

The NAVIGATOR

The monthly publication of the Calvert County Chamber of Commerce

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For information about events, event registrations or surveys visit:

www.calvertchamber.org

Business After Hours

May 13, 2004

Solomons Businesses:

Maertens Fine Jewelry,

EmbroidMe, Victoria's

Florist and Century 21 - New

Millennium

Solomons Town Center

(Food Lion Shopping Center)

Solomons, MD

5:30 - 7:30 p.m.

DON'T FORGET YOUR BUSINESS CARDS!

Armory Road Self Storage

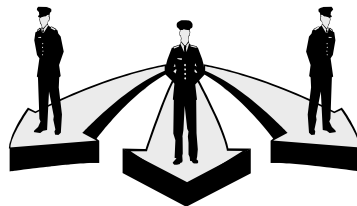
June 10, 2004

5:30 - 7:30 p.m.

at

191 Armory Road

Prince Frederick, MD



STATE OF THE COUNTY PROGRAM

Coming in May

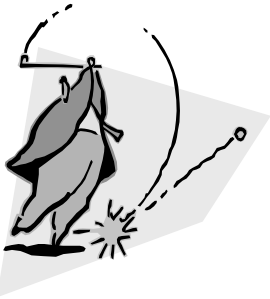
The Chamber's annual **State of the County** Program will be held May 10th, 7 p.m., at the Calvert Pines Senior Center in Prince Frederick. The Calvert County Board of Commissioners (President David Hale, Commissioners Gerald Clark, Linda Kelley, Wilson Parran, and Susan Shaw) are invited speakers. The **State of the County** will provide Calvert businessmen and women with an opportunity to learn about economic trends in Calvert and ask questions of the Commissioners about County priorities.

The Chamber's Legislative breakfasts are popular events for chamber members. At these events, the audience has an opportunity to interact with their Maryland General Assembly representatives and ask questions about state bills considered during the Maryland Session that may impact the business environment of Calvert. The focus of the Legislative breakfasts continues to be on State legislation and issues, while the focus point of the **State of The County** centers specifically on Calvert's local economy and business environment.

State of The County will include a Power Point Presentation by the County Department of Economic Development with highlights of the State of the Economy Report 2003. Each of the Commissioners will each have an opportunity to discuss their individual thoughts about their priorities for the county as well as their thoughts about where the county is headed. A Question and Answer period will follow at which time the audience can ask questions of the Commissioners about topics relating to the State of the County presentation.

The **State of The County Program** is open to the public. Admission is free, but reservations are requested. Call the Chamber at 410-535-2577 or 301-855-1930.

Member Message



The weather is perfect to go for a long drive....

On the golf course that is!

Join the
Calvert County
Chamber of Commerce
At their
GOLF CLASSIC
CHESAPEAKE HILLS GOLF CLUB
Lusby, MD
Thursday, May 6, 2004

Registration & Putting Contest 8:00 A.M.
Shotgun Start 9:00 A.M.
Awards Lunch 2:30 P.M.

\$125 Per Player
\$425 Per Team
Tee Sponsor \$100
Team and Tee Sponsor \$500

Don't miss out on a day of fun, food, games and prizes! See the Flyer in this newsletter to register today!

This is your Newsletter....



We look forward to Our Members Contributions!

The Navigator is published by the Calvert County Chamber of Commerce.

For insert rates contact the Chamber at:

(410)535-2577

P.O. Box 9

(301)855-1930

120 Dares Beach Road

Fax (410)257-3140

Prince Frederick, MD

20678

Http://www.calvertchamber.org

Email: info@calvertchamber.org

Board of Directors

Chair

Pam Sisson, Fishing Creek Landings Marina

1st Vice Chair

Lloyd Harrison III, Calvert Bank & Trust

2nd Vice Chair

Barbara Howdyshell, Chesapeake Security Services

Secretary

Pat Blackford, Patricia O. Blackford, CPA

Treasurer

Deb McClure, Jon S. Frank & Associates

Members

Bill Chambers, *Ex-Officio*, Show Place Arena

Charlene Cole-Newkirk, College of Southern Maryland

Ron Fuller, SMECO

Marshall Gibson, Maryland Bank & Trust

Tommy Godbold, The Accessory Zone

Jason Groves, Verizon

Dr. Richard Holler, Holler and Associates

Debbie Naugle, adPRO, Inc

Christopher Reynolds, Reynolds & Manning, P.A.

