



FOCUS_{on}

Mission: To promote business, tourism and civic responsibility.



Business & Community Superstars Shine at Chamber Award Event

Business of the Year



Nicola Pizza & The Caggiano Family

The date was June 11, 1971, when our business of the year opened a modest 24 seat restaurant on First Street. Previously, the proprietors had been selling pizzas out of the kitchen of their Bay Vista home. The property arrangement for the new shop was a monthly payment through the summer, which would be deducted from the sales price, and then a purchase in the fall. When Labor Day had come and gone, and it was time to honor the agreement, the anxiety every small business person feels about such a financial commitment set in. But they had passion for their customers and community, borrowed the money from Farmers Bank and bought the property.

Continued on page 8...

Mae Hall McCabe Award



Bill Bahan

The Mae Hall McCabe award is a distinguished award given to a citizen or citizens who exemplify community service and is sponsored annually by the Chamber. The award was established in 1977 in memory of the late Mae Hall McCabe by her great-nephew Joseph B. Hill.

This award recognizes those individuals whose tireless commitment to community service leads to the betterment of the Rehoboth Beach and Dewey Beach areas. When considering a recipient the selection committee considers individuals matching a criteria that includes a history of commendable volunteerism, sustained commitment to community service, and meaningful

Continued on page 9...

50 Years In Business



Funland & The Fasnacht Family

A family affair for 50 years. When you realize that only 30% of family businesses survive into a second generation, 12% into a third and just 3% last into a fourth, you begin to understand the wonder of a business like Funland. A business that not only survived but thrived. The Fasnacht's and Funland exemplify a business model that wears and measures success through the smiles of others.

Nothing says summer like the sound of children squealing in delight to mechanical wonders like the kiddie whip and the haunted mansion. Funland is still providing today's fun and yesterday's prices. With familiar faces to greet you year after year, it is easy to see

Continued on page 13...

"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
First Chair Keith Martin
Second Chair..... Paul Kuhns
Third Chair/Treasurer Ann Watkins
Immediate Past Chair Bill Klemkowski
Directors Wendy O. Baker
Jay Becker*
Marvin Carney
Jerry Esposito
Chip Hearn
Dale Lomas
Rob Marshall*
Michael Meoli
Kyle Morgan
Scott Swingle
Rachel Webster
Chris Weeks
Kay Wheatley
Susan Townley-Wood
*At Large Directors

- CEO/President**..... Carol Everhart
Legal Counsel John M. Murray
Legal Counsel Jay Becker
Legislative Consultants..... Andy Stayton
Mark Lally
Brian White

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
Jason Nance, Distribution..... Ext. 25

© 2011 Rehoboth Beach-Dewey Beach Chamber of Commerce. The information printed in this newsletter is true to the best of our knowledge at the time of print.



Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Feb TBA	General Membership Meeting Time & Location TBA
Feb 12	Town of Dewey Beach Meeting 9:00am/Lifesaving Station
Feb 19	Merchants Attic & Garage Sale 1	.. 9:30am-1:30pm/RB Conv. Hall
Mar 12	Town of Dewey Beach Meeting 9:00am/Lifesaving Station
Mar 18	City of Rehoboth Meeting 7:00pm/Commissioners Room
Mar 22	General Membership Meeting Time & Location TBA with Senator Chris Coons
Mar 26	Merchants Attic & Garage Sale 2	.. 9:30am-1:30pm/RB Conv. Hall

For information on all submitted area events - check out www.beach-fun.com.

Business After Hours

- | | | | |
|--------|--------------------------------------|--------|----------------------------|
| Feb 17 | Jake's Seafood, Rt.1 | Aug 25 | To Be Announced |
| Mar 17 | Starboard | Sep 15 | The Bellmoor |
| Apr 14 | Saketumi | Oct 6 | Community Bank |
| May 19 | Atlantic Sands Hotel | Nov 17 | Finbar's Pub & Grill |
| June 2 | Venus on the Halfshell | Dec 8 | Bethany Blues, Lewes |
| Jul 21 | Outlet Liquors
& Trade Show | | |

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/

NEW! Young Professionals Group

The Chamber Young Professionals group is currently forming and looking for individuals under the age of 40 who want to be involved.

If you are a young entrepreneur or have employees such as a realtor, bank teller, manager, etc. who would benefit from networking and learning from those in their generation...this might be the right group for you! Planned activities include semi-monthly meetings to be held just prior to "young professionals business after hours;" plus involvement with Chamber functions such as speed networking, human resource workplace issues, earth day week activities such as shredding day, as well as being a part of special events.

Mission Statement: Bring together talents and insights of emerging young professionals (YPs), ages 21-39, in a dynamic and diverse group of peers with a passion for making a difference, a willingness to learn, the desire to build important relationships, and the energy to get involved in the community.

The Young Professionals group will be chaired by Chamber Board Member Kyle Morgan (pictured to right). Get on the interest list by calling Kate Bell at 302-227-2233 x11.



Mark Your Calendar for What's Dewin' in Dewey!



Photos by www.CarolynWatson.com

Dewey Beach Monday Night Movie Schedule

Below is the 2011 movie schedule; Movies begin at 8:30 PM (dusk).

June 20 – Mega Mind

June 27 – How to Train Your Dragon

July 11 – Despicable Me

July 18 – Nanny McPhee Returns

July 25 – Shrek Forever After

August 1 – Tangled

August 8 – The Sorcerer's Apprentice

August 15 – Yogi Bear

August 22 – Secretariat

August 29 – Toy Story 3



Dewey Beach Wednesday Night Bonfires

Bonfires will take place on Wednesdays from **June 22 - August 31** from 7:30 PM to 11:00 PM at Dagsworthy Street & the Beach.

