



# FOCUS *on*

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

## *Our Local Stars & Members Shine Bright!*

Board of Directors, Special Award Winners, Sponsors and Volunteers were recognized before a sell out crowd at the 2013 Installation Dinner held at the Atlantic Sands Hotel!



2013 Chamber of Commerce Board of Directors



Matt Turlinski & Keith Martin

Immediate Past Chairman of the Board Matt Turlinski passed the gavel to incoming Chairman of the Board Keith Martin. Matt was presented with a plaque of recognition with the quote . . . **"He hit the target every time...even the moving ones!"**

The following 2013 Board of Directors were installed:

**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:** Wendy O. Baker · Evergreene Companies; 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; 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.



Check out pages 5, 8 and 9 for award winners and photos!

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

**“The Nation’s Summer Capital”**

P.O. Box 216  
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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  
Directors Wendy O. Baker  
Marvin Carney  
Jerry Esposito\*  
Chip Hearn  
Bill Klemkowski  
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

**Chamber Staff Contact Information**

Caroline Buress, Visitors Center .....Ext. 0  
Kate Bell, Events ..... 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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# 2013 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Feb 9 .....	Town of Dewey Beach Meeting .....	9 am/Lifesaving Station
Feb 15 .....	City of Rehoboth Beach Meeting .....	7 pm/Commissioners Room
Feb 16 .....	Merchants' Attic/Garage Sale .....	9:30 am-1:30 pm/Conv. Ctr.
Feb 21 .....	Board of Directors Executive Mtg .....	10:30 am/Bethany Blues
Feb 21 .....	Board of Directors Full Board Mtg ....	11:30 am/Bethany Blues
Feb 21 .....	Business After Hours.....	5-7 pm/Jake's Seafood, Rt. 1
Mar 9.....	Town of Dewey Beach Meeting .....	9 am/Lifesaving Station
Mar 15 ....	City of Rehoboth Beach Meeting .....	7 pm/Commissioners Room
Mar 14 ....	Board of Directors Executive Mtg .....	10:30 am/Bethany Blues
Mar 14 ....	Board of Directors Full Board Mtg ....	11:30 am/Bethany Blues
Mar 16 ....	Merchants' Attic/Garage Sale .....	9:30 am-1:30 pm/Conv. Ctr.

For additional meetings, events & activities -- visit **www.Beach-Fun.com**

## 2013 Business After Hours

**BACK BY POPULAR DEMAND . . .**

### Business After Hours scheduled for Thursdays!

You are invited to attend monthly Business After Hours! [The 2013 schedule is listed below.](#) These mixers offer a great opportunity to meet and network with fellow members. Business After Hours are typically scheduled for the third Thursday of each month but may be held on the second Thursday to avoid conflict with major holidays. Each event runs from **5-7 PM** and a \$1.00 donation is collected at the door.

Business card drawings are held and door prizes are given out to the lucky winners! Members are welcome to donate prizes such as gift certificates, store merchandise, etc. The prizes can be brought to the sign-in table the night of Business After Hours.

- Thursday, February 21** - Jake's Seafood, Highway One
- Thursday, March 14** - The Starboard
- Thursday, April 18** - Dos Locos
- Thursday, May 16** - Atlantic Sands Hotel & Trade Show
- Thursday, June 20** - Ivy
- Thursday, September 19** - Crabby Dick's
- Thursday, October 10** - Mariachi Restaurant
- Thursday, November 14** - Finbar's Pub & Grill
- Thursday, December 12** - Bethany Blues, Highway One

## Merchants' Attic & Public Garage Sale



Mark your calendars and plan to shop at the State's Largest Indoor Garage Sales!

Merchants' Attic I • Saturday, February 16, 2013  
Merchants' Attic II • Saturday, March 16, 2013

Events held at the Rehoboth Beach Convention Center at 229 Rehoboth Avenue, Rehoboth Beach, Delaware. Doors open promptly at 9:30AM, rain or shine. The hours are 9:30 AM to 1:30 PM. There is no admission fee; however donations for the benefit of the Chamber Event Fund are welcome.

