



FOCUS_{on}

March/April 2022
E-Newsletter

Rehoboth Beach-Dewey Beach Chamber of Commerce

Mission: To promote business, tourism and civic responsibility.

The Chamber of Commerce Visitors Center & Operating Train are both running at full steam ahead!!

Chamber staff is busy at the Visitors Center organizing, filling the display racks with member information, and getting the sponsored train display back on track and running.

The Chamber would like to thank **Ernie Hyett of Hyett Refrigeration, Inc.** for assisting the Chamber in getting the train display back in running order for all to view! Everyone will enjoy watching the bookshelf train run throughout all the rooms of the Visitors Center, which is located in the Rehoboth Beach original railroad station.

The Chamber is proud to have Mr. Hyett as a Chamber member and on board as a train car sponsor. His creative train car with lights is incredible. There are two new train car sponsorships available. A three-year, \$400 sponsorship includes production and promotion of a train car. Members interested in sponsoring a train car should contact Meghan McCalley at 302-227-2233 x16 or meghan@beach-fun.com.

The Visitors Center, located at 501 Rehoboth Avenue in downtown Rehoboth Beach, is currently open Monday through Friday from 10:00AM – 3:00PM with weekend hours planned to resume in May.



Staff is available to pick up member product or members are welcome to drop off their product such as brochures, coupons and menus!



Rehoboth Beach-Dewey Beach

Chamber of Commerce & Visitors Center

"The Nation's Summer Capital"

P.O. Box 216 (Mailing Address)
501 Rehoboth Avenue (Visitors Center)
306 Rehoboth Avenue (Administrative Offices)
Rehoboth Beach, DE 19971-0216
302-227-2233 · 800-441-1329
Member Hotline · 302-227-6446
Fax · 302-227-8351
rehoboth@beach-fun.com · Beach-Fun.com

Chairwoman of the Board..... Carrie Lingo
First Chair Vince DiFonzo
Second Chair..... Susan Townley-Wood
Third Chair/Treasurer Ben Gray
Immediate Past Chair Steve Montgomery
Board of Directors

Jay Becker Chris Rausch
Marvin Carney Mitch Resnick
Jerry Esposito** Wm. Jack Riddle
Chip Hearn Rachel Webster**
Bill Klemkowski Chris Weeks
Dale Lomas Kay Wheatley
Keith Martin **At Large Directors
Michael Meoli

CEO/President.....Carol Everhart
Legal Counsel Jay Becker
Legislative Representative Lincoln Willis

Staff Contact Information

Lana Heaslip, Nancy Stewart.....Ext. 10
& Joe Todaro, Visitors Center Staff
Kate VanVorst, Event Coordinator/Membership.. Ext. 11
Carol Everhart, President/CEO Ext. 13
Emily Grothey, Administrative Assistant..... Ext. 14
Meghan McCalley, Office Mgr/Publications .. Ext. 16
Kayla Burkentine, Distribution Fulfillment..... Ext. 18
Cindi Brooks, Distribution Assist.....Ext. 25
Baxter Travers, Distribution Assist

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Upcoming Meetings & More

DATE..... MEETING or EVENT TIME/PLACE

- Apr 8.....Town of Dewey Beach Mtg4PM/Lifesaving Station
- Apr 19.....City of Rehoboth Beach Mtg2PM/Commissioners Room
- May 6Paper Shredding Day10AM-1PM/WSFS Bank, RB
- May 11General Membership Mtg withNoon/Dogfish Head
Sx Cty Councilman Mark Schaeffer; Fee
- May 12Coffee Drop-In Event.....8AM-10AM/Applied Bank
- May 14Chamber Appreciation Night5-9PM/Funland
- May 19Board of Directors Full Board Mtg..... 11:30AM/Bethany Blues
- May 20City of Rehoboth Beach Mtg2PM/Commissioners Room
- May 20Town of Dewey Beach Mtg4PM/Lifesaving Station
- Jun 5-10 ...Resort Area Restaurant WeekHours Vary/Resort Area
More information on page 21



For Resort Area Events, visit the Beach Fun & Bargains calendar at www.Beach-Fun.com

2022 Business After Hours

Members are invited to attend monthly Business After Hours! These popular mixers are a great opportunity to meet and network with your fellow Members.



A \$1.00 donation is collected at the door which creates the funds for the 50/50 raffle. Business card drawings are also held and door prizes are given out to the lucky winners!

Thursday, April 21 · The Cultured Pearl

Wednesday, May 11 · Cooter Brown's

Wednesday, August 17 · Nassau Valley Vineyards

Wednesday, September 21 · Community Bank Delaware

Thursday, October 13 · The Lighthouse, Dewey Beach

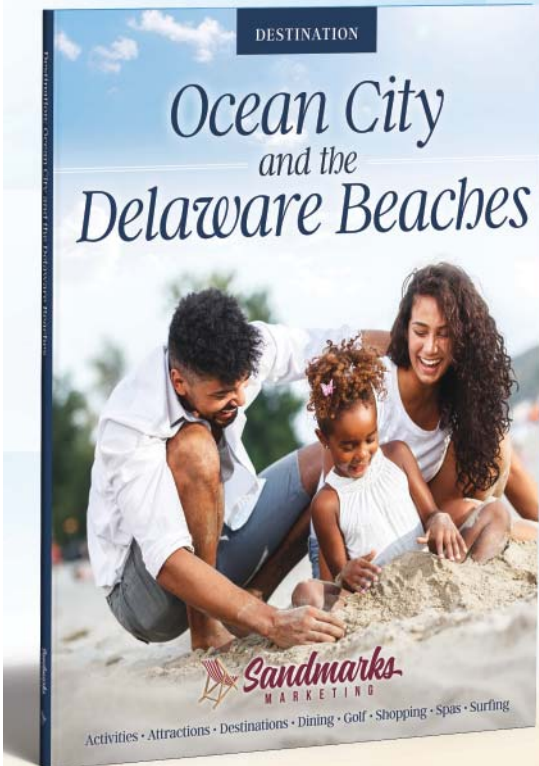
Wednesday, November 16 · Thompson Island Brewing Company

Thursday, December 8 · Holiday Party at Dogfish

Merchants' Attic Event Celebrates Success After Two Year Hiatus!

2,500 shoppers enjoyed the Merchants' Attic event hosted by the Rehoboth Beach – Dewey Beach Chamber of Commerce on March 26th! Eager patrons from the surrounding area flooded into Cape Henlopen High School to shop with 85 vendors at the State's largest indoor garage sale. The Chamber thanks all those who participated and welcomed back this event after its two-year break due to the pandemic.

