



FOCUS *on*

February
2012

Mission: To promote business, tourism and civic responsibility.



Our Local Stars Shine!

at the Recognition of the Board of Directors, Volunteers & Special Award Winners



Mae Hall McCabe



Business of the Year



50 Years in Business



**Dewey Beach
Lions Club**



APPLE ELECTRIC
Service Contractor



Grotto Pizza
the legendary taste

On January 26, 2012, the Rehoboth Beach – Dewey Beach Chamber of Commerce held its annual Volunteer Recognition & Officers' Installation Dinner at the Atlantic Sands Hotel & Conference Center. The following were installed as the 2012 Chamber Board of Directors:

Executive Board of Directors: Matt Turlinski – Lighthouse Inn Bed & Breakfast; Keith Martin – Hotel Rehoboth; Paul Kuhns – Arena's Deli; Jay Becker – Hudson, Jones, Jaywork & Fisher; Bill Klemkowski – Jake's Seafood House. **Board of Directors:** Wendy O. Baker – Ocean Atlantic Associates; Marvin Carney – MLC Productions; Chip Hearn – Peppers/Ice Cream Store; Dale Lomas – Crosswinds Motel/Atlantic Liquors; Rob Marshall – Atlantic Oceanside Motel; Michael Meoli – McDonald's/Hampton Inn; Steve Montgomery – The Starboard Restaurant/Bethany Blues; Kyle Morgan – Mercantile Processing Inc.; Scott Swingle – WSFS Bank; Chris Weeks – Becker Morgan Group; Kay Wheatley – Rehoboth Products Company; Susan Townley Wood - The Cultured Pearl/Grub Grocery/The Shops at Pearl. **At Large Board Members:** Jerry Esposito – Tidewater Utilities, Inc.; Rachel Webster – Rehoboth Toy & Kite Co.; **CEO/President:** Carol Everhart.

For additional award recipients and photos, turn to pages 4, 5 and 12!



Mark Your Calendars!

Check out the schedule of meetings on page 2.

Plus NEW for 2012...Business After Hours will be held on **WEDNESDAYS!**

See pages 2 or 9 for the complete schedule!

"The Nation's Summer Capital"
P.O. Box 216
501 Rehoboth Avenue
Rehoboth Beach, DE 19971-0216
302-227-2233 • 800-441-1329
Hotline: 302-227-6446
Fax: 302-227-8351
rehoboth@beach-fun.com
www.Beach-Fun.com

Chairman of the Board Matt Turlinski
First Chair Keith Martin
Second Chair..... Paul Kuhns
Third Chair/Treasurer Jay Becker
Immediate Past Chair Bill Klemkowski

Directors Wendy O. Baker
Marvin Carney
Jerry Esposito*
Chip Hearn
Dale Lomas
Rob Marshall
Michael Meoli
Steve Montgomery
Kyle Morgan
Scott Swingle
Rachel Webster*
Chris Weeks
Kay Wheatley
Susan Townley-Wood
*At Large Directors

CEO/President..... Carol Everhart
Legal Counsel John M. Murray
Legal Counsel Jay Becker
Legislative Consultants..... Andy Stayton
Mark Lally

Chamber Staff Contact Information
Kate Bell, Events/Visitors Center Ext. 11
Carol Everhart, President/CEO Ext. 13
Joy Kidd, Administration Ext. 14
Patty Burkentine, Membership Ext. 15
Meghan McCalley, Finance/Marketing .. Ext. 16
Jay Wiberg, Distribution Ext. 25

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2012 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Feb 9	Exec. Board of Directors Meeting...	10:30am/Jake's Seafood Rt. 1
Feb 9	Full Board of Directors Meeting	11:30am/Jake's Seafood Rt. 1
Feb 11	Town of Dewey Beach Meeting	9:00am/Lifesaving Station
Feb 11	Merchant's Attic & Garage Sale I...	9:30am/RB Convention Center
Feb 17	City of Rehoboth Beach Meeting ...	7:00pm/Commissioners Room
Feb 23	General Membership Meeting	12:00 Noon/Kings Creek Ctry Club Guest Speaker: Senator Thomas Carper; \$15.00/person
Mar 8.....	Exec. Board of Directors Meeting...	10:30am/Jake's Seafood Rt. 1
Mar 8.....	Full Board of Directors Meeting	11:30am/Jake's Seafood Rt. 1
Mar 10	Town of Dewey Beach Meeting	9:00am/Lifesaving Station
Mar 16	City of Rehoboth Beach Meeting ...	7:00pm/Commissioners Room
Mar 17	Merchants Attic & Garage Sale II...	9:30am/RB Convention Center
Mar 21	General Membership Meeting	12:00 Noon/Kings Creek Ctry Club Guest Speaker: Lt. Gov. Matt Denn; \$15.00/person

For additional meetings, events & activities -- visit www.Beach-Fun.com

Business After Hours

New for 2012! Business After Hours held on WEDNESDAYS!

