



# FOCUS *on*

March 2011

Mission: To promote business, tourism and civic responsibility.

## Chamber Green Force Gearing Up

With over 100 members, the Chamber's Green Force is gearing up to partner with the Destination Station Center Ltd. (DSC) project in both local awareness and local fundraising activities. Planned activities to date include Shredding for the Future, Restaurant Olympics to the Future, Run to the Future, Walk to the Future and several Green Art Shows. In addition, Golfing, Robotics and a Ride to the Future are being discussed.

The 2nd phase of the DSC launch including local marketing, website debut and event dates is scheduled for April 26, 2011 at the Green Force luncheon meeting to be held at the Kings Creek Country Club at 12:00 Noon. The cost is \$14.00 per person. Reserve your spot now by contacting Joy Kidd at 302-227-2233 x.14 or joy@beach-fun.com.



## Check out the Chamber Green Force on the Web

Does your business recycle, use energy efficient methods or earth friendly activities? Sign up to be a member of the Green Force.

Green Force members are listed on the Chamber's website, with notation of their green efforts. The site also keeps you up to date on Green Force meetings and information. Check it out & may the force be with you!



[www.Beach-Fun.com/Green-Force-Members](http://www.Beach-Fun.com/Green-Force-Members)

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

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 Rehoboth Beach, DE 19971-0216  
 302-227-2233 • 800-441-1329  
**Hotline: 302-227-6446**  
 Fax: 302-227-8351  
 E-mail: rehoboth@beach-fun.com  
 www.Beach-Fun.com

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 Chris Weeks  
 Kay Wheatley  
 Susan Tounley-Wood  
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 Mark Lally  
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**Staff Contact Information**

Kate Bell, Events/Visitors Center ..... Ext. 11  
 Carol Everhart, President/CEO ..... Ext. 13  
 Joy Kidd, Administration ..... Ext. 14  
 Marty Barrett, Membership ..... Ext. 15  
 Meghan McCalley, Finance/Marketing .. Ext. 16  
 Tim Bane, Distribution ..... Ext. 25

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# Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Mar TBA.....	General Membership Meeting .....	Time & Location TBA
Mar 10 .....	Exec. Board of Directors Meeting...	10:30am/Jake's Seafood-Rt.1
Mar 10 .....	Board of Directors Meeting.....	11:30am/Jake's Seafood-Rt.1
Mar 12 .....	Town of Dewey Beach Meeting .....	9:00am/Lifesaving Station
Mar 18 .....	City of Rehoboth Meeting .....	7:00pm/Commissioners Room Public Hearing on the Patio Noise Ordinance
Mar 24 .....	Dewey Beach Task Force.....	4:30pm/Starboard
Mar 26 .....	Merchants Attic & Garage Sale 2 ..	9:30am-1:30pm/RB Conv. Hall
Apr 26 .....	Green Force Meeting/Luncheon.....	12:00pm/Kings Creek Ctry. Club

For additional information on Chamber meetings, visit [www.beach-fun.com/meetings](http://www.beach-fun.com/meetings)

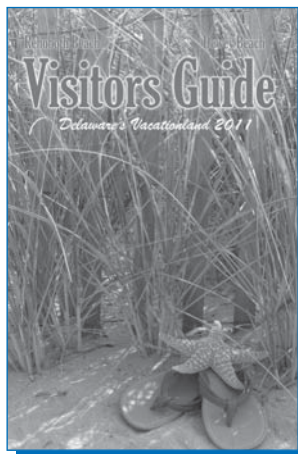
## Business After Hours

Mar 17 .....	Starboard	Aug 25 .....	To Be Announced
Apr 14 .....	Saketumi	Sep 15.....	The Bellmoor
May 19 .....	Atlantic Sands Hotel	Oct 6 .....	Community Bank
June 2 .....	Venus on the Halfshell	Nov 17 .....	Finbar's Pub & Grill
Jul 21 .....	Outlet Liquors & Trade Show	Dec 8.....	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/](http://www.beach-fun.com/business-after-hours/)*

### " Quote of the Month "

**"Always aim for achievement and forget about success". Helen Hayes**



## 2011 Official Area Visitors Guide

The guides are available and are being delivered to specific locations!

# Find Out What's Going On!

The Chamber's website helps keep members informed of upcoming meetings. Check out the following pages at [www.beach-fun.com](http://www.beach-fun.com) for dates, times and locations of meetings and events such as:

- General Membership Meetings
- Business After Hours
- Speed Networking
- Young Professionals
- Green Force
- Seminars
- Candidates Forums



The Nation's Summer Capital  
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Chamber of Commerce & Visitors Center  
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Accommodations | Activities | Attractions | Dining | Events | Real Estate | Services | Shopping

Search our site  GO

Vacation Planning Kit  
Beach Jobs  
Destination Station Center  
Dewey Beach Info  
Dining Guide  
Green Force Members  
Groups & Conventions  
Member Information/Application

### Chamber Meetings

The Rehoboth Beach - Dewey Beach Chamber of Commerce holds various meetings throughout the year. The schedule is below; check back often as dates are added.