Thank you to our sponsors: Affinity Energy Management, Arena's Deli & Bar, Bayhealth, Buffalo Wild Wings, Charles Schwab, County Bank, Crosswinds Motel, Custom Mechanical, DART First State, Delaware Today, First Rate Movers, Fulton Bank, Grotto Pizza, Hyatt Place Dewey Beach, Jack Lingo Realty, Kilwins, M&T Bank, Pet Wants Rehoboth Beach, Portraits in the Sand, Preston Automotive Group Boulevard Ford-Lincoln, Seaboard Hotels, The Bellmoor, Weis Markets, and WSFS Bank.



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MEMBER SPOTLIGHTS & RIBBON CUTTINGS

Capital Bank Home Loans

Capital Bank Home Loans is a premier mortgage lender offering mortgages services in all 50 states. The corporate office is in Rockville, MD and the local Rehoboth branch is located at 18949 Coastal Highway, Suite 303. Working out of the Rehoboth Branch are Carol Miller, Eric Parsons, Brandon Johnson, Shelley Foresman, Megan Crater and Tom Harriman.

Eric Parsons, Branch Manager of the Rehoboth Beach office, has nearly 20 years of experience in the mortgage industry and he's consistently been recognized as a top producer. In 2021 Eric was ranked #2 in the State of DE for total mortgage volume, per the annual Scottsman Guide rankings. Eric is a native Delawarean who resides in Lewes with his wife and 3 boys. He attended the University of South Carolina where he earned a BS in Business Administration. In his free time, Eric enjoys running, traveling, snow skiing and making sure his 3 boys stay active. He also serves on the board of the Rehoboth Boys and Girls Club.

Along with Eric, Shelley Foresman is a seasoned mortgage lending professional with over 20 years in industry experience. Shelley's approach to lending embodies an unwavering commitment to serving her client's best interests and unique needs. She is hands-on and actively engages each client she serves. Doing so enables her to provide thoughtful solutions and a simplified mortgage process. Shelley enjoys working with and has provided mortgage strategies for hundreds of people transitioning to the Delaware Beach area to retire or relocate. Her compassionate approach to mortgage lending is a perfect fit for first-time homebuyers or refinancers. Whatever the circumstance, Shelley provides her clients with the best mortgage solutions and guidance from start to finish.

Shelley graduated from Bloomsburg University of Pennsylvania with a Bachelor's in Business Management and Finance. Shelley is a member and Vice President of our local BNI, Business Networking International, group which meets regularly with local businesses to help better serve all the groups clients. She is involved with many women's network groups including Polka Dot Powerhouse and Magnificent Mamas. In addition, she supports and volunteers for many of the Sussex County local charities.

For more information on how Capital Bank can service your home loan needs, email eparsons@capitalbankmd.com or visit eric-parsons.com. ♦



Mason's Famous Lobster Rolls

Mason's Famous Lobster Rolls celebrated reopening for its sixth season with a ribbon-cutting ceremony held by the Rehoboth Beach-Dewey Beach Chamber of Commerce. The beach town staple is ready to open its doors for 2022, serving up its famous sustainable Maine lobster, crab, and shrimp rolls, chowders, and bisques. You can find the most authentic seafood at Mason's in the beach block of Downtown Rehoboth.

Mason's is located at 67 Rehoboth Avenue in Rehoboth Beach. For more information, please visit www.masonslobster.com, or call 302-727-0411. ♦



Chick-fil-A Rehoboth Beach

Jacob Digges, along with his wife Danielle, and two boys recently celebrated one year as the Owner/Operator at Chick-fil-A Rehoboth Beach on February 1, 2022. Jacob comes to Chick-fil-A Rehoboth Beach with previous experience owning a Chick-fil-A in Exton, PA, and before that was part of Chick-fil-A, Inc.'s Leadership Development Program.

Jacob is passionate about carrying out Chick-fil-A's corporate purpose, "To glorify God, by being a faithful steward of all that is entrusted to us. To have a positive influence on all who come in contact with Chick-fil-A." He aims to provide a positive work environment where team members feel truly cared for, and to provide a remarkable experience for his guests every day.

Chick-fil-A Rehoboth Beach is located at 19531 Coastal Highway and can be reached at 302-212-2170. ♦



MEMBER SPOTLIGHTS & RIBBON CUTTINGS

Dr. Bellerose Enterprises

Dr. Bellerose Enterprises (DrBE) is a proud member of the Dr. John Maxwell Team providing leadership and development training to over 100 countries around the world. DrBE is proudly located in Millsboro, Delaware, centrally located to support organizations in Sussex County and across the peninsula. This professional organization provides leadership and development training through Masterminds, Seminars, Coaching, Evaluations (DISC), & Keynotes.

Dr. Michael Bellerose, President, has nearly 29 years of experience in education and training. Michael joined the Delaware family in 2015 when he retired from the United States Air Force after twenty-eight years of service. He is a husband to his beautiful wife Kym of 22 years, a father to his phenomenal daughter Kinsey, a pilot for American Airlines, and a proud American. In his free time Michael enjoys family activities, sailing, surf fishing, coaching/playing volleyball, hiking, and supporting Race4Warriors (501c3) as the Founder and CEO.

Michael started his journey in education and training after graduating from the University of Oklahoma with a Bachelor of Science from the Department of Education. He has held a myriad of positions in the educational environment: Chief Pilot of Concord Aviation Flight School; a lead facilitator and curriculum designer for the Air Force Reserve Command's Senior Noncommissioned Officer Leadership Development Program; Director of Operations, Director of Education and Commandant at the United States Air Force First Sergeant Academy.

Dr. Bellerose was never a traditional college student. He entered college right after High School in 1986 and completed his last degree in 2015. Throughout his life he was challenged in his military and civilian careers. When faced with these challenges, he would tackle them with continual education through traditional colleges, universities, and developmental organizations. During his educational journey he earned three Associate Degrees (Criminal Justice, Human Resources, and Instructor of Technology & Military Science), Bachelor of Science, Master of Business Administration, and a Doctor of Philosophy in Educational Leadership. He has been, and will always be, a strong advocate for continual education and development. An individual's development should never stop when they receive a certificate or diploma. These achievements should be a springboard for bigger and better opportunities to develop and grow.

For more information on how Dr. Bellerose Enterprises can help develop leaders within your organization, please contact them at Contact@DrBE.org or checkout DrBE.org. ♦



Jetset Travel

The Rehoboth Beach – Dewey Beach Chamber of Commerce held a ribbon cutting to celebrate Jetset Travel's 3-year anniversary in Rehoboth Beach, their 17th year overall as a trusted travel agency in the state of Delaware.

Jetset would like to thank their valued customers and look forward to serving new customers, guiding travelers along these unprecedented times for travel. They want to ensure customers that they are taking every measure throughout this pandemic to ensure that clients are comfortable and confident in their journeys, welcoming all questions and concerns.

Jetset Travel is the only American Express travel representative agency in the State of Delaware. Whether a cardholder or not their clients can access the benefits of the American Express travel network.

