



FOCUSon

February 2014

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



Our Local Stars Recognized

The Chamber Board of Directors, Award Winners, Sponsors and Volunteers were all recognized before a sell out crowd at the 2014 Installation Dinner held at the Atlantic Sands Hotel!



Rachel Webster & Keith Martin



Keith Martin



Chris Weeks & Keith Martin

Keith Martin receives his gift for completing the first year of his two year term as Chairman of the Board. Rachel Webster and Chris Weeks were recognized for their 10 years of service on the Board of Directors.

2014 Chamber of Commerce Board of Directors

Executive Board: Keith Martin · Hotel Rehoboth, Chairman of the Board; Paul Kuhns · Arena's Deli, First Chair; Jay Becker · Hudson, Jones, Jaywork & Fisher, Second Chair; Steve Montgomery · Bethany Blues/Starboard, Third Chair/Treasurer; Matt Turlinski · Lighthouse Inn Bed & Breakfast, Immediate Past Chairman.

Board of Directors: Marvin Carney · MLC Productions; Jerry Esposito · Tidewater Utilities, Inc.; Chip Hearn · Peppers/Ice Cream Store; Bill Klemkowski · Jake's Seafood House; Dale Lomas · Crosswinds Motel/Atlantic Liquors; Rob Marshall · Atlantic Oceanside Motel; Michael Meoli · McDonald's/Hampton Inn; Kyle Morgan · Mercantile Processing Inc.; Scott Swingle · WSFS Bank; Vicki Tull - Ocean Atlantic Sotheby's Intl' Realty; Rachel Webster · Rehoboth Toy & Kite Co., Chris Weeks · Becker Morgan Group; Kay Wheatley · Rehoboth Products Company; Susan Townley Wood · The Cultured Pearl/Grub Grocery/The Shops at Pearl



Jay & Tara Becker



Pete Schwartzkopf, Ernie Lopez & Dennis Forney



Scott Thomas & Monty Montgomery

Check out pages 5, 8 and 9 for list of winners! Photos posted on Facebook!

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
Member Hotline · 302-227-6446
Fax · 302-227-8351
rehoboth@beach-fun.com
www.Beach-Fun.com

Chairman of the Board Keith Martin
First Chair Paul Kuhns
Second Chair..... Jay Becker
Third Chair/Treasurer Steve Montgomery
Immediate Past Chair Matt Turlinski

Board of Directors

Marvin Carney	Scott Swingle
Jerry Esposito*	Rachel Webster*
Chip Hearn	Chris Weeks
Bill Klemkowski	Kay Wheatley
Dale Lomas	Susan Townley-Wood
Rob Marshall	Vicki Tull
Michael Meoli	*At Large Directors
Kyle Morgan	

CEO/President.....Carol Everhart
Legal Counsel John M. Murray
Legal Counsel Jay Becker
Legislative Consultant Mark Lally

Chamber Staff Contact Information

Visitors Center StaffExt. 0
Katie Bragg, Sue Krick, Susan Maclary, Daria Rowe
Kate Bell, Events Ext. 11
Carol Everhart, President/CEO Ext. 13
Joy Kidd, Administration..... Ext. 14
Patty Burkentine, MembershipExt. 15
Meghan McCalley, Finance/Marketing Ext. 16
Linda Mills, Administration.....Ext. 18
Elsa Munoz, Distribution.....Ext. 25

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2014 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Feb 8	Town of Dewey Beach Meeting	9 am/Lifesaving Station
Feb 19	Business2Business Expo	3-8 pm/Dover Downs
Feb 21	City of Rehoboth Beach Meeting	7 pm/Commissioners Room
Mar TBD ..	Exec. Board of Directors Meeting.....	10:30 am/Jake's Seafood, Rt. 1
Mar TBD....	Board of Directors Meeting	11:30 am/Jake's Seafood, Rt. 1
Mar 5.....	Business Resiliency Check Up	9-11 am/Hampton Inn, Reh Bch
Mar 8.....	Town of Dewey Beach Meeting	9 am/Lifesaving Station
Mar 21	City of Rehoboth Beach Meeting	7 pm/Commissioners Room

For more Resort Area Events, visit www.Beach-Fun.com

2014 Business After Hours

Members are invited to attend monthly Business After Hours! These mixers are a great opportunity to meet and network with your fellow Members. Each event runs from **5-7 PM**. A \$1.00 donation is collected at the door which creates the pot for the 50/50 raffle. Business card drawings are held and door prizes are given out to the lucky winners!

- Thursday, February 20** · Jake's Seafood, Coastal Hwy
- Thursday, March 13** · Starboard Restaurant
- Thursday, April 3** · Member Showcase at Hyatt Place, Dewey Beach
- Thursday, May 15** · To Be Determined
- Thursday, June 19** · Ivy
- Thursday, September 17** · Dos Locos
- Thursday, October 9** · Cilantro
- Thursday, November 20** · Atlantic Sands Hotel
- Thursday, December 11** · Bethany Blues, Lewes

Membership Meetings

Wednesday, February 26, 2014

Guest speakers **DELAWARE TECH** and Ileana Smith and Chris Moody of Delaware Technical Community College. They will present the Village Shops and One Million Cups Programs.