- General Membership Meetings
- Business After Hours
- Speed Networking - NEW!
- Young Professionals - NEW!
- Green Force
- Seminars
- Candidates Forums

### General Membership Meeting

General membership meetings are an important opportunity to share common concerns and goals with various state and local officials as well as learn about current

Latest News  
Merchants' Attic II Feb 20 2011  
MERCHANTS' ATTIC II - THE STATE'S LARGEST INDOOR GARAGE SALE! Plan to shop at the State... more  
Volunteer Recognition & Officers' Installation Dinner a Success! Jan 25 2011  
The Rehoboth Beach-Dewey Beach Chamber of Commerce hosted its annual Volunteer Recognition &... more

Member Information/Application > Business After Hours

### Business After Hours

You are invited to attend monthly Business After Hours! This is a great opportunity to meet and network with fellow members. The 2011 schedule is listed below. The mixers are held from 5:00-7:00 PM and there is no charge to attend.

At the end of the evening, a business card drawing is 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 the mixer. Note: there is a limit of 8 prizes; extra prizes will be used at the following mixer.

www.Beach-Fun.com/Meetings

www.Beach-Fun.com/Business-After-Hours

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# Brag Board

## Local Photographer Wins Award

David Koster (pictured to right), owner of Portraits In The Sand in Rehoboth Beach, recently attended Imaging USA, one of the largest conventions designed exclusively for photography and imaging professionals combining artistic and business education.

"I look forward to attending this major event each year in a different city," adds David Koster. "As a business man, I can learn more about my profession, elevate my skills and gather new ideas to keep up with the changing market."



Three of David's prints were recently accepted into the Collection of Professional Photographers of America's 2010 International Print Competition. Koster's work was on display at the San Antonio Convention Center this year. This exhibition is held in conjunction with Imaging USA, the annual convention of professional photographers and several photographic associations.

"I keep looking for that next winning image," says David Koster. "Working with such a wide variety of clients gives me the opportunity for new ideas, poses and settings to give a unique look with heirloom quality that really stands out." Winning images include- Brownie, Sun Settling Sailors and Our Pal.

Koster receives a merit for each winning print that goes towards his degree. Only four print submissions are allowed each year. The Master of Photography degree is awarded for superior photographic competence demonstrated through photographic competition, advanced education, and service to the profession. This degree shows that you have mastered your craft and have perfected both the technical and artistic aspects of photography. He only needs two more winning prints to achieve his goal.

For more information on Portraits In The Sand, please call 302-226-9226 or visit [www.portraitsinthesand.com](http://www.portraitsinthesand.com).

## Many Thanks!

Thank you so much for keeping my phone safe!

Deborah Thompson-Anderson of Furniture & More!

## Business Announces Promotions

Wheeler, Wolfenden & Dwares, Certified Public Accountants and Business Consultants is pleased to announce the following promotions: Sarah Timmons has been promoted to Manager and Thomas Atkinson, Kathy Corcoran and Carol Di Luzio have been promoted to Principals.

The firm is a full-service CPA firm, with offices in Lewes and Wilmington, Delaware. WW&D offers a broad range of traditional tax, accounting, and advisory services to individuals, businesses, and nonprofit entities. For more information, contact 302-254-8240.

## Sea Witch Festival Fun!

My family has vacationed at Rehoboth Beach for over forty years. Three years ago we decided to come for the Sea Witch Festival. We had a great time and it has become another tradition. The enclosed picture was taken on the beach last festival. We are all family and the "sister witches" has also become a tradition!! I am hoping you would be interested in our picture for the next Sea Witch booklet. It would be a great surprise for my family! Your consideration would be greatly appreciated. We are anxiously looking forward to the 2011 Sea Witch Festival!

Julie Milsom of Philipsburg, PA





# Member Spotlights

## ▶ Advantech, Inc.

Advantech, Inc. is a security systems integrator that has been located in Dover, DE since being founded in 1990. Advantech's commercial offerings include; access control, intrusion detection, video surveillance, and fire alarm solutions. Advantech's residential offerings include; intrusion detection, remote management, whole house audio, home theater, and smart home technology solutions. As a complete solutions provider, Advantech provides design, installation, service and on-going Client support. Disciplines include IT/Connectivity, Design and Drafting, Project Management, Central Station Monitoring, Inspection & Testing, Preventative Maintenance and Professional Services. Please reach them at 302-674-8405 or visit [www.advantechsecurity.net](http://www.advantechsecurity.net) to learn more. ◆



## ▶ State Farm Insurance, Lewes

Jeanine O'Donnell has been associated with State Farm for the past 24 years. She enjoys helping her clients manage their risks, recover from the unexpected and realize their dreams. Offering over 100 insurance, financial service and bank products, being a one-stop shop provides the greatest value to her clients. From first-time insureds to mature adults, people find after a thorough review they do not understand what they have, or have what they need! Jeanine and her licensed team take time to review and educate to insure their clients leave feeling better about their protection and their premiums!



Visit their Lewes office Monday-Friday from 8:30 AM – 5:30 PM (evenings & Saturdays by appointment). Call 644-FARM (3276) or click-in 24-hours a day at [www.jeanineodonnell.com](http://www.jeanineodonnell.com). ◆

## ▶ Lewes Meineke Center

Each Meineke Car Care Center location guarantees your satisfaction. Quality workmanship, a friendly professional staff and quality parts are the reasons why customers rely on Meineke to protect their cars year after year. At our Meineke in Lewes we are focused on earning our customers' trust by doing all we can to take the worry, inconvenience

and uncertainty out of maintenance and repairs. You deserve the best when it comes to your auto repair experience! Lewes Meineke has the latest diagnostic and repair equipment available.

