



# FOCUS *on*

April 2013

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

## OUR SCISSORS HAVE BEEN BUSY!

The Chamber of Commerce is happy to welcome new Member businesses to the Resort Area. Below are some of the businesses who have recently celebrated with a Ribbon Cutting! Want to get in on the action? Contact Kate Bell at 302-227-6446 or [events@beach-fun.com](mailto:events@beach-fun.com).



**Dinner Is Served**



**Rehoboth Beach Dental**



**Rehoboth Beach Animal Hospital**



**Designer Consigner**

## ANNUAL MEMBER SHOWCASE

The Chamber of Commerce invites you to attend the annual **Business After Hours & Member Showcase** (formerly the Trade Show). The event will take place on Thursday, May 16, 2013 from 5PM to 7PM at the Atlantic Sands Hotel & Conference Center in Rehoboth Beach. **Meet and greet with local business owners and view the latest and greatest.** Have a snapshot taken by Beach Photo Booth and enjoy food, cocktails and door prizes in a Business After Hours atmosphere.

The Showcase is a perfect opportunity for businesses to connect with other area professionals and highlight their products or services. The cost per space is \$65.00. Members interested in reserving a space or wanting additional information should contact Kate Bell at [events@beach-fun.com](mailto:events@beach-fun.com) or 227-6446.



**Rehoboth Beach-Dewey Beach  
Chamber of Commerce  
& Visitors Center**

**“The Nation’s Summer Capital”**

P.O. Box 216  
501 Rehoboth Avenue  
Rehoboth Beach, DE 19971-0216  
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Fax: 302-227-8351  
rehoboth@beach-fun.com  
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# 2013 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Apr 11 .....	Board of Directors Executive Mtg .....	10:30 am/Jake's Seafood, Rt. 1
Apr 11 .....	Board of Directors Full Board Mtg ....	11:30 am/Jake's Seafood, Rt. 1
Apr 13 .....	Town of Dewey Beach Meeting .....	9 am/Lifesaving Station
Apr 16 .....	General Membership Meeting.....	12 noon/Kings Creek C.C. & Luncheon with Tony Pratt of DNREC, \$15.00
Apr 18 .....	Business After Hours.....	5-7 pm/Dos Locos
Apr 19 .....	City of Rehoboth Beach Meeting .....	7 pm/Commissioners Room
May 9 .....	Board of Directors Executive Mtg .....	10:30 am/Jake's Seafood, Rt. 1
May 9 .....	Board of Directors Full Board Mtg ....	11:30 am/Jake's Seafood, Rt. 1
May 11 ....	Town of Dewey Beach Meeting .....	9 am/Lifesaving Station
May 15 ....	General Membership Meeting.....	12 noon/Kings Creek C.C. & Luncheon with Melody Booker of DEDO, \$15.00
May 16 ....	Business After Hours.....	5-7 pm/Atlantic Sands Hotel
May 17 ....	City of Rehoboth Beach Meeting .....	7 pm/Commissioners Room

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

## 2013 Business After Hours

**BACK BY POPULAR DEMAND . . .**

**Business After Hours scheduled on Thursdays!**

You are invited to attend monthly Business After Hours! [The 2013 schedule is listed below.](#) These mixers offer a great opportunity to meet and network with fellow members. Business After Hours are typically scheduled for the third Thursday of each month but may be held on the second Thursday to avoid conflict with major holidays. Each event runs from **5-7 PM**. A \$1.00 donation is collected at the door which creates the pot for the 50/50 raffle.

Business card drawings are held and door prizes are given out to the lucky winners! Members are welcome to donate prizes such as gift certificates, store merchandise, etc. The prizes can be brought to the sign-in table the night of Business After Hours.

**Thursday, April 18** - Dos Locos

**Thursday, May 16** - Atlantic Sands Hotel (Business After Hours & Member Showcase)

**Thursday, June 20** - Ivy

**Thursday, September 19** - Crabby Dick's

**Thursday, October 10** - Mariachi Restaurant

**Thursday, November 14** - Finbar's Pub & Grill

**Thursday, December 12** - Bethany Blues, Highway One

# What's Dewin' In Dewey!



**Monday Night Movies.** Bring your family, a blanket & chair, and some popcorn to Dewey Beach on Monday for family movie night! Movies will start at approximately 8:30 PM on the beach at Dagsworthy Street in Dewey Beach. Movie listings below:

- 6/17/2013 - The Lorax
- 6/24/2013 - Hotel Transylvania
- 7/1/2013 - Mirror, Mirror
- 7/8/2013 - Here Comes the Boom
- 7/15/2013 - Arthur Christmas
- 7/22/2013 - Wreck-It Ralph
- 7/29/2013 - Brave
- 8/5/2013 - The Odd Life of Timothy Green
- 8/12/2013 - Oz: The Great & Powerful
- 8/19/2013 - ParaNorman
- 8/26/2013 - Rise of the Guardians

**Movie Slide Sponsorship.** Before the showing of the Monday night movie, there is a slideshow promoting upcoming events and business information. Members can advertise their business on a slide for \$50.00, which is shown on every movie night. For more information, contact Kate at 302-227-6446 or [events@beach-fun.com](mailto:events@beach-fun.com).

