

# FOCUS *on*

July/August

2012

Mission: To promote business, tourism and civic responsibility.  
70+ Years of Service

## Chamber . . . Multi-Tasking . . . Again!

### Beach Feet on the Go!

To encourage physical activity & recreation, Nemours & Walkable Bikeable Delaware has partnered with the Chamber.



In order to participate and qualify for prizes, participants need to average a minimum of 60 minutes of activity per day (total minutes divided by 126 days; length of program is 5/28-9/30/2012). Prizes will be awarded at the Sea Witch Festival. For more information, to register and to log your minutes of activity, visit [www.beach-fun.com/beach-feet-on-the-go.html](http://www.beach-fun.com/beach-feet-on-the-go.html).

### Restaurant Olympics

The Dewey Beach Restaurant Olympics was held on June 19th for the benefit of Destination Station Center.



**Northbeach won the overall 1st Place title!**

Special thanks to participating restaurants: Dogfish Head, Port, Cultured Pearl, Jimmy's Grille, Woody's, Rusty Rudder 1 & 2, Bethany Blues, Grub Grocery, Rudder Bartenders, Eden/Jam, Bottle & Cork, Gary's, Starboard, Ivy, and Jake's Seafood. More info & pics at [www.Beach-Fun.com](http://www.Beach-Fun.com).

### Parkmobile in Town!

The City of Rehoboth Beach and representatives from Parkmobile celebrated the start of the Parkmobile system with a ribbon cutting held on May 24, 2012.

When parking in downtown Rehoboth Beach, you have options! Quarters or cell! You do not need a smart phone, any phone works! Use quarters or Parkmobile to conduct your parking transactions. Pre-register at [www.parkmobile.com](http://www.parkmobile.com) or call 1-877-727-5758.



### Members Listen

Chamber Members were updated on the status of Sussex County, Delaware and the Nation at recent General Membership Meetings.

Sussex County Administrator Todd Lawson and US Senator Chris Coons were the speakers and they want to hear from you! Contact them at:



**Todd Lawson**  
302-855-7742

[www.sussexcountyde.gov](http://www.sussexcountyde.gov)



**Chris Coons**  
302-736-5601

[www.coons.senate.gov](http://www.coons.senate.gov)

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Legislative Consultants..... *Andy Stayton*

*Mark Lally*

**Chamber Staff Contact Information**

Caroline Buress, Visitors Center.....Ext. 0

Kate Bell, Events ..... 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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**SUMMER STAFF**



**Kyle Joseph**

Administration Office Intern

**Sarah Vorce & Jackson Zolper**

Dewey Beach Movies & Bonfires

# 2012 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
July 12 .....	ISOP Meet & Greet/Press Night.....	5:30-7:30pm/Epworth Church
July 13 .....	Town of Dewey Beach Meeting .....	6:00pm/Lifesaving Station
July 20 .....	City of Rehoboth Beach Meeting ...	7:00pm/Commissioners Room
Aug 4.....	34th Sandcastle Contest .....	8:30am/N. End of Boardwalk
Aug 7.....	City of Rehoboth Beach ..... Candidates' Forum	9:30am/RB Convention Center in the Conference Suite
Aug 10.....	Town of Dewey Beach Meeting .....	6:00pm/Lifesaving Station
Aug 11.....	City of Rehoboth Beach Elections...	10:00am-6pm/Conv. Hall
Aug 17.....	City of Rehoboth Beach Meeting ...	7:00pm/Commissioners Room

For additional meetings, events & activities -- visit [www.Beach-Fun.com](http://www.Beach-Fun.com)

## Business After Hours

### New for 2012! Business After Hours held on WEDNESDAYS!

September 19 - Crabby Dick's

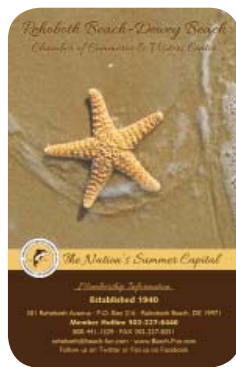
November 7 - Finbar's Pub & Grill

October 10 - Kings Creek Country Club

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/events/chamber-events.html](http://www.beach-fun.com/events/chamber-events.html)

## Membership Booklet



The membership booklet for potential new members has been updated and can be viewed at [www.beach-fun.com/member-informationapplication.html](http://www.beach-fun.com/member-informationapplication.html)

Check it out to see if you are missing out on what your membership provides...also a good resource for referring new businesses Chamber Member information.

## Sandcastle Contest

Get out your shovels and pails for the 34th Annual Sandcastle Contest on **Saturday, August 4, 2012!**

This fun event will be held on Fisherman's Beach located on the north end of the Rehoboth Beach Boardwalk.

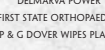
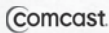
Registration begins at 8:30 AM, judging at 3:00 PM and awards announced approximately at 5:00 PM.

For more information or sponsorship, contact Kate at 302-227-2233 x11. A perfect match for sponsors are construction Chamber Members!