The business will be opening on May 1st and staff would love the opportunity to earn your business and trust. Come visit Lewes Meineke at 16753 Coastal Highway in Lewes! For more info, call 302-381-3338 or visit [www.lewesmeineke.com](http://www.lewesmeineke.com) ◆



## ▶ Furniture & More

So you got a new flat screen T.V. for Christmas? Come and spend your tax refund on a new Eagle media chest! Need storage for your condo? Come see Eagle's new line of bookcases! Building a new porch, sunroom, or veranda? Don't forget about Palm Spring's affordable custom rattan and wicker. If your living room, family room or bedroom needs the chill taken off, visit Furniture and More! for your new electric fireplace.

Whatever your furnishing needs, economic or custom, Furniture and More! has it at their new location! With 3,000 additional square feet in their new space, Furniture and More! now carries manufacturers including Catnapper, Jackson, and Home Stretch Reclining. Customers can stretch out and relax in the new Sealy Mattress Center while choosing their Sealy Posturepedic Mattress set. Furniture and More! continues to feature top of the line manufacturers including Ashley and their new Furnish 123 program, Klausner who features a custom fabric program, England (by the makers of Lazyboy), Steve Silver, Progressive and Jafco Leather.

Stop in to see Furniture and More's new location at 19287 Coastal Highway, adjacent to Happy Harry's, across from T.G.I. Friday's. You'll be in awe at all of the new brands, styles and accessories in stock for 2011!

For more info, call the gallery at 302-226-5900 or visit them at [www.furnitureandmoregalleries.com](http://www.furnitureandmoregalleries.com). ◆





# 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.

## **Advantech Inc.**

Joe Fleegle  
4092 N. Dupont Highway  
Dover, DE 19901  
302-674-8405  
www.advantechsecurity.net  
Service/Security

## **"An Angel's Touch" Cleaning Services**

Amy Donnelly  
106 Maple Avenue  
Goldsboro, MD 21636  
410-482-6190  
Service/Cleaning Service

## **AT&T Mobility**

Patrick Tune, Michael Spaccarelli  
and Felicia Baker  
19354 Miller Road, Unit A  
Rehoboth Beach, DE 19971  
www.att.com  
Retail-Cellular & Wireless  
Phones/Service/Supplies

## **Bella Terra Property Maintenance & Landscaping**

Mike Schimmel  
Milford, DE 19963  
302-559-3784  
www.bellaterrade.com  
Service-Landscape/Materials

## **Brides 2 Be by Hope Mitchell**

Hope Mitchell  
17605 Nassau Commons Blvd.  
Lewes, DE 19958  
302-645-2485  
www.brides2bebyhope.com  
Retail/Gifts & Speciality Shops

## **Cosmopolitan Grill**

Beal Thomas  
10 Wilmington Avenue  
Rehoboth Beach, DE 19971  
302-227-9752  
Restaurant/Eatery

## **Dee's Cleaning Service**

Tammy Jackson  
22812 Cedar Lane  
Georgetown, DE 19947  
302-856-7989  
Service-Cleaning Service

## **Dewson Construction Company**

Jamie Fuqua  
37290 Rehoboth Avenue Ext.  
302-260-4670  
www.dewsonconstruction.com  
Service-Builder/Contractor

## **Don Williams Home Selling Team**

Don Williams  
18977 Munchy Branch Road  
Rehoboth Beach, DE 19971  
302-584-2548  
www.finddelawarehomes.com  
Real Estate/Sales

## **Historic Lewes Farmers Market**

Sharon Dardine  
110 Shipcarpenter Street  
Lewes, DE 19958  
www.historiclewesfarmersmarket.org  
Attraction/Farmers Market

## **IMJ Productions**

Jason Grden  
Milford, DE 19963  
302-258-7023  
Service/Disc Jockey

## **Lewes Cycle Sport**

Stephanie May  
526 E. Savannah Road  
Lewes, DE 19958  
302-645-4544  
www.oceancycles.com  
Retail-Bike Sales/Service/Rentals

## **Loungin' Lizzard**

Gwen Aboutboul  
138 Rehoboth Avenue  
Rehoboth Beach, DE 19971  
302-296-3398  
www.lounginlizzard.com  
Retail-Apparel & Accessories

## **Moor Disposal SVC, Inc**

Robert & Ann Marie Moor  
Country Club Road  
Rehoboth Beach, DE 19971  
302-945-7824  
Service/Trash

## **Rehoboth Beach Volunteer Fire Co.**

Bill Delle Donne  
219 Rehoboth Avenue  
Rehoboth Beach, DE 19971  
302-227-8400  
www.rehobothbeachfire.com  
Service-Organization/Association

## **Side Door Media**

Jeff Helminiak  
1 South Lake Terrace  
Rehoboth Beach, DE 19971  
302-260-9225  
Service-Telecommunications/Service

## **The Shirt Factory**

Gwen Aboutboul  
53 Rehoboth Avenue  
Rehoboth Beach, DE 19971  
302-227-0910  
Retail-Apparel & Accessories

## **Sunsations**

Gwen Aboutboul  
37 Rehoboth Avenue  
Rehoboth Beach, DE 19971  
302-226-1420  
Retail-Apparel & Accessories

## **Wall 2 Wall Painting LLC**

Ron Lemin  
4 Gosling Drive  
Lewes, DE 19958  
302-339-7880  
Service-Builder/Contractor



# Trend Snap Shots

# 54

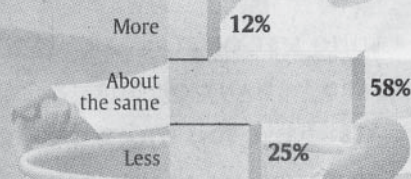
percent of small business owners say cutting taxes is the most important thing the government can do for them.