Jetset Travel looks forward to better times in 2022 and look forward to assisting you with your next memorable vacation. Their office is located at 19470 Coastal Highway. For more information, call 302-678-5050 or visit www.jetsettravel.biz. ♦



As of March 29, 2022,
the Chamber has
74,818 Facebook Likes and
2,441 Instagram Followers!



Follow the Chamber at:
[Facebook.com/RehobothDeweyChamber](https://www.facebook.com/RehobothDeweyChamber)
[Instagram.com/rdbbcc](https://www.instagram.com/rdbbcc)



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.

Julie Anderson

Patron Member
Rehoboth Beach, Delaware 19971

Acme Markets

Christopher Fusco
18578 Coastal Highway, Unit 13
Rehoboth Beach, Delaware 19971
302-644-1255
www.acmemarkets.com
Retail - Grocery/Convenience Stores

Amada Senior Care Southern Delaware

Dow Juliano
1 Ashford Drive
Lewes, Delaware 19958
302-272-9500
www.amadasoutherndelaware.com
Services - Senior Services/Care

Atlantic Bay Mortgage Group

Pete Green
19716 Sea Air Avenue, Suite 3
Rehoboth Beach, Delaware 19971
302-227-5522
www.petegreenmortgage.com
Services - Mortgage Services

Bally's Dover Casino Resort

Anthony DeFrancisco
1131 N. Dupont Highway
Dover, Delaware 19901
302-674-4600
www.ballysdover.com
Attraction - Attractions/Recreation

Brower Mechanical

Ryan Brower
18113 Pettyjohn Road
Milton, Delaware 19968
302-329-8003
www.callbrower.com
Services - Heating and Air Conditioning

Bunting Real Estate Group

Robin Bunting
35521 Bishop Bend
Rehoboth Beach, Delaware 19971
302-332-0830
www.robinbuntingrealtor.com
Real Estate - Sales

ChristianaCare HomeHealth

Kimberly Roman
2116 South DuPont Highway
Camden, Delaware 19934
302-428-2700
www.christianacare.org
Service - Health Services

Coastal Services, LLC

Kelly Wells
30430 Cedar Neck Road
Ocean View, Delaware 19970
302-616-2906
www.coastalservicesllc.net
Service - Home Services

David Cohen

Patron Member
Rehoboth Beach, Delaware 19971

Community Integrated Services

Keith Bosco
24 NW Front Street, Suite 300
Milford, Delaware 19963
302-376-8259
www.cisworks.org
Service - Organization/Association/Agencies

CuBeGone

Crystal Dudley
18585 Coastal Highway, Unit 110, #130
Rehoboth Beach, Delaware 19971
302-381-9470
www.cubebegone.com
Service - Recycling & Waste Disposal

Devil Daves Bloody Mary Shop

Ryan Pakenas
222 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-727-5119
www.devildaves.com
Retail - Gifts & Specialty Shops

FirstService Residential

Stephan Kaganzev
1209 Coastal Highway
Fenwick Island, Delaware 19944
302-402-7001
www.fsresidential.com/delaware
Service - Property/Pool Management

First Tee - Delaware

Scott Allen
PO Box 419
Rockland, Delaware 19732
302-384-8759
www.firstteedelaware.org
Service - Organization/Association/Agencies

Friendly's

Tabitha Hight-Jones
19022 Coastal Highway
Rehoboth Beach, Delaware 19971
410-713-2347
Restaurant/Eatery

J&E Business Group

Mark Pedersen
16936 Hudson's Turn
Lewes, Delaware 19958
717-380-2565
www.jebizsales.com
Services - Business Services

KSI

Kathy Miller
301 N. Rehoboth Blvd.
Milford, Delaware 19963
302-422-4014
www.ksiinc.org
Service - Business Services

Leadership Techniques, LLC

Lisa Hammer
PMB 19, 24832 John J. Williams Hwy, Unit 1
Millsboro, Delaware 19966
301-667-3915
www.leadershiptechniquesllc.com
Service - Business Services

State of DE, Dept. of Corrections, Recruitment Unit

245 McKee Road
Dover, Delaware 19904
302-739-5646
www.doc.delaware.gov
Service - Organization/Association/Agencies



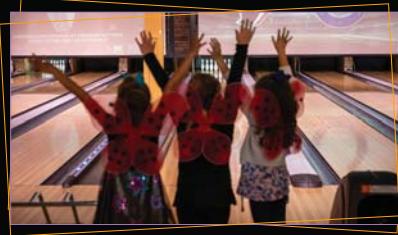
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Thank You Monthly Renewing Members

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 December 18, 2021 - March 22, 2022. Thank you for your continued support!

1776 Restaurant LLC · A1 American · Advanced Materials Technology
Alarm & Communication Systems Group · All States Construction Company, Inc. · Alley Oop Skim
Aloysius, Butler & Clark · Anchorage Motel · Applied Bank · Artisans' Bank · Aspira Health
Atlantic Psych Associates · Atlantic Refrigeration & Air Conditioning · Bad Hair Day?
Baird Mandalas Brockstedt LLC · Baker Petroleum · Barn Hill Preserve of Delaware
Bath, Kitchen & Tile Center · Bay Coast Realty · Bayside Audiology & Hearing Aid Services
Beach House Logos · Beach Retreat LLC · Beebe Healthcare · Bella Terra Landscapes & Nursery
Bethany Beach Ocean Suites Residence Inn · Bethany Blues · Better Business Bureau of DE
Big Fish Grill & Seafood Market · Big Oaks Family Campground · Blue Hen Disposal
Bluecoast Seafood Grill & Raw Bar Rehoboth · Boardwalk Buddy Walk · Boardwalk Builders
Brandywine Valley SPCA · Bright Side Exteriors · Bryce Lingo & Shaun Tull, Jack Lingo
Caesar Rodney Institute · Cape Flooring by Justin Fehrenbach · Cape May - Lewes Ferry
Carey Insurance Group · Casino at Ocean Downs · CHEF-Cape Henlopen Educational Foundation
Chesapeake Home Services · Cilantro Cocina De Mexico · Clendaniels Plumbing, Heating & Cooling
Coastal Rentals & Hydraulics/CRH Tented Events · Cochran's Apartments · Conversation Peace Jewelers
County Bank · Crabby Dick's Marketplace + Grill · Creative Concepts · Creative Resource Group, Inc.
Crowley Associates Realty · The Cultured Pearl · Custom Mechanical, Inc. · D.R. Horton Home Builder
Debbie Reed Team of Re/Max Realty Group · Delaware Greenways · Delaware Hospice, Inc.
Delaware Prosperity Partnership · Delaware Seashore Preservation Foundation
Delaware State News/Sussex Post · Del-Coast Design & Build, LLC
Delmarva Board Sports & Discovery Tours · Delmarva Document Solutions · Delmarva Power
Dewey Beach Lions Club · Dewey Beach Watersports - Dockside Adventures · DiFebo's · Discovery Map
Edgewater House · English as a Second Language Program
Envirotech Environmental Consulting, Inc. · Epworth United Methodist Church
Eric Blondin Insurance Agency, Inc. · Farr Engineering - Free Properties, LLC · Fino, Inc.
First State Health & Wellness-Rehoboth · The Fresh Market · Funland · George Sherman Corp.
Good News Natural Foods · Great Memories Vacation Homes · Grotto Pizza · Hampton Inn
Harbor Healthcare Center · Healthy Outcomes Weight Loss Center · Heartwish Healing Center
Henlopen City Oyster House · High Seas Motel · Holiday Inn Express & Suites RB
Homewatch Concierge · Hotel Rehoboth · Hyatt House Lewes/Rehoboth Beach
HydroShield of Delmarva · Hyett Refrigeration, Inc. · Indian River Marina, DE Seashore State Park
The Inn at Canal Square · Irish Eyes Pub & Restaurant · Iron Hill Brewery & Restaurant
Iron Valley Real Estate at the Beach · J. Conn Scott Showhouse · Jack Lingo, Inc., Realtor
Jefferson, Urian, Doane & Sterner · Jenn Jones - Keller Williams Realty · Jersey Mike's Subs
Joe Maggio Realty · Jolly Trolley of Rehoboth Beach · The Jones Group of Delaware, LLC
Jungle Jim's Inc. · Kaisy's Delights · Key Advisors Group · Kings Creek Country Club