For more information, call Kate at 302-227-6446.

## Insurance Seminar & Information Session

The Chamber is coordinating an insurance seminar to help answer questions on the new federal insurance provisions. A featured speaker will be Kent Evans, Vice President, Human Capital Practice, Willis of Delaware, Inc. who will be joined by local insurance professionals.

The seminar will be held on **Thursday, February 28th from 9:00 - 11:00 AM** at the Rehoboth Beach Convention Center (229 Rehoboth Avenue, Rehoboth Beach). There is no fee to attend.

RSVP to [joy@beach-fun.com](mailto:joy@beach-fun.com) or 227-2233, ext. 14.

Have a **Workman's Compensation** Question?

Contact Bruce Decker of the Delaware Compensation Rating Bureau (DCRB) for information.

**Email:** [bdecker@dcrb.com](mailto:bdecker@dcrb.com)

**Phone:** 302-654-1435 ext 4411



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# BRAG BOARD



## Sea Witch Dog Parade Winner - WOOF!

Thank you for my prize! Love, Libby

Libby was one of the winners for the 2012 Sea Witch Dog Parade. Due to Hurricane Sandy and the State of DE Evacuation, the pet parade was cancelled and entries were emailed to the Chamber for judging. Libby is pictured here in her award winning costume, plus she's enjoying her award!



## Browseabout Books Is The Best Bookstore In The Universe

Hi, I just wanted to praise Steve Crane and his Browseabout Books. I am a co-author of a Young Adult series, Capital Girls. Steve has hosted us twice in his bookstore. I can not say enough about him or his wonderful staff. I wish our DC independent bookstores would be even half as supportive and helpful as Steve is. As far as I am concerned, Browseabout Books sets the bar for all other book stores of any size, any where.

Amy Reingold  
Pen Name Ella Monroe  
Email received by the Chamber on 11/27/2012

## Senator Carper Congratulates Winners

Major Award Winners at the Installation Dinner received individual letters from the Senator. Below is a sample:

Dear Ms. Billingsley,

I was recently informed that the Village Improvement Association has received the Rehoboth - Beach Dewey Beach Chamber of Commerce 2013 Mae Hall - McCabe award. Congratulations on this wonderful distinction!

The work V.I.A. has done to serve Rehoboth Beach, Delaware deserves to be recognized. It is wonderful to see Delawareans make such a difference, and I am confident that many more years of your leadership to enhance your community are still to come.

Carolyn, congratulations again on receiving the Rehoboth - Beach Dewey Beach Chamber of Commerce 2013 Mae Hall - McCabe award. Best wishes in all that lies ahead!

With best personal regards, I am sincerely yours,

Thomas R. Carper  
United States Senator

## Senator Coons Letter of Acknowledgment

January 24, 2013

Dear Carol and Members of the Chamber,

Thank you for extending an invitation to attend the Rehoboth Beach-Dewey Beach Chamber of Commerce Volunteer Recognition and Officers Installation Dinner.

I was so honored to join many of your members last June. I continue to be impressed with the Chamber's dedication to recognizing community volunteers and members who are committed to making our state a better place. It is essential that we recognize those in our community who give so generously of their time and services to others. They are shining examples of what makes this country great, representing generosity as an American tradition. On behalf of all Delawareans I would like to thank the volunteers being honored tonight and the Rehoboth Beach-Dewey Beach Chamber of Commerce for working so hard to recognize those who bring their talents and spirit to volunteering.

I would be remiss not to mention the new officers who are being installed at tonight's ceremony. You are joining a Chamber dedicated to advancing the development and growth of the beach community. Congratulations on this wonderful occasion.

Again, best wishes to all those being recognized here tonight. Your support of the Chamber and volunteers is greatly appreciated.