February 15 - Jake's Seafood, Hwy One	June 20 - TGI Fridays
March 14 - Starboard Restaurant	September 19 - Crabby Dick's
April 18 - Mariachi	October 10 - Kings Creek Country Club
May 23 (Trade Show) Atlantic Sands Hotel	November 7 - Finbar's Pub & Grill
	December 12 - Bethany Blues-Lewes

Business After Hours are held from 5:00-7:00 PM. Schedule & pictures can be viewed on the Chamber's website. Log onto www.beach-fun.com/business-after-hours/

Mark Your Calendar

For the Merchants Attic &
Garage Sale!



February 11
&
March 17

The Chamber Administration Office
will be closed on
Monday, February 20th
in observance for President's Day.

The Visitors Center will be
Open from 9:00 AM - 5:00 PM.





Introducing SAND DOLLAR SAVINGS

Need a way to catch visitors and lure them to your store??

The Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center is pleased to announce **Sand Dollar Savings!** This pilot program includes a free, savings card that will be distributed to visitors through the Chamber's Visitors Center & Realtor Bags. The savings card can be used at participating retail stores offering a 10% discount off any one, regular priced item. Participating businesses will be identified by a window decal provided by the Chamber. The Chamber's website will list participants which visitors can also access by scanning the QR code located on the savings card. In addition, the Chamber will provide a list of the participants. The program will begin prior to Memorial Day and will be initiated with Downtown Rehoboth Beach retailers - allowing room to grow!

Benefits to Chamber Members: Business name, address, phone number, website and logo will be listed on the Sand Dollar Savings page on the Chamber's website; Listing in the 2013 Visitors Guide - a \$160.00 value, with 140,000 copies printed and distributed regionally & locally; promotion of program through the Chamber's Visitors Center, website and media.

Requirements to Participate: Annual \$60.00 fee; Provide a discount of "10% off any one, regular priced item" May to May annually; Place the static cling window decal on your front door or window.

Ready to make a SPLASH this season? Contact Patty at 302-227-2233 x15 to get on board!

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MILTON - LEWES - REHOBOTH



Awards Presented At Installation

Mae Hall McCabe Award: Dewey Beach Lions Club

Business of the Year: Apple Electric - Steve & Lisa Prestipino

50 Years or More of Business Recognition: Grotto Pizza - Dominick Pulieri

Dewey Beach Volunteer of the Year: Rick Judge

Dewey Beach Lifeguard of the Year: Samantha Coveleski

Chamber Education Scholarship: Donald John (DJ) Hickman

Delaware Coast Press Educational Scholarship: Ryan Cannon

W.D.M.S. Entertainment/Promotion Educational Scholarship: Zachary Richard

City of Rehoboth Beach Special Recognition: Mel Craig, Public Works Director

Individual Service Awards: Dennis Barbour - Former City of Rehoboth Beach Commissioner; Kathy McGuiness - Former City of Rehoboth Beach Commissioner; Rick Solloway - Former Town of Dewey Beach Commissioner; Zeke Przygocki - Former Town of Dewey Beach Commissioner; Ann Watkins - Former Member of the Rehoboth Beach-Dewey Beach Chamber of Commerce Board of Directors.

20 Years or More Chamber Membership Recognition: Body Shop Fitness Center; Jack Lingo, Inc.; Jefferson, Urian, Doane, Sterner; McDonald's; Rehoboth Auto Repair; Creative Impressions; Friendly's Restaurant; Jolly Trolley of Rehoboth Beach; Rehoboth Summer Children's Theatre; Homes & Land of Delmarva.

Special Volunteer Recognitions: Pat Coluzzi; Dr. Sarah Curtis; Hayden Evans; Dennis Forney; Delores Gue; Katie Handy; Ray Jones; Kershaw Acres; Marcia Maldeis; Pam McCutcheon; Tarrie Miller; Stan Mills; Karen Mumford; Gwen Osborne; George Palmer; Diane Pringle; Kelly Ranieri; Linda Stack; Mary Ann Sockriter.