Legum & Norman, Inc. · Lewes Harbour Bait and Tackle · Lewes Printing, Inc.
 Lewes-Rehoboth Rotary Club · Long & Foster Real Estate, Inc. · Lupo Italian Kitchen
 Mariachi Restaurant · Mark Showell Interiors · Marshall, Wagner & Associates, P.A. · Marshalls
 McCrone Engineering · Nancy Meadows (Patron Member) · Meals On Wheels Delaware
 Meals on Wheels of Lewes & Rehoboth, Inc. · Mercantile Processing Inc. · Midway Par 3 Golf Course
 Midway Speedway · Nickle Electrical Companies · Nicola Pizza · Ocean Grown Babies
 One Day At A Time Gifts, LLC · Onix Group · Outback Steakhouse
 Past Reflections Old Time Photography & The Rehoboth Beach Portrait Co.
 Pat Campbell-White, Ocean Atlantic Sothebys · Pathways to Success, Inc. · Peninsula Dental, LLC
 Pet Wants Rehoboth Beach · Philly Pretzel Factory · Piccard Homes · Pirates of Lewes Expeditions
 Raymond F. Book & Associates, CPA's & Wealth Management · Rehoboth Ale House
 Rehoboth Bay Realty Co. · Rehoboth Beach Country Club · Rehoboth Beach Dental
 Rehoboth Beach Public Library · Rehoboth Toy & Kite Co. · Residence Inn Rehoboth Beach
 RJ Lock & Security of the Eastern Shore · Robin Hood Restaurant · Rogers Sign Co., Inc.
 Royal Treat Breakfast & Ice Cream Parlor · The Ruff Life by Sara England Designs
 S.K. Management, Inc. at Pier Point Marina · SCORE - Experienced Business Counselors
 Scott & Shuman, P.A. · Sea Air Village · Sheets at the Beach · Sheridan Random Lake, Inc.
 Sprout Creatives · Starboard Raw · Starboard Restaurant · Steen, Waehler & Schrider-Fox, LLC
 Stephan & Co. · Steven W. Falcone CPA · Stewart E Renard CPA · STI Landscape Solutions
 Suburban Propane · Sundew Painting, Inc. · Sunsatons · The Surf Club · Tanger Outlet Center
 Taylor Termite & Pest Control · Thrashers French Fries · Tiffany Caldwell Photography · Tunnell & Raysor
 Turnstone Custom Homes · The UPS Store · Vanderwendes At Dewey · Verizon · VFW Post 7447
 VistaGraphics, Inc. · Walmart · Ward & Taylor LLC · WBOC TV 16 · Weis Markets
 West Rehoboth Children & Youth · Windsor's Flowers/Plants

Local hotel executive named Outstanding General Manager of the Year

Delaware local Benjamin Gray was awarded the Outstanding General Manager of the Year Award for a small property by the American Hotel & Lodging Foundation.

This award was announced Jan. 23 at the AHLA Night of A Thousand Stars gala in Los Angeles.

Gray is the area general manager of EOS Hospitality properties The Bellmoor Inn and Spa hotel; Bethany Beach Ocean Suites Residence Inn by Marriott; and Hotel Bethany Beach in Bethany Beach, where he oversees 180 employees and \$100 million in assets.

Providing some context as to why Gray was recognized with this award, tragedy hit close to home for him these past two years. After losing a team member to the coronavirus, his hotel family was hit extremely hard. Gray stepped up and went straight to the top, ultimately serving as a hotel advisory director on a small team for the Governor's State Reopening Task Force.

With a focus on safety, Gray played a role in drafting operational safety standards that were ultimately adopted by the state. Gray serves on the boards of the Delaware Hotel and Lodging Association, Southern Delaware Tourism, and Rehoboth Beach-Dewey Beach Chamber of Commerce. He also serves on the Sussex County Hotel Committee.



REPORTS *and* STATISTICS



Accommodation Occupancy Chart | 2021 vs. 2022

Weekend	Room Count	Weather	Event	Wednesday	Room Count
January 1-3, 2021	1,249	50's Cloudy	Phase Two	December 30, 2021	1,074
December 31, 2021 - January 2, 2022	2,136	60's Cloudy	New Years	December 29, 2021	1,767
January 8-10, 2021	1,332	40' Sunny	Phase Two	January 6, 2021	928
January 7-9, 2022	1,675	30's Sunny	No Event	January 5, 2022	1,355
January 15-17, 2021	1,522	40's Cloudy	Phase Two	January 13, 2021	1,056
January 14-16, 2022	1,721	30's Sunny	No Event	January 12, 2022	1,235
January 22-24, 2021	1,427	30's Cloudy	Phase Two	January 20, 2021	1,070
January 21-23, 2022	1,692	40's Sunny	No Event	January 19, 2022	1,370
January 29-31, 2021	1,436	30's Snow	Phase Two	January 27, 2021	1,133
January 28-30, 2022	1,659	30's Snow	No Event	January 26, 2022	1,343
February 5-7, 2021	1,424	40's Snow/Mix	Phase Two	February 3, 2021	1,051
February 4-6, 2022	1,828	30's Sunny	No Event	February 2, 2022	1,273
February 12-14, 2021	1,865	30's Cloudy	Phase Two; Valentine's Day; Presidents Day Wknd	February 10, 2021	1,048
February 11-13, 2022	2,121	60's Sunny	Valentine's Day Wknd	February 9, 2022	1,341
February 19-21, 2021	1,601	30's Sunny	Phase Two	February 17, 2021	1,104
February 18-20, 2022	2,326	50's Sunny	President's Day Wknd	February 16, 2022	1,403
February 26-28, 2021	1,480	40's Rainy	Phase Two	February 24, 2021	1,268
February 25-27, 2022	2,130	50's Sunny	No Event	February 23, 2022	1,417
March 5-7, 2021	1,679	40's Sunny	Phase Two	March 3, 2021	1,262
March 4-6, 2022	2,224	50's Sunny	No Event	March 2, 2022	1,521
March 12-14, 2021	2,105	50's Sunny	Phase Two	March 10, 2021	1,432
March 11-13, 2022	2,093	50's Sunny	No Event	March 9, 2021	1,416
March 19-21, 2021	2,189	50's Sunny	Phase Two	March 17, 2021	1,341
March 18-20, 2022	2,519	70's Cloudy	St. Patricks Day Weekend	March 16, 2022	1,595