Sincerely, Christopher A. Coons  
United States Senator

## Chamber Staff Batty Over Sea Witch Logo

Chamber staff is happy to show off the 2013 Sea Witch Logo designed by Group J Design. The 24th Annual Festival's theme is "Wing It at Sea Witch" and will take place October 25-27, 2013. Stay up to date by visiting [www.SeaWitchFestival.com](http://www.SeaWitchFestival.com).



## Thanks For Donating

Special Thanks to all of the Chamber Members who brought a toy to donate to the Toys For Tots program at the December General Membership Meeting. Along with other local businesses, Steve & Lisa Prestipino of Apple Electric collect thousands of toys that are distributed to children in Sussex County!



# **Installation AWARD WINNERS & RECOGNITIONS**

## **Mae Hall McCabe Award**

Village Improvement Association

## **Business of the Year**

Delaware Beach Life Magazine

## **50 Years or More in Business**

Candy Kitchen Shoppes

## **Chamber Volunteer of the Year**

Pam McCutcheon

## **Dewey Beach Volunteer of the Year**

Beverly Corelle

## **Dewey Beach Lifeguard of the Year**

Ryan Cannon

## **City of Rehoboth Beach Special Recognition - Parkmobile Team**

June Embert, Dave Henderson, Willy Merchant, and Mike Peterman

## **Scholarship Award Winners**

Janey Roope - Chamber of Commerce  
Brandon Harris - Delaware Coast Press  
Richard Tobias Bennett - WDMS

## **Individual Service Awards**

George Bunting - Former Delaware State Senator; Jim Laird & Marty Seitz, Former Town of Dewey Beach Commissioners

## **20+ Years Chamber Membership**

Apple Electric, Arena's Famous Deli Bar, Aubrey Construction, Inc., Blue Moon Restaurant, Christmas Tree Hill, Cochran's Apartments, Delaware Coast Press, Fulton Bank-Delaware National Division, Ocean Travel, Inc., Rehoboth Beach Public Library, Sea Shell Shop, The Whitson, and Victoria's Restaurant

## **Special Volunteer Recognitions**

Jay Becker, Hayden Evans, Dennis Forney, Mark Lally, Ed Lewandowski, Marcia Maldeis, Rob Marshall, Stan Mills, Karen Mumford, George Palmer, Diane Pringle, Zeke Przygocki, and Mary Ann Sockriter

## **Top Sponsorship Recognitions**

7 Eleven, Affinity Energy Management, Applied Bank, Atlantic Liquors, Atlantic Sands Hotel & Conference Center, Bethany Blues, Better Business Bureau of Delaware, Boardwalk Builders, Cape Gazette, City of Rehoboth Beach, Comcast of Delmarva, Community Bank, County Bank, Crabby Dick's Marketplace & Grill, Crosswinds Motel, Delaware Today Magazine, Delmarva Power, Dos Locos, Fulton Bank-Delaware National Division, Great Scott Broadcasting, Jake's Seafood House, Jefferson, Urian, Doane, & Sterner, P.A., Kings Creek Country Club, Kiwanis Club of Coastal Delaware, LC Homes, M & T Bank, Mariachi Restaurant, Nemours Health & Prevention Services, PNC Bank, Prudential Gallo, Rehoboth Beach Animal Hospital, Starboard Restaurant, Tanger Outlet Center, TD Bank, TGI Fridays, The Bake Shoppe, Town of Dewey Beach, WDMS Entertainment and Promotion, WBOC TV 16, WMDT-TV-Channel 47, WRDE TV MyRTV 9, and WSFS

## **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!

**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.

## American Cancer Society

Josette Castiglione  
92 Reads Way, Suite 205  
New Castle, Delaware 19720  
302-324-4227  
www.cancer.org  
Service - Organization/Association

## Axion Financial Group

Tony Kypreos  
18977 Munchy Branch Road, Suite 2  
Rehoboth Beach, Delaware 19971  
267-261-4177  
www.axionfinancial.com  
Service - Financial Services

## Boire's Hair Designs Operating at Tip Top Nails

Mary Colleen Grady  
Inside the Rehoboth Mall  
Rehoboth Beach, Delaware 19971  
302-645-1926  
Service - Beauty Services/Supplies  
M2M Discount: Surprise Discount!

