

Delaware Small Business Chamber

Monthly Newsletter
ISSUE 6 July 2013



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Social Media

Us Chamber of Commerce

While it has become all the rage among online marketers, we urge you to think of social media as one more tool in your marketing toolkit—and not as your only tool.

In the pre-Internet world, we had another name for social media. We called it “having a conversation.” While this used to happen face-to-face, over the phone, or by letter, now it happens in the virtual world, allowing the conversation to take many forms and involve many more people. Done well, social media will draw potential customers into your orbit, allowing you to form alliances over time and it can cement pre-existing relationships. Done poorly, social media can be disastrous.

Platforms Galore

Chances are that you’re familiar with the various social media applications. Recent statistics indicate that nearly half of all Americans (142.1 million in December 2009) use it frequently. In fact, the average American Web user spends slightly more than six hours per month on social media websites.

Among the biggest players are:

Facebook, with 157 million unique U.S. visitors per month.

YouTube with 142 million U.S. visitors per month.

Twitter with 35 million U.S. visitors per month.

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Upcoming Events

After Hours Networking Events

July 18, Understanding Social Media for Small Business, Louiver’s Federal Credit Union, Newark, DE 8:00 am

July 30, Succession Planning, Diamond State Financial, Newark DE, 11:15 am.

Aug 1, Grand Opening, HeartCare CPR, Wilmington, DE 11:15 am

Aug 7, Union City Grille, Wilmington, DE 5:30– 7:30 pm

Aug 20, Odd Fellows Café, Smyrna, DE 5:30-7:30 pm

New Members

FuturTech Consulting

Vantage Point Bank

Northwestern Mutual

RPI Enterprises, LLC

Waddell & Reed, Inc

Waste Oil Recyclers

PMS Cleaning, Co

Kids First Swim Schools

Cont. from page 1.....

MySpace with 25 million U.S. visitors per month.

LinkedIn with 24 million U.S. visitors per month.

Flickr with 20 million U.S. visitors per month.

(source: compete.com)

We encourage you to spend some time on each of these websites, getting familiar with their strengths and matching them with the needs of your business.

Social Media Done Right

If you're a relentless networker "in real life," then social media is likely going to work for your business—provided you can translate your passion for interaction into the online world. Social media marketing requires the same sort of drive: a genuine enthusiasm to meet that next person and get to know him. If that's you, you're in the right place.

Social media is simply an online conversation. And, like most interesting conversations, it requires the ability to listen and participate in the dialogue. Publish content regularly, but don't stop there. It is also important to make time to read the posts' of others and to comment on them. Pose engaging questions to your audience base. The more you get involved in the online networks you choose, the more return you'll see on your investment.

Just as tone is important in an in-person conversation, it is essential to keep in mind while communicating on a social media platform. The best social media participants engage users with genuine interest and civility. While you'll see some anger on social media sites, it's a good idea to keep your business tweets and posts far away from those "third rails." And when you're treated to a dose of anger from a customer or client,

respond with courtesy and an interest in fixing their problem. Satisfied online customers become brand loyalists, and brand loyalists refer new customers.

The Media and Social Media

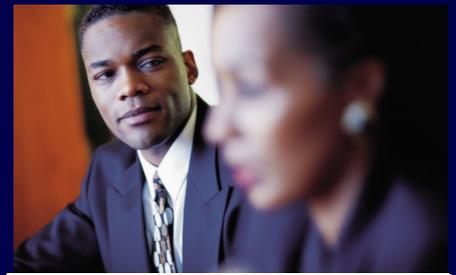
In the 21st century world of journalism—an industry with limited resources and fewer and fewer people to tell compelling stories—social media has become an easy portal to speak to reporters, editors, assignment desks, and broadcast personalities. While you don't want to harangue anyone with relentless story pitches, a well-placed, relevant post or tweet can generate more earned media than an entire ad campaign. The key? It's about compelling content and relevance. Give the media what it needs when it needs it and you'll make friends with lots of people holding the cameras and microphones.