Sponsorship Recognition Awards: Affinity Energy Management; Applied Bank; Atlantic Liquors; Atlantic Sands Hotel & Conference Center; Bethany Blues; Better Business Bureau of Delaware; Cape Gazette; City of Rehoboth Beach; Comcast of Delmarva; Community Bank; County Bank; Crosswinds Motel; Delmarva Power; Dos Locos; Finbar's Pub & Grill; Fulton Bank, Delaware National Division; Irish Eyes Pub & Restaurant; Jake's Seafood House; Kings Creek Country Club; Kiwanis Club of Coastal Delaware; M & T Bank; Nemours Health & Prevention Services; NV Homes; Outlet Liquors; PNC Bank; Prudential Gallo; Rehoboth Beach Animal Hospital; Saketumi Restaurant; Starboard Restaurant; Tanger Outlet Center; TGI Fridays; The Bake Shoppe; Town of Dewey Beach; Venus on the Halfshell; W.D.M.S. Entertainment and Promotion; WBOC TV 16; WMDT-TV- Channel 47; WRDE TV MyRTV 9; WSFS.



"Carol, Thank you so much for such a fantastic evening at the Rehoboth Beach-Dewey Beach Chamber Of Commerce 2012 Volunteer Recognition & Officers Installation Dinner. We had such a great time - the food was delicious, the music was great and to witness such a hard working, wonderful group of people was truly amazing! And you are a great speaker and did such an amazing job putting it all together!"

- Heather Cannon
WBOCTV/FOX21/WBOC.com



"Fabulous awards and installation dinner last night. Congratulations on another wonderful year!"

- Jeanine O'Donnell, State Farm Lewes



Check out page 12 for more pictures!



Steve Billups Photo



Ray Jones, Marcia Maldeis,
Pam McCutcheon, Tarrie Miller, Stan Mills,
Karen Mumford, Gwen...



Welcome New Members!

The following businesses have been approved or are pending approval for Chamber Membership. Please keep these businesses, as well as other Chamber Members, in mind when purchasing goods or services.

A Day in a Life Designs Photography

Kristen Latham
28300 Lewes-Georgetown Hwy
Milton, DE 19968
302-250-6254
www adayinalifedesigns.com
Service - Photography

AFLAC

Kim Ryan
1102 S. Dupont Hwy, Ste. 3
Dover, DE 19901
302-448-6453
www.aflac.com
Service - Insurance

AJ's Decorative Walls, LLC

Alan John (AJ) Porcella
401 Circle Road, Millsboro, DE 19966
302-381-2329
Service - Painting

Atlantic Homes, LLC

Linda Grahne
20684 John J. Williams Hwy
Suite 1, Lewes, DE 19958
302-947-0223
www.atlanticde.com
Real Estate - Builder/Contractor

Auto Equity Loans

Erin Wood
19266 Coastal Hwy., Unit 5
Rehoboth Beach, DE 19971
302-260-9807
www.AEquityL.com
Service - Automobile Sales/Services

Beach Ride Taxi

Jim Allen
Serving Lewes, Rehoboth Beach &
Dewey Beach
302-226-TAXI (8294)
Service - Taxi Service

Boxwood Home

John Raines
39 Baltimore Avenue
Rehoboth Beach, DE 19971
302-260-9139
www.boxwoodhomeonline.com
Retail - Gifts & Specialty Shops

Broadpoint Consulting Group

Nick Hammonds
Lewes, DE 19958
302-260-9895
www.broadpointcg.com
Service - Consultants

Builders Supply of Delmarva

Ethan Rhodes
21528 Baltimore Avenue
Georgetown, Delaware 19947
302-855-0919
Service - Builder/Contractor

Cape Chiropractic

Gary Trupo
19470 Coastal Hwy., Unit 3
Rehoboth Beach, DE 19971
302-226-1234
www.capechiropractic.net
Service - Health Services

Child's Play by the Bay

Alisha Melesky
1510 Savannah Road
Lewes, DE 19958
302-645-2153
www.childsplayde.com
Service - Child Care

Clean Green Horizons, LLC

Joseph Casey
42 Rehoboth Avenue, Suite 23A
Rehoboth Beach, DE 19971
302-258-9808
www.cleangreenhorizons.com
Service - Green Services