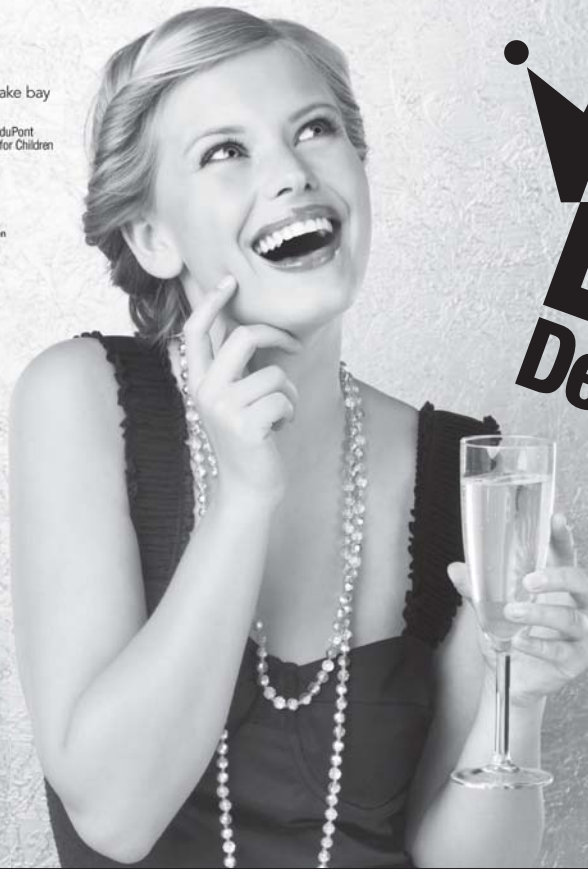


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# BRAG BOARD



## LEWES AUTOMALL BECOMES NUCAR'S LEWES AUTOMALL

Chris Dagesse, owner of Lewes AutoMall since February of 2008 is expanding the Nucar name to southern Delaware. Mr. Dagesse purchased Nucar Chevy and Mazda in New Castle in March 2010 and Nucar Buick GMC in Newark, DE in April of 2011. Together the three stores form Nucar Auto Group, with Lewes AutoMall taking the name Nucar's Lewes AutoMall.



The goal of joining the three stores together was to improve the customer experience. Chris Dagesse explained, "A Lewes AutoMall customer benefits from the partnership because we now offer the same great service and sales throughout the entire state of Delaware. The partnership also expands our selection of vehicles. This adds over 500 vehicles to choose from."

With three convenient locations to choose from, no matter where you live "you can expect to be treated like family and we will look out for your best interest always," says Dagesse. For more information, visit [www.lewesautomall.com](http://www.lewesautomall.com).

## GOOD TIMES ON THE JOLLY TROLLEY

Email sent to Christine Hastings on May 10, 2012:

I just wanted to take this time to let you know how much our family enjoys your Jolly Trolley in Dewey.



We are full time residents and have had our property for 5 generations in Dewey. We have 10 grandchildren and feel safe to let them ride your trolley to Rehoboth and back. There are of course some times late at night on big weekends we may want them to call us for the ride home due to the bar crowd riding the trolley.

Whenever our family crosses Rt. One to go to the marina or to the playground your operators always give way to the pedestrian and always give a big smile and wave. This is a good reflection on how your business operates as a friendly service to the town of Dewey.

I am glad that we do not have these large city buses from Dart running empty from 7 AM to 2 AM as in the past. When they first started to run in Dewey about 5 years ago we expressed our concern to the head of Dept. of Transportation when he was at one of our Town meetings. I told him that the buses ran empty and only once in a while you might see one or two people riding them. What a waste of tax payers money!

Thank you again for your service and fun ride!  
Bill & Bronie Zolper of Dewey Beach, Delaware

## GOOD MEMBERSHIP MEETING

I attended the Chamber membership luncheon today at Kings Creek and would like to be placed on your e-mail distribution for future luncheons/membership meetings. The function today was very nice and well structured! Well done!

Thank You, James (Jim) Johnson  
M&T Bank, Relationship Manager

## THANKS TO DEWEY BEACH PATROL

To: Mayor Diane Hanson (Town of Dewey Beach)

Ms. Hanson, I would like to take this occasion to express my appreciation for the fine job being done by your Beach Patrol at Dewey Beach. During my lengthy experience with the members of this service, they have been consistently helpful, courteous, and informative while executing their duties of protecting and ensuring the safety of the users of the beach. Of particular note has been their assistance in providing services to handicapped individuals. From my own personal experience, your Beach Patrol was outstanding in how to enjoy the full benefits of the beach. In short, the professionalism, good judgment, and courtesy of your Beach Patrol reflects credit not only on the Patrol itself but as well on the overall management of the city. That, combined with the enlightened policy of allowing pets on the beach during select hours, are only two of the many reasons we purchased our condominium at Dewey Beach. We love it! Keep up the great work!



Sincerely, William D. Barrett

## WOLFENDEN EARNS DESIGNATION

David Wolfenden, CPA, MS, president of Wheeler, Wolfenden & Dwares has successfully completed the certification process with the National Association of Certified Valuators and Analysts (NACVA®) to earn his designation of Certified Valuation Analyst (CVA).



Requirements to earn the Certified Valuation Analyst designation include being a licensed Certified Public Accountant, completing NACVA's five-day training program, and successfully completing the association's comprehensive examination. For more information, visit [www.wwd-cpa.com](http://www.wwd-cpa.com) or call 302-360-2040.

# Business After Hours & Trade Show Fun!

Special Thanks to the Atlantic Sands Hotel for hosting our Members!





