Fall 2023

THE SUSSEX COUNTY WORK OF THE SUSSEX COUNTY WORK OF THE SUSSEX COUNTY WORK OF THE SUSSEX COUNTY

A Quarterly Educational Resource for the Women of Sussex, Wicomico and Worcester Counties.



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Milford Wellness Village, Milford, DE C.M. Baker Photography

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THE SUSSEX COUNTY WOMAN'S NEWSPAPER

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The one thing I have noticed over the years - "TIME FLIES." When you think about 55 years in educational publishing, it's a life's work. However, I can't think of a better profession than educational publishing. Every time we publish, we always have a reader say, "I didn't know that."

So, I leave you with this thought for the fall. "Pass on some new piece of education that you have read about in this paper." Then, you can say, "I told you so."

Happy Education,

The Publisher

Believe you can, and you can. Belief is one of the most powerful of all problem dissolvers. When you believe that a difficulty can be overcome, you're more than halfway to victory over it already.

> Norman Vincent Peale, 1898 - 1993 American Writer and Minister

On the Cover



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Easterseals: A Valuable Resource for a Lifetime

There is a lot to be said about 70-year-old Rosemary or "Rosie". She is a huge Michael Bublé fan and loves to sing. The always-fashionable Rosie loves arts & crafts, especially when she does them at one of her favorite places...her adult day program at Easterseals Delaware & Maryland's Eastern Shore which she has been attending since 1975. That distinction is especially meaningful this year as the local affiliate is celebrating its 75th anniversary as a local provider of exceptional services for children and adults with disabilities.

"Easterseals day program keeps her alive. She doesn't have a lot of opportunities to get out at home. She needs the human personal contact. She knows she is loved at Easterseals and that makes her happy," Rosie's sister, Kathy, says. "The staff does a great job with everything. You can tell the staff cares about the people and it is not just a job."

Rosie attends Easterseals day program five days a week. Rosie's brother, John visits her regularly in the program and appreciates the dedicated staff.

"You can tell the staff enjoys what they do. It is always a pleasure going in there. I come out and am always amazed about how they interact with the participants. They are truly concerned for her well-being," John says. "Rosie loves interacting with people. Without Easterseals, Rosie's life would be severely impacted." An indispensable resource for the region, Easterseals served more than 6,100 people with direct services and 28,800 in indirect services like education and training. For many families, like Rosie's, Easterseals provide a lifetime of programs and services.

Easterseals was one of the first nonprofits in Delaware to create opportunities for adults with disabilities to participate in community-based programs, rather than an institutional setting and Rosie's longevity in our adult day program is a testament to that fact. It shows how incredibly impactful our services have been and the great need for them to continue. Without our program, Rosie would not be able to be an active participant in the community," Kenan Sklenar. Easterseals President/CEO, says. "We are incredibly proud to serve Rosie and her family for so many years and are grateful our program can be such a valuable resource to them and other families."

Like all Easterseals services, adult day care services are comprehensive and individualized to meet each client's needs, family-focused to meet each family member's concerns and have the goal of enhanced independence. The adult day care program offers a break for family caregivers responsible for a relative who is unable to function independently, but does not require 24-hour nursing care. For more information about Easterseals Adult Day Care Services contact Maggie Webb 302-324-4444 or mwebb@esdel.org.

Easterseals Tunnell Center is located at 22317 DuPont Highway, Georgetown, DE 19947. Please visit their website and see all of the local services for people of all ages and abilities: www.de.easterseals.com.



🌴 Health & Wellness



The Dangers of Falling

Reduce weakness and gain strength, right now.

Rebecca Bonawitz BS, MS, MBA, DPT is a Physical Therapist with greater than 25 year's experience as a clinician and more than 20 year's focused on the Geriatric Population. Dr Rebecca Bonawitz is a graduate of the University of Vermont where she earned her B.S. in Physical Therapy. She earned her MS in Applied Anatomy and Physiology at Boston University, a MBA from Villanova and her Doctor of Physical Therapy from Arcadia University.

As we all get older, we are at risk for many health issues. One thing I encounter frequently with significant health consequences is falling. Many things that contribute to falling we cannot control include: age, gender, history of previous falls and chronic illness. However, we do have control over: weakness, ensuring visual deficits are addressed and making home modifications for safety. I want to focus on one thing that we can control right now, reducing weakness and gaining strength.

I appreciate we all have been told to exercise more and if you are like me, it is hard to get started, especially if you haven't exercised for a long time. The knowledge that exercise has been proven to make a positive change in regards to falling gets me moving out the door. Exercise is very similar to prescription medication. Exercise has specific dosing and frequencies that are needed for optimal benefits. Like most prescriptions, there are well known side effects to exercising including improved overall physical and mental health. Just like any other prescription you take; you start off with a visit to your physician. You want to make sure there are no underlying health issues that may impact your ability to exercise. While you are at the doctor's office, take advantage of the time and have your doctor review all your medications. If you are on four or more medications, just the combination of those four medications can increase your risk of falling.

Congratulations, you are ready to start your exercise journey. I highly recommend going to a Physical Therapist where they will prescribe an exercise program tailored to your specific needs. Good goals from a therapy perspective should include improvement on some standard tests such as the Timed Up and Go (TUG). The TUG is a very simple test that predicts your risk for falling. The therapist starts timing on the word "GO", you will then walk 10 feet turnaround and walk back. The timing is stopped when you are seated with your back resting on the back of the chair.

What do your results mean?

- ≤ 10 seconds = normal
- ≤ 20 seconds = good mobility, can go out alone, mobile without gait aid
- ≤ 30 seconds = problems, cannot go outside alone, requires gait aid
- A score of \geq 14 seconds has been shown to indicate high risk of falls.

Podsiadlo D,Richardson S. The Time "Up & Go": A Test of Basic Functional Mobility for Frail Elderly Persons. Journal of American Geriatrics Society 1991; 39(2): 142148 Other goals will focus on any other deficit that was determined at your evaluation. Most likely they will look to improve your overall strength and endurance.

Joining an exercise class is a great next step, once you have graduated from Physical Therapy. Most senior centers and gyms will have age specific classes, and many gyms will offer a discount for membership. A class is something you can add to your calendar and honestly, exercise is much more fun with new friends. I wish you the best on your exercise journey.

21 West Clarke Ave., Suite 1010 Your Life, Milford, DE 19963 Your Home, **Your Way** Contact us today. 1-833-772-3302 1-833-722-3302 TTY (711) "The people made PACE Your "I care for both my father "Before enrolling in PACE Your LIFE, my husband was living LIFE stand out. My mother and aunt in our home. Our in an assisted living facility in found fellowship & warm staff. goal was to keep them another state. PACE Your LIFE She gets up everyday and safely at home. PACE Your allowed him to be able to safely waits for the bus. Even if it is LIFE has reduced the stress come back home with me and not her scheduled day, just so of caregiving and allows still receive opportunities & she never misses." them to stay at home." socialization during the day." - Monica - Cammy - Mary

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The County Woman's Journal

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The Resting B Face with Botox – What Is It?



Fall is one of our favorite times of the year here at Renove Medical Spa. We get to see so many of our regular patients that we might have missed during the hectic summer time.



Many of our patients come in reporting the same concerns when it comes to addressing the lines around their eyes, forehead, and frown areas. Many say that they look angry, or sad, or they just don't like the excessive lines that form from facial expressions around their eyes, lips and forehead.



Resting B Face Keeps You Pretty

Michelle Parsons, MD is a graduate of Jefferson Medical College,

Philadelphia and received her residency training from the State University of New York in General Surgery and Christiana Medical Center in Emergency Medicine. She also served as a Flight Surgeon in the Air Force. Dr. Parsons is the owner of Renove Medical Spa in Rehoboth Beach.

What Is The Resting B Face?

For the *Resting B Face* treatment, Dr. Michelle Parsons, MD will utilize a neuromodulator, such as brand name Botox, to address the squint lines, also known as "crows feet", the frown area to address those pesky eleven's that contribute to a frowning or "mean" face, and the forehead lines. Dr. Michelle will also address the part of your nose that scrunches up to form lines when you smile really big or scrunch your nose, known as the "bunny lines". Cute for a bunny, but not for us!

The other part of the face that Botox can address as part of the *Resting B Face* is the sagging of the lower face. There are muscles in the lower part of our face that are constantly pulling down the mouth, chin and especially the corners of the mouth leading to those annoying marionette lines that just seem to get deeper and deeper. When the chin area is treated with Botox, the lower face will lift up and the corners of the mouth will turn upwards instead of down into a frown. are platysmal bands. They are caused by the thin neck muscle, known as the platysma muslce, that can separate from a continuous



Many have heard of the "lip flip," the Botox treatment that softens those pesky vertical lip lines around the mouth, often called "smokers lines" even when you've never smoked. The lip flip will soften the lines around the mouth and also enhance subtle fullness and smoothness to the lips themselves. The lip flip is included in the *Resting B Face*.

smooth sheet of muscle, into separated bands, that become visible when we strain our necks at times. By treating these bands with Botox, they will be softened and minimized, to restore a more youthful appearance of the neck. treatment, which we are calling the Resting B Face. Most of our patients can be treated for the *Resting* B Face with 75 units of neuromodulator. For those who opt for this "everywhere" treatment of the *Resting B Face*, mention this article in the Sussex County Woman and enjoy 20% off and a \$50 Gift Card to be used toward any treatment with Dr. Michelle Parsons, MD prior to 12/22/2023.

If you would like to make an appointment for a free consultation with Dr. Michelle Parsons, M.D. or Dr. Bianca Conti, M.D. please give us a call for an appointment at 302-227-1079 or book online here: https://go.booker. com/location/Renove/ service-menu. The \$25 booking fee is used to hold your appointment and is refundable if



Before and After Botox Platysmal Bands

Another area that our patients often ask about is the neck and those bands that stick out at times. These prominent bands concerns when it comes to addressing the lines around their eyes, forehead, and frown areas ..."

"... Many of our patients

come in reporting the same

These are the areas of the face and neck that can be treated with Botox and we are offering these areas as a full package cancelled early, or may be applied to your treatment. Consultations may be via telehealth appointments too.

Michelle Parsons, MD I ReNove Med Spa For appointments please call 302.227.1079

416 Rehoboth Avenue, Rehoboth, Delaware I www.RenoveMedSpa.org I Info@Renovemedspa.org

养 Health & Wellness



R. Alberto Rosa, M.D., FACC

Dr. Ramon Alberto Rosa is a graduate of the University of Santo Domingo in his native Dominican Republic. He completed his post-graduate medical education at the University of Pennsylvania Graduate Hospital in Philadelphia with a residency in internal medicine (1991-1994), Chief Medical Resident (1994-1995), and cardiology fellowship (1995-1998).

Dr. Rosa has practiced cardiology in Sussex County since July 1998. He has served as Medical Director of the Cardiac Catheterization Laboratory and as Chief of the Department of Cardiology at Beebe Medical Center in Lewes, DE. Dr. Rosa is trained in non-invasive cardiology, Nuclear Transesopageal Echocardiograms, as well as invasive diagnostic procedures and pacemaker implantations. Dr. Rosa is board certified by the American Boards of Internal Medicine and Cardiology. He is also a Certified Aviation Medical Examiner and is Board Certified in Nuclear Medicine.

On Being a Doctor ... after 25 years!

Two days before my birthday, in July of 1998, I started my practice of cardiology in Lewes, DE. That was 25 years ago. During that time I have had the unique privilege to get to know many people that have trusted their health, their concerns and fears but also their hopes to me. They are my patients, and it is to them, that these thoughts are dedicated.

The word that defines my feelings about all these years is Gratitude. I need to thank every one of my patients for allowing me to be a small part of their lives and of their families lives. For sharing your stories, not only about your health but mainly about your life achievements and struggles, your experiences with your children and grandchildren, spouses, brothers and sisters, parents and grandparents, friends, neighbors, co workers or any kind of human interactions along the way.

They have not only "made my day" almost on "daily" basis, but have allowed me to appreciate how our share experiences define who we are and why we react to life challenges, particularly health challenges the way we do. It has been a very enriching experience and one that I treasure every day.

There have been thousands of patientdoctor interactions, in the office, the hospital and anywhere in our small community where we have met. It could have been a restaurant, a parking lot, a supermarket aisle, the beach, the pharmacy, church, a store, a funeral home or even an airport in a different city. All of them have been an opportunity to talk, share ideas or concerns, to remember and reflect, to ask questions, sometimes I could not remember exactly the problem at hand, but we always managed to get somewhere in the end.

A lifetime in the practice of medicine has many difficult and dramatic moments as well, particularly in matters of the heart. Not always the outcomes are what we have hoped and worked hard to achieve. And those are the moments that require the best that's in us and from us, as human beings and as healthcare professionals. I am grateful for those moments as well, for they define the realities of our limited and finite gift we called Life, at least our physical one. You have given me the opportunity to be there, to try hard, to share a prayer, a hug, a tear or just a long moment of silence.

Often times I have been asked, "Has it been all worth it? If you had an opportunity, would you do the same thing again?" When it comes to my

it comes to my suffered from has always "... I need to thank every one of my patients for allowing me to be a small part of their lives and of their families lives ..."

career choice, the answer is a simple but resounding Yes! Being a doctor was always my dream, but being a heart doctor was inspire me to be the best I can be in this profession. For that I am the most grateful as well!

my grandmother's "Tuta"

(nickname) prediction. She

didn't live long enough to

see it come true. But the

heart condition that she



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Drawing on 20 years of nursing experience, I created CALM after witnessing the detrimental effects gaps in our healthcare system can cause. My passion revolves around ensuring my clients do not slip through the cracks of healthcare, have an advocate, and receive the most appropriate and timely care that everyone deserves. Every client's care plan is unique. So what does that look like? One client needed posthospitalization support with medication management. A dangerous error was found and quickly corrected by collaborating with both of the ordering physicians. Another client needs wound and central line care, while another needs accompaniment to physician appointments and emotional support. Regardless of your individual needs, CALM is committed to guiding you

CALM: Offering Unwavering Reliability and Support

through every step with the compassion and understanding I would want for my own mother.