CoachWise

Mary Helms
22 Bayberry Lane
Rehoboth Beach, DE 19971
302-226-2389
www.coachwise.com
Service - Coaching

Coastal Rentals & Hydraulics/ CRH Tented Events

Joe Garner
35283 Atlantic Avenue
Millville, DE 19967
302-539-5211
www.coastalrentalsde.com
Service - Rentals

Coastline Pool Services

Tom Biggs
22791-5 Dozer Lane
Harbeson, DE 19951
302-420-3000
www.coastlinepoolservices.com
Service - Pools/Saunas/Hot Tubs

Dance Moves and Manners

Yvonne Cimo
18363 Chaplain's Chapel Road
Bridgeville, DE 19933
302-222-3755
www.dancemovesandmanners.com
Service - Dance

Dewey Beach Parasail

Justin Sikora
113 Dickinson Street (Bayside)
Dewey Beach, DE 19971
877-FLY-DEWEY
www.flydewey.com
Attraction - Amusements

Dust n Time LLC

Jennifer Kellogg
36181 Field Lane
Rehoboth Beach, DE 19971
302-858-7876
www.dustntime.com
Service - Cleaning Services

Easter Seals

Barbara Vargo
22317 DuPont Blvd.
Georgetown, DE 19947
302-253-1100
www.de.easterseals.com
Service - Non-Profit Organization

Ecolistic Cleaning

Courtney Kellogg
Rehoboth Beach, DE 19971
888-432-6547
www.ecolisticcleaning.com
Service - Cleaning Services

Fine Line Websites & IT Consulting

Frank Payton
16678 Kings Highway
Lewes, DE 19958
302-645-4549
www.finelinewebsites.com
Service - Internet Services

Friends of Dewey

Denise Campbell
PO Box 140
Dewey Beach, DE 19971
610-585-7071
www.friendsofdewey.com
Service - Organization

Hooked on Plants

Kathy Cherico
35557 Airport Road
Rehoboth Beach, DE 19971
302-227-3449
Retail - Garden Center

Ideal Nutrition & Fitness LLC

Lisa Harkins
P. O. Box 684, Lewes, DE 19958
302-388-2856
www.idealnutritionandfitness.com
Service - Health Services

Indian Branch Drafts

Elainea Goldthwaite
3318 Carpenter Bridge Road
Felton, Delaware 19943
302-335-8699
www.indianbranchdrafts.com
Service - Horse/Carriage Rentals

K-10 Dog Training (because we are one better)

Nancy LaFontaine
Lewes, DE 19958
302-236-2497
www.k10training.com
Service - Pet Services

Karl Richeson Photography

Karl Richeson
16830 Kings Highway
Lewes, DE 19958
302-645-1961
www.karlfoto.com, www.aero.foto.net
Service - Photography

Lambs Custom Painting

Richard Lamb
Rehoboth Beach, DE 19971
302-260-9869
Service - Painting Contractor

Mix It Up, LLC

Stefanie Yoder
70 Rehoboth Avenue
Rehoboth Beach, DE 19971
302-260-9088
Retail - Apparel & Accessories

The Music School of Delaware

Julie A. Sutton
10 S. Walnut St., Milford, DE 19963
302-422-2043
www.musicschoolofdelaware.org
Service - Music

MX Physical Therapy

Phil Allen
19266 Coastal Highway, Units 9-10
Rehoboth Beach, DE 19971
302-226-2230
www.mxpt.net
Service - Physical Therapy

Oakcrest Furniture

Chris Scott
6467 Milford-Harrington Highway
Harrington, DE 19952
302-398-3949
www.oakcrestfurniture.com
Retail - Furniture

Paper Dollz Stationery

Allison Veith
37251 Rehoboth Avenue Ext.
Rehoboth Beach, DE 19971
302-226-2273
www.paperdollz.net
Retail - Gifts & Specialty Shops

Planet X Cafe

Justine Waters-Zegna
32 Wilmington Avenue
Rehoboth Beach, DE 19971
302-226-1928
www.planetxcafe.com
Restaurant/Eatery

Possum Point Players

Mary Cahill
441 Old Laurel Road
Georgetown, DE 19947
302-856-4560
www.possumpointplayers.org
Attraction - Theatres/Theatrical

Pottery Place

Kimberly Flynn
20717 Coastal Highway
Rehoboth Beach, DE 19971
302-227-1660
www.potteryplaceperks.com
Retail - Gifts & Specialty Shops