# 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.

## Boat Buffs

Seth Schiffer  
Mobile Service, 302-396-8848  
Service - Boat-Sales/Services

## Budget Blinds

Chris Rementer  
28348 Lewes Georgetown Hwy  
Milton, DE 19968  
302-856-6799  
www.budgetblinds.com/Lewes  
Services - Interior Design/Decorator

## Buffalo Wild Wings

Alison MacKenzie  
Lighthouse Plaza  
Rehoboth Beach, DE 19971  
Restaurant/Eatery

## Cape Water Taxi

David Green  
22549 Rocky Road, Lewes, DE 19958  
800-645-0441  
www.capewatertaxi.com  
Service - Transportation

## Coastal Concerts

Edna Ellett  
PO Box 685, Lewes, DE 19958  
888-212-6458  
www.coastalconcerts.org  
Service - Organizations/Assoc.

## Delmarva Christian High School

Bob Bennett  
21150 Airport Road  
Georgetown, DE 19947  
302-856-4040  
www.delmarvachristian.com  
Service - Schools

## Flip Key Vacation Rentals in Rehoboth Beach

Danielle Carroll  
Rehoboth Beach, DE 19971  
617-849-8883  
www.flipkey.com/rehoboth-beach-vacation-rentals/g34048/  
Real Estate - Rentals/Sales

## IFS Benefits, LLC

Ryan Dunn  
17527 Nassau Commons Blvd., St. 208  
Lewes, DE 19958  
302-645-2356  
www.ifs-benefits.com  
Service - Financial Services

## JC Ehrlich Pest Control

Stacey Arnold  
18904 Maranatha Way, Unit 2  
Bridgeville, DE 19933  
302-337-8100  
www.jcehrlich.com  
Service - Pest Services

## Jeannie's Gel Candles

Jeanette & Diane Perkins  
24113 Celtic Avenue  
Georgetown, DE 19947  
302-945-7018  
Retail - Gifts & Specialty Shops

## Jeffrey Wolf Architecture

Jeffrey Wolf  
19878 Hebron Road  
Rehoboth Beach, DE 19971  
302-858-3577  
Service - Architect

## Keller Williams Realty - The Shore Group

Marsha Guerin  
19354 Coastal Highway, Suite C  
Rehoboth Beach, DE 19971  
302-360-0300  
Real Estate - Sales & Rentals

## Kingston Gourmet

Mary Ann Sokola  
510 Rehoboth Avenue  
Rehoboth Beach, DE 19971  
302-727-5959  
www.kingstongourmet.com  
Restaurant/Eatery

## LAZ-IT Engraving

Chris Holtgrewe  
17370 Coastal Highway  
Unique Boutiques, Lewes, DE 19958  
302-228-9584  
www.laz-it.com  
Service - Engraving

## LPL Financial LLP

John Li  
31975 Carneros Avenue  
Lewes, DE 19958  
302-645-7719  
www.lpl.com/john.li  
Service - Financial Services

## MCG & Associates at Long & Foster

Marisa Chaves & Chiqui Gavilan  
37156 Rehoboth Avenue Ext.  
Rehoboth Beach, DE 19971  
302-604-2772  
www.mncbeachhomes.com  
Real Estate - Sales/Rentals

## Morgan Stanley Smith Barney-Jamie Nance

Jamie Nance  
18344 Coastal Hwy, Lewes, DE 19958  
302-644-6633  
www.mssb.com  
Service - Financial Services

## Osher Lifelong Learning Institutes at the University of Delaware

Anna Moshier & Carrie Townsend  
820A Savannah Road, Lewes, DE 19958  
302-645-4111  
www.lifelonglearning.udel.edu  
Service - Schools

## Peninsula Pave & Seal

Fletcher Kenton  
20873 Old Landing Road  
Rehoboth Beach, DE 19971  
302-542-1236  
www.peninsulapaveandseal.com  
Service - Paving/Sealcoating

## Semra's Mediterranean Grill

Semra Tekmen  
19 Rehoboth Avenue  
Rehoboth Beach, DE 19971  
302-727-5964  
Restaurant/Eatery

## SM Dell, Inc.

Steve Dell  
12 Gadwall Cir., Bridgeville, DE 19933  
302-956-0099  
www.smdellinc.com  
Service - Advertising/Marketing

## Stackhouse Collectibles

Michelle Stackhouse  
18675 Costal Highway  
Midway Shopping Center  
Rehoboth Beach, DE 19971  
302-827-4264  
www.stackhouse.collectibles.com  
Retail - Gifts & Specialty Shops

## TCBY/Pretzelmaker

Rhoda Salem  
160 Rehoboth Avenue  
Rehoboth Beach, DE 19971  
302-226-7801  
Restaurant/Eatery

## Waterford Wedgwood Royal Doulton

Kyle Murray  
34986 Midway Outlet Drive, #127  
Rehoboth Beach, DE 19971  
302-645-5304  
www.waterford.com  
Retail - Gifts & Specialty Shops

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# Members In The Spotlight

## ► The Music School of Delaware

The Music School of Delaware opened its Lewes location in June of 2011 at Groome United Methodist Church, at the corner of Savannah Road and Dewey Avenue in Lewes. The school offers private lessons in a variety of instruments including piano, voice, drums, oboe, saxophone, clarinet, Suzuki violin and traditional violin. The newest faculty member to join this location is vocal instructor, Colin James who earned a Bachelor of Music degree in vocal performance from George Mason University and a Master of Music degree in opera performance from the University of Maryland. Mr. James has performed with the Washington National Opera, Wolf Trap Opera, The Maryland Opera Studio, The Studio Theatre and Maggie's Cabaret and has taught at Notre Dame Academy in Middleburg, VA, the Sidwell Friends School, Capitol Hill Arts Workshop and Calvary Baptist Church in Washington, DC.



