



FOCUS *on*

Mission: To promote business, tourism and civic responsibility.

Our Members Keep Us On The Road!



Many thanks to our Chamber members
Colliers Trim Shop & Sign*A*Rama
for making the Chamber's electric car sparkle on the road!

Resort Area Holiday Happenings

Tell Santa Your Christmas Wish List!



More Holiday Happenings on Page 9!

Santa's house will be on the Boardwalk at the end of Rehoboth Avenue! There is no charge to visit Santa, but donations are appreciated. Don't forget to bring your camera! Santa's House hours are:

Friday, November 25 (RB Tree Lighting)	5:30 PM-8:30 PM
Saturday, November 26	3:00 PM-5:00 PM
Sunday, November 27	1:00 PM-3:00 PM
Saturday, December 3	3:00 PM-5:00 PM
Sunday, December 4	1:00 PM-3:00 PM
Saturday, December 10	3:00 PM-5:00 PM
Sunday, December 11	1:00 PM-3:00 PM
Saturday, December 17	3:00 PM-5:00 PM
Sunday, December 18	1:00 PM-3:00 PM
Sunday, December 18 (Pets Visit with Santa)	3:00 PM-5:00 PM

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

Chairman of the Board Matt Turlinski
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 Susan Tounley-Wood
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CEO/President..... Carol Everhart
Legal Counsel John M. Murray
Legal Counsel Jay Becker
Legislative Consultants..... Andy Stayton
 Mark Lally

Chamber Staff Contact Information

Kate Bell, Events/Visitors Center Ext. 11
 Carol Everhart, President/CEO Ext. 13
 Joy Kidd, Administration Ext. 14
 Patty Burkentine, Membership Ext. 15
 Meghan McCalley, Finance/Marketing .. Ext. 16
 Jay Wiberg, Distribution Ext. 25

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2011 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Nov 17	Exec. Board of Directors Meeting...	10:30am/Jake's Seafood Rt. 1
Nov 17	Full Board of Directors Meeting	11:30am/Jake's Seafood Rt. 1
Nov 18	City of Rehoboth Beach Meeting ...	7:00pm/Commissioners Room
Dec 8.....	Joint Board of Directors Meeting ...	3:30pm/Bethany Blues Rt. 1
Dec 10.....	Town of Dewey Beach Meeting	9:00am/Lifesaving Station
Dec 16.....	City of Rehoboth Beach Meeting ...	7:00pm/Commissioners Room

For additional Chamber meetings, visit www.Beach-Fun.com/meetings

For Holiday Happenings, visit www.Beach-Fun.com/holiday-fun

Business After Hours

Nov 17 Finbar's Pub & Grill 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/

Annual Installation Dinner

Join us for an evening of recognition, year in review film & silent auction!

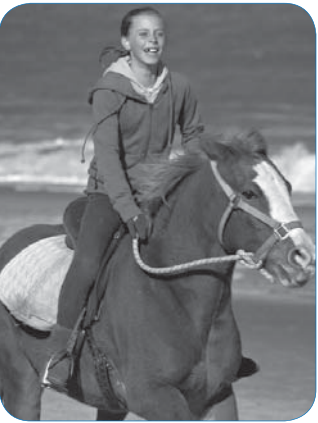
Thursday, January 26, 2012 | Cocktails at 5PM | Program at 6PM

Swan Ball Room at the Atlantic Sands Hotel, Rehoboth Beach, DE

Tickets: \$35.00; \$45.00 at Door | RSVP at 302-227-2233 x. 14



Sea Witch Pictures



Photos by www.PortraitsInTheSand.com

Ask about our party platters

Choose Jakes for your Holiday Party!

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BOYS & GIRLS CLUBS OF DELAWARE

Rehoboth Beach Club
(302) 260-9864
rehoboth_ft_desk@bgclubs.org

Before & After School Care
Monday-Friday
6:30am-8:30am
12:00pm-6:00pm
Ages 5-14

Before School	\$50/week
After School	\$60/week
Before & After School	\$105/week

\$15 annual membership fee



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Brag Board

Thanks for Contribution & Support

November 3, 2011

Dear Ms. Everhart,

Thank you for your contribution and partnership with the Delaware Tourism Office (DTO) in the creation of the Delaware group tour video! Your time and support were vital to the success of the project.



