



FOCUS *on*

Mission: To promote business, tourism and civic responsibility.
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April 2012

General Membership Meetings - Bring Your Questions . . .

Sussex County Administrator, Todd Lawson will be speaking to the membership on Thursday, [May 17th](#) at the [Kings Creek Country Club](#) in Rehoboth Beach, Delaware. The luncheon will begin at 12:00 Noon and the cost is \$15.00 per person. To reserve your seat, contact Joy Kidd at 302-227-2233 ext. 14 or joy@beach-fun.com.



As the Sussex County Administrator, Todd is the manager for all the County government's departments. The administrator is appointed by the elected County Council, and is, by Delaware statute, the chief administrative officer of the county.

The County Administrator, among other things, attends meetings of the County Council, prepares and submits an annual budget, and carries out the policies and laws set forth by the County Council. It is the duty of the County Administrator to oversee the day-to-day operations of the government, which now serves more than 197,000 residents, as well as millions of tourists, vacationers and guests every year.

Mr. Lawson is Sussex County's sixth administrator since the Delaware General Assembly granted Sussex County home rule in the early 1970s, converting the old Levy Court into the current Sussex County Council. Mr. Lawson began his tenure as County Administrator on January 1, 2012, succeeding the retiring David Baker.

Senator Chris Coons is tentatively schedule to speak to the membership in June. Stand by for date and location details.

In his first year as a United States Senator, Chris Coons worked hard and has earned a reputation as a principled, pragmatic legislator eager to find bipartisan solutions to the issues confronting Delaware and the nation. He has emerged as a strong voice for job creation and the innovation economy, responsible deficit reduction, progressive social justice, and forward-looking foreign policy.



To keep up to date on Chamber events, visit
www.Beach-Fun.com/events/chamber-events.html



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 rehoboth@beach-fun.com
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2012 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Apr 14	Town of Dewey Beach Meeting	9:00am/Lifesaving Station
Apr 19	RDBDCC Board Retreat/Meeting	Washington DC
Apr 20	City of Rehoboth Beach Meeting	7:00pm/Commissioners Room
Apr 20	3rd Annual Shredding Day	10am-2pm/Bethany Blues-Lewes
Apr 30	Legislative Job Fair	10am-3pm/RB Conv. Center
May 10	Exec. Board of Directors Meeting	10:30am/Jake's Seafood Rt. 1
May 10	Full Board of Directors Meeting	11:30am/Jake's Seafood Rt. 1
May 12	Town of Dewey Beach Meeting	9:00am/Lifesaving Station
May 18	City of Rehoboth Beach Meeting	7:00pm/Commissioners Room
May 18-20	29th Spring Sidewalk Sale	9am-9pm/Resort Area

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

Business After Hours

New for 2012! Business After Hours held on WEDNESDAYS!

- | | |
|---|---------------------------------------|
| April 18 - Mariachi | September 19 - Crabby Dick's |
| May 23 - Atlantic Sands Hotel & Trade Show (Info Below) | October 10 - Kings Creek Country Club |
| June 20 - TGI Fridays | 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/

Table Top Trade Show

Connect with your fellow members!



In conjunction with Business After Hours, the **Table Top Trade Show** will be held on Wednesday, May 23rd at the **Atlantic Sands Hotel Swan Ballroom**. The cost per table is \$65.00. For more details and to reserve your spot, contact Kate at events@beach-fun.com or 302-227-2233 ext. 11.



2011 Trade Show Participants

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1. Once you have found a parking space, launch our free mobile app or call 1-877-727-5758
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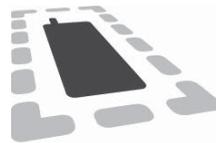
Mark Your Calendar!

Pre-Register by calling 1-877-727-5758
or by visiting www.parkmobile.com



2 Parkmobile information sessions will be held...one in April & one in May...dates to be announced.

For more information, call Carol on the member hotline at 302-227-6446.



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Brag Board

Local Member in the News

The Perfume Shoppe in Penny Lane in Rehoboth Beach was in the news!