Program Administrator and piano faculty member Julie Fair looks forward to further expanding the music school's reach into the Lewes/Rehoboth area: "The Music School of Delaware is honored serve the Lewes/Rehoboth area with highly qualified music teachers for all students--young and old." For more information, visit [musicschoolofdelaware.org](http://musicschoolofdelaware.org) or call 302-422-2043. ♦

## ► Back Bay Art & Glass

Located in the old Ice Plant at 110 New Road in Lewes, DE, Back Bay Art Glass offers unique glass creations to fit all taste and design aesthetics. They carry a full line of pre-made stained glass window inserts, one-of-a-kind stained glass 'light catchers', and stained glass lamp shades and nightlights. Proprietors, Ace and Nancy Robinson, also sell molded glass vases, bowls, and cake stands, as well as fused glass items like jewelry, serving dishes and platters, plus they can make custom pieces designed to your specifications.



Back Bay Art Glass offers day-long classes with one-on-one instruction. The studio will provide you with the necessary tools of the trade, instruction books, and a detailed instruction DVD to help familiarize you with the process prior to your actual lessons. They teach in "all day" blocks of instruction and will provide up to three full days of instruction for only the cost of the start-up tool set.

For more information, visit [www.backbayartglass.com](http://www.backbayartglass.com) or call 302-645-1825. ♦

## ► Rehoboth Beach Power Yoga

Rehoboth Beach Power Yoga, located on the corner of Route 1 and Munchy Branch Road, just behind the Walgreens, is Rehoboth's newest yoga studio with a 'twist'. Jamie Woods,

founder of RBPY, has practiced various forms of yoga across the country. Sharing in this experience with Woods is Janet Le Digabel and Raylen Williams; both also very involved in the growing yoga community in Rehoboth Beach.

Power Yoga provides strength and cardio workouts that detoxify and build endurance. Practiced in warm temperature, RBPY is sure to contribute to member's overall health. The class schedule can be found at [www.rehobothbeachpoweryoga.com](http://www.rehobothbeachpoweryoga.com) as well as on Facebook: Rehoboth Beach Power Yoga. Be sure to ask about the studio's "Our Heroes" program too. "We love giving back to our great community and those who improve the quality of life for others."

For more information and class schedule, visit [www.rehobothbeachpoweryoga.com](http://www.rehobothbeachpoweryoga.com) or call 302-258-7755. ♦



## ► Cilantro Cocina De Mexico

Treat yourself to a unique, authentic culinary experience as your taste buds travel south of the border at Cilantro Cocina De Mexico in downtown Rehoboth Beach. At Cilantro secret recipes passed down through generations are carefully prepared using the finest of ingredients. All dishes are thoughtfully arranged and delicately served. While at Cilantro Cocina De Mexico, enjoy scrumptious appetizers, mouth-watering family recipes, and irresistible desserts. Delight in Cilantro's warm hospitality and indoor and outdoor seating areas including their bar offering a wide range of top shelf, specialty drinks. Cilantro Cocina De Mexico will keep you coming back for more!



The restaurant is located at 122 Rehoboth Avenue in Rehoboth Beach, Delaware. Doors are open daily from 11:00 am to 11:00 pm for breakfast, lunch & dinner; and till midnight on weekends. For more info, call 302-226-1000. ♦

## ► Comfort Inn & Suites - Georgetown

The Comfort Inn & Suites® hotel is located in beautiful, historic Georgetown, at the junction of U.S. Highway 113 and Route 404. Experience the excitement of treasure hunting and step back in time to the era of exploration when Spain ruled the seas at Treasures of the Sea, a maritime exhibit at the Delaware Technical and Community College Jack F. Owens Campus, and Sports at the Beach a baseball and softball facility.

Whether traveling to Delaware for business or pleasure, the friendly, courteous staff at the Comfort Inn & Suites hotel goes out of their way to make sure your stay is a pleasant one.



# Members In The Spotlight

The hotel offers standard rooms and suites with a minifridge, microwave, coffee maker, iron & iron board and hair dryer. In addition, there is a continental breakfast each day, free HBO, free local calls and free WI-FI internet access. The hotel has an outdoor seasonal pool and a fitness room.



For room rates or to make a reservation, call 302-854-9400 or visit [www.choicehotels.com/hotel-georgetown-delaware](http://www.choicehotels.com/hotel-georgetown-delaware). ♦

## ► Point of Sale Solutions

Point Of Sale Solutions is pleased to announce the grand opening of their Lewes, DE offices. With offices also in Baltimore, MD and Fort Lauderdale, FL, Point of Sale Solutions is strategically located to manage, service and support all available products in today's thriving bankcard industry.



Point Of Sale Solutions is a registered Merchant Service Provider for Visa, MasterCard, Discover and American Express. They are a principle distributor for all debit networks nationwide.

The company offers many creative marketing products to help make the choice of electronic processing readily available to all merchants.

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## ► MX Physical Therapy

MX Physical Therapy, originally trading as Delaware Curative Physical Therapy, opened their doors in the Safeway Shopping Center on Route 1 in Rehoboth Beach 6 years ago in May of 2006. Dr. Phil Allen opened the facility along with Shawna Ferguson, supervising their growth made possible because of the joint effort of all staff. The facility provides physical

therapy, hand therapy and aquatic therapy. Roberta Wasilko, a board certified hand therapist, heads the hand therapy team along with



Terri Lingo, COTA/L. The aquatic/pool therapy programs are supervised by Pam Pierce, PTA.