**Wednesday Night Bonfires.** Want "S'MORE" fun? Bring your family, beach chair and some marshmallows to the beach at Dagsworthy Street in Dewey Beach on Wednesdays for a bonfire! Bonfires will be held every Wednesday from 7:30 PM to 11:00 PM, June 19th through August 28th.

**Free Saturday Skimboarding Clinics.** Free skimboarding clinics will be held from June 15 - August 3, 2013. For more information, contact Alley Oop at 302-227-7087 or visit [www.alleyoopskim.com](http://www.alleyoopskim.com).

**Parking.** All metered parking remains in effect; non-metered spaces are FREE Monday-Wednesday after 5:00 PM.

**What's Dewin' in Dewey Posters.** Event posters for Dewey Beach movies, bonfires and events have been ordered. They will be delivered towards the end of April.

**Keep Up To Date.** The complete movie and bonfire schedule plus Resort Area activities and events can be viewed on the Chamber's site. The listing is updated on a continual basis and Members are welcome to post the link on their website. Here's the link: [www.beach-fun.com/events/current-events.html](http://www.beach-fun.com/events/current-events.html)

## Service at the Beach

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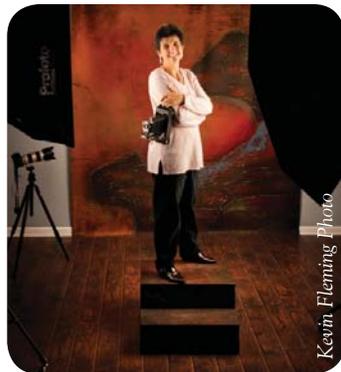


# BRAG BOARD



## Carolyn Watson Photography Honored by Delaware Press Association

Local Photographer Carolyn Watson, known for her ability to find the extraordinary in ordinary things was recently honored with 2 awards from the Delaware Press Association. Her work is creative, artistic, and has the added dimension of her background as a marine biologist.



Carolyn won a first place award for her photo essay on the homeless in Delaware Beach Life Magazine Holiday 2012 Issue. The riveting photographs and the also recognized article brought attention and awareness to the many challenges that our homeless population faces on a daily basis.

Carolyn was also awarded second place for her photograph of the majestic red fox on the dunes at North Shores. This photograph was featured on the cover of Delaware Beach Life May 2012 and is available in a fine art print from Carolyn Watson Photography.

The Delaware Press Awards are open to all professional communicators in the state of Delaware. They encourage and reward excellence in communications and the contest is judged by out of state communication professionals to ensure impartiality.

First place winners like Carolyn Watson's photographs from the homeless are then entered into the National Press competition. Carolyn has been a regular contributor to Delaware Beach Life Magazine since 2005.

Carolyn Watson Photography specializes in Weddings, Civil Unions, Family Portraiture, and Commercial Photography. She has a full service portrait studio in Rehoboth Beach, Delaware with custom set design and an extensive offering of unique keepsakes. In the studio or on location, Carolyn prides herself in "creatively capturing life's moments".

Follow her and Like her on Facebook:  
<https://www.facebook.com/pages/Carolyn-Watson-Photography/123166244375957>

She has so many great photographs, videos, stories, photography tips and specials to share with all of you. You can also visit her at her website [www.CarolynWatson.com](http://www.CarolynWatson.com).

## Great News - Chamber Electric Buying Group!

Last month, we executed a 3-year fixed price electric supply contract with Integrys Energy Services at a fixed rate of \$0.07931 per kilowatt-hour. This year's buying group included over 80 Chamber Members with over 200 accounts. This is a record number of Chamber businesses participating in the buying group. The 3-year contract rate of \$0.07931 per kilowatt-hour is the lowest group rate we've ever locked in. This program will save our Members almost \$250,000 over the next 3 years.



Great Job Ed Jackson!! For questions, contact Ed of Affinity Energy Management at [edjacksonenergy@aol.com](mailto:edjacksonenergy@aol.com) or 302-218-8920.

## VIA Celebrates Cuts Ribbon

March 18, 2013

Dear Carol: It was such a pleasure having you as a guest at the Village Improvement Association's Ribbon Cutting and Open House on March 17th. It was an historic day for the VIA and a big thrill for us to cut the green ribbon. Thank you for being a part of the celebration and thank you to the Chamber of Commerce for loaning us your very large scissors. The VIA looks forward to being an important part of the Rehoboth Beach-Dewey Beach Chamber of Commerce family. We will keep you apprised of our events and activities.



Sincerely,  
Carolyn Billingsley, VIA President



**Secure Self Storage**  
[www.secureselfstorage.net](http://www.secureselfstorage.net)

**37053 Rehoboth Avenue Ext.  
Rehoboth Beach, DE 19971**

**302-227-5900**

# YOU'VE been SNAPPED



Arena's Famous Deli & Bar



Comcast Spotlight



Azura Clothing



Rehoboth Beach Public Library



Sea Shell Shop



Philly Pretzel Factory



Sea Finds



Kitchen Tune-Up



Primo Hoagies



The Coffee Mill



Gorilla Powerwashing



# 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.

## Beach Photo Booth

Matt Meiers  
Rehoboth & Surrounding Areas  
Rehoboth Beach, Delaware 19971  
302-362-0374  
Service - Photography/Supplies  
**M2M Discount:** 10% to Members