Channel 29 Fox Philly News discovered that the Perfume Shoppe is a very unique perfume store. The news station came and recorded a news clip that was aired four times the weekend before Valentines Day. Joyce, the news anchor was really great and did a wonderful job. If you would like to view the clip, visit http://www.myfoxphilly.com/dpp/news/local_news/health%3A-science-to-choosing-the-perfect-perfume. The clip is 3 minutes 46 seconds long. You can also email the Perfume Shoppe staff at theperfumeshoppe@gmail.com and they will be happy to send the link to you. Cindy and Cassandra hope you enjoy the clip and see what all the buzz about is. Also, the Perfume Shoppe is featured on The Perfume Magazine's (an on-line perfume magazine) front page. Just scroll down and find them on the right side page. For more information, call 302-226-2444.



We are open for your convenience.

Our hours are 9 am to 7 pm Monday through Thursday, Friday and Saturday 9am to 9pm, (Sundays, 11am to 7pm). Call by phone and we can have a gift ready for you for pick up or delivery.



Save on our best-sellers, too.

You'll find great prices on many of your favorites - gourmet snacks to elegant desserts. Save money on gifts, or for entertaining at home. Everything's backed by our guarantee...and our 75-year reputation for quality.

Hope to see you soon, Michele Baker, Store Manager
302-226-1553 • Tanger Outlet Center, Seaside

*** Special Note from Michele: Carol & Staff - Thank you for all your help with creating awareness for us!

Senator Tom Carper Thanks Membership

February 29, 2012

Dear Carol,

I would like to thank you and Matt for the opportunity to speak to your membership, as well as providing a delicious lunch. It was a beautiful day and a beautiful setting, which made it feel like the busy tourism season is fast approaching.



You mentioned that you felt rentals were looking strong for the upcoming summer. As I said in my remarks to you and your membership, I believe the economy has turned the corner, and we are seeing consistent, measurable signs of improvement.

I appreciate everything you, your staff, your board and membership do to improve the economic climate of Sussex County.

If my staff or I can ever be of assistance, please do not hesitate to contact me through my Sussex County Director, Karen McGrath, at 302-856-7690.

Once again, thank you and I'm looking forward to visiting Rehoboth and Dewey this season!

With best personal regards, I am, Sincerely Yours,
Thomas R. Carper, United States Senator

Harry & David Helps With Gifting Needs

Hi There!

Let me introduce myself to you...My name is Michele Baker, the Store Manager of Harry and David and would love to help you with all your gifting needs.

Want to make the best impression? Our gifts have your name on them! Baskets by You®, our popular personal gift service, encourages you to be creative. Simply select your container or basket and choose from a whole store full of unique gourmet items to pack inside it. Then use your imagination to express yourself. We'll customize your gifts to make the very best impression on your family and friends. If time is of the essence, then simply stop in to pick up one of our already prepared baskets.

We have many available delivery options...local and long distance. We pride ourselves on quick turnaround local delivery - just the thing for last-minute gifts and surprise opportunities. We'll make sure your gifts arrive at their destinations - fresh, perfect, and faster than you could deliver them yourself.

Lt. Governor Matt Denn Speaks to Membership

On May 21st, Lt. Governor Matt Denn spoke to the Chamber Membership about the importance of education and business and how they go hand in hand. The State has been working on recruiting & keeping highly qualified teachers.

Kristina Alexander of Girl Scouts Troop 287 spoke to the membership regarding the "green" activities that she and her fellow troop mates are initiating. Some of the activities include: asking the City of Rehoboth Beach to place recycle bins in Grove Park and expressing the need for Destination Station Center as a educational, fun, programmed, green attraction.

Matt Denn is available for your comments and can be emailed at matthew.denn@state.de.us. Also visit <http://ltgov.delaware.gov/> for more information.



Rob Marshall

Kristina Alexander & Lt. Matt Denn

Stand by for NEW Style Member Window Decals & Member Key Tags!

- Membership Key Tags will be replacing Member Cards.
- Smaller, easier peel off Member Door/Window Decals will replace the old oversized sticker.





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.

4 Seasons Tours and Travel

Barbara Osman
29721 Franklin Roosevelt Lane
Millsboro, DE 19966
302-945-7700
www.4seasonstoursandtravel.com
Service - Travel Services

Back In Action - Soft Tissue Pain Therapy

Debra Ruffner
Rehoboth Beach, DE 19971
302-856-7456
Service - Massage Therapy

Bayside Rug Co.