On the flip side, social media can also be a helpful tool if you find yourself in the midst of a crisis. Since you control the message and you can speak directly to your audience, think about using social media to get out your side of the story. Keep in mind that the online world can be a tough crowd. Don't tell untruths, don't spin, and don't forget the two most powerful words any business should use liberally in a crisis—"I'm sorry."

Social Media Examples

The next time you're on Facebook, stop by www.facebook.com/uschamber and check out what the U.S. Chamber of Commerce is doing to market via social media. If you're a Twitter user, the U.S. Chamber has a number of "must follows" you should check out every day: @USChamberAction; @ChamberPost; @USChamber; and @FreeEnterprise.

Please join us on July 18 at Louvier's Federal Credit Union at 8:00 am for Understanding Social Media For Small Business.



Member Spotlights

Do you have an event or special occasion coming up? Did you win an award, or earn a certification?

We would like to recognize our members and be your best cheerleaders. Please submit all information by the 15th of the month to lisaa@dsbchamber.com.

Grand Openings

Thursday, Aug 1 at 11:15 am

Please join us Thursday, Aug 1 for the Grand Opening and Ribbon Cutting for HeartCare CPR.

Marie Blest started Heartcare CPR Instruction in September 2011 out of a want to spread the skill of knowing how to properly perform CPR and First Aid throughout Delaware. A medical professional with thirty years of experience throughout Delaware, New Jersey, Pennsylvania and Maryland, Marie became certified to teach CPR through the National Safety Council, American Red Cross, and American Heart Association and has certified nurses, doctors, educators, retail employees, and others in their CPR training for the past two years.

Heartcare CPR Instruction will be moving into a building on 2417 Silver-side Rd. (Suite #2) in Wilmington. Heartcare is moving into a bigger space to accommodate a growing number of people who want to learn the invaluable life skills of CPR and First Aid.



Route 40 Nutrition Grand Opening

DELAWARE SMALL BUSINESS CHAMBER 2013 Summer/Fall CLASSIC & FAMILY CAR POKER RUN



DSBC Poker Run

This is not a race nor a gambling event. Grab your friends and family, get in your classic, sports or family car and join the fun and support Small Business all at the same time. No Eagles or Ravens on this Sunday so come out and have fun with this incredible run, fun and hopefully sun filled event.

This is a fundraiser for the Delaware Small Business Chamber's Scholarship Fund to help students potentially at

Goldey Beacom College and Wilmington University obtain a scholarship to help the graduate with a business degree in hopes of opening a new small business in Delaware.

The DSBC's Classic & Family Car Poker run actually has little to do with poker, beyond using the hand-rankings to score the event. You don't need to know a great deal about poker to take part, other than what beats what in the scoring - and even we do that for

you. Essentially, the Classic & Family Car Poker Run is an excuse to meet up with other members, the public, car enthusiasts and others to travel, mingle, network and have a good time at the stops en route and then the after-party and car show.

Visit us at www.dsbcpokerrun.com



Renewing Members

Health Insurance Associates
Newark Kildare's Irish Pub
Kirk's Flowers & Really Neat Gift
Merchant Processing Solutions
Rapid Recycling
Sam Waltz & Associates
The Darren Moore Group-State Farm
WSFS
ZZ House
Kamenik Enterprises

Member Testimonials

I joined the DSBC the first year they started and it was beneficial for my business, simply, I got business. Then work got real busy and I stopped going. Earlier this year, things got slow and the first thing I did was re-join and It's paid off already with in the first month.....

Stephen Webb

Owner ZZHouse Design

HR Outsourcing & Benefits

US Chamber of Commerce

According to the Small Business Administration (SBA), the total cost of federal regulations for small businesses has increased to \$10,585 per year -- 36% higher than the regulatory cost facing large firms. And that is only for federal regulations. Complying with a growing burden of state and federal laws, regulations, and requirements is a daunting challenge to all small and medium businesses.