## Big Sissies Restaurant & Bar

Robert Hicken  
37385 Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-226-7600  
Restaurant/Eatery

## Caliber Funding, LLC

Karen Lemaire  
16287 Willow Creek Road  
Lewes, Delaware 19958  
215-983-8527  
Service - Mortgage Company

## Christian Light Ministries, LLC

Pastor Gary Dierolf  
2 Scholl Drive  
Oley, Pennsylvania 19547  
302-360-8720  
www.christianlightministries.com  
Service - Officiant

## Comcast Business

Joe D'Amico  
20171 Office Circle  
Georgetown, Delaware 19947  
302-382-3459  
Service - Telecommunications

## Designer Consigner, Inc.

Michelle Scott-Costa  
5 First Street  
Rehoboth Beach, Delaware 19971  
302-373-6318  
www.designerconsignerde.com  
Retail - Apparel/Accessories

## Fabulous Faces Aesthetic Center

Lisa Brown  
34172 Citizens Drive  
Lewes, Delaware 19958  
302-827-2125  
Service - Beauty Services

## Giordano, DelCollo & Werb, LLC

Janet Lane  
330 Rehoboth Avenue, Suite C  
Rehoboth Beach, Delaware 19971  
302-727-7020  
www.gdwlawfirm.com  
Service - Lawyer  
**M2M Discount:** 10% off Attorney Fee

## Geeks On Call of Southern Delaware

Kevin J. McCourt, Sr.  
Ocean View, Delaware 19970  
800-905-GEEK (4335)  
www.geeksoncall.com/location/sodel  
Service - Computer Sales/Services  
**M2M Discount:** One year free antivirus protection with any first service call. AVG Antivirus 2013 is high quality protection for your PC, value \$39.95. One year, one PC for each first time service call. Mention BFCCAUG when you call 1-800-905-GEEK (4335).

## JD's Filling Station

Joe Zuber  
329 Savannah Road  
Lewes, Delaware 19958  
302-644-8400  
www.jdsfillingstation.com  
Restaurant/Eatery

## Jersey Mike's Subs

Brad Moully  
18598 Coastal Highway  
Rehoboth Beach, Delaware 19971  
Restaurant/Eatery  
**M2M Discount:** 10% off menu pricing

## Ron Krajewski, State Farm Insurance

Ron Krajewski  
28354 Lewes Georgetown Highway  
Milton, Delaware 19968  
302-664-1640  
www.sfsussex.com  
Service - Insurance

## Law Office of Susan Pittard Weidman, PA

Susan P. Weidman  
19716 Sea Air Avenue, Suite 2  
Rehoboth Beach, Delaware 19971  
302-227-7788  
www.spwdelaw.com  
Service - Lawyer

## Megalodon Shark Teeth

Mark P. Scott  
32 Fall Brooke Road  
Newark, Delaware 19711  
302-559-4133  
Retail - Gifts & Specialty Shops

## NAI Emory Hill

Ann Bailey  
18335 Coastal Highway  
Lewes, Delaware 19958  
302-827-4940  
www.emoryhill.com  
Real Estate

## Night Owl Marketing, LLC

Karen B. Falk  
162 Buckingham Drive  
Rehoboth Beach, Delaware 19971  
302-519-5093  
Service - Advertising/Marketing

## The Spice & Tea Exchange of Rehoboth

Joy Quinn & Brenda Pfautsch  
10 Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-227-3327  
www.spiceandtea.com/rehoboth  
Retail - Gifts & Specialty Shops  
**M2M Discount:** 10% to Members



As you can tell...Patty, Meghan and Joy enjoyed the goodies!

**YUMMY...YUMMY!** Chamber Staff sends out a special thanks to our Members who have dropped off treats to the office over the past couple of weeks. Thanks to Luff & Associates for the sweet rolls, Comcast Spotlight for the Easter basket, Atlantic Refrigeration & Air Conditioning and Philly Pretzel Factory for the pretzels & dips and Zeke Przygocki for the chocolates!

# ARE you on BOARD?

The Chamber of Commerce produces four major events throughout the year. You can promote your business and keep the events active through sponsorship!

Spring Sidewalk Sale - May 17-19 • Fall Sidewalk Sale - October 4-6

Sandcastle Contest - August 3 • Sea Witch Festival - October 25-27

## Event Bundle Sponsors (To Date)

### Perfect Wave Sponsors

Delaware Today  
WBOC

### Tidal Wave Sponsor

Sussex County Federal Credit Union

### Swell Sponsor

Jake's Seafood House

### Rip Wave Sponsors

Affinity Energy Management  
Fulton Bank, DE National Division  
Holland Jewelers  
PNC Bank

## Sea Witch Festival Sponsors (To Date)

### Frankendude Sponsor

Tanger Outlet Center

### Ghostbuster Sponsor

LC Homes

### Sea Witch T-Shirt Sleeve Sponsors

County Bank & Dos Locos

### Kid's Fiddlers' Festival Sponsor

Cape Gazette

### Costumed Dog Parade Sponsor

Rehoboth Beach Animal Hospital

### Parade Balloon & Advertising Sponsor

Applebee's Neighborhood Bar & Grill

## SHOP



## BUILD



## PLAY



Call **KATE**  
for details!  
**227-6446**

**More 2013 Event Sponsors to Date:** Admiral Hotel, Big Fish Seafood Grill & Marketplace, Candy Kitchen Shoppes, Comfort Inn & Suites - Georgetown, Clear Space Theatre Company, Johnson Orthodontics, just COMFORT shoes, Kilwin's, Nicola Pizza, Lighthouse Inn Bed & Breakfast, Made Ya Look! Salon & Spa, Rehoboth Beach Boys & Girls Club, Rehoboth Toy & Kite Co., Star of the Sea Condominium, Summer House Restaurant, and William's Insurance Agency.