We hope the video will increase group tour visitation to Delaware via bus travel! The Delaware Tourism Office worked to develop a tour and travel video specifically targeted to the motorcoach travel industry by partnering with attractions, Delaware motorcoach companies, and volunteers. The ultimate goal is to inform and educate motorcoach operators that Delaware is an accessible, affordable, and **group tour friendly destination for visitation!**

Delaware Tourism will send you a copy of the video once editing is finalized. The video will be featured on the www.visitdelaware.com website, DTO social media outlets, tour and travel conventions, and more.

We, at the Delaware Tourism Office, are privileged to work with talented tourism professionals that understand the long-term value of unity and collaboration. The tourism community in Delaware quickly assembled to produce a diverse, comprehensive, and unique video that will effectively showcase our fantastic group tour offerings! This is the beginning of what we can accomplish when we collaborate as a team!

Thank you, again, for your support in the development of Delaware's first group tour themed video!

Sincerely,
Linda Parkowski, Director of Tourism
Heather Kenton, Tourism Development Leader

Sea Witch T-Shirt Raffle Winner

Deb Krout was the Sea Witch T-Shirt Raffle Winner, No. 181. She was so excited she wore her winning t-shirt to work! This was her 3rd time at the festival and she always has a great time. Every year, there are more activities that she didn't see in the other years. Great weekend. Deb says the Chamber staff does an excellent job. *Thanks Deb!*



Thanks for Supporting the Festival!

Dear Carol:

This past weekend the 30th Annual East Coast Skimboarding Championships went off and made history as Skimboarders from all over the world graced the sandy slopes of Dewey Beach's infamous shoreline. As the event transitioned into the Zap Amateur World Championships it brought out some of the most exciting heats we have ever seen in amateur competition! Local Skimmer Daniel McDonald dominated the event with impressive victories in the Men's Division, Semi-Pro Division and the always-exciting Super Heat, which places each division's winners into one mega heat to determine the event champion. Despite Sundays scattered thunderstorms skimmers shined all over Dewey Beach with positive energy that could be felt for days after.



Throughout the weekend Skim USA President, Harry Wilson, was praised and awarded with multiple plaques and gifts for his dedication to skimboarding and Skim USA over the past 30 years. Just one of the many great stories that unfolded within this year's dynamic event. It was a weekend filled with fun waves, good vibes, and memories that will last forever!

On behalf of Skim USA and Alley-Oop I would like to thank you and your business for the support and donations that contributed to make this years competition the most successful one to date. We could not do this without your support. Thank you for your generosity! We hope you will partner with us next year and into the future as we continue to push Skimboarding forward.

All the best,
Jason Wilson & Corey Mahoney, ALLEY-OOP SKIM

Facebook Comments

- I flew from NW Arkansas to proposed to Jill on Dewey Beach 3 years ago.... Jill and I (Tim) will spend every fall on Rehoboth and Dewey Beach now, Thanks for all you do. - Tim Collins
- The dancers were amazing! (During the Sea Witch Festival) - Jackie Zagorski



Business After Hours

Special thanks to Kings Creek Country Club, TGI Fridays & Community Bank Delaware for hosting Business After Hours!



Don't flounder around looking for new clients in 2012. Catch their attention with marketing strategies that work!




**Hook
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302.858.5055

Hook PR Group blends **brand storytelling techniques** and innovative **content marketing strategies** that help businesses reel in clients and prospects. Some ideas:

- ⇒ raise your visibility with powerful **press releases**
- ⇒ create greater customer loyalty with **newsletters**
- ⇒ engage online visitors with an informative and persuasive **website** (if your current site is not as effective as you'd like, consider a **web text rewrite**)
- ⇒ position yourself as an expert with **columns** and **blogs**
- ⇒ showcase a fresh identity with a new **logo** and **brochures**

To enjoy a big catch in 2012, call us before Dec. 15 and you'll receive a 15% discount.



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.