The luncheon will be held at the Atlantic Sands Hotel in downtown Rehoboth Beach.

Thursday, March 13, 2014

Guest speaker will be the State of Delaware Governor, Jack Markell.

The luncheon will be held at Kings Creek Country Club in Rehoboth Beach.



Luncheons are \$16.00 per person. RSVP to Joy at 302-227-6446 or joy@beach-fun.com

HOLISTIC HEALTH FAIR

Saturday, March 29, 2014

9:30 AM - 4:30 PM at Cape Henlopen High School. Admission is FREE! Visit www.edendelmarva.org for updates!

Come enjoy the day with your family! Education programs and exhibitors will inspire, entertain and help you to be radiant and healthy!

Brought to you by:



Highlights of Fair: Gymnasium full of great exhibitors and vendors, Kid's Zone, demonstrations, workshops, and organic & natural foods in cafeteria.

Key Note Speaker: Dr. Nancy Gahles, DC, CCH at 1PM. "The Power of Self Care." Navigate the changing healthcare options while you invest in your own wellness.

Plus...meditation, green solutions, essential oils, acupuncture, therapeutic & healing touch, chiropractic medicine, organic food, solar power, yoga, natural beauty products, naturopathic medicine, ayurvedic medicine, energy medicine, Falun Dafa, medical imaging and more!

IAN MCCONNEL SPEAKS TO CHAMBER MEMBERSHIP

On January 9, 2014, Delaware Chief Deputy Attorney General Ian McConnell spoke at the Chamber's General Membership Meeting held at Kings Creek Country Club. He explained how the Attorney's General office operates and answered questions from the audience.



Ian McConnell & Keith Martin



Ernie Lopez & Chris Moody



Mike Meoli & Chris Weeks



Members having fun!

Service at the Beach

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MILTON - LEWES - REHOBOTH





BRAG BOARD



Dewey Goes Pink Donation

Staff from the Delaware Breast Cancer Coalition (DBCC) visited the Starboard in Dewey Beach on Tuesday, November 19th to receive a remarkable donation from the Third Annual Dewey Goes Pink 5K held on October 5th. The 5K was held in memory of Barbara "Gugie" Montgomery, the mother of Starboard owner Steve "Monty" Montgomery. The proceeds benefit the Barbara "Gugie" Montgomery Memorial Fund for the DBCC. Dewey Goes Pink raised \$46,000 this year and nearly 1,700 people were in attendance to celebrate.



Pictured from left to right: Senator Ernie Lopez, Sue Ryan, Connie Holdridge, Adam Howard, Steve Montgomery & House Speaker Pete Schwartzkopf

Congrats to the Starboard!

The Starboard was ranked as the **#1 Bar in Delaware** amongst the Top 50 Bars in America by Buzztable and FourSquare in 2013.



Meineke Franchisee of Year Award

Congratulations to Dave Repass, owner of the Meineke Car Center in Lewes for being awarded the Meineke's Corporate Franchisee of the Year Award. The business was presented the award because of breaking their own sales record and exceptional customer service.



The business is located at 16756 Coastal Highway in Lewes. For more information, call 302-827-2054 or visit www.lewesmeineke.com.

Thanks for Your Help!

I picked up a copy of the 2014 Visitors Guide on Thursday. I want to thank you on behalf of The Fort Miles Historical Association for your cooperation in making our first entry in the Visitors Guide a great experience. Your help and guidance enabled George Ward, Kae Johnson, and Ann Ward plus the help from the State Parks to get the job done. We are pleased with the result and look forward to working with the Chamber administration and members on future projects.



Regards, Mike Dunkes
Fort Miles Historical Association
www.fortmiles.org, 302-645-6852

Businesses Donate to Epworth UMC Skate Project

Local businesses have donated to the Epworth UMC Skate Project. The Skate Project has raised over \$40,000 toward their \$50,000 goal and is aiming to build a concrete skate park on the grounds of Epworth UMC Church on Holland Glade Road in Rehoboth.

For information on how to contribute, contact Kathy Scott at 302-645-1517 or visit www.eumcrb.org/sk8.