## CLEAN THE WORLD PARTNERSHIP

The Rehoboth Beach – Dewey Beach Chamber of Commerce's Young Professionals group is pleased to announce Rehoboth Beach Holiday Inn is now a Hospitality Program Sponsor for Clean the World.

Clean the World is a non-profit organization that partners with hospitality businesses to collect, recycle and distribute soap and hygiene products to children worldwide. Used bars of soap are collected by the Clean the World's Hospitality Partners and sent to the non-profit where they are melted down, sterilized and repackaged for distribution. These hygiene products are sent to regions of the world where soap can save the lives of thousands of children. For more information on Clean the World initiatives visit [www.cleantheworld.org](http://www.cleantheworld.org).

The Chamber of Commerce Young Professionals have teamed up with Clean the World in an attempt to bring the local hotels under the Clean the World umbrella. The Rehoboth Beach Holiday Inn is the first hotel in the Rehoboth Beach – Dewey Beach resort area to join in their efforts. The Chamber YPs look forward to continued growth of the program.

The Young Professionals is part of the Rehoboth Beach - Dewey Beach Chamber of Commerce. They meet the second Thursday of every month at local restaurants to discuss ways to positively impact the Rehoboth Beach and Dewey Beach community. The group's mission is to "Bring together talents and insights of emerging young professionals (YPs), ages 21-39, in a dynamic and diverse group of peers with a passion for making a difference, a willingness to learn, the desire to build important relationships, and the energy to get involved in the community."

For more information on the Young Professionals or the Clean the World program, contact David Lyons Jr. at 302-227-7100 or Clayton Serman at 302-226-9800.

*Pictured above from Left to Right: Sean Monaco - Peninsula Golf & Country Club, Jeff Evans - Great Scott Broadcasting, Chris Berg - Atlantic Management, Dawn Heck - Holiday Inn Rehoboth, Kyle Morgan - Mercantile Processing, and Clayton Serman.*



# MEMBERS in the SPOTLIGHT

## ► Nickle Electrical Companies

Nickle Electrical Companies was recently selected as one of the recipients of the 2012 Governor's Safety Awards for the second year in a row. The honor is co-sponsored by the Delaware Contractors Association and Delaware's Department of Labor.



"Winning the DCA Governors Safety Award for the second year in a row is a great accomplishment by all Nickle employees," said Nickle Safety Director Mike Anderson. "To me, winning this award validates that our employees take our safety program seriously and that they want to go home to their families every night injury-free and ready for work the next day."

Gregory Sawka, president of the DCA, said in a letter to Nickle President/CEO Steve Dignan, that we received the award "in recognition of those firms which emphasize safety as they bring distinction, skill, and integrity to the construction industry."

"Everyone at Nickle is extremely proud of the Governor's Safety Award and appreciate being recognized by the Delaware Contractors Association and the Department of Labor for our commitment to safety two years in a row," Dignan said.

In addition, Nickle Electrical reached a remarkable milestone in company history. Through continuing education classes and perpetual execution of safety procedures, Nickle employees have worked one million man-hours without a lost-time accident. It is an achievement reached thanks to the company's dedicated personnel who work hard to keep themselves and others out of danger.

Nickle Electrical Companies was founded in 1987 by the late Paul Allen Nickle as Paul A. Nickle, Inc. Electrical Contractors. Current owners Steve and Debbie Dignan acquired the company in 1991 and in 2008, the name was changed to Nickle Electrical Companies to better represent the company as a whole. Their 150 employees work within an 80-mile radius of their two locations, Newark and Georgetown, and perform commercial, industrial, residential, and service electrical work. Their mission is to maintain a high standard of quality, workmanship, and integrity. With a commitment to these values, they have won over 20 ABC Excellence in Construction awards.

For more info, call 302-856-1006 or visit [nicklelectrical.com](http://nicklelectrical.com). ♦

## ► Peppers - New Location!

The Hearn family has been in the food business in Delaware since 1919. Their newest concept is putting all facets of their business together in a grand re-opening of Peppers. Peppers is now located at 17601 Coastal Highway, Unit 1 in the 5 Pointe Plaza Shopping Center in Lewes. The Hearn family thanks the community for welcoming and supporting them in all they have done throughout the years. For more information, call 302-644-6900 or visit [www.peppers.com](http://www.peppers.com). ♦



## ► Kids Cottage

As parents, we want to provide our children with a safe and nurturing environment that allows our children to get an early start towards developing their academic and social skills. Established in 2005, Kids Cottage prides themselves on providing the highest quality programs available, whether it is during the academic

year or during the summer months. Their highly qualified preschool teachers dream up Summer Camp themes and create daily lessons designed to introduce children to fun and interesting topics and activities. Kids Cottage is licensed by the State of Delaware and participates in the Delaware Stars program. Check them out at [www.kidscottage.com](http://www.kidscottage.com) or call 302-644-7690. ♦



## ► SONY Electronics

SONY Electronics is a premium electronics retailer specializing in home audio/video products as well as business and home personal computer solutions and digital imaging products for home consumer to high end professional imaging products. SONY offers a full array of services to complement your theater equipment - professional wall installation, surround sound integration, one on one personalized training with one of their trained professionals, and their most recent addition - personal computer services. Let their team of PC savvy individuals help bring your PC back to life, prevent your PC from getting slowed down by all those nasty viruses and spyware or just simply assist in networking questions that you may have.