Allen Insurance Group

John Allen
410 Delaware Avenue
Wilmington, DE 19801
302-654-8823
www.alleninsurance.com
Service - Insurance

American Deck & Patio

Linda Matthews
19827 Miller Road, Unit 4
Rehoboth Beach, DE 19971
302-227-0800
www.decksindelaware.com
Service - Builder/Contractor

AVIS Budget Group

Vincent Iulianetti
19563 Coastal Highway
Rehoboth Beach, DE 19971
302-227-3041
Service - Auto Sales/Services

B. Gustafson Clock & Watch Repair

Brian Gustafson
403 Federal Street
Milton, DE 19968
302-684-8184
Service - Clock & Watch Repair

Back Bay Art Glass, LLC

Nancy Robinson
110 New Road
Lewes, DE 19958
302-645-1825
www.backbayartglass.com
Retail - Art

Big Chill Surf Cantina

Derek Shockro
19406 Coastal Highway
Rehoboth Beach, DE 19971
302-727-5568
Restaurant/Eatery

Bold Branding

Kate Wilber
1625 Bay Road
Milford, DE 19963
302-542-7017
Service - Advertising/Marketing

Brick Hotel Restaurant & Tavern

Lynn Lester
18 The Circle
Georgetown, DE 19947
302-855-5800
www.thebrickhotel.com
Accommodation - Hotel/Motel

Cake Bar

Jamie Williams
115 Second Street
Lewes, DE 19958
302-645-2253
www.sugarbakerscakes.com
Restaurant/Eatery

Cilantro Cocina De Mexico

Gladys Fernandez
122A Rehoboth Avenue
Rehoboth Beach, DE 19971
302-226-1000
Restaurant/Eatery

D&D Stained Glass and Woodworks

David Lomas
205 Washington Street
Millsboro, DE 19966
302-934-6220
www.ddstainedglass.com
Retail - Art

Dawns Country Market

Dawn Goff
Route One & Cave Neck Road
Milton, DE 19968
302-644-4760
www.dawnsountrymarket.com
Retail - Farmers Market

Delmarva Digital

Alan Cole
220 Laureltowne
Laurel, DE 19956
302-875-7700
www.delmarvadigital.com
Service - Internet Services

Dewey Business Partnership

Kellyann Palladino-Ranieri
Dewey Beach, DE 19971
302-228-3701
Service - Org./Assoc.

Dickens Parlour Theatre

Cheryl DeBois
35715 Atlantic Avenue
Millville, DE 19967
302-829-1071
www.dptmagic.com
Attraction - Theatres/Theatrical

First State Spanish

Mimi Campbell
PO Box 391
Georgetown, DE 19947
302-360-8444
www.firststatespanish.com
Service - Business Services

Fish Window Cleaning

Paul D. Garnett
600 N.E. Front St. Ext.
Milford, DE 19963
302-491-6768
www.fishwindowcleaning.com/dover
Service - Cleaning Services

FLEX World Fitness

Heidi Helou
20930 Dupont Blvd., Suite 103
Georgetown, DE 19947
302-856-7771
www.flexworldfitness.com
Service - Exercise

Food by Design Catering

Deborah Vescovi
Rehoboth Beach, DE 19971
302-228-1430
www.foodbydesign.biz
Service - Caterers

Green Gavel Auction

Ben Twilley
110 Baulkin Drive
Hartly, DE 19953
302-734-2432
www.greengavelauction.com
Service - Auctioneer

Heidi Lowe Gallery

Heidi Lowe
328 Rehoboth Avenue
Rehoboth Beach, DE 19971
302-227-9203
www.heidilowejewelry.com
Retail - Jewelry

Hook PR Group

Patricia Rivera
Lewes, DE 19958
302-858-5055
www.hookpr.com
Service - Advertising/Marketing

In 2 Soles

Jane Klein
170 Rehoboth Avenue
Rehoboth Beach, DE 19971
302-226-5202
www.in2soles.com
Retail - Apparel & Accessories

Jam Bistro

Danielle Panarello
21 Baltimore Avenue
Rehoboth Beach, DE 19971
302-227-3330
www.edenrestaurant.com
Restaurant/Eatery

K-Coast Surf Shop Outlet

Rob Lister
36474 Seaside Outlet Dr., #1550
Rehoboth Beach, DE 19971
302-227-7178
www.kcoast.com
Retail - Apparel & Accessories

Klink Ink Murals & Custom Painting

Christina Klink
P. O. Box 454
Milford, DE 19963
302-381-4108
Service - Painting

KSI

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

Lavender Fields at Warrington Manor

Marie Mayor
18864 Cool Spring Road
Milton, DE 19968
302-684-1514
www.lavenderfieldsde.com
Retail - Attraction