CLENDANIEL'S PLUMBING & HEATING



RESIDENTIAL and COMMERCIAL
"Over 70 Years Of Service"
REGISTERED MASTER PLUMBER

HYDRONIC HEATING

RADIO DISPATCHED

- WATER HEATERS
- WINTERIZING
- SEWER & DRAIN CLEANING
- TV - PIPE INSPECTIONS

- HEATING
- NEW CONSTRUCTION
- REMODELING

- REPAIRS
- WATER PUMPS
- HIGH PRESSURE JETTING

CUSTOMER EMERGENCY SERVICE

PROMPT, RELIABLE SERVICE • BONDED & INSURED LIC #283

227-1944 • 644-1952 • 684-3152

www.clendanielplumbingheating.com

MILTON - LEWES - REHOBOTH



Brag Board

Amazing Time At Installation

Hi Carol, I just wanted to pop you a quick email to tell you how amazing your Installation was. The whole night was so wonderful, and seeing two of my childhood heartthrobs honored really almost brought me to tears. Your beach is so special, and it really is the people that make it that way. Especially you!!! And the video....oh my gosh the video! So amazing!!! You are amazing!



Jamie Heater, WMDT-47 Account Executive
Email sent Carol Everhart on January 24, 2011

Impressive Installation

It was nice to meet you and thanks again for all your help last week. Senator Chris Coons was truly impressed with your Chamber's Annual Awards Dinner.



Shannon Steele, Staff Asst. to
U.S. Senator Chris Coons
Email sent to Kate Bell on January 25, 2011

Chamber Chairman Expresses Thanks



Hi Carol, On the one week anniversary of my coronation, I would like to thank you and your entire staff on a GREAT job last week at the Installation Dinner. I have heard so many compliments on the evening. Every single person on the Chamber staff was as cordial and upbeat as could be. I thank everyone for the long hours and dedication you all put into this. I really appreciated it and look forward to working closely with everyone in the coming year!

Thanks Again! Matt Turlinski, Chairman of the Board
Email sent to Carol Everhart on January 27, 2011

Many Thanks

Dear Carol, Thank you so much for all that you have done for Rehoboth Beach and for me, personally. You have been and continue to be one of our most significant supporters.

Best Regards, Bill Bahan, Mae Hall McCabe Winner

We Scream For Booger Ice Cream

Congrats to Chip Hearn's Booger Ice Cream for being featured on Jay Leno's Tonight Show. Keep Scooping!

W.D.M.S. Presents Scholarship

The W.D.M.S. Entertainment/Promotion Educational Scholarship was presented to Jay C. Jolly of Millsboro, DE. Jay is a senior in Sussex Tech High School's Electronics Technology Program. He has attained a GPA of 3.7. He is a drum major in the marching band, plus he plays the electric bass guitar in his own rock band. Jay has earned his Federal Communications Commission Amateur Radio License and is a certified pool and spa operator. He is an active volunteer and has assisted with many computer rebuilds and computer lab installations.

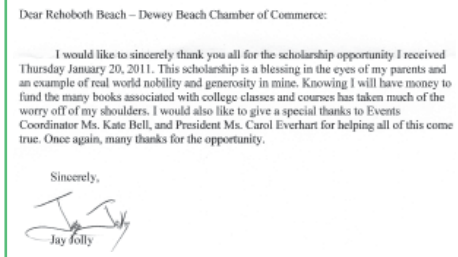


Jay's college plans include pursuing a degree at Del Tech in Electronics and Computer Engineering Technology, with continuing education at a four year institution.

Below is a letter the Chamber received from Jay.

Dear Rehoboth Beach-Dewey Beach Chamber of Commerce, I would like to sincerely thank you all for the scholarship opportunity I received Thursday, January 20, 2011. This scholarship is a blessing in the eyes of my parents and an example of real world nobility and generosity in mine. Knowing I will have money to fund the many books associated with college classes and courses has taken much of the worry off my shoulders. I would also like to give a special thanks to Events Coordinator Ms. Kate Bell and President Ms. Carol Everhart for helping all of this come true. Once again, Many thanks for the opportunity.

Sincerely, Jay Jolly



Wonderful Evening At Installation

Hi Carol, Thank for a wonderful evening. You bring an unbelievable amount of energy to your job; and it reaches a crescendo at the annual Dinner. I even got a chance to meet Chris Coons. What a bonus; he's impressive. Hope you're taking some time off. You earned it!

Hoyte and Sonie Decker
Email sent to Carol Everhart on January 21, 2011

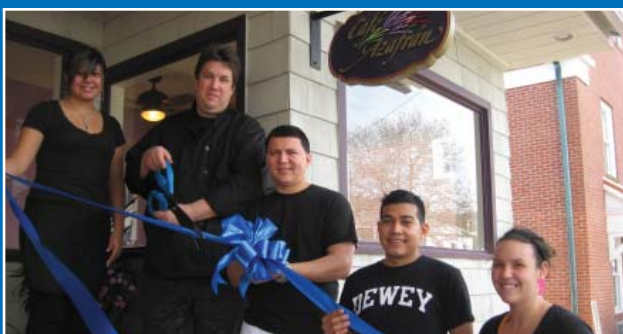
Local Businesses Celebrate with Ribbon Cutting Ceremonies



Renové Med Spa



Precision Pain & Rehabilitation Specialists



Café Azafran



Member Spotlights

► Bryce Lingo & Shaun Tull, REALTORS®

Bryce Lingo & Shaun Tull REALTORS® are stand-out sales partners and top real



estate producers at Jack Lingo REALTOR®. With over 42 years combined experience in the real estate business, they are considered trusted and seasoned professionals who service the resort area with a strong focus in Rehoboth Beach and Dewey Beach. Their repertoire includes an extensive knowledge base in all areas of real estate including residential and commercial property with a focus in the luxury residential market.