MX Physical Therapy accepts most insurance providers and provides transportation for clients that are unable to drive. MX Physical Therapy provides services for most orthopedic and neurological diagnoses, in addition to special programs for fibromyalgia, vertigo and fall prevention programs for the elderly. MX prides itself in providing a professional and courteous service in a fun environment. Call 302-226-2230 for more information. ♦

## ► CrossFit Rehoboth

Located on Route 1 next to Turnstone Builders; CrossFit Rehoboth is a strength & conditioning gym offering Boot camp classes,



Personal Training, and CrossFit programs for all age groups. They strive to provide the community with quality coaching and mentorship, assisting individuals in achieving and maintaining optimal health and fitness, while decreasing the risk of injury or burnout. This summer CrossFit Rehoboth will offer a NEW High School Athletes Strength & Conditioning program that will meet every Monday & Wednesday starting June 18th.

For a complete class schedule and pricing visit [www.crossfitrehoboth.com](http://www.crossfitrehoboth.com). For more information please contact Jessica at 302-227-3636 or [jessica@crossfitrehoboth.com](mailto:jessica@crossfitrehoboth.com). ♦



More Member  
Spotlights on  
Page 12!!

# REPORTS *and* STATISTICS

## Accommodation Occupancy Chart | 2011 vs. 2012

Date	Room Count	Weather	Event
April 1-3, 2011	1,541	40's, Sunny	None
March 30-April 2, 2012	2,108	50's, Sunny	None
April 8-10, 2011	1,704	40's, Sunny	None
April 6-8, 2012	2,176	50's, Sunny	Holiday
April 15-17, 2011	1,980	50's, Sunny	None
April 13-15, 2012	2,378	60's, Sunny	Pop Fest
April 22-24, 2011	1,710	50's, Cloudy	Holiday
April 20-22, 2012	2,722	70's, Cloudy	None
April 29-May 1, 2011	2,438	60's, Cloudy	None
April 27-29, 2012	2,698	60's, Cloudy	None
May 6-8, 2011	2,195	60's, Cloudy	None
May 4-6, 2012	2,830	60's, Cloudy	None
May 13-15, 2011	2,235	60's, Sunny	None
May 11-13, 2012	3,085	70's, Sunny	None
May 20-22, 2011	2,679	60's, Cloudy	Sidewalk Sale
May 18-20, 2012	3,478	70's, Sunny	Sidewalk Sale
May 27-30, 2011	2,902	70's, Sunny	Memorial Day Wknd
May 25-27, 2012	3,310	80's, Sunny	Memorial Day Wknd
June 3-5, 2011	3,318	70's, Sunny	None
June 1-3, 2012	3,378	70's, Cloudy	None
June 10-12, 2011	3,555	80's, Sunny	None
June 8-10, 2012	3,482	80's, Sunny	None

- 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

	2012	2011	2010	2009	2008
MAY	1,777.....	1,687 .....	1,503 .....	1,519.....	1,171

*"In business, 3 things are necessary:  
knowledge, temper and time".*

*Owen Fellham*

### DE Dept. Of Labor Statistics

(May 2012); Delaware's seasonally adjusted unemployment rate in May 2012 was 6.8%, down from revised 6.9% in April 2012. There were 30,100 unemployed Delawareans in May 2012, compared to 31,900 in May 2011. The U.S. unemployment rate was 8.2% in May 2012, up from 8.1% in April 2012. In May 2011, the U.S. unemployment rate was 9.0%.

Source: DE Monthly Labor Review; Vol. XIX, Number 6, 6/15/12.

# REPORTS *and* STATISTICS

## Website Results [www.beach-fun.com](http://www.beach-fun.com)

### Website Statistics - May 2011 vs. 2012

#### 2011 - 19,796 visits

16,274 absolute unique visitors  
67,756 pageviews/hits  
37.04% bounce rate  
3:10 average time on site

#### 2012 - 19,151 visits

16,133 absolute unique visitors  
76,544 pageviews/hits  
33.36% bounce rate  
3:45 average time on site

### Definitions as provided by Google Analytics:

**Visits:** number of visits to site;

**Unique Visitors:** number of unduplicated (counted only once) visitors to site over the course of a specified time period;

**Pageviews:** total number of pages viewed. Repeated views of single page are counted;

**Average time on site:** average time duration of a session;

**Bounce Rate:** percentage of single-page visits (i.e. visits in which the person left site from the entrance page).

### Top 5 States to Visit Site - May 2012

1 Pennsylvania .....	4,775
2 Maryland .....	2,499
3 New York .....	1,980
4 Delaware .....	1,962
5 Virginia .....	1,583

### Top 10 Pages Viewed - May 2012

Page on Site.....	Page Views
1 Accommodations-Hotel/Motel.....	4,089
2 Area Activities.....	2,871
3 Rehoboth Beach Info.....	1,903
4 Accommodations-Hotel/Motel Page 2.....	1,809
5 Order a Visitors Guide .....	1,790
6 Photo Tour.....	1,713
7 Current Events.....	1,661
8 Sea Witch Festival.....	1,598
9 Plan My Trip.....	1,525
10 Accommodations-Apartments/Cottages.....	1,325

### DON'T FORGET - Submit your specials, promotions and sales -- at NO charge!!

Visit [www.Beach-Fun.com](http://www.Beach-Fun.com) and click on the Beach Ball marked SAVE!

