

THE SUSSEX COUNTY

# Women's Journal™

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



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C.M. Baker Photography

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**THE SUSSEX  
COUNTY WOMAN'S NEWSPAPER**

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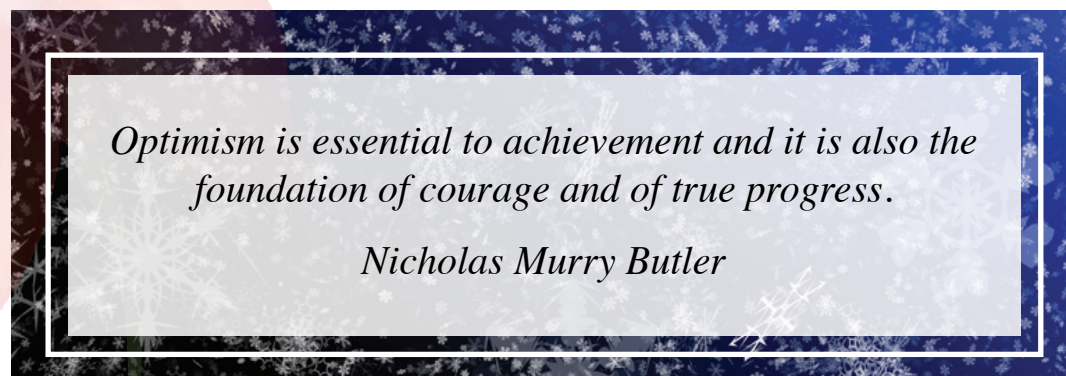
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The Women's Journal is thrilled to introduce "Look At Me" to our publication, a new category alongside our student profile section. This section will showcase extraordinary students across the United States, highlighting their contributions to society, educational pursuits, passions, and aspirations. Our youth encounter numerous challenges, such as a competitive college application process, a saturated business market, limited postgraduate employment opportunities, and restricted acceptance into advanced education programs.

The Women's Journal provides students with the opportunity to market themselves through publication, thereby building a resume for their future—whether in the workforce or continued education. For instance, being published is a powerful asset for a premedical student, serving as tangible evidence of their contribution to scientific progress and their ability to tackle challenging tasks. This unique opportunity allows students to showcase themselves to our readers and prospective endeavors.

Please take a moment to share this unique opportunity with the students in your life, as they represent our future. We are currently accepting submissions for "Look At Me" students.

Denise Gallagher, Associate Publisher



**On the Cover**



**Bobby Spencer, Jennifer Spencer, Nicole Hammond, Robert Waterson**

**We are Proud Members of the Following Chambers: DEBCC, DSBC, Western Sussex, Georgetown, Lewes, Milford, Milton, Rehoboth Dewey**



### Joseph Wendolowski, DPM, FACFAS

Joseph Wendolowski, DPM, is a board-certified in foot surgery. He currently sees patients at his private practice, Delaware Total Foot and Ankle Center in Lewes, DE, and is on staff at Beebe Hospital. He graduated from Temple School of Podiatric Medicine in 1997 and continued his surgical training at North Philadelphia Health Systems- St. Joe's Hospital and Tenet Health Systems- Parkview Hospital. He practiced in Red Bank, Freehold, and Monroe New Jersey for 18 years before opening his new practice in Lewes, DE, in 2019. *Learn more at [www.dtfac.com](http://www.dtfac.com)*

## STEM CELL RECRUITMENT THERAPY™ FOR FOOT AND ANKLE

Dr. Joseph Wendolowski at Delaware Total Foot and Ankle Center is happy to announce that he is now offering Stem Cell Recruitment Therapy™. This therapy can be used with tendinitis, plantar fasciitis, arthritis, and some neuritis by stimulating cellular growth. This stimulation promotes healing, proliferation, and cellular differentiation. The amniotic fluid also contains proteins and substances that lead to tissue repair or regeneration of tissue.

Amniotic fluid has been recognized to produce both protective biological and regenerative properties. This therapy is an active tool used in clinical settings. It is delivered to a localized area of injury and the combination of biologics contributes to the body's anti-inflammatory and regenerative response. Additionally, the fluid has been shown to possess remarkable lubricating capabilities. The amniotic fluid is procured through voluntary donations from scheduled cesarean procedures during a full-term healthy birth. Maternal donors are screened per FDA and the American Association of Tissue Banks (AATB) guidelines for a panel of infectious diseases at an FDA registered certified laboratory and against establish medical social risk factors. Once received, the fluid is processed through a low protein binding filter and terminally sterilized with gamma irradiation to ensure recipient safety. This process was designed to maintain the protected and regenerative integrity of the fluid, with epidermal growth factor (EGF) and hyaluronic acid (HA) levels near pre-filtration levels. The amniotic fluid is processed to preserve the cytokines, growth factors, and proteins naturally found in the liquid for homologous use to supplement the recipient's tissue. The liquid amnion promotes tissue reconstruction rather than scar tissue formation. This therapy is a revolutionary procedure to regenerate and rejuvenate ailing joints, repair soft tissue damage, and increased mobility while decreasing pain. It requires little more than 15-minute office visit and often a single injection. Stem cell recruitment therapy, by using a combination of growth factors and other endogenously synthesized molecules helps to reconstruct and regenerate new, healthy tissue without surgery.

Dr. Wendolowski provides this treatment in the office, and typically requires only one injection. Patients can begin feel relief almost immediately, but it can take up to 8-10 weeks for your optimal relief to occur. After the injection, patients may resume low impact activities with supportive footwear. Call 302-297-8431 to make an appointment with Dr. Wendolowski to discuss if this treatment is right for you, and if your insurance will cover you for this procedure. More information about the office can be found at [www.DTFAC.com](http://www.DTFAC.com).

### Testimonial

*"My 82 year old parents relocated to Delaware a year ago. We were Dr. Joe's first patients in his new Lewes office. The anxiety of getting new doctors was compounded by the pandemic. The exceptional treatment provided by Dr. Joe and his staff provided a calm in the storm. His authentic care and kindness made us feel like we were part of his family. I am so thankful for the trust and confidence he inspires. My father who suffers a multitude of health issues looks forward to our visits! He always says Dr. Joe is the best doctor he's ever had! I agree!" Susan Damiano*

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CENTER

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Unit 1  
Lewes, DE 19958

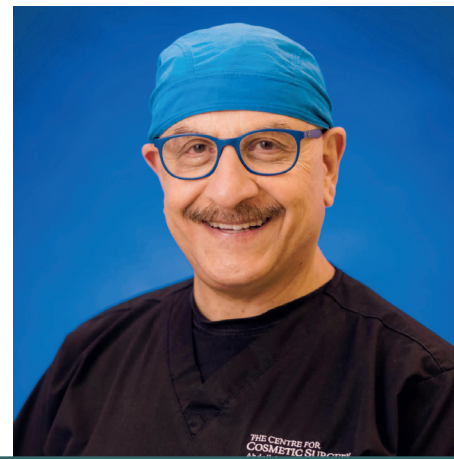
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<https://www.dtfac.com/>



ABDOLLAH MALEK, M.D.

*Dr. Abdollah Malek believes the art of cosmetic surgery is in listening to his patients. He builds each treatment plan on a solid foundation of communication between doctor and patient and spends a considerable amount of time getting to know the people he treats — taking their goals into account and offering the best options to meet those goals. At our state-of-the-art Centre for Cosmetic Surgery, you are not just a patient; You are our guest.*

*Many plastic surgeons market that they “specialize” in a specific surgery/area, but Dr. Malek places a strong emphasis on being a variety-skilled surgeon. He performs numerous procedures on multiple parts of the body because he understands that in order to produce natural, harmonious results, one area of the human body always compliments another. This is why being a surgeon specializing in one area, is not always the best solution, and Dr. Malek uses his multi-faceted skills to his advantage by being able to provide more natural, pleasing, and harmonious results.*



## BREAST RECONSTRUCTION PROCEDURE

For women who have had to undergo a mastectomy, double mastectomy, or lumpectomy, a breast reconstruction surgery can improve your self-confidence and help you feel like yourself again. There are many different options available to reconstruct the breast and we will discuss the them in detail to you before choosing the most suitable method, because of the variations and sensitivity of the process.

### BREAST RECONSTRUCTION PROCEDURES

We will create a customized treatment plan specifically for you. There are several different ways in which your breast reconstruction can be accomplished:

#### FLAP TECHNIQUES

These procedures (such as TRAM flap, DIEP flap, SGAP flap, and latissimus dorsi flap) use muscle, fat and skin from other parts of your body such as your abdomen, buttocks, or back to recreate a breast mound. The donor tissue is often tunneled to the mastectomy site and remains attached to its original blood supply. In many cases, a flap technique may be combined with a breast implant and/or fat transfer.

#### TISSUE EXPANSION

With tissue expansion, an expander will be placed underneath the skin and be filled gradually to stretch the skin, making room for an implant. This procedure, although time consuming, can have the advantage of quicker and easier recovery when compared to flap procedures.



### BREAST IMPLANTS

A breast implant (either saline or silicone) can be used to recreate the breast mound. This is often combined with flap techniques, tissue expansion or fat transfer.

### BREAST RECONSTRUCTION RECOVERY

You're likely to feel tired and sore for a week or two after implant surgery, and longer after flap procedures. We will give you medicines to control pain and other discomfort. You may be discharged with one or more drains in place, but should be up and around in 6-8 weeks. You will want to avoid any overhead lifting, strenuous sports, and some sexual activities for 4 to 6 weeks after reconstruction.

### NIPPLE RECONSTRUCTION SURGERY

Breast nipple surgery covers several different cosmetic procedures which are used for the enhancement, correction or reduction of the nipple or areola, the area around the nipple. These treatments are available for both men and women. If you are self-conscious about enlarged nipples or areolas, damaged or misplaced nipples, inverted or disproportioned nipples, and/or inflated areolas, then nipple improvement surgery may be just right for you. This procedure is often encouraged to be performed with a breast lift, breast reduction, or breast reconstruction, as it can easily be addressed. It can also serve as a stand-alone procedure for those who only need the nipple repaired or altered.



THE CENTRE FOR  
**Cosmetic Surgery**  
& Medicine

*“The office and Dr. Malek have been nothing but nice and very accommodating, from beginning to the end of my journey. My results are more than I ever expected. Thank you to the office and the availability of Dr. Malek after surgery with all of my questions and text messages.” - Happy Patient*

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# Liquid Facelift Solutions



**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 specializes in Bio-Identical Hormone Therapy and treatment of Thyroid disorders as well as Aesthetic Medicine and Laser Medicine.

Feeling down, stressed or not looking quite like you wish? We've got the thing to lift you right up, literally! And it's time for You to take care of YOU :). For the season we will be offering the Liquid Mini-Facelift Treatment with long lasting results at a great price, so you can begin looking refreshed and uplifted, and feeling like your happy self again.



Cheeks enhancement with dermal fillers

The Liquid Facelift is an easy in-office procedure using a variety of dermal filler products, which Dr. Michelle will guide you on selecting the right products just for you, to address each area of concern that you might have about the appearance of your facial areas, with little downtime and little discomfort. You can choose the Upper Face Liquid



Soften nasolabial lines with dermal fillers

Mini-Facelift, the Lower Face Liquid Mini-Facelift or choose the Full Face Liquid Facelift for even more savings!

**Upper Face Liquid Mini-Facelift**  
“Areas that can be addressed with the Liquid Facelift includes the cheeks, that may have fallen or become somewhat sunken in. Utilizing dermal fillers, we can plump up hollowed cheeks, restoring volume and lifting the shape of the cheeks. We can also help re-create higher cheekbones for a more refined look.

Another area that changes that bothers a lot of our patients is the area known as the nasolabial fold area, or the grooves alongside the nose that lead down to the corners of the mouth. With time, this area can become a deeper groove and gives an aged appearance. This area can be filled in to soften that area, to better match the rest of your face.

Sometimes the temples become sunken and gives a hollowed appearance. The temples are easily restored to give an overall lifted effect.

Often we see our eyebrows drop somewhat, giving a tired or frustrated look. In addition to Botox to lift the brows, a filler can be placed in the lateral or “wing” area of the brow to lift up heavy brows and giving a more refreshed look.

And in close proximity to the eyebrows, would be the tear trough area, or the area underneath the eyes, that can become hollowed or sunken in. If you are an appropriate candidate, we can place a dermal

filler in this area to restore lost volume in the tear trough areas so the eyes appear more youthful. No, this treatment does not usually hurt!



Enhance lips and chin with dermal fillers

**Lower Face Liquid Mini-Facelift**  
The lower face is a very common area of concern to many of our patients, as so many of us experience the first signs of aging in this area of our face. So often we hear about concerns of thinning lips and lip lines. A treatment with a lip filler is such an easy solution to restore lip definition, lip moisture, volume and address lip lines. The lips are critical to improve to enhance the overall appearance of the face, as the lips are such a central area of focus on the face. We have different products and different techniques to add just definition and moisture, without volume enhancement or we can restore volume lost with another choice of filler product.

The lower face and in particular the chin, is an area very frequently affected by time. We spend a lot of time addressing this area with many of our patients. So if you have concerns about your chin area, you are not alone! For the lower face and chin area, filler can be placed to soften the marionette lines, or the grooves that start at the corners of the lips and travel down the chin, to refresh your look. Also the chin itself can be enhanced to restore the appearance of lost bone volume. For men and women, we can redefine the jawline too. Treating the angle of the jaw, or the sides of the face, also lift the lower face, softening the appearance of jowls.” - Dr. Michelle Parsons, M.D.

If you would like to see if the liquid facelift with dermal fillers is right for you, you may make a complimentary appointment with Dr. Michelle Parsons, MD. Mention this article for special pricing for a deep discount! Why wait to start feeling and looking your best right now. Contact us at 302-227-1079, [info@renovemedspa.org](mailto:info@renovemedspa.org), or book your appointment online at <https://go.booker.com/location/Remove/detail-summary/585808>. Also claim a \$25 offer at <https://mbo.io/55nETK>.