Precision Door Service

John Wise
20 Shea Way, Suite 206B
Newark, DE 19713
302-429-1992
www.mynewdoor.com
Service - Builder/Contractor

Red Sky Websites

Elizabeth Riedel
17527 Nassau Commons Blvd.
Suite 204, Lewes, DE 19958
302-703-0700
www.redskywebsites.com
Services - Internet Services

Rehoboth Beach Motor Cars

Rena Salem
20575 Coastal Highway
Rehoboth Beach, DE 19971
302-227-2100
www.rbmotorcars.com
Service - Automobile Sales/Services

Rox Beach Weddings

Sean Rox
1406 Chicago Avenue, Suite 102
Ocean City, MD 21842
866-472-3012
www.roxbeach.com
Service - Event Planning

Sea Finds

Linda Abrams
42 Rehoboth Avenue, Unit #24
Rehoboth Beach, DE 19971
302-226-7971
www.seafinds.com
Retail - Gifts & Specialty Shops

Stick it! Gymnastics

Steve Miller
550 Otis Dr., Tudor Industrial Park,
Dover, DE 19901
302-678-8780
www.stickitgymnastics.com
Service - Recreation

Telewire Communications

Bryan Murfree
161 Farmers Market Road
Salisbury, MD 21804
800-787-2355
Service - Telecommunications

Thomas Luparello MD

Patron Member

Dr. Otto F. Tidwell, SDADS

Otto Tidwell
19323 Lighthouse Plaza Blvd., #4
Rehoboth Beach, DE 19971
302-226-1606
Service - Dentists/Orthodontist

TreasureQuest Shoppe, LLC

William Winkler, Sr.
101 B Atlantic Avenue
Ocean View, DE 19970
888-537-5334
www.treasurequestshoppe.biz
Retail - Gifts & Specialty Shops

U Call We Haul DE

Ken Bartholomew
20364 Mallory Square Circle
Rehoboth Beach, DE 19971
302-745-4285
www.ucallwehaulde.com
Service - Hauling/Moving

Members In The Spotlight

▶ Auto Equity Loans

Auto Equity Loans L.L.C. is a financial institution specializing in title loans. Their clients receive title loans for personal and business purposes. Title loans may be used for any unexpected expenses. Auto Equity Loans offers the lowest interest rates in Delaware and same day funding. No hidden fees. No prepayments penalties. No credit checks. Previous bankruptcy, poor credit or no credit is ok. Make payments over the phone for free. Refinance your current title loan for a lower rate. Pennsylvania, Maryland, New Jersey and Delaware titles are

accepted. For information, call 302-260-9807 or visit detitleloans.com because you deserve better. ◆

AutoEquityLoans

▶ Broadpoint Consulting Group

Broadpoint is a real estate consulting and commercial construction management firm based in Lewes, Delaware that is focused on delivering first class service to its clients. The company's partners have more than 30 years combined experience in construction, civil engineering, real estate investment, development and management, project and corporate finance, and management consulting in both public and private firms.

Broadpoint's clients range from Fortune 100 companies to small businesses – from managing large infrastructure projects and office renovations to resolving complex business or real estate financing needs, Broadpoint's services span all aspects of the real estate spectrum. Additionally, Broadpoint works closely with the mid-Atlantic's largest property management firms to provide technical consulting services, including Long Term Reserve Studies, infrastructure projects, and construction engagements. Call Broadpoint today at 302-260-9895 to discuss your project needs or visit broadpointcg.com. ◆



Questions about your membership?



Call Patty on the
Member Hotline at
302-227-6446

▶ U Call We Haul DE, LLC

Kim Bartholomew, owner of Gorilla Powerwashing LLC has opened another business to serve Delaware, specifically Sussex and Kent Counties. She opened her new company with Nate Backhaus and it is called "U CALL WE HAUL DE." The company offers businesses, private homes, foreclosures, warehouses, garages etc. to rid themselves of all unwanted items from clothing to furniture. "We will remove anything and everything from the building and dispose of it by recycling all we can and the rest will be trashed". They feel there is a need in the area for this type of business to help rid the unwanted items with no mess to the owners.

The business has aligned with the banks and Realtors who handle the foreclosures and need to clean the homes or businesses to prepare them for



sale. Staff also assist attorneys and relatives of estates to clean out a home or business if it may be too hurtful to deal with because of the attachment some may have to items and cannot bring themselves to be rid of them. Free estimates to the public or businesses. A franchise will soon open in the "Windy City", Chicago called U CALL WE HAUL IL.

