

Chair's Message BY KATIE WILKINSON

»» In this time of great uncertainty, we are all beginners. Not one of us has been through anything like this before: a pandemic, the resulting rapid economic downturn, stay-at-home orders, record unemployment numbers, closed schools, essential vs. non-essential business determinations, a strained national health care system, and so much more. Each of us are challenged to lead in new and different ways. Our teams are working remotely. Our children are learning at our sides. Our elderly parents are confined to their homes. We wear masks when we leave our homes. We cannot see our friends. We are all beginners.

Yet we have learned so much from this new experience. We remember the critical importance of our health care workers – not just now, but all the time. We are reminded of the essential work that our teachers and professors do to support our children each and every day. We are witnessing the creativity, endurance and grit as business owners work to find new ways to generate revenue, provide product, maintain payrolls and serve the public demand.

Business is different today than it was yesterday. As a community we talk about going back to the “way we were.” But shouldn’t we be looking at the “way we are,” and more importantly, the “way we will be?” What does that mean for your industry, and your business and your community? How can you stand



in the present and commit to doing things differently? What is your risk tolerance? How creative are you? What tools do you need to define and shape what your future will look like – based on the “way we will be,” and not the “way we were?”

As a small state, we are so fortunate to have a wonderful health care system, a diversified industry base, and a community that always commits to doing the right things in the right way at the right time.

Now is the time to work together to move forward – not backward. Now is the time to focus on our state’s economic recovery in a cooperative and collaborative way with the same creativity, grit and humility that got us to where we are today. Let’s leverage our position as beginners to think differently, rapidly and deeply about how to get projects done more quickly so that we can attract new businesses and industries to our state (Ready in 6). Let’s commit to programs that train-up those who desperately want to work, have the willingness and ability to learn, but remain underemployed in our state. Let’s assure each and every household across the state that they will have access to sufficient and consistent high-speed internet to support remote work and our Delaware students.

By working cooperatively together and looking ahead, we can find solutions to these challenges and navigate swiftly toward an economic recovery across the state.

DSCC Receives National Honors

In March, the Delaware State Chamber of Commerce received top honors in the annual Delaware Press Association’s Professional Communications Contest with two submissions placing first and one in second. Judged by out-of-state communications professionals to ensure impartiality, the contest encourages and recognizes excellence in communication and inspires all contestants to strive for their personal best in this competitive and rewarding field. First-place winners move on to the national competition.

The results of the national competition were released in June with the State Chamber receiving first place for its new logo design and honorable mention for its 2019 Small Business Day in Dover video.

“It was an eight-month research and design process to create our new logo,” said Kelly Basile, vice president of communications. “The entire State Chamber team played a part in its creation by giving input to help create the final result. We are so proud of our new logo, and even more thrilled it received national recognition!”



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