Peggy Brasure
40 Baltimore Avenue
Rehoboth Beach, DE 19971
302-226-3600
www.baysiderugco.com
Retail - Speciality Shop

Black Diamond Financial Solutions, Inc.

David Bocchino, MBA
223 A S. Rehoboth Blvd.
Milford, DE 19963
302-265-2236
www.blackdiamondfs.com
Service - Financial Services

Blessing Greenhouses and Compost Facility

Jack Hoban
9372 Draper Road
Milford, DE 19963
302-684-8890
www.blessingsblends.com
Service - Garden Center

Consult A Mentor

Joe Sakacluski
19266 Coastal Highway, #16
Rehoboth Beach, DE 19971
631-327-7700
www.consultamentor.com
Service - Consultants

David H. Fiske, Writing & Editing

David H. Fiske
Rehoboth Beach, DE 19971
302-604-0504
Service - Advertising/Marketing

Fractured Prune - The Donut Shoppe

Jody & Diane Smith
20214 Coastal Highway
Rehoboth Beach, DE 19971
302-227-0747
www.fracturedprune.com
Restaurant/Eatery

Fusion Fitness Apparel

Ellen Bradford
149 Rehoboth Avenue, Suite 6
Rehoboth Beach, DE 19971
302-727-5690
www.fusionfitnessapparel.com
Retail - Apparel & Assessors

J Booth & Associates

Jane Booth
PO Box 161
Nassau, DE 19969
302-227-1077
Service - Advertising/Marketing

Karen McGinn

Patron Member
Rehoboth Beach, DE 19971

Linchpin People LLC

Brian Moran
32730 Bridgeway Drive
Lewes, DE 19958
703-628-1484
www.linchpinpeople.com
Service - Computer Sales/Service

Merle Norman Cosmetics

Concetta Rumburg
19470 Coastal Highway, Suite 2
Rehoboth Beach, DE 19971
302-226-8100
www.merlenormanstudio.com/mn-9700
Service - Beauty Services/Supplies

Modern Mixture

Leonardo Cabrera
62A Rehoboth Avenue
Rehoboth Beach, DE 19971
Restaurant/Eatery

Oceanova Spa

Carolyn & Paul Rix
17 Atlantic Avenue, #1
Ocean View, DE 19970
302-537-2313
www.oceanovaspacom
Service - Beauty Services

Seashore Heating & Air Conditioning LLC

Doug McIlvain
20055 West Piney Grove Road
Georgetown, DE 19947
302-853-2855
www.seashorehvac.com
Service - Heating & Air

Straight Eights Car Club

Milton Stern
8366 Gatewood Drive
Jessup, MD 20794
202-247-1149
www.straight8s.net
Service - Organization

TD Bank

Michael S. MacFarland
Tanger Outlet Center - Midway
Rehoboth Beach, DE 19971
302-683-6818
www.tdbank.com
Service - Financial Services

The Galleries at 20 Baltimore Avenue

Susan Gladstone
20 Baltimore Avenue
Rehoboth Beach, DE 19971
302-258-4203
www.paintiquesgallery.com
Retail - Art Galleries/Dealers/Framing

MINIMUM WAGE UPDATE

Minimum Wage House
Bill #163 passed the
Senate, and was assigned
to the House Economic
Development Committee
and has not yet been
heard – stand by.

fine line

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Members In The Spotlight

► Unique Boutiques

Come discover Delaware's new shoppers' paradise! Located in the barn, just North of Five Points, Unique Boutiques has many talented and local artists. Offerings include handmade clothing, home décor, art, sculptures, fine and costume jewelry, sports jewelry, nautical décor, books, crafts, treats for your pets, a fresh bakery and more! Unique Boutiques is sure to delight everyone with a brand new market full of diversity and culture. Stop by and visit them at 17370 Coastal Highway in Lewes, Delaware. For more information or space rental inquiries, call 302-827-2286 or 302-727-3313. ♦

► Black Diamond Financial Solutions

Black Diamond Financial Solutions, Inc. was founded with the goal of assisting their clients in every aspect of their financial lives. They have provided the most personal service available, thus earning a reputation for excellence in their industry. For each of their clients staff strives to help create financial stability and security to provide financial independence.