> "Suzanne has been amazing with my brother. I would highly recommend her services. She is professional, competent, compassionate and easy to communicate with."

> > - LK

CALM cares for adult clients of all ages, but has a special focus on seniors and helping them age in place in the home they love. Care coordination and medication management alone decrease the risk of hospitalization and unnecessary medical appointments. Caregivers also gain the freedom to enjoy moments with loved ones, as the stressful job of care coordination is removed from their already filled plate. But, what I truly treasure most, is building strong, trusting relationships with my clients. Not only do I love our time together, but it also allows me to get to know the whole person and provide holistic care by offering unwavering reliability and emotional support.

If you have any questions on how we can help transform your healthcare, please do not hesitate to call or email CALM at 302-313-1116 or Suzanne@calmmms.com. ".... I would not have made this hard journey without Suzanne. Her warmth, understanding and caring makes me feel cared for and loved. She is a life saver and I mean that from the bottom of my heart."

- Current Client



"My mother has not been in the hospital since hiring Suzanne. She is my angel!" - KV

Call 302.313.1116 suzanne@calmmms.com www.calmmms.com



Marian A. Banks

I'm Marian A. Banks, the owner and curator of OX (Organizing Xtraordinaire) Naturals, an all-natural home and body product company that I founded drawing from my personal experiences with mental illness in my family and my own struggles with anxiety and depression.

Researching natural remedies to alleviate both physical and mental pain led to the creation of my Breathe Easy line, targeting pain and inflammation, and my Be Well Line, promoting calmness and better sleep. Over a year ago, I made the courageous decision to move to Laurel, DE, leaving behind my friends, family, and cleaning company to embark on a wellness journey with my two youngest children.

Two months later, I launched the OX Brand, driven by my mission to empower mothers with the understanding that they are loved and needed. I aim to show that an organized life that has room for daily self-care is not only beneficial to the mind but the body as well.

To learn more about how I can assist you on your wellness journey or help you find the best product for your needs, contact me directly at 1-855-494-2827 / <u>support@organizingxtraordinaire.com</u> or schedule a free 15-minute consultation at <u>www.oxnaturals.com</u>.

Seasonal Affective Disorder: What is it? And how does it affect me?

The smell of pumpkin lattes and sweet potato pie is in the air! As the season changes many of us look forward to the cooler weather and cozying up at home. For others the fall can bring about a heavy dark cloud, as the sun rises later and the sun sets earlier.

Seasonal Affective Disorder

Seasonal affective disorder (SAD) is a form of depression that is associated with the changes in season. Mood changes are common and usually begin in the fall when there is less sunlight and continue throughout the winter months, with some resolution occurring in the spring or summer.

It is important to note that SAD should not be brushed off as just sadness or "a difficult time of year". It is a depressive disorder that can have a major impact on your ability to function and carry out every day activities. For some this depression leads to feeling internally flawed and overwhelmed. You may feel as if you must hide, which is quite burdensome, and can exhaust your energy and motivation. Studies show that roughly 5% (millions) of adults in the US are affected by SAD, frequently more women than men (APA, 2020).

Symptoms

Symptoms of SAD can look like:

- Difficulty concentrating and making decisions
- · Loss of interest or pleasure in activities once enjoyed
- Low energy/motivation
- · Angry outbursts/frustration
- Insomnia or hypersomnia
- Hopelessness and discouraged

Treatment

- · Withdrawal or isolation

SAD is manageable (once other health conditions have been ruled out) with several treatment options, including psychotherapy, antidepressants, and sun/light therapy. A licensed mental health professional can teach you helpful ways to manage the depression. Beginning treatment in the early fall in anticipation of the symptoms can decrease the impact and prevent further episodes.

Therapy

At CC&H we offer psychotherapy to treat depressive disorders among other mental health challenges. We also offer support groups, wellness classes and specialty workshops (like Deep Seat, a breathwork class, Well Rested, a support group for those with sleep difficulties and Shades of Umber, a workshop series for women of color) to learn helpful techniques to gain control over your life and engage with others that share the same experiences.

Healing Space

The body naturally leans into healing. Our healing space is used to connect with the community and most importantly ourselves, to slow down and bring awareness to our needs and desires with real time guidance. Coast Counseling & Healing allies with the best educated and experienced practitioners to give you a unique healing experience.



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Tamara Gibbons, owner and founder of Coast Counseling & Healing

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Mission: Coast Counseling & Healing aims to help you gain insight and make conscious choices that align with your values and live more authentically. Our mission is to offer support along the way to you becoming the best version of yourself without regret.





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Anonymous Donor, Frankford

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To learn more, contact Mike DiPaolo, vice president for Southern Delaware, at mdipaolo@delcf.org or 302.335.6933.

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🌾 Health & Wellness

SUNMED Your CBD Store®



We are America's largest brick-andmortar CBD chain. Moreover, if you are not familiar, Sunmed is our premium, hemp-based line of wellness products. The company's goal was to create a line of products that changed people's lives. We believe in a commitment to good science, openness and simple human kindness.

You will never see our brand making any false claims or promoting products that are not science based and third party tested to be good for you. Instead, think of us as an ally on your personal wellness journey. We are here to help you navigate the benefits of premium CBD products, explore new ways to feel your best, and make every day better than the last.

Our founder, Rachael Quinn, was struggling with a debilitating case of Crohn's disease. After trying just about everything, she eventually found CBD and the results were life changing. It was an experience she knew she had to share. In 2018, the Quinn "... since day one, quality, safety and transparency have been at the heart of everything we do ..."

family opened the first Your CBD Store in Bradenton, Florida. They became a valued part of the community with our products helping people live their lives they hope to every day. The rest, as they say, is history.

We understand how important it is to feel good about the CBD products and supplements you take. Therefore, since day one, quality, safety and transparency have been at the heart of everything we do. Our products are the result of endless scientific research. We source the best ingredients and maintain a high quality control process that includes third-party double lab testing and in-house chemists to track the entire production process from soil to oil. It has helped us win awards, and more importantly, make a genuine difference in people's lives. There is a lot that separates us from all other CBD brands. Among them, is the one of a kind in-store experience that Your CBD Store locations provide. There are hundreds of Your CBD Stores across the country where you are always welcome to stop by and sample how and when you want. True to form, we aim to make things as simple as possible. Count on our onsite Wellness Experts to greet you with a smile and provide all the personalized guidance you need.

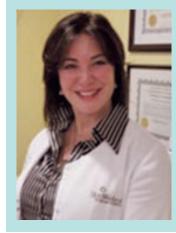
It is our passion to serve and educate the community while giving others the confidence to advocate for their own physical, mental, and emotional wellbeing. We are proud to be a part of the town of Milford and look forward to a brighter future.

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Health & Wellness

Losing Weight with Saxenda is Fast and Easy



You may have heard that

are incredibly effective at

blood sugar control and

weight-loss. This group

of medications is known

agonists, or GLP-1. This

as glucagon-like peptide 1

group of GLP-1 medications

come in a variety of names,

inhibit the hunger hormone,

dosages and frequency of

dosing, but they all act in

leptin. It is this hormone,

hunger, whether it induces

us to eat more or to realize

we are full, depending on the

level of the leptin hormone.

Unfortunately, like insulin

resistance, many people

in that even though the

develop leptin resistance,

sending a message to our

full, we become resistant

to that message and remain

un-satiated which leads to

leptin sensitivity, hunger is

controlled, and we are able

overeating. By restoring

to shed excess weight.

brain that we should be

leptin level may be elevated,

leptin, that controls our

one common way, they

promoting profound

weight-loss medications that

curbing appetite, improving

there is a new class of

Michelle Parsons, MD is a graduate of Jefferson

Medical College, Philadelphia and received her residency training from the State University of New York in General Surgery and Christiana Medical Center in Emergency Medicine. She also served as a Flight Surgeon in the Air Force. Dr. Parsons is the owner of Renove Medical Spa in Rehoboth Beach.

Losing weight with

Saxenda is fast and easy Here at Renove Medical Spa, we have found that treating our patients with GLP-1 agonists has been very effective at promoting significant weight loss, quickly and easily, with minimal side effects. Many of our patients have lost 10 pounds in 4 weeks with sustained weight-loss at that rate for 3 months, with patients reaching their goal weights in several months. We offer medication administration training and ongoing counseling during use of your treatment with a GLP-1 medication.

There are two Medications in the GLP-1 agonists class that are FDA approved for weight loss, Wegovy and Saxenda. There are other GLP-1 agonists that are approved for diabetes management. These medications are generally taken by a shot (injection) given daily or weekly. This should not be a deterrent to anyone, as the needle size is very small, and the auto-injector is very easy for anyone to use.

For Weight Loss:

- Semaglutide (Wegovy) (weekly)
- Liraglutide (Saxenda) (daily)

For Diabetes:

- Dulaglutide (Trulicity) (weekly)
- Exenatide extended release (Bydureon bcise) (weekly)
- Exenatide (Byetta) (twice daily)
- Semaglutide (Ozempic) (weekly)
- Liraglutide (Victoza) (daily)
- Lixisenatide (Adlyxin) (daily)
- Semaglutide (Rybelsus) (taken by mouth once daily)

The downside to GLP-1 drugs is that all but one has to be taken by a shot. And, like any drug, there is a risk of side effects, some serious. Side effects most commonly occur initially, just as you begin the medication, such as transient stomach cramping. This is why dosages are increased slowly. More common side effects often improve as you continue to take the drug for a while.

Some of the more common side effects include:

- Abdominal cramping
- Dehydration
- Nausea

Dehydration occurs because this class of medication can also inhibit thirst as much as hunger, so often people



"... we have found that treating our patients with GLP-1 agonists has been very effective at promoting significant weight loss, quickly and easily, with minimal side effects ..."

don't get the thirst cues to drink more water. Therefore planning to drink plenty of water is part of the regimen when prescribed these medications. The GLP-1 class of drugs isn't recommended if you have a personal or family history of medullary thyroid cancer or multiple endocrine neoplasia.

If you are interested in losing weight with a GLP-1 medication, you may wish to start by contacting your insurance company to see if any of the above medications are covered by your health insurance, as the price on the free market is VERY expensive, approximately \$400 to \$1,300 per month. We also provide training on the self-injection technique, counseling and monthly follow up for you GLP-1 weight loss journey for best results.

If you would like to see if you are a good candidate for our weight loss program with a GLP-1 agonist, please call for an appointment with Dr. Michelle Parsons, M.D. at 302-227-1079 or book online here https://go.booker.com/ location/Renove/detailsummary/4085466

Mention this article and promo code SCWJ to receive an special offer.

Michelle Parsons, MD I ReNove Med Spa For appointments please call 302.227.1079

416 Rehoboth Avenue, Rehoboth, Delaware I www.RenoveMedSpa.org I Info@Renovemedspa.org

🌴 Health & Wellness

FDA Approves First Drug for Treatment of Peanut Allergy for Children



Presented by Alexandra Gallagher

Today the U. S. Food and Drug Administration approved Palforzia [Peanut (Arachis hypogaea) Allergen Powder-dnfp] to mitigate allergic reactions, including anaphylaxis, that may occur with accidental exposure to peanuts. Treatment with Palforzia may be initiated in individuals ages 4 through 17 years with a confirmed

diagnosis of peanut allergy and may be continued in individuals 4 years of age and older. Those who take Palforzia must continue to avoid peanuts in their diets.

"Peanut allergy affects approximately 1 million children in the U. S. and only 1 out of 5 of these children will outgrow their allergy. Because there is no cure, allergic individuals must strictly avoid exposure to prevent severe and potentially life-threatening reactions," said Peter Marks, M. D., Ph.D., director of the FDA's Center for Biologics Evaluation and Research. "Even with strict avoidance, inadvertent exposures can and do occur. When used in conjunction with peanut avoidance, Palforzia provides an FDA-approved treatment option to help reduce the risk of these allergic reactions in children with peanut allergy."

Peanut allergy is a condition in which the body's immune system mistakenly identifies even small amounts of peanut as harmful. Allergic reactions to peanut are unpredictable in occurrence and in how they present, with some individuals experiencing severe reactions from even trace amounts. Physical symptoms can develop within seconds of exposure and may include skin reactions (e.g., hives, redness or swelling), digestive discomfort, or more dangerous reactions, such as constriction of the throat and airways, and loss of adequate blood flow to vital organs of the body. Antihistamines and epinephrine can be used to treat allergic reactions, but severe reactions can be fatal even with appropriate, prompt treatment. Palforzia cannot be used for the emergency treatment of allergic reactions, including anaphylaxis.

Treatment with Palforzia consists of three phases: Initial Dose Escalation, Up-Dosing, and Maintenance. The Initial Dose Escalation phase is given on a single day. The Up-Dosing phase consists of 11 increasing dose levels and occurs over several months. Initial Dose Escalation, and the first dose of each Up-Dosing level, are administered under supervision of a healthcare professional in a healthcare setting with the ability to manage potentially severe allergic reactions, including anaphylaxis. While anaphylaxis can occur at any time during Palforzia therapy, patients are at highest risk during and after the Initial Dose Escalation and the first dose of each Up-Dosing level. During Up-Dosing, if the patient tolerates the first dose of an increased dose level, the patient may continue that dose level daily at home. After a patient completes all Up-Dosing levels, they may begin the daily maintenance dose. Patients who experience certain allergic reactions due to Palforzia may need to discontinue treatment or have their dosing schedule modified.

Palforzia is a powder that is manufactured from peanuts and packaged in pullapart color-coded capsules for Dose Escalation and Up-Dosing, and in a sachet for maintenance treatment. The powder is emptied from the capsules or sachet and mixed with a small amount of semisolid food - such as applesauce, yogurt, or pudding - that the patient then consumes. The effectiveness of Palforzia is supported by a randomized, double-blind, placebo-controlled study conducted in the U. S., Canada and Europe in approximately 500 peanut-allergic individuals. Effectiveness was assessed by evaluating the percentage of study participants tolerating an oral challenge with a single 600 mg dose of peanut protein (twice the daily maintenance dose of Palforzia) with no more than mild allergic symptoms after 6 months of maintenance treatment. The results showed that 67.2% of Palforzia recipients tolerated a 600 mg dose of peanut protein in the challenge, compared to 4.0% of placebo recipients.