Year to Date Occupancy TOTAL Comparison

WEEKEND

January - March 21, 2021 · 19,309

January - March 20, 2022 · 24,124



WEDNESDAY

January 1 - March 17, 2021 · 13,767

January 1 - March 16, 2022 · 17,036



Calls to accommodations are made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,886 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.) and indicates the highest occupancy between Friday/Saturday/Sunday.

REPORTS and STATISTICS

Website Results for www.Beach-Fun.com | 2020 vs. 2021

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
January	24,051	15,623	9,786	6,127	9,154	5,956	66.78%	67.41%	1:34	1:23
February	24,703	20,716	10,458	8,158	9,714	7,929	69.88%	55.52%	1:24	1:39
March	22,403	31,167	10,773	11,582	10,176	11,103	73.64%	54.62%	1:08	2:01
April	20,023	34,401	11,235	13,588	10,750	13,147	78.24%	62.56%	0:43	1:42
May	26,819	55,760	12,874	24,146	12,379	23,756	72.44%	67.99%	1:06	1:20
June	54,006	59,784	24,528	22,663	23,946	22,223	69.77%	59.43%	1:11	1:41
July	47,149	62,874	21,266	23,555	20,409	22,946	71.05%	59.38%	1:12	1:43
August	43,983	54,302	17,880	22,051	17,234	21,519	66.26%	62.15%	1:24	1:33
September	50,520	54,888	20,026	22,824	19,445	22,077	68.40%	64.99%	1:17	1:25
October	46,211	126,492	19,065	56,966	17,738	55,578	69.06%	70.27%	1:11	1:02
November	24,531	24,205	8,874	11,261	8,470	9,750	65.32%	67.43%	1:29	1:15
December	17,941	18,040	8,173	8,692	7,744	8,382	70.74%	64.74%	1:11	1:20
YTD Totals	402,340	558,252	174,938	231,613	167,159	224,366	70.13%	63.04%	1:14	1:30

* YTD Total Average

Website Results for www.Beach-Fun.com | 2021 vs. 2022

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
January	15,623	19,563	6,127	7,659	5,956	7,418	67.41%	59.12%	1:23	1:40
February	20,716	19,653	8,158	7,535	7,929	7,234	55.52%	59.51%	1:39	1:41
YTD Totals	36,339	39,216	14,285	15,194	13,885	14,652	61.47%	59.32%	1:31	1:40

* YTD Total Average

Top Pages Viewed - January 2022

Page on Site	Page Views
1 Beach Fun & Bargains.....	1,143
2 Site Index.....	446
3 Sea Witch® Festival.....	442
4 Dewey Beach Activities.....	407
5 Area Activities.....	397
6 Order a Visitors Guide.....	348
7 Chamber Events.....	341
8 Events/Gumbo Crawl.....	322
9 Services.....	290
10 Attractions.....	287

Top 10 States to Visit Website - January 2022

State	Visits
1 Delaware (partly Member driven).....	1,831
2 Pennsylvania.....	1,372
3 Maryland.....	788
4 New Jersey.....	565
5 New York.....	533
6 Virginia.....	449
7 District of Columbia.....	388
8 Ohio.....	187
9 Florida.....	125
10 Texas.....	91

Delaware Labor Force Trends

(January 2022); Delaware's seasonally adjusted unemployment rate in January 2022 was 4.8%, unchanged from December 2021. There were 23,900 unemployed Delawareans in January 2022 compared to 27,800 in January 2021. The US unemployment rate was 4.0% in January 2022, up from 3.9% in December 2021. In January 2021, the US unemployment rate was 6.4%, while Delaware's rate was 5.7%. Source: DE Department of Labor - Monthly Labor Review; published 3/11/22. <https://lmi.delawareworks.com>

Be a part of the fun!



The Chamber of Commerce produces several events throughout the year and Members have an opportunity to be apart of those events through sponsorship or volunteering!

2022 Events

Spring Sidewalk Sale · May 20-22
Resort Area Restaurant Week · June 5-10
Monday Night Movies · June 20-August 15
Wednesday Night Bonfires · June 22-August 17

Scarecrow Trail & Show · October
Fall Sidewalk Sale · October 7-9
Sea Witch® Festival · October 28-30
Santa's House · November/December

Business After Hours and General Membership Meetings Schedule on Page 2

Bundle Sponsorships

(see page to right) are available!

OR

individual event sponsor!

Information will be mailed to all members in April and can also be downloaded at Beach-Fun.com (click on site index then scroll and click on Event Sponsorship Opportunities).



Have questions?

Contact event coordinator **Kate** at 302-227-6446 x11 or kate@beach-fun.com



2022 Bundle Sponsorships

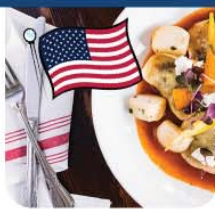
Promote your business while being a part of all the Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center events. Pick your sponsorship below!



Merchants' Attic
March 26



Spring & Fall Sidewalk Sales
May 20-22
October 7-9



Restaurant Week Supports Red, White & Blue
June 5-10



Mon. Movies Wed. Bonfires
June 20-August 15
June 22-August 17



Scarecrow Trail & Show
October



Sea Witch® Festival
October 28-30

Official Sponsor of Any One "Major" Event* • \$8,000

(Actual Value \$17,637)

Includes everything listed in the Tidal Wave Sponsorship, additions/upgrades listed below, PLUS marketing and promotion as Official Sponsor of chosen event! *Only one Official Sponsor per major event.