Feel free to contact them at shaun@brycelingo.com or bryce@brycelingo.com for all of your real estate needs. ◆

► The Link Layers

The Link Layers is a locally owned and operated, general computing and Small business networking company. With over ten years of computing experience, the business offers the following services: virus, spyware and bot removal, general computer clean up, hardware testing and installation, setting up home networks, Small Business networking including 24/7/36 network monitoring, Cloud Computing, remote support, software installation, support for DNS, DHCP, VPN, Active Directory, MS Exchange, email software, network routing and switching, Terminal Services, remote and local back up, Domain & MX set or whatever your computing need may be. Staff is also knowledgeable about various POS systems and software.

Contact the Link Layers by calling 302-827-3935 or by email at linked@thelinklayers.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.

Austin Cox Home Services

Scott Reynolds
Coles Circle
Salisbury, MD 21802
410-334-6406
Service/Heating & Air

Bath, Kitchen & Tile Supply

Bill Gaeckle/Mark Gandy
26836 Lewes Georgetown Hwy.
Harbeson, DE 19951
302-684-5691
Service-Builder/Contractor

Bryce Lingo & Shaun Tull Jack Lingo REALTOR, Inc.

Shaun Tull
246 Rehoboth Avenue
Rehoboth Beach, DE 19971
302-226-6417
Real Estate/Sales

CNC Solar

Suzette Stewart
323 B Rehoboth Avenue
Rehoboth Beach, DE 19971
877-440-9590
Service-Electrical/Energy Provider &
Consultants

Delaware Paddlesports

Erin Kidd
18068 Coastal Highway
Lewes, DE 19958
302-645-7300
Attraction/Recreation-Amusements

Delaware Shores iTrip Vacation Rental Management

Jeremy Swerling
18766 John J. Williams Hwy.
Rehoboth Beach, DE 19971
302-319-5310
Real Estate/Rentals

Edward Jones - Bethany Beach

Richard N. Solloway
33188 Coastal Highway, Suite 5
Bethany Beach, DE 19930
302-537-0600
Service/Financial Services

Ellen Rice Gallery

Ellen Rice
103 Atlantic Avenue
Ocean View, DE 19970
302-539-3405
Retail-Art Galleries/Dealers/Framing

Furniture & More

Deborah Thompson-Anderson
19287 Coastal Highway
Rehoboth Beach, DE 19971
302-226-5900
Retail/Furniture

Jeanine O'Donnell, State Farm Lewes

Jeanine O'Donnell
32191 Nassau Rd., Unit 4
Lewes, DE 19958
302-644-3276
Service/Insurance

Lewes Meineke

Car Care Center
David Repass
16753 Coastal Highway
Lewes, DE 19958
302-381-3338
Service-Automobile Sales/Services

Lingo's Bros. Motel

Dinah Lingo
36 Baltimore Avenue
Rehoboth Beach, DE 19971
Accommodation-Hotel/Motel

The Link Layers

Donnie Mayles
200 Priscilla Circle
Lewes, DE 19958
302-827-3935
Service-Computer Sales/Services

Maggio Shields Real Estate Brokerage & Caf 

Joe Maggio
70 Rehoboth Avenue, Mezz 101
Rehoboth Beach, DE 19971
302-226-3770
Restaurant/Eatery

Metlife Reverse Mortgages

Jan Tabaka
5 Caspian Way
Rehoboth Beach, DE 19971
301-646-5513
Service/Mortgage

Midway Chiropractic

Jaime Little
18585 Coastal Highway, #26
Rehoboth Beach, DE 19971
302-645-6681
Service/Health Services

Mortgage Network

Bob Mills
2400 Coastal Highway
Dewey Beach, DE 19971
302-226-1500
Service/Mortgage

Mosaic

John Wolfle
200 Rehoboth Avenue
Rehoboth Beach, DE 19971
302-227-1900
Retail-Art Galleries/Dealers/Framing

Nepali at the Beach

Michelle Baldwin
54 Baltimore Avenue
Rehoboth Beach, DE 19971
Retail/Apparel & Accessories

Overfalls Foundation

Bob Gibson
P.O. Box 419
Lewes, DE 19958
302-644-8050
Attraction/Museums

Party Connection

Sharon Hazzard
25935 Plaza Drive, Unit 2
Long Neck, DE 19966
302-945-7440
Retail/Gifts & Speciality Shops

Prudential

E. Devin Clark
331 Buttercup Ct.
Berlin, MD 21811
443-886-2208
Service/Financial Services

Rehoboth Beach Boys & Girls Club

Maria Edgerton
19285 Holland Glade Road
Rehoboth Beach, DE 19971
302-260-9864
Service/Organization

Ronald M. Coffin General Contractors, Inc.