(Counsel)

Larry Weckbaugh, Constellation Energy Group

Harriet Yaffe, The Arc of Southern Maryland

Sam Young, Calvert Commercial Real Estate

Darren Maertens, Maertens Fine Jewelry & Gifts

Chamber Staff:

President/CEO

Carolyn McHugh

Office Manager

Joanie Randles

Secretary

Rebecca Rutt

Bookkeeper

Linda Jenkins

This Just In...

Chamber Fetes Award Winners

The Chamber membership met on a Saturday evening in March to recognize three outstanding businesses and one well-known community leader at the Chamber's Spring Awards Gala. The festivities included recognition of the award winners, a silent auction, socializing, and a buffet dining experience at the Taste of Southern Maryland, where several county caterers offered their food specialties.

Pam Sisson, Board Chairperson, and Faye Shields, Gala Chairperson, shared the podium during the ceremony. In a ceremony that mimicked an "Academy Awards" presentation, Shields acted as Master of Ceremony to introduce the category, calling on various Chamber Board members to "open the envelope."

Charles F Weber Company, Inc., was the winner of the "Small Business of The Year" Award. Karl Weber, owner, accepted the award. Weber was honored for exemplifying high standards of ethics and business enterprise within the county.

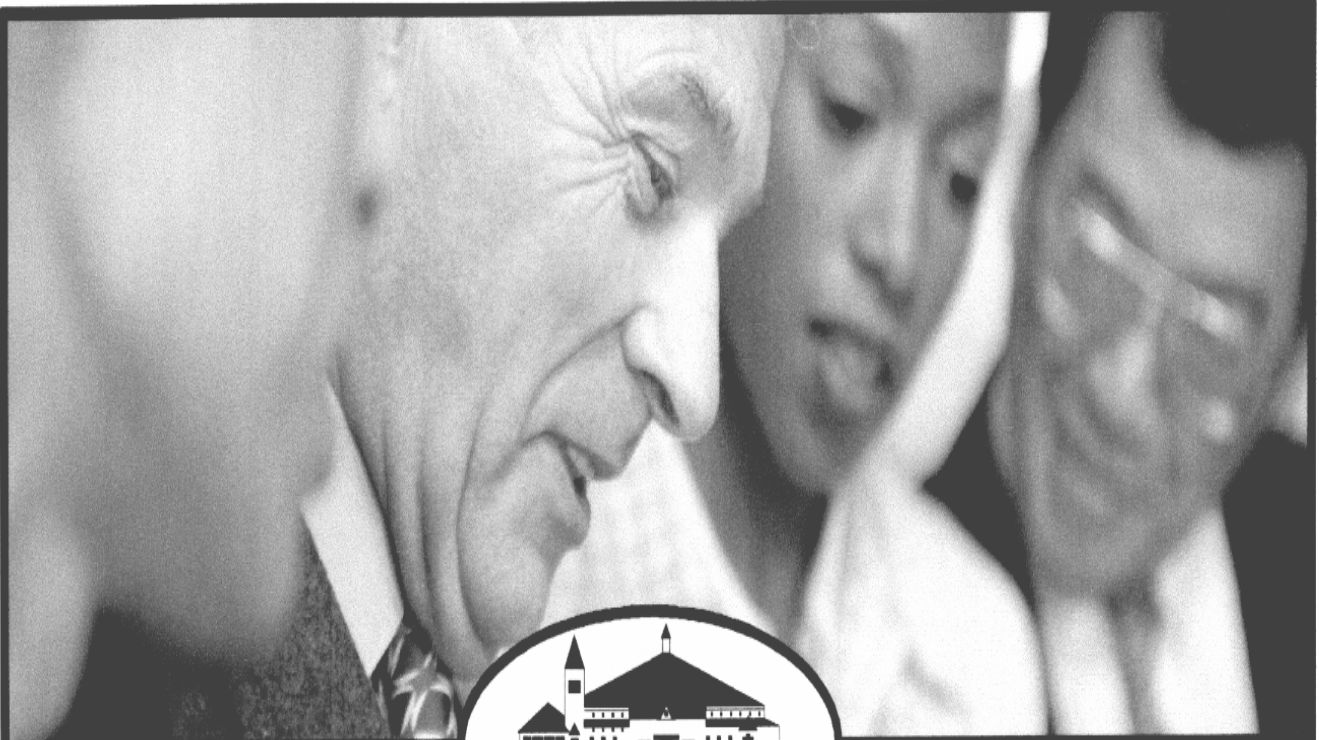
Elder Source, with Gary Pendleton accepting, received the "Home Based business of The Year" Award. In order to receive this award the business must, among other things, demonstrate growth and have been in business for at least four years.