- Carry a balloon in the Sea Witch® Parade...\$500 (The major Sea Witch® Festival sponsor carries lead Sea Witch® head balloon)
- Full Page Color Ad in Visitors Guide...\$1,650
- Upgrade to Full Page Color Ad in Sea Witch® Program...\$750
- Sea Witch® Festival Activity Sponsor...\$300
- Chamber Beach Blast Email...\$125

Official Sponsor of Any One "Non-Major" Event* • \$6,000

(Actual Value \$15,687)

Includes everything listed in the Tidal Wave Sponsorship, additions/upgrades listed below, PLUS marketing and promotion as Official Sponsor of chosen event! *Only one Official Sponsor per non-major event.

- Half Page Color Ad in Visitors Guide...\$1,250
- Chamber Beach Blast Email...\$125

Tidal Wave Sponsor • \$5,000 (Actual Value \$14,312)

- Logo on Event TV Commercials (Spring & Fall Sidewalk Sales; Restaurant Week; Scarecrow Contest; Sea Witch® Festival)...\$10,000
- General Press Release for Each Event...\$750
- (2) Website Banners for 1 Year...\$700
- Prominent Logo on Sea Witch® T-Shirt...\$450
- 1/2 Page Color Ad in Sea Witch® Program...\$450
- Banner Production & Placement at Sea Witch® Festival...\$300
- (3) Dewey Beach Movie Preview Slides...\$300
- (3) Chamber Member Blasts...\$297
- (2) Product Placement at Business After Hours or General Membership Meetings...\$200
- Event Trophy Sponsorship...\$200
- Full Page "Focus On" Newsletter Ad...\$175
- Press Release w/ Check Presentation Photo...\$100
- Logo on Merchants' Attic Map...\$100
- Logo on Scarecrow Locator List...\$100
- Logo on Restaurant Week Locator List...\$100
- (3) Sea Witch® T-shirts...\$90

Swell Wave Sponsor • \$3,500 (Actual Value \$13,083)

- Logo on Event TV Commercials (Spring & Fall Sidewalk Sales; Restaurant Week; Scarecrow Contest; Sea Witch® Festival)...\$10,000
- General Press Release for Each Event...\$750
- 1/4 Page Color Ad in Sea Witch® Program...\$350
- Banner Production & Placement at Sea Witch® Festival...\$300
- (2) Dewey Beach Movie Preview Slides...\$200
- Event Trophy Sponsorship...\$200
- (2) Chamber Member Blasts...\$198
- Basic Logo on Sea Witch® T-Shirt...\$125
- (1) 1/4 Page "Focus On" Newsletter Ad...\$100
- (1) Product Placement at a Business After Hours or a General Membership Meeting...\$100
- Press Release w/ Check Presentation Photo...\$100
- Logo on Merchants' Attic Map...\$100
- Logo on Scarecrow Locator List...\$100
- Logo on Restaurant Week Locator List...\$100
- (2) Sea Witch® T-shirts...\$60

Rip Wave Sponsor • \$1,500 (Actual Value \$2,104)

- General Press Release for Each Event...\$750
- Banner Production & Placement at Sea Witch® Festival...\$300
- 1/8 Page Color Ad in Sea Witch® Program...\$300
- Basic Logo on Sea Witch® T-Shirt...\$125
- (1) Dewey Beach Movie Preview Slide...\$100
- Press Release w/ Check Presentation Photo...\$100
- Logo on Merchants' Attic Map...\$100
- Logo on Scarecrow Locator List...\$100
- Logo on Restaurant Week Locator List...\$100
- (1) Chamber Member Blast...\$99
- (1) Sea Witch® T-shirt...\$30

BUSINESS AFTER HOURS PICTURES

THANKS to our February Host!

19266 Coastal Highway, Rehoboth Beach
302-227-2234 · thepondrehoboth.com



BUSINESS AFTER HOURS PICTURES

THANKS to our March Host!

2009 Coastal Highway, Dewey Beach
302-227-4600 · thestarboard.com





Awards Luncheon and Installation of Chamber Board



Held on March 10, 2022 at
Dogfish Head Brewings & Eats in Rehoboth Beach
Sponsored by Community Bank Delaware



2022 Mae Hall McCabe Award

Southern Delaware Therapeutic
& Recreational Horseback Riding



2021 Business of the Year Award

1776 Steakhouse



2022 Cheryl Blackman Volunteer of the Year

Lin Pawlyk



2022 Town of Dewey Beach Volunteer of the Year

Dave Davis



100 Year Anniversary

Rehoboth Beach Patrol
received by Capt. Jeff Giles



True Blue Jazz Scholarship in partnership with the RB-DB Chamber

Ben Koly



2022 Chamber Board of Directors

Jay Becker (Hudson, Jones, Jaywork & Fisher), Mavin Carney (MLC Productions),
 Vince DiFonzo (TKo Hospitality), Jerry Esposito (Espo Enterprises),
 Carol Everhart (RBDBCC President/CEO), Ben Gray (EOS Hospitality),
 Chip Hearn (Ice Cream Store & Peppers), Bill Klemkowski (KLEM, LLC),
 Carrie Lingo (Jack Lingo), Dale Lomas (Atlantic Liquors & Crosswinds Motel),
 Keith Martin (Hotel Rehoboth), Michael Meoli (McDonald's),
 Steve Montgomery (Bethany Blues & The Starboard), Chris Rausch (Cape Gazette),
 Mitch Resnick (Right Balance Pilates), Wm. Jack Riddle (Community Bank Delaware),
 Rachel Webster (Rehoboth Toy & Kite), Chris Weeks (Becker Morgan Group),
 Kay Wheatley (Rehoboth Products Co.), and Susan Townley-Wood (The Cultured Pearl)

Rehoboth Beach Honors Its Finest

The Rehoboth Beach Police Department recognized years of service and presented awards for outstanding service among its officers, dispatchers, and civilian employees at its annual awards banquet March 18.

Cpl. Josh Kosiorowski was named the 2021 Rehoboth Beach Officer of the Year and Records Clerk Sonya Hewes was named Civilian of the Year.



Kosiorowski is coordinator of Rehoboth Beach's bicycle patrol unit, training and mentoring seasonal bike officers each summer. He joined the department in 2014, after serving himself as a seasonal officer over several summers.

Kosiorowski's work ethic is evident in the quantity and quality of his work, says Lt. Jaime Riddle. "What really stood out this year is the step forward Cpl. Kosiorowski took in leadership and mentoring capacity.... He invests time in development of all of the seasonal officers he works with as he often comments how important that experience was to him."

Hewes, who came to the police department in February 2021, was recognized not just because "she does her job extremely well," says Riddle, but particularly for the spirit and enthusiasm with which she does it.

"It could be said that the past two years have resulted in more change to the policing profession than any other time in the last few decades," Chief Keith Banks noted to the honorees and guests. "The pandemic has forced us to reexamine our previously established practices as we adapted to a dynamic and uncharted climate.... High-profile incidents have also had a profound impact on our profession. Calls for reform have altered how we carry out our day-to-day operations and cope with funding and recruitment challenges."