Donna Coffin
28539 Dupont Blvd.
Millsboro, DE 19966
302-934-6414
Service-Builder/Contractor

Synergema

Bob Bennett
517 E. Lancaster Ave., Suite 202
Downingtown, PA 19335
484-288-8290, ext. 707
Service/Internet Services

The Original Lingo's Market

Dinah Lingo
30 Baltimore Avenue
Rehoboth Beach, DE 19971
302-227-5454
Retail-Grocery/Convenience Stores

Tiffany Caldwell Photography

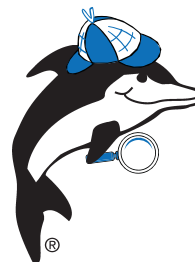
Tiffany Caldwell
3 Stafford Road
Rehoboth Beach, DE 19971
410-629-9929
Service-Photography/Supplies

Tastefully Simple

Kathy Thomas

Independent Consultant

Kathy Thomas
14 E. Stonewall Drive
Middletown, DE 19709
302-379-5635
Retail/Gifts & Specialty Shops



Smiley Sightings

The Chamber's Mascot, **Smiley**, is a popular dolphin! He can be found swimming throughout the newsletter wearing many different uniforms & hats and even appears in event pictures.

Count the number of times you spot Smiley and the first correct answer wins five 50/50 raffle tickets at the next Business After Hours.

Email your guess to Meghan at meghan@beach-fun.com.

**For information on new foreign student rules for 2011
... turn to page 15!**

Do you hire J-1 student workers?

Partner with CIEE—the Largest Work & Travel USA Sponsor for Over 40 years

www.ciee.org/hire

ciee
HiringSolutions

The menu was simple: regular pizza-\$1.50, large pizza-\$2.25 and a party pizza-\$3.75. It was a classic “Mom and Pop” operation. Nick Sr. ran the kitchen and the back of the house and Joan ran the dining room and front of the house. The chef, the one and only for quite a while, started experimenting with new ideas. He had heard about a “twist” they were making in New Jersey and gave it a try. A new menu item was created and has become a local classic. Knowing that something special had been created, he wanted to protect it. A trademark was pursued and in 1975, they got one for the NIC-O-BOLI. For years the chef kept the recipe to himself, protecting his idea. Eventually, he reluctantly taught others.



It’s a true family business, with both children pitching in and helping out, either hosting in the front of the house, or managing the back of a new house. This past year, they opened a new location on Rehoboth Avenue, which by all accounts is a tremendous success.

When asked recently what the secret to his success was, he said “instincts”. Our business of the year clearly shows that if you use your head and heart to make good decisions, spend little or no time worrying about mistakes, and just keep working hard and moving forward, everything works out for the best. ♦

Additional Awards Presented At Installation

Dewey Beach Volunteer of the Year: Richard Cleaveland

Dewey Beach Lifeguard of the Year: Lieutenant Michael Thompson

Chamber Education Scholarship: Travis Nye

Delaware Coast Press Educational Scholarship: JT DiGuglielmo

W.D.M.S. Entertainment/Promotion Educational Scholarship: Jay Jolly

Individual Service Awards: Marc Appelbaum, Ron Derr, and Rick Solloway

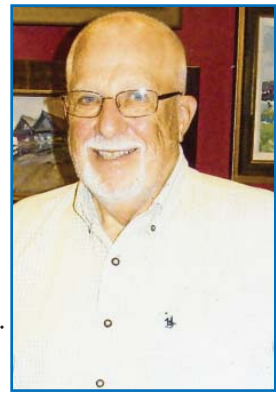
20 Years or More Chamber Membership Recognition: Admiral Hotel, Atlantic View Motel, Atlantis Inn, Bellbuoy Inn, Cape Henlopen Senior Center, County Bank, Holland Jewelers, L&W Insurance, Lord Baltimore Lodge, Penn-Del Lock, Thrasher’s French Fries, and WBOC TV 16.

Special Volunteer Recognitions: Marty Barrett, Bobbi Engel, Hayden Evans, Chris Franklin, Jason & Erika Grden, Katie Handy, Pam McCutcheon, Gwen Osborne, George Palmer, Mark Rotruck, and Carolyn Watson.

Sponsorship Recognition Awards: Affinity Energy, Apple Electric, Applied Bank, Atlantic Liquors/ Crosswinds Motel, Atlantic Sands Hotel & Conference Center, The Bake Shoppe, Bellmoor Inn, Bethany Blues Restaurant, Cape Gazette, City of Rehoboth Beach, Comcast of Delmarva, County Bank, The Cultured Pearl, Delaware Today, Delmarva Power, Dos Locos, Eric Blondin of State Farm Insurance, Finbar’s Pub & Grill, Five Guys Burgers and Fries, Giant, Grand Rental Station, Hobos, Irish Eyes Pub & Restaurant, Jake’s Seafood House, Kings Creek Country Club, Kiwanis Club of Rehoboth Beach, LC/L3 Homes, Made Ya Look! Salon & Spa, Mariachi Restaurant, Matt’s Auto Care, Nemours Health & Prevention Services, Oasis Bath and Body Boutique, Outlet Liquors, PNC Bank, Porcini House, Rehoboth Beach Animal Hospital, Rich Noonan Productions, Rusty Rudder Restaurant, Ryan’s, Starboard Restaurant, Tanger Outlet Center, TGIFriday’s, Tyndalls Casual Furniture, Town of Dewey Beach, WBOC TV 16, W.D.M.S. Entertainment and Promotion, Wilmington Trust, Windsor’s Flowers, WMDT-TV- Channel 47, WRDE TV MyRTV 9 and WSFS Bank.

altruistic efforts for the good and welfare of the community while usually receiving little or no remuneration for their sacrifice and dedication.