**Michelle Parsons, MD**  
**ReNove Med Spa**

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**302.227.1079**

[www.RenoveMedSpa.org](http://www.RenoveMedSpa.org)

[Info@Renovemedspa.org](mailto:Info@Renovemedspa.org)



## 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 Transesophageal 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 Cardiology.*

# Coronary Calcium Score: What is it and how it can help me stay heart healthier?

The presence of calcium in the coronary arterial wall is a reliable marker for obstructive coronary artery disease. The coronary artery calcification (CAC) score can be calculated based on CT scan imaging. This is a relatively simple to do, at a reasonably low cost and low risk of radiation exposure. The score generated, also called Agatston score, has important predictive value in regards to the probability of major coronary events, such as heart attacks in the near to intermediate future.

It has been established that a CAC score of 0 is the ideal result for the test. It means that the probability of having significant coronary artery disease is less than 1 %. This confers a favorable outlook in terms of the low likelihood of coronary events such as heart attacks or death. A score of 1-99 indicates mild degree of coronary disease, 100-399- moderate disease and greater than 400 is compatible with severe disease. This score is mostly indicative of the

extend of coronary artery disease and less of the severity.

According to the American College of Cardiology and the American Heart Association recommendations, the CAC is more reliable in individuals considered to be at intermediate risk for coronary artery disease as calculated by the Framingham risk score which is based on factors such as age, cholesterol levels and elevated blood pressure. A calculated risk of 10-20 % for cardiac events or mortality at 10 years is the recommended patient in whom to obtain a CAC score for further risk stratification and preventive treatment.

The coronary calcium score works best for individuals in their late 40's to mid 60 's with no previous cardiovascular history and without symptoms. A moderate to high score (over 100) would indicate a higher probability of heart attacks, stroke or even cardiac death. This will also

lead to making stronger recommendations for more aggressive risk factors modification and reduction by your healthcare provider. In addition, further screening for "silent" coronary blockages might be warranted such as stress testing for those individuals in the higher score categories.

The CAC score is a valuable tool for the right patient in helping determine the level of risk


for coronary disease and possibly heart attacks or even death and should be used in association with other traditional and more established risk factors such as age, high cholesterol, hypertension, sedentary life style, smoking and overweight. Diabetes mellitus is considered an equivalent to coronary artery disease and the CAC is less reliable in those patients.

You might want to discuss

with your healthcare provider the use of this tool, if you are in the right age group, have no symptoms and you are at an intermediate risk for coronary events as calculated by the Framingham risk calculator (10-20 % chance in 10 years). Please look this up! It might prove the proverbial "an ounce of prevention versus a ton of cure" deal for you. Know your calcium score!

## Cardiovascular Consultants

of Southern Delaware



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# Breast Health is My Specialty

By Karen Barbosa, DO, FACOS  
*Breast Surgeon, Beebe Center  
 for Breast Health*

As a woman, you never want to hear that you have been diagnosed with breast cancer. No one is ever prepared. It's a journey to come to terms with your diagnosis and treatment, and it's an individualized experience. What you should know is that Beebe Healthcare has assembled an incredible team that can provide state-of-the-art care right here in Sussex County.

I was thrilled to join the Beebe Center for Breast Health this fall, and I'm proud to be a part of a team of specialists who are committed to the achievement of optimized long-term outcomes for every patient, in a culture that values and embraces personalized, holistic care. The Center for Breast Health centralizes important services and technologies, which promotes timely diagnosis and treatment. Our compassionate team of experts is here to empower, educate, and ensure you receive the best clinical care throughout your cancer journey.

Patients have access to timely appointments, three dedicated breast surgeons, nurse navigators, medical and radiation oncologists, diagnostic imaging and lab, and social services all on the Rehoboth Health Campus where the Center for Breast Health is located.

As an oncoplastic breast surgeon, I blend the traditional methods of breast cancer surgery with the cosmetic techniques of a plastic surgeon. I work with my patients to find the best treatment path that removes the cancer while

preserving femininity and self-esteem. The advancement of treatment and surgical techniques has come so far in recent years and a common misconception is that a mastectomy is always the best course of action. Early stage cancer can have improved survival with lumpectomy and radiation.

What can you do to lessen your risk? Get educated around breast health. I believe it is so important for community members to understand their breast health and risk. Beebe offers everything from routine annual mammograms to risk assessments and genetic testing. Call 302-703-3595 to speak to someone directly in our Center who can assist you with questions or to schedule an appointment.

*Karen Barbosa, DO, FACOS, is a fellowship-trained and board-certified breast surgeon. She offers the latest, most advanced techniques in oncoplastic breast surgery, committed to the delivery of state-of-the-art care and the availability of a broad pallet of surgical treatment options for patients to consider and choose from. Dr. Barbosa's clinical training concluded with a breast oncology fellowship at the world-renown Cleveland Clinic. Dr. Barbosa has done extensive oncoplastic training internationally and is Hidden Scar Certified.*

## WELCOME DR. BARBOSA

Beebe Healthcare welcomes Oncoplastic Breast Surgeon, **Karen Barbosa, DO**, to the Beebe Center for Breast Health

Dr. Barbosa is a board-certified surgeon who is fellowship-trained in the latest, most advanced techniques in oncoplastic breast surgery, which blends traditional cancer surgery with the cosmetic practices of a plastic surgeon.

### Beebe Center for Breast Health

18941 John J. Williams Highway, Rehoboth Beach, DE

Passionate about education and helping her patients achieve optimized long-term outcomes, Dr. Barbosa is committed to providing personalized, state-of-the-art care that allows her patients to achieve and maintain good breast health.



Now accepting new patients!  
**302-703-3595**



## A New Year, A New You?

A new year, a new you... The beginning of a new year can bring with it a sense of hope. For some, a *new* sense of self emerges. A self that is seeking balance and holding expectations for what is to come. We begin to analyze, design, and attempt to reinvent ourselves once again, with the hope of being someone that not only survives in a complicated world, but thrives. Someone who thrives when uncertainty surfaces, thrives when self-doubt arrives and thrives when the universe feels unsafe.

As a psychotherapist, I frequently encounter individuals that are experiencing this phenomenon. In fact, such is the case for most of the clients that come to see me. They are questioning who they are in the world and attempting to make sense of it all. Some have been on this journey of discovering what gives their life a sense of purpose for quite some time. Some are coming from a place of anxiety, or maybe trauma and others an inquisitorial stance.

How ever one arrives is not to be judged, what is important is that they are here and that is where the work begins. Together we dive in and explore life themes, responsibility to self, intentionality and authenticity. We look at the presenting concerns and beyond, into the joys, pains and all that encompasses being human.

### Tips for a New Year, New You

As we move into a new year, consider new ways to prioritize your mental health. Here are a few tips I have found helpful:

- Keep resolutions dear to your heart and aligned with your values
- No unnecessary pressure to do something or show up as someone else; this can lead to feelings of depression and inadequacy
- Ask yourself, "Who do I want to be?"
- Understand what it is you really want
- Take note of how you want to treat yourself and others.
- Last, and certainly not the least, remember you do not need a new year to make a change.

### Where the Work Begins

One who goes inside themselves is bound to find answers. Connection with the mind and body can generate a sense of vitality. At Coast Counseling & Healing, we offer psychotherapy, yoga/ breathwork classes and community workshops that do just that.

We provide a place for connection and discovery. If you, or someone you love, have been thinking about speaking with someone please reach out today. "No matter what a person has been, she can choose to be different." -Sartre. What is great is that you already have the tools!



## COAST COUNSELING & HEALING

*Connect. Expand. Create.*

A TAILORED THERAPEUTIC  
WELLNESS SPACE OFFERING:

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- Curated workshops
- Mind & Body Interventions

FIND OUR LIST OF UPCOMING  
EVENTS ON THE WEBSITE

[coastcounselingandhealing.com](http://coastcounselingandhealing.com)



Tamara Gibbons, owner and founder  
of Coast Counseling & Healing

302-515-6939

401 S. DuPont Blvd. • Milford, DE 19963

**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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**Marilyn & Nathan Hayward, Montchanin, 1916 Fund**

At the Delaware Community Foundation, we help donors and their professional advisors make savvy decisions about charitable giving to maximize tax advantages *and* community impact.

**DCF** Delaware Community Foundation™  
Engaging Communities, Empowering Giving™



To learn more, contact **Mike DiPaolo**, vice president for Southern Delaware, at [mdipaolo@delcf.org](mailto:mdipaolo@delcf.org) or 302.335.6933.

[delcf.org/daf](https://delcf.org/daf)

# SUNMED™ | Your CBD Store®



*"... since day one, quality, safety and transparency have been at the heart of everything we do ..."*

We are America's largest brick-and-mortar 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

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.

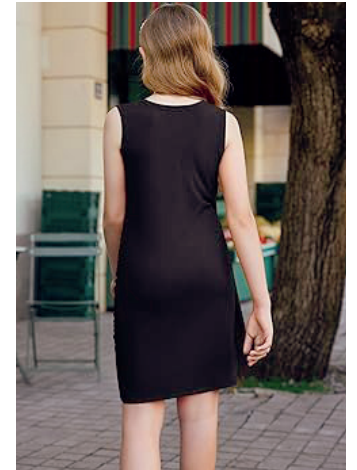
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**Thursday 10 am - 7 pm | Friday 10 am - 7 pm | Saturday 10 am - 7 pm**

# Look Your Best in Your Dress Now with CoolSculpting



**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.



Winter is a notorious time for putting on a few extra pounds with holiday parties, meals and get togethers, but this year will be different!

In honor of fall and the holidays, we will be offering a combination of targeted fat reduction treatments with CoolSculpting combined with the most powerful appetite suppressant, semaglutide, for even better success with your weight loss goals. Choose one body area to treat with CoolSculpting, such as your abdominal area, and we will treat a second area for free! For example, target your low abdominal area, and add your waist, hips, inner thighs or bra rolls areas at no additional cost! Schedule both areas the same day or within 4 weeks to lock in your savings. In addition to our regular weight loss dietary recommendations, Dr. Parsons can offer an evaluation for an in-office injection of semaglutide, a new class of medication used for weight loss, to further enhance your fat reduction results included with your CoolSculpting treatment

so that you can lose the maximum amount of fat and look your best this holiday season. The more you treat, the more you get FREE!

### The Muffin Top

Nope, not blueberry muffins. The number one area we regularly address with CoolSculpting is the abdominal area. Many of us have some extra rolls that we just can't lose in this stubborn area. This fall you can treat to transformation your abdomen and muffin top areas before the holidays. Select a four cycle CoolSculpting package to target your abdominal fat and then to maximize your fat loss results choose another body area to CoolSculpt for free! Book your CoolSculpting Muffin Top package here and we will add the second area of your choice to treat the same day for free!

### Take Some Off The Back

Want to look your best in that Holiday party dress without bra roll fat popping through? Then choose this 4 cycle CoolSculpting Lose the Bra Roll and Back Fat

package this month and choose another body area to treat for free or treat the same area twice with a CoolSculpting Fat Attack plan for even better results! Book your Take Some Off the Back CoolSculpting package here and we'll add a second body area of your chose to CoolSculpt for free.

### Wave Goodbye Again Arm Fat Package

Wave goodbye to Arm Fat and Bat Wings and wear that sleeveless dress again! CoolSculpting can reduce fat on any part of the arm, and can also improve crepey arm skin with this CoolSculpting

Arm Fat package. Choose the 4 cycle CoolSculpting Wave Goodbye Again arm fat package and select another 4 cycle CoolSculpting package to treat another body area for free!

### Heavy Sigh Thigh Treatment

Do you have inner thigh fat that has gotten annoying and won't go away? Say goodbye to annoying Inner thigh fat or fat anywhere on the thighs and walk comfortably in that mini party dress again. We can treat inner knee fat, and fat above the knees too. Choose the 4 cycle CoolSculpting

Thigh package and choose another body area to CoolSculpt for free!

### Special Pricing

We will be offering buy one area to CoolSculpt and get an other area for free when you mention this article. Areas are 4 cycles at \$850 each so one area is 4x\$850 = \$3,400. But in November you will pay \$0 for any second area of your choice, that's a Savings of \$3,400!!

The Holidays are here, so book now and start looking and feeling your best right now, You are worth it. *Restore, Reclaim, Renove.*



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# Are you feeling bloated, constipated, irritable, sluggish... These can all be signs of an unhealthy gut.



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

HGA is comprised of 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.

## What is the gut?

The digestive tract or GI tract is often referred to as the gut which covers the parts of the body involved with food intake and output. This includes the mouth, esophagus, stomach, small intestine, pancreas, liver, gallbladder, colon, and rectum. The gut is where your body breaks down the food you eat and absorbs nutrients while getting rid of metabolic waste and toxins. If you have an unhealthy gut, the body struggles to remove these toxins which in turn can negatively affect the body.

## What is gut health?

Gut health is used to describe the function and balance of bacteria in the gastrointestinal tract. A healthy gut contains healthy bacteria and immune cells which fight off bacteria, viruses, and fungi to keep the body healthy. A healthy gut contributes to a strong immune system, heart health, brain health, mood, sleep, effective digestion, and can even prevent autoimmune diseases and cancers.

## Signs of an unhealthy gut include:

- Stomach issues like gas, bloating, constipation, diarrhea, and heartburn.
- High sugar diets can decrease the good bacteria.
- Weight changes.
- Trouble sleeping.
- Unexplained mood disorders like depression or anxiety.
- Skin irritation.
- Autoimmune conditions and systemic inflammation.
- Food Intolerances.

What you choose to eat daily affects the 100 trillion microbes living in your intestines to create a healthy gut. These microorganisms – bacteria,

viruses, fungi and their genes – make up your gut microbiome. Your gut microbiome is mostly made up of bacteria and its health is a direct reflection of your overall health. Keeping these bacteria healthy means giving them the nourishment they need to keep you healthy and your gastrointestinal issues at bay.

## Eating for a healthy gut microbiome can benefit you by:

- Decreasing bloating, constipation, and diarrhea.
- Improving digestion and absorption.
- Reducing the risk of inflammatory disease
- Reducing the risk of autoimmune disease.
- Helping prevent colon cancer.
- Aiding in weight management.
- Supporting heart and mental health.
- Reducing the risk of diabetes.