Their Commitment: Staff consists of experienced professionals with a "hands on" approach to financial guidance. Not only will you find team members knowledgeable, but you will also discover that the staff truly cares about making your dreams a reality. As your Financial Professionals, they will do everything in their power to keep you focused on where you want to go, advise you on how to get there, and continually remind you of the importance of maintaining a disciplined approach to realizing your dreams.

Their Principle: The company is based on the principle that education and understanding of your current financial situation is vital to successfully make prudent decisions concerning your future financial condition. If you have any questions about your current financial situation or wish to schedule an appointment, send an email to jeffrey.puglia@lpl.com or call 302-265-2236. ♦

► Verizon Wireless of Rehoboth

Now located at 37156 Rehoboth Avenue on Route 1, Verizon Wireless Rehoboth takes pride in their true commitment to customer service and satisfaction. Everyone is welcome in their door, even if the phone needing service was not purchased at their location. VZW Rehoboth values their customers' opinion and needs, making sure to have a full stock of products. They are proud to be a part of the Rehoboth Beach – Dewey Beach community and are happy to fill all of its VZW needs. Verizon Wireless Rehoboth would like to thank the community for welcoming them with open arms. Whether your needs are

business or personal, know that their store can help right away. Stop by for more information and receive a FREE wired headset, no purchase necessary.

The business is open Monday – Saturday from 10:00 AM to 8:00 PM and Sunday 11:00 AM to 6:00 PM. Friend on Facebook at VZW Rehoboth or call 302-227-7300 for help with all of your wireless needs. ♦

► Fine Line Websites & IT Consulting

Fine Line Websites & IT Consulting provides web design and IT services to small and medium sized businesses in Lewes, Delaware and the surrounding region. Using some of the most recent web solutions, Fine Line can help you build and design an eye-catching and professional website that will have customers and clients contacting you in no time. Our website design services include graphic design, custom programming, online content development, IT consulting and more. Be sure to browse their website at



www.finelinewebsites.com to see past projects! For more info, contact 302-645-4549 or info@finelineit.com. ♦

► AFLAC, Kim Ryan

When was the last time your employees thanked you for something? All businesses are dealing with the rising costs of health care, deductibles and co-pays. AFLAC can provide your employees with peace of mind and a financial safety net in the event of an accident or sickness. And the best thing is the cost to the business owner is ZERO!

A brief 15 minute appointment is all you need to get the ball rolling. AFLAC takes care of everything else! For more information, please contact Kim Ryan at 302-883-3986 or 302-448-6453 or send an email to kimberly_ryan@us.aflac.com. ♦

More Members Spotlights on Page 12!!

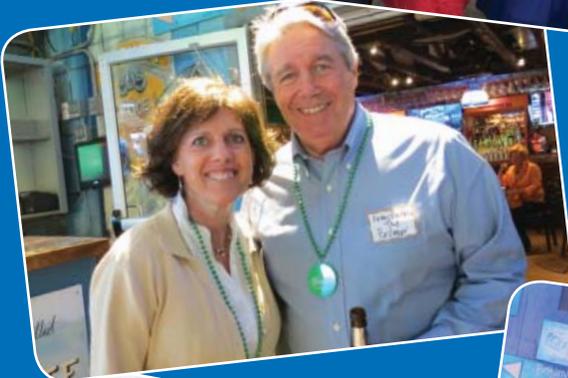
"The past doesn't
decide the future.
You do."

- Author Unknown

Business After Hours Fun

Special Thanks

to the Starboard for hosting Business After Hours!



Turn to page 2 for complete Business After Hours Schedule!