The store is open Monday - Saturday from 9AM - 9PM & Sunday from 11AM - 7PM. They are located in the Midway Tanger Outlet Center in Rehoboth Beach. For more info, call 302-644-8605. ♦

## ► Techno Goober

Frank Payton is pleased to announce the opening of his new Website Design firm, Techno Goober. Service area includes all of Sussex County, Delaware and beyond with offices located above Atlantic Millwork and Cabinetry in Lewes.

Techno Goober is your home for responsive website design services, website hosting, custom programming, SEO optimization, mobile site design, and networking. Joining the Techno Goober team are Bobbi Engel, Chad Lane, Chris Gosling, and Nate Bradshaw. Their design team can also help create print marketing materials, custom logos, business cards and more.

Techno Goober is located at 17527 Nassau Commons Blvd, Suite 213 in Lewes. The main office telephone number is 302-645-7177 and Frank Payton can be reached directly at 302-542-7057. Check out their website [www.technogoober.com](http://www.technogoober.com) or send an email to [info@technogoober.com](mailto:info@technogoober.com). ♦

# MEMBERS *in the* SPOTLIGHT

## ▶ Delmarva VoIP

Delmarva VoIP, LLC is your local partners for business solutions. Locally owned and operated in Lewes, Delmarva VoIP offers everything from voice over IP phone service, networking, structured cabling, computers to IT and video surveillance equipment. No project is too small or too large for them to handle. They are a local company, registered here to support your every business need.

Reduce your phone bills by up to 75% with Voice over IP service, connect all branch offices and remote workers, add features such as follow-me calling, call queuing and much more. With Delmarva VoIP, you can get real-time ROI information on marketing campaigns. Their system is completely scalable to accommodate seasonal business fluctuations.

Their expertly trained technicians are here to support you 24 hours a day, 7 days a week, 365 days a year. Their entire mission is to serve our community with accuracy and dependability. Their strength is in their team and communication. Call today for your free system consultation at 302-703-9717. ◆

## ▶ SCORE

Whether you are starting a new business or growing an existing one, let SCORE help you for the life of your business. SCORE offers free, confidential business mentoring, local workshops, and online expert resources. SCORE has 13,000 counselors nationwide, serving their communities through entrepreneur education dedicated to the formation, growth, and success of small businesses. Sussex County has 6 certified counselors with expertise in various professions.



Success comes from hard work, risk taking and the pursuit of your dreams. SCORE stands ready to give you the tools; support and encouragement needed to build and sustain your business. For more info, call 302-536-1382 or visit [www.scoredelaware.org](http://www.scoredelaware.org). ◆

## ▶ Rehoboth Beach Dental

The staff at Rehoboth Beach Dental takes pride in providing excellent dental care in a welcoming and comfortable atmosphere. They are happy to help you with all of your dental and oral health care needs including ongoing preventive care, urgent dental needs, and cosmetic changes to your smile. Rehoboth Beach Dental strives to offer personalized service without the hassle or wait. As a courtesy, they are happy to submit your dental insurance.

Rehoboth Beach Dental is accepting new patients and emergencies with same day appointments available. They offer a wide array of procedures including preventative care, restorative dentistry, cosmetic dentistry, whitening, crown and bridge work, dentures and partial dentures, extractions, and root canals. Rehoboth Beach Dental's hours are Monday through Thursday 7:30 AM to 5:00 PM. For more info, visit [www.RehobothBeachDental.com](http://www.RehobothBeachDental.com) or call 302-226-7960. ◆

## ▶ Ancient Art Tattoo

Ancient Art Tattoo Studio opened 19 years ago. Peggi Hurley has sold the shop to Matthew Amey, Jason Goldberg, & Marty LaCasse, three tattooers that are very well known for their high standards of excellence! The next chapter of Ancient Art is going to be exciting, so stop in to visit or get a tattoo. By the way, Peg is still there and working! For more information on the studio, call 302-644-1864 or visit [www.ancientarttattoo.net](http://www.ancientarttattoo.net). ◆

## ▶ Big Sissie's Bar & Grill

Located in the Henlopen Junction Mall with plenty of free parking, Big Sissie's Bar & Grill offers comfort food and drink daily from 3PM. Open year-round, locals love Big Sissie's Nightly dinner specials, including Wednesday's "Slap Your Mama," Fried Chicken Supper and Big Sissie's Super Sunday Brunch served with your choice of Bloody Mary or Mimosa. Enjoy cold beer, house wine and cocktail specials at the bar during Big Sissie's Happy Hours...3AM - 8PM daily. Play Keno and video bowling; have dinner on their patio; or join them for live music Friday and Saturday nights.