Nourishing your microbes is critical to keeping your gut healthy and aids in good digestive health. But nourishing the right bacteria is the key to unlocking a healthy gut. You have the good, the bad and the ugly bacteria. Feeding the good bacteria supports better digestive health.

What are some of the best things to feed your good bacteria for better gut health?

Prebiotics are the food ingredients that fuel your microbes to grow strong. Prebiotics cannot be digested so they pass through your digestive tract undigested and land in your colon, where they're fermented and eaten up by your gut bacteria.

## Prebiotic-rich foods include:

- Raw chicory root
- Raw garlic
- Raw asparagus
- Raw leeks

- Raw Jerusalem artichokes
- Apple cider vinegar

Probiotics are the friendly live bacteria – mostly Bifidobacteria, Lactobacillus and Bacteroides – in fermented foods or drinks that colonize your gut and become part of the microbiome. Taking probiotics is like adding soldiers to your gut's army of beneficial microbes. It builds up the army to fight off the bad guys – the pathogenic or bad bacteria.

## Probiotic-rich foods include:

- Kombucha
- Yogurt
- Kefir
- Sauerkraut
- Tempeh
- Kimchi
- Miso

Another food source that helps your gut microbiome is fiber. Fiber is the dietary carbohydrates in plants that cannot be digested. Fiber is either soluble or insoluble.

Soluble fibers dissolve easily in water. When these plant-based fibers are combined with the water in your digestive tract they form a gel. This gel helps you feel full.

## Soluble fiber foods include:

- Oatmeal
- Nuts
- Beans
- Apples
- Blueberries

Insoluble fibers do not dissolve in water. So, when mixed with water in your gut they expand, acting like a sponge and "bulking" up your stool. Insoluble fibers prevent constipation,

promote weight loss, and reduce the risk of cancer and diverticulosis.

## Insoluble fiber foods include:

- Wheat
- Bran
- Vegetables
- Whole grain
- Beans
- Seeds

## High-fiber diets have been shown to prevent the following:

- Colon cancer
- Constipation
- Diverticular disease
- Irritable Bowel Syndrome (IBS)
- Hemorrhoids

Making small changes to our diets can have major positive effects on your body. Spend a little time analyzing what you eat in a day — consider writing down your meals in a food journal — and make any adjustments necessary to optimize your digestive health.

If you have questions about how to improve your digestive health or discuss symptoms that you are experiencing, please call the physicians at Hunterdon Gastroenterology Associates today! 908-483-4000.



### After 8,926,282,242 Cookies, Santa Finally Got Serious About His Heartburn (...and so should you).

His last stop was Hunterdon Gastroenterology Associates, where the doctors were able to diagnose Santa, stop his chronic use of antacids, and send him back to the North Pole to start preparing for next year's holiday season.

If you suffer from chronic heartburn, you should know that antacids only treat your symptoms, not their cause. With an accurate diagnosis, Hunterdon Gastroenterology Associates (HGA) can treat the problem as its source – and help you avoid a more serious disease.

**Do you have any of these symptoms?**

- Chronic Heartburn
- A sour taste in the mouth
- Voice Changes
- Chest pain
- Heartburn that disturbs your sleep
- A burning sensation in your esophagus
- Hoarseness
- Dry coughing

**You may have GERD (gastroesophageal reflux disease)**

This chronic acid reflux is the result of stomach acids flowing back up into your esophagus (the muscular tube that runs between your throat and stomach). If left undiagnosed, GERD can lead to the precancerous condition known as Barrett's Esophagus – or worse, to esophageal cancer.

**Make an appointment today! 908-483-4000**

We offer evening and weekend appointments.

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# Understanding Peanut Allergies



Presented by Alexandra Gallagher

## Signs and Symptoms

There's a difference between peanut allergy and peanut intolerance. Sometimes it can be difficult to know whether you are allergic or intolerant to peanuts.

- **Peanut intolerance.** If you have peanut intolerance, you usually can eat small amounts of peanuts with only mild symptoms, such as indigestion or heartburn, or no reaction at all. A peanut intolerance doesn't involve your immune system.
- **Peanut allergy.** An allergy to peanuts involves an immune system response. Even a tiny amount of peanuts may trigger a serious allergic reaction. Tests can help determine whether you have true peanut allergy.

Peanut allergies trigger an immune system response. Your immune system reacts to proteins found in peanuts. Exposure to peanuts or traces of peanuts may cause immediate reactions, such as itching, redness, swelling, shortness of breath, wheezing, nausea, abdominal pain, lightheadedness or loss of consciousness (anaphylaxis). The chemicals in peanuts can cause hives to develop on the areas of your skin that have come in contact with peanuts or traces of peanuts. Hives may spread to the rest of your body.

Allergic reactions to peanuts usually occur within minutes after exposure, although reactions within an hour or so after ingestion are possible. Signs and symptoms can range in severity depending on which body systems are involved in a reaction and how much peanut protein you've been exposed to.

The most serious and potentially deadly allergic reaction to peanuts is an anaphylactic response. If you are highly sensitive, an anaphylactic

reaction can develop immediately after peanut exposure, causing the airways (bronchi) to constrict, making breathing difficult. Blood pressure may drop to life threateningly low levels, making you feel dizzy or lose consciousness. Other serious signs and symptoms of an anaphylactic reaction include:

- Wheezing
- Rapid or weak pulse
- Blueness of your skin, including your lips and nail beds
- Diarrhea
- Nausea and vomiting
- Dizziness
- Loss of consciousness

Seek emergency medical care if you or someone else develops an anaphylactic reaction.

## Causes

Peanut allergy is caused by an immune system malfunction. Your immune system identifies peanuts as harmful triggering the production of immunoglobulin E (IgE) antibodies to neutralize the peanut protein (allergen). The next time you come in contact with peanuts, these IgE antibodies recognize it and signal your immune system to release histamine and other chemicals into your bloodstream.

Histamine and other body chemicals cause a range of allergic signs and symptoms. Histamine is partly responsible for most allergic responses, including runny nose, itchy eyes, dry throat, rashes and hives, nausea, diarrhea, labored breathing and even anaphylactic shock.

Exposure to peanuts can occur in three ways:

- **Direct contact.** The most common cause of peanut allergy is direct contact with peanuts. This means exposure via all routes of contact usually through eating peanuts, but including kissing or touching someone who's been in direct contact with peanuts.
- **Cross contact.** This is the unintended introduction of peanuts into a product. It's generally the result of exposure to peanuts during processing or handling of a food product.
- **Inhalation.** An allergic reaction may occur if you inhale dust or aerosols containing peanuts, such as that of peanut flour or peanut oil cooking spray.

**Common food products that can trigger peanut allergy symptoms if they contain peanut proteins include:**

- Peanut butter

- Peanut flour
- Ground or mixed nuts
- Baked goods, such as cookies and pastries
- Ice cream and frozen desserts
- Energy bars
- Salad dressing
- Cereals and granola
- Grain breads
- Marzipan (a molding confection made of nuts, egg whites and sugar)
- Nougat

Peanuts may be present in not so obvious foods including:

- **Arachis oil.** This is another name for peanut oil. Pure peanut oil usually doesn't trigger allergic reactions because peanut proteins are usually removed during processing. However, peanut oil can become contaminated with peanut proteins.
- **Artificial tree nuts.** Peanuts can be flavored to taste like other nuts, such as walnuts or pecans.
- **Chocolate candies.** Some chocolate candies are produced on equipment that is also used for processing peanuts or peanut containing foods.
- **Cultural foods.** Some African, Chinese, Indonesian, Mexican, Thai and Vietnamese dishes often contain peanuts or are exposed to peanuts during restaurant preparation.
- **Nut butters.** Nut butters, such as cashew nut butter, are often processed by the same equipment used to make peanut butter.
- **Specialty items.** Foods sold in bakeries and ice cream shops may come in contact with peanuts.
- **Sunflower seeds.** Many brands of sunflower seeds are processed on equipment also used to produce peanuts.

## Risk factors

It isn't clear why some people develop allergies while others don't. However, people with certain risk factors have a greater chance of developing peanut allergy:

- **Family history of allergies.** You're at increased risk of peanut allergy if other allergies, especially other types of food allergies, are common in your family. A child's first allergic reaction to peanuts usually occurs between ages 1 and 2.
- **Personal history of peanut allergy.** About 20 percent to 25 percent of children with peanut allergy outgrow it. However, even if you seem to have outgrown peanut allergy, there is still a small risk it will recur.
- **Altered immune system.** According to recent studies, the prevalence of peanut allergy has doubled in young American children in the last five years. Although reasons are unknown, some scientists believe that the destroying of many infectious diseases may have altered the immune system. Other experts suggest that improved hygiene is involved, proposing that higher standards of cleanliness in Western countries may have confused our immune systems, increasing the chances of developing allergies later in life, when the immune system is usually more prepared to prevent allergies from occurring.

## Treatment

Medications, such as antihistamines, may reduce symptoms of peanut allergies. These drugs can be taken after exposure to peanuts to control your reaction and help relieve discomfort. However, the only way to prevent an allergic reaction is to avoid peanuts and peanut proteins altogether. Despite your best efforts, you may still come into contact with peanuts and have a severe reaction. In this case, you may need an emergency injection of adrenaline (epinephrine) and a trip to the emergency room. If you're at risk of having a severe reaction, you may need to carry injectable epinephrine with you at all times.

**For more information call your pediatrician.**

Alexandra is currently a Presidents Honor Roll recipient premedical dual degree student at the University of Miami with one degree in Neuroscience and one in Health Science with minors in Chemistry, Public Health, Psychology, Biology, Gender and Sexuality. Alexandra has recently been invited to the Prestigious Academic Medical Scholar program at the University of Miami Leonard M. Miller School of Medicine. Please see Alexandra's full Student Profile in the "Look At Me" category in next month's publication.

Alexandra Gallagher is receiving educational correspondence through her email: [AlexandraGallagher0@gmail.com](mailto:AlexandraGallagher0@gmail.com)



**Charles D. Curry, M.D.**

*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.*

## Evolutions In Cataract Surgical Options

Technology and innovation are the key words of modern 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 modern 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.

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 far-sightedness, 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.

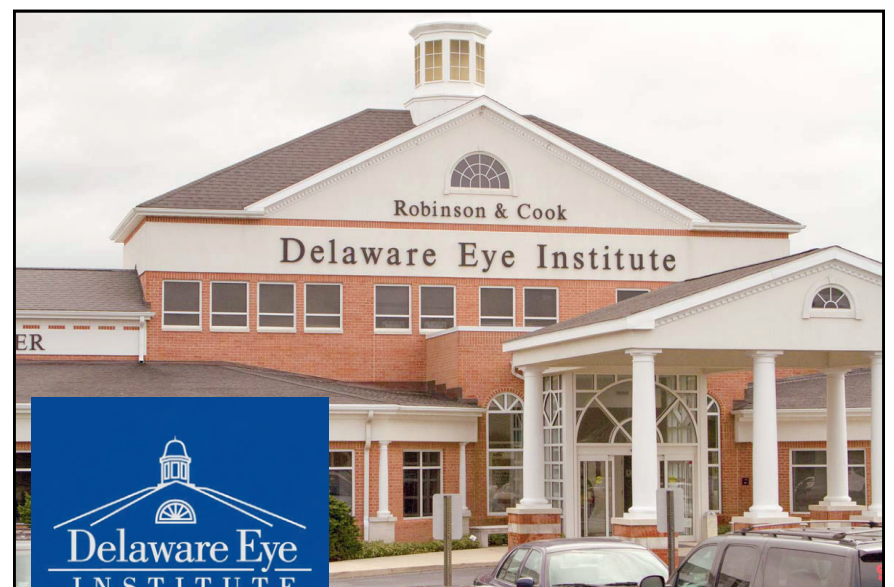
Finally, multi-focal intraocular lenses take glasses independence a step further. Not only do these lenses offer the ability to correct distance vision without glasses, but they provide hope for eliminating the need for distance, intermediate, and near vision correction - no more cheaters! I have been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

**"... Simply the best medical experience of my life. I can see again 20-15 in both eyes. Dr. Curry and his operating staff are the most professional medical group I have ever dealt with. Painless-Quick and No Downtime. I am glad I had it done. Call Dr. Curry, you will be glad you did it ..."**



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# Lift and Tighten Facial Skin with Ultherapy



**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 specializes in Bio-Identical Hormone Therapy and treatment of Thyroid disorders as well as Aesthetic Medicine and Laser Medicine.

If only there were a way to tighten and lift loose, sagging facial skin without any downtime such as the typical recovery experienced from facelift surgery or with the swelling and redness from laser treatments. But wait, there is! And it's deep tissue skin tightening with the power of ultrasound, known as Ultherapy!

**What Is Ultherapy?**

Ultherapy uses the technology of ultrasound, to send focused waves of ultrasound directed at the deeper layers of skin tissue, into the skin fascia layer. This layer of skin fascia is the anchor that holds facial tissue in place. This is also the layer that surgeons will address when performing a surgical facelift procedure, lifting up this sheet of tissue to pull up the overlying skin

crows feet areas and underneath the eyes, to help diminish eye lines and to open up the eyes for a more youthful appearance. Also, the skin above the eyebrows can be treated to lift eyebrows. This is called the Brow Lift/Eye Opener procedure.

The whole lower face is most often treated, to treat heavy jowls along the jaw line, the tissue just below the chin and also, the heaviness along the sides of the nose, known as the nasolabial folds can all be treated. Utilizing Ultherapy in these areas, targets fatty tissue that can be diminished and softened, and the overlying skin is tightened.

**What Can I Expect During the Ultherapy Treatment?**

For you treatment, no prior preparation is required, there is

*"... tighten and lift loose, sagging facial skin without any downtime such as the typical recovery experienced from facelift surgery or with the swelling and redness from laser treatments ..."*

layer with it. But with Ultherapy ultrasound, the sound energy is delivered through the skin, without the need for an invasive surgical procedure, or with the penetrating energy of laser. The ultrasound waves pass through the skin, leaving overlying skin completely unaffected and undamaged. The sound energy directly heats up the deep tissues in the skin, directly tightening them and stimulating more collagen for even more lifting and tightening.