James Ward, owner of Poor Richard Web Press, accepted the "New Business of the Year" Award for a new business that demonstrated great business enterprise.

Richard Fischer, owner of the Lighthouse Inn in Solomons, accepted the individual award that honors the "Chamber Member of The Year". Fischer was honored for his continuing outstanding contributions in service to Calvert County and the Chamber.

There were numerous nominees in each of the award categories. Pam Sisson indicated that the awards committee had difficulty selecting only one business or individual in each category. She said that there were "no losers here tonight. You are all winners." Photos reprinted with permission of The Calvert Independent.

Show Place Arena . . .



The Place to Meet

The Show Place Arena has the flexibility, location and hospitality to make your next meeting a success.

No one delivers the nation's 4th largest market like The Show Place Arena. You'll find our beautiful and modern facilities extremely flexible and able to hold meetings of 10 people or 2000.

We are conveniently located near major highways and airports in and around suburban Maryland, Washington, D.C. and Northern Virginia. Our well-informed, courteous staff is waiting to help make your event a success.

To learn more about The Show Place Arena, check out our website,
www.showplacearena.com or call Bill Chambers at 301-952-7900.

11900 Pennsylvania Avenue • Upper Marlboro • Maryland 20772 • www.showplacearena.com

Welcome New Members . . .

Calvert Library

30 Duke St.
P.O. Box 405
Prince Frederick, MD 20678
Patricia Hofmann
Phone: (410) 535-0291
Fax: (410) 535-3022
www.calvert.lib.md.us

Calvert Library provides imagination, information, and inspiration to our customers at four locations, Library hours are generous Monday - Thursday 9:00 a.m. to 9:00 p.m., Friday 12:00 Noon to 5:00 p.m., and Saturday 9:00 a.m. to 5:00 p.m.

Chesapeake Gallery & House Of Frames

455 Main St.
Prince Frederick, MD 20678
Joe and Beverly Smialek
Phone: (410) 257-1420
Fax: (410) 257-1420

Chesapeake Plastics Mfg.

13325 Rousby Hall Rd
Lusby, MD 20657
Mark McGrath
Phone: 410-326-3004
Fax: 410-326-3536

Website: www.chesapeakeplastics.com
Manufacturing of plastic injection molds and molded plastic part assemblies.

SRP & Associates Inc.

6205 Southern Maryland Blvd.
Lothian, MD 20711
Shiela Roy Peck
Phone: 301-952-9004
Fax: 410-741-1897

Public relations/ Strategic marketing

Up Country Mortgage

120 Dares Beach Rd.
Prince Frederick, MD 20678
Laurence Green
Phone: 301-494-0800
Mortgage Broker

World Gym Prince Frederick

2190 Solomons Island Rd.
Prince Frederick, MD 20678
John Parker
Phone: 410-414-9001
Fax: 410-414-9002
Website: www.worldgym.com/princefrederick
Full Service Fitness Center - setting the standard of fitness in Calvert County. Services include Kids Club, Group exercise classes, Spinning, juice & coffee bar, and personal training services.

HAPPY ANNIVERSARY!

The following members are celebrating membership milestones this month with the Calvert County Chamber of Commerce.



15 YEARS

**CS & T General
Contractors, Inc.**

10 YEARS

Performance PC's Inc.

5 YEARS

**Bayview Investments, Inc.
Carrie A. Polk Insurance, Inc.
Hampton Inn
Tidbits/ Mnemonic Marketing and
Publishing Group**

1 YEAR

**Congressman Steny Hoyer's
Office
Timberneck Nursery, Inc.
The Voice**

Calvert Bank. . .

Get Involved . . .