The restaurant is open Monday - Sunday from 3PM - 1AM and open for Sunday Brunch from 10AM - 2PM. For more information, visit [www.BigSissiesRehoboth.com](http://www.BigSissiesRehoboth.com) or call 302-226-7600. ◆

## ▶ Rehoboth Beach Animal Hospital

Dr. Tim Dabkowski took over the practice three years ago in a smaller Route 1 location next to the Captain's Table. "The small size of the original building was very limiting, an we built the new facility to be able to offer better and expanded services to Sussex County pet owners," he said. In addition to having more spacious treatment and surgical rooms, upgraded x-ray, ultrasound, and laser surgery equipment have been added.



The animal hospital has four veterinarians on the staff, including Dr. Tim, Dr. Sarah Curtis, Dr. Sarah Hirsch, and Dr. Angelika Stoutmyer, and has expanded its large staff of veterinary assistants and technicians.

The veterinarians emphasize preventative medicine, along with in-house diagnostics, to assist pet owners in keeping their pets healthy. This includes a comprehensive wellness exam to evaluate a pet's overall health and allow early detection and treatment of abnormalities. Other services offered include: vaccines, parasite prevention, in-house diagnostics, including blood work, fecal testing, urinalysis, and cytology; relationships with outside labs for special tests and pathologies; digital radiology; dental cleaning with digital dental radiology; laser therapy; soft tissue surgery, and final care and cremation services.

The Rehoboth Beach Animal Hospital is open Monday – Thursday, 8:30 AM – 6:15 PM and Friday, 8:30 AM – 5:00 PM. In May, they will begin offering cat boarding and "Appointment Only" Saturday visits. Advanced appointments are recommended for routine visits. Appointments can be made by calling 302-227-2009 or online at [www.cvh19971.com](http://www.cvh19971.com). ◆

# REPORTS *and* STATISTICS

## Accommodation Occupancy Chart | 2012 vs. 2013

Date	Room Count	Weather	Event
February 10-12, 2012	1,848	30's, Rain/Snow	Valentine's Day Wknd/Merchants' Attic
February 8-10, 2013	1,546	40's, Rain	No Event
February 17-19, 2012	2,413	50's, Sunny	President's Day Weekend
February 15-17, 2013	2,335	40's, Rain/Snow	President's Day Wknd/Merchants' Attic
February 24-26, 2012	1,898	40's, Partly Sunny	No Event
February 22-24, 2013	1,846	40's, Rainy	No Event
March 2-4, 2012	1,640	50's, Cloudy	Chocolate Festival
March 1-3, 2013	1,896	50's, Cloudy	Chocolate Festival
March 9-11, 2012	1,860	50's, Cloudy	No Event
March 8-10, 2013	2,005	40's, Sunny	No Event
March 16-18, 2012	1,711	60's, Cloudy	Merchant's Attic
March 15-17, 2013	2,214	40's, Sunny	Merchant's Attic
March 23-25, 2012	1,789	70's, Foggy	No Event
March 22-24, 2013	2,079	40's, Sunny	No Event
March 30-April 1, 2012	2,108	50's, Sunny	No Event
March 29-31, 2013	2,171	50's, Sunny	Easter

- 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

	2013	2012	2011	2010	2009
MAR	648.....	725.....	674.....	750.....	741

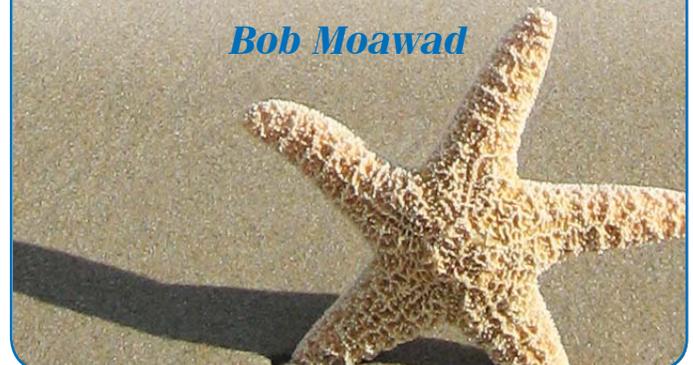
### DE Dept. Of Labor Statistics

(Feb. 2013); Delaware's seasonally adjusted unemployment rate in February 2013 was 7.2%, up from a revised 7.1% in January 2013. There were 32,000 unemployed Delawareans in February 2013, compared to 31,200 in February 2012. The U.S. unemployment rate was 7.7% in February 2013, down from 7.9% in January 2013. In February 2012, the U.S. unemployment rate was 8.3%.