—FSB/Zogby International Poll, July 2009

## USA TODAY Snapshots®

### Will charitable giving remain strong?

Compared with last year, percentage of Americans who will do:



Source: Echo Research for American Express Spending & Saving Tracker survey of 2,011 adults Oct. 29-Nov. 2

By Anne R. Carey and Sam Ward, USA TODAY

## 8 THINGS BEING KILLED BY THE INTERNET

- Polite disagreement
- Letter writing
- Memory
- Daydreaming
- Waiting a day for sports scores
- Footnotes
- Leaving your desk for lunch
- Concentration

Source: Matthew Moore in the (London) Daily Telegraph



"I've always hated returning stuff, but in this economy I've become such a returnista."

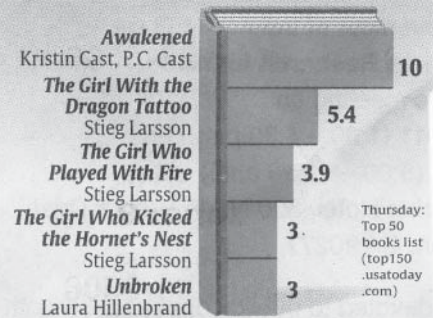
*returnista* (n): a shopper who makes a purchase but returns the product because of anxiety, feels better, then repeats the process. Also known as: circle shopper.<sup>3</sup>

Source: Fortune Small Business, May 2009

## USA TODAY Snapshots®

### The nation's best sellers

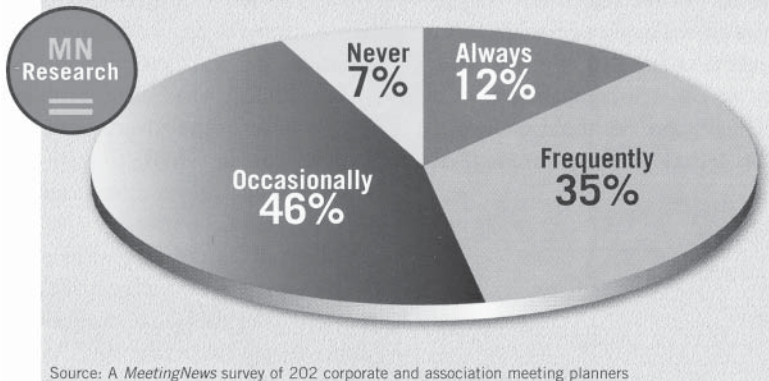
Top five best sellers, shown in proportion of sales. Example: For every 10 copies of *Awakened* sold, *The Girl With the Dragon Tattoo* sold 5.4 copies:



Source: USA TODAY Best-Selling Books

USA TODAY

### IN THE NEXT YEAR, HOW OFTEN WILL YOU INCORPORATE GREEN ELEMENTS IN MEETING PROGRAMS?



Source: A MeetingNews survey of 202 corporate and association meeting planners

## DID YOU KNOW THAT THE CHAMBER CAN HELP ADVERTISE YOUR BUSINESS TO RESORT AREA VISITORS?

### GET SEEN BY THOUSANDS

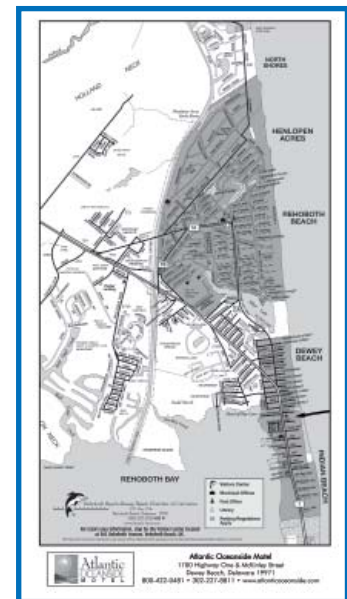
Place your product, such as brochures, menus or business cards in the Chamber's Visitors Center. Product can be dropped off at the center on:

- Monday - Friday from 9AM-5PM
- Saturday & Sunday from 9AM-1PM



### BE A STAR ON THE MAP

Members can sponsor the maps that are distributed at the Visitors Center. The fee to have your logo, contact info, and location star printed on 5,000 maps is \$425.00. The Chamber will retain a supply of the maps to distribute at the Visitors Center and you receive the rest to distribute at your business.



### SEND A BEACH BLAST EMAIL

Once a month, the Chamber sends a Beach Blast email to a list of 15,000+ individuals who have requested information on the area. The email contains calendar of event information and several member ads. Your business can be included for \$99.00.





# PUT YOUR PRODUCT IN VISITOR'S HANDS

Each Friday, Memorial Day through Labor Day, up to 8,000 information bags are assembled and distributed to local realtors who give them to resort visitors. Members can include their information in the bags at a fee of 10¢ per product piece (20¢ per multi-page product piece), paid one week in advance. Members may choose the Fridays and the quantity of bags they would like their information included in. Coupons or product that must be redeemed in your store are encouraged to allow you to monitor the success of the program.

**Rehoboth Beach-Dewey Beach Chamber of Commerce  
REALTOR BAG ORDER FORM – 2011**

- Each Friday, Memorial Day through Labor Day, the Chamber assembles up to 8,000 or more information bags and distributes them to local realtors to give resort 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), paid one week in advance. 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 800 bags, you may do so).
- We encourage the use of coupons or product that must be redeemed in your store to allow you to monitor the success of this program.
- Purchase the whole season (\$800 - single page piece only), provide 9,000+ product pieces and the Chamber will put your product in every Realtor Bag, star guest bags, and keep the lobby stocked for the entire season. (Product and pieces must be provided before May 13, 2011.)
- Product and payment must be on site by end of day Friday for the next week's delivery.