Bill and his wife, Rosemarie, refer to their lives together as “an exciting ride”. Their personal and professional lives have taken them to many places, but each say there was never a doubt that Rehoboth Beach was the most special place of all and the only place where they wanted to retire.



At the time the Bahans first married, Bill was working for Tufts University. From there Bill spent a few years in the Navy and spent time patrolling the Arctic Ocean on a naval destroyer. Having the opportunity to leave the Navy early, Bill attended the Massachusetts Institute of Technology. While at MIT, Bill attracted the attention of executives at IBM who plucked him out and offered him a job as a trouble-shooter in the data services division, a position that would take he and his family all over the world. Bill spent nearly two decades with IBM. In 1962, Bill and his family moved to Bermuda as IBM and NASA began working together on the fledgling Mercury space program. His return stateside a few years later brought him to the Washington DC suburb of Bethesda, Maryland. After a successful career with IBM, Bill accepted a position with Control Data Corporation, which later became Arbitron Rating Services. Bill spent 10 years with Arbitron and officially retired in 1990 as Executive Vice President and General Manager of the company.

Bill and Rosemarie and their two young children had been coming to Rehoboth Beach since they first rented a home on Chicago Street in 1967. From 1982 to 1990, the Bahans would spend most weekends and every August in Rehoboth at their beach home on Laurel Street. They’ve been living there full-time since Bill’s retirement in 1990. Having lived such an active and ambitious professional career, Bill was eager to use the next chapter in his life to become an active volunteer. He was appointed by Mayor Sam Cooper to a seat on the City Board of Adjustment – a position he held from 1990-1995. It was also in 1990 when Bill joined the Rehoboth Beach Historical Society and the Rehoboth Art League.

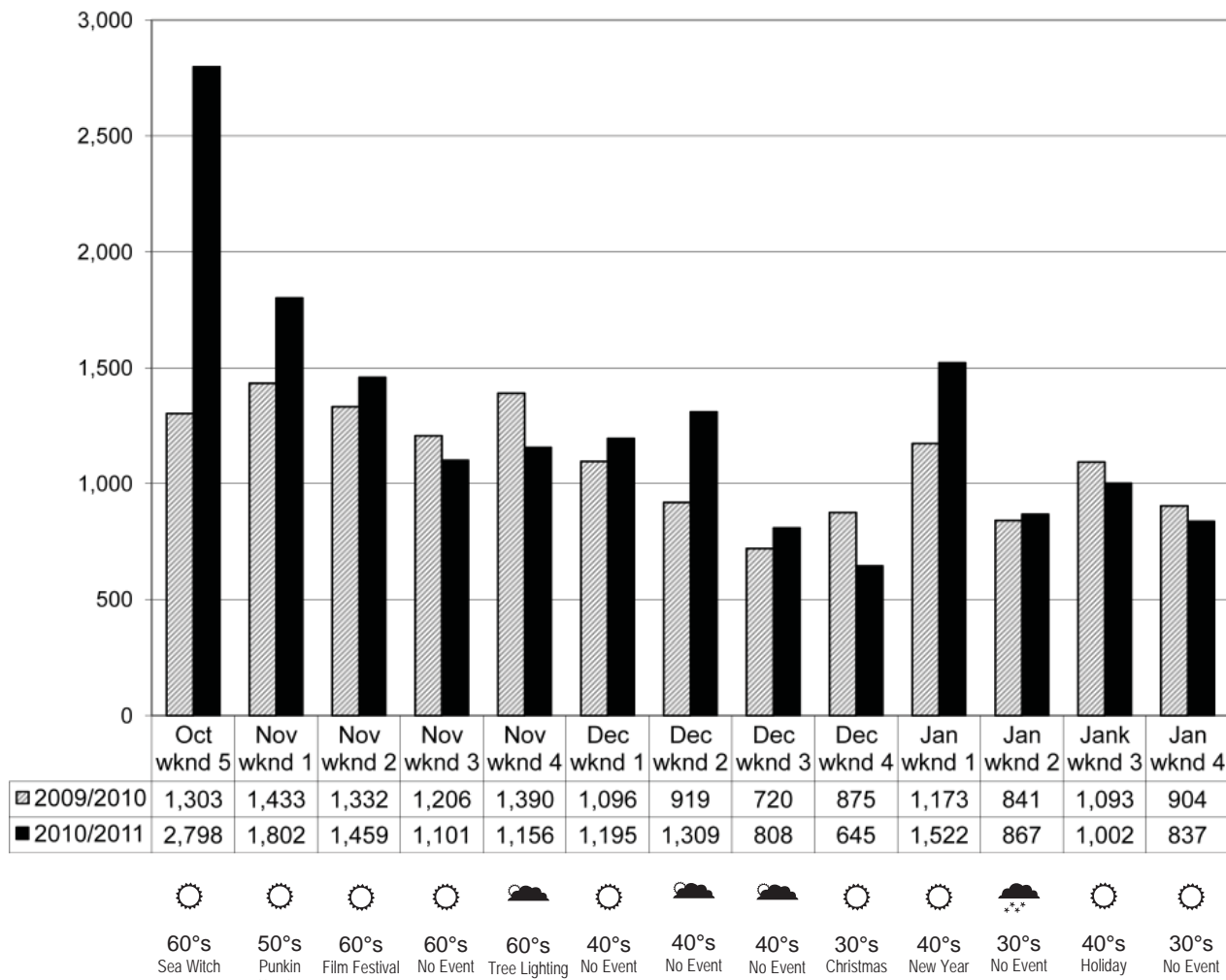
In 2000, Bill became the President of the Historical Society. When he assumed leadership of the organization, there were 55 members and it was extremely difficult to raise money. But Bill worked tirelessly to bring Warren McDonald’s dream of a first class Rehoboth Beach museum to life. He spearheaded the purchase of the old Icehouse from its long-time owner Butch McQuaid; he went to the Longwood Foundation and convinced them to give a lead gift of \$100,000, which led to a second \$100,000 gift; and he led efforts to gather artifacts and helped move them into the current museum. During Bill’s 14 years as board member and President, the Historical Society’s membership doubled, popular programs such as the Beach Ball were established, and more than one million dollars were raised to help realize the dream for the beautiful new museum for our city. Bill also served for 6 years on the board of the Rehoboth Art League. While there, he held the position of Chair of the Buildings and Grounds Committee. According to former Executive Director Nancy Alexander, it was under Bill’s leadership when several significant renovation projects were completed, resulting in a more functional and attractive campus. Bill also served as Treasurer of the Art League and did an impressive job of keeping expenses in check while significant fund raising programs were held, allowing the League to flourish.