## The Coffee Mill

Mel Damascena  
127 Rehoboth Avenue, Suite B  
Rehoboth Beach, Delaware 19971  
302-227-7530  
www.coffeemillrehoboth.com  
Restaurant/Eatery  
M2M Discount: 10%

## Country Lawn Care & Maintenance

Jerry Dougherty  
22691 Pine Drive North  
Lewes, Delaware 19958  
302-841-1723  
www.clclawns.com  
Service - Landscape Contractors

## Creative Resource Group

Ernie Felici  
111 Atlantic Avenue  
Ocean View, Delaware 19970  
302-537-7840  
www.crgsite.com  
Service - Advertising/Marketing

## D3 Corp. Web Solutions

Tanja Giles  
12319 Ocean Gateway, Suite 202,  
Ocean City, Maryland 21842  
410-213-2400  
www.d3corp.com  
Service - Internet Services  
M2M Discount: #1 - Hire D3 Corp to build your website & get an enhanced mobile website for FREE. #2 - Current clients-20% off any new service; New clients-15% off any service.

## Dante Property Management

Daniel Iammatteo  
20200 Coastal Highway  
Rehoboth Beach, Delaware 19971  
908-451-6306  
Service - Property Management

## Dinner Is Served; Personal Chef Services

Betty Burleigh  
Lewes, Delaware 19958  
302-947-9679  
www.dinnerisservedbb.com  
Service - Personal Chef Services

## DJ's Pet Depot

Joanne Sheppard  
17644 Coastal Highway  
Lewes, Delaware 19958  
302-703-2222  
www.petdepot.net  
Service - Pet Services

## Dover Rent All Tents & Events

Meghan Clapp  
35 Commerce Way, Suite 180  
Dover, Delaware 19904  
302-739-0860  
www.tentevents.net  
Service - Rental Equipment

## The Evergreene Companies

Wendy O. Baker  
20245 Bay Vista Road, Suite 204  
Rehoboth Beach, Delaware 19971  
302-542-7088  
www.myevergreenehomes.com  
Real Estate - Builder/Contractor

## Hyatt Place Dewey Beach

Vince DiFonzo  
1301 Coastal Highway  
Dewey Beach, Delaware 19971  
302-864-9100  
www.hyattplacedeweybeach.com  
Accommodations - Hotel/Motel

## Kingdom Builders Financial Group

David Bocchino  
411 Samantha Drive  
Lewes, Delaware 19958  
941-545-8624  
www.kingdombuildersfinancial.org  
Service - Financial Services

## Millville Town Peddler

Samantha Reynolds  
35308 Atlantic Avenue  
Millville, Delaware 19967  
302-381-5891  
www.facebook.com/MillvilleTownPeddler  
Retail - Gifts & Specialty Shops

## Papa John's Pizza

Daniel Ramirez  
19330 Lighthouse Boulevard  
Rehoboth Beach, Delaware 19971  
302-226-PZZA (7992)  
www.papajohns.com  
Restaurant/Eatery

## Salt Air

David Lynch  
50 Wilmington Avenue  
Rehoboth Beach, Delaware 19971  
302-227-3744  
www.saltairrestaurant.com  
Restaurant/Eatery

## SCORE-Experienced Business Counselors

Hank Brodersen  
Serving Sussex County  
302-947-9029  
www.scoredelaware.org  
Service - Business Services

## Shore Bank

Jim Barr and Jim Johnson  
19345B Miller Road  
Rehoboth Beach, Delaware 19971  
302-227-1855  
www.shorebank.com  
Service - Financial Services

New Members continued on next page...