Lilypad Children's Boutique

Paige Fitzgerald
149 Rehoboth Avenue
Rehoboth Beach, DE 19971
302-227-4464
www.lilypadchildrensboutique.com
Retail - Apparel & Accessories

Little Egg Harbor Soap

Kathy Notaro & Cindy Dera
129C Rehoboth Avenue
Rehoboth Beach, DE 19971
302-260-9813
www.littleeggharborsoap.com
Retail - Gifts & Specialty Shops

Magnolia Street Antiques

Ginny Gallagher
118 Magnolia Street
Milton, DE 19968
302-344-9139
www.magnoliastreetantiques.com
Retail - Antiques

People's Place

Claudia Pena Porretti, JD
1129 Airport Road
Milford, DE 19963
302-422-8033
Service - Org./Assoc.

Proud Bookstore

Jocques LeClair
149 Rehoboth Ave., Suite 6B
Rehoboth Beach, DE 19971
302-227-6969
Retail - Books

The RockTeam

Patricia Kirby Gibler
17577 Nassau Commons Blvd
Ste. 102
Lewes, DE 19958
302-827-2681
www.rockteam.com
Service - Computer Sales/Services

Shore Break Lodge

Matt Sprenkle
10 Wilmington Avenue
Rehoboth Beach, DE 19971
302-227-9752
Restaurant/Eatery

SJH Cleaning

Shelby Grant
39 Wanoma Circle
Rehoboth Beach, DE 19971
302-344-9130
www.sjhrehoboth.com
Service - Cleaning Services

Skipper's Biscuit Company

Pamela Rutherford
Lewes, DE 19958
302-841-7003
www.skipperscompany.com
Retail - Pet Services

Smokin D'z BBQ

Katherine Birl
Corner of Route One
& Cave Neck Road
Milton, DE 19968
302-542-9931
Restaurant/Eatery

Spirit Talking Spirit Walking Life Coach

Elizabeth Jones
36252 Rolling Lane
Rehoboth Beach, DE 19971
302-745-8851
Service - Coaching-Personal/Business

Starkey & Co. P.A.

John Lingo
1043 N. Walnut Street
Milford, DE 19963
302-422-0108
Service - Financial Services

Sterling Life Insurance Company

Ryan O'Shurak
522 S. Walnut St., Suite B
Wilmington, DE 19801
302-778-2798
www.sterlinghealth.com
Service - Insurance

Tail Bangers

Lisa St. Clair
34814 Long Neck Road, Unit 2
Millsboro, DE 19966
302-947-4900
www.tailbangers.com
Service - Pet Services

Unique Boutiques

Joe Brinton
17370 Coastal Highway
Lewes, DE 19958
302-827-2286
Retail - Gifts & Specialty Shops

Check It Out!



More New
Members
on Page 8!

Members In The Spotlight

► Wendy McGehrin, Executive Unit Leader, Ind. AVON Representative

This is the company that puts mascara on lashes and food on tables. That fights wrinkles on one hand and breast cancer with the other. That knows the value of a perfect lip, but still opens its mouth and speaks out against domestic violence and for women's financial independence.



This is the company that not only brings beauty to doors, but also opens them. The company that supports 6 million representatives in over 100 countries. This is AVON. The company that for 125 years has stood for beauty, innovation, optimism and above all, WOMEN.

For more info, contact Wendy McGehrin, Executive Unit Leader, Independent AVON Representative at 877-337-EARN (3276) or www.YourAVON.com/wendy. ♦

► Wanda's Pet Service

Because Your Pets Deserve the VERY Best! When you're gone for holidays, vacations, weekend get-a-ways, or even while you're at work, who is looking after your loved ones? You know, the furry ones on all fours, or perhaps with wings, or even fins? Do you worry all the while that your pet is not getting the love and attention they deserve?

Why worry when you can have Wanda's Pet Service do the job for you and do it right. You need peace of mind. Feeding, walking, playtime, applying medicine, trips to the vets/groomer, or a stay at our cageless kennel... Licensed/Bonded. For more information, call 302-339-0376 or visit www.wandaspetservice.com. ♦

► First State Spanish

First State Spanish provides Spanish-language services and instruction for businesses and individuals including:



One-on-one & small group lessons (for adults and children) to learn Spanish faster and quickly put skills into practice; Tutoring for students to raise confidence and performance in Spanish class; Written translations & oral interpretations to better communicate with Spanish-speaking clients or employees; Workplace Spanish training to learn easily the targeted vocabulary and phrases for any given industry; Community classes to practice conversational skill.