Though it was the Historical Society and the Art League where Bill volunteered the bulk of his free time, he also served on the Boardwalk Committee and helped negotiate the Comcast Cable contract while chairing the City’s Cable Committee. And in 1996, Bill entered the political arena with a run for the Mayor’s office. Though unsuccessful in that endeavor, Bill is quick to say that having the opportunity during that campaign to ride his bike around town and meet so many wonderful people was still one of the “great experiences of his life”.

The Chamber and community appreciates Bill’s efforts to the city and his determination to see so many important projects thru to the end which is what truly set him apart. Bill has made a difference in our community. ◆

To view Installation pictures, visit www.beach-fun.com/installation/

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

Star Guest/Group Bags

	2010	2009	2008	2007	2006
NOV	20.....	100.....	130.....	15.....	50
DEC	0.....	40.....	0.....	0.....	0

Visitor Center Visitation

	2010	2009	2008	2007	2006
NOV	427.....	536.....	461.....	486.....	354
DEC	192.....	235.....	378.....	304.....	211

DE Dept. Of Labor Statistics

(Dec. 2010); Delaware's seasonally adjusted unemployment rate in December 2010 was 8.5%, up from 8.4% in November 2010. There were 35,900 unemployed Delawareans in December 2010 compared to 37,600 in December 2009. The U.S. unemployment rate was 9.4% in December 2010, down from 9.8% in November 2010. In December 2009, the U.S. unemployment rate was 9.9%.

Source: DE Monthly Labor Review; Vol. XVIII, Number 1, 1/21/11

Website Results - www.beach-fun.com

Top Website Pages Viewed - January 2011

Page on Site.....	Page Views
1 Calendar of Events Main Page	1,725
2 Beach Jobs.....	1,498
3 Vacation Planning Kit	1,283
4 Accommodations	1,184
5 Hotels/Motels.....	1,032
6 Activities.....	930
7 Merchants Attic Public Garage Sale.....	895
8 Rehoboth Beach Info.....	636
9 Dewey Beach Info.....	586
10 Plan My Trip.....	586
11 Restaurants/Eateries	584
12 Interactive Dining Guide.....	518
13 Search Results.....	512
14 Site Index.....	494
15 Photo/Video Tour.....	457
16 Real Estate	426
17 Retreats/Rental Houses	420
18 Contact Us.....	393
19 Apartments/Cottages.....	373
20 Condominiums.....	334

Top 10 States to Visit Site - January 2011

1 Pennsylvania	3,042
2 Delaware	1,368
3 Maryland.....	957
4 New York.....	930
5 New Jersey	516
6 Virginia	497
7 District of Columbia	278
8 Ohio.....	248
9 California	128
10 Florida.....	120

Website Visits & Bounce Rate November 2009 vs. 2010

2009 - 7,220 visits
 5,760 absolute unique visitors
 37.47% bounce rate
 2:17 average time on site

2010 - 8,141 visits
 6,210 absolute unique visitors
 44.36% bounce rate
 2:17 average time on site

Website Visits & Bounce Rate December 2009 vs. 2010

2009 - 7,091 visits
 5,792 absolute unique visitors
 37.34% bounce rate
 2:13 average time on site

2010 - 6,366 visits
 4,941 absolute unique visitors
 47.72% bounce rate
 2:06 average time on site

Website Visits & Bounce Rate January 2010 vs. 2011

2010 - 10,691 visits
 8,632 absolute unique visitors
 32.78% bounce rate
 2:37 average time on site

2011 - 9,580 visits
 7,682 absolute unique visitors
 35.61% bounce rate
 3:05 average time on site

“ Quote of the Month ”

**Change your thoughts and
you change the world.**

**Harold R. McAlindon
Writer**

**Follow us on Twitter at
twitter.com/rbdbchamber or
Fan us on Facebook!**

Business After Hours Fun!

Special thanks to Finbar's Pub & Grill and Bethany Blues Restaurant in Lewes!