# MEMBERS in the SPOTLIGHT

## ► Village Improvement Association

The VIA was established in 1909 by a few ladies that desired to improve the village of Rehoboth Beach. Thus the Village Improvement Association was born. As a result of their efforts and all of the subsequent members' efforts, for over 100 years Rehoboth has blossomed into a wonderful destination for all ages. Their annual fundraisers such as the Golf Tournament and St. Nicholas Tea along with bake sales at the Chocolate Festival and Rehoboth Art League Shows raise enough money to support numerous charities in the greater Cape Henlopen region. Some upcoming events are the "Swing Into Spring" Fashion Show at Baywood Greens on April 6th and the "Seaside Art" Show on May 18th which kicks off the 75th Diamond anniversary of the RAL that the VIA was instrumental in forming. Plus, the 2nd annual Chicken Plunge in September for those who like to plunge but NOT in COLD water! All of these events and more information can be found on [www.rehobothbeachvia.org](http://www.rehobothbeachvia.org). ♦

## ► Millville Town Peddler

Millville Town Peddler was re-opened in 2012 by local teenagers, a brother and sister team, Clay and Samantha. The store is located at 35308 Atlantic Avenue, Route 26, Millville, Delaware.

Specializing in new and used treasures plus custom-made surfboards built on premise. "You never know what you will find, so come often to shop with us." New items are coming in often and the team accepts donations and consignments.

Clay builds and sells custom surfboards at his studio and workshop under the brand name Reynolds' Back Door Surfboards. Have him build a board to advertise your business. Are you an artist? Millville Town Peddler would like to host an art show for you. Now scheduling shows for spring and summer.

Stop by and support this local brother and sister start up business. Check out [www.facebook.com/MillvilleTownPeddler](http://www.facebook.com/MillvilleTownPeddler) or call 302-381-5891. ♦

## ► Dinner Is Served

Dinner Is Served Personal Chef Service is coming to the beach. Betty Burleigh, chef and owner, is moving into the area and will be offering her services throughout Sussex County and as far north as Dover.

Betty will come to your home to discuss your family's food preferences and will suggest a menu of 4 – 6 different meals. On the "cooking day" Betty does all the shopping and brings all the ingredients, utensils and equipment she will need and cooks up to 8 servings of each meal, packaging them in special containers that can be reheated in either your regular oven or your microwave. They are labeled with the contents and reheating instructions and stored in your freezer. All you have to do is take one out and reheat it, and "Dinner Is Served".

Betty does parties too! How about a Girls' Night In? Betty will, again, bring everything, cook the food in your kitchen, and serve it on to a buffet or at the table. She'll even clean up afterwards if you like.

For more information, call Betty at 302-947-9679 or visit her website [www.DinnerIsServedBB.com](http://www.DinnerIsServedBB.com). ♦

## ► Phippin's Cabinetry & Renovations

Phippin's Cabinetry & Renovations has been "Making Our Customer Feel At Home" since 1974. They serve the entire Eastern Shore area and are proud to announce their new showroom location at 20807 Coastal Highway in Rehoboth Beach, DE. Phippin's offers several manufactured cabinet lines along with their Phippin's Advantage line, all varieties of countertops, tile and hardwood flooring. Winter showroom hours are Monday through Friday 10AM - 5:30PM. For more information, email [hippins@comcast.net](mailto:hippins@comcast.net) or call 302-212-2189. ♦

### **SMB Photography**

Path Snyder  
25 Deerfield Lane  
Rehoboth Beach, Delaware 19971  
302-604-2152  
Service - Photography/Supplies

### **SONY Electronics**

Brent White  
34986 Midway Outlet Drive, Suite 118  
Rehoboth Beach, Delaware 19971  
302-644-8605  
[www.store.sony.com](http://www.store.sony.com)  
Retail - Gifts & Specialty Shops

### **Sussex County Parkinson Education & Support Group**

Dennis Leebel  
17000 Black Marlin Court  
Lewes, Delaware 19958  
302-644-3465  
Service - Non-Profit/Organization