Give them a call at 302-745-HAUL (4285). ◆

Members Around Town

2011 Business of the Year



Business After Hours



FINBAR'S
PUB & GRILL
AN AUTHORITY FOR BUSINESS

Special thanks to
Finbar's and Bethany Blues
for hosting Business After Hours!



NEW IN 2012!! Business After Hours Schedule for WEDNESDAYS!

February 15 - Jake's Seafood, Highway One

March 14 - Starboard Restaurant

April 18 - Mariachi

May 23 (TRADE SHOW) - Atlantic Sands Hotel

June 20 - TGI Fridays

September 19 - Crabby Dick's

October 10 - Kings Creek Country Club

November 7 - Finbar's Pub & Grill

December 12 - Bethany Blues-Lewes

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2010/2011 vs. 2011/2012

Date	Room Count	Weather	Event
November 5-7, 2010	1,802	50's, Sunny	Punkin Chunkin
November 4-6, 2011	2,311	50's, Sunny	Punkin Chunkin
November 12-13, 2010	1,459	50's, Rainy	Film Festival
November 11-13, 2011	2,464	50's, Sunny	Film Festival
November 19-21, 2010	1,101	50's, Sunny	No Event
November 18-20, 2011	1,881	50's, Sunny	No Event
November 26-28, 2010	1,156	50's, Sunny	Holiday
November 25-27, 2011	1,992	60's, Sunny	Holiday
December 3-4, 2010	1,195	40's, Sunny	No Event
December 2-4, 2011	1,903	50's, Sunny	No Event
December 10-12, 2010	1,309	30's, Sunny	No Event
December 9-11, 2011	1,859	50's, Sunny	No Event
December 17-18, 2010	808	30's, Rainy	No Event
December 16-18, 2011	1,597	40's, Cloudy	No Event
December 24-26, 2010	645	50's, Rainy	Holiday
December 23-25, 2011	1,487	50's, Cloudy	Holiday
Dec 31, 2010-Jan 2, 2011	1,522	40's, Cloudy	Holiday
Dec 30, 2011-Jan 1, 2012	2,330	50's, Cloudy	Holiday
January 7-9, 2011	867	30's, Sunny	No Event
January 6-8, 2012	1,624	50's, Sunny	No Event
January 14-16, 2011	1,002	40's, Cloudy	Holiday
January 13-15, 2012	1,779	50's, Sunny	Holiday
January 21-23, 2011	837	40's, Cloudy	No Event
January 20-22, 2012	1,501	40's, Cloudy	No Event

- At member request, we have changed the format of the Accommodation Room Count to clearly identify the event weekends for comparison.
- Calls to accommodations made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,802 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.).

Visitor Center Visitation

	2011	2010	2009	2008	2007
NOV	534.....	427	536	461.....	486
DEC	425.....	192	235	378.....	304

"Patience is also a form of action."

- Auguste Rodin

DE Dept. Of Labor Statistics

(December 2011); Delaware's seasonally adjusted unemployment rate in December 2011 was 7.4%, down from 7.6% in November 2011. There were 31,900 unemployed Delawareans in December 2011 compared to 35,800 in December 2010. The U.S. unemployment rate was 8.5% in December 2011, down from revised 8.7% in November 2011. In December 2010, the U.S. unemployment rate was 9.4%.

Source: DE Monthly Labor Review; Vol. XIX, Number 11, 1/20/12

Website Results - www.beach-fun.com

Top Website Pages Viewed - January 2012

Page on Site.....	Page Views
1 Calender of Events	1,796
2 Vacation Planning Kit	1,245
3 Activities.....	850
4 Sea Witch Festival Page	817
5 Beach Jobs.....	735
6 Merchant's Attic.....	733
7 Rehoboth Beach Info.....	660
8 Hotel/Motels.....	645
9 Plan My Trip.....	613
10 Dewey Beach Info.....	546
11 Interactive Dining Guide.....	464
12 Real Estate	424
13 Search	402
14 Accommodations.....	386
15 Calendar of Events-January 2012.....	368
16 Calendar of Events-February 2012.....	367
17 Contact	356
18 Photo Video Tour.....	340
19 Retreat/Rental Houses.....	318
20 Merchant's Attic Pictures.....	290