Considering the challenging professional climate, Banks said that community trust and transparency are more important than ever, and he expressed deep appreciation for his staff's service.

Other awards presented at the March 18 ceremony included:

Lifesaving Award – in recognition of an officer's extraordinary actions or first aid efforts that resulted in saving a life: Thomas Barrett; Josh Kosiorowski; William Lee; Joseph Mulhern; Michael Rummel; Dana Wyant

Exceptional Performance Award – in recognition of officers whose performance significantly exceeds expectations: Josh Kosiorowski; William Leek; Micheline Senzamic; Robert Scisco

Firearms Award – presented to officers who demonstrate outstanding dedication to marksmanship demonstrated by above average scores in three or more consecutive firearms qualifications: Robert Scisco

DUI Enforcement Award: Dana Wyant. **Most Complaints Investigated:** Joseph Mulhern.

Exceptional Criminal Enforcement: Nicolas Aungst. **Exceptional Traffic Enforcement:** Dana Wyant.

Quotes of the Month

"Evil is powerless if the good are unafraid."

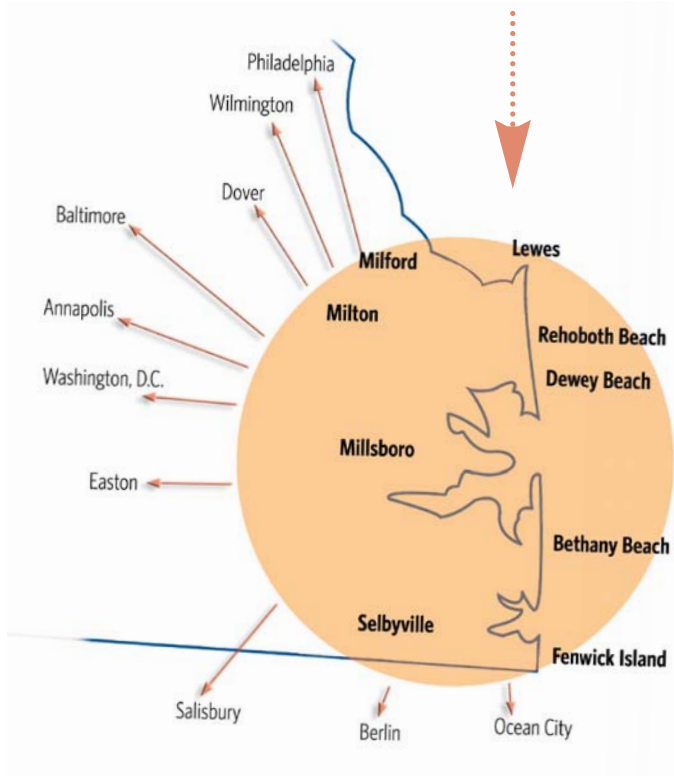
- President Ronald Reagan

"Service to others leads to greatness."

- Jim Rohn

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Reserve space in the June issue of Delaware Beach Life to reach avid, affluent readers **throughout all of coastal Delaware** and online in the digital edition.



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delawarebeachlife.com

PRINT + DIGITAL = A POWERFUL COMBINATION

Reach Resort Area VISITORS and RESIDENTS!

Realtor & Accommodation Bags

From Memorial Day to Labor Day, the Chamber assembles and distributes 9,000-11,000 bags filled with Member product and the Visitors Guide. The bags are delivered by the Chamber to area realtors who provide them to their week-long renters.

Members can have their product included for 10¢ per piece (25¢ for a multi-page or magazine). Product examples are flyers, postcards, coupons, or tri-fold brochures. It is recommended to include a discount or coupon on your piece in order to track its success. Product placement can be purchased either for the entire season or in four to five week consecutive periods (first-fourth quarters). The number of individual pieces per bag is limited to 40.

2022 Realtor & Accommodation Bags Order Form

Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center
306 Rehoboth Avenue (Administration Office) Rehoboth Beach, Delaware 19971
302-227-6444 302-227-8331 Fax: www.Beach-Fun.com
Please contact Cindi for assistance at cindi@beach-fun.com

Realtor Bag Member Product Opportunity - Single Piece

For just 10 cents per single product piece, Chamber members can have their product placed in up to 11,000 Realtor & Accommodation Bags. The bags are delivered once a week from May through August to the majority of the local renters (40 delivered sites). Product placement can be purchased either for the entire season or in four to five week consecutive periods (for both quarters). The number of pieces per bag will be kept under 40. Product along with payment must be received at the Chamber Administrative Building (306 Rehoboth Avenue) no later than the date indicated below to be included on the scheduled deliveries. While the Chamber is not responsible for product received after the deadline date your product can be stored at the Chamber for an additional cost. Please note that, lack of product not delivered as scheduled, can result in non-inclusion in member bags and delivery of the same, is non-refundable. **Special Note:** Out of courtesy to our Realtor members, no competitive Real Estate or Accommodation product is accepted for placement in the bags. Any excess (beyond product for any purchased time frame) will be placed in the following scheduled delivery. Any excess product at the end of the season will either be available for assistance at the Visitor Center or discarded.

Please make your selection(s) and complete the information below (print clearly):

Date: _____ Business Contact Name: _____
Business Name: _____
Phone Number: _____ Email: _____

I would like to participate in the entire 2022 Season!
Total Pieces: 11,000 Product Due: April 13, 2022 Cost: \$1,100
18 week time frame with distribution dates of: 5/4, 5/11, 5/18, 5/25, 6/1, 6/8, 6/15, 6/22, 6/29, 7/6, 7/13, 7/20, 7/27, 8/3, 8/10, 8/17, 8/24, 8/31
OR...select one or more quarters!

I would like to participate in the First Quarter.
Total Pieces: 2,000 Product Due: April 13, 2022 Cost: \$200
5 week time frame with distribution dates of: 5/4, 5/11, 5/18, 5/25, 6/1

I would like to participate in the Second Quarter.
Total Pieces: 2,500 Product Due: May 18, 2022 Cost: \$250
4 week time frame with distribution dates of: 6/8, 6/15, 6/22, 6/29

I would like to participate in the Third Quarter.
Total Pieces: 3,500 Product Due: June 15, 2022 Cost: \$350
4 week time frame with distribution dates of: 7/6, 7/13, 7/20, 7/27

I would like to participate in the Fourth Quarter.
Total Pieces: 3,000 Product Due: 8/13, 2022 Cost: \$300
5 week time frame with distribution dates of: 8/3, 8/10, 8/17, 8/24, 8/31

Chamber Use Only: \$ Amount: _____ Payment: CK# _____ CC _____ Cash _____ Inv. _____
Staff Initials: _____ Member File Updated By: _____ Date: _____ As of 3/14/2022

Community Bags

Great opportunity for Chamber of Commerce Service Industry Members...plumbers, electricians, painters, landscapers, pest control, garage door repair, handyman, banks, nail & beauty salons, etc.