The safety of Palforzia was assessed in two double-blind, placebo-controlled studies in approximately 700 peanut-allergic individuals. The most commonly reported side effects of Palforzia were abdominal pain, vomiting, nausea, tingling in the mouth, itching (including in the mouth and ears), cough, runny nose, throat irritation and tightness, hives, wheezing and shortness of breath and anaphylaxis. Palforzia should not be administered to those with uncontrolled asthma.

To mitigate the risk of anaphylaxis associated with Palforzia, the FDA is requiring a Risk Evaluation and Mitigation Strategy (REMS) with this approval, which includes elements to assure safe use. Palforzia will only be available through specially certified healthcare providers, health care settings, and pharmacies to patients who are enrolled in the REMS program. The FDA is requiring that healthcare providers who prescribe Palforzia - and healthcare settings that dispense and administer Palforzia - are educated on the risk of anaphylaxis associated with its use. In addition, the Initial Dose Escalation phase and first dose of each Up-Dosing level must only be administered to patients in a certified healthcare setting equipped to monitor patients and to identify and manage anaphylaxis. Patients or their parents or caregivers must also be counseled on the need for the patients to have injectable epinephrine available for immediate use at all times, the need for continued dietary peanut avoidance, and how to recognize the signs and symptoms of anaphylaxis.

The FDA granted approval of Palforzia to A immune Therapeutics.

The FDA, an agency within the U.S. Department of Health and Human Services, protects the public health by assuring the safety, effectiveness, and security of human and veterinary drugs, vaccines and other biological products for human use, and medical devices. The agency also is responsible for the safety and security of our nation's food supply, cosmetics, dietary supplements, products that give off electronic radiation, and for regulating tobacco products.



Alexandra is an undergraduate student at the University of Miami. She is getting two degrees, a B.S. in Neuroscience with a minor in Chemistry and a B.S. in Health Sciences with a minor in Psychology, Biology, and Public Health.

Alexandra is a President's Honor Roll recipient, a member of the Order of Omega and New Rho Psi honor societies, the Vice President of Communications for the Panhellenic Executive Board and the Vice President of Marketing for the Science of Learning Executive board, along with membership in a variety of different clubs. Alexandra is on the track to becoming a Neurosurgeon with a specialty separating Craniopagus twins.



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The County Woman's Journal

Health & Wellness 🗳

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Charles Curry, MD

"I enjoy being the primary care physician of the eye. My training and experience allow me to address all aspects of eye care, both surgically and medically." Following five years of private practice in Indiana, and years of Rehoboth Beach family vacations, Dr. Curry joined the Delaware Eye Institute in January 2007. Since that time he has established himself as a caring and skilled practitioner. His practice ranges from the surgical treatment of cataracts, to the medical treatment of such ailments as glaucoma and diabetic eye disease to ongoing and preventive care through routine eye exams.

Dr. Curry trained in ophthalmology at Wake Forest School of Medicine in North Carolina. "Wake was a hands-on program that allowed us to care for our own patients while we were there. It also gave us great access to the faculty." Following residency, Dr. Curry became certified with the American Board of Ophthalmology in 2003. During his career, Dr. Curry has witnessed great improvements in the technology of eye care. "I believe that ophthalmology has benefited more than most other specialties when it comes to surgical and diagnostic technology." Dr. Curry utilizes modern technologies such as Optical Coherence Tomography for diagnosis and White Star Phacoemulsification for cataract surgery.

Evolutions In Cataract Surgical Options

Technology and innovation are the key words of moderm life. Without being open to new options, much of the joy of living can be lost. Cataract surgeons have, through the past 50 years or more, proven up to the task of changing with the times to offer new techniques and technologies that have taken a surgery done only as a last resort, with an expectation of prolonged and unpredictable recovery, to an option that people look forward to, knowing results are much more predictable and the techniques are much safer. That knowledge is what excites me about doing cataract surgery, striving to provide the unmatched results that modem surgical technique can help us attain.

I'm going to hit on a few of these advancements in cataract surgery in this article, hoping to get you as excited about the possibilities, when the time for cataract surgery comes for you, as I am excited to be able to offer them. However, in the midst of our excitement about the options open to us, we should never lose sight of two important issues :

1) Cataract surgery still

involves risk. It is not to be undertaken lightly. While the vast majority of patients have excellent results, there can be complications. Even the best surgeons, with exceptional surgical skills can have poor outcomes. The human body is far too complex and amazing to be completely predictable. Make sure you have a good functional reason for undergoing surgery, so potential benefit outweighs the small, but real, risks involved.

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2) The "best options" at the time of surgery are different for each patient. Those options should be discussed and a specific plan arrived at for each individual patient. Cost, the patient's work and leisure visual demands, and realistic expectations for each technology all must be considered.

With that disclaimer here are a few cataract surgery options we're excited about:

ORA Wavefront Aberrometry has been discussed in a previous article in this magazine, but in way of quick review, it offers another way to choose appropriate lens implant power at the time of surgery.

Without good measurements, even the best lens technologies are unable to provide good results in terms of minimizing glasses need after surgery. Following the old mantra of measure twice, cut once, the cataract surgeon's ability, with the ORA, to choose a lens for a specific patient is enhanced by both preoperative measurements of lens power, done through the cataract prior to surgery, and repeat measurement with the ORA at the time of surgery.

Toric intraocular lenses provide a way to predictably compensate for astigmatism at the time of cataract surgery. Traditionally lens implants at the time of surgery were able to correct near-sightedness and farsightedness, but not astigmatism. Astigmatism is irregularity of the shape of the front of the eye - a football shaped eye instead of a baseball shaped eye. This irregularity distorts images and causes blurred images both close and far. In the past this was typically dealt with by the use of glasses after surgery that would correct the astigmatism by having more power in one direction of the lens than the other. Toric lenses incorporate that difference in power into the lens that is implanted inside the eye, so that the patient is less likely to have to wear glasses for the distance after surgery.

Finally, multi-focal intraocular lenses take glasses independence a step further. Not only do these lenses offer the ability to correct distance vision without glasses, but they provide hope for eliminating the need for distance, intermediate, and near vision correction - no more cheaters! I have been especially excited

with the results I am attaining with the most recently FDAapproved multifocal lens, the SYMFONY by Abbott Medical Optics. The SYMFONY works by extending our depth of focus of the eye. I think of this like the difference between an old-fashioned movie camera that would show a close-up with all the background being unclear (our old monofocal lens technology) vs. modem cameras that can perform close-ups while the background stays in focus (the SYMFONY). Not only does this lens seamlessly focus between various distances (near, far, and intermediate), but it also comes available in a toric form, meaning it can correct astigmatism at the same time.

Again it is important to remember that all of these options, as exciting as they are, are not right for everyone. There are expenses to each of these options that are typically not covered by insurance. Even those who can afford to pay for the most expensive of these options cannot be guaranteed total glasses independence. We are dealing with technologies and measurements made by humans on other humans. I think we would all agree that humans are both fallible and unpredictable, so we do everything we can to compensate for our fallibility and improve our predictability. We are light-years ahead of where we started, we are successful in the vast majority of patients, but I continue to look forward to several more years of advancements that I get to incorporate into my practice to continue to improve our results.



coolsculpting[•] Non-Surgical Fat Removal



CoolSculpting Non-Surgical Fat Removal

The biggest trend in cosmetic surgery is the expansion of non-invasive body contouring technology, one of the best of which is CoolSculpting, which is available at Renove Medical Spa, the aesthetic medicine practice of Dr. Michelle Parsons, located in Rehoboth Beach. CoolSculpting is an FDA Cleared, non-surgical device that uses precisely controlled cooling to destroy fat cells, thereby eliminating unwanted love handles, bra rolls, and stomach fat. Arms and legs can be treated as well. Unlike some other non-surgical technologies that release fat from fat cells, CoolSculpting destroys the fat cells thereby eliminating treated fat cells. CoolSculpting is a unique non-surgical treatment for the removal of fat from localized areas of excess unwanted fat that is an alternative to surgical liposuction.

How Does CoolSculpting Work?

The technology behind CoolSculpting was developed by Harvard scientists who noted that fat was destroyed by cold under certain conditions. CoolSculpting is a result of their efforts to harness and refine this application of cold to selectively remove unwanted fat deposits in a safe manner. During the treatment,

Michelle Parsons, MD is a graduate of Jefferson Medical College, Philadelphia and received her residency training from the State University of New York in General Surgery and Christiana Medical Center in Emergency Medicine. She also served as a Flight Surgeon in the Air Force. Dr. Parsons is the owner of Renove Medical Spa in Rehoboth Beach.

your unwanted fatty area will be pressed and chilled to -11C while keeping your skin protected. At this temperature the fat within the fat cells crystallizes which damages and kills the fat cells. Your skin and other tissues are protected and not damaged during this process. Your body will then eliminate the killed fat cells over time. "The best news is that we do not make many new fat cells as an adult. Fat cells may get bigger or smaller as they store more fat or lose fat, but typically, as adults we do not make new fat cells. This helps the results of CoolSculpting be long lasting if there is no subsequent weight gain. Of those patients who do gain weight after a treatment, the weight may not return to the treated areas".

What are the most common areas treated?

Many people on a weight loss program continue to have stubborn hard to lose areas, no matter how much dieting, sit ups or weight they lose. Such stubborn areas as typical around the abdomen, the love handles and inner thigh areas. Once you are over forty, losing fat in these areas is extremely difficult. These are the areas that CoolSculpt can address. "Most of our patients are interested in losing fatty areas in the upper and lower abdomen, the muffin top, waist, bra fat, back fat, love handles and the "mommy pooches". We can also treat under the chin fat, the jowls, arms, thighs and the thigh saddle bags."

Are there any side effects from CoolSculpting?

The side effects from a CoolSculpting treatment are minimal. It is possible to have bruising after a treatment, which would resolve in several days. It is not uncommon to have a mild decrease in sensitivity in the treated area lasting 1 to 2 weeks. In some instances patients will develop a burning tingling sensation 5 days after the treatment which can be controlled with an over the counter lidocaine patch.

What does

CoolSculpting feel like? The treatment room is very comfortable where you will relax on a padded recliner. When CoolSculpting is applied to the fatty area to be treated there is a cooling sensation for the first 5 to 10 minutes. Gradually this sensation lessens to the point there really is no discomfort during the treatment. A typical treatment session lasts from 35 minutes to several hours, depending on how many body areas are treated. During the actual treatment, patients have access to Netflix



and Wifi. "Busy moms find this time to themselves a real treat!" Patients only require 1 treatment to see results and treatment can be repeated for even better results.

How quickly do people see results?

After a CoolSculpting treatment, the fat cells do not survive the freezing process and die and will be eliminated naturally by the body over time. Many report seeing changes in as little as 2 weeks. The full benefit will take as long as 90 to even 120 days. Patients are seen back at the office in 8 weeks to evaluate their results. Dr. Parsons may also enroll patients on a weight loss program for several weeks following the CoolSculpting treatment to maximize results.

How long do results last?

Once the fat cells are frozen, killed and naturally eliminated by your body, the results are long lasting. It is recommended



that patients try to maintain their weight so as not to gain any unwanted fat or better yet to try to curb their calorie intake following the treatment and get even better results long term. If a patient were to gain weight, typically the new fat is gained in other body areas, unless you have a particularly stubborn area your body likes to store it's fat and it might go right back there. But if patients stay fit, CoolSculpting is a long term solution to unwanted body fat.

If you are interested in learning more about CoolSculpting and would like to see if you are a good candidate for this effective treatment to lose unwanted fat, please call 302-227-1079 to set up an appointment with Dr. Michelle Parsons at ReNove Medical Spa in Rehoboth Beach. Please mention the Sussex County Woman's Journal to receive a discount on your first CoolSculpting treatment.





One session. One hour. No surgery. Little to no downtime.

FDA Cleared

Mention this article and promo code SCWJ to receive an special offer.

Michelle Parsons, MD I ReNove Med Spa For appointments please call 302.227.1079

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Andrea E. Goldstein, M.D.

Dr. Goldstein is a board-certified gastroenterologist who graduated from Georgetown University for her medical degree and then went on to complete her Internal Medicine residency at North Shore University Hospital and did her Gastroenterology fellowship training at the University of Buffalo. Dr. Goldstein is at the forefront of the pelvic floor field, performing Interstim Peripheral Nerve Evaluation (PNE) for fecal incontinence. "Gastroenterology allows me to stay on the leading edge of medicine, bringing the newest, most effective treatments to patients with serious conditions. As your doctor, I strive to give you the best possible medical care you can receive and also an environment where you can feel comfortable. This starts with talking and listening closely to ensure that I get a complete picture of your medical history and symptoms, and also that you understand what you need to know to follow your treatment plan and return for the follow-up testing you need to protect your health. Giving you my time, compassion and full attention is as important as any test or procedure I perform."

HEMORRHOIDAL TREATMENT

Over half the population will experience some type of hemorrhoidal problem in their lifetime. You may be suffering in silence because you are too embarrassed to discuss the problem, or worry that the cure will be more painful than the problem itself. Now, advances in medicine have made hemorrhoid treatment fast and virtually painless. Your only challenge is finding a doctor who offers the right treatment and makes you feel comfortable receiving it.

How do hemorrhoids develop?

Hemorrhoids are simply swollen and engorged veins in the anal and rectal region. They are most commonly caused by changes in frequency of bowel movements, pressure of straining and hormonal changes or pressure during pregnancy. The veins swell and stretch and gradually lose the support of surrounding connective tissue.

Hemorrhoids can cause the following symptoms: Itching/Burning Bleeding Protrusion during Bowel Movements Pain Hygiene Concerns

Are all hemorrhoids the same? Hemorrhoids are actually

Hemorrhoids are actually classified into four stages

based upon severity. This helps determine which treatment is most appropriate for you. 1) **Stage I:** The

hemorrhoids remain inside at all times. They do not protrude from the anus.