Grotto Pizza



Boulevard Ford



Del-Shore Design & Build



Dewey Beach Lions Club

Installation AWARD WINNERS & RECOGNITIONS

Mae Hall McCabe Award

Rob Marshall

Business of the Year

Dogfish Head Brewings & Eats

50 Years or More in Business

Cape May-Lewes Ferry

Chamber Volunteer of the Year

Darryl O'Connor

Dewey Beach Volunteer of the Year

Harry Wilson

Dewey Beach Lifeguard of the Year

Craig Young

City of Rehoboth Beach Special Recognition

Sam Allen, City Electrician

Scholarship Award Winners

Tracy Jones - Chamber of Commerce

Justin Smarte - Delaware Coast Press

Charles "Chaz" Gouert - WDMS

Individual Service Awards

Wendy O. Baker – Former member of
RBDBCC Board of Directors

Matt Turlinski – 10 Years of Service

Rachel Webster – 10 Years of Service

Chris Weeks – 10 Years of Service

Kay Wheatley – 20 Years of Service

Pat Coluzzi– Former City of Rehoboth
Beach Commissioner

20+ Years Chamber Membership

Cape Gazette, Ristorante Zebra, and Silver
Lake Bed & Breakfast

Special Volunteer Recognitions

Cheryl Cannon representing the Mariner
and Beacon Middle School AVID
Programs, Katie Handy, Rick Kidd,
Bill Klemkowski, Jim Laird, Larry Lanouette,
Marcia Maldeis, Chris Maliszewski,
Donnie Mayles, Pam McCutcheon,
Stan Mills, Gwen Osborne, George
Palmer, Diane Pringle, Zeke Przygocki,
Adam VanVorst, and Rachel Webster

Top Sponsorship Recognitions

7 Eleven, Affinity Energy Management,
Applebees Neighborhood Bar & Grill,
Atlantic Liquors, Atlantic Sands Hotel &
Conference Center, Berkshire Hathaway
HomeServices Gallo Realty, Bethany Blues,
Cape Gazette, City of Rehoboth Beach,
County Bank, Crabby Dick's Marketplace
& Grill, Crosswinds Motel, Delaware
Today, Delmarva Broadcasting Company,
Delmarva Power, Discover Bank, Dos
Locos, Finbar's Pub & Grill, Fulton Bank,
Delaware Division, Grand Rental Station,
Great Scott Broadcasting, Ivy, Holland
Jewelers Inc., Jake's Seafood House, Kings
Creek Country Club, Kiwanis of Coastal
Delaware, LC Homes, M & T Bank,
Mariachi Restaurant, Nemours Health &
Prevention Services, PNC Bank, Rehoboth
Beach Animal Hospital, Starboard
Restaurant, Sussex County Federal
Credit Union, Tanger Outlet Center, TD
Bank, Town of Dewey Beach, W.D.M.S.
Entertainment and Promotion, WBOC TV
16, WMDT-TV- Channel 47, WRDE TV
MyRTV 9, and WSFS Bank

CHECK OUT pages 8-9 for
pictures and comments!



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.

Envision

Katie Miller
18756 Coastal Highway
Rehoboth Beach, Delaware 19971
302-645-4789
www.envisionrehoboth.com
Retail - Optometry

Fort Miles Historical Association

Gary Wray & Mike Dunkes
Cape Henlopen State Park
Lewes, Delaware 19958
302-645-6852
www.fortmiles.org
Attraction - Museum

Heart and Home Gifts and Accessories

Nina Sneerinyen
Pike Creek/Newark/Peoples Plaza
Delaware
302-999-8980
Retail - Apparel & Accessories

The Lutheran Church of Our Savior

Arlene Torres
20276 Bay Vista Road
Rehoboth Beach, Delaware 19971
302-227-3066
Service - Church

Miss Pixie's By The Sea

Pixie Windsor
40 Baltimore Avenue
Rehoboth Beach, Delaware 19971
302-226-8171
www.misspixies.com
Retail - Gifts & Specialty Shops

Otto's Sandwich Shop

Carrie Otto
4 North First Street
Rehoboth Beach, Delaware 19971
315-225-2978
Restaurant/Eatery

Simply Dressed

Bernard Fensterwald
33 D Baltimore Avenue
Rehoboth Beach, Delaware 19971
302-227-2818
www.simply-dressed.com
Retail - Apparel & Accessories

St. George's Chapel Thrift Shop

Richard Faull
31507 Oak Orchard Road, Unit 8
Rehoboth Beach, Delaware 19971
302-945-5455
Retail - Apparel & Accessories

The Residences at Lighthouse Cove

Laura Henne
1301 Coastal Highway
Dewey Beach, DE 19971
302-212-0002
www.theresidencesde.com
Real Estate

Times Printing Co., Inc.

Bob Spieker
100 Industrial Drive
Random Lake, Wisconsin 53075
856-810-1830
www.timesprintingco.com
Service - Printer

US Lawns

Bruce Maldomian
Lewes, Delaware 19958
302-448-1363
www.uslawns.net
Service - Landscaper

Wade Thompson: Edward Jones Investments

Wade Thompson
19323 Lighthouse Plaza Blvd.
Rehoboth Beach, Delaware 19971
302-227-2771
www.edwardjones.com
Service - Financial Services

MEMBERS *in the* SPOTLIGHT

► At The Beach Repairs & Maintenance

At The Beach Repairs & Maintenance, a Division of Custom Framers Inc., is a "Complete Home Builder". Great pride is taken in their craftsmanship and commitment to excellence.



They provide clients with the service and satisfaction your commercial and residential needs deserve, including maintenance for rental properties and repairs for home inspections. Locally owned and operated for over 20 years, servicing all of Sussex County.

For more information please call 302-684-5377, or send an email to atbrepairs@cs.com, or visit CustomFramersInc.com. ♦

► Calligraphy Creations

Calligraphy Creations has been offering custom hand-lettered Calligraphy since 1989. Their specialties include invitations for weddings, civil unions, and bar/bat mitzvahs plus save the dates, holiday cards, and more!