To learn more about their services, call 302-360-8444 or visit www.firststatespanish.com. ♦

► Hook PR Group

Hook PR Group combines brand storytelling techniques and innovative content marketing strategies to help businesses reel in clients and prospects.



First, staff will ignite your brand personality and promise through the use of a strategic storytelling. Then, they'll employ simple tactics – blogs, columns, press releases, newsletters, discussion forums and more – to elevate your brand and transform your company into a trusted industry expert.

Not reeling in as many clients as you'd like? You might need better bait. Call today for a free brainstorming session, 302-858-5055, or drop a line to editors@hookprgroup.com. Find great tips at their blog, www.hookprgroup.com. ♦

New Members Continued from Page 7

Verizon Wireless of Rehoboth

Terrence Riddle
37156 Rehoboth Avenue
Rehoboth Beach, DE 19971
302-227-1357
Retail - Cellular & Wireless Service

Wanda's Pet Service, Inc.

Wanda Davis
302-339-0376
www.wandaspetservice.com
Service - Pet Services

Wells Fargo Advisors

Stephen B. Letendre
18489 Coastal Highway, Ste. 1
Rehoboth Beach, DE 19971
302-644-2795
Service - Financial Services

The Wooden Indian, Ltd.

Joseph S. Yasik
25 Baltimore Avenue
Rehoboth Beach, DE 19971
302-227-8331
Retail - Gifts & Specialty Shops

Wu's Kitchen

NaNa Wu
19324 Lighthouse Plaza Blvd., #2
Rehoboth Beach, DE 19971
302-226-1788
Restaurant/Eatery

If you have questions regarding membership and services, call Patty at 302-227-2233 x15 or send an email to membership@beach-fun.com.

More Holiday Happenings



Rehoboth Beach Tree Lighting

The Rehoboth Beach Tree Lighting festivities will take place on **Friday, November 25th** at 7:00 PM. It's a hometown tradition! Join the fun with a hometown sing-a-long from 6:00 PM-7:00 PM with Singer/Songwriter Doug James and his good friend Mrs. Claus! Hot chocolate will be served.

Dewey Beach Tree Lighting

The Dewey Beach Tree Lighting festivities will take place on **Saturday, November 26th** from 5:30 PM-7:00 PM at Fifer's Orchards market. Parking is free on any street in Dewey. Attendees are encouraged to bring their family, refreshments, and their Christmas Spirit!

Rehoboth Beach Farmers' Holiday Market

The Rehoboth Beach Farmers' Market Holiday Market will be held on **Saturday, November 26th** in Grove Park from 12:00 Noon-3:00 PM. Many of your favorite vendors will be there and holiday decorations & goodies are available. Visit www.rbfarmersmarket.com for details.

Community Unity Spaghetti Dinner

The dinner will be held on **Sunday, December 4th** from 4:00 PM-7:00 PM at the Convention Center, presented by Main Street and food provided by Nicola's Pizza. Tickets sold at the door: \$8 dollars per person, free admission for kids under 6. For more info, contact Rehoboth Beach Main Street at 302-227-2772 or visit www.downtownrehoboth.com.

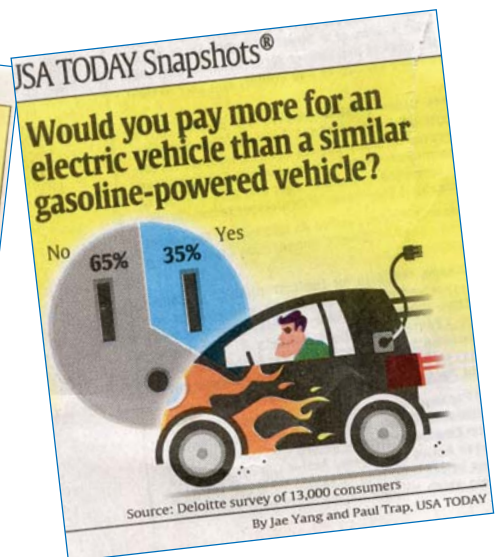
Rehoboth Beach Hometown Christmas Parade

The parade, sponsored by the Rehoboth Beach Volunteer Fire Company, will be held on **Tuesday, December 6th** from 6:30 PM-8:00 PM. For more information and sponsor/registration forms, please contact RBVFC Christmas Parade at christmasparade@rehobothbeachfire.com or 302-227-8950 ext. 6.