REPORTS *and* STATISTICS

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

Date	Room Count	Weather	Event
February 4-6, 2011	1,316	40's, Sunny	Polar Bear Plunge
February 3-5, 2012	2,147	40's, Sunny	Polar Bear Plunge
February 11-13, 2011	1,384	40's, Sunny	Valentine's Day Wknd.
February 10-12, 2012	1,848	30's, Rain/Snow	Valentine's Day Wknd.
February 18-20, 2011	1,862	60's, Sunny	President's Day Wknd.
February 17-19, 2012	2,413	50's, Sunny	President's Day Wknd.
February 25-27, 2011	1,153	50's, Sunny	No Event
February 24-26, 2012	1,898	40's, Partly Sunny	No Event
March 4-6, 2011	1,258	50's, Sunny	Chocolate Festival
March 2-4, 2012	1,640	50's, Cloudy	Chocolate Festival
March 11-13, 2011	1,255	50's, Partly Cloudy	No Event
March 9-11, 2012	1,860	50's, Partly Cloudy	No Event
March 18-20, 2011	1,681	60's, Sunny	None
March 16-17, 2012	1,711	60's, Cloudy	Merchant's Attic/St. Patricks Day
March 25-27, 2011	1,570	30's, Cloudy	Merchant's Attic
March 23-25, 2012	1,789	70's, Foggy	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
MAR	725.....	674	750	741.....	997

Facebook Comments from Visitors

I love Delaware BEACHES.....clean and beautiful for fishing, swimming, etc....

-- Margaret Babyak

Great Place! -- Lori Breth Stockdale

Delaware Beaches are the BEST ... -- Debbie Laxton-Conley



DE Dept. Of Labor Statistics

(February 2012); Delaware's seasonally adjusted unemployment rate in February 2012 was 7.0%, unchanged from January 2012. There were 30,600 unemployed Delawareans in February 2012, compared to 32,400 in February 2011. The U.S. unemployment rate was 8.3% in February 2012, unchanged from January 2012. In February 2011, the U.S. unemployment rate was 9.0%. Source: DE Monthly Labor Review; Vol. XIX, Number 3, 3/23/12.

REPORTS *and* STATISTICS

Website Results www.beach-fun.com

Website Visits & Bounce Rate March 2011 vs. 2012

2011 - 13,659 visits
10,916 absolute unique visitors
35.35% bounce rate
3:14 average time on site

2012 - 11,237 visits
9,387 absolute unique visitors
34.33% bounce rate
3:60 average time on site

Top 10 States to Visit Site - March 2012

1 Pennsylvania	2,702
2 Delaware	1,423
3 Maryland	1,170
4 New York	888
5 Virginia	604
6 New Jersey	569
7 Washington DC.....	389
8 Ohio	345
9 Massachusetts	177
10 Connecticut	163

Top Website Pages Viewed - March 2012

Calendar of Events, Order a Visitors Guide,
Area Activities, Accommodations, Sea Witch Festival,
Rehoboth Beach Info, Beach Jobs, Plan My Trip,
Dewey Beach Info *(listed in no particular order)*

Fine Line Websites & IT Consulting New Host of Chamber's Website

Fine Line Websites & IT Consulting, located in Lewes, Delaware, is hosting the Chamber's website. Check out the site - www.Beach-Fun.com - for a new look on the Calendar of Event page for both current events and Chamber events/meetings. Credit card payment is up and running - look for Make a Payment on the left-hand toolbar to pay invoices and for services.

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!

Members In The Spotlight

► Good Earth Market

Good Earth Market & Organic Farm, located on Rt. 26 (31806 Good Earth Lane) in Clarksville, Delaware, is proud to celebrate its 9th year of business. Open 7 days a week year round, Good Earth Market is a complete 3,000 square foot health food store featuring Organic groceries. They carry organic milk, eggs, bread, cereal, produce, cheese, local products, supplements, health & beauty items, and more! They have the largest selection of Gluten Free groceries in the area! They also offer free cooking demos and health related lectures on a weekly basis.

Coming soon to Good Earth Market will be the Birch Tree Café! Opening Memorial Day weekend, the specialty café will feature coffee, espresso, muffins, soups, salads and wraps all day and gourmet gluten free dining in the evenings.

Good Earth Market is located on a beautiful USDA certified organic farm. It has been certified for 9 years and is one of the longest running organic farms in the state of Delaware. Customers are encouraged to step out the back doors of the market into their demonstration herb garden! Good Earth Market participates in 5 local farmers markets in the beach area. They specialize in growing organic heirloom tomatoes and plan on expanding their offerings to 17 varieties this year! They hold a variety of events on the farm each year including their famous farm dinners that benefit local charities and annual arts and craft festival. The farm is now available for private events including elegant farm weddings!

For more information, call 302-537-7100 or visit them on the web at www.goodearthmarket.com. ♦

► KSI - Kent Sussex Industries, Inc.