Calligraphy Creations can hand-letter certificated to commemorate marriages of all types – birth certificated coming soon! Have your marriage license lettered in beautiful calligraphy to create a keepsake of your special day! Let Calligraphy Creations handle the little details so that your big day will be a lasting memory for years to come!

Your celebration is our celebration - let's announce it together! Visit www.calligraphycreations.org or call for more information: Delaware: 302-231-1738; Maryland: 410-346-5108, Pennsylvania: 610-207-2626. ♦

MEMBERS *in the* SPOTLIGHT

► Cogitation

Cogitation provides "thoughtful planning and execution" of marketing and management projects to businesses and associations. McCourt, a career media and association executive, provides a resource for local organizations to outsource a single project or to gain ongoing support of their goals in marketing, digital media and management.

For more information, visit www.cogitationllc.com or email kevin@mccourt.com. ♦

► Healthy Outcomes Weight Loss Center

Healthy Outcomes Weight Loss Center offers non-surgical, rapid weight loss in a healthy manner. Their programs provide an approach to long term weight loss under the care of a trained Physician. Programs are customized to each individual by assessing your metabolism. They also take into account any medical and weight loss history along with personal goals and provide support with ongoing one-on-one counseling and education. Staff addresses important topics such as nutrition and behavior modification, and where necessary, prescribe medication. The Center has access to the latest techniques and advancements in weight loss. Whether you have 10 pounds or 200 pounds to lose, their weight loss program can be your solution. For more information, visit www.healthy-outcomes.com or call 302-856-4022. ♦



► Luff & Associates CPAs

Luff & Associates CPAs celebrated the beginning of tax season with a ribbon cutting at their new location on 323C Rehoboth Avenue in Rehoboth Beach. The doors to Luff & Associates, P.A. CPAs have been open since 1988. Over the years they have grown to be a respected and knowledgeable firm who look forward to helping those with their individual, business and organization's needs. Luff & Associates, P.A. CPAs have two additional locations in Milford and Dover to accommodate their client's geographical needs. Come by for your FREE consultation! For more information call 302-727-4540. ♦

► Delaware State Park

Introducing two new vacation packages at the Indian River Marinal Stay in a warm and cozy waterfront cottage right on the Indian River Inlet in Delaware Seashore State Park. Choose the relaxing Spa Getaway, perfect for couples or a girls' weekend at the beach or the Golf Retreat, where your group will enjoy championship golf and other amenities great for a couples outing or "guys only" trip!

Come stay, relax and take in the beautiful views Delaware Seashore State Park offers while rejuvenating yourself after the holiday bustle. These packages would also make a GREAT last minute gift for loved ones that just need to get away! For more information or to purchase a package please visit www.destateparks.com/spa or www.destateparks.com/golf or call the Indian River Marina office at 302-227-3071. ♦

► Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Gallo, REALTORS® is now operating as Berkshire Hathaway HomeServices Gallo Realty. The company is among the first in this region to transition to the brand following affiliate launches in California, Connecticut, Colorado, Florida, Georgia, Iowa, Missouri, Nebraska, North Carolina, Oregon, Pennsylvania, Tennessee, Texas, West Virginia and Washington.



Berkshire Hathaway HomeServices Gallo Realty, a full-service brokerage founded in 1979 by Sal and Bette Gallo, is a leader in the percolating Southern Delaware real estate market. Bette Gallo said the new brand will help Gallo Realty supercharge its growth initiatives. "It is an honor to join the Berkshire Hathaway HomeServices network and represent a brand inspired by Berkshire Hathaway, the world's most respected company according to Barron's," she explained. "We believe our brand will be warmly embraced throughout our markets."

Andrew Ratner, general manager and vice president, agreed. "This is a once-in-a-lifetime opportunity for our company and agents," he said. "We have been the market-share leader in Sussex County the last couple of years, and our new brand will help us expand our resources and marketing tools to continue as the No. 1 brokerage. I'm confident that our clients will be excited as well."

Earl Lee, CEO of HSF Affiliates LLC, welcomed Gallo Realty to Berkshire Hathaway HomeServices brand. "Gallo Realty associates have served their communities with distinction for nearly 35 years," he said. "We're proud they're representing our brand in greater Sussex County."

Gallo Realty remains an independently owned and operated company. Its new Cabernet and Cream yard signs will begin appearing throughout Sussex County today.

For more info, call 302-227-6101 or visit www.gotogallo.com. ♦



Installation **AWARD** Winners and Members



Rob Marshall



Dogfish Head Brewings & Eats



Cape May Lewes Ferry



Craig Young



Charles "Chaz" Gouert



Sam Allen



Tracy Jones



Darryl O'Connor



Accepting for Harry Wilson



Sponsor Recognitions



Justin Smarte



Special Recognitions

SPECIAL THANKS!
 Chamber staff thanks all of our Table Sponsors and Members who donated items for the Silent Auction, Balloon Pop, and Volunteer & Sponsor Gift Buckets! We can't do it without YOU!