Source: DE Monthly Labor Review; Vol. XX, Number 3, 3/22/13

**Quality begins  
on the inside and  
works its way out.**

*Bob Moawad*



# REPORTS *and* STATISTICS

## Website Results [www.Beach-Fun.com](http://www.Beach-Fun.com)

### Website Statistics - March 2012 vs. 2013

2012	44,607 pageviews/hits 11,237 visits 9,387 absolute unique visitors 34.33% bounce rate 3:60 average time on site
2013	49,532 pageviews/hits 12,690 visits 10,363 absolute unique visitors 37.75% bounce rate 3:42 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/Hits:** 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 10 Pages Viewed - March 2013

Page on Site	Page Views
1 Current Events	2,514
2 Area Activities	1,581
3 Attractions	1,443
4 Accommodations/Hotel/Motel	1,268
5 <a href="#">Order a Free Visitors Guide</a>	1,239
6 Sea Witch Festival	1,101
7 Beach Jobs	1,014
8 Dining	873
9 Rehoboth Beach Info	850
10 Dewey Beach Activities	784

## Top 5 States to Visit Site - March 2013

1 Pennsylvania	3,058
2 Delaware	2,103
3 Maryland	1,462
4 New York	1,221
5 New Jersey	947

## REALTOR BAGS

### LOOKING FOR ADDITIONAL CUSTOMERS?



Every Friday, Memorial Day through Labor Day, the Chamber assembles up to 8,000+ information bags and distributes them to local realtors who hand out to Resort Area weekly, rental visitors.

Chamber Members who wish to include information in these bags may do so at a

fee of 10¢ per product piece (20¢ per multi-page product piece). Members may choose the Fridays and the quantity of bags they would like their information included in (i.e., if you would like to include your information in only 100 of the 8,000 bags, you may do so). Product and payment must be on site one week prior to the next week's delivery.

We encourage the use of coupons or product that must be redeemed in your business to allow you to monitor the success of this program.

For more details, contact Patty at 302-227-6446 or [membership@beach-fun.com](mailto:membership@beach-fun.com). The form can be viewed at [www.Beach-Fun.com](http://www.Beach-Fun.com) then select Site Index and scroll to Realtor Bags.

## SIDEWALK SALE

### MARK YOUR CALENDAR ... for the 30th Annual Spring Sidewalk Sale!

The Resort Area sale begins Friday, May 17th and ends on Sunday, May 19th, running from 10:00 AM to 8:00 PM daily (store hours may vary).



It is a weekend for deals and fabulous finds! Shopping in downtown Rehoboth Beach, Dewey Beach, and Route One has never offered more merchandise at bargain prices!

Event Bundle Sponsors to date are: Delaware Today, WBOC, Sussex County Federal Credit Union, Jake's Seafood House, Affinity Energy Management, Fulton Bank-DE National Division and Holland Jewelers.

For more information, call Kate at 227-6446 or email [events@beach-fun.com](mailto:events@beach-fun.com).

Don't forget...the 37th Annual Fall Sidewalk Sale is October 4-6, 2013.

# BUSINESS *after* HOURS FUN

**THANKS** to Monty and the Starboard Crew for a fun time at the March BAH!





## Thank You Monthly Renewing Members

The Chamber wishes to thank the following Members who recently renewed their membership investment. The list below represents Members who renewed during the period of February 28 - April 2, 2013. Thank you for your continued support!

1776 Restaurant, a (muse.) Restaurant, Abra...ca...dinner!, Accents, After Hours Heating and Air, Alarm & Communication Systems Group, Anchorage Motel, At the Beach Repairs and Maint., Atlantic Oceanside, Bad Hair Day?, Bayside Audiology & Hearing Aid Services, Beach Graphics, Bellbuoy Inn, Blue Moon Restaurant, Boardwalk Buddy Walk, Cabana Gardens Bed & Breakfast, Cape Chiropractic, Cape May - Lewes Ferry, CHEER, Inc., Concierge by the Sea, Inc., County Bank, Crown Trophy, Custom Mechanical, Inc., Debbie Reed Team of Remax Realty Group, Delaware Paddlesports, Dewson Construction, DiscoverSea Museum, Dos Locos Restaurant, Downtown Cowgirl, Inc., Easter Seals, First State Benefits, Grizzly's Landscape Supply & Service, Grotto Pizza, HomeAway Vacation Rentals Rehoboth Beach, Hooked On Plants, Hotel Rehoboth, Ice Cream Store, Jolly Trolley of Rehoboth Beach, Joshua M. Freeman Foundation, Kaya Wellness & Yoga, Let's Go Crabbing, Lewes Printing, Inc., Mark Showell Interiors, Meals on Wheels Delaware, Nuttle Lumber, NV Homes, Outback Steakhouse, Peninsula Dental, LLC, The Peninsula, Peppers, Phillips, Goldman & Spence, P.A., Pirates Cove Motel, Prosperity Mortgage, Quality Inn & Suites, Realty Executives Bay Coast, Red Sky Websites, Rehoboth Beach House Rentals, Rehoboth Beach Motor Cars, Rehoboth Inn, Rehoboth Toy & Kite Co., Scooters 4 Rent LLC, South Moon Under, Straight Eights Car Club, Suburban Propane, Truitt Insurance & Financial Services, Vacation Rentals.com Rehoboth Beach, Victoria's Restaurant. Renewals from February 28 - April 2, 2013.

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Jeanne O'Brien  
interior designer

*Staging to Sell!*

cell: 302-540-1333  
email: [interiordesigncents@aol.com](mailto:interiordesigncents@aol.com)

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*Don't spend a lot to make your house a home. Whatever your needs are, **Interior Design Cents** will guide your quest to make your home what you dream it could be.*

# LEGISLATIVE UPDATES *and* CORRESPONDENCE



The Chamber's pencil has been busy! Below is correspondence regarding issues of note.