**What Areas Are Treated with Ultherapy?**

Facial areas that are typically treated with Ultherapy include the skin around the eyes, which includes the

no numbing needed. Prior to your treatment, Dr. Michelle Parsons, M.D. will apply a cooling gel to your facial skin, just as with any ultrasound treatment. This ultrasound gel allows the sound energy to better penetrate the skin and keeps the skin cool during the treatment.

To treat the whole face, including around the eyes, lower cheeks, jawline and under the chin area, takes about an hour. After the treatment there is typically no redness and no bruising. Many patients will already begin to see improvement around the eye area with a noticeable brow lift and opening of the eyes. But otherwise no one will know that you

had a procedure that day and you can go about your business as usual!

**How Long Will My Results from Ultherapy Last?**

After the initial skin tightening that day, further skin tightening will continue in a slow and gradual process, occurring over the next few weeks and even months. "It is around 8 weeks that most patients will begin to receive unsolicited compliments from their friends and family, telling them that they look well rested, or perhaps look as if they had just come back from a vacation. They will notice the subtle improvement, but will not know the cause!" - Dr. Michelle Parsons, M.D.

The improvement in facial skin firming and lifting will continue to evolve and improve over the next few months and sometimes even as long as a year after the one treatment. Results from Ultherapy are long lasting, as there has been stimulation of new natural collagen and tightening of the deeper fascial layer.



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# Beckett Wheatley Takes Over Reins at CHEER



By Carolyn O'Neal  
*Community Relations*

CHEER changed leadership hands on November 3 with the promotion of former Chief Operating Officer, Beckett Wheatley, into the CEO position. She has been preparing for the top job for over 25 years.

Beckett first came to CHEER in 1994 as an Accounting Supervisor. She held the position for only a few months when her supervisor left for health reasons and Beckett was moved up to Chief Financial Officer.

Heading up a Finance Department that oversees a \$6 million-plus annual budget kept Beckett busy behind a computer for years ensuring all the financial policies, budgets, work plans and contracts were accurate and complete to keep the agency running. When she was promoted to Chief Operating Officer in 2016, she received the opportunity to supervise all the major programs, manage special Agency projects and serve as liaison with staff members and agencies associated with CHEER. With the

responsibilities of the new position came knowledge and experience in employee management and policy writing that will serve her well as the Chief Executive Officer.

"I like to help make the staff's jobs easier by learning more about every position," Beckett explained. She said she understands and has been directly involved with every CHEER staff position except for driving a bus and cooking the meals in the central kitchen, "although I know how to drive and cook," she laughed.

The new CEO thinks her biggest struggle will be filling open staff positions. "There is a shortage for staffing everywhere, that is why CHEER relies so much on our volunteers." CHEER received a major grant last year from AmeriCorps to reach a goal of 1,000 volunteers within two years. Time is counting down and the non-profit agency is only halfway there.

"If you have a couple extra hours a month to help serve a senior citizen in Sussex County, please get

in touch with CHEER," Beckett pleaded. Volunteer opportunities range from delivering meals to homebound seniors, to transporting seniors to

non-emergency medical appointments, to assisting in activity centers in the kitchen or overseeing activities, to answering the telephone.

"I am excited about the future of CHEER. I want to provide more services and activities to more seniors. There are so many seniors not getting services already and there are a lot more seniors moving into the area," said Beckett. "I want everyone to be aware of what CHEER provides so seniors can live their lives to their fullest. I also want our staff to be empowered and excited to be able to provide those much needed services."

When not at CHEER, Beckett enjoys volunteering for community service

activities. She is president of the Laurel Lions Club, a volunteer for The ARK Educational Resources fundraisers, a member of Laurel's Centenary U.M. Church, Sunday school, choir and its finance committee, and volunteers at a variety of other community service projects. She loves to cook, entertain, decorate, and travel with her husband, Bob. She has three grown children and six grandchildren. She is also a certified Delaware alcoholic beverage server and bartender, which has come in handy a few times for special events at CHEER.

"We have an awesome team. We do what we must do to make things work at CHEER," grinned the new CEO.

## WE NEED YOU!



*Help is needed for homebound meal delivery, kitchen and senior center assistance, and for non-emergency medical transportation.*

Georgetown • Greenwood • Long Neck • Milton  
Lewes • Ocean View and Roxana CHEER Centers

**To Volunteer Today Call**

**302-515-3040**

or go to [www.cheerde.com/volunteer](http://www.cheerde.com/volunteer)





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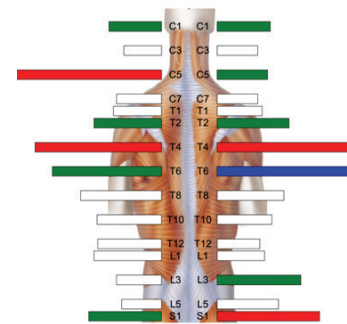
# Synapse Brain & Spine Center

*Fix your Brain Today!*

The "Synapse Approach" uses technology like QEEG brain scans, infrared spinal scans, and metabolic testing like blood, urine, stool, saliva, and DNA to identify root causes and objectively track progress over the treatments.

Below is an example of a spinal scan report. The spinal scan uses infrared laser technology to identify area of irritation in the spine. Red signifies severe irritation, blue is moderate, and green is mild irritation.

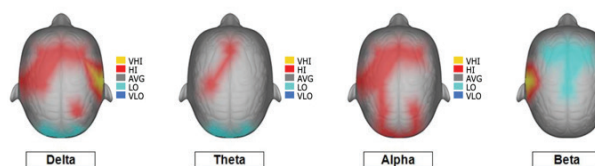
"Dr. Waterson helped heal my brain a total of **48%** in just 10 visits. I cannot wait to see how much change I will have when I am done with care!"  
-TJ



The "Synapse Approach" is to find the root cause of physiological inflammation. Systemic inflammation is the reason why many diseases and disorders are so destructive and cause a plethora of symptoms. The four pillars used to investigate the causes of physiological inflammation are:

1. Neurological
2. Musculoskeletal
3. Chemical
4. Hormonal

Below is a QEEG "concussion brain scan" showing symptoms of insomnia and fatigue. The red and yellow signify physiological inflammation in the brain.



~ An Integrative approach to Brain & Spinal Wellness ~

Dr. Robert Waterson  
DC, DACNB, CFMP  
Owner

19413 Jingle Shell Way Unit 2  
[www.synapsedelaware.com](http://www.synapsedelaware.com)  
[synapsedelaware@gmail.com](mailto:synapsedelaware@gmail.com)

# Always Best Care:

## Frequently Asked Questions About In Home Care Services

### What is in home care?

Always Best Care provides services for people who prefer to stay at home but need ongoing care that cannot easily be provided by their family or friends. More and more older adults prefer to live independent, non-institutionalized lives, and in-home care is a safe, effective way to provide care in the comfort of one's own home.

### How much does in home care cost?

The answer depends on the type of care, the location of care and the level of care that is needed. At Always Best Care we provide a no obligation care consultation and provide advice on many options for paying for home care for your loved one.

### What makes Always Best Care different from other agencies?

Our company vision is to work as a united team providing the best senior care in the world, with the broadest range of services, and the most loving and consistent care anywhere. We are dedicated to exceeding your expectations...always

### Can I choose my caregiver?

Your Care Coordinator will work with you and your loved one to select the best qualified caregiver for each client. They will carefully review your care plan and try to match the right caregiver with the specific needs of each client. Our goal is to make sure that you and your loved one are completely satisfied with our service and we will bend over backwards to make this happen.

### Do you require background checks for caregivers?

Every Always Best Care location employs all their caregivers, so extensive background and reference checks are conducted.

Caregivers are insured for your safety and they all receive extensive training upon being hired and on-going training to keep up with the demand of our industry. What this means for you is that you or your loved one will receive some of the best caregivers our industry has to offer.

### How long does it take to begin care?

The time frame to begin care for a senior will depend on the urgency of the need for the person and family that will be receiving care. It will be important for the senior and their family to speak with a provider in order to discuss care needs, where care will be provided, how soon care will need to begin, and a budget for their care services. Based on the needs of the senior and their family, a care plan can be developed, whether needed for a few hours each week or around the clock care.

### How do I pay for long-term care?

How people pay for long-term care, whether delivered at home or in a hospital, assisted living facility, or nursing home, depends on their financial situation and the kinds of services they use. In many cases, people believe that their current health or disability insurance will pay for their long-term care needs, but most of these insurance policies include limited, if any, long-term care benefits. Often, people must rely on a variety of payment sources, including personal funds, government programs, and private financing options.

### Does Medicare cover in-home care?

Traditional Medicare does not pay for 24-hour-a-day care at your home, meals delivered to your home, homemaker services like shopping, cleaning, and laundry that aren't related to your care plan, custodial, or personal care that helps you with daily living activities like bathing, dressing, or using the bathroom, when this is the only care that is needed.

### Do veterans' benefits cover in home care?

Home Based Primary Care is part of the VA Medical Benefits. All enrolled Veterans are eligible IF they meet the clinical need for the service and it is available.

## In-Home Care Services

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**Do you have accidents...  
Do you sometimes not make it to the restroom...  
Don't worry. You are not alone. We can help!**

**Dr. Andrea Goldstein**

Dr. Andrea Goldstein of Hunterdon Gastroenterology specializes in all treatment options for Fecal Incontinence and is committed to helping restore quality of life in a non-judgmental and supportive environment. *"Fecal Incontinence is very common – it affects one out of every 12 individuals. Many who suffer with FI do not seek out treatment or are unaware of the available options"*, says Dr. Goldstein.

An unintentional bowel movement, known as fecal incontinence (FI), it is an extremely upsetting experience. It can take a large toll on the quality of life and mental health of patients and their family members.

Fecal Incontinence, or bowl incontinence, is the inability to control bowel movements causing stool (feces) to leak unexpectedly or uncontrollably from the rectum. People with this condition may be unable to stop the urge to defecate and therefore not make it to the restroom in time.

Fecal incontinence can be embarrassing, but don't shy away from talking to your doctor about this common problem. Treatments can improve fecal incontinence and your quality of life.

**Why does this happen?**

For many, there may be more than one cause of bowel incontinence. Common causes can include muscle damage, nerve damage, constipation, diarrhea (loose stool), hemorrhoids, loss of storage capacity in the rectum, surgery, rectal prolapse, physical

inactivity, childbirth by vaginal delivery and rectocele.

Fecal Incontinence can also be accompanied by other bowel issues including:

- Diarrhea
- Constipation
- Gas and bloating

**What are the treatments or therapies for FI?**

Conservative options for Fecal incontinence include:

- Dietary Changes
- Medication
- Physical Therapy

But there are also alternative treatment options such as Solesta Injections and InterStim therapy.

InterStim therapy is a small implant known to improve function of the anal sphincter and muscles within the pelvic floor. Approved by the FDA in 2011, over 350,000 people have been treated with it. This therapy is recommended by both the American College of Gastroenterology and the American Society of Colon and Rectal Surgeons due to its 89% efficacy rate.

*"The reason patients' love InterStim Therapy*

*is because they get to do a test drive with it", Goldstein states. "Patients come to the endoscopy center where I place the trial device, and five days later they come back to the office knowing whether or*

*not the therapy is right for them. We rate success as at least a 50% decrease of accidents."*

With several therapy options, there is no reason to not change your

life. Contact Hunterdon Gastroenterology Associates today to discuss what option is best for you.

This can change your life. Don't hesitate!  
908-483-4000

**Experts believe that about 1 in 12 adults has fecal incontinence.**

**Are you that one? Don't Suffer in Silence Anymore!**

**Fecal incontinence is more common than you think.  
Hunterdon Gastroenterology Associates can help!  
We offer bowel control therapies that can change your life!**

**Call today to schedule your appointment!  
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We have extended hours for your convenience:

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<small>Monday through Friday: 7:30am-5:00pm</small>	<small>Thursday and Friday: 7:30am-5:00pm</small>
<small>Monday and Thursday: 7:30am-8:00pm</small>	<small>Wednesday: 11:00am-7:00pm</small>
<u>Procedure Appointments</u>	
<small>Hunterdon Endosurgery Center</small>	
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Somerville, NJ 08876

# A Medical Alert/PERS Device can Promote Safety, Independence, and Peace of Mind



SeaCure Solutions is locally owned and operated by Dennis & Gayle Jones, residents of Milton, DE. Gayle is a licensed Independent Family Nurse Practitioner with more than 35 years' experience as an RN. Dennis is an independent security consultant with more than 40 years' experience in federal law enforcement and security operations. Their credentials, combined experience, and commitment to helping others make them uniquely qualified to address the safety and security needs of vulnerable populations in Delaware.

## ABOUT THE COMPANY

SeaCure Solutions derives its name from our coastal surroundings and commitment to peace of mind through safety and security initiatives. SeaCure specializes in Personal Emergency Response Systems, also known as Medical Alert for senior populations, lone workers such as realtors and home healthcare employees, children, and anyone with special needs. A PERS device can cost less than \$1.00 dollar a day and can be covered by Medicaid and/or medical insurance. SeaCure Solutions is a credentialed Medicaid provider with AmeriHealth Caritas and Highmark Health Options Delaware.

## SO, WHAT IS A MEDICAL ALERT OR PERS DEVICE?

A personal emergency response system or PERS is a mobile or stationary device that summons help in a medical emergency or critical event. A typical PERS unit is worn by the user or client as a pendant or wristband with a HELP button that can be activated in an emergency. The PERS unit is monitored by care specialists at a monitoring center with knowledge of the client's name, location, medical history, emergency contacts, and other details regarding pets and how to access the residence. A PERS device with fall-detection can notify the monitoring center

when a fall occurs, even if the client cannot press the HELP button. A mobile PERS with GPS can track the client's location and provide caregivers with location updates. Emergency medical services are dispatched to the user's location when they need help.

## WHO SHOULD WEAR A PERS DEVICE?

According to the Centers for Disease Control, chronic conditions such as heart disease, cancer, and diabetes are the leading cause of death and disability in the United States. Six in ten adults in the U.S. have a chronic disease and four in ten adults have two or more. According to the National Council on Aging, falls are the leading cause of fatal injury and the most common cause of nonfatal trauma-related hospital admissions among older adults. Additional findings show that...

