

As of August 2024



BBLA Board of Directors

(Listing & Bios Below)

Officers:

Kathy Sierra- President

Officer Term Expires June 2026



Lucille Kurtz - Vice President

Officer Term Expires June 2026



Susan Fried - Treasurer

Officer Term Expires June 2025



Chris Lorence - Membership Secretary

Officer Term Expires June 2026



Mary Louise Embrey

Executive Director (Non-voting Board Member)



Board Members:

Lee Bunting

Up for Re-election June 2026
Chair of Partnerships and Governance Committees
Co-Chair of History Committee
Membership data input & financial records review Serves
on the Town Cultural and Historical Affairs Com &
Charter and Ordinance Review



Jenn Carter

Up for Re-election June 2026
Website Review and Marketing Committee



Diane Fogash

Up for Re-election June 2025
Co-Chair of Nominations and Marketing Committees
Member of Donations Com
Serves on BB Planning & Zoning Commission



Jerry Hardiman

Up for Re-election June 2025

Member of Governance Com



Claire Loftus

Up for Re-election June 2025

Chair of Donations Com; Co-Chair of History Com

Member of the Growth and Marketing Committees



Patrick McGuire

Up for Re-election June 2025

Member of Growth Committee



Kathy Shorter

Up for Re-election June 2026

Co-Chair of Nominations and Marketing Committees

Member of Donations Com

Serves on BB Planning & Zoning Commission



Chip Smith

Up for Re-election June 2026

Chairs Stormwater Com; Donations Com Member

Environmental Expert - writes the BBLA Website "Environmental Corner" articles

Serves on the Town Stormwater and Flooding Committee



BBLA Board of Directors Bios:



President

Kathy Sierra and her family have been coming to Bethany for more than 30 years, and have owned a home here since 2003. Kathy has more than 40 years' experience as an international development professional. Before retiring, she was Vice President for Infrastructure, and for Sustainable Development, at the World Bank and then served as a Senior Fellow at Brookings in the Global Economy and Development Group. She has led efforts to fight gender based violence and sexual exploitation and abuse in international institutions; is on the Board of the Global Infrastructure Hub, a G-20 initiative; and serves on several corporate sustainability Advisory Councils.



Vice President

Lucille Kurtz, a New York native, retired from her position as a tenured special education teacher and evaluator in 2007, and became a full-time resident of Bethany Beach. Lucille and her husband Jim first came to the Bethany Beach area in 1998 and it was love at first sight. It also quickly became the home away from home for their three sons and four grandchildren, as well as extended family. In addition to being an educator, Lucille was a union representative and involved with annual contract negotiations. Lucille joined the BBLA Board in 2021 and looks forward to using her organization and problem solving skills in support of BBLA's membership.



Treasurer

Susan Fried began her professional career as an English teacher in New York, later working at a family Real Estate Holding Company in Queens while caring for her pre-school aged son. She started as the Company's receptionist and advanced to the assistant of the Comptroller. When Susan went back to school for an accounting degree she met and married her current husband Josh, a Dentist. She ended up completing her accounting degree at night from Marist College after she and Josh bought a Dental Practice in Poughkeepsie, NY. Susan managed the Practice (still maintaining a weekly work connection with the family company in Queens – eventually becoming the Treasurer) while Josh treated the patients. After 28 years in the Practice, they both retired in 2007 and moved to Rockville, MD to be close to family. In 2015, Susan and Josh bought their BB house thinking it would be a summer home; however, liking their life in BB, they are now DE residents and spend more time in BB than in Rockville. Once Susan joined BBLA and recognized the good work of the Association, she put her Treasurer skills in action and agreed to serve on the Board as BBLA's Treasurer.



Membership Director

As a native Marylander, going to the beach meant coming to Bethany Beach and enjoying the quaint, small-town feel. Whether creating annual traditions with friends and family or sitting quietly with his feet deeply covered in sand, the Bethany Beach community consistently delivered on rest, relaxation, and really good food. In 2018, Chris and his husband Brian, a Delaware native, leaped on the opportunity to buy a spot for the entire family to continue to build memories year-round. In 2023, the family embarked on a project to build a house for generations to come so that they could become full-time residents of Bethany Beach in 2024. Chris has extensive career experience in marketing, operations, business development, and leadership in financial services and non-profit associations. Today, he is the Executive Director of a digital marketing organization and provides strategic marketing consulting services to small businesses seeking to grow.



Lee Bunting, a third generation native of Bethany Beach, earned a BS from the University of Delaware, and a MS from Indiana University. A beach enthusiast from the start, Lee was a Bethany Beach Lifeguard for 8 years, with 3 years as the Lifeguard Captain. He had a 37-year career with the YMCA and has served on numerous community boards and civic organizations. He is married to Criss, a retired math teacher, and has two sons, Ethan and Garrett. Lee joined the BBLA Board of Directors in 2019 and chairs the Governance Committee, assists the Membership Secretary, and performs financial overview. Lee has been appointed to the Town of Bethany Beach's Cultural and Historic Affairs Committee and the Charter and Ordinances Committee.