- 2) Stage II: The hemorrhoids protrude with a bowel movement, but reduce spontaneously.
- 3) Stage III: The hemorrhoids protrude with a bowel movement, but require manual insertion.
- 4) Stage IV: Fourth degree hemorrhoids: The most severe hemorrhoids always protrude and cannot be pushed back inside.

What are the treatment options for removing hemorrhoids?

Effective hemorrhoid treatment depends on your specific medical condition. No doctor should recommend a solution without first doing an exam to rule out other potential causes of rectal pain or bleeding.

Once you have been diagnosed with hemorrhoids, you will have different options to choose from, depending on the severity of your case. You may get adequate relief from increasing fiber in your diet, taking warm sitz baths and using topical creams. Treatment options include a variety of minimally invasive procedures that cut off blood flow to the hemorrhoid and cause it to shrink. In some cases your doctor may recommend a surgical procedure to remove excess tissue.

What is the most painless method for treatment?

An even less invasive and pain-free solution has recently been approved for internal hemorrhoids. This new banding option, the CRH O'Regan System [™] is considered the "gold standard" in treatment and almost eliminates the discomfort and recovery time associated with other hemorrhoid removal options.

During the 60 SECOND

procedure, the physician uses a gentle suction device to place a small rubber band around the tissue, just above the hemorrhoid. There are very few nerve endings in this area to cause any pain. The hemorrhoid shrinks and falls off within a day or two. Research has shown that 99.8% of patients treated with the CRH O'Regan System ™ have no post-procedure pain and require no pain medication before, during, or after the procedure. There is no bowel prep, and you can drive yourself home afterwards. Another advantage, external hemorrhoids may also improve with this option.

Make an appointment with a specialist

If you or a family member is ready to get permanent relief from hemorrhoids, you should make an appointment with a digest specialist for an accurate diagnosis and the most appropriate treatments available. Only doctors who have been specially trained by CRH O'Regan System [™] trainers/doctors are licensed to provide this state-of-the-art banding treatment. Locally, it is performed at Hunterdon Gastroenterology Associates (HGA).

HEMORRHOID

Please call 908-483-2047 to make an appointment.

"I can't believe I suffered needlessly with hemorrhoid pain for over 3 years!" - SHELLY R.



At Hunterdon Gastroenterology Associates, you'll find a physician who is easy to talk to without embarrassment. You'll have an exam to check for hemorrhoids and rule out other potential causes of rectal pain or bleeding. If we do detect hemorrhoids, you'll get all the information you need to understand your condition and treatment options.

HGA offers the most effective hemorrhoid treatments available for immediate and long lasting relief.

- The newest non-surgical and painless band ligation procedure that lasts under 60 seconds, called the CRH O'Regan System. HGA doctors have been specially trained to offer this virtually pain-free, drug-free solution for internal hemorrhoids.
- Infrared coagulation
- HET bipolar coagulation

Your HGA specialist will provide the treatment that's right for your individual needs so you can enjoy life free from the pain and irritation of hemorrhoids.

Call today for an appointment. 908-483-2047

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Name & photo have been changed to protect the privacy of the patient

Say Goodbye to Hemorrhoids!

New, Pain-Free Method Takes Only 30 to 60 seconds!

It's now easier than ever to stop living with the discomfort and irritation of hemorrhoids. The board-certified male and female gastroenterologists at Hunterdon Gastroenterology Associates (HGA) use a new, nonsurgical, virtually painless treatment to make hemorrhoids disappear — with an in-office procedure that takes only 30 to 60 seconds!

Since this new method earned FDA approval, our gastroenterologists have used it to resolve hemorrhoids for more than 400 Hunterdon and Somerset County residents. Like them, you'll benefit from:

- Treatment same day as the exam
- Covered by most insurance
- ✓ No at-home prep
- ✓ No pain meds needed... before, during or after
- No hospital, surgery, sedation or anesthesia
- ✓ No down time immediate return to activities
- ✓ Driving yourself home... or even back to work!

This new procedure represents a dramatic improvement in speed, ease, comfort and overall patient experience in the relief of hemorrhoids. Specially trained and highly experienced in this procedure, our doctors treat you in the privacy, comfort and convenience of our offices in Flemington and Somerville.

Don't suffer needlessly with the misery of hemorrhoids. Call HGA today to speak to one of our nurses about how this fast, easy, pain-free and minimally invasive procedure can lead you to a hemorrhoid-free life.

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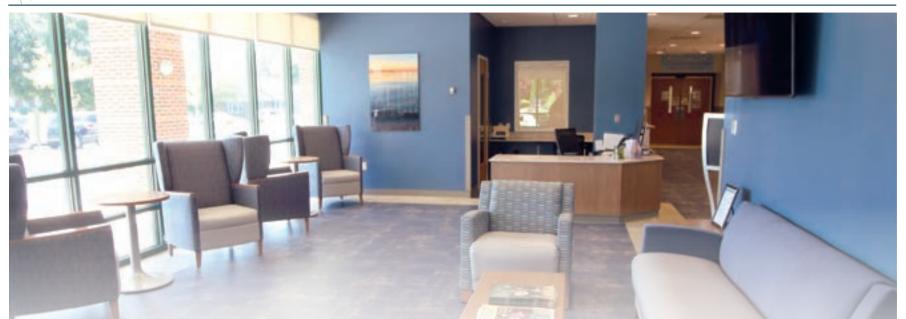
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🌾 Health & Wellness



Ventilator Care Unit Provides Critical Service at Polaris Healthcare & Rehabilitation Center

State-of-the-art facility continues to meet Delaware's healthcare needs

Justin Troyer, Respiratory Thera

Karen A. Hurst, MBA, Administrator

Amy Reedy, RN, Director of Nursing Dr. Michel Samaha, MD, Board Certified Pulmonologist

When Polaris Healthcare & Rehabilitation Center (Polaris) planned to expand its existing footprint two years ago to provide a total of 100 sub-acute and long-term care beds, the facility's leadership realized the need to dedicate space specially designed to care for ventilator-dependent residents. The vision turned into a reality, and the state-of-the-art Ventilator Care Unit called "Spiritus" was created within Polaris. Since

its opening, staff have been providing specialized care for residents recovering from respiratory failure, neuro-muscular disorders, and other pulmonary disorders.

The 14-bed unit delivers unmatched services to residents who benefit from around-the-clock care by respiratory therapists and registered nurses. The semi-circular design of the unit enables therapists and nurses to provide a level of close, individualized care for staff to quickly attend to residents' needs.

"We transformed an existing space into a specialized care unit that will improve residents' quality of life," said Meir Gelley, CEO of Nationwide Healthcare Services that owns and operates Polaris. "There is a growing need for a wide range of care and services for individuals of all ages in Delaware. The vent unit is another example of how we are filling gaps in the region's healthcare system."

Dr. Michel Samaha, a specialist in Pulmonary Medicine, is the Medical Director of Spiritus. It is staffed by a multidisciplinary team at Polaris led by respiratory specialists with the New Jersey Respiratory Associates (NJRA), a family-owned company with 40 years of

respiratory therapy experience. There is a specialized respiratory therapist for every shift, 24/7. The team manages a wide range of respiratory needs, including ventilator, tracheostomy care, BiPAP, CPAP, cough assist and high flow.

"Respiratory therapy is a highly specialized service. It's the only thing we do, and we ensure that the highest quality of care is always the top priority," said Greg Pino, VP of Operations with NJRA. "The unique semi-circle layout of the vent unit blends itself to allow medical staff to have a birds eye view of everyone within the unit."

With NJRA, Polaris offers a full continuum of care that meets residents' evolving needs. Residents able to wean from ventilators can remain at the facility for skilled rehabilitation services during each step of their recovery, providing residents with consistent care from a familiar team that understands their unique needs.

"The NJRA respiratory team complements our nursing staff, providing a high level of care at all times," said Karen Hurst, Administrator for Polaris. "We pride ourselves on delivering wellness and comfort with dignity and compassion."

Polaris, located at the innovative Milford Wellness Village, offers a full range of on-site nursing care and therapy services in a warm and welcoming environment. Every service, managed under the expert direction of a talented medical team, is focused on addressing each individual's specific treatment needs including physical, occupational and speech therapies; palliative care and pain management; and dental, podiatry and optometry care. The facility has multiple dining rooms, modern activity rooms and several lounge areas for residents to enjoy.

"The Milford Wellness Village is a one-stop-shop for all health and wellness needs, providing the highest level of care and services for all ages," said Gelley. "Polaris is at the heart of the Village, and our residents and their family members can access a wide array of medical providers conveniently located throughout the campus."



Milford Wellness Village 21 West Clarke Avenue • Milford, DE 19963 www.MilfordWellnessVillage.com



The County Woman's Journal

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Health & Wellness



The approval of recreational marijuana has made many people very happy. The Natural Wellness Center has been fielding endless calls, so after confirming some facts with the state office, we would like to make sure everyone understands what will change and what will not. We also will work with patients to determine if they should stay with a medical card or not. The recreational marijuana will be taxed 15%. This is the number to keep in mind to see if you are better off getting a medical card as medical marijuana will not be taxed. The average medical marijuana user purchases \$150-\$200 of product per month. The tax on a \$200 purchase will be \$30. When you multiply that number by 12 months, the purchaser will have paid an extra \$360 in tax. If you are a patient in this category, you would be wise to continue getting the medical card. You will actually save money. New patient visits are \$250 and renewing patients are **\$200.** We have also been told that medical patients will be able to jump the line. We all know how long those lines can be.

No applications for recreational use will be accepted until August 2024, at the earliest and recreational use will not be legal until November 2024 as it takes a while to get all the regulations in place. This is really fast compared to some other states. We do not know what the application fee will be. The state office in Dover where medical cards are issued will not have anything to do with recreational marijuana.

Recreational Marijuana finally passes in Delaware. *Should I give up my Medical Card?*

Dr. Alarcon and Missy Burbage, Owner

Important things to keep in mind when making your decision to go medical or recreational:

- It is still illegal to cross state lines with marijuana. Keep in mind that purchases in Ocean City and Salisbury are meant to be used during your stay or vacation in Maryland. The products are not intended to come back to Delaware. In fact, that is a **federal offense**.
- It is **still illegal** to operate a motor vehicle under the influence of marijuana
- It is **still illegal** to consume marijuana in an area accessible to the public. This includes moving vehicles. For example, you cannot drive while smoking and you cannot pull over, park and smoke. Think of it like alcohol. The rules are very similar.
- Employers may still enforce a drugfree workplace. This includes preemployment screening for marijuana. Some employers say they will test more or start testing if they have not done so in the past. Check with your employer before making the decision to stay medical or go recreational. There are many businesses that allow medical marijuana to be found during screening but say they will not use that same thought process behind recreational.
- It is still illegal to possess more than

personal use amounts of marijuana unless the individual is acting on behalf of a licensed marijuana business or state agency.

- It is still illegal to cultivate or sell marijuana to adults over 21 without holding the appropriate state license. It is illegal for anyone to sell marijuana to those under 21.
- It is still illegal for children or adults under the age of 21 to possess or consume any amount of marijuana, unless they possess a valid Delaware medical marijuana card.

Most people know medical cannabis is legal in Delaware and has been for several years. The stigma has been lifted now that the community realizes the health benefits of medical cannabis and the extreme dangers of getting marijuana off the streets. The fact that smoking is not the only option has helped break down a lot of barriers. Medical cannabis comes in many forms, including capsules and other edibles. At the Natural Wellness Center in Georgetown, we have been helping qualified patients obtain their cannabis cards for almost 5 years. Dr. Alarcon is well known in the area for being ahead of others when it comes to treating addiction and working with medical cannabis. Besides running Atlantic Family Physicians, he works two addiction clinics and sees that all-natural

medicine like medical marijuana can help some patients conquer addiction as well as keep them off narcotics that may lead to addiction.

At the Natural Wellness Center, we are known for making the process as simple as possible. We obtain the patient's medical records to ensure we have enough information for an approval. We have had thousands of patients and never had a denial. Once we have the records, we contact the patient for an appointment, and we are usually able to accommodate appointments with in 2-3 days. Once the appointment is complete, we send the completed application to the state for the final approval. The state has 45 days to get the card to the patient, but they are very efficient and usually get the card to the patient within two weeks.

Give Missy a call at The Natural Wellness Center to get started. If you get denied (which we have never had happen) we would refund your money. We are very sure a patient qualifies before we make the appointment.

We love what we do and love helping people. The success stories we hear every day are our motivation. You can reach us by email at naturalwellnesscenterde@gmail.com or by phone at 302.858.4266.



naturalwellnesscenterde@gmail.com

A few testimonials from our patients:

"I can't thank you enough for another seamless renewal. I recommend everyone to your facility because you guys are the best."

"As a long-term pain management patient, you have been a lifesaver. I am feeling better than I ever have and doing so in a natural way."

"My husband and I appreciate you and Dr. Alarcon so much for making this process so easy."

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45 is the new 50!

Hunterdon Gastroenterology Associates

Dr. Gilbert Cardoso, Dr. Jason Matthews, Dr. Andrea Goldstein, Dr. Maria Georgsson, Dr. Cherag Daruwala, Dr. Anik Patel, Dr. Richard Arrigo, and Dr. Devi Patel

HGA is comprised of eight, fellowship trained, board certified gastroenterologists, with two convenient locations in Flemington and Somerville. Established in 1982, Hunterdon Gastroenterology Associates treats all digestive discomfort or potential problems of the esophagus, stomach, liver, colon, or pancreas. Our AAHC- accredited ambulatory Endosurgery Center offers the highest quality treatment with faster access and lower procedure costs while using state of the art technology for your procedure needs.

Expertise, leading-edge technology, and personal care: Hunterdon Gastroenterology Associates' formula for the exceptional patient experience and outcomes we strive each day to provide.

