBC events; prominent listing on website; free postings of company press releases on chamber website; FREE 1 year ad on website.

Other Sponsorship Available:

Delaware Consumer Expo
Poker Run
Annual Luncheon

Save The Date

Thursday, April 10, 2014

DSBC Blue Ribbon
Awards Brunch

Door Prizes

Is your company looking for a little more exposure? The Delaware Small Business Chamber is looking for members that would like to give some items for door prizes at our networking events. You do not need to attend the events to have prizes given out. Stop by our office and drop off a few things and we will give them out periodically.

Special Advertising for Members

The Delaware Small Business Chamber and our Chamber Member Money Mailer of Delaware is offering you a low cost high visible direct mail piece.

- Delivered to single-family homes (via U.S. Postal Service)
- Targeting females age 25-54, married with Children
- 85% of reader go through all of the offers
- 50% use 3 or more coupons
- Each zone is made up of 10,000 homes (approx. 3-5 mile area)

Prices

\$350/mailing (one side full color)

\$398/mailing (two sided full color)



*Prices are for DSBC members only

Includes, design, layout, print and delivery

Space Reservation by:

January 8 March 12

April 4 May 22

For more information please contact as

connections@dsbchamber.com

Call about our new Delaware Small Business Chamber television program and Member 3 minute info commercials at 302-482-2120
Serving the Delaware area.

New Members

NFM

Blue Heron Ent.

Delaware Employee Benefits Exchange

New Life Floors

Green Lawn LLC

Kirkwood Auto Center

Car-One Automotive

Kent County Women's Journal-WJ Publishing

Franklin Mint Federal Credit Union

Delaware Small Business Chamber
120 B Astro Shopping Center
Newark, DE 19711

302-482-2120 ph

302-709-2329 fax

www.delawaresmallbusinesschamber.com



Presents 2014 Spring

Saturday, March 29, 2014

All Vehicles Welcome

Small Business Vehicles and Classic Cars encouraged

Astro Shopping Center, Kirkwood Hwy

(proceeds benefit local business students through the DSBC Scholarship Fund)

www.dsbcpokerrun.com

Presenting Sponsor \$1000	Members	\$1400	Non Members
Silver Sponsor \$750	Members	\$1150	Non Members
Awards Sponsor \$500	Members	\$900	Non Members
Starting Line Sponsors \$500	Members	\$900	Non Members
Card Sponsors \$200	(10 decks of cards)	Dealers \$200	(DSBC Members Only)

We would like to donate \$_____ towards the DSBC Scholarship Fund

We would like to provide _____ volunteers for day of event

www.dsbcpokerrun.com

Company Name: _____ Phone #: _____

Contact Name: _____ Email address: _____

Company Address: _____

Sponsorship Level: _____ Amount Enclosed: _____

CC#: _____ exp date: _____ CVV: _____

Make Checks payable to DSBC. Mail to: 120B Astro Shopping Center Newark, DE 19711

You do not need to participate in the poker run to participate in the car show!

Special Route for Classic Cars wishing to do the poker run.

\$25/Poker Run Only \$30/Poker Run and Car Show \$10/Car Show Only

THIS IS NOT A RACE OR A GAMBLING EVENT