To order, please fill out the following:

Date \_\_\_\_\_ Employee Initials \_\_\_\_\_  
 Business Name \_\_\_\_\_  
 Contact \_\_\_\_\_ Email Address \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

DIST. DATE	DEADLINE (for product & payment)	ESTIMATED QUANTITY	QUANTITY ORDERED	COST	AMOUNT DUE	NOTES
05/19/2011	05/13/2011	300		X \$0.10	\$	
05/26/2011	05/20/2011	200		X \$0.10	\$	
06/02/2011	05/27/2011	200		X \$0.10	\$	
06/09/2011	06/03/2011	400		X \$0.10	\$	
06/16/2011	06/10/2011	500		X \$0.10	\$	
06/23/2011	06/17/2011	600		X \$0.10	\$	
06/30/2011	06/24/2011	600		X \$0.10	\$	
07/07/2011	07/01/2011	500		X \$0.10	\$	
07/14/2011	07/08/2011	700		X \$0.10	\$	
07/21/2011	07/15/2011	700		X \$0.10	\$	
07/28/2011	07/22/2011	800		X \$0.10	\$	
08/06/2011	07/29/2011	800		X \$0.10	\$	
08/13/2011	08/06/2011	700		X \$0.10	\$	
08/19/2011	08/12/2011	500		X \$0.10	\$	
08/25/2011	08/19/2011	300		X \$0.10	\$	
09/01/2011	08/26/2011	200		X \$0.10	\$	

If you pay for the full amount for any week, and the full amount is not distributed, we will place the extra product into Star Guest Bags and/or distribute in Visitor Centers.  
 \*Out of courtesy to all Realtor Members, no competitive Real Estate or Accommodations advertisements / product will be accepted for Realtor Bags.  
 \*\*There is an additional charge and product limit on multi-page products for more info call Jason at 227-2233 x 25.

FOR OFFICE USE ONLY

Copy to Accounting     Member File Updated by \_\_\_\_\_ Date \_\_\_\_\_     Payment: CK # \_\_\_\_\_ OR Cash \_\_\_\_\_

As of 1/7/2011 MCM

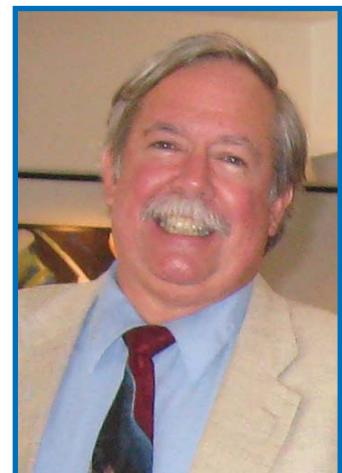
## ADDITIONAL ADVERTISING OPTIONS

- Post your specials/promotions on the Chamber's website - [www.Beach-Fun.com](http://www.Beach-Fun.com). Just log onto the site and select the Beach Ball marked SAVE then select your category.
- Have your product mailed to potential visitors to the area.

## CONTACT INFORMATION

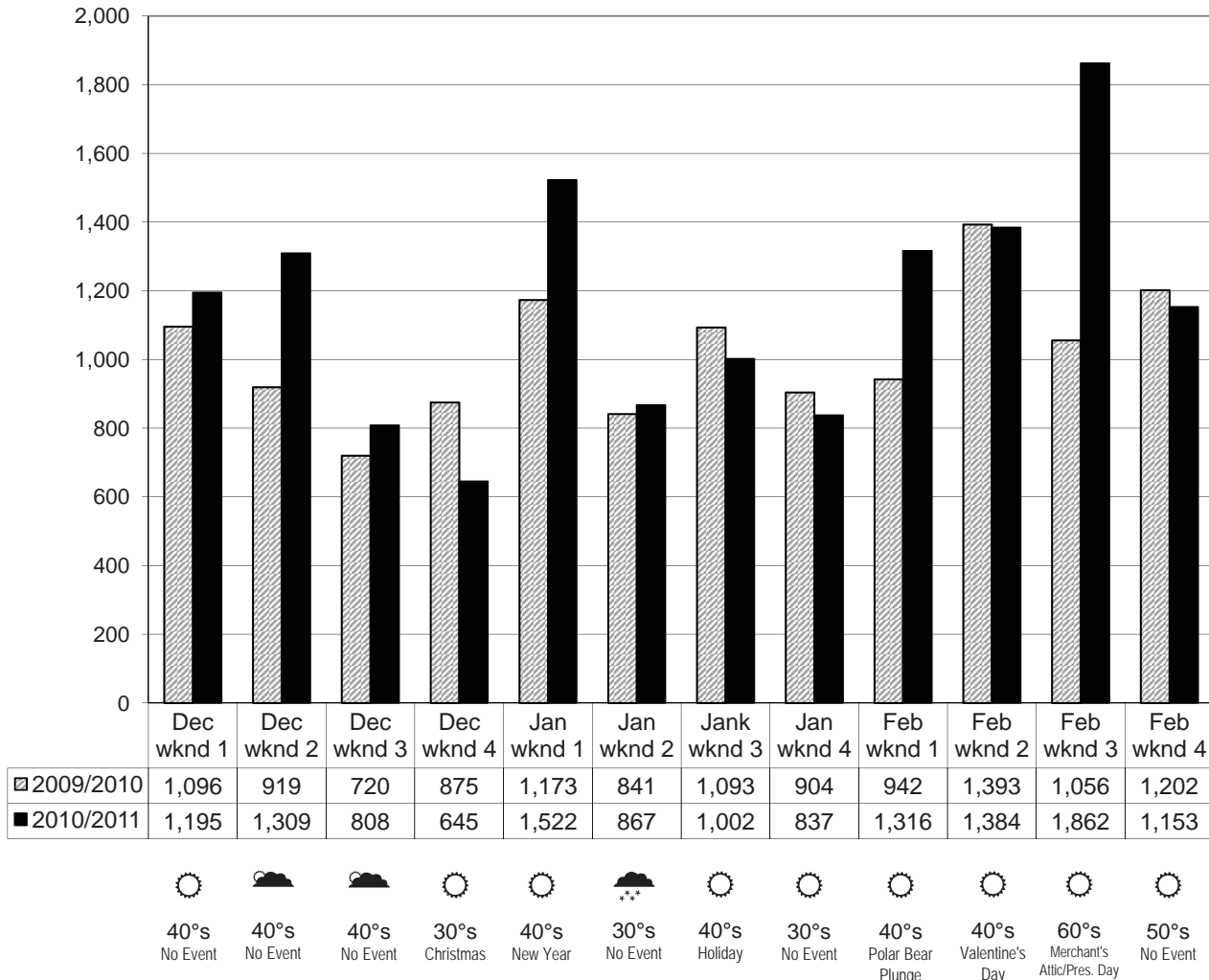
If you have any questions, please feel free to contact Marty Barrett. He will be happy to assist and can be reached at 302-227-2233 x15 or [membership@beach-fun.com](mailto:membership@beach-fun.com).