45 is the new 50 when it comes to colorectal cancer screening. The US Preventive Services Task Force issued new recommendations in 2021 for colorectal cancer stating that people at average risk should start screening at age 45.

Why get screened?

Colorectal cancer is the most preventable cancer with proper screening. During colonoscopies, precancerous polyps are located and removed which prevents cancer from developing.

What is average risk for colorectal cancer?

People are considered to be average risk if they:

- Are 45 or older
- Do not have a personal history of colorectal cancer or certain types of polyps
- Do not have a history of colorectal cancer
- Do not have a personal history of inflammatory bowel disease (ulcerative colitis or Crohn's disease)
- Do not have a confirmed or suspected hereditary colorectal cancer syndrome, such as familial adenomatous polyposis (FAP) or Lynch syndrome (hereditary non-polyposis colon cancer or HNPCC)
- Do not have a personal history of getting radiation to the abdomen (belly) or pelvic area to treat a prior cancer

If you do have any of the following risks, you may need to be screened sooner than age 45.

What if I'm having symptoms?

If you are having any of the following symptoms, see a gastroenterologist. You don't have to wait until you are 45 or until your next recall. A gastroenterologist will be able to evaluate to see if you require testing sooner.

- A persistent change in your bowel habits, including diarrhea or constipation or a change in the consistency of your stool
- Rectal bleeding or blood in your stool
- Persistent abdominal discomfort, such as cramps, gas, or pain
- A feeling that your bowel
- doesn't empty completelyWeakness or fatigue
- Unexplained weight loss

What are risk factors for Colorectal cancer risk factors that I cannot change?

- A personal history of colorectal polyps or colorectal cancer- If you have a history of adenomatous polyps (adenomas), you are at increased risk of developing colorectal cancer. This is especially true if the polyps are large, if there are many of them, or if any of them show dysplasia. Dysplasia is a term used to describe cells in the lining of the colon or rectum that look abnormal but are not true cancer cells. They can change into cancer over time.
- If you've had colorectal cancer, even though it was completely removed, you

are more likely to develop new cancers in other parts of the colon and rectum. The chances of this happening are greater if you had your first colorectal cancer when you were younger.

- A personal history of inflammatory bowel disease- If you have inflammatory bowel disease (IBD), including either Ulcerative Colitis or Crohn's disease, your risk of colorectal cancer is increased.
- IBD is a condition in which the colon is inflamed over a long period of time. People who have had IBD for many years, especially if untreated, can develop dysplasia. Inflammatory bowel disease is different from irritable bowel syndrome (IBS), which does not increase your risk for colorectal cancer.
- A family history of colorectal cancer or adenomatous polyps- Most colorectal cancers are found in people without a family history of colorectal cancer. Still, nearly 1 in 3 people who develop colorectal cancer have other family members who have had it.

What are risk factors for Colorectal cancer risk factors that I can change?

• Being overweight or obese-If you are overweight or obese your risk of developing and dying from colorectal cancer is higher. Being overweight raises the risk of colon and rectal cancer in both men and women.

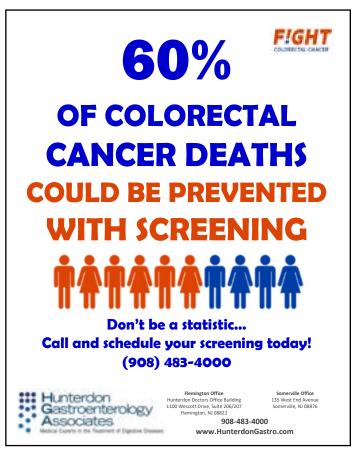
- **Physical inactivity** If you're not physically active, you have a greater chance of developing colon cancer. Being more active can help lower your risk.
- Certain types of diets- A diet that's high in red meats (such as beef, pork, lamb, or liver) and processed meats (like hot dogs and some luncheon meats) can raise your colorectal cancer risk.
- Smoking- People who have smoked tobacco for a long time are more likely than non-smokers to develop and die from colorectal cancer. Smoking is a well-known cause of lung cancer but

can be linked to many other cancers too.

• Heavy alcohol use-Colorectal cancer has been linked to moderate to heavy alcohol use. Limiting alcohol use can have many health benefits, including a lower risk of many kinds of cancer.

Don't wait! Now is the time to have a conversation with the doctors at Hunterdon Gastroenterology Associates about Colon Cancer screening, risks, and treatment!

Call us at 908-783-4000 to schedule your appointment today!



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OF COLORECTAL CANCER DEATHS COULD BE PREVENTED WITH SCREENING

60%

Don't be a statistic... Call and schedule your screening today! (908) 483-4000

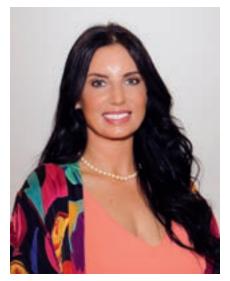


Flemington Office Hunterdon Doctors Office Building 1100 Wescott Drive, Suite 206/207 Flemington, NJ 08822 Somerville Office 135 West End Avenue Somerville, NJ 08876

908-483-4000

www.HunterdonGastro.com

🌾 Health & Wellness



Permanent Eyebrow Enhancements

By Ashley Catlett, Licensed Aesthetician Instructor Permanent Makeup/Paramedical Specialist & Owner Eastern Shore Permanent Make Up & Bellissima Skin, LLC.



Have you been wondering if permanent cosmetic eyebrows are right for you?

Permanent eyebrows are a great solution for anyone, wether you have little to no eyebrow hair and wether your skin and hair is super light or dark. At Eastern Shore Permanent Makeup, there is no one size fits all. Each procedure is customized to the clients wants and needs. It all starts with a consultation to discuss the clients options and desired results. Most clients desire a very natural looking eyebrow which can be achieved through one of three techniques.

1. Powder Brow also known as shading or ombre powder brow. With this technique a light shading technique is used to fill in the eyebrow shape.

2. Nano Hairstrokes, this option is very similar to micro blading, only it is done with a tattoo machine using very tiny needles to create nano hair strokes within the shape of the eyebrow.

3. Combination Brow. This technique is a mix of shading and nano hair strokes for a more dense looking eyebrow.

All three techniques can be each be done to achieve a very natural looking eyebrow.

During the Consultation

At the consultation, after discussing all of the options and what the client's desired results are, the eyebrows are

measured and a shape is created. Sometimes the eyebrows already have a great shape but they are still measured to make sure that they are as symmetrical as possible. It is important to keep in mind that the eyebrows are sisters not twins. Artists use their expertise and precise measuring techniques to achieve a shape that is as symmetrical as possible. At the consultation medical history is reviewed to make sure that the client is not contraindicated and we review current products the client may be using and determine if anything will need to be stopped prior to the procedure. We also discuss healing and aftercare. It is very important to be truthful pre procedure and to follow the after care instructions to get the most out of your permanent makeup procedure.

During the Procedure

When the client comes in for their permanent eyebrow procedure, they are pre numbed using a 5% topical lidocaine cream. While the pre numbing cream sits for twenty minutes, the client fills out all of the required paperwork. Once the pre numbing cream is removed, before photos are taken and then the eyebrows are measured and drawn. The procedure does not begin until the client is completely satisfied with the pre draw. Once the procedure begins a secondary numbing is used throughout to ensure complete client comfort.

After the Procedure

The eyebrows may be a little red and



Client Reviews:

Ashley was amazing so kind & friendly making you feel comfortable and welcome. She did a great job on my brows, for me it was completely painless. I feel like Ashley and I have been friends before we ever met. Trust me you will be happy you chose Eastern Shore Permanent Makeup. - Dora Vinogradov

I just got my eyebrows done by Ashley. It was painless and I love the results. My lips were done 6 weeks ago and they look amazing. I highly recommend Ashley. - Kathy Carey

even swollen. The next two hours it is very important to blot the eyebrows with a clean tissue every 15 minutes to absorb any lymph fluid or blood that may come to the surface. The client may cover the eyebrows with saran wrap and apply an ice pack if needed to help with swelling when they get home. For days 2 - 10 following the procedure, an aftercare packet with instructions will be given for the client to follow. It is extremely important to avoid sweating and direct sunlight for the first 10 days following the procedure as well. In six weeks the client comes back for a perfecting touch up appointment where any adjustments can be made to the color and overall shape of the eyebrow.

Overtime the eyebrows will fade and the client will need a touch up. Touch ups are needed on average every 12-24 months. The sun and prescription retinols are the top two pigment faders. Protecting your skin from the sun with a minimum SPF30 will greatly help the prolong the eyebrows from fading. If you have been wondering if permanent eyebrows are a good idea, schedule a consultation today!

34548 Atlantic Avenue Ocean View, DE 19970



302-525-0822 www.espmakeup.com

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Now Open to the Community: Delaware Hospice at Saint Francis Hospital

Located in Saint Francis Hospital in Wilmington, the Delaware Hospice unit will meet the need of patients and families in Northern DE and Southeastern PA.

Patients and families have compared the **Delaware Hospice** Center in Milford with a fine hotel. Every effort has been made to give Delaware's only free-standing inpatient hospice unit a comfortable home-like feel—from the furniture, finishings, and plants to the homemade cookies, children's play area, and mirrors that hide medical equipment. The stateof-the-art facility offers patients and families a welcoming atmosphere for focusing on their time together.

But Milford is a significant drive for families from New Castle County in need of a higher level of care and symptom management for their loved ones. Now, people living in northern DE and southeastern PA have another choice - a brand-new inpatient hospice unit located in Wilmington, on the 6th floor of Saint Francis Hospital, a member of Trinity Health Mid-Atlantic.

"As end-of-life care needs evolve at an unprecedented pace, Delaware Hospice is pleased to partner with Saint Francis Hospital," said Vice President of Clinical Services at Delaware Hospice, Debra Kent, RN, BSN, MA, CCRN, NEA-BC. "Our Missions are very much aligned, and we are both dedicated to meeting the needs of the community."

Currently, Delaware Hospice provides palliative consultative services to Saint Francis' eligible patients. The addition of the hospice unit is helping to meet the growing need for hospice and palliative care services in Delaware as its population ages.

"The communitycentered philosophy at Saint Francis Hospital is a natural fit for Delaware Hospice's new inpatient unit," explains the unit's new Associate Director Charlotte (Cee Cee) Scott-Coleman, MSN, MBA, BSN, RN. "Saint Francis has served as a beacon of light for the surrounding community for decades. Generations of children have been born there. Now, families will have a place for their loved ones to experience a peaceful death to complete the circle of life."

Dr. Cheryl Denick, MD, the unit's dedicated physician, is a hospice and palliative medicine specialist with a downto-earth demeanor and a holistic patient-centered approach. The expertly skilled staff have been trained in both inpatient and home-based care, giving them the flexibility to move between the different modes of care.

Closely modeled after the Delaware Hospice Center in Milford, the welcoming unit has 16 beds (8 at opening), a reflection room, a gathering space with a special area for children, and a kitchen where families can share a meal and partake of delicious treats baked by volunteers.

"This unit is very much needed by the community, and we're here to stay. I'm thrilled that more people can come to know and appreciate the comfort and peace that Delaware Hospice delivers," Scott-Coleman smiles. "We've made sure everything is perfect for all of the patients and families who will arrive on our floor."

Learn how Delaware Hospice can help you and your loved ones live comfortably. Visit us at *www.delawarehospice.org* or contact us at 302-478-5707. "... Saint Francis has served as a beacon of light for the surrounding community for decades ..."



Delaware Hospice at Saint Francis

Benefits for Patients		
Homelike	24/7	Convenient
Setting	Expert Care	Location

Our team physician, Dr. Cheryl Denick, is available for phone consultations at 302.478.5707

Learn more at delawarehospice.org

Trinity Health

ELAWARE

Sinc<u>e 1982</u>

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Saint Francis

Hospital



Mona Boyer Milford Wellness Village

Mona Boyer is an accomplished professional who has been serving as the General Manager for Milford Wellness Village for the past two years. With her exceptional leadership skills and extensive experience in managing the Village, Mona has successfully transformed it into a thriving and well-respected establishment.

One of Mona's greatest strengths is her adaptability. She effortlessly navigates through various challenges and changes, ensuring that the Village remains at the forefront of the industry. Her ability to make ethical judgments is commendable, as she consistently upholds the highest standards of integrity and fairness in all her decision-making processes.

Mona is deeply community-minded and actively engages with the local community to foster positive relationships and partnerships. She understands the importance of giving back and regularly organizes events and initiatives that benefit the community as a whole.

Even under the most demanding circumstances, Mona remains effective and composed. She excels at handling pressure and is known for her ability to make sound decisions swiftly and efficiently. Furthermore, Mona is an expert in delegation, effectively assigning tasks and responsibilities to her team members, ensuring that everyone is working towards a common goal.

Time management is another area where Mona truly shines. She possesses exceptional organizational skills, allowing her to prioritize tasks and meet deadlines consistently. Her strategic planning abilities are also noteworthy, as she formulates long-term plans and executes them with precision, ensuring the continued success of the Village.

Mona's professionalism is unparalleled. She maintains a high level of professionalism in all her interactions, both with her team members and external stakeholders. Her reliability is unquestionable, as she consistently delivers on her commitments and goes above and beyond to exceed expectations.

Lastly, Mona's positive attitude and friendly demeanor make her a joy to work with. She fosters a collaborative and inclusive work environment, where everyone feels valued and motivated to perform their best. Her ability to inspire and motivate her team is truly remarkable.

In conclusion, Mona Boyer is a highly skilled and dedicated General Manager who possesses a wide range of qualities that contribute to her success. Her adaptability, ethical judgment, community-mindedness, effectiveness under pressure, delegation skills, time management abilities, strategic planning expertise, professionalism, reliability, and pleasant personality make her an invaluable asset to Milford Wellness Village.