Top 10 States to Visit Site - January 2012

1 Pennsylvania	2,426
2 Delaware	1,426
3 Maryland.....	1,052
4 New York.....	665
5 Virginia	484
6 New Jersey	371
7 Washington DC.....	347
8 Ohio	291
9 Oregon	234
10 California	102

Website Visits & Bounce Rate November 2010 vs. 2011

2010 - 8,141 visits
 6,210 absolute unique visitors
 44.36% bounce rate
 2:17 average time on site

2011 - 8,215 visits
 6,559 absolute unique visitors
 49.12% bounce rate
 2:22 average time on site

Website Visits & Bounce Rate December 2010 vs. 2011

2010 - 6,366 visits
 4,941 absolute unique visitors
 47.72% bounce rate
 2:06 average time on site

2011 - 7,514 visits
 6,160 absolute unique visitors
 49.61% bounce rate
 2:11 average time on site

Website Visits & Bounce Rate January 2011 vs. 2012

2011 - 9,580 visits
 7,682 absolute unique visitors
 35.61% bounce rate
 3:05 average time on site

2012 - 8,844 visits
 7,168 absolute unique visitors
 42.15% bounce rate
 3:07 average time on site





"Fabulous awards and installation dinner last night. Congratulations on another wonderful year!"
- Veronica Donaldson, DE Coast Press



For pictures and press releases on award winners & sponsors, visit www.Beach-Fun.com/Installation



Mr. Clean ... Mr. Clean ... Mr. Clean



The Chamber would like to thank City of Rehoboth Beach Public Works Director

Mel Craig

for keeping the city CLEAN, safe and friendly!



Partner with our trusted
small business experts.



Fulton Bank

LISTENING IS JUST THE BEGINNING.®

6 Sussex County Offices including
Rehoboth Beach Office: Kathy Ara, Branch Manager
20281 Coastal Highway | 302.227.0330 | fultonbank.com

Fulton Bank, N.A. Member FDIC. Member of the Fulton Financial Family.



Congrats to our Members Celebrating with a Ribbon Cutting



Oasis Bath & Body Boutique & Spa



U Call We Haul DE, LLC



Auto Equity Loans



Thank You Monthly Renewing Members

The Rehoboth Beach-Dewey Beach Chamber wishes to thank the following members who recently renewed their membership investment. The list below represents members who renewed during the period of November 8, 2011 - February 2, 2012.

Thank you for your continued support!