Community Minded – Saving You Time & Money. Let KSI in Milford help your business with bulk mailings, packing orders for web sales, collating and labeling projects, and other time consuming bulk tasks. On-going or one-time, large or small projects – KSI does it all. Guaranteed and affordable. KSI has been helping Delawareans with disabilities for 50 years.

KSI invites the public to attend their Annual Open House on Tuesday, April 3, 2012 from 12:30 PM to 7:00 PM. Guided tours will be given, no appointment necessary. This is the perfect opportunity to see KSI's workforce in action. Light refreshments will be served. Spread the word. Bring a friend.

For more information or if you need special accommodations, or directions, please call Alicia Hollis, Director of Community Relations, at 302-422-4014 ext. 3015. Also visit www.ksiinc.org. ♦

3rd Annual Shredding Event

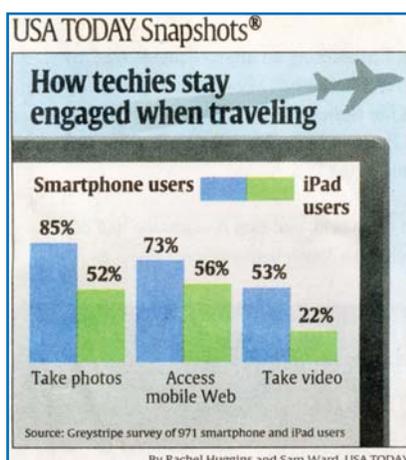
On Friday, **April 20, 2012** the Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center in partnership with WSFS, Bethany Blues and the Chamber's Green Force will host a "Shredding Event." Attendees will be able to gain information on green initiatives and reduce their carbon footprint with FREE shredding fun!

The Rehoboth Beach-Dewey Beach community is invited to bring their used paper to Bethany Blues in Lewes from 10:00 AM-2:00 PM for shredding. The event is rain or shine. There is no charge, but donations for the benefit of the Destination Station Project are welcome. Limited space is also available for member setup; contact Kate at 302-227-2233 ext. 11 for details.

For more information, call the Rehoboth Beach-Dewey Beach Chamber of Commerce at 302-227-2233 or visit www.Beach-Fun.com.



Did You Know?



"Smartphone ownership up to 50% with iPhone 4S sales".

- USA Today; January 2012

CONGRATULATIONS

to our Members Celebrating
with a Ribbon Cutting!



Unique Boutiques



Gregory Meyers Hair Studio



AFLAC - Kim Ryan



KSI, Kent-Sussex Industries, Inc.



Good Earth Market



Verizon Wireless of Rehoboth



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 March 1 - 29, 2012.

Thank you for your continued support!

AboutMyBeaches.com, ADT Security Services, After Hours Heating and Air, All States Construction Company Inc., Allied Waste, Alzheimer's Association Delaware Valley, Anchorage Motel, Apple Electric, Applebees Neighborhood Bar & Grill, At the Beach Repairs and Maintenance, Atlantic Oceanside Motel, Bad Hair Day?, Bayside Limousine Inc., Beach Graphics, Bellbuoy Inn, Bewitched & BEDazzled B&Bs, Bling Salon & Spa, Boardwalk Buddy Walk, Captain K's Enterprises, Inc., CHEER, Inc., Cold Stone Creamery, Community Bank Delaware, Community Integrated Services, Concierge by the Sea, Inc., Courtesy Chevrolet-Cadillac, Custom Mechanical, Inc., Delaweb Designs, Dewson Construction, Diehl & Co. CPA's LLC, Dos Locos Restaurant, Downtown Cowgirl, East Coast Garden Center, East of Maui Surf Shop, Gale Force Cleaning & Restoration, Grizzly's Landscape Supply & Services, Handy One, LLC, Hatley of Rehoboth Beach LLC, Historic Lewes Farmers Market, Hotel Rehoboth, Ice Cream Store, Inn at Canal Square, Jake's Seafood House, Jane and Georgie, Jolly Trolley of Rehoboth Beach, Junior Achievement of Delaware, Kaya Wellness & Yoga, Kitchen Tune-Up, Richard & Susan Krick/Patron Members, Lewes Printing, Inc., Loungin' Lizzard, Lupo di Mare, Made Ya Look!, Midway Speedway, NV Homes, One Spirit Massage Studio, Prosperity Mortgage, Quality Inn & Suites, Rehoboth Beach Animal Hospital, Rehoboth Beach Homeowners Association, Robin Hood Restaurant, Rusty Rudder Restaurant, Schagrin Gas Co., The Shore Life, Suburban Propane, Sunsatons, The Shirt Factory, Thunderbird Shop, Tri-County Security, NJ, WaWa Food Markets, Windsor's. *Renewals from March 1-29, 2012.*