Jenn Carter began life as a world traveler; born in Japan and brought to Bethany Beach at nine months. Bethany has been a lifelong integral part of Jenn with her Visual Communications Education and Art careers, Soloist and patriotic commitments, and joie de vivre at the beach since 1983. Jenn has served as the Department of DE VFW Auxiliary Soloist since 2004, and has been the BB Fourth of July Parade emcee since 2014. Jenn exhibits her art through her Bethany studio, at local Art Leagues and other events. She has served multiple terms on Boards of Directors including the Bethany-Fenwick Chamber of Commerce, the Rehoboth Bay Sailing Assoc., and the Bethany Beach Farmers Market. Currently, Jenn applies her vast design and art skills to branding and social media presence for clients, and to UX for their followers.



Diane Fogash, a native Washingtonian, has owned property in BB with her husband Kenneth since 1991. They also reside in Bethesda, MD, however, they spend most of their family time with their 3 children and 5 grandchildren at their BB home. Diane put her Masters in Health Promotion Counseling Employment from Trinity College to good work by developing and managing the Employees Wellness Program for the City of Rockville, MD. She is a member of international, national, state, and local organizations and has been active in BB since 2014, when she joined the Planning and Zoning Commission. Diane also is a member of the Town's Bicycle and Pedestrian Safety Committee. She has been a BBLA Board member since 2015 and serves on the Nominating, Donations, and Marketing Committees.



Jerry Hardiman, a retired attorney, has been a member of the BBLA Board of Directors since 2009. In his professional civilian career, Jerry served as a Federal Government attorney and senior executive resolving labor-management relations disputes, and later served as an arbitrator, mediator and legal counsel in private practice. He is the author, co-author (with his wife Rosemary) and contributing writer of a number of labor relations and Federal agency practice and procedure books for practitioners. Jerry and Rosemary purchased property in Bethany Beach in 1994 and became full-time residents after retirement from their law practice in 2004. Jerry has also served with other veteran members and volunteers in VFW Post 7234 activities to support a wide range of charitable and civic causes; St. Ann's Church's English as a Second Language program; and the Read Aloud Delaware program in Lord Baltimore School.



Claire Loftus, born and raised in Maryland, began her adventures in Bethany Beach when she was 6 months old. Her family vacationed in BB into adulthood. Her love of Bethany continued when she and her husband Michael purchased their first BB home in 1976. They spent summers in Bethany with their 4 children and have moved several times within Town until settling into their present home and becoming DE residents. Claire's work experience includes serving 2 years in the Peace Corps as a Tuberculosis Technician in Bolivia and other Federal Government positions. She has served on the BBLA Board of Directors since 2013, focusing mainly on donations, marketing, and the history of BB.



Patrick McGuire, born and raised in Pennsylvania until the early '60s when his family moved to the DC area, graduated from Gonzaga HS and American University with an undergraduate degree in Finance and an MBA in Real Estate and Urban Development. After serving two tours in Vietnam, Pat managed the DC field office for Northwestern Mutual Life's real estate department. Second half of his career was starting and running his own commercial real estate business. Pat and his wife Linda purchased their BB home in 1999, and plan on becoming Delaware residents at the end of 2021. Pat has served on the Town Finance Committee and has been a member of the BBLA Board since 2009, holding various Board positions, including President from 2018-2020.



Kathy Shorter, a native Washingtonian, came to Bethany Beach after receiving a BA in political science from The City University of New York and later receiving a Masters in Counseling from Loyola U. of MD. She established a career on Capitol Hill, became a medical social worker for Caremark, Inc., the Director of Therapeutic Services for Pediatric Services of America, and then rounded out her professional career as the Director of Special Projects for the Washington School for Girls. Kathy and her partner have owned a home in the Villas of Bethany West since 1996, and they became full-time residents upon retiring in 2012. In addition to being a BBLA Board Member since 2017, Kathy has served on the Villas of Bethany West Council since 2012, and has been a Member of the Bethany Beach Planning & Zoning Commission since 2020.



Chip Smith, a native Chicagoan, purchased a home in Bethany Beach with his wife Meg in 2009. Chip retired in late 2017, after serving over 40 years in the Federal Government - 20 years for the U.S. Army Corps of Engineers and 20 years for the Pentagon Office of the Assistant Secretary of the Army, overseeing the Corps nationwide. He established the Tribal Nations Program and worked in the areas of environmental restoration and protection, wetlands regulations, historic preservation, and flood risk management project planning. Chip has a BS and MS degrees in archaeology and history. He also studied ecology at the graduate level, and served 3 years in the United States Marine Corps from 1970-73. He has been a member of the BBLA Board since 2019, focusing on flooding/stormwater, wetland, and general environmental matters, and has written articles for the BBLA Website Environmental Corner and Newsletter. Chip also serves on the Town's Stormwater and Flooding Committee.



Mary Louise Embrey, a 4th generation Washingtonian, became a DE resident in 2016. Mary Louise and her husband Steve purchased their BB home in 2006 and later that year, Mary Louise retired from a long career in Federal Government (serving under 7 Presidents in 3 different Departments), working mainly in the areas of public health and congressional and public affairs. She went on to become the National Association of School Nurses' first Director of Government Affairs and in 2012 began MLE Consulting, mainly focused on state and local contract work. Because BB is a "happy place" for Mary Louise and Steve and their 2 daughters and 2 grandchildren, Mary Louise wanted to contribute to preserving and improving the Town by joining BBLA's Board of Directors in 2016. In 2020 she became BBLA's first Communications and Advocacy Director and is now the Association's Executive Director. Mary Louise also does volunteer work with St. Ann's Church; Service Dogs Saving Lives; The Sons and Daughters of Italy; and is an Executive Council member of AARP-DE.