Select your category, such as Retail or Accommodations, then enter your information and submit a photo/logo.

Submissions will be posted within 24 - 48 hours.

This service is part of your membership -- no charge!



## Reserve your spot in the 2013 Visitors Guide!

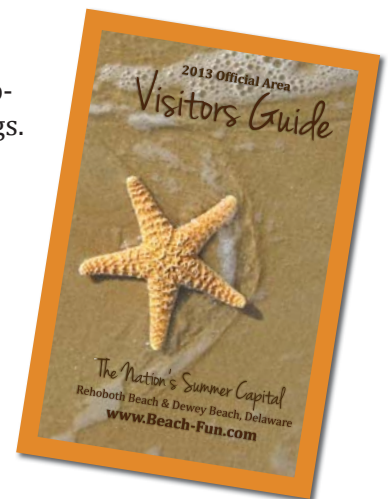
The Rehoboth Beach & Dewey Beach Official Area Visitors Guide is a paid member advertising publication. It is mailed to potential visitors in direct response to request advertisement results. The Guide is also distributed locally through the Chamber's Visitors Center, information bins & realtor bags. A minimum of **140,000 copies** are printed!

### Deadline For Ad & Payment is August 10th!

**Contact Meghan  
with questions!**

302-227-2233 x16  
[meghan@beach-fun.com](mailto:meghan@beach-fun.com)

Inside Front and Back Covers .....	\$2,000
Signature Full Page Ad .....	\$1,900
Priority Full Page Ad .....	\$1,800
Regular Full Page Ad .....	\$1,600
1/2 Page Color Ad .....	\$1,200
1/4 Page Color Ad .....	\$650
1/8 Page Color Ad .....	\$350
Listing .....	\$160
2nd Listing (or more) .....	\$100



# Members In The Spotlight

## ► Modern Mixture

Come enjoy the Yum! A new presence in Rehoboth's restaurant scene, Modern Mixture brings a much needed alternative to pizza, fries, and other takeout near the boardwalk.



With a long tenure in Rehoboth's restaurant world, Leo Cabrera is now putting his vast experience with dining and service to work in filling a need for affordable, healthy, and delicious takeout.

Modern Mixture's menu features a variety of Latin, Mediterranean, American and "fusion" plates. Diners can choose among many creative dishes, salads and sides. There is a selection of hearty burritos including beef, chicken breast, vegetarian, and pulled adobado (marinated) pork. There also is a selection of "tortas" (hot sandwiches) including the Cuban sandwich: torta cubana. There is the well-known gyro topped with lettuce, tomato, onion and tzatzitki sauce. And there are a number of healthy and delicious salads and smoothies.

Modern Mixture offers a breakfast menu, complete coffee bar and a kid's menu that features many kid favorites including PB&J, grilled cheese and chicken tenders.

The restaurant is located at 62A Rehoboth Avenue, ocean block. The space is brightly decorated and features limited seating. Prices are reasonable and the service is friendly and fast. Visit [modern-mixture.com](http://modern-mixture.com) or stop in the next time you're near the sand and waves. ◆

## ► Delmarva Christian High School

Delmarva Christian High School, located in Georgetown, Delaware is dedicated to training students spiritually, academically, and physically to know and do God's will for their lives.



Enjoying its 8th year, DCHS students are earning the highest SAT scores and college acceptance rates in Sussex County. In 2011, student learning was enhanced with the implementation of several new initiatives including the 1:1 iPad program and iLearn, an individualized learning program. These programs enable DCHS students to customize their learning experiences and the opportunity to earn college credits while in high school.

Excellence is also found on the playing fields. DCHS athletes have earned Diamond State Athletic and Eastern Shore Independent Athletic Conference championships along with individual DE State championships in track. As of January 2012, homeschooled students may now participate in DIAA sports by coming under the DCHS home school umbrella.

DCHS students have accumulated thousands of hours of service to the community. Outreach extends to the local community and beyond including inner-city ministries in Chattanooga and Baltimore, and mission ministries in Germany, Israel, Jamaica, and Mexico. DCHS is dually accredited by the Commission on Secondary Schools of the Middle States, and the Association of Christian Schools International.

For more info, visit [www.delmarvachristian.com](http://www.delmarvachristian.com) or call 302-856-4040. ◆

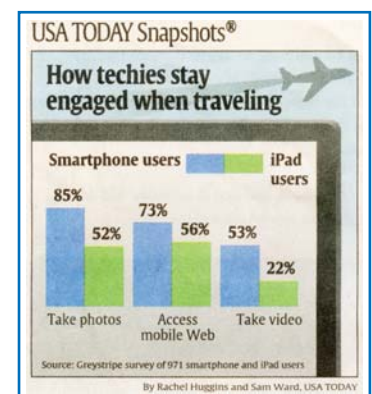
## ► Stackhouse Collectibles

Located at 18675 Coastal Highway, Midway Shopping Plaza in Rehoboth Beach, Stackhouse Collectibles offers a vast array of apparel, memorabilia, novelties, and gifts for every sports enthusiast. They carry products featuring all NFL teams as well as local MLB and NHL merchandise plus some equestrian, animal gifts and collectible plush.