Calvert County Businesses and Technology: Overcoming “We don’t know what we don’t know”

By James Ward, Poor Richard Web Press

From the April 9th article by Danny Jacobs of the Capital News Service, “Calvert County is the fastest-growing county in Maryland...From April 1, 2000, until July 1, 2003, Calvert County grew 12.8 percent, to more than 84,000 people, more than three times the rate of growth for the state as a whole in that time.”

As the population grows, businesses should hope to see growth and new opportunities. Attracting new customers and increasing business revenue is the goal of all businesses. In many cases, this growth and opportunity may be better realized with technology.

Although the County is lacking in such things as countywide broadband Internet access and large software and hardware stores, many businesses do not realize the various types of technology services available to them right now in the County. The significance of technology is that regardless of the type of service or product being sold, businesses need technology to maintain productivity to compete, or have particular products that are in demand by local residents.

Sometimes, when shopping in a local store we see a product that we never heard of, but buy it because at that moment, we see its potential to help us with a particular task. Technology insertion for businesses works in much the same way. Because we don’t know what we don’t know, we have to look for what is available to us.

One of the best ways to find out what is available to community businesses is the upcoming Calvert County Business Technology Expo being held at the Calvert County Fair Grounds on May 1-2, 2004. You can find details of the Expo at www.CalvertBusiness.com.

It is the goal of most successful businesses to work with other businesses to benefit from each other’s strengths. In 2004, it is more important than ever to develop technology solutions with non-technical businesses to benefit from Internet visibility and marketing, computing services, repair services, and information access providers.

The purpose of Business and Technology Expo is two-fold. First, it is to provide a venue for developers and sellers of technology and related services to showcase and demonstrate their products to the business community. Second, it provides members of the Southern Maryland business community a location where they may view the latest developments and experience how they may be applied to their businesses.

If you are a Calvert County business looking to market yourself on a larger scale, then this Expo may be the right venue for you. Come on out that weekend to see how other businesses can help your business grow.

May Days . . .

CHESAPEAKE ANTIQUE BOAT AND MARINE ENGINE SHOW RETURNS TO THE CALVERT MARINE MUSEUM

Spend a weekend perusing Southern Maryland's rich maritime history at the Calvert Marine Museum's fourth annual Chesapeake Antique Boat and Marine Engine Show on the grounds of the museum's scenic waterfront campus. The show will feature exhibits from over 60 collectors of antique and classic boats, and vintage marine outboard and inboard engines. The event will be held on Saturday, May 1, from 10am-5pm and Sunday, May 2 from 10am-3pm. Admission to the show is free.

Throughout the weekend, show-goers will be able to take part in many museum activities. The Calvert Marine Museum Volunteer Council will hold its annual yard sale fundraiser on Saturday, May 1, beginning at 8:00a.m. As part of the County's 350th Celebration's seahorse program, two of the painted seahorses will be unveiled on Saturday, May 1 at 11:00 a.m. in front of the CMM Administration Building; the children who painted these seahorses will share in the honor of unveiling their creations. There will be free children's activities throughout the weekend. The national landmark *Wm. B. Tennison* will offer one-hour cruises of the harbor and river on Saturday at 12:30, 2:00, 3:10 and 4:20, and with admission to the museum, visitors will be able to view a special exhibit "Outboard Motoring in America: The First 50 Years." Cove Point Lighthouse tours begin this festival weekend, as well as the seasonal opening of the J.C. Lore Oyster House.

For more information on the Chesapeake Antique Boat and Marine Engine Show, including exhibiting and sponsorship opportunities, please call Richard Dodds at 410-326-2042 x31. For information on other museum activities mentioned, please call 410-326-2042 or visit the museum website at www.calvertmarinemuseum.com. Admission to the museum \$5 for adults, \$4 for seniors 55+, \$2 for children 5-12, and under 5 are free.



We are committed to
helping Calvert County
businesses grow.

Dunkirk

410-286-3980

Prince Frederick

410-414-5134



1-800-724-2440

www.MandTbank.com



Business News

BUSINESS COMMUNITY RELATIONS 101: Getting the Most Out of Your Chamber Membership

Meeting With Chamber

You should be on a first name basis with the Chamber of Commerce president. You probably already are. He or she needs your feedback. They need to know what's going on at the street level and no one knows better than you. You will be the eyes and ears for the chamber. You should set aside one hour per month to discuss concerns you've heard on the street and possible solutions you've worked out. Try to make it a regular meeting such as the first Tuesday of the month at 8:00 am. This meeting can be with the Chamber manager or even a Board Member you can relate with. If you belong to a committee bring your information and observations there.