He may even stop by to see you!



# REPORTS *and* STATISTICS

## 2009/2010 vs. 2010/2011 Room Occupancy



- Calls to accommodations made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,160 Room Referral Count in season (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.)
- Room Count change due to seasonal closings begins mid November

## Merchant's Attic & Public Garage Sale Huge Success!



Members who set up at the February Merchant's Attic saw record crowds and had great success! The next Merchant's Attic is [Saturday, March 26th](#) from 9:30 AM - 1:30 PM. The event will be held at the Rehoboth Beach Convention Center in Downtown Rehoboth Beach. Please contact Kate Bell at 302-227-2233 x.11 with questions.

# REPORTS *and* STATISTICS

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

### Top Website Pages Viewed - February 2011

Page on Site.....	Page Views
1 Calendar of Events Main Page .....	2,246
2 Vacation Planning Kit .....	1,455
3 Beach Jobs.....	1,390
4 Merchants Attic Public Garage Sale.....	1,343
5 Accommodations .....	1,339
6 Hotels/Motels.....	1,326
7 Rehoboth Beach Info.....	1,069
8 Activities.....	1,038
9 Restaurants/Eateries .....	727
10 Interactive Dining Guide.....	715
11 Dewey Beach Info.....	709
12 Plan My Trip.....	652
13 Merchants Attic Public Garage Sale Pics .....	551
14 Search Results.....	550
15 Contact .....	515
16 Photo Video Tour.....	504
17 Site Index.....	440
18 Parking Beach Rules.....	413
19 Shopping .....	402
20 Real Estate .....	401

### Top 10 States to Visit Site - February 2011

1 Pennsylvania .....	3,203
2 Delaware .....	1,698
3 Maryland .....	1,213
4 New York.....	975
5 Virginia .....	687
6 New Jersey .....	640
7 District of Columbia .....	420
8 Ohio .....	244
9 Massachusetts .....	135
10 Florida .....	134

Follow us on Twitter at  
[twitter.com/rbdbchamber](http://twitter.com/rbdbchamber) or  
 Fan us on Facebook!

### Website Visits & Bounce Rate February 2010 vs. 2011

2010 - 10,331 visits

8,339 absolute unique visitors  
 33.27% bounce rate  
 2:40 average time on site

2011 - 10,953 visits

8,963 absolute unique visitors  
 33.66% bounce rate  
 3:20 average time on site

### 2011 Regional Advertising Placement

Publication	Run Date
AAA World Magazine.....	March/April; May/June
America's Best Vacations.....	April
Catch A Glimpse Guide .....	2011-2012
Coastal Images (Web Link) .....	Monthly
Comcast Cable/RVG .....	In Process
Delaware Beach Book.....	2011-2012
Family Circle .....	April 11
Getaways on Display.....	May-Oct
Great Vacation Getaways, Spring .....	April 10
Great Vacation Getaways, Fall.....	August 28
GuestQuest Traveler Vac. Guide.....	March 14 & 21
GordonsGuide.com .....	Feb. 2011-2012
I-95 Presence/Welcomes Center.....	In Process
Jolly Trolley Panel.....	Spring-Fall
Landmarks.....	2011-2012
Oprah Magazine.....	April
Parade-Spring.....	April 17
Parade-Fall .....	August
People/Spring Travel Planner.....	April
People/Fall Travel Planner .....	October
Recreation News.....	May Issue
Red Book-Spring.....	April
WBOC.....	In Process
WMDT .....	In Process
Resort Maps.....	Summer 2011

### Visitor Center Visitation

	2011	2010	2009	2008	2007
JAN	234.....	328.....	324.....	429.....	286
FEB	471.....	200.....	428.....	501.....	201



# Business After Hours Fun!

Special thanks to Billy, Will, Michelle and the staff at Jake's for a fun evening!