1776 Restaurant, Accents, Adams Oceanfront Motel, Admiral Hotel, AFLAC, All Saints Episcopal Church, Aloysius, Butler & Clark, Alvin's Professional Services, Inc., Anderson Carpet One, Atlantic Cellular, Atlantic Jewelry Expressions Corp., Atlantic Liquors, Atlantis Inn, Austin Cox Home Services, Inc., Auto Gallery, Bank of America, Bank of Delmarva, Barrows and Associates, Bath, Kitchen & Tile Supply, Bathfitter, Bay Resort Motel, Bay Road Cottages, Inc., Bayside Resort Golf Club, Beach House Rentals, The Beacon Motel, Beebe Medical Center, Bella Terra Property Maintenance & Landscaping, Bellinger's, The Bellmoor, Best Western Gold Leaf, Big Oaks Family Campground, Biggs Museum of American Art, Eric Blondin / State Farm Insurance, Blue Moon Restaurant, Boardwalk Builders, Boardwalk Plaza Hotel, Bob's Bike Rentals, Body Shop Fitness Center, Boulevard Ford-Lincoln, Brandywine Senior Living at Seaside Point, Brighton Suites, Browseabout Books, Cadbury at Lewes, Candy Kitchen Shoppes, Inc., Cape Gazette, Cape Henlopen Senior Center, Cape May - Lewes Ferry, Cape Suites Associates, Capital One Bank, Cathleen Bahan Consulting, Center Barber Shop, CHEF (Cape Henlopen Education Foundation), Christmas Tree Hill, City of Rehoboth, Clean Delaware, CMG Construction Services, Coca Cola Enterprises, Inc., Cochran's Apartments, Comfort Inn, Communications Cont. Corp., Thomas Conley, D.D.S., Country Life Homes, County Bank, Cracker Barrel, Crowley & Associates, Cruise Planners, Crystal Restaurant, Cultured Pearl, D.F. Quillen & Sons, Delaware Beach Life, Delaware Chapter of the Surfrider Foundation, Delaware Coast Press, Delaware Inn Bed & Breakfast, Delaware Paddlesports, Dellose Security Associates, Inc., Delmarva Document Solutions, Delmarva Power, Delmarva Temporary Staffing, Inc., Derrickson Development, Dewey Beach Enterprises, Dinah Lingo's Grocery, DiSabatino Construction Co., Doggies at the Beach, Dynamic Mortgage Services, Eden Restaurant, Edgewater House, Ellis & Szabo LLP, Fairweather by the Sea, Richard Faull/Patron Member, Fifer Orchards Local Fresh Market, First State Disposal, The Flowers Counsel Group, Fulton Bank, DE National Division, Funland, Furniture & More, Go Fish!, Good As New Cleaning Crew, Grand Rental, Harbor Healthcare Center, Harvard Business Services, Inc., Henlopen Condominium, The Henlopen Hotel, High Seas Motel, Holiday Inn Express, Holland Jewelers, Home Media One, Homes and Land of Delmarva, J. Conn Scott, Jack Lingo, Inc., REALTOR, Jeanine O'Donnell, State Farm Lewes, Jefferson, Urian, Doane & Sterner, K. Hovnanian Homes, Kindred Spirit Charters, KINFolk, L & W Insurance, Legum & Norman, Inc., Lingo Brothers Motel, Bryce Lingo & Shaun Tull, Jack Lingo, Luff & Associates, P.A., CPAs/EZ Payroll, M & T Bank, M Insurance Services, LLC, M&D Bird Farm, Exotic Birds & Supplies, MacIntosh Engineering, Maggio-Shields Real Estate Brokerage & Café, Mann & Sons, Inc., Mariachi Restaurant, Sherri Martin/Jack Lingo Realtor, MBM Construction, LLC, McDonald's of Rehoboth Beach, Nancy Meadows/Patron Member, MedTix LLC, Megee Plumbing & Heating Co., Inc., Mercantile Processing Inc., Meridian Home Watch, LLC, Merrill Lynch, Met Life Home Loans, Mid South Audio LLC, Mixx, Mosaic Rehoboth, Never Never Land Kennels, Nicola Pizza, Nuttle Lumber, Ocean Travel, Inc., Oceanus Motel, Office Support, One Virginia Avenue Condominium, Overture, Parcel Plus, Patrician Towers Condominium, Penn-Del Lock, Philly Pretzel Factory, Pig & Fish Restaurant Co., Pirates of Lewes Expeditions, PNC Bank, Progressive Systems Inc., Prudential Gallo Realtors, R.C. Carpet Outlet, Raymond F. Book & Associates & Wlth. Mgmt, RE/MAX Realty Group, Rehoboth Ale House, Rehoboth Art League, Rehoboth Auto Repair, Rehoboth Bay Realty, Rehoboth Bay Sailing Assoc., Rehoboth Beach House Rentals, Rehoboth Beach Public Library, Rehoboth Beach VFW, Rehoboth Car Wash, Inc., Rehoboth Seafood Market, Inc., Rehoboth U-Store, ResortQuest Realty, Restaurants Plus, Inc., Rogers Signs, Royal Plus, Inc., Royal Rose Inn Bed & Breakfast, Royal Treat Breakfast, Ruddo's Golf, S.K. Management, Inc., Scully's Ocean Side Café, Sea Esta Motels, Sea Shell Shop, Secure Self Storage, Shademakers Eyeware, Shore Property Maintenance, Short's Marine, Inc., Side Door Media, Silver Lake Bed & Breakfast, Something Comfortable LLC, Special Olympics Delaware, Star of The Sea Condominium, State Farm Insurance, Stuart Kingston Inc, Summer House Restaurant & Saloon, Sundew Painting, Inc., Sunny Day Guides, Super Snooper LLC, The Surf Club, Sussex County Federal Credit Union, Tanger Outlet Center, TGIFridays, Thrashers French Fries, Toth Distribution Service, Inc., Tunnell & Raysor, U Call We Haul DE, Vernon Powell Shoes, Victoria's Restaurant, Robert Waegele/Patron Member, WBOC TV 16, WGMD-FM, Wheeler, Wolfenden & Dwares, Whitson, Williams Insurance Agency, Inc., Willow Construction, LLC, Wilson Baker, Inc., Wilson, Halbrook & Bayard, Woody's East Coast Bar & Grill, Steven B. Wright, DMD, Yes Marketing, LLC. *Renewals from November 8, 2011 - February 2, 2012.*



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