For 10¢ per single product piece, Chamber members can have their product placed in up to 3,500+ Community Bags. Bags are provided to newly developed or developing communities and then given to prospective homeowners between the months of April - October. Product placement can be purchased in segments of 1,000. The number of pieces per bag is limited to 40 and includes a Chamber Area Visitors Guide and Dining Guide.

2022 Community Bag Order Form

Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center
306 Rehoboth Avenue (Administration Office) Rehoboth Beach, Delaware 19971
302-227-6444 302-227-8331 Fax: www.Beach-Fun.com
Please contact Cindi for assistance at cindi@beach-fun.com or 302-227-6446 x25

Community Bag Member Product Opportunity

Great opportunity for Chamber of Commerce Service Industry Members... plumbers, electricians, painters, landscapers, pest control, garage door repair, handyman, banks & more!

For 10¢ per single product piece, Chamber members can have their product placed in up to 3,500 Community Bags. Bags are provided to newly developed or developing communities through the developer or builder and then given to prospective homeowners from April - October. Product placement can be purchased in segments of 1,000. The number of pieces per bag will be kept under 40 and will include a Chamber Area Visitors Guide and Dining Guide. Product along with payment can be delivered to the Chamber Administrative Building located at 306 Rehoboth Avenue in Rehoboth Beach. Please note that only paper product is accepted and out of courtesy, product from competitive community developers/builders will not be included in the bags.

YES, I would like to participate in the Community Bags! Check box below.

Total Pieces: 1,000 Cost: \$100 (10¢ per piece x 1,000 pieces)
 Total Pieces: 2,000 Cost: \$200 (10¢ per piece x 2,000 pieces)
 Total Pieces: 3,000 Cost: \$300 (10¢ per piece x 3,000 pieces)
 Total Pieces: 3,500 Cost: \$300 (10¢ per piece x 3,000 pieces plus 500 pieces FREE!)

Please complete the information below (print clearly):

Date: _____ Business Contact Name: _____
Business Name: _____
Phone Number: _____ Email: _____

Chamber Use Only: \$ Amount: _____ Payment: CK# _____ CC _____ Cash _____ Inv. _____
Staff Initials: _____ Member File Updated By: _____ Date: _____ As of 3/14/2022

**For more information, contact Cindi at
302-227-6446 x25 or cindi@beach-fun.com**

Reserve your spot in the popular Dining Guide!!

Dining Guide

Up to 25,000 guides will be printed & distributed locally by the Chamber. During the last week of May, the Chamber will distribute the Guides locally at the Chamber's Administration Building, Visitors Center, Boardwalk Kiosk, Accommodations and Realtors. Restaurant menus will be included in the printed Dining Guide and placed on Beach-Fun.com. **Deadline for artwork & payment is April 22, 2022.**

The cost of a Dining Guide ad has been \$800 since 2010. Due to the increase in the cost of paper, the advertising fee to participate in the 2022 Dining Guide is **\$900**. Advertisers will still receive an added value choice of either a half page color ad in the 2023 Visitors Guide (a \$1,250 value) or insertion of 11,000 pieces of your product in the 2022 Realtor Bag Season (a \$1,100 value).



For more info, contact Meghan at 302-227-6446 x16 or meghan@beach-fun.com

**NEW
for
2022!**

Restaurant Week Supports Red, White & Blue

The Chamber of Commerce in partnership with The Cape Gazette presents
Restaurant Week Supports the Red, White, & Blue on the Culinary Coast™!

June 5-10, 2022

Sunday through Friday

Open to all restaurants in Rehoboth, Dewey, Lewes, Route One, and Coastal Delaware. Participating restaurants can offer either menu discounts throughout week or pre-fixe menus. A portion of the proceeds will go to local organizations representing the Red, White & Blue (Military and All First Responders)!

\$200 to participate for Chamber members; **\$250** for non-members without membership; and **\$300** for non-members that includes membership.

Benefits of participation include:

- Menus/Discounts posted to Chamber site and on Coastal DE Restaurant Week site
- Restaurant's website linked via Chamber site page for Restaurant Week
- Each restaurant receives an individual content post to announce their participation in the event on Chamber & Restaurant Week social media

Contact Kate to sign up! 302-227-2233 x11 · kate@beach-fun.com



JOB FAIR PHOTOS

The Chamber held a Job Fair on March 30th at the Fairfield Inn & Suites in Rehoboth Beach. Pictured are the 30 businesses that participated.

Fairfield
BY MARRIOTT



Don't Forget...you can submit your job opening or job fair on the Chamber's Beach Job Board. This is a complimentary service and submissions can be made at beach-fun.com/beach-jobs

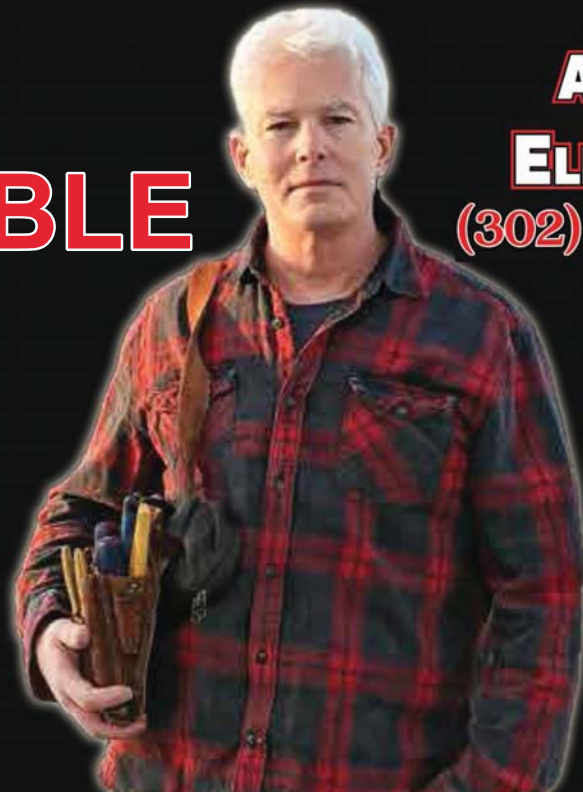


The Department of Labor is hosting a job fair at Hudson Fields on Tuesday, April 19th from 12PM–3PM. There will be food trucks, etc. For more info, contact Josh Miller at JoshuaE.Miller@delaware.gov or 302-858-5258.

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*The 2022 Visitors
Guides are on their way!*

The Guides along with
the calendar of event rack
cards & posters will be
delivered to members in
the coming weeks!

Thanks to all of our advertisers!