Pamela M. Reuther, MS PT

Easterseals Delaware & Maryland's Eastern Shore

Pam Reuther is the Chief Operating Officer for Easterseals Delaware & Maryland's Eastern Shore. She started her career with Easterseals as a Physical Therapist almost 30 years ago and has held various leadership positions. In her role as Chief Operating Officer, Pam has responsibility over more than 15 different programs and services, including, Children Therapy, Intellectual Disabilities, Adult Day Health, Caregiver Support, Recreation & Respite, Personal Attendant Services and Supported Employment. Each of these programs provides the supports needed for someone with a disability to be as independent as possible; from a child taking their first steps to an aging senior citizen who needs assistance to remain in their own home. "I am so fortunate work with a team of people who truly care about children and adults with disabilities and who care about making a difference," Reuther said.

"Many people know the name of Easterseals, but don't necessarily know what we do. If you have a question or a need related to a disability, disease, or aging, contact Easterseals, and we will help you to find solutions." For more information about Easterseals visit: www.easterseals.com/de

Pam obtained a Master of Science Degree in Physical Therapy from Neumann University. She currently holds three Governor's appointed seats to Advisory Councils in the State of Delaware, including: the Interagency Coordinating Council for Birth to Three Early Intervention Services (2003), Delaware's Medical Care Advisory Council (2017) and Delaware's Early Childhood Council (2023).

Pam is a native Delawarean who currently resides in Harbeson with her husband, Kurt. She has two grown sons and enjoys boating on the Rehoboth Bay.

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Maribeth Dockety

Pathways to Success

As the Secretary of the Executive Board of Pathways to Success, Maribeth Dockety, brings so much to the organization. She understands the needs and challenges that the Pathways to Success students experience and is creative in trying to help them through her more than twenty-five years of human resources experience. She has held training sessions with them to help them identify and realize their skills and potential. She has also held training sessions for the Pathways to Success staff through her work as a small business owner of Workforce Solutions Today, LLC.

She graduated from Florida State University, Tallahassee, FL and Marymount University, Arlington, VA completing a B.A. in Music Therapy and M.A. in Human Resource Development, respectively.

Ms. Dockety retired as the Director of Human Resources from Delaware Technical Community College, Georgetown campus. She continues to teach human resources and business management courses as an adjunct assistant professor for Wilmington University.

She is a member of the Society for Human Resource Management and has served in a variety of roles for the DE State Council of SHRM. She holds the SHRM-CP certification.

Ms. Dockety served as President of Sussex Academy of Arts and Sciences Executive Board for two of her eleven years on the board. Additionally, she is a member of the Village Improvement Association since 2001 and is currently the Chair of Domestic and Sexual Violence Awareness and Prevention Committee, as well as the Chair of the Strategic Planning Committee for GFWC Delaware.

Maribeth serves a local church as the organist/pianist. She lives in Rehoboth Beach with her husband, Grant, daughter and three dogs.

Julie Gritton Coldwell Banker Premier

Julie Gritton Coldwell Banker Premier When you think LOCAL, think Julie Gritton. For over the past 20 years Julie has been actively selling real estate in the Sussex County Community. She received the Sussex County Association of REALTORS Good Neighbor Award and she ranked in the top 1% for all Coldwell Banker Agents Internationally in 2022 being named the #1 agent for Coldwell Banker in the state of Delaware. Julie is a local Cape Henlopen High School Graduate and has her Bachelor's Degree in Business and Associates in Marketing. She has extensive real estate experience of Southern Delaware focusing on First Time Home Buyers, Investors, Luxury Homes, Land & Acreage, and Beach Properties including both Sales, and Rentals. Having experience in both rental and sales distinguishes Julie from the competition and helps advise customers and the community with up-to-date knowledge of the compete local real estate market. Julie understands that buying or selling a home is more than just a transaction: "it's a lifechanging experience and a chance to support our local community. That's why I am highly dedicated to providing exceptional, personalized service for all my clients and I focus on giving back to local charities like St Jude's Children's Research, Food Bank of Delaware, and Brandywine SPCA with every sale." Today's buyers and sellers need a trusted resource that can guide them through the complex world of real estate. With my extensive knowledge and

commitment to providing only the best and most timely information to my clients, I strive to be their go-to source for real estate industry insight and advice. "My philosophy is simple: Always keep a clients come first attitude and give back and support your local community. I don't measure success through awards, but through the satisfaction of my clients and the support I can provide to my community. The best compliment I can receive is a client or community referral to a friend, relative or neighbor."



A Personal Injury Lawyer's Guide To Under-



By Amanda Dobies, Esq.

am Amanda Dobies, Esq., an attorney with Kimmel, Carter, Roman, Peltz & O'Neill, dedicated to advocating for individuals and families whose lives have been forever impacted by injuries resulting from car accidents. I understand the profound impact these incidents can have on our lives.

I began my career working as a defense attorney for a

Fortune 500 insurance company. I defended cases against injured persons, often arguing that their injuries were exaggerated or resolved. About five years ago, an injury occurred to my own family, when my husband was involved in a serious car accident while on the job. I watched firsthand how significantly his injuries affected his physical and mental health. When presented with the opportunity to "switch sides" and instead represent injured people, I quickly accepted. Now I get to fight for those who are in the same position that my family was. When accidents occur, it is overwhelming, scary, and difficult to navigate. I truly consider myself a social worker for the injured. Often, clients come to me and indicate that they are not the "type" to sue people. I explain that in addition to helping my clients get the compensation they deserve, I help with so much more than

that: making sure medical bills do not go to collections, providing guidance as to medical care, answering complex insurance questions, and more simply, lending an ear and listening.

My main goal is to provide support to those navigating the complexities of the legal system during their most trying times. I have witnessed the physical, emotional, and financial hardships that car accident victims endure. In the unfortunate event, please do not face this situation alone. I am always available, even after business hours, for a free consultation to discuss your case. I can be reached directly at (302) 565-6134.

After obtaining knowledge first-hand how claims are defended, and now helping injured people for several years, I take an individualized approach to ensure that the victims' rights and interests are fully protected. It is important to recognize that each case has unique facts or circumstances.

Understanding the unique circumstances of various accident scenarios is crucial when building a robust case for my clients. From rear-end collisions caused by distracted driving to sideimpact crashes resulting from reckless behavior, I will shed light on how these accidents occur and the potential implications they can have on your case.

Rear-End Collisions

This type of accident is often caused by tailgating or distracted driving. In most cases, the driver who rear-ends the other vehicle is found liable for the accident. However, there are some situations where the driver in front may share some responsibility for the accident, such as if they suddenly brake without warning or cut in front of the other vehicle.



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standing Different Types of Car Accidents



Side-Impact Collisions

A side-impact collision, also known as a T-bone accident, occurs when one vehicle collides with the side of another vehicle. These types of accidents often occur at intersections and can be more severe than other types of accidents because the sides of vehicles offer less protection than the front or back. Liability in these cases can be more complicated, as it can depend on factors such as who had the right of way and whether one driver was speeding or running a red light.

Head-On Collisions

These accidents are often caused by driver errors, such as crossing the center line or driving the wrong way on a oneway street. Head-on collisions can be some of the deadliest types of accidents and can result in serious injuries or fatalities. Liability in these cases is typically straightforward, with the driver who crossed the center line being held responsible for the accident.

Single-Vehicle Accidents

A single-vehicle accident occurs when a car crashes into a stationary object such as a guardrail or tree. These types of accidents can also occur when a driver loses control of his or her vehicle and veers off the road. Liability in these cases can be more difficult to determine, with factors such as a phantom vehicle causing the crash or vehicle defects potentially playing a role.

Multi-Vehicle Accidents

A multi-vehicle accident occurs when three or more vehicles are involved in a collision. These types of accidents can be complex, with liability often shared among multiple drivers. In some cases, liability may also be shared by other entities responsible for maintaining the road.

The aftermath of an accident can be overwhelming, leaving individuals and families coping with trauma, uncertainty, and mounting medical bills. As your advocate, I am not only committed to building a strong legal case but also providing an ear to listen to your story and understand the full extent of your suffering.

If you have been involved in a car accident, it is important to seek the advice of an experienced car accident lawyer who can help you understand your rights and options. At Kimmel Carter, we have a team of experienced personal injury lawyers who can help you navigate the legal process and get the compensation you deserve. Contact us today for a free consultation.

Bio

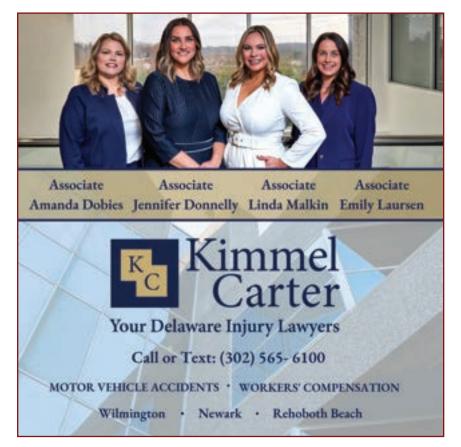
Amanda Dobies is an associate attorney in the Newark office of Kimmel, Carter, Roman, Peltz & O'Neill, P.A. Mrs. Dobies brings 6 years of personal injury experience to the firm focusing her practice on motor vehicle accidents and workrelated accidents. Amanda is a lifelong Delawarean, obtaining her undergraduate degree from the University of Delaware and law degree from Delaware Law School, where she graduated Cum Laude.

Amanda is committed to representing individuals and families whose lives have been changed as the result of an injury. Amanda previously worked as staff counsel for one of The Country's top insurance companies, representing insureds through the litigation process. This insider's perspective gives Amanda an upper hand when representing clients.

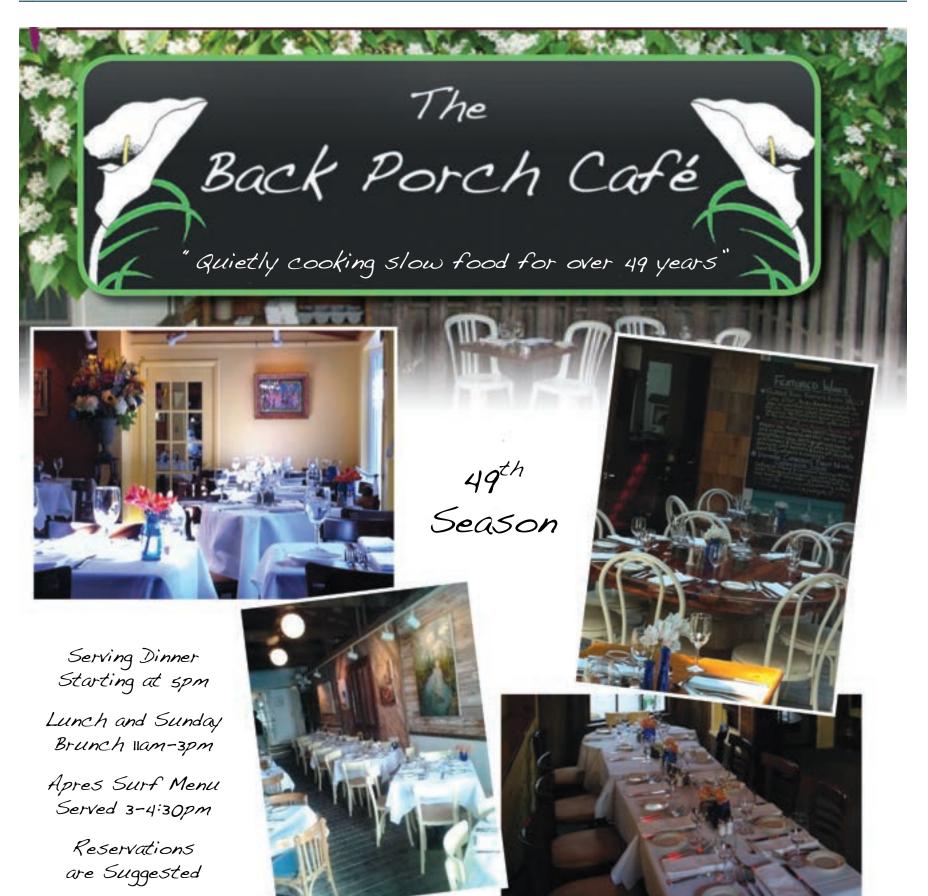
Testimonials

"Amanda handled my case, and she was a joy to work with. Her communication was always prompt and professional. She worked hard to make sure that I was compensated fairly. So glad I decided to work with this firm and I would highly recommend to anyone who needs representation." ~S.J.

"A little over a year ago I sustained an injury at a local business and it became clear the business had little interest in reimbursing me for the medical bills, physical therapy and missed work time when I tried to negotiate on my own. Then I was referred to Amanda Dobies at the firm. Ms. Dobies was a perfect balance of knowledge, compassion and access to resources. During every interaction she was extremely professional and presented facts and the law in easily understandable terms. With Ms. Dobies assistance, I obtained a resolution and reimbursement of my costs. It is without hesitation that I would highly recommend her for legal needs within her area of expertise." ~T.B.







(302) 227-3674 · www.backporchcafe.com

***There is no love sincerer than the love of food.** *George Bernard Shaw* **59 Rehoboth Avenue** • Rehoboth Beach, Delaware

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MOMENTS in time

Easy affordable, digital transfer and media conversion service.

You have probably visited your parents' and grandparents' attics and garages to discover cherished family photos, slides, film movies, VHS, or 8mm tapes, and then spent hours reliving precious memories made throughout the years. Did you know that you can take all of that vintage media and bring it into the digital age locally and affordably without the risk of losing those memories by mailing them?

Moments in Time is your one-stop shop for all your old videos, films, slides, pictures, and audiotape digitization needs. We specialize in helping you preserve your cherished family keepsakes by transferring all forms of vintage media and audio recordings to a digital file format such as MP4 and MP3.

Not only is digitizing a great way to preserve all of your special remembrances for generations to come, but it also can be a wonderful way to surprise your family by passing down your family history with memories that will last forever. Once you have "foreverized" your memories, gone is the worry about those old tapes, movies, and pictures deteriorating over time! You can share them with family and friends for years to come. To learn more about this process, let's have a chat!

If you would like a price quote to "foreverize" your memories, email us at: thedigitizeguy@gmail.com or give me a call at 302-364-0800.