- Every second of every day in the U.S. an older adult (age 65+) falls
- Every 11 seconds, an older adult is treated in the emergency room for a fall
- Every 19 minutes, an older adult dies from a fall
- A full 80% of falls among seniors occur in the bathroom
- The average cost for treating a fall exceeds \$30,000



## TESTIMONIAL

"My PERS device saved my life when I became sick with COVID. I felt faint one morning and pushed the help button before I fell to the floor. I woke up in the ambulance and was told the paramedics found me on the kitchen floor. Without my PERS device, I would not have survived. I highly recommend a PERS device from SeaCure Solutions for your safety, security, and peace of mind." Emma W.



Simply put, a medical alert device can provide safety, independence and peace of mind to anyone who lives alone, is vulnerable to falls, or has been diagnosed with a serious medical condition.

## WHAT SETS US APART FROM OUR COMPETITORS?

SeaCure Solutions is a local company based at Milton, DE and provides in-home service to our customers. This allows for timely delivery of equipment and ensures that each PERS unit is fully

operational and meets the client's needs. A PERS device can be shipped to the client's location under special circumstances such as COVID-19, but is typically delivered and setup at the client's residence.



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[www.seacuresolution.com](http://www.seacuresolution.com)



## Permanent Eyeliner & Lip Enhancements

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



### Permanent Eyeliner

Permanent eyeliner is a great option whether the client is looking for a subtle lash line enhancement or a full eyeliner. Eyeliner can be challenging putting on everyday. It can be difficult to get just right to match on each eye and for some it can be too difficult to see to get it on just right. With permanent eyeliner the client can choose to have only the upper or lower liner done or both. The client can also choose to have the liner done very subtle in the lash line. This look creates a lash line with more definition and can create the illusion of thicker lashes. A fuller liner with the lash enhancement may be chosen as well.

### Permanent Lip Color Enhancements

Permanent lip color enhancements provide many options for clients. There is lip liner, lip blushing, full lip color, and lip neutralization. The difference between lip blushing and full lip color is that with blushing the lips are covered entirely with a subtle color. Full lip color is for clients who want a full lipstick look. Lip neutralization is sometimes required first to be able to achieve the clients desired results but often a great choice for pigmented lips that are looking for an even toned neutral looking lip.

With all procedures and services that are offered at Eastern Shore Permanent Makeup, each client has a treatment customized to their specific skin, features, and desired results. A consultation is recommended prior

to scheduling procedures to make sure that expectations are completely understood and that the client is a good candidate for the service.

### During the Consultation

At the consultation, after discussing all of the options and what the client's desired result are, the eyeliner is drawn or the lips are drawn with pencil. Lips are never overdrawn, but we draw them with a similar color and to help communicate expectations with the client. Also during the consultation medical history is reviewed to make sure that the client is not contraindicated and we review current products that the client may be using and determine if anything will need to be stopped prior to the procedure.

### During the Procedure

When the client comes in for their permanent eyeliner or lip color procedure they are pre numbed using a topical lidocaine cream. While the pre numbing cream sit for twenty minute, the client fills out all of the required paperwork. Once the pre numbing cream is removed, before photos are taken then the eyeliner or lip color is drawn on. The procedure does not begin until the client is completely satisfied with the pre draw. Once the procedure begins a secondary numbing product is used throughout to ensure client comfort.

### After the Procedure

After an eyeliner or lip color procedure



### 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*

the client may experience minor swelling. Eyeliner aftercare is by far the easiest. Only a gentle rinsing of the eyes is required on night 1 and day 2. For ten days following an eyeliner procedure the client cannot wear any eye makeup and should avoid swimming. Aftercare for lip color requires the use of a straw for liquids while healing and no salty or acidic foods for ten days. Also, if the client is prone to cold sores they will want to get the antiviral medication from their physician prior to their lip procedure to prevent an outbreak.

**Schedule your consult today to see what procedures would be a great option for you! Scheduling can be done online at [www.espmakeup.com](http://www.espmakeup.com), via email [ashley@espmakeup.com](mailto:ashley@espmakeup.com), or by calling 302-525-0822. In addition to permanent makeup procedures we do offer facials, microdermabrasion, dermaplanning, lash extensions, chemical peels, skin tightening, fat & cellulite removal treatments!**

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302-525-0822  
[www.espmakeup.com](http://www.espmakeup.com)

# Change Your Loved One's Life In 2024!



**Denise A. Gallagher, MA**

*Ms. Gallagher is a graduate of Salve Regina University in Newport, Rhode Island with a Bachelor in Psychology and Business and a Masters in Human Development and Holistic Counseling. Ms. Gallagher a School Based Therapist for the Center for Health and Human Services in Massachusetts, a Behavioral Consultant for the Massachusetts Public School Department, and an Independent Therapist. Ms. Gallagher is currently the Publisher of the Sussex County Women's Journal and a proud parent of a premed University of Miami student. Ms. Gallagher understands the importance and responsibility of the generation before to provide education, guidance, stability, and opportunities to our youth so our next generation will be successful, self sufficient adults.*

The best gift you can give your child as a parent or caregiver is education and the ability for your loved one to stand on their own in life, to be self-sufficient. It is up to you as their guardian to pave the way for their future, giving them the tools and opportunities to succeed. Our youth face many obstacles, including a competitive college application process, a saturated business market, limited post-graduate employment opportunities, and limited advanced education acceptance. As a parent myself, I ponder what will become of our next generation, with over 50 percent of college students planning to return home after graduation, facing the challenges of the cost of living, limited job opportunities, and student academic debt upon their return.

Wouldn't it be a relief as a parent or caregiver to provide your young adult with the opportunity to publish themselves, to market their education, talents, and desires for the future, allowing them to stand out from their peers? The Women's Journal provides this unique opportunity in two ways: The first is the Student Profile Section, "Look At Me," of the Women's Journal. The student can present themselves to advance education providers or the workforce, targeting their specific goal, for example, post-graduate education or the specific field in the workforce they aspire to be a part of, eliminating their competition by prequalifying themselves and showcasing their attributes. Through the student's prestigious full-page article in the Women's Journal and our readership, you will find that we

provide young adults the opportunity to bridge the gap between themselves, higher education, and employment placement.

The second unique opportunity the Women's Journal offers is for your young person to become their own business owner. The Women's Journal sells the rights to the County of your choice or the one your young adult resides in, allowing the young professional in your life to own their own lucrative business, generating an income straight out of college or high school. The Women's Journal provides your young professional with full training in the convenience of their dorm or home, giving them all the tools they need to begin their professional life and allowing them to live a successful, independent,

self-sufficient life. Please take the time to pass along this unique opportunity to the student or young person in your life, for they are our future. The Women's Journal is now accepting "Look At Me" Student Profiles along with full-page contributions for our next issue, along with the opportunity for the young adult in your life to become a syndicate owner of the Women's Journal in the county of their choice, allowing them prestige and financial freedom of owning their own business and giving you peace of mind, knowing the young adult in your life is on their way to independent wealth, success, and freedom. Change Your Loved One's Life In 2024!

Contact the Women's Journal today at 302-841-3467 or [Scwnnews@yahoo.com](mailto:Scwnnews@yahoo.com).



*Pamela J.  
Rizzo*

Twenty two years ago I had never even heard of the Women's Journal, and today I can honestly say the

Women's Journal most definitely changed my life. I had always made good money with my different business ventures, but the Women's Journal has given me the freedom to control my own financial life, and also have the freedom to enjoy my family. I took a concept and gave it my own touch, and with hard work and consistently following the concept that I was trained in I have built an extremely successful paper.



*Lynn K. Wolf*

With the experience of publishing nine different County Woman publications, I can confidently inform you that this is one of the most exciting, rewarding, and successful business ventures for women entrepreneurs in any part of the nation. I originally born and raised in Minnesota and I have lived on the West Coast and the East Coast and many states in between. Some of my past careers include being a National Insurance Account Executive, Retail Operations Manager, Certified New Jersey Teacher and Teacher of the Year, but of these, I have being a County Woman Publisher to be the most gratifying on many levels. I guarantee that you will meet many incredible business owners and community leaders. Your publication will be the critical component in helping to launch a new business and/or successfully grown an existing business. The personal rewards are endless.

**CALL 302-344-1006 • 302-841-3467**



## Jennifer & Bobby Spencer

*Owners of SUNMED*

Jennifer and Bobby Spencer own SUNMED Your CBD Store in Milford with their friend and business partner, Katie Cotto. They have been married for six years and reside in Camden, DE with their two children, Nora and Cullen. Beach trips, bike rides, and movie nights are a few of their favorite hobbies they share as a family together.

Bobby has always had a passion for entrepreneurship and networking. He has a bachelor's degree in criminal justice and plans to work towards his certification as a drug and alcohol counselor. His outgoing personality and eagerness to help others made the decision easy to start this new chapter. Everyone has a story; whether it is a past or current obstacle, no one understands that more than he does.

Jennifer has found a new passion for promoting health and wellness outside of her nursing profession. As a registered nurse, she has worked on a medical-surgical unit for two years and transitioned to labor-and-delivery for over six years. She received her bachelor's degree in nursing during the pandemic and has overcome many personal and professional obstacles herself. While continuing to work at the bedside and help operate their business, both roles give her the satisfaction to educate the public and advocate for everyone's personal health decisions.

Even though the journey has just begun, they are very proud of the positive effect it has already made on those around them. Life is all about finding balance and simplifying it to make room for more genuine life experiences. CBD and holistic habits have allowed them to push through uncomfortable moments in their life and even give them the courage to open a business together. Plant-based living has been a life-changing discovery for their health and are excited to show everyone how great of an impact it can make for all generations.



## Dr. Robert Waterson

*SYNAPSE BRAIN & SPINE CENTER*

Dr. Robert Waterson is Triple Board Certified and holds two coveted post graduate board certifications in Clinical Neuroscience (DACNB) and Clinical Nutrition (CFMP).

In his clinical experience he has gained the knowledge of treating patients of all ages and all conditions including; professional athletes in the NFL, MLB, and ATP, children with a variety of learning disorders, concussion patients of all ages, neurodegenerative patients with quality-of-life decline, and patients suffering from orthopedic pains including neck pain, back pain, and extremity pains.

I sustained many concussions throughout my 20 years of playing football from the backyard to the collegiate level. As the years progressed, I noticed my cognitive aptitude was not performing at a level compared to when I earned the Air Force Academic All-American Award a short few years ago.

Like many others I tried the traditional medical route which resulted in increased dizziness and suggestion of medications causing drowsiness. During this time I was coincidentally taking a college class called Protein Biogenesis and in that class I challenged the outdated mantra "once a brain cell dies a human brain cannot regenerate more brain cells".

After many hours of researching I was able to conclude that the brain does have the ability to regenerate through specific processes called neurogenesis "the creation of new brain cells" and synaptogenesis "the creation of connections between brain cells".

From that point on I dedicating my academic and clinical efforts towards curating the "Synapse Approach" healing damaged brains in a non-invasive treatment strategy.





## Nicole Hammond

*Co-owner and Online Success Strategist of CAN Web Management*

Nicole, the co-owner and Online Success Strategist at CAN Web Management in Milford, Delaware, is a seasoned professional with over a decade of digital marketing expertise. Passionate about fostering economic vitality through the growth of local businesses, she is dedicated to helping Delaware enterprises navigate and succeed in the digital marketplace.

In her role as co-chair of the DSBC Marketing Committee, Nicole actively connects business owners with the rich resources provided by the DSBC, facilitating collaboration and growth within the local business community. Nicole finds inspiration in working with the movers and shakers of our time. Engaging with entrepreneurs across various industries, she takes pride in guiding them to enhance their business strategies. This, in turn, contributes to the development of a distinctive and economically thriving local community.

Nicole's life philosophy revolves around intentionality. Beyond her professional pursuits, she channels her energy into creating wholesome meals for her family, immersing herself in outdoor activities, and reading books that foster personal and professional development.

Her commitment to empowering businesses and creating a vibrant local ecosystem reflects a genuine dedication to the success and well-being of the community. Nicole's unique blend of professional acumen and personal passion makes her a valuable asset to the Delaware business landscape.



## Mike Baker

*C.M.Baker Photography*

Mike Baker is the founder of C.M.Baker Photography with over 25 years experience. His photography ventures have been quite diverse. Throughout the year you may find him shooting a wedding, a Quinceañera, in the pits of a NASCAR race at Dover Downs and now at front stage at the Firefly Festival or flying over doing aerials. Giving back to the community has always been an important part of it all. Mike was awarded "Volunteer of the Year" from CDCC (Central De Chamber of Comm.) in 2005, "Volunteer of the Year" from Kent County Tourism 2010, "Chairman's Outstanding Partnership Award from CDCC in 2010 along with "Business Person of the Year" from CDCC in 2008. Since 1997, Mike has been the "official" photographer for the KC Heart Ball and for the "Go Red" in Kent County since it's onset. Some of the past and present organizations have been:

MD Kidney Foundation, De Breast Cancer Coalition, Various De Fire Companies, Bayhealth Foundation, Beebe Hospital, Dover Air Force Base, Autism DE, Relay for Life, MS Bike to the Bay and the Amish Bike Tour, to name a few.

# Patience Is Key: Navigating A PI Timeline



By Amanda Dobies, Esq.

The number one question I am asked by my clients pursuing a personal injury claim in Delaware; is "How long does this process take until I obtain a settlement?" Unfortunately, there is no single answer to this question. The timeline for resolving a personal injury claim in Delaware can vary widely depending on several factors.

First, the severity of injuries and the case complexity affects the timeline. If the matter involves relatively minor injuries and the fault of the accident is straightforward, the case may resolve quickly. On the other hand, if injuries are severe, requiring ongoing medical treatment, and fault of the accident is contested, the process could take much longer. It is typically not advisable to settle until one full year after the accident. Once a case is settled, a release must be signed with the insurance company. Once a release is signed, a claim will not be re-opened, even if it becomes apparent that the injuries are worse than originally believed. In the event that a client suffers permanent injury, a doctor will not be able to give an opinion regarding permanency unless a year has passed since the injury occurred and residual symptoms still occur.

The negotiation process can also play a significant role in how long it takes to settle.

Depending on how willing the other party is to negotiate, the process can take anywhere from a few months to several years of ongoing litigation. If negotiations are ultimately unsuccessful, your case may wind up going to trial, which will add additional time to the process.