For more information, contact Carol Everhart on the Member Hot Line, 302-227-6446 or by email at [carol@beach-fun.com](mailto:carol@beach-fun.com).

## BEACH REPLENISHMENT LETTER

March 8, 2013

Dear Senator Carper, Senator Coons and Representative Carney:

The Rehoboth Beach-Dewey Beach Chamber of Commerce could not be more aware of the importance of the beach and our economic success. A healthy beach is the glue needed to hold tourism, business and property values together.

Having experienced Superstorm Sandy in October of 2012 and the northeaster in March 2013, the value of beach preservation and a dune line creation could not be clearer. The previous dunes and beach replenishment preservation played a critical role in saving the Resort from major damage.

We are grateful for past beach replenishment and request your support in any and all funding areas. Without the research and beach stabilization, our Resort would have seen FEMA, the Red Cross and others actively placing residents back in their homes and small businesses back together.

Please feel free to contact me if you have any questions.

Sincerely,

Carol A. Everhart, President/CEO



## PROPOSED INTERNET SALES TAX

March 26, 2013

Dear Senator Carper, Senator Coons and Representative Carney:

It is our understanding that a federal proposed internet sales tax is being discussed. The Rehoboth Beach-Dewey Beach Chamber of Commerce Board of Directors, which represents 1,300 members, has concerns over the implications of such a tax on the business community. Under the current proposal, if a business sells an item from Delaware to someone in a tax collecting state, the Delaware business must not only collect the other state's tax but also distribute the revenue back to them. This would create an administrative nightmare for many businesses.



Based on the information we have at hand, the proposed starting point for taxing internet sales would begin at one million dollars. This amount may seem to give a benefit to small business and only apply to the larger corporate internet sales kings, i.e., Amazon.com, Overstock.com, etc. In reality, the starting point of one million dollars in total sales is too low in today's world. If the starting point began at 3 million dollars or more, it would protect many small businesses from this tax.

We have additional concerns that, as proposed, the internet sales tax might also encourage the creation of an internet or other sales tax in Delaware.

The Rehoboth Beach-Dewey Beach Chamber of Commerce is asking you to provide us with information about this proposed tax and advise us of your position on this matter. Thank you for your time and consideration.

Sincerely,

Carol A. Everhart, President/CEO

## RUDDERTOWNE/DNREC PUBLIC HEARING SUPPORT

February 11, 2013

Ms. Gayle Calder  
DNREC  
89 Kings Highway  
Dover, DE 19901



Dear Ms. Calder:

On Friday, February 8, 2013 I testified at the Ruddertowne/DNREC Public Hearing in Dewey Beach, Delaware on behalf of the Rehoboth Beach-Dewey Beach Chamber of Commerce.

I am re-stating my comments in writing as personally stated on February 8, 2013 as follows and for the record:

“Carol A. Everhart, representing the Rehoboth Beach-Dewey Beach Chamber of Commerce, supports the project application as submitted – for 20 years I have watched elected officials and others express various opinions of what could be created in Dewey that would be as appealing to visitors as the night life. The opinions may have varied, but there was one common thread . . . They all wanted an activity or attraction that encouraged more families to visit and stay longer. This is that opportunity – baywalks, piers and their fingers are passive by nature and attract leisure visitors – of all ages – just as a pathway in a park provides. This project can only encourage longer stays, extend the season, and broaden the visitor base . . . all of which has a positive impact on tourism, business and property values”.

I would appreciate acknowledgment of this submission – my e-mail is [carol@beach-fun.com](mailto:carol@beach-fun.com).

Thank you for your attention to this matter.

Sincerely,



Carol A. Everhart, President/CEO

## NEW - KEEP AN EYE OUT FOR MEMBER ALERTS!

The Chamber of Commerce sends out several different types of Email Blasts to the membership. They are listed and explained below:

- **Member Info Sheet** - A blast that contains information on important topics of interest, upcoming events and meetings.
- **Member Blast** - A blast purchased by the Member for \$99.00.
- **NEW - Member Alert** - This blast (sample to right) focuses on a topic of interest that is to be read immediately & usually has a call to action. Alerts are posted on the Chamber's website - [www.Beach-Fun.com](http://www.Beach-Fun.com). Go to the Site Index then scroll to and select Member Alerts.

If you are not currently receiving the blasts and would like to, please email your request to be added to the list to Joy Kidd at [joy@beach-fun.com](mailto:joy@beach-fun.com). You may also call Joy on the Member Hotline - 302-227-6446.



**Member Alert Chamber of Commerce**  
As of March 20, 2013 – 3:30 PM

**Minimum Wage Senate Bill 6 Scheduled to be Heard - Tomorrow, March 21, 2013**

Senate Bill 6 which would raise Delaware minimum wage is scheduled to be heard tomorrow, March 21, 2013. The session begins at 1:00 PM in Legislative Hall; however, the Bill could be heard later. Those interested in testifying should plan on being present at 2:00 PM. The Chamber has opposed this Bill. Our opposition correspondence can be viewed by [clicking here](#) and scrolling down to State Issues of Note. You will also find legislative contacts on this same page. Additional information is contained in a 3/10/13 News Journal article which can be viewed by [clicking here](#).

For more information, contact Carol Everhart on the Member Hotline at 302-227-6446 or on her cell at 302-542-7547.

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