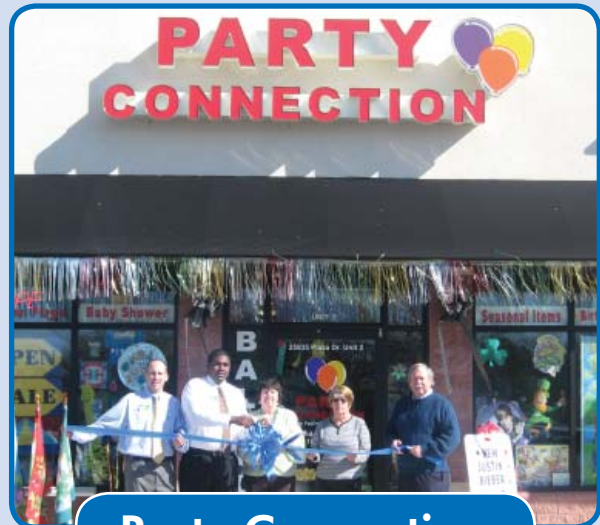


For the 2011 schedule, go to page 2 or visit [www.Beach-Fun.com/business-after-hours](http://www.Beach-Fun.com/business-after-hours)

## Ribbon Cutting Ceremonies



**Furniture & More!**



**Party Connection**

# Dining Guide

2010 - 2011

Rehoboth & Dewey Beach, Delaware  
Rehoboth Beach - Dewey Beach Chamber of Commerce



# 2011 Dining Guide

## Advertising Information

For questions and information, contact:  
Meghan McCalley at 302-227-2233 x16  
or [meghan@beach-fun.com](mailto:meghan@beach-fun.com)

**General Information:** A minimum of 25,000 copies will be printed and distributed by the Chamber no later than the last week of May to Accommodations, Realtors and the Visitor Center. Your menu will be included in the printed Dining Guide and the online version at Beach-Fun.com. Advertisers have an added value choice of either a 1/2 page color ad in the 2012 Visitors Guide (a \$1,200 value) or a drop piece in the 2011 Realtor Bag Season (a \$800 value) - NO extra cost!

**Ad Size:** 2 Full Pages, Camera Ready, Black and White Only (8.375" wide x 11" high). Ads should be provided in electronic format or via disk & must be EPS, TIFF or PDF files - minimum of 300 dpi; include all fonts. Please email menus to Meghan at [meghan@beach-fun.com](mailto:meghan@beach-fun.com).

**Ad Price:** \$800.00      **Ad & Payment Deadline:** April 20, 2011

Reserve your space by completing the information below & faxing back to 302-227-8351:

Restaurant Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Please check which added value advertising service you want to participate in:

2011 Realtor Bag Season       2012 Visitors Guide

\*Note: Realtor Bag product is due by May 13, 2011 (8,000 pieces). If product is not received, an ad will automatically be placed in the 2012 Visitors Guide.

The 2011 Dining Guide price did not increase! If future printings of the guide are full color, the ad price would increase by \$100.00-\$125.00. Please check yes or no if you would be interested in future Dining Guide advertising in full color.

Yes     No    Comments \_\_\_\_\_

### Chamber Use Only:

Payment: Check (CK# \_\_\_\_\_, DATE \_\_\_\_\_) Visa/MC/AMEX (DATE \_\_\_\_\_) Other (\_\_\_\_\_)

As of 2/18/2011



# 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 January 25 - February 28, 2011. Thank you for your continued support!

Accents, Alley Oop Skim Inc., Aloysius, Butler & Clark, And Breathe, Applied Bank, ART CLOSEOUTS - OCEAN GALLERY, Artisans' Bank, Auto Gallery, Bayside Audiology & Hearing Aid Services, Beach House Rentals, The Beach Retreat, Bead Therapy LLC, Bellinger's Jewelers, Best Fireplace Service and Repair Co., Big Fish Grill, Boardwalk Plaza Hotel, Candy Kitchen Shoppes, Inc., Center Barber Shop, Children's Beach House, Clendaniels Plumbing, Heating & Cooling, Cold Stone Creamery, Comcast of Delmarva, Inc, Communications Cont. Corp., Thomas Conley D.D.S., Courtesy Chevrolet-Cadillac, Cracker Barrel, D.F. Quillen & Sons, Delaware Center for the Inland Bays, Delaweb Designs, Delmarva Document Solutions, Dewey Beach Enterprises, Dockety Design Construction, Dolphin Dreaming, Ellis & Szabo LLP, Fairweather by the Sea, Richard Faull/Patron Member, George Sherman Corp., Grotto Pizza, Hampton Inn, High Seas Motel, Hyett Refrigeration, Inner Reflections Day Spa, The Jetty Group - We Sell Fun! - Maggio Shields Real Estate, Jolly Trolley of Rehoboth Beach, Key Advisors Group, Kings Creek Country Club, Long & Foster Real Estate, MacIntosh Engineering, Marshall, Wagner & Assoc., MasterCrafters, MBM Construction, LLC, Megee Plumbing & Heating Co., Inc., The Melbourne, Met Life Home Loans, Mixx, Mizzen Mast, Never Never Land Kennels, Ocean Atlantic Sotheby's Int Realty, Ocean Medical Imaging, Ocean Travel, Inc., Office Support, Pig & Fish Restaurant Co., Pirates Cove Motel, Rehoboth Bay Realty, Co., Rehoboth Bay Sailing Assoc., Rehoboth Beach Animal Hospital, Rehoboth Beach Yoga Center, Rehoboth Seafood Market, Inc., Rehoboth Toy & Kite Co., Rogers Signs, S.K. Management, Inc., Shademakers Eyeware, Something Comfortable LLC, Tanger Outlet Center, Taylor Termite & Pest Control, Thrashers French Fries, Tunnell & Raysor, The UPS Store, VF Outlet, WDMS Entertainment & Promo., WestStar Mortgage by the Sea, Wheeler, Wolfenden & Dwares, Wilmington University, Windsor's. *Renewals from January 25, - February 28, 2011.*