Awards and Accolades

Best U.S. Beaches for Families Announced -- Rehoboth Beach in the Top 10

March 19, 2012 - Family Vacation Critic chooses the top 10 beaches in the nation for families. www.familyvacationcritic.com -- the comprehensive family travel review site -- has just announced its annual list of the "Best U.S. Beaches for Families."



According to editor, Lissa Poirot, "The U.S. has an incredible coastline and many beautiful beaches to choose from, but for families, there's more to a good beach than just a great stretch of sand. As parents we were looking for certain features that make beaches specifically family-friendly. When picking this year's list, we were looking for beaches recognized for their cleanliness, as well as those that provide safe water for young swimmers and plenty of activities for families, within a close walk from the beach."

The top ten beaches for families include: Walmanalo Bay Beach Park in Oahu, HI; Outer Beach in Cape Cod, MA; Deerfield Beach, near Fort Lauderdale, FL; Sand and Elbo Beach in Acadia National Park, ME; Cape Hatteras National Seashore in the Outer Banks, NC; Shell Beaches in Padre Island National Seashore, TX; Coronado Beach in San Diego, CA; Siesta Beach in Sarasota, FL; Rehoboth Beach, DE & Sunset Beach in Cape May, NJ.

Carol Everhart was included in the April 2012 Delaware Today article "The 50 Most Influential Delawareans of the Past 50 Years"

"Beach Booster. Carol is a catalyst in turning Delaware's beach community's fall shoulder season into an extended season. Because she started the Sea Witch Halloween and Fiddler's Festival in Rehoboth more than 20 years ago - as a consultant long before she was president and CEO of the Rehoboth Beach-Dewey Beach Chamber of Commerce - extended fall weekends are now vibrant. There's so much to do now. More visitors are opting to travel between Labor Day and Thanksgiving. The Sea Witch Festival is a big part of this. The hard part is having the vision to create something new, then making it grow. Carol had the vision. More visitors mean more business and that's good for everyone. It's really about making Sussex County a great place to visit year round". ~ Scott Thomas, Executive Director, Southern Delaware Tourism.



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RIP Rehoboth-Dewey Chamber Sign

A TOAST TO THE DEARLY DEPARTED as we come to mourn the Rehoboth Beach-Dewey Beach Chamber of Commerce's welcoming sign.

Master Cpl. Gary Fournier, spokesman for Delaware State Police, said about 4 a.m., March 16, Laree Giandonato, 54, of Marcus Hook, Pa., swerved her 1999 Lexus Sedan off Route 1, striking the sign. Fournier said she was charged with failure to remain in a single lane and DUI. There were no injuries, he said.

The remainder of the sign has been removed; all that's left is a patch of dirt and tire skidmarks from where Giandonato's car swerved.

Showing a good sense of humor about the loss of the sign, Carol Everhart, president and CEO of the chamber, said this was the third chamber sign that has been destroyed over the years. The first one, she said, was across from Jake's Seafood on Route 1 and was hit by a vehicle. The second sign was moved farther south but was damaged by snow removal equipment after the February 2010 blizzard.

"It's under repair," Everhart said. "It's been interesting to us that of all the signs on Route 1, no matter where we put it, that's the one with the magnet on it." She said the chamber hopes to have a new sign up at the same location across from Sea Shell Shop before Memorial Day. "It's obviously not the location; it's obviously not the same reason. At this point, it's gotten a little bit amusing. No one's ever been hurt; it's a breakaway sign. I think we would relook again if the same thing occurs. It's just a happenstance as far as we can tell," Everhart said. "It's amusing to everyone...except the insurance company," she quipped.

Article by Ryan Mavity; Reprinted courtesy of the Cape Gazette; 3/23/2012





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