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🌾 Health & Wellness

Pathways To Success Holds 5th Annual Pay It Forward Celebration

Comments from attendees included "It was wonderful hearing directly from the Pathways to Success students" to "What a wonderful evening it was – to learn more about Pathways to Success and celebrating their success! The Pay It Forward event was recently held at The Clubhouse at Baywood in Millsboro. Students and community supporters were honored.

The student honorees also expressed themselves:

"Not only did Pathways provide a safe, secure and family oriented environment, but they also provided life-changing opportunities as well."

"I know I would not have graduated high school if it weren't for Pathways."

"I'm so happy I joined Pathways my junior year because I don't know if I would have been able to change my attitude and how I handle situations on my own."

"I would like to thank the role models at Pathways for giving me this honor, as well as other opportunities that would not have been possible for me to achieve without the amazing people in the program."

"I owe so much to my parents for all they have done for me and the Pathways program that has helped me in so many ways."

Fay Blake, Founder and Executive Director, said: "It is always rewarding to see the success of our students at events like Pay It Forward. Equally gratifying is that we consistently reach a 98% graduation rate, with 96% of the students going on to college or getting certified in a trade, enter the military or find full-time jobs."

The Pathways to Success program is offered at Cape Henlopen High

School, Milford High School, Seaford High School, Polytech High School, Sussex Technical High School, and new this year, at Appoquinimink High School.

Pathways Coordinators are in each of the schools when students need extra support and guidance. The organization serves those that are underserved and under-resourced. The C.A.R.E. (Consistent, Authentic, Respectful, Empowerment) model has proven to be so effective. The students know that they have an advocate in Pathways to Success and no matter what, there are those that care 24/7, 365 days a year.

Special thanks go to the supporters and the sponsors of this Pay It Forward event who helped make it the success that it was!



We Provide PATHWAYS TO JCCESS In-School & After-School Programs that offer: Mentoring & Coaching Preparing youth, adults, Academic Support & Tutoring We C.A.R.E. and their families for Leadership & Service Opportunities successful lives. Workforce Preparation We give CONSISTENT, AUTHENTIC, & Job Placement 31 The Circle, Suite A & B RESPECTFUL, EMPOWERMENT. Georgetown, DE 19947 302-858-4861 Field Trips & Cultural Events Additional Community Pathways to Success students Support Services are identified as being at risk Mental Health Counselling for youth, adults & families of not graduating high school. Fair Housing Training. Presentations & Suppor Students enroll in our program in 9th grade & remain in our C.A.R.E. until 1 year after graduation as they transition For more info or to get involved: info@pathways-2-success.org into college, military, or full-time employment. www.pathways-2-success.org

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HOCKER'S SUPERMARKET AT SALT POND PLAZA

HOCKER'S SUPER CENTER G&E HARDWARE

Visit us at www.hockersmarkets.com and subscribe to our weekly mailer!

We are a full service grocery supermarket featuring Fresh Cut Meats, USDA Choice and Certified Angus Beef, Full Service Delicatessen featuring Boars Head Brand, Fresh Seafood, Fresh Baked Goods Daily, Full Line of Gourmet Foods and Cheeses, Natural and Organic Foods, and Fresh Produce. We purchase locally grown produce when in season. Also, we offer a Hardware Store and Gas Pumps at both locations.

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G&E/Hocker's Supermarket and Hocker's Super Center have been family owned and operated for over 60 years. Gerald Hocker, president of G&E and Hocker's, purchased the business from his Uncle Jake in 1971. We are committed to providing our loyal customers with the highest level of customer service and the highest quality of products. We have continued to grow to meet the growing demands of our customers, and have recently opened Hocker's Supermarket at Salt Pond Plaza in Bethany Beach, Delaware. Our meats are unsurpassed!!! Great weekly specials---weekly Best Buys!

Soon to be Continued!

Be sure to stop in and try some of our newly added smoked specialty meats.

Our smoked meat facility makes store-made products that the National chain can not do, and never will do! Try the following products and see the difference. Once you try them you will be a customer forever!

store-made Sausage (Ital., Sweet Ital., Hot, Country, and G&E special Blend)
store-made Hotdogs (100% Beef, 100% Pork, and 100% Pork with Jalapeno & cheese)
store-made Smoked Kielbasa • Hickory Smoked Pulled Pork

- Hickory Smoked BBQ Ribs Smoked Beef Brisket (when avail. or by special order)
- Apple Smoked Pit Beef (when avail. or by special order) Maple Cured Ham (sliced to order in the deli)
- Brown Sugar Turkey Breast (sliced to order in the deli) Maple Cured Bacon (sliced to order in the deli)

All of our specialty meat items contain no fillers and are made with our unsurpassed meats!!!

Hocker's Supermarket at Salt Pond Plaza

695 Bethany Loop Bethany Beach, DE 19930 302-539-9662 • 302-539-5255 Open 7am - 11pm Every Day

Hocker's Super Center

34960 Atlantic Avenue Clarksville, DE 19970 302-537-1788 302-537-1877 Open 7am - 11pm Every Day

G & E Hardware

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C.M. Baker Photography

THROUGH THE YEARS

I hope you enjoy C.M. Baker Photography through the years! I have met many great people along the way that led to many photo ops. I figure it was probably over 27 years that I spent at Dover Downs for two long weekends a

year, counting other things that went on at the hotel and casino. That was probably about half of my photography adventures. Not it's time to slow down. As we age, we tend to slow down for our own good and move over and let the younger photographers in. We are still doing photo booths. We are still doing events. We are still doing portraits limited. Promo head shots are also on our list. Real Estate pictures along with aerial shots with

> our drones are also a specialty. We do not shoot WEDDINGS any longer. That has been leading our list for 40 years plus or minus. I was partial to Dover Downs Hotel and Casino along with Dover Motorsports.

In the meantime, I am going through negatives - thousands of them. It brings back many memories. I probably have 95% of all my negatives that I shot. It's a slow process that I finally started. That doesn't even include the thousands of

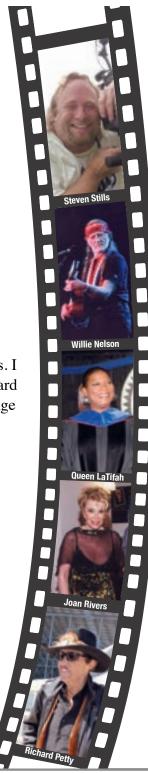


I have in storage. Many times, I did not put these out for public display. I am sure some readers will not recognize many of the entertainers, NASCAR drivers and political figures. I hope you look foward to my upcoming page in future issues.

digital images that

One of my adventures in the late 90's was to take pictures in the inaugural Parade. It was exciting to march down Pennsylvania

Avenue with thousands watching and millions of others watching on TV. I was invited by the Smyrna Citizens Hose Fire Co. to photograph their march to represent Delaware. Please keep us in mind for your events and the services we provide.



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Pineapple Princess Testimonials

Fashion

"My sister took me to this wonderful shop on 6/21. If you can't find a bathing suit in there then there's something wrong. What a great bathing suit shopping experience. Everyone was so friendly and helpful and we laughed about the Southern Charm TV show. I could have easily bought more than one suit, there were so many to choose from. My sister and I ended up buying the same pattern but in different styles. Can't wait to wear mine to the water park here at home. I will make sure I stop in the next time I'm down there. Thanks for all of your help!!!"

"The owner and her daughter worked with me to find the perfect suit! They were so helpful and friendly.... There is so much to choose from I definitely needed help!! I will definitely to go back and shop there again!"

"My daughter and I stopped in Pineapple Princess to shop for a bathing suit. The owner was so friendly, knowledgeable & helpful. She took the time to show us many different styles and colors of different bathing suits until we found the perfect one. I would highly suggest you stop in sometime soon." *Kim Lytle Hastings*

"Service was amazing- I walked out with THREE swimsuits I love and coverup! I spent hours and hours in malls and other shops last week without success... I'll be back!" - *Kim, Bethany Beach*

"The owner and daughter worked with me to find the perfect suit! They were so helpful and friendly!" - *Stephanie, Maryland*

"I will never buy another swimsuit from anywhere else but the Pineapple Princess." - *Angelica, upstate New York*

"I found my bathing suit mecca!!" - Nancy, Towson, MD

"The ladies in Pineapple Princess are very knowledgeable and take their time working with your body type. I highly recommend using this business." - *Jen, Lancaster, PA*

"Awesome customer service and the best selection of suits around. Fell in love With this shop!" - *Mary, Fenwick Ian's, DE*

"Amazing selection and first class service!" - Lauri, Maryland









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Welcome Fall 2023!

Dear Fall 2023,

On behalf of everyone at the Pineapple Princess swimwear boutique, I can safely say we are so excited to welcome this fall season! The last couple years have tested our country's economy, livelihoods and strengths but we are on the right path and looking forward to a busy fall here at the beach! With that being said, we at the Pineapple Princess are so beyond grateful for the love and support our community and customers have shown us and we are ready to kick off the summer! The owner, having over 30 years of fitting and making swimwear, and the manager, having over 19 years experience, have an extensive inventory in the boutique to offer for women, missy and junior ranging is sizes XS(0)- 4X(24)and specializing in fitting cup sizes A-H. Our staff prides themselves on helping to fit gals into that perfect suit to make you feel and look your best. We offer on site alterations to help make swim fit even better or adjust certain areas on swim to make it fit properly. We help with mastectomy, maternity, repairs and sell cuppies. Brands we carry include Tommy Bahama, Swim Systems, Sunsets, Kate Spade, Anne Cole, Seafolly, Hobie, Gottex, Anita and Longitude to just name a few. Looking for cute

beach accessories? We have you covered from coverups to dresses to beach bags, hats, jewelry to even pool floats! The possibilities are endless in our boutique. Located in downtown Rehoboth Beach, we are open all year long daily 10-7 with hours varying so call or stop in and check us out. Let's hope 2023 is the fresh start fall we all are ready for! Sea ya at the beach!

Sincerely, A very excited Pineapple Princess









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Embrace Autumn in Sussex County, Delaware: Could it be the perfect season to list your home for sale?



By Julie Gritton, CRS®, ABR®, SRS® Broker / REALTOR®

As the coastal breezes turn cooler and the streets of Sussex County are adorned with the warm hues of fall foliage, homeowners are

discovering that the autumn season offers an optimal opportunity to list their homes on the local real estate market. We are shedding light on the reasons why fall could be the ideal time for those considering selling their properties to list for sale.

1. Coastal Charm in Every Frame

Fall's distinctive appeal, combined with Sussex Countys coastal beauty, creates a picturesque backdrop that is bound to captivate potential buyers. The contrast between the golden leaves and the azure waters of the Delaware Bay enhances the aesthetic appeal of homes, making them even more attractive to those looking to settle in a quaint and scenic location.

2. Less Competition, More Visibility

Compared to the bustling spring and summer months, fall often sees a decline in new property listings. This decrease in inventory means that homes on the market can stand out more easily, as potential buyers have fewer options to choose from. This can lead to heightened interest and potentially quicker sales.

3. Community Focus

Fall is a time when Sussex County residents come together for various community events and festivals. By listing a home during this period, sellers can showcase the sense of community and the vibrant local culture that make Sussex County a special place to live. Buyers seeking not just a home, but a neighborhood to belong to, might be particularly drawn in during this time.

4. Transition-Friendly Timing

For families with school-age children, fall is an opportune time to make a move. Listing strategies to suit the unique advantages of the fall season in the area.

As Lewes transforms into a breathtaking autumn wonderland, homeowners have a golden opportunity to showcase their properties' charms and tap into the motivated

"... This is an excellent time to have pre-planning discussions about pricing, strategic approaches, comprehensive marketing, and establishing a well-defined timeline to achieve your goals for the upcoming year..."

a home during the fall allows families to complete their transactions in time for the new school year, providing a seamless transition for both parents and kids.

5. Cozy Features for Cooler Months

Sussex County fall climate makes it the perfect time to highlight features that make a home comfortable during the cooler months. From cozy fireplaces to well-insulated spaces, showcasing these elements can help potential buyers envision their life in the home during the upcoming seasons.

The Julie Gritton Team emphasize the importance of working with agents who have an intimate understanding of Susse Counties real estate market and can tailor marketing pool of buyers seeking to find their perfect Sussex County home. By capitalizing on the local appeal of fall, sellers can pave the way to a successful and timely real estate transaction right in the heart of this coastal gem.

Considering a potential sale in 2024? This is an excellent time to have pre-planning discussions about pricing, strategic approaches, comprehensive marketing, and establishing a well-defined timeline to achieve your goals for the upcoming year. Please reach out to us at your earliest convenience and we can go over the process of preparing your home for a successful sale. Contact us today to initiate this pivotal conversation. Your next step towards a successful home sale awaits!



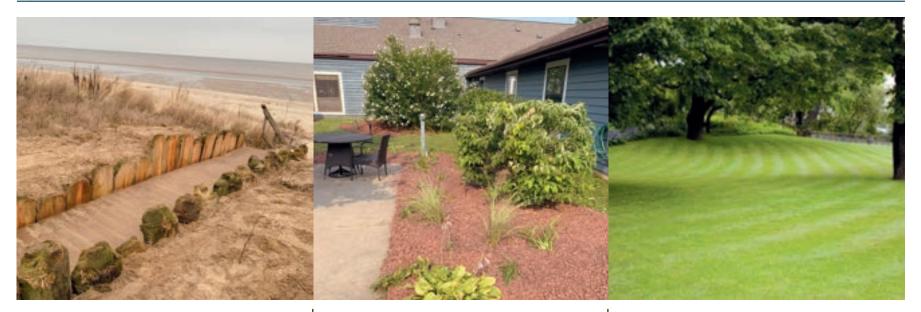
The County Woman's Journal

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🜴 Home & Garden



In an effort to hold back the sand from this customer's boardwalk we repurposed piling ends to form a barrier, while at the same time not taking away from the nautical look of being on the water, and also added a certain aesthetic. The above photo is an after of the interior courtyard of Brookdale senior living which had fallen into neglect from the previous landscaper. We removed the old plantings and added approximately 100 new plants and added 20,000 pounds of stone which all needed to be taken though the building as it was the only access to the courtyard. To have a healthy lawn in Delaware it is almost always necessary to treat the soil for grubs as most of the new developments were built on what was once farmland which is prone to root eating insects. Regular mowing and maintenance is always necessary to have a thick full lawn.