Volunteer Recognitions



Event Sponsor - Discover Bank

Comments On The Evening . . .

I wanted to thank you for including me in last night's event. While I was sorry to leave early, it was an amazing night and a great tribute to what you have made the RBDDBCC. As I have said publicly many times, it is the best example in Delaware of what a chamber should be. The camaraderie, the spirit, and the drive are why it is so successful both in the good and bad times. Congratulations and may your Chamber continue to rein Number 1! **Alan B. Levin, Secretary of DE Economic Development Office**



Thanks for the kind words last night. I just wanted to say it was a very inspiring event and Dogfish is very proud of the award. Thanks for all you do for the local business community. **Sam Calagione, Dogfish Head Brewings & Eats**



You and the staff did a fantastic job last night. The dinner, presentations and video were great. I had a nice time and caught up with many folks. Great to see the 2014 Visitors Guide as well! **Scott Thomas, Southern Delaware Tourism**

Good job to you and the staff. **Jay Becker, Hudson, Jones, Jaywork & Fisher**

It was a wonderful event and Kate and the rest of your staff did an amazing job with it as well. It is our pleasure to support the Chamber and you and your team in any way we can. We appreciated the recognition and we look forward to hosting the luncheon later this month, too! **Barbara Brewer, Atlantic Sands Hotel & Conference Center**



I wanted to thank you for the wonderful time last night at the fantastic event. It was decorated so neat (dolphins), the dinner was amazing, the award ceremony just fantastic, the music and the speakers were fantastic to. Carol - you were Great! You had me in stitches!! Thank you to for the goodie bag for WBOCTV too!! I can't imagine all the work that goes into such an amazing event! **Heather Cannon, WBOC**

For more pictures, visit www.BEACH-FUN.com

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2012 vs. 2013 and 2013 vs. 2014

Weekend	Room Count	Weather	Event	Wednesday	Room Count
November 2-4, 2012	2,171	50's, Cloudy	Punkin Chunkin	2012	N/A
November 1-3, 2013	2,468	60's, Sunny	Punkin Chunkin	October 30, 2013	1,143
November 9-11, 2012	2,207	50's, Sunny	Film Festival	2012	N/A
November 8-10, 2013	2,432	50's, Sunny	Film Festival	November 6, 2013	1,412
November 16-18, 2012	1,798	50's, Sunny	No Event	2012	N/A
November 15-17, 2013	1,827	50's, Sunny	No Event	November 13, 2013	1,134
November 23-25, 2012	1,934	50's, Sunny	Holiday	2012	N/A
November 22-24, 2013	1,648	60's, Sunny	Holiday	November 20, 2013	1,061
Nov 30-Dec 2, 2012	1,817	50's, Sunny	No Event	2012	N/A
Nov 29-Dec 1, 2013	2,119	40's, Sunny	No Event	November 27, 2013	1,221
December 7-9, 2012	2,089	50's, Cloudy	Seashore Marathon	2012	N/A
December 6-8, 2013	2,249	40's, Cloudy	Seashore Marathon	December 4, 2013	1,045
December 14-16, 2012	1,539	50's, Sunny	No Event	2012	N/A
December 13-15, 2013	1,512	40's, Sunny	No Event	December 11, 2013	954
December 21-23, 2012	1,423	40's, Cloudy	Holiday	2012	N/A
December 20-22, 2013	1,390	50's, Sunny	Holiday	December 18, 2013	970
December 28-30, 2012	1,708	40's, Rain	Holiday	2012	N/A
December 27-29, 2013	1,676	50's, Sunny	Holiday	December 25, 2013	1,028
January 4-6, 2013	1,479	40's, Sunny	No Event	2013	N/A
January 3-5, 2014	1,450	20's, Snow	No Event	January 1, 2014	1,100
January 11-13, 2013	1,422	50's, Cloudy	No Event	2013	N/A
January 10-12, 2014	1,505	50's, Rainy	No Event	January 8, 2014	1,061
January 18-20, 2013	1,714	40's, Cloudy	Holiday	2013	N/A
January 17-19, 2014	1,841	40's, Sunny	Holiday	January 15, 2014	1,051
January 25-27, 2013	1,439	30's, Snow	No Event	2013	N/A
January 24-26, 2014	1,973	30's, Cloudy	No Event	January 22, 2014	968

Year to Date Occupancy TOTAL Comparison

January - December 30, 2012 · 136,873

January - December 29, 2013 · 123,123

Year to Date Occupancy TOTAL Comparison

January - January 27, 2013 · 6,054

January - January 26, 2014 · 6,769

- At member request, we have changed the format of the Accommodation Room Count to clearly identify the event weekends for comparison.
- Calls to accommodations made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,802 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.).