To view more photos and the schedule, visit www.Beach-Fun.com/business-after-hours/

Regional Advertising Info

2011 Regional Advertising Placement

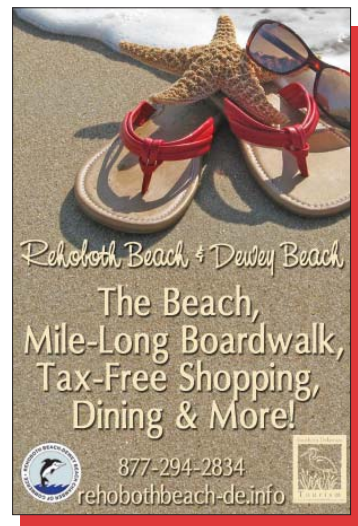
Publication	Run Date
AAA World Magazine.....	March/April; May/June
America's Best Vacations.....	April
Catch A Glimpse Guide	2011-2012
Coastal Images (Web Link)	Monthly
Comcast Cable/RVG	In Process
Family Circle.....	April 11
Getaways on Display.....	May-Oct
Great Vacation Getaways, Spring	April 10
Great Vacation Getaways, Fall.....	August 28
GuestQuest Traveler Vac. Guide.....	March 14 & 21
GordonsGuide.com.....	Feb. 2011-2012
I-95 Presence/Welcoming Center.....	In Process
Jolly Trolley Panel.....	Spring-Fall
Landmarks.....	2011-2012
Oprah Magazine.....	March 15
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

2010 Top State Requesting Information (in rank order)



- Pennsylvania
- New Jersey
- New York
- Maryland
- Connecticut
- Virginia
- Massachusetts
- Ohio
- North Carolina

2011 Sample Ad



50 Years In Business, Continued from Front Cover...

why Funland can stand up against any mega theme park. It's personal, familiar and a memory maker for everyone. The Chamber, community, and visitors are so fortunate to have such a long standing & model business like Funland.

There are 20 members of the Fasnacht, Henschke, Curry, Ginder and Darr families involved in the operation of Funland. The most recent additions represent the start of their fifth



Kevin Fleming Photo

generation...Emma age 2 and Jay Malcolm age 4 months. According to Alan, the two of them have been placed in charge of morale this summer. The entire family has asked Chamber members to help them kick-off the 50th year celebration with a "Family Night" on Saturday evening, May 14th. There will be free rides, guessing contests and prize drawings...fun for everyone! ◆



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 October 30, 2010 - January 24, 2011.

Thank you for your continued support!

1776 Restaurant, A.G. Renovations, Inc., Adams Oceanfront Motel, Admiral Hotel, All Saints Episcopal Church, AmericInn, AmeriTechnologies, Inc., Anderson Carpet One, At the Beach Repairs and Maint., At The Beach/ATB Internet Group, Atlantic Cellular, Atlantic Jewelry Expressions Corp., Atlantic Liquors, Atlantic View Motel, Atlantis Inn, Avenue Inn, Bake Shoppe, Bank of America, Bank of Delmarva, N.A., Bathfitter, Bay Resort Motel, Bay Road Cottages, Inc., Beach View Motel, The Beacon Motel, Beebe Medical Center, The Bellmoor, Bennett-Taylor Termite & Pest Control, Big Oaks Family Campground, Biggs Museum of American Art, Boardwalk Builders, Bob's Bike Rentals, Body Shop Fitness Center, Brighton Suites, Brooks Brother Factory Store, Brown Electrical Services, Browseabout Books, Cabe Associates, Inc., Cadbury at Lewes, Calico Corners, Inc., Cape Gazette, Cape May - Lewes Ferry, Cape Suites Associates, Casapulla's South, Cathleen Bahan Consulting, Christmas Tree Hill, Citizens Bank - Lewes Rt. 1, City of Rehoboth, Clean Delaware, Clear Space Productions, Coast Survey, Inc., Coastal Sunrooms and Porch Enclosures, Cochran's Apartments, Comfort Inn, Communications & Wiring, Co., Country Club Estates Property Owners, Country Life Homes, County Bank, Crosswinds Motel, Crowley & Associates, Crystal Restaurant, Cultured Pearl, Davis, Bowen & Friedel, Inc., Delaware Beach Life, Delaware Chapter of the Surfrider Foundation, Delaware Coast Press, Dellose Security Associates, Inc., Delmarva Power, Delmarva Temporary Staffing, Inc., Derrickson Development, Diehl & Co. CPA's LLC, DiSabatino Construction Co., DiscoverSea Museum, Dogfish Head Brewing & Eats, Doggies at the Beach, Dogs And Their Companions, Inc., Doug's Custom Fireplace, Dynamic Mortgage Services, Edgewater House, First Merchant Services, First State Disposal, The Flowers Counsel Group, Fulton Bank, DE National Division, Funland, Gary's Dewey Beach Grill, Good As New Cleaning Crew, Grand Rental, Griffin & Hackett, P.A., Haag McKay Team/Jack Lingo, Harvard Business Services, Inc., Judy Hash/Patron Member, Hebron Station Warehouse Rehoboth Beach, Henlopen Condominium, The Henlopen Hotel, Heritage Antique Market, Hickory Printing Group Inc., Holiday Inn Express, Holland Jewelers, Homes and Land of Delmarva, I.G. Burton, IHOP (Silver Five, LLC), J. Conn Scott, Jack Lingo, Inc., Jeff West Home, Jefferson, Urian, Doane & Sterner, K. Hovnanian Homes, L & W Insurance, Legum & Norman, Inc., Luff & Associates, P.A., CPAs/EZ Payroll, M Insurance Services, LLC, M&D Bird Farm, Exotic Birds & Supplies, Mann & Sons, Inc., Sherri Martin/Jack Lingo Realtor, McDonald's of Rehoboth Beach, Nancy Meadows/Patron Member, MedTix LLC, Mercantile Processing Inc., Merrill Lynch, Mr. Go Glass, Nicola Pizza, Nuttle Lumber, Oak Construction Co., Inc., Oceanus Motel, One Virginia Avenue Condominium, Overture, Parcel Plus, Pasqualini's Bakery, Patrician Towers Condominium, Penn-Del Lock, Perfect Wedding Guide, Pirates of Lewes Expeditions, PNC Bank, Prudential Gallo Realtors, Raymond F. Book & Associates & Wealth Management, Rehoboth Art League, Rehoboth Auto Repair, Rehoboth Beach House Rentals, Rehoboth Beach Public Library, Rehoboth Beach VFW, Rehoboth Car Wash, Inc., Rehoboth U Store, Resort Pointe Custom Homes, ResortQuest Realty, Restaurants Plus, Inc., Jay Rooney/Patron Member, Royal Plus, Inc., Royal Rose Inn Bed & Breakfast, Schell Brothers, Sea Shell Shop, Sea Voice Beach House, Sea Witch Manor, Seashore Striders, Seaside Pointe - A Brandywine Asst. Living, Secure Self Storage, Shore Property Maintenance, Short's Marine, Inc., Silver Lake Bed & Breakfast, Special Olympics Delaware, Star of The Sea Condominium, State Farm Insurance, Stuart Kingston Inc, Summer House Restaurant & Saloon, Sundew Painting, Inc., Sunny Day Guides, Super Snooper LLC, The Surf Club, Sussex County Federal Credit Union, Tall Pines Resort Community & Campground, Ten Bears Environmental, LLC, TGIFridays, Toth Distribution Service, Inc., Victoria's Restaurant, Robert Waegle/Patron Member, Walmart, WBOC TV 16, Westminster Presbyterian Church, WGMD-FM, Williams Insurance Agency, Inc., Wilmington Trust, Wilson Baker, Inc., Wilson, Halbrook & Bayard, Woody's East Coast Bar & Grill-Dewey Beach, Bruce B. Wright, D.D.S. Renewals from October 30, 2010 - January 24, 2011.