Check it out at www.Beach-Fun.com!

Visit www.Beach-Fun.com/Holiday-Fun to stay up to date on holiday fun and remember, your shopping, dining and stay in the Resort Area is TAX-FREE!

Hmmm...Did You Know???



REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2010 vs. 2011

Date	Room Count	Weather	Event
August 26-28, 2011	988	Evacuation	Hurricane Irene
August 27-29, 2010	2,727	80's, Sunny	No Event
September 2-4, 2011	3,443	70's, Sunny	Labor Day
September 3-5, 2010	2,656	80's, Sunny	Labor Day
September 9-11, 2011	3,226	70's, Sunny	Pow Wow
September 10-12, 2010	2,773	70's, Sunny	Pow Wow
September 16-18, 2011	3,427	60's, Sunny	Polkamotion
September 17-19, 2010	2,904	70's, Sunny	Polkamotion
September 23-25, 2011	3,169	70's, Cloudy	No Event
September 24-26, 2010	2,732	80's, Sunny	Elvis Festival
Sept. 30-Oct. 2, 2011	3,179	80's, Sunny	Nascar
October 1-3, 2010	2,663	70's, Sunny	Sidewalk Sale
October 7-9, 2011	3,427	70's, Sunny	Sidewalk Sale
October 8-10, 2010	2,854	70's, Sunny	Greyhounds
October 14-16, 2011	2,861	50's, Cloudy	Jazz Fest
October 15-17, 2010	2,321	60's, Sunny	Jazz Fest
October 21-23, 2011	2,606	60's, Sunny	No Event
October 22-24, 2010	1,949	60's, Sunny	Skim Fest, Sea Witch
October 28-30, 2011	2,541	30's, Nor'easter	Sea Witch Festival
October 29-31, 2010	2,798	60's, Sunny	Sea Witch Festival

- 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

	2011	2010	2009	2008	2007
AUG	2,831.....	2,669	2,876	3,878.....	3,704
SEPT	1,578.....	1,768.....	1,987	1,907.....	2,091
OCT	1,310.....	1,190.....	1,183	1,932.....	1,520

"To swear off making mistakes is very easy. All you have to do is swear off having ideas."

Leo Burnett, Ad Man

DE Dept. Of Labor Statistics

(September 2011); Delaware's seasonally adjusted unemployment rate in September 2011 was 8.1%, unchanged from August 2011. There were 34,600 unemployed Delawareans in September 2011 compared to 35,300 in September 2010. The U.S. unemployment rate was 9.1% in September 2011, unchanged from August 2011. In September 2010, the U.S. unemployment rate was 9.6%.
Source: DE Monthly Labor Review; Vol. XVIII, Number 10, 10/21/11.

REPORTS *and* STATISTICS

Website Results - www.beach-fun.com

Top Website Pages Viewed - October 2011

Page on Site.....	Page Views
1 Sea Witch Festival Page	32,465
2 Sea Witch Calendar of Event Page	5,193
3 Calendar of Event Page	3,664
4 Merchandise.....	1,774
5 Activities.....	1,248
6 Sea Witch 2010 (Photos)	1,192
7 Beach Jobs.....	1,070
8 T-Shirts	924
9 Search	840
10 Interactive Dining Guide.....	743
11 Hotels/Motels.....	697
12 Vacation Planning Kit.....	680
13 Rehoboth Beach Info.....	669
14 Contact	580
15 Weather/Evacuation/Etc	531
16 Dewey Beach Info.....	515
17 Sidewalk Sale	512
18 Photo Video Tour.....	452
19 Sea Witch Official T-Shirt	448
20 Sea Witch 2010	448

Top 10 States to Visit Site - October 2011

1 Delaware	11,445
2 Pennsylvania	9,031
3 Maryland.....	4,781
4 District of Columbia	2,650
5 Virginia	1,549
6 New York.....	1,488
7 New Jersey	1,262
8 California	321
9 Illinois	318
10 Ohio	244