Visitor Center Visitation

	2013	2012	2011	2010	2009
NOV	375	410	534	427	536
DEC	369	281	425	192	235



DE Dept. Of Labor Statistics

(December, 2013); Delaware's seasonally adjusted unemployment rate in December 2013 was 6.2%, down from 6.5% in November 2013. There were 27,400 unemployed Delawareans in December 2013, compared to 31,600 in December 2012. The U.S. unemployment rate was 6.7% in December 2013, down from 7.0% in November 2013. In December 2012, the U.S. unemployment rate was 7.9, while Delaware's rate was 7.1.

Source: DE Monthly Labor Review; Vol. XXI, Number 1, 1/24/2014

REPORTS *and* STATISTICS

Website Results www.Beach-Fun.com

November 2012 vs. 2013

2012	21,307 pageviews/hits 6,839 visits 5,491 absolute unique visitors 44.11% bounce rate 3:02 average time on site
2013	22,644 pageviews/hits 9,075 visits 7,649 absolute unique visitors 59.35% bounce rate 1:56 average time on site

December 2012 vs. 2013

2012	17,145 pageviews/hits 5,462 visits 4,517 absolute unique visitors 44.01% bounce rate 2:48 average time on site
2013	19,520 pageviews/hits 8,391 visits 7,282 absolute unique visitors 63.58% bounce rate 1:44 average time on site

January 2013 vs. 2014

2013	35,252 pageviews/hits 8,933 visits 7,312 absolute unique visitors 36.55% bounce rate 3:38 average time on site
2014	30,600 pageviews/hits 9,840 visits 8,373 absolute unique visitors 49.29% bounce rate 2:37 average time on site

Definitions as provided by Google Analytics:

Visits: number of visits to site; **Unique Visitors:** number of unduplicated (counted only once) visitors to site over the course of a specified time period; **Pageviews/Hits:** total number of pages viewed. Repeated views of single page are counted; **Average time on site:** average time duration of a session; **Bounce Rate:** percentage of single-page visits (i.e. visits in which the person left site from the entrance page).

Top 10 Pages Viewed - January 2014

Page on Site	Page Views
1 Area Activities.....	1,282
2 Current Events.....	1,253
3 Attractions Page.....	865
4 Order a Free Visitors Guide	786
5 Dewey Beach Activities.....	734
6 Sea Witch Festival Page	672
7 Accommodations/Hotel & Motels.....	593
8 Accommodations Page.....	560
9 Dining Page	483
10 Current Events Category Page	460

Top 5 States to Visit Site - January 2014

1 Pennsylvania	2,186
2 Delaware	1,457
3 Maryland	1,199
4 New Jersey.....	755
5 New York.....	708

COMMUNITY EVENT

Free Community Health Fair! All are Welcome!

Date & Time: Monday, February 24, 2014, 10AM - 1PM

Location: First State Community Action Agency
308 N. Railroad Avenue, Georgetown, DE

Information: 302-856-7761 ext. 171

- Glucose/Blood Pressure Screenings and More!
- Representatives from health and wellness organizations to provide information and answer your questions.
- Light refreshments and prizes!

Representatives Include: Beebe Healthcare, Tunnell Cancer Center, LaRed, Delaware Breast Cancer Coalition, Delaware Prostate Cancer Coalition, Delaware Quit Line, Community Legal Aid Society Inc., United Way of Delaware, Delaware 2-1-1, Delaware Health, Division of Public Health/Office of Preparedness, DHSS-Division of Substance Abuse and Mental Health Services, CHEER, Alzheimer's Association.

QUOTE OF THE MONTH

It has taken me all my life to understand it is not necessary to understand everything. - Rene Coty



OPEN YOUR DOORS TO THE WORLD

Welcome international students to your community.

Whether you are hiring one student or 100, CIEE can help you screen, recruit, and hire international seasonal staff for your business.

Contact CIEE today to ensure you have the staff you need for this summer! For more information about cultural work exchange opportunities and our free hiring services, contact **Irina Capaldi** at icapaldi@ciee.org or call **302.351.3355**.

A nonprofit, non-governmental organization, CIEE is the world leader in international education and exchange. For 65 years, CIEE has helped thousands of students, professionals, and educators gain the knowledge and skills necessary to live and work in a globally interdependent and culturally diverse world. Visit www.ciee.org.

cíee
WORK & TRAVEL USA
ciee.org/summerhire

BUSINESS *after* HOURS PICTURES

THANKS to our January Host: Jeff Hamer and the Fins Ale House & Raw Bar!



RIBBON CUTTING CEREMONIES



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Wade Thompson: Edward Jones Investment



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for details!
227-6446

2014 Dining Guide - Now in FULL COLOR!

A maximum of 25,000 guides will be printed & distributed locally by the Chamber during the last week of May to Accommodations, Realtors and the Visitors Center. **NEW THIS YEAR!** The Dining Guide will be printed in **FULL COLOR ON GLOSSY STOCK WITH NO PRICE INCREASE!** Restaurant menus will be included in both the printed Dining Guide and on the web at www.Beach-Fun.com.

The cost is **\$800.00** which is enhanced by your added value choice of either a half page color ad in the 2015 Visitors Guide (a \$1,200 value) or insertion of 9,000 pieces of your product in the 2014 Realtor Bags (a \$900 value). **Deadline for ad & payment is April 17, 2014.** Additional savings are also offered in the new **Chamber Coupon Book!** See insert in the newsletter for more details!