International Students Update

Fewer J-1 international student workers available in 2011 because of government rule changes

The U.S. State Department has announced changes to the regulations that govern J-1 Work & Travel USA student workers. Student workers coming from Bulgaria, Russia, Romania, Ukraine, Moldova, and Belarus now require a job offer that has been confirmed by a J-1 Sponsor before their visa interview. This means that there will be fewer J-1 student workers overall coming to the U.S. this year.

Students from these countries make up a significant percent of the seasonal workforce that contributes to Delaware's tourism economy. Employers who rely on J-1 student workers to augment their local staffing during the summer peak season will have to hire much earlier than in past years. If they do not, they will be short staffed. CIEE is urging all employers to make all of their job offers before the end of February and CIEE can help with recruitment. Employers who wait longer to hire will be too late – students won't be walking around looking for jobs as they may have been in the past. (Visit www.ciee.org/hire/newrules for more information.)

Nicole Zapata is the CIEE rep for the Rehoboth Beach area. Employers can reach Nicole at nzapata@ciee.org or 207-553-4176. Also turn to page 7 to view CIEE's ad.

Legislative Update - House Bill #28

House Bill #28 – An Act to Amend Title 18 of the Delaware Code Relating to Small Employer Health Insurance – was introduced on January 26, 2011.

A synopsis of the Bill is as follows: This bill enables small employer health insurance carriers to make “stop-loss” insurance coverage available to small employers with more than 15 employees. The issuance of stop-loss coverage to small employers, defined as having no more than 50 employees, will be prohibited as of July 1, 2011. This bill will limit that prohibition to employers with 15 or fewer employees.

To view the entire bill, go to www.legis.delaware.gov, click on Bill Tracking and enter the type and # of the bill.



The Board of Directors are on call & ready when things heat up!



www.PortraitsInTheSand.com

Front Row from Left to Right: Jay Becker, Ann Watkins, Marvin Carney, Wendy O. Baker, Chip Hearn, Chris Weeks, Carol Everhart, Bill Klemkowski, Paul Kuhns & Scott Swingle. **Back Row from Left to Right:** Dale Lomas, Matt Turlinski & Keith Martin.

Not Pictured: Jerry Esposito, Kyle Morgan, Rob Marshall, Michael Meoli, Rachel Webster, Kay Wheatley & Susan Townley-Wood.

If something is bugging you, call on Chamber staff!



From Left to Right: Kate Bell-Events/Visitors Center, Meghan McCalley-Creative/Finance, Carol Everhart-President/CEO & Joy Kidd-Administrative Assistant.

APPLE
645-5105
ELECTRIC

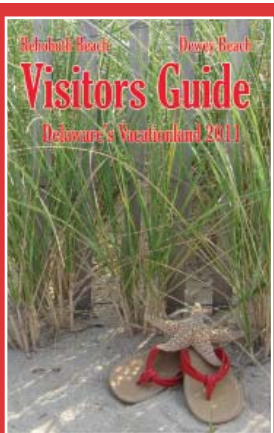
I LOVE
what I do;
you will, too!

**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!