Website Visits & Bounce Rate August 2010 vs. 2011

2010 - 29,633 visits
24,341 absolute unique visitors
31.19% bounce rate
3:25 average time on site
2011 - 33,141 visits
26,721 absolute unique visitors
47.84% bounce rate
2:27 average time on site

Website Visits & Bounce Rate September 2010 vs. 2011

2010 - 17,374 visits
14,283 absolute unique visitors
35.78% bounce rate
2:51 average time on site
2011 - 15,886 visits
12,881 absolute unique visitors
46.23% bounce rate
2:41 average time on site

Website Visits & Bounce Rate October 2010 vs. 2011

2010 - 23,437 visits
18,974 absolute unique visitors
39.77% bounce rate
2:18 average time on site
2011 - 35,359 visits
26,329 absolute unique visitors
46.09% bounce rate
2:09 average time on site

Delaware's Bank.

With 49 locations,
over 400 ATM's and growing.

WSFS 
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Congratulations to our Members Celebrating with Ribbon Cutting Ceremonies



AVON-Wendy McGehrin



Magnolia Street Antiques



Turnstone Builders



Stephan & Co.



The Rock Team



Hatley of Rehoboth Beach



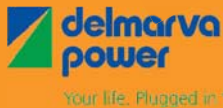
Sea Witch Wrap Up



The Chamber of Commerce would like to thank all of our 100+ Mummies, Volunteers and Sponsors. With your help, the Sea Witch Festival continues to be a spooktacular event! Mark your calendar for the 23rd Annual Sea Witch Festival on October 26-28, 2012!



Some Photos Provided by PortraitsInTheSand.com





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 August 24, 2011 - November 7, 2011.

Thank you for your continued support!

A.G. Renovations, Inc., Ad-Art Sign Company, All-Shred Inc., Ancient Art Tattoo Studio, Inc, Angel Scents of Delaware, Atlantic Seafood Co., Atlantic View Motel, Avenue Inn, Awnings by Coastal Sunrooms Inc., Basic Computer Solutions, Inc., Bay Road Package Store, Bayhealth Plastic & Aesthetic Surgery Center, Beach Babies Child Care, Beach View Motel, Blood Bank of Delmarva, Capriotti's Sandwich Shop, Pamela Carlon/Long & Foster, Casapulla's South, Children's Beach House, Inc., Citizens Bank-RB Location, Clean Energy USA, LLC, Cleanbeaches by Tony Johnson Crivella, Coastal Point, Colonial East, Comcast Spotlight, Jeffrey Cooper, DMD, PA, Country Club Estates Property Owners, Harry Crowley/Patron Member, Davis, Bowen & Friedel, Inc., DE Beaches, Yogi Bear's Jellystone Park Camp Resort, Delaware Breast Cancer Coalition, Inc., Design Center of Rehoboth (DCOR), Divine Redesign, Dunkin' Donuts/Baskin Robbins, Farmer Girl Exotic Gardens, Jeffrey Fowler/Re/Max, Girl Scouts of the Chesapeake Bay Council, Great Scott Broadcasting, Groves Real Estate, Grub Grocery, Halpern Eye Associates, Hartstrings, Heritage Antique Market, Hickory Printing Solutions, LLC, I.G. Burton, Indian River Lifesaving Station, Indian River Marina, Region of Delaware State Park, just COMFORT shoes, Kalmar Nyckel Foundation, Kids Cottage, LLC, La Red Health Center Inc., Lewes Historical Society, Logo Motive, Lyons Companies, Melson Appraisal Services, Millman's Appliances, Murphy Electric, Inc., Nassau Valley Vineyard, Ocean Aerial Ads, Inc., Original Smith Island Cake Company, P.D. Lovett & Co., Page Printing Connection, Perfect Wedding Guide, Polkamotion Polka Festival, Progar & Company, P. A., CPA, Rehoboth Guest House, Rehoboth Home Services, Rodney Dunes Pier 12, Ronald M. Coffin General Contractors Inc., Save Our Lakes Alliance, Schell Brothers, Sea Voice Beach House, Sterling Optical, Sugar Fly Studios, Inc., Superfresh Food Markets, Sussex County Habitat for Humanity, Sussex Eye Center, PA, Tall Pines Resort Community & Campground, Taylor Termite & Pest Control, Tidewatch Accommodations, Tidewater Utilities, Inc., Town of Dewey Beach, Vantage Point Solutions Group, Walgreens, Wealth Management Group, LLC, Wellness Community - Delaware, WestStar Mortgage by the Sea, WMDT-TV-Channel 47. Renewals from August 24 - November 7, 2011.