Ad Requirements:

- 2 FULL COLOR pages; **New Dimensions: 7.875" wide x 10.25" high**
- Save as a pdf file at a minimum of 300 dpi & include all fonts; Email file to meghan@beach-fun.com

GIRL SCOUTS CELEBRATE WOMAN OF DISTINCTION

The Girl Scouts of the Chesapeake Bay has selected **Susan Wilson (Sue) Krick as the 2014 Sussex County Woman of Distinction.** A signature luncheon honoring Sue will be held on Thursday, May 8, 2014, at the Rehoboth Beach Country Club from noon to 1:30 p.m.

Beginning in 2013, the Sussex County Woman of Distinction event celebrates a woman who has made a difference in her community, inspired others and provided a positive role model for girls and young women. The Girl Scouts of the Chesapeake Bay founded the Women of Distinction Celebrations to honor women who have made significant contributions on the Delmarva Peninsula through their work, philanthropy and community service. As Women of Distinction, they have broken through the glass ceiling in their respective fields, pioneered new and innovative ideas and business strategies, acted as positive role models for girls and embodied the values of Girl Scouting.



Mrs. Krick has been a familiar face in Rehoboth Beach since the early 1980's. The community pairs her mostly with her membership and leadership positions as Board Member (for 16 years) and President (in 1994) of the Rehoboth Beach-Dewey Beach Chamber of Commerce and her renditions of the Disney character "Minnie Mouse" at the annual Sea Witch Festival and Fiddlers Convention. Sue's passions revolve around giving back to the community, volunteering, supporting local business and mentoring youth. Sue achieved the Gold Award, which is the highest award a girl can earn in Girl Scouts. She has volunteered as a Girl Scout troop leader, cookie mom and PR representative. Sue has served as the "face" in the local restaurant community from 1984 to 2005 and served as Board Member, Secretary and Past President of the Delaware Restaurant Association (DRA). She also was a Charter Member, Board Member and President of the local Rehoboth Beach Restaurant Association (RBRA). In 1994, she was named "Restaurateur of the Year" by the DRA Board of Directors. This award is presented to a member who consistently maintains high standards of integrity, promotes fraternity among association members, encourages fellow restaurateurs to educate themselves in the practical aspects of the industry and actively participates in both community and civic activities. In 2010, she organized an official group for the Blood Bank of Delmarva and remains the custodian of the group. She and her husband, Richard, are retired from the restaurant industry, having owned and operated the Summer House Restaurant and Saloon in Downtown Rehoboth Beach for 23 years.

To inquire more about sponsorship opportunities or to reserve a seat at the luncheon, please contact the Girl Scouts of the Chesapeake Bay offices at 410-742-5107.



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 November 1, 2013 - January 31, 2014. Thank you for your continued support!

