

As of April 2025



# 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

Member of the Stormwater/Flooding 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

Chair of Marketing Committee



### **Art Diver**

Up for Re-election June 2027

Serves on BB Bicycle & Pedestrian Safety Committee



## **Diane Fogash**

Up for Re-election June 2025

Co-Chair of Nominations and Donation Committees

Member of the Marketing Committee

Serves on BB Planning & Zoning Commission – Bicycle &

Pedestrian Safety Committee – Police Accountability Committee



## **Carlos M. Gonzalez**

Up for Re-election June 2027



## **Wendy Henry**

Up for Re-election June 2027



## **Claire Loftus**

Up for Re-election June 2025

Co-Chair of History Committee

Member of the Donations, 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 Donations Committees

Member of the Marketing Committee

Serves on BB Planning & Zoning Commission -

Non-residential Design Committee





## **Chip Smith**

Up for Re-election June 2026

Chairs Stormwater Com; Donations Com Member

Serves on the Town Stormwater and Flooding Committee



## **Ray Tilch**

Up for Re-election June 2027

Member of the Nominating and Growth Committees



# 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** - Lucille is a New York native who 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 - Christopher Lorence** - 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.



**Art Diver** was born and raised in Wilmington, Delaware. His family has owned a home in Bethany Beach since 1986, and he enjoyed countless weekends and vacations here before becoming a homeowner and full-time resident. Art worked in financial services for the federal government for over 30 years. He is now enjoying a wonderful retirement. Art is a member of the Bethany Beach Bicycle and Pedestrian Safety Committee and has also volunteered to support various local activities, such as the Ocean to Bay Bike Tour and the Coastal Delaware Community Clean Up. He really appreciates everything this area has to offer, including our beautiful beaches, wonderful walking trails, great places to bicycle, and amazing restaurants and stores. Serving on the board provides him an opportunity to help make Bethany Beach an even better place to live and visit.



**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.



**Carlos Gonzalez** was born and raised in Santiago, Chile and has been a resident of the Washington D.C. Metropolitan area since the late 1970s. With his wife Lisa, they share their time between Germantown, MD and Bethany Beach. They first came to Bethany Beach (on a whim) for their family summer vacation in August 1990. Former mayor Joe McHugh, their landlord for those initial few renting years, treated them like family which fostered their love for Bethany, and later led them to become homeowners. Carlos owns a small management consulting firm that provides business process improvement and information technology services to clients in Washington, D.C. He has over 40 years of experience in most business areas from strategy and finance to operations and service delivery. As a new member of the Board, he appreciates the opportunity to collaborate and use his experience to assist with the association's work. Carlos, his wife and their three children, all love Bethany Beach and they try to spend as much time as they can in BB year-round.



**Wendy Henry** and her husband Tom bought their first house in Bethany Beach in 2013 after spending multiple summer vacations in Bethany. In 2018, they moved into the new home Tom built in the Canal and became Delaware residents. Raised as an Army “brat,” Wendy was born in Germany and traversed the US during her childhood landing in Northern Virginia during high school. Educationally, Wendy holds a BA in Economics from the College of William and Mary and an MS in Information Systems from George Mason University's School of Information Technology and Engineering. Having spent her career as an accomplished technology executive and visionary leader working with both government and commercial clients, Wendy retired from Deloitte Consulting in late 2024.



**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.



**Ray Tilch**, an active member of the Bethany West Homeowners Association - served on the board for 6 years and is a past president. Much of his work was focused on maintaining and improving the multiple community facilities. A native of the Washington, DC area, Ray and his wife Karen purchased their home in Bethany West in 1989. Their family had enjoyed many summers and holidays in Bethany Beach; and in 2014, Ray retired from being a full-time business owner for 50 years, and became a resident of BB. in his Maryland community, he served for 8 years as treasurer for a local councilman. He also served on many youth sports boards and was an active member of his church parish. As a BBLA Board Member, Ray hopes to encourage BB property owners to learn more about BBLA and the operations of Town Government.



**Mary Louise Embrey**, a 4<sup>th</sup> 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.