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The Art of Problem Solving

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1 Make time to think. Google gives its engineers one day a week to work on personal projects the company might benefit from. Joey Reiman, an Atlanta-based innovation consultant for firms like Coca-Cola and Delta Air Lines, rewards his employees with five annual "Your Days" (plus nearly five weeks of vacation!) to get out of the office and do some blue-sky thinking. Sadly, Reiman tells Inc. magazine, the last bastions of creative thinking are "the car, the John, the shower, the church or synagogue, and the gym."

2 Turn work into play. Cashiers at Target play a game that gives them instant feedback on their checkout speed, says Aaron Dignan, author of *Game Frame: Using Games as a Strategy for Success*. And Netflix famously offered a \$1 million prize to the first team—employees or not—to improve the company's software. "These companies are improving their business with games, but they're also keeping employees engaged and creating competition," says Dignan.

3 Learn from catastrophe. "Success is inspirational; disaster is educational," says Chunka Mui, a management consultant and coauthor of *Unleashing the Killer App*. "There's no formula for innovation; there are too many special conditions to any success story," but everyone can learn from the mistakes of the past. How? Mui says his own aha moment came from Steve Jobs's famous commencement address at Stanford, in which he talked about connecting the dots between his failures and how it led to his success. Find it on YouTube; search for Steve Jobs and Stanford.

4 Chuck the rules. Try "white space management," says forbes.com blogger Adam Hartung. What's that? "No rules. Not really any plans. No forecasting markets." And no trying to out-smart clients, users, or customers. Sounds a little out there, but Hartung, an author and a consultant to Fortune 500 firms, says that's exactly the strat-

7 Smash routine. Try something new. Joey Reiman's company holds an annual event at which employees are invited to tackle something they've never done, like skydiving or giving a big presentation. Mark Runco, a professor of creative studies at the University of Georgia, uses simple tricks to keep his creative edge: He

**One company gives every employee two "I screwed up" cards.
Message: Take a few risks.**

egy Facebook applied to succeed (users guided the company to what they wanted), while its forerunner Myspace, saddled with highly paid corporate management, fell far behind.

5 Think like a kid. Free your mind and eliminate your "inner detractor," says Darya Zabelina, of Northwestern University, who studies creativity in children. How? One tried-and-true way, according to Julia Cameron, a novelist and play-wright who has been teaching creativity for 25 years, is to write three pages—in long-hand—first thing every morning about whatever comes to mind, no second-guessing, no editing. It's a "mental DustBuster," Cameron tells U.S. News & World Report, "sucking up the negativity that might inhibit creativity later."

6 Banish fear. Josh Linkner, founder of ePrize, an interactive promotions agency, knows of a company that issues its employees two "I screwed up" cards. Workers are encouraged to take creative leaps, and if they fail? "No questions asked, you're off the hook," Linkner tells Industry Week. And, he notes, when doing annual reviews, supervisors "get kind of mad" if employees haven't used both cards.

never drives the same route twice and mixes his slacks, shirts, and jackets in surprising ways.

8 Break it down. Chuck Close, the celebrated portrait artist, embarked upon the work that changed his career when he "found a way to break down a complicated image into a lot of small, bite-size pieces." As a student with learning disabilities, Close was an undisciplined artist, easily overwhelmed by big projects and not very good at "flying by the seat of my pants," as he tells Kurt Andersen in *Spark: How Creativity Works*. "I found it to be particularly helpful to use a grid to isolate one small piece that I could work on and forget about the rest of the picture."

9 Use feedback and rewards. A quick "great job" e-mail from a manager increases the likelihood of creative risk-taking in most employees. If you're not getting feedback, ask for it. Rewards should vary. Dignan suggests that managers reward star employees with challenges that will develop new skills. "Helping expand their repertoire will help keep them engaged and performing at a high level."

Readers Digest, May 2011



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Plus, help us reach our goal of collecting 1,000 toys for local kids! Drop off new, unwrapped toys to our office located at 18854 John J. Williams Highway, Rehoboth Beach (corner of Rt. 1 & Rt. 24)

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Merry Christmas
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