Network With Other Groups

You should network with your service club whether it is Elks, Lions, Optimists, Kiwanis, Rotary, Soroptimists, whatever. Bring those concerns with you. Help the chamber co-sponsor events with your club and other clubs, making one big happy united family town thanks to you. You can also volunteer to help on the Boys and Girls Club, United Way or other associated non-profit, which helps people. By adding your Chamber Membership to a non-profit commitment, you will make a difference and super-charge your business.

Attending Meetings

You should attend meetings sponsored by your Chamber of Commerce. As many as you can. Enough that you don't need to wear a name tag because everyone already knows you. You still should wear a nametag. However write on it: · A New Friend · Customer Service · Me · Label · Name Tag · Just Me · I love meeting new people · Put name on upside down

Sounds funny but it's a great icebreaker. It works every time. After all, there is bound to be a new face popping up every once in a while. Many of these new members may feel intimidated and you can help them and really make a new friend and business associate creating team work, co-marketing efforts and sharing of customer lists with non-competing businesses.

Referrals – Word Of Mouth

No matter what you do at a Chamber of Commerce meeting, remember to bring cards. Chamber mixers draw about fifty people or more, grand openings twenty, committee meetings ten. Always say when handing out cards, "If you do not need our service/products please take this card and give it to someone who might be interested. Thanks." This will make the person happy that you are not pressuring them and they will be glad to pass it on.

Letters To The Editor

You should rifle off at least one letter a month to the local paper praising a small business, the Chamber of Commerce or how happy you are to have a business here. If you have a reason to praise more than one person, type the letter and have a co-worker sign it.

Conclusion

Your success in your business is up to you; we live in the greatest country in the world. You are allowed to unlimited success, but with that incredible gift you are also allowed to fail. The ball is in your court, your chamber membership can be one of your greatest assets, but you only get out what you put in. Stay involved, do not ever give up and use your chamber to help you win.

Take Notice...

Thank you to all who renewed their membership with the Calvert County Chamber of Commerce!

Please see the flyer in this newsletter for a complete listing!



Special Thanks to our Corporate Sponsors:

Executive Corporate Partner - \$5,000

**Constellation Energy
Calvert Bank and Trust**

Lord Calvert Society - \$2,500

**Show Place Arena
SMECO**

M & T Bank

Dominion Cove Point LNG

Member's Club - \$500

**Fishing Creek Landings Marina
Chesapeake Security Service Co.**



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www.smeco.coop**

Chamber Calendar of Events

May

6	8:30	Business Over Breakfast (B.O.B) Committee Meeting	Comcast
6	8:00	Annual Golf Classic	Chesapeake Hills Golf Club
12	9:00	SCORE	Chamber Office
12	10:30	Member Services Committee Meeting	Chamber Office
12	2:30	Rock 'N The Bay Committee Meeting	Chamber Office
13	5:30	Business After Hours	Solomons Businesses
14	8:30	Executive Committee Meeting	Chamber Office
19	4:30	Board of Director's Meeting	Chamber Office
20	9:00	Technology Committee Meeting	Chamber Office
20	3:30	Public Policy Committee Meeting	Chamber Office
31		OFFICE CLOSED	MEMORIAL DAY

June

3	8:30	B. O. B Committee Meeting	Chamber Office
9	9:00	SCORE	Chamber Office
9	10:30	Member Services Committee Meeting	Chamber Office
9	2:30	Rock 'N The Bay Committee Meeting	Chamber Office
10	5:30	Business After Hours	Armory Road Self Storage
11	8:30	Executive Committee Meeting	Chamber Office
16	4:30	Board of Director's Meeting	Chamber Office
17	9:00	Technology Committee Meeting	Chamber Office
17	3:30	Public Policy Committee Meeting	Chamber Office

For information about events, event registration or surveys, visit us on the web at
www.calvertchamber.org



Calvert County Chamber of Commerce
 P.O. Box 9, 120 Dares Beach Road
 Prince Frederick, MD 20678

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 Prince Frederick, MD
 20678

Mission Statement

To be the influential voice of
 business, creating economic
 vitality by promoting the business
 community and our members.