Another factor to consider is the court's schedule. Some courts are more backed up than others, and scheduling can be challenging. If multiple cases are scheduled for trial on the same day, a trial date could be "bumped," meaning the parties may need to wait for the assigned judge to be available before the trial can begin. This adds additional time to the process.

Overall, it's challenging to predict how long it will take to resolve your personal injury case in Delaware.

If you're pursuing a personal injury claim in Delaware, it's essential to consult with an experienced attorney as soon as possible. Your attorney can advise you on your legal options, help gather evidence to support your case and negotiate with insurance companies on your behalf. Having a skilled attorney on your side can help ensure that your case is resolved as quickly as possible.

If you have any questions or have been injured in an auto accident, reach out to an attorney at Kimmel Carter at 302-565-6100 for a free legal 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 work-related 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.*



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# Protecting Yourself On The Job This Winter



By Amanda Dobies, Esq.

Winter can be a beautiful season, but it also brings unique challenges, especially when it comes to workplace safety. Slippery sidewalks, icy roads, and freezing temperatures can create hazardous conditions for employees. As a personal injury attorney, I care about your safety and I am here to provide you with essential safety tips and tricks to help you stay safe on the job during the winter months.

## 1. Dress for success

One of the most critical aspects of staying safe in winter conditions is dressing appropriately. Ensure you have the right gear to protect yourself from the cold, wind, and moisture. Here are some tips on how to dress for success:

- Layer up! Multiple layers trap warm air and provide better insulation. Start with a moisture-wicking base layer, add an insulating layer, and finish with a waterproof and windproof outer layer.
- Wear thermal socks and insulated, waterproof boots to keep your feet warm and dry.
- Don't forget to wear a warm hat, gloves, and a scarf to protect your extremities from frostbite.

- Choose high-visibility clothing if you work outdoors to increase your visibility during the shorter daylight hours.

## 2. Be mindful of slippery surfaces

Slip and fall accidents are a common occurrence during winter. To reduce the risk of slipping and injuring yourself, consider the following precautions:

- Walk cautiously; take smaller steps and walk with your feet pointing slightly outward to improve stability.
- Invest in slip-resistant footwear with good traction.
- Use salt or sand to de-ice walkways and parking lots.
- Report icy or hazardous areas to your employer so they can be addressed promptly.

## 3. Safe vehicle operation

If your job involves driving, you must pay extra attention to road conditions. Here's what you can do to ensure safe vehicle operation during the winter:

- Check your vehicle's tires, brakes, and lights regularly to ensure they are in good working condition.
- Equip your vehicle with snow tires or chains, if necessary.
- Allow for extra travel time and slow down when driving in snowy or icy conditions.
- Keep a winter emergency kit in your vehicle, including items like a blanket, flashlight, non-perishable snacks, and a first-aid kit.

## 4. Stay informed and communicate

Stay informed about weather forecasts and communicate with your employer, especially during severe weather events. Here's what you should do:



- Keep an eye on weather updates and adjust your work plans accordingly.
- Make sure your employer has your contact information and vice versa to stay in touch.

Staying safe on the job during the winter requires preparation, awareness, and smart decision-making. By dressing appropriately, being mindful of slippery surfaces, ensuring safe vehicle operation, and staying informed, you can significantly

reduce your risk of injury in the workplace during the winter season.

Remember, if you ever find yourself injured on the job due to negligence or unsafe conditions, don't hesitate to contact a personal injury attorney at Kimmel Carter. Your safety is our priority, and we are here to help you protect your rights and well-being. Call us at 302-565-6100 for a free legal consultation. Stay safe and warm this winter season!



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## After 8,926,282,242 Cookies, Santa Finally Got Serious About His Heartburn (...and so should you).

His last stop was Hunterdon Gastroenterology Associates, where the doctors were able to diagnose Santa, stop his chronic use of antacids, and send him back to the North Pole to start preparing for next year's holiday season.

If you suffer from chronic heartburn, you should know that antacids only treat your symptoms, not their cause. With an accurate diagnosis, Hunterdon Gastroenterology Associates (HGA) can treat the problem at its source – and help you avoid a more serious disease.

### Do you have any of these symptoms?

- Chronic Heartburn
- A sour taste in the mouth
- Voice Changes
- Chest pain
- Heartburn that disturbs your sleep
- A burning sensation in your esophagus
- Hoarseness
- Dry coughing

### You may have GERD (gastroesophageal reflux disease)

This chronic acid reflux is the result of stomach acids flowing back up into your esophagus (the muscular tube that runs between your throat and stomach). If left undiagnosed, GERD can lead to the precancerous condition known as Barrett's Esophagus – or worse, to esophageal cancer.

**Make an appointment today! 908-483-4000**

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Flemington, NJ 08822

#### Somerville Office

135 West End Avenue  
Somerville, NJ 08876

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**[www.HunterdonGastro.com](http://www.HunterdonGastro.com)**



**Devi Patel, MD**

*Dr. Devi Patel is a board-certified gastroenterologist with an additional board certification in Obesity medicine. She graduated from RWJ Medical School at Rutgers University and proceeded to complete her residency at Thomas Jefferson University Hospital. She then went on to complete her fellowship in Gastroenterology and Hepatology at Cooper University Hospital.*

## Stress and the holidays...

**2020 has been a bit stressful to say the least. With the holidays coming, stress can be heightened.**

A common result of stress can be overeating as well as indigestion. Not only does overeating result in consuming unwanted calories, but it also can wreak havoc on your digestive system.

You know it when you feel it; that full, uncomfortable sensation in your belly during and/or after a meal. You might even have burning or pain in the upper part of your stomach. That is indigestion, also called dyspepsia.

Indigestion can happen simply from being stressed and not paying attention to our diet. Simple ways to reduce stress during the holidays can include:

- Find a stress reducing exercise; take a long walk, ride a bike, even a massage or taking time for a manicure-pedicure can relieve stress.
- Engage your brain! Crossword puzzles, watching a movie or even putting around in a workshop can take your mind off your stress and away from food.
- Eat healthy foods and stay on schedule! Skipping meals triggers your brain that you are hungry and may cause you to binge on your next meal.
- Avoid smoking and excessive alcohol
- Eat slower and chew your meal thoroughly
- Avoid greasy foods

**What are the healthy foods to reach for?**

- Oatmeal: Reach for warm and gooey oatmeal instead of those holiday cookies. It contains the healthy carbohydrates and fiber needed to boost your serotonin levels.
- Chamomile Tea: Stress time is the perfect teatime. In a recent study from the University of Pennsylvania published in the Journal of Clinical Psychopharmacology, adults with mild to moderate generalized anxiety disorder who took chamomile extract for 8 weeks saw greater reductions in anxiety than those who took a placebo. Plus, it can also help you sleep.
- Turkey: Turkey contains high concentrations of tryptophan, which is broken down to form serotonin to

induce feelings of calm and even help your body make drowsy-inducing melatonin.

- Almonds: Almonds contain vitamin E and B, which may protect both your immune system and mood. A handful of almonds packs about 20% of your daily-recommended intake of magnesium, which fights free radicals in the body. Not getting enough magnesium can even cause fatigue and trigger migraine headaches.
- Sweet Potatoes: Here's a whole new reason to give thanks: With more nutrients than their colorless cousin, sweet potatoes are an excellent source of the antioxidant lycopene, which improves mood by preventing the formation of pro-inflammatory compounds, like interleukin-6, that are linked to depression. Sweet spuds are also high in other mood enhancers like B6 and magnesium.
- Salmon: All omega-3 fatty acids are good for you, but when it comes to battling holiday stress, DHA and EPA are the ones you need. Found primarily in fatty fish like salmon, they support healthy brain cell function, endorphin levels, and positive moods by keeping cortisol and adrenaline levels in check. Plus, just one serving of salmon contains more than half of your recommended daily allowance of vitamin D, which most women fail to meet during the winter because of a lack of sunlight.
- Oysters: These suggestive shellfish contain more than seven times the zinc per serving of any other food. Why does it matter? Zinc deficiency can cause depression and anxiety, and supplementation is an effective form of treatment.

**What else can we do around the Holidays to reduce stress?**

- Take time for sunlight: It stimulates the production of feel-good serotonin and also helps relieve seasonal affective disorder (SAD). To ease SAD symptoms, spend time outdoors or near a window on sunny days.
- Take a whiff of Citrus: Researchers studying depression have found that certain citrus fragrances boost feelings of well-being and alleviate stress by upping levels of norepinephrine, a hormone that affects mood. For an all-

day pick-me-up, dab a little lemon or orange essential oil on a handkerchief to tuck in your pocket.

- Walk away your worries: The rhythm and repetition of walking has a tranquilizing effect on your brain, and it decreases anxiety and improves sleep. Aim for a half hour brisk walk each day.
- Stick with your daily routine: Prioritize your workouts, book club, etc., and don't try to squeeze in more holiday than you can handle.
- Go Tech free: Constant cell phone buzzes and email alerts keep us in a perpetual fight-or-flight mode due to bursts of adrenaline. Not only is this exhausting, but it contributes to mounting stress levels, especially in women. What better time to turn your gadgets off than during a holiday get-together?

- Don't overschedule: If you're feeling stressed and overwhelmed by your holiday agenda, don't over schedule your time and take on more than you can manage. Remember: It's OK to slow down a bit.

Take care of your health and don't ignore your symptoms. Stress can take its toll on your body. Whether you are having GI issues or just feel overall sluggish, make time to see your doctor.

We are here to help. The physicians at Hunterdon Gastroenterology Associates are experts in helping you stay healthy.

**Give us a call today at 908-483-4000**

Reference: Explore Health. Dec. 2019, Health.com Sept. 2020

We are here for you!

During these unprecedented times, we at Hunterdon Gastroenterology Associates and Hunterdon Endosurgery Center want everyone to know that we are here for you!

Our office and Endosurgery Center continue to remain open to service the members of our wonderful community with day, evening, and weekend hours. We are available for both virtual and in-person appointments, paying special attention to the safety of our patients.

We remain vigilant on staying updated with all state and federal guidelines. Our safety measures include but are not limited to:

- High-level employee protocols including proper hand hygiene, face masks, eye protection, gloves, and appropriate employee monitoring
- Meticulous cleaning and sanitizing
- Social distancing measures
- Restricting visitors/companions from the office to reduce potential exposure to others. Only individuals accompanying patients who require assistance will be permitted to remain with the patient.
- Requiring face masks – please come to the office wearing one. If you are unable to obtain a mask, please contact the office before leaving your car and a member of our team will assist you.
- Covid-19 testing for all patients scheduled for procedures in our Endosurgery Center are conducted in our office with a 72-96-hour turnaround time.

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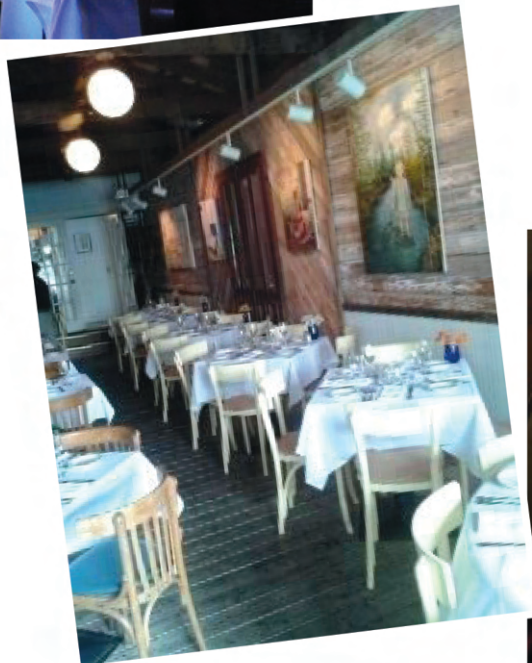


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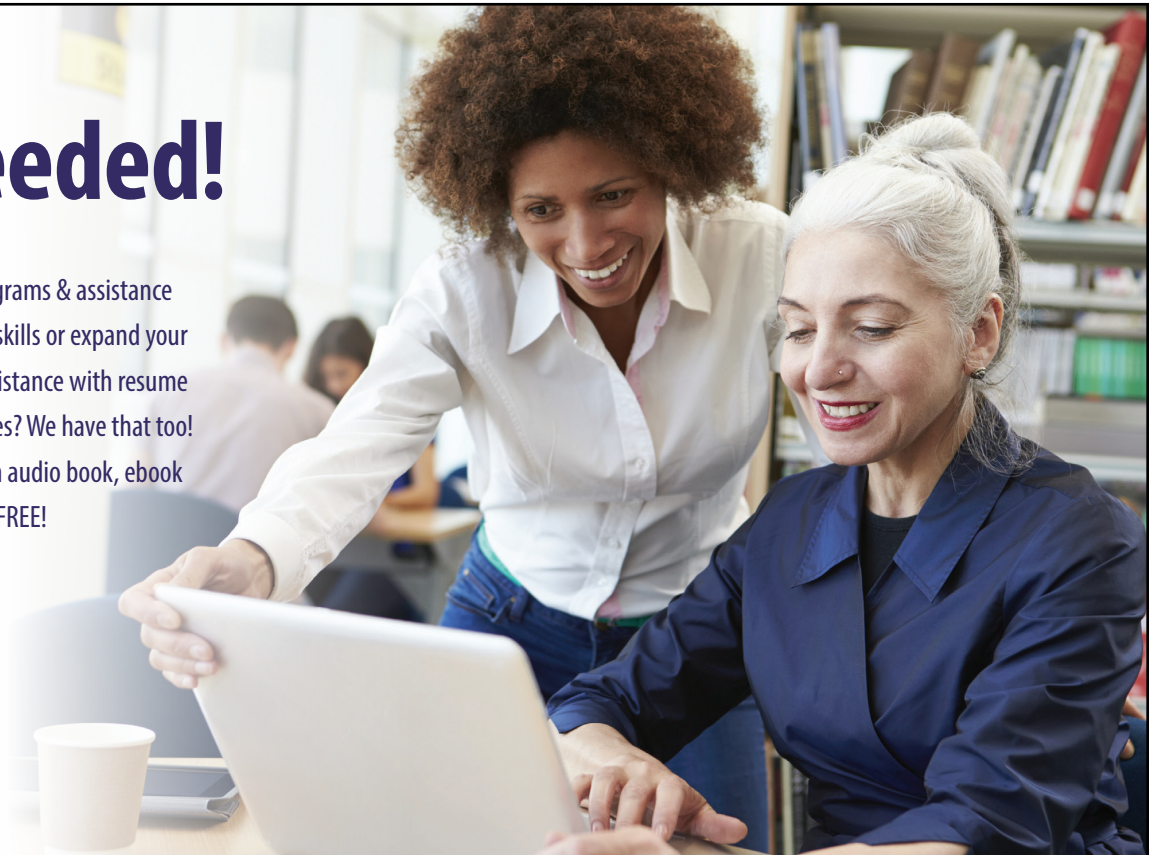