Stackhouse Collectibles is Delaware's one stop sports shop! You can find anything and everything at Stackhouse Collectibles including cards, flags, license plates and frames, magnets, coffee mugs, freezer mugs, coolers, wireless keyboards, laptop cases, street signs, infant apparel, beach towels, umbrellas, grill covers, inner tubes, hats, wallets, watches, and much more. Can't find what you're looking for in the store? Stackhouse Collectibles can special order most merchandise and takes custom orders.

Open Monday, Tuesday, Thursday, Friday and Saturday from 11 AM – 8:30 PM and Sunday from 11 AM – 7:00 PM. For more information, call 302-827-4264. ◆



# Members In The Spotlight

## ► TreasureQuest Shoppe

TreasureQuest opened its doors on May 15, 1996 in Ocean View, Delaware. The shop features metal detectors by Minelab, Fisher and Garrett. They also carry tide clocks, weather stations, barometers, and shore-themed wall décor. Stop in and check out their show case of shipwreck treasures found on the Delaware beaches.



The business is located at 101B Atlantic Avenue and is open year round. For more information, call 1-888-537-5334 or visit [www.treasurequestshoppe.biz](http://www.treasurequestshoppe.biz). ♦

## ► The Galleries at 20 Baltimore Avenue

The Galleries at 20 Baltimore Avenue celebrate art in many forms. The Galleries consists of multiple studios featuring fine art, digital art, painted furniture, handmade jewelry, hand-thrown pottery,



fused glass, carved wood pieces, textile art, and more! Patrons cannot not only purchase pieces on display, but also meet artists as they work – witnessing the various techniques and mediums used to create the pieces available first hand. Can't find exactly what you're look for? Most artists working in the studios at The Galleries will create custom commissioned pieces.

The Galleries at 20 Baltimore Avenue showcase works from renowned artists including Sherry Beles of Paintiques known for uniquely painted vintage furniture; Jack Wiberg of Wiberg Art well-known for his marine art; and Susan H. Gladstone of the Happy Rock Studio who specializes in sculpted pottery pieces. The Galleries have an entire studio dedicated to showcasing the talent of local artists throughout Sussex County.

The Galleries at 20 Baltimore Avenue are open Monday from 10 AM – 4 PM; Thursday from 12 PM – 6 PM; Friday and Saturday from 12 PM – 8 PM; and Sunday from 1 PM - 5 PM. For more information, call 302-258-4203 or visit [www.PaintiquesGallery.com](http://www.PaintiquesGallery.com) or [www.Wiberg.Gallery.com](http://www.Wiberg.Gallery.com). ♦

## ► Abra...ca...dinner!

When Chef Kris Etze began Abra...ca...dinner! Personal Chef Service in 2002, the concept of a personal chef was relatively new to the general public. The perception may have been that only wealthy folks could hire them. Over the past ten years, services such as this have grown nationally as busy people are making an effort to be healthier. Special diets, food allergies and lack of family and personal time have created a niche for this type of service. Kris offers biweekly or monthly service to local singles, couples and families. She also works with a registered dietician who can create a plan. Personal chefs can save clients 14 or more hours per week of planning, shopping, prepping, cooking and cleanup.

After doing this for several years, Kris decided to offer a few small hands-on cooking classes,



which have been successful and cover a variety of topics from vegan/vegetarian through simple dinner menus. Recipes are prepared in class and enjoyed onsite.

One of the most popular and unique services Abra...ca...dinner! offers is the couples' massage and intimate dinner for two evenings. Dinner and Massage is the perfect evening. With locally talented licensed massage therapists, these have been offered for the past 8 years. Because they are special, these evenings can book a month or more in advance. For more info, visit [www.dinnerNmassage.com](http://www.dinnerNmassage.com).

After ten years in the business, Kris still loves what she does. "I have the best clients anywhere", she claims. Her services are fit for new parents, those recovering from illness, and anyone who cares for delicious food, plus chef services make a great gift! Visit [www.abracadinner.com](http://www.abracadinner.com) for additional information or call 302-228-6125 for a no-charge consult. ♦



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## Thank You Monthly Renewing Members