Professional Employer Organizations (PEOs) provide payroll and benefit services and compliance assistance for small- and medium-sized businesses, allowing them to improve productivity and profitability, to focus on their core mission, and to grow. Through a PEO arrangement, the employees of small to mid-sized businesses can gain access to employee benefits such as 401(k) plans; employment practices liability, health, dental, life, and other insurance; dependent care; and other benefits typically provided by large companies. For example, according to the SBA, approximately 72% of employees working for small firms reported there was no retirement plan offered where they work while in contrast, the vast majority of PEOs offer retirement benefits to small and medium employers, including 401(k) plans.

Compliance can be strenuous, confusing, and involved. Increased disability and privacy requirements; complex wage and hour provisions; overlapping military, disability, workers' compensation, and FMLA leave requirements are just a few of the challenges. Moreover, non-compliance can be disastrous.

On top of regulatory compliance, small businesses are facing increasingly complex employee-related matters such as leave questions, termination issues, whistleblowing, unemployment claims, and workers' compensation issues. Attempting to hire and retain key employees may mean offering a competitive benefits package. PEOs allow you to offer big business benefits affordably.

You can find more information about the benefits of a PEO on the website of NAPEO, the association for the PEO industry. You can find a list of PEOs doing business in your state there as well.

DELAWARE CONSUMER EXPO AND MARKETPLACE

October 5th, 2013 11AM – 5PM

Justison Landing Park—Wilmington, DE

www.DelawareConsumerExpo.com

Table Space*- _____ **\$225** Member _____ **\$35** Electric
 _____ **\$375** Non Member _____ **\$35** Electric
 _____ **\$400** Member Food Vendor _____ **\$600** Non Member Food Vendor
 (One food Vendor per Category. No percentage of sales required.)

Sponsorships:

Bronze - _____ **\$750** Member _____ **\$1000** Non Member

Website Listing, Logo on all print, Business card ad in program.

Bandwagon Stage - _____ **\$1000** Member _____ **\$1500** Non Member

Bronze level plus, banner on bandwagon.

Silver - _____ **\$1500** Member _____ **\$2000** Non Member

Bronze level plus 1/2 page ad, premium booth space.

Gold - _____ **\$3000** Member _____ **\$4000** Non Member

Silver level plus full page ad, double booth, banner.

Company Name: _____

Contact Name: _____

Company Address: _____

Contact Phone: _____

Type of Business: _____

Contact e-mail: _____

Delaware Small Business Chamber

120 B Astro Shopping Center
Newark, DE 19711

302-482-2120 ph

302-709-2329 fax

* Space includes 6' table with
table cloth and 2 chairs per space
under sided tents.

Electric available for \$35 each



www.delawareconsumerexpo.com

expo@dsbchamber.com



A New Member Benefit

The Delaware Small Business Chamber and the U.S. Chamber of Commerce have formed a partnership that provides you with a membership in both organizations at no extra cost.*

The U.S. Chamber of Commerce is the world's largest business federation, and we are proud that 96% of our members are small businesses. We are working every day to protect the interests of small businesses and to provide valuable tools, resources, and news update that will benefit you and your business.

U.S. Chamber Small Business Nation is your forum for the open exchange of information and ideas among U.S. Chamber members, and the means for magnifying your influence by combining your voice with those of other small business owners.



The Delaware Small Business Chamber

What can they do for YOU?

How do YOU benefit from the Delaware Small Business Chamber?

What Makes them different from other chambers or organizations?

What does the Delaware Small Business Chamber do?

Why should I join the Delaware Small Business Chamber?

For answers to these questions and others you may have, please join us for a FREE Questions and Answers session

Tuesday, July 23 at the WSFS Bank in Greenville on Kennett Pike

Tuesday, Aug 6 at the WSFS Bank in Fox Run Shopping Center

Tuesday, Aug 20 at the WSFS Bank in Dover, on RT 13 South

Tuesday, Sept 3 at the WSFS Bank in Rehoboth Beach, Coastal Hwy

This is a free event, but space is limited.

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