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"Andrew was responsive and followed through as discussed. Compared to others, his pricing for the job was the best. I would hire him without reservation in the future."

- Linda S. Dewey Beach, DE

Andrew Short, Horticulture Specialist

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It is necessary for good scheduling to have a balance of both residential customers which are often completed quickly and also to have large contracts that can be started at times that it would be inconvenient to complete other work. With this form of scheduling everything runs smoothly and efficiently. This year we will be accepting only two more commercial contracts. With having been in the lawn maintenance business for over ten years you can rest assured that our team can accomplish any task in an efficient and timely manner. We offer statewide service, available 24-7.

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They are always reliable and fair, and they fix the problem, without doing work that is not needed.

Thank you, Joe, Bobby, & the rest of the One Stop Team for always giving us peace of mind when it comes to our cars."

> ~ Pamela Rizzo & Heather Kingree, Publishers, The Women's Journal

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> Barbara S. Milford, Delaware

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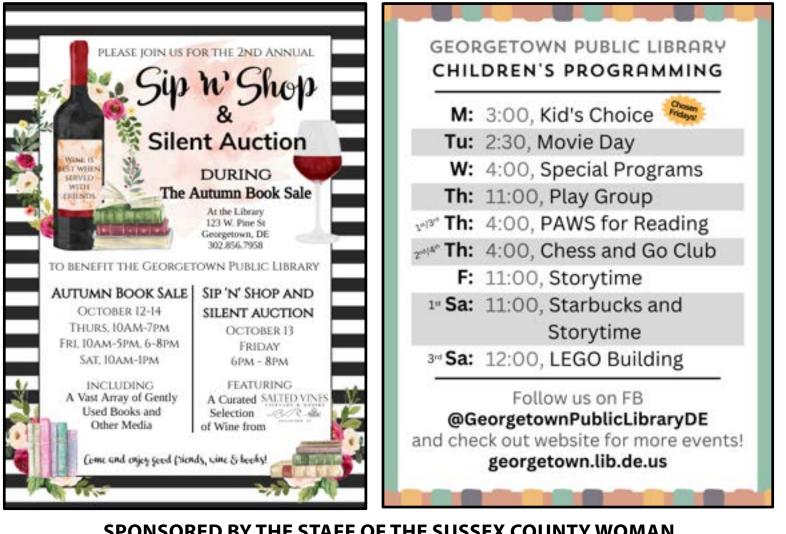
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Home & Garden 🚽

Service and Safety Matter



Storms can be unpredictable, sometimes dangerous and destructive, leaving little time to prepare your home. If your home does endure a storm, there are a few things you can look for after the storm to make sure your house remains in great condition.

Check for Immediate Threats to Safety

When looking for damage around your home, the first step is to look for anything hazardous that would pose an immediate safety threat. You need to ensure that there aren't any power lines that could cause fires or gas leaks that could harm you or your family. It is also important to ensure that drinking water is safe for your consumption.

Inspect Your Home

• Check Your Roof: When checking your roof for damage, there are a few things you can look for. Look out for raised or missing shingles and large dents in the roof, gutters, or downspouts. In hail and windstorms, the damage is often confined to one side of the home, so make sure to check all sides of your house before determining if any damage has occurred. • Check Your Windows and Doors: Windows and doors can be some of the easiest to damage during a storm. Look for holes, cracks, and broken frames or panels when looking at the inside and outside of your home. If your windows have shutters or awnings, check them too.

- Check Your Home's Exterior: Check your siding for evidence of chipping, cracking, dings, or dents. It is important to check at various times of the day to ensure you see everything in different lighting.
- Check Your Air Conditioner: Check your air conditioner coils and fins to ensure no debris has affected or damaged them.

Remove Debris and Standing Water

Try to clear any standing water away from your home to avoid mold growth within your home. Gutters can build up with clogged water and flow underneath your home's shingles. This water can build up and cause damage to your roof. Removing any debris brought to your home by the storm is also important to avoid compromising structural integrity.

Contact Your Insurance Company

Once you have inspected all the damage throughout and surrounding your home, contact your insurance

> "... We have years of experience in the industry, and we take great pride in our craftsmanship and customer service ..."

company to file a claim. Make sure to take any pictures of any damage to your home for your insurance provider or have a professional from the company come out and assess the damage.

Work with G. Fedale Roofing and Siding

If you need damage repaired to your home, you want to ensure

you're working with a reputable company. <u>G. Fedale Roofing and</u> <u>Siding provides window, roofing,</u> siding, and storm repair services. We have years of experience in the industry, and we take great pride in our craftsmanship and customer service. Visit our website to learn more about our <u>storm repair</u> services and how we can assist with your roofing and siding needs.



👫 Home & Garden



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"I loved working with budget blinds. They were recommended to us by friends who used them. Service was great. Sales associates helped with choices. Installers were terrific. Mark and Doug our installers were knowledgeable and professional." - Nancy M., Millville, DE



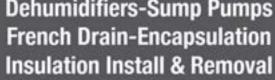


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What Our Customers Say!

Although we use Bennett Termite & Pest Control for routine pest control and inspections, we had an emergency issue arise. Bennett handled our call promptly and came out to determine the extent of the problem. They performed the heattreatments required and arranged for a special certification. The problem was solved quickly and perfectly. We would highly recommend Bennett Termite and Pest Control services to anyone.

We use Bennett Termite and Pest Control for our routine pest control and for inspections. However, we had an emergency this past week. Bennett arrived quickly and evaluated my problem. They provided a Heat Treatment and arranged for a special certification. As always Dean and his staff were courteous, explained things well, and provided great service. We highly recommend Bennett Termite and Pest Control for all your pest control problems.

Bennett is known for their termite & pest control but their crawl space encapsulation programs are the top of the line. You can not get better prices. Very professional and timely. Local guy Dean Bennett and Bruce very easy to talk with no pressure!

Our neighborhood has had a termite scare, with several infestations. After reading all the great reviews for Bennett, we chose them to inspect for peace of mind. Robert came out within two days, was very nice and very professional, and inspected for free (!!!). Luckily we don't have any termites, but Robert showed me exactly what to look for, and I will definitely call Bennett if any issues every arise. Highly recommend, a company that seems to pride themselves on honesty and customer service.

Had a really bad ant problem, talked to dean about it and he didnt hesitate to have me put on the schedule and have a guy out to my house ON TIME and when scheduled, the guy was very nice, explained everything he was doing and it wasnt expensive at all. Definitely recommend Bennett Pest Solutions, honest and affordable! Thanks!!!!

I highly recommend Bennett Termite and Pest. They are professional, prompt, and do an excellent job . I am in property management in OCMD. and I count on Bennett often. I have never been dissapointed in there work. Special shout out to Jennifer and Bruce. Thank you !!!









- 9 ounce(s) fennel bulb with stalks
- 2 cup(s) butternut squash cut into 1/2 cubes
- $1/2 \operatorname{cup}(s)$ parsnip cut into 1 inch thick slices $1/2 \operatorname{cup}(s)$ carrot cut into 1 inch thick slices
- 1 tablespoon(s) olive oil
- $1 \ 1/2$ teaspoon(s) rosemary, fresh chopped
- 1/2 teaspoon(s) salt
- 1/4 teaspoon(s) pepper
- 1 dash(es) nutmeg freshly grated
- 1/3 cup(s) Parmesan cheese

Preheat oven to 425°.

Trim tough outer leaves from fennel. Cut fennel bulb in half lengt wise; discard core. Cut each half into three wedges. Combine fennel, squash, and next 7 ingredients (through nutmeg) in a large shallow roasting pan coated with cooking spray. Bake at 425° for 35 minutes or until vegetables are tender, stirring occasionally. Sprinkle vegetable mixture with cheese, if desired, just before serving.

Recipe by: Cutting Board Creations





At the Delaware Black Chamber of Commerce, we are driven to do our part in changing the economic footprint for small businesses in the First State. The chamber is the first solid voice for the DE black business community. It's more than a business as usual membership organization. It's the best friend and partner of its members, working exclusively on their behalf and providing the assistance and support they need. We strive to build productive relationships and make a positive impact with all of our members.

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Business 🔺

YOU CAN Do this. WE CAN HELP

"Guiding local businesses towards success isn't just a job - it's a shared journey. At the heart of our approach lies a simple truth: Your triumphs fuel our victory, and together, we craft a legacy of thriving communities and resilient economies."

In today's digital landscape, a compelling online presence is not just a luxury but a necessity for businesses striving to thrive. At CAN Web Management, we understand that your website is more than just a digital storefront - it's a gateway to success. Our comprehensive approach, encompassing website design, web hosting, and digital marketing services, can revolutionize your revenue potential. In this article, we'll delve into how CAN Web Management's integrated solutions can drive your business to achieve remarkable 10x revenue growth.

1. Seamless Brand Experience:

At CAN Web Management, we craft websites that tell your brand story effortlessly. Our design experts meticulously create visually captivating and user-friendly websites that embody your brand's essence. By ensuring a consistent design language across your web hosting and digital marketing efforts, we create an immersive brand experience that resonates with customers, fostering lasting connections that lead to increased revenue.

2. Optimized User Experience:

User experience reigns supreme in the digital realm, and our website design focuses on creating intuitive, engaging, and responsive platforms. Paired with our reliable web hosting services that ensure lightning-fast load times and minimal downtime, we prioritize a seamless user journey. This dedication to user experience, combined with targeted digital marketing strategies, leads to extended user engagement and higher conversion rates - the cornerstone of revenue growth.

3. SEO: Your Gateway to Discoverability:

CAN Web Management understands the power of visibility in the online marketplace. Our digital marketing experts excel in search engine optimization (SEO), propelling your website to the forefront of search engine results.

streamlining our work flow." -Dr. Christina Abramowicz

ELEVATE YOUR BUSINESS POTENTIAL: UNLEASHING 10X REVENUE GROWTH THROUGH INTEGRATED SERVICES

By seamlessly integrating SEO with our website design and hosting, we ensure that your business becomes more discoverable to potential customers. This enhanced visibility can lead to substantial organic traffic, bolstering both credibility and revenue.

4. Conversion-Centric Approach:

Our integrated services are designed to optimize conversion rates. From strategically placed calls-to-action to streamlined checkout processes, our website design and hosting solutions are geared towards guiding visitors seamlessly through the sales funnel. Our digital marketing strategies, including A/B testing and personalized content, complement this approach, resulting in higher conversions and, subsequently, exponential revenue growth.

5. Scalability and Performance:

As your business expands, so does your online presence. CAN Web Management's integrated approach guarantees scalability and performance. Our web hosting services are tailored to accommodate spikes in traffic, while our website designs are adaptable to incorporate new features. With our digital marketing strategies expanding alongside your business, you can confidently anticipate sustained revenue growth.

6. Data-Driven Insights:

Data is the foundation of informed decision-making, and we recognize its importance. Our integrated solutions allow for real-time data collection and analysis, providing insights into user behavior, website performance, and marketing campaign effectiveness. This data-driven approach empowers you to fine-tune strategies, make immediate adjustments, and deliver precisely what your audience desires, resulting in higher conversions and revenue.

7. Engaging Content Strategies:

Compelling content lies at the heart of successful digital marketing. CAN Web Management seamlessly merges captivating content with intuitive website design and efficient web hosting. This harmonious approach ensures that your content resonates with your audience while being strategically promoted through our digital marketing channels. The outcome? Increased traffic, nurtured leads, and higher conversion rates that directly impact your revenue growth.

8. Trust and Credibility:

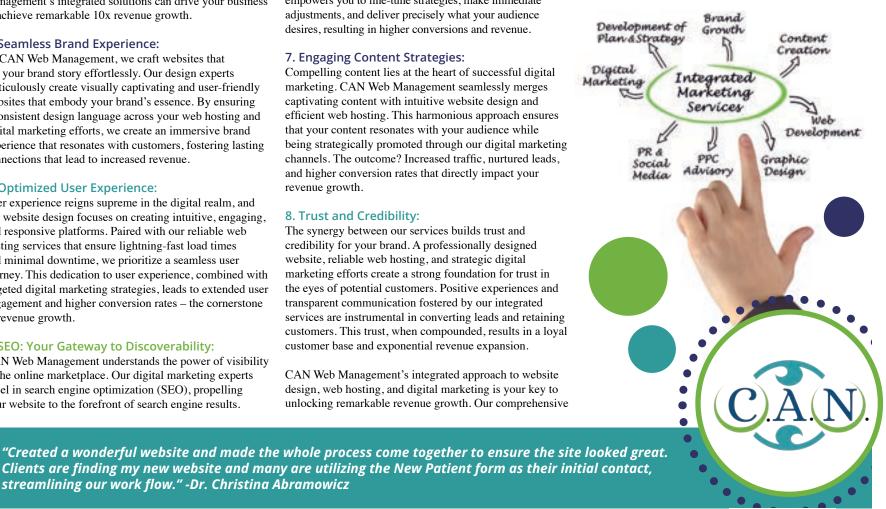
The synergy between our services builds trust and credibility for your brand. A professionally designed website, reliable web hosting, and strategic digital marketing efforts create a strong foundation for trust in the eyes of potential customers. Positive experiences and transparent communication fostered by our integrated services are instrumental in converting leads and retaining customers. This trust, when compounded, results in a loyal customer base and exponential revenue expansion.

CAN Web Management's integrated approach to website design, web hosting, and digital marketing is your key to unlocking remarkable revenue growth. Our comprehensive



solutions craft a seamless brand experience, elevate user engagement, optimize conversions, and harness datadriven insights. The credibility and trust fostered by these efforts will establish your business as a dominant force in your industry. With CAN Web Management, the future of your business is primed for unparalleled revenue success.

CALL 302-503-3187 **TO BOOK YOUR FREE CONSULTATION TODAY!**







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