## Focus On Newsletter Advertising

The Chamber's newsletter is a great way to get your message to members. The newsletter is mailed to the membership list, elected officials and is also inserted into 4,000 Cape Gazette newspapers. The advertising rates for black and white ads are listed below. For deadlines and questions, contact Meghan at 302-227-2233 x16 or meghan@beach-fun.com.

### Business Card Ad

\$50.00. Dimensions: 3.5625" wide x 2.25" high

### Half Page Ad

\$125.00. Dimensions: 7.25" wide x 4.625" high

### Front Page Banner - SOLD OUT!

\$100.00. Dimensions: 7.25" wide x 1.5" high

### Drop Insert

\$99.00. One sheet, folded to 5.5" x 8.5"

*Remaining 2011 issues are: April, May, July/August, September & November/December. Subject to change.*



Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center



**Carol Everhart**  
President/CEO

P.O. Box 216  
501 Rehoboth Avenue  
Rehoboth Beach, DE 19971  
carol@beach-fun.com  
www.Beach-Fun.com

302-227-2233 ext. 13  
800-441-1329 ext. 13  
302-227-6446 Hotline  
302-227-8351 Fax  
302-542-7547 Cell





# Smiley Search

Take a little break and exercise your mind! Search for words that are straight across, down, horizontal, diagonal and backwards.

**Have Fun!**

R	B	Z	S	E	I	R	F	H	C	N	E	R	F	N	F
E	O	X	P	F	T	B	S	A	V	W	T	X	B	P	L
L	A	G	B	K	M	S	U	X	T	O	E	M	R	E	I
U	T	O	I	B	U	E	J	S	W	J	K	V	M	P	P
H	B	Q	S	N	E	A	T	E	R	D	C	I	L	L	F
V	O	B	R	N	S	A	L	A	S	H	U	V	C	H	L
B	A	I	M	T	U	L	C	S	G	L	B	V	A	E	O
D	S	A	R	L	M	T	P	H	A	U	H	I	B	F	P
E	C	V	P	O	L	Q	N	E	E	R	C	S	N	U	S
D	R	A	U	G	E	F	I	L	U	T	T	O	N	A	C
O	F	T	O	U	I	C	C	L	O	U	D	R	S	D	E
C	H	A	I	R	D	U	T	R	T	B	O	T	H	F	I
P	P	P	H	E	T	C	A	E	A	F	B	T	F	S	T
D	N	A	S	H	I	K	J	W	F	R	O	O	L	E	C
D	R	I	U	O	R	P	A	F	F	E	A	U	O	I	A
R	O	P	N	B	X	V	N	P	Y	W	R	C	A	R	N
A	H	I	S	O	E	A	F	I	S	E	D	A	V	F	D
O	L	Z	E	T	F	U	W	S	H	Z	W	L	F	H	Y
B	O	Z	T	H	I	E	V	X	U	P	A	E	M	C	P
F	D	A	R	U	S	E	A	G	U	L	L	V	D	N	M
R	X	T	N	X	H	H	F	F	O	B	K	O	U	E	R
U	Q	G	V	F	F	Y	S	D	C	L	E	H	D	R	N
S	U	N	G	L	A	S	S	E	S	A	F	S	L	F	M

- |           |              |           |            |           |
|-----------|--------------|-----------|------------|-----------|
| Beach     | Cloud        | Lifeguard | Seagull    | Sunset    |
| Boardwalk | Dewey        | Museum    | Seashell   | Surfboard |
| Boat      | Dolphin      | Pizza     | Shovel     | Taffy     |
| Bucket    | Fish         | Rehoboth  | Sun Screen | Towel     |
| Candy     | Flip Flops   | Sand      | Sunglasses | Visor     |
| Chair     | French Fries | Sea       | Sunrise    | Wave      |

**Congratulations to Larry & Dell Tush of Rodney Dunes Pier 12 for guessing the answer to last month's Smiley Search. Question: How many Smileys were located throughout the February newsletter? Answer: 13.**

**APPLE**  
645-5105  
**ELECTRIC**

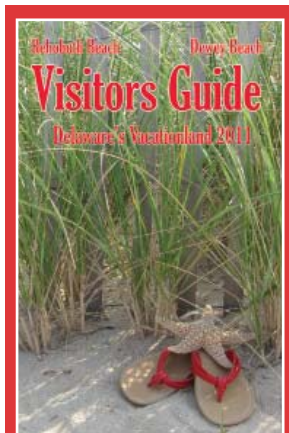
I LOVE  
what I do;  
you will, too!

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



501 Rehoboth Avenue  
P.O. Box 216  
Rehoboth Beach, DE 19971

PRESORT STANDARD  
U.S. POSTAGE PAID  
REHOBOTH BEACH DE  
PERMIT NO. 24



The 2011 Visitors  
Guide is available!