Accents, Adams Oceanfront Motel, Admiral on Baltimore, ADT Security Services, Advantech Inc., AJ's Decorative Walls, LLC, All Saints' Episcopal Church, Allen Insurance Group, Aloysius, Butler & Clark, AmericInn, Anderson Carpet One, Applied Bank, ART CLOSEOUTS - OCEAN GALLERY, Artisans' Bank, At the Beach Repairs and Maintenance, AT&T Mobility, Atlantic Cellular, Atlantic Jewelry Expressions Corp., Atlantic Liquors, Atlantis Inn, Aubrey Construction, Inc., Bank of Delmarva, Barton's Grand Rentals, Bathfitter, Bay Resort Motel, Bay Road Cottages, Inc., Bayside Audiology & Hearing Aid Services, The Beacon Motel, Beebe Health Care, Bella Terra Prop Mnt & Landscaping, Bellinger's, The Bellmoor, Berkshire Hathaway HomeServices Gallo Realty, Better Business Bureau of DE, Big Oaks Family Campground, Biggs Museum of American Art, Boardwalk Builders, Boardwalk Plaza Hotel, Body Shop Fitness Center, Brandywine Sr. Living at Seaside Pointe, Brighton Suites, Browseabout Books, Builders Supply of Delmarva Inc, Candy Kitchen Shoppes, Inc., Cape Gazette, Cape May - Lewes Ferry, Cape Suites Associates, Child's Play By the Bay, City of Rehoboth, Clean Delaware, Coastal Rentals & Hydraulics/CRH Tented Events, Coastline Pool Services, Coca Cola Refreshments, Inc., Cochran's Apartments, Collier's Trim Shop, Comfort Inn, Communications Cont. Corp., Country Club Estates Property Owners, Country Life Homes, Cracker Barrel, Crowley & Associates, Crystal Restaurant, Cultured Pearl, D3 Corp. Web Solutions, Dante Property Management, Dean Design/Marketing Group Inc., Delaware Beach Life, Delaware Coast Press, Del-Coast Design & Build, LLC, Delmarva Digital, Delmarva Document Solutions, Delmarva Power, Delmarva Temporary Staffing, Inc., Derrickson Development, Dewey Vacation Rentals, Diehl & Co. CPA's LLC, Dinah Lingo's Grocery, Dinner Is Served; Personal Chef Services, DiSabatino Construction Co., Dogfish Head Brewing & Eats, Doggies at the Beach, Dreamweaver Interiors & Fabrics, Dynamic Mortgage Services, Edgewater House, Ellis & Szabo LLP, The Evergreene Companies, Fairweather by the Sea, Fine Line Websites & IT Consulting, First Light Charters, First State Disposal, Fulton Bank-DE Division, Funland, George Sherman Corp., Grand Rental, Harvard Business Services, Inc., Hebron Station Warehouse Rehoboth Beach, Henlopen Condominium, The Henlopen Hotel, High Seas Motel, Hooked On Plants, Hyatt Place Dewey Beach, I.G. Burton, J. Conn Scott, Jack Lingo, Inc., REALTOR, Jeanine O'Donnell-State Farm Lewes, Jefferson, Urian, Doane & Sterner, Jetty Group, Jolly Trolley of Rehoboth Beach, Junior Achievement of Delaware, Key Advisors Group, Kings Creek Country Club, L & W Insurance, Legum & Norman, Inc., Lingo Brothers Motel, Bryce Lingo & Shaun Tull-Jack Lingo, Long & Foster Real Estate, Loungin' Lizzard, Luff & Associates, P.A.-CPAs/EZ Payroll, M & T Bank, M Insurance Services, LLC, Maggio-Shields Real Estate Brokerage, Mann & Sons, Inc., Marshall, Wagner & Assoc., Sherri Martin/Jack Lingo Realtor, MBM Construction, LLC, McDonald's of Rehoboth Beach, Nancy Meadows/Patron Member, MedTix LLC, Megee Plumbing & Heating Co., Inc., Mercantile Processing Inc., Midway Chiropractic, LLC, Millman's Appliances, Millville Town Peddler, Milton Family Practice, Morris James Wilson Halbrook & Bayard, Mr. Go Glass, National Kidney Foundation, Never Never Land Kennels, Nicola Pizza, Nuttle Lumber, Oak Construction Co., Inc., Ocean Atlantic Sotheby's Int Realty, Oceanus Motel, Oceanwild Design, One Virginia Avenue Condominium, Outback Steakhouse, Overfalls Foundation, Papa John's Pizza, Parcel Plus, Patrician Towers Condominium, Peninsula Home Care, LLC, Peninsula Pave & Seal, Penn-Del Lock, Pig & Fish Restaurant Co., Pirates of Lewes Expeditions, Possum Point Players, Precision Door Service, Prime Lending, Raymond F. Book & Associates & Wlth. Mgmt, RE/MAX Realty Group, Rehoboth Art League, Rehoboth Auto Repair, Rehoboth Beach Dental, Rehoboth Beach House Rentals, Rehoboth Beach Motor Cars, Rehoboth Beach Public Library, Rehoboth Car Wash, Inc., Rehoboth Home Services, Rehoboth Seafood Market, Inc., Rehoboth Toy & Kite Co., Rehoboth U-Store, ResortQuest Realty, Restaurants Plus, Inc., Robin Hood Restaurant, Rogers Signs, Rox Beach Weddings, Royal Rose Inn Bed & Breakfast, Royal Treat Breakfast, S.K. Management, Inc., Salt Air, Sammy's Kitchen, Sea Shell Shop, Semra's Mediterranean Grill, Shore Property Maintenance, Short's Marine, Inc., Silk and Sands Florist, Silver Lake Bed & Breakfast, Something Comfortable LLC, Special Olympics Delaware, Star of The Sea Condominium, State Farm Insurance, Stuart Kingston Inc, Summer House Restaurant & Saloon, Sundew Painting, Inc., Sunny Day Guides, Sunsatons, Super G, Super Snooper LLC, The Surf Club, Sussex County Federal Credit Union, Sussex County Habitat for Humanity, Sussex County Parkinson Education Support, Tanger Outlet Center, Techno Goober, Telewire Communications, The Shirt Factory, Thrashers French Fries, Toth Distribution Service, Inc., Tull Realty Group/OASIR, Tunnell & Raysor, Vantage Point Solutions Group, Vernon Powell Shoes, Robert Waegele/Patron Member, Walmart, WBOC TV 16, WGMD-FM, Wheeler, Wolfenden & Dwares, Williams Insurance Agency, Inc., Wilson Baker, Inc., Windsor's, Woody's East Coast Bar & Grill, Wright, Steven B., DMD.
Renewals from November 1, 2013 - January 31, 2014.

Remember **Spring Forward** • **March 9th**



645-5105

**\$95 Spring
Safety Special**

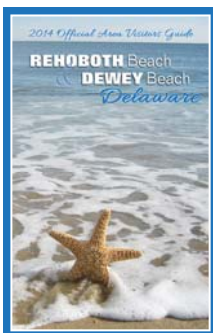
Apple Electric will change the **BATTERIES** in every smoke detector in your home and ensure they are in proper working order!



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Chamber of Commerce & Visitors Center**

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