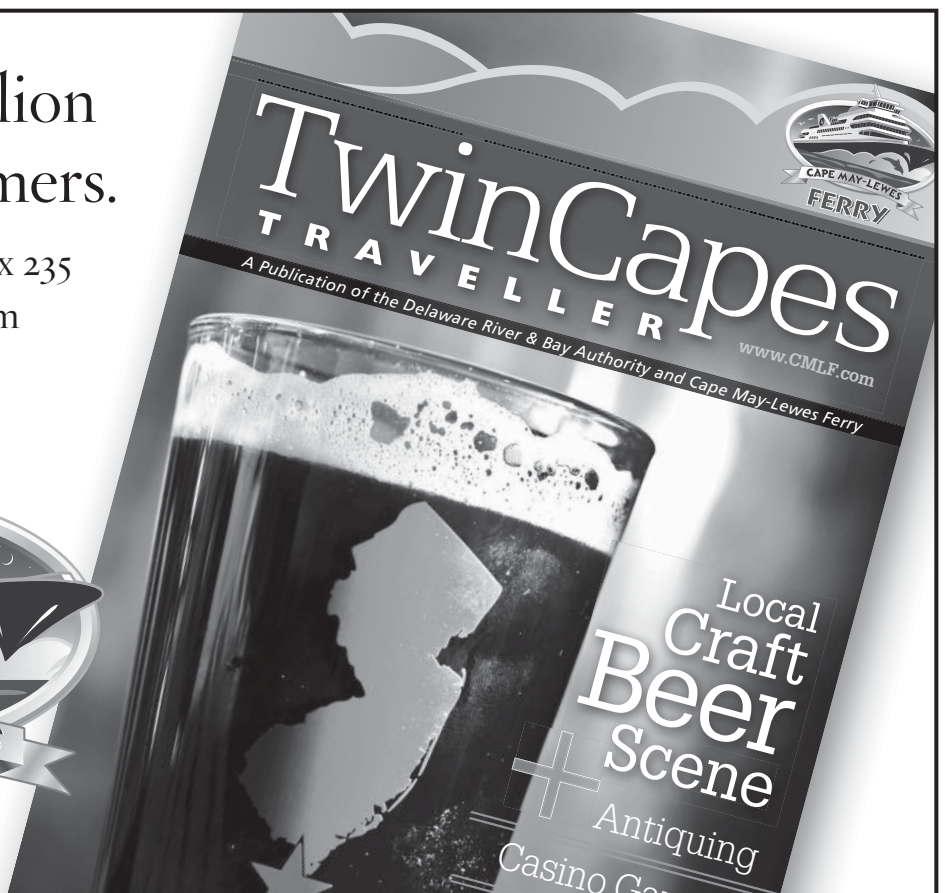
The Rehoboth Beach-Dewey Beach Chamber wishes to thank the following members who recently renewed their membership investment. The list below represents members who renewed during the period of April 28-June 19, 2012.

Thank you for your continued support!

Adriatico Restaurant & Café, Affinity Energy Management, All Saints' Parish Thrift Shop, Alley Oop Skim Inc., Architectural Marketing, Atlantic Refrigeration & Air Conditioning, Atlantic Sands Hotel & Suites, Automated Copy, Bay Center, Bayhealth Medical Center, Baywood Greens, BDO, Becker Morgan Group, Inc., Bethany Blues, Bewitched & BEDazzled B&Bs, Bifferato LLC, Bottle & Cork, Breakers Hotel & Suites, Brickers Famous LLC, Cafe Azafran, Canalside Inn-Rehoboth, Capstone Homes, Carlton's, Children & Families First, Citizens Bank - Lewes Rt. 1, Coastal Point, Coldwell Banker Resort Realty, The Cordrey Center, Creative Impressions, Harry Crowley/Patron Member, Del-Coast Design & Build, LLC, Etched In Time, Express-The Last Hurrah, Farley Printing Co. Inc., Fish On!, Friendly's Restaurant, Frogg Pond, Fuqua, Yori and Willard, PA Law Firm, Gary's Dewey Beach Grill, Girl Scouts of the Chesapeake Bay Council, Hammerheads, Hilyard's Business Solutions, Home Media One, Horse Experience Inc. at Kershaw Acres, Hudson, Jones, Jaywork, & Fisher, i3a LLC, IHOP (Silver Five, LLC), KC Acupuncture, Kilwin's Rehoboth Avenue, Paul Kuhns/Patron Member, Let's Go Crabbing, Lewes Meineke Car Care Center, Louie's Pizza, Maggio-Shields Real Estate Brokerage, Mary Ellen Hope Foundation, Midway Par 3 Golf Course, Minuteman Press, Nemours Health & Prevention Services, New Penn Financial, Nike Factory Store, northbeach Restaurant, O'Reilly Electric, Oak Construction Co., Inc., Oasis Bath and Body Boutique, Ocean Atlantic Associates LLC, Ocean Atlantic Sotheby's Int Realty, Operations and Safety Solutions, LLC, Outlet Liquors, Peninsula Home Care, LLC, Peninsula Regional Health System, The Peninsula, Peppers, Pepsi Cola Bottling Co., Phillips, Goldman & Spence, P.A., The Pickled Pig, Pirates Cove Motel, Pot - Nets Communities, Print Coast 2 Coast, Red Sun Custom Apparel, Rehoboth Art and Framing, Rehoboth Beach Farmer's Market, Rehoboth Beach Variety, Rehoboth Products Co., Inc., Rehoboth Summer Childrens Theatre, Resort Maps, Rodeway Inn, Rookery Golf Club, Sand Palace Motel & Efficiencies, Sea Air Village, Silk and Sands Florist, Staples, Starboard Restaurant, Storage Solutions, Surfrider Condominium, Sussex Family YMCA, Sussex Tree Service, Tomato Sunshine, Tulip Ltd., Venus on the Half Shell, Washington Gas Energy Services. *Renewals from April 28 - June 19, 2012.*

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# CONGRATULATIONS to our Members Celebrating with a Ribbon Cutting!



**Coldstone Creamery**



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**Dr. Otto Tidwell**



## Seventh Annual

# “WINE TASTING & ART AUCTION”

*“A Real Sussex County Showcase”*

## THE CORDREY CENTER

At the East Coast Garden Center -- 30366 Cordrey Road, Millsboro, DE 19966

**WEDNESDAY, JULY 18, 2012 -- 5:30 PM TO 8:30 PM**

**ADMISSION \$30 -- still a bargain!**

**Wine Tasting** by Teller Wines --- **Live Auction** by Dave Wilson.

**Silent Auction includes:** a selection of lovely works of art, jewelry, photography, attraction tickets, plus a variety of great items donated by local artists and merchants.

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###

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