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# Pineapple Princess Testimonials

“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*

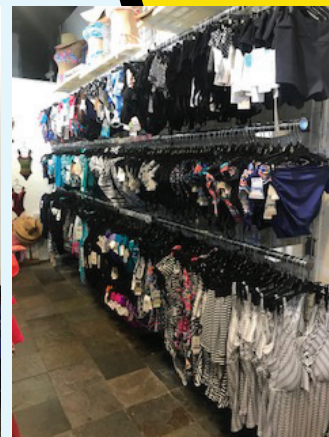
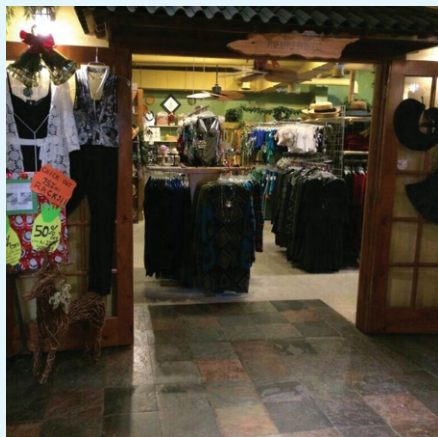
“I will never buy another swimsuit from anywhere else but the Pineapple Princess.”  
- *Angelica, upstate New York*

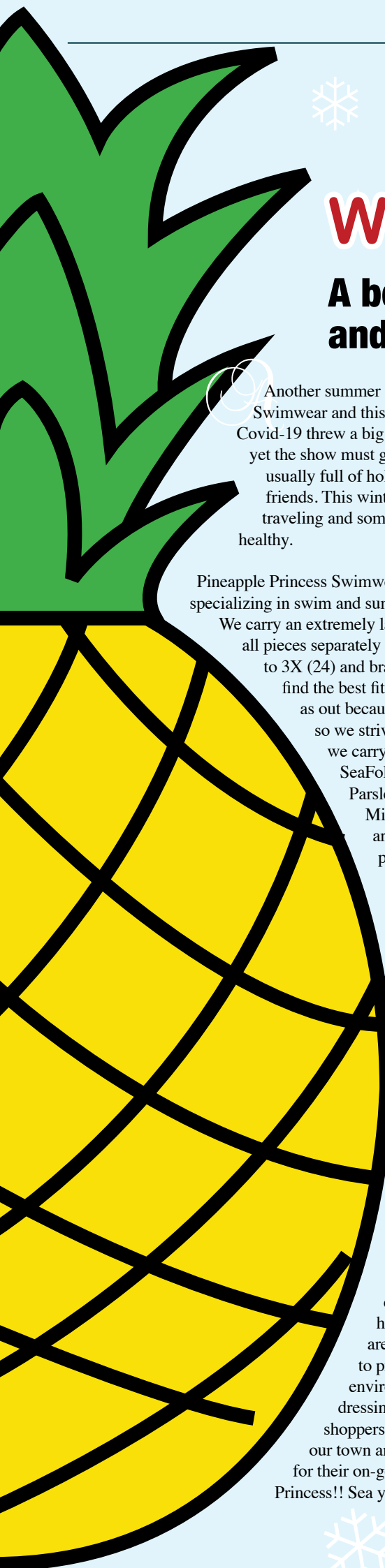
“I found my bathing suit mecca!!” - *Nancy, Towson, MD*

“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*





# Winter at Pineapple Princess

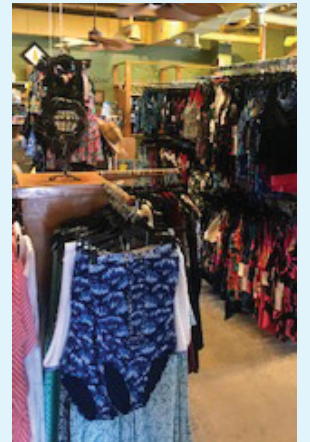
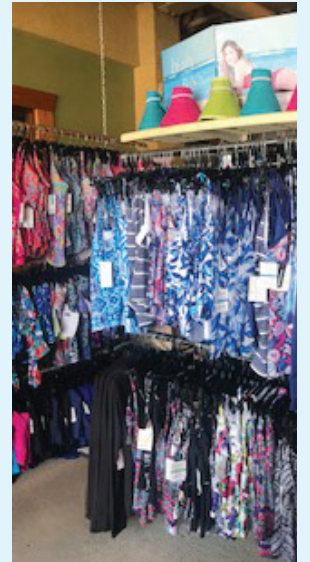
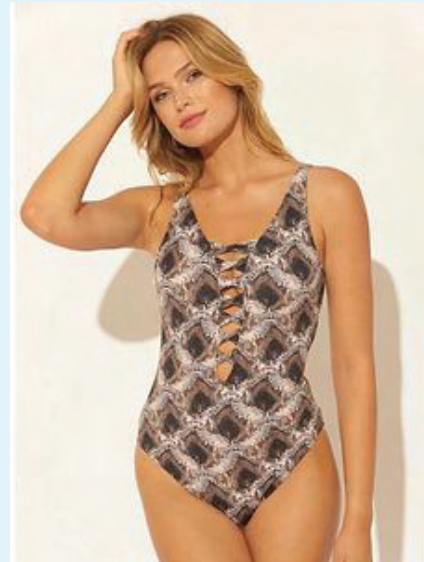
**A beachy boutique specializing in swim and resort wear for women of all shapes and sizes**

Another summer season has come and gone for Pineapple Princess Swimwear and this was one for the record books we will never forget. Covid-19 threw a big wrench in a lot of people's summer plans and holidays yet the show must go on! With winter approaching now, this time of year is usually full of holiday planning and winter get away trips for families and friends. This winter, however, may look a bit different.. Some people are still traveling and some are opting to stay home or local as long as it's safe and healthy.

Pineapple Princess Swimwear is a local boutique in downtown Rehoboth Beach, DE specializing in swim and summer apparel for girls and women of all shapes and sizes. We carry an extremely large selection of one pieces, tankinis and bikinis selling all pieces separately in order to mix and match. Our sizes range from XS (2) to 3X (24) and bra sizes A cup to I cup. Our staff takes pride in helping gals find the best fit and look for their body and to feel beautiful inside as well as out because let's be real, swimwear shopping can be a daunting task so we strive to make it fun and easy! Just a sample of some brands we carry are Tommy Bahama, Sunsets, Swim Systems, Bswim, SeaFolly, Gottex, Azura, Hobie, Leilani, Jvaldi, Alison Sheri, Parsley and Sage, Dream Dance, Anita, Rosa Fia, Anne Cole, Miraclesuit, Penbrooke, Sea Waves and more! The choices are endless and the owner is a skilled swimwear maker in her past so she offers in store alterations to achieve that perfect fit!

Offseason at the beach is amazing and a great time to shop local stores. We are 50%-75% off all 2020 collections and run the sale til April. It's perfect to stock up for next summer and get great deals or buy swim for a vacation coming up or water aerobic therapy classes. Store hours are 10am-5pm Monday-Saturday and 10am-4pm Sunday throughout the off season. If we ever needed to close we post on social media so go check us out on Instagram and Facebook at Pineapple Princess Swimwear or check out our website <http://www.pineappleprincessswimwear.com>.

Summer 2020 was a tough year for this country and we wish everyone the best and hope everyone stays healthy, safe and has a happy holiday season. We are taking every precaution in store to provide a clean and safe shopping environment by sanitizing and cleaning dressing rooms and surfaces after shoppers. Thank you to our community, our town and most importantly our customers for their on-going support at the Pineapple Princess!! Sea ya at the beach!



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# LOVE IS IN *the hair*

Winter is Here!



Winter is here, and how quickly it has come! As we reflect on the past year at Love is in the Hair, we are filled with both gratitude for the journey we've had and anticipation for the exciting prospects that lie ahead. We're so excited to share the news that our Salon has been honored with the title of Sussex County's Best Hair Salon by Delaware Online's First State Favorites. This recognition is a heartfelt acknowledgment of the dedication and talents of our wonderful team. Our journey has been one of commitment to providing an exceptional experience, staying creatively inspired, and staying on pace with industry trends. We're beyond grateful for the loyalty and trust of our clients, whose support has been pivotal in creating such a warm and welcoming space.

This year has been particularly special for us as we have run multiple fundraising events in order to make a larger impact on the surrounding community. One such project over the summer was our initiative to collect school supplies for Sussex County elementary schools in need. We are also pleased to continue our ongoing food drive until January 1, 2024, benefiting Vincent De Paul and the food pantry at Our Lady of Guadalupe. It's amazing to see the impact they've made, with the number of families served weekly rising from 44 to almost 100!

As we transition into the winter season, Love is in the Hair is excited to unveil a curated selection of hair style trends that are designed to make a statement. Picture the soft allure of curtain bangs framing the face, creating a chic and effortless look that transcends time. For those embracing their natural style, curly hair with bangs and layered cuts combines playfulness with sophistication, embracing the beauty of textured tresses. The daring mixie cut takes center stage, offering a bold contrast with short layers in the front and a cascade of length in the back, providing a contemporary twist to traditional silhouettes. Additionally, our classic short layered bobs continue to be a timeless favorite, offering versatility and elegance for those seeking a stylish yet low-maintenance winter-ready look.

Now, let's talk about the world of hair colors, where trends are ever-evolving and creativity knows no bounds. At Love is in the Hair, we take pride in being at the forefront of hair color trends, constantly pushing boundaries to offer our clients unique and personalized styles that capture the essence of their individuality. Among our standout trends, the earthy allure of Cowboy Copper has gained prominence, infusing a touch of rustic charm and warmth into our clients' looks. This distinctive shade, with its rich, coppery undertones, not only complements a diverse range of skin tones but also embodies a sense of natural beauty. In embracing the winter season, we've also explored the comforting palette of browns and reds, creating hair hues that resonate with the cozy ambiance of this time of year.

As we approach the Holiday Season let's not forget the importance of kindness and giving back. We encourage everyone to remember those in need, especially during this season of generosity. Thank you to our incredible community for coming together and sharing blessings through food and supply donations. Your support has made a meaningful difference, and we look forward to continuing this journey with you. Here's to a season of warmth, style, and community at Love is in the Hair. Cheers to the past, present, and the exciting future that awaits us all!

*A message from Janet Charlsen,  
Owner & Master Stylist*



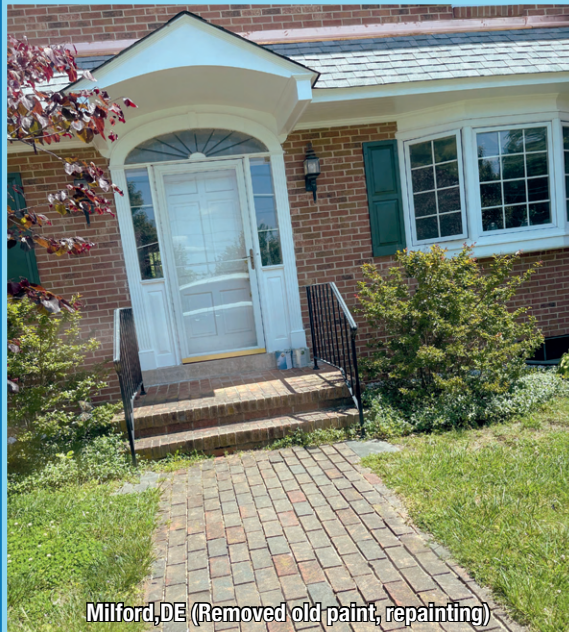
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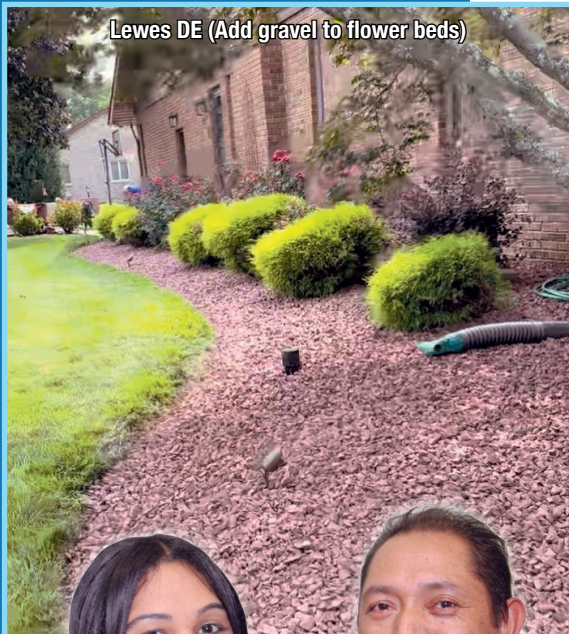




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"I am very happy with the work. Thank you so much and I will refer your organization to other people if I get an opportunity to. It was very easy to work with all of you. Thank you again." - Kate Gehret, LPC

"Hello, my name is Edward. I am a client for C&F general contracting. I must say that the review for this contracting service was very exquisite. I was very pleased with the results of my deck and the work was impeccable. They were on time they were very patient with me and punctual."

"Hello, my name is Melissa and I am a client for C&F general contracting I was very pleased with the service that I received from this contracting company. They were very honest always on time and let me know about any changes that was taken place. They made sure that we didn't lose any money returned all unnecessary equipment and supplies. I was very comfortable with them from beginning to end and very happy with the end results, the deck is stunning and I would recommend them to anybody friends and family. Thank you."



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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- Linda S. Dewey Beach, DE

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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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One way to start is with Walgreens Digital Health Advisor. Just create a tobacco quit plan and receive balanced reward points for achieving your goal of a tobacco free life. Chart your progress being tobacco free for 1 day, 1 week, 1 month and 6 months. Your quit plan can be customized with different quit methods, help in identifying your triggers, a selection of coping strategies, offers of social support and other helpful ways to prevent relapse. Articles are available to give further insight to the journey of becoming tobacco free.


Coaches are here for you too! Walgreens Pharmacy Chat and the quit line at [Smokefree.gov](http://Smokefree.gov) <<http://Smokefree.gov>> can offer support to answer questions or provide counseling to help you accomplish your tobacco-free goal.

Remember, you're not alone. We're here for you. Together, with a strong social network, YOU CAN BE SMOKE FREE!

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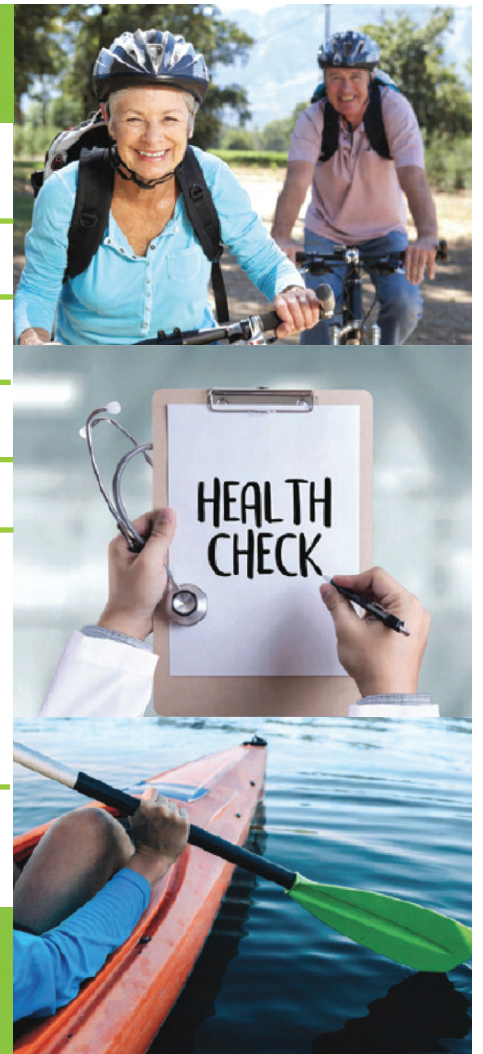
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There's a reason why the word "caring" is part of our core values at Budget Blinds. We are centered around making our communities vibrant and full of hope as proven by our local window covering experts.

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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 heat-treatments 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 ever 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 !!!*



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## Making the Most of Fall Harvest, Compliments of Chef Steph

### Autumn Vegetable Medley with Rosemary and Nutmeg



Serves 6

- 9 ounce(s) fennel bulb with stalks
- 2 cup(s) butternut squash cut into 1/2 cubes
- 1 1/2 cup(s) parsnip cut into 1 inch thick slices
- 1 1/2 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 length 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



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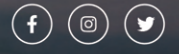
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# Reputation Management: A Business's Digital Shield

## CAN Web Management – Your Trusted Partner in Safeguarding Success



Nicole Hammond, Co-Owner CAN Web Management

In today's lightning-fast information age, a business's reputation reigns supreme. In just a few clicks, customers can access a wealth of information about your company, from its products and services to its customer satisfaction track record. This unprecedented transparency offers growth opportunities but also exposes businesses to reputational risks. Enter reputation management, a crucial service offered by CAN Web Management to protect and enhance your online image.

### The Digital Landscape and the Age of Transparency

Consumers now rely on the internet to make purchasing decisions. Reviews, ratings, and social media posts guide us toward or away from businesses. Your reputation is your digital handshake, speaking volumes about your business. Reputation management is a necessity, and CAN Web Management excels at it.

### The Anatomy of Reputation Management

Reputation management is a comprehensive strategy that curates, protects, and enhances a business's online image. Key components include:

**Monitoring Your Digital Footprint:** Tracking online reviews, social media mentions, and news articles related to your industry.

**Engaging with Your Audience:** Responding to reviews, comments, and messages professionally and timely.

**Proactive Reputation Building:** Creating a positive online presence through content marketing, social media management, and SEO.

**Content Removal and Suppression:** Strategies to remove or suppress negative or false information.

**Crisis Management:** Handling reputational crises to minimize damage and guide recovery.

### The Importance of Reputation Management for Business Success

Reputation management is vital for several reasons:

**First Impressions Matter:** Your digital first impression can either attract or repel potential customers.

**Trust and Credibility:** A strong online reputation builds trust and credibility.

**Competitive Advantage:** It can set you apart in a crowded marketplace.

**Customer Retention:** Satisfied customers become loyal advocates for your brand.

**SEO and Visibility:** A strong online reputation improves your website's search engine ranking.

**Legal and Ethical Considerations:** Poor online reputation can lead to legal issues.

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### The CAN Web Management Advantage

CAN Web Management is a trusted partner offering:

**Cutting-Edge Technology:** Real-time monitoring and immediate responses to reputation issues.

**Experienced Team:** Professionals with a deep understanding of online reputation management.

**Tailored Solutions:** Reputation management solutions aligned with your specific needs and goals.

**Proactive Approach:** Building and maintaining a positive online reputation from the outset.

In today's digital world, reputation management is a necessity. CAN Web Management is your trusted partner in safeguarding your business's success. Don't leave your reputation to chance – take control and guide your business toward a brighter future with expert reputation management services. Remember, your online reputation is your most valuable asset.

*Nicole, co-owner and Online Success Strategist at CAN Web Management in Milford, Delaware, brings over a decade of digital marketing experience to help local businesses thrive in the digital realm. She's also a co-chair on the DSBC Marketing Committee, connecting fellow business owners with valuable resources. Nicole's approach to life is all about intention. She loves creating healthy meals for her family, spending time outdoors, and reading books that nurture her character.*



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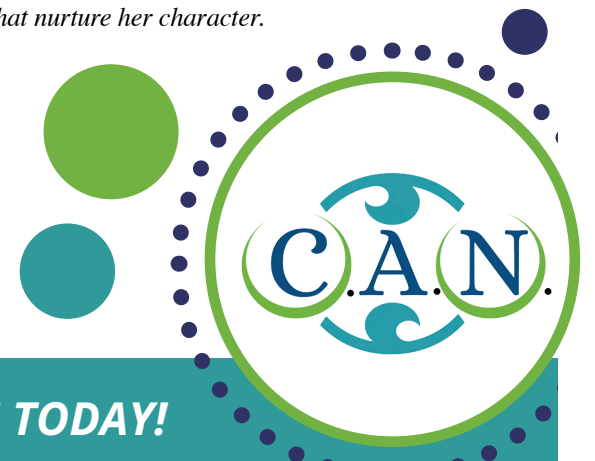
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# Snow Way!

## How to List Your Home For Sale in Sussex County, Delaware's Winter Market

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

The weather is starting to get colder, but the real estate market in Sussex County, Delaware is still hot! If you're thinking about selling your home this winter in our charming coastal region of Sussex County, you're in for a frost-tastic adventure. Don't let the chilly weather discourage you; this winter wonderland can be the perfect setting for a hot property sale and the Julie Gritton Team is here with creative tips to make your home stand out. Grab your mittens, a cup of cocoa, and let's explore some winter-themed tips that are tailored to Sussex County's unique charm and make your home stand out and shine in the seller's market.

### "Let it Glow": Twinkle Lights and Candles – Enjoy activities like Schellville & Lewes Lights

Sussex County's coastal towns, like Lewes, Rehoboth Beach and Bethany Beach, are known for their festive holiday spirit. Channel that charm by adding twinkling lights and beach-themed candles to your home. Create a cozy, beach atmosphere that captures the essence of Sussex County's coastal culture, like a beach inspired decorated tree or mantle.

### "Snow Stoop, Curb Appeal Loop": Sandy Beach Meets Winter Wonderland

Clear the snow and ice from your driveway and walkways to ensure potential buyers have easy access to your property. Sussex County's beautiful beaches aren't the only attraction; the area's vibrant communities are a year-round draw. Add a beach-themed wreath to your front door or a more traditional wreath to welcome your potential buyers and showcase your connection to the season.

### "Jack Frost Nipping at Your Toes"

Winter can be chilly, but that doesn't mean your home has to be. Set the thermostat to a comfortable temperature and light the fireplace to create a cozy ambiance. Consider offering buyers a warm cup of cocoa while showcasing your home's best features.

### "Ice the Competition with Stunning Photos"

Sussex County's pristine beaches and picturesque

communities are just as stunning in the winter as they are in the summer. At the Julie Gritton Team we make it a point to work with local photographers who will capture the natural beauty of your property, while working around weather conditions that will result in your home looking its best no matter what time of year you list.

### "Winterize Wisely: Energy Efficiency"

Take advantage of the cooler months and highlight any energy-efficient features your home offers, such as well-insulated windows, additional insulation and a high-efficiency heating system. Winter buyers in Sussex County will appreciate these features once they move in and the Julie Gritton Team helps you showcase these great features in your advertising and educating potential buyers.

### "Winter-Proof Your Property"

Be prepared for questions about your home's ability to withstand winter weather and coastal conditions. If you've taken steps to winterize and protect your property, such as reinforcing against storms, winterizing irrigation and outside showers, let potential buyers know. Do you need help coordinating these types of services? The Julie

Gritton Team is here with trusted local vendors who can help you prepare your home for the winter months. Call us for recommendations.

### "Build a Snow Day Story by the Sea"

Share your personal winter experiences in Sussex County, Delaware. Mention your favorite winter activities like local parades, tree lighting, local sledding areas, and more. Stories create a connection, and tales of winter in our area can help buyers fall in love with your home.

Selling your home in Sussex County, during the winter can be a delightful and rewarding experience, especially when you tap into the unique charm of our local community. By embracing the seasonal charm and showcasing the fun the change of season brings to our area, you can make your property stand out in Sussex County's seller's market. So, don't hibernate; get out there and sleigh your winter home sale adventure!

Looking to buy or sell? The Julie Gritton Team is here to help guide you. Buy with Confidence, Sell with Success! Direct: 302-645-1111 | Office: 302-645-2881 | [www.SellTheShore.com](http://www.SellTheShore.com)



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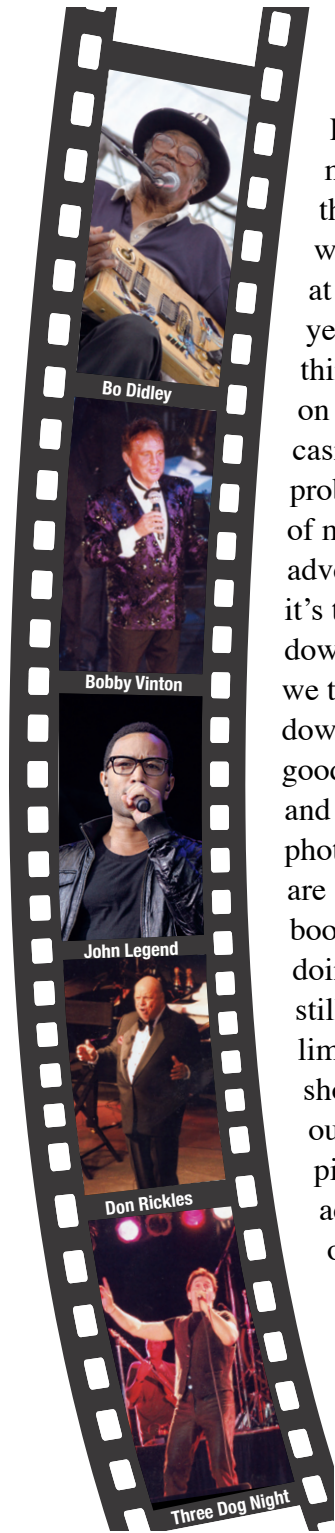
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# C.M. Baker Photography

## THROUGH THE YEARS



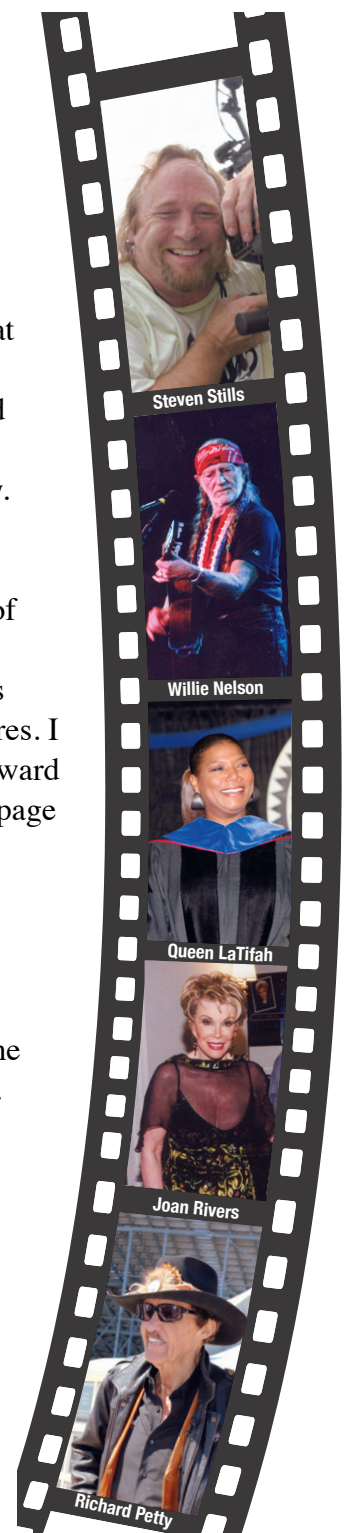
I hope you enjoy C.M. Baker Photography through the years! I have met many great people along the way that led to many photo ops. I figure it was probably over 27 years that I spent at Dover Downs for two long weekends a year, counting other things that went on at the hotel and casino. That was probably 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 digital images that 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 forward to my upcoming page in future issues.

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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