### **Swarthmore Financial Services**

Rick Carroll  
Two Penn's Way, Suite 412  
New Castle, Delaware 19720  
866-300-5994 ext. 107  
[www.financialguide.com/richard-carroll](http://www.financialguide.com/richard-carroll)  
Service - Financial Services

### **Techno Goober**

Bobbi Engel  
17527 Nassau Commons Blvd.  
Suite 213, Lewes, Delaware 19971  
302-645-7177  
[www.technogoober.com](http://www.technogoober.com)  
Service - Internet Services

### **Tommy Hilfiger**

Karen Sanchez  
35000 Midway Outlet Dr., Suite 210  
Rehoboth Beach, Delaware 19971  
302-645-4990  
[www.tommy.com](http://www.tommy.com)  
Retail - Apparel & Accessories

### **Wavelength Information Services**

Drew Phillips  
504 Franklin Avenue  
Berlin, Maryland 21811  
410-629-0913  
[www.wavelengththis.com](http://www.wavelengththis.com)  
Service - Internet Services

### **Woodward Outdoor Equipment**

Chris Woodward  
226 W. Main Street  
Middletown, Delaware 19709  
302-378-2849  
[www.woodwardoutdoor.com](http://www.woodwardoutdoor.com)  
Retail - Lawn Equipment

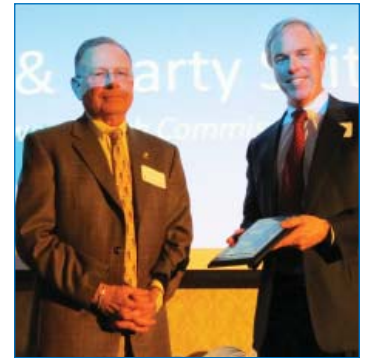
# Installation AWARD Winners and Members



Village Improvement Assoc.



Delaware Beach Life



George Bunting



Marty Seitz



Candy Kitchen Shoppes



Pam McCutcheon



Beverly Corelle



Willy Merchant, Mike Peterman, and Dave Henderson



Special Volunteers



20 Years or More Chamber Membership





**Ryan Cannon**



**Janey Roope**

Hi Carol, The Annual Dinner Program was impressive. What was even more impressive is that you were able to provide all that content and ended the program on time!! Being a Meeting Producer myself, I liked how you personalized each award on queue. Good time was had by all. All the best! *Ernie Felici, Creative Resource Group*



Hi Carol, Wonderful dinner last night! I had a really nice time and caught up with a bunch of folks. You and the team did a great job. *Scott Thomas, Southern Delaware Tourism*



**Brandon Harris**



**Richard Tobias Bennett**



**Top Sponsorship Recognition**



Carol, What an awesome event, as usual. I always have so much fun and see so many folks at your big night. A job well done once again by you and your staff. *Jim Smith, Delmarva Power*



Hi, I just wanted to thank you so much for the great time last night! What a magnificent event! From the awards ceremony, to the delicious food, the fantastic music, video, and balloons!! You all put so much work in it and it really showed! Also, on behalf of WBOC TV and myself I wanted to thank you for the bucket filled with all the goodies and the hot sauce. *Heather Cannon, WBOC*

For more pictures, visit [www.BEACH-FUN.com](http://www.BEACH-FUN.com)

# REPORTS *and* STATISTICS

## Accommodation Occupancy Chart | 2011/2012 vs. 2012/2013

Date	Room Count	Weather	Event
November 4-6, 2011	2,311	50's, Sunny	Punkin' Chunkin'
November 2-4, 2012	2,171	50's, Cloudy	Punkin' Chunkin'
November 11-13, 2011	2,464	50's, Sunny	Film Festival
November 9-11, 2012	2,207	50's, Sunny	Film Festival
November 18-20, 2011	1,881	50's, Sunny	No Event
November 16-18, 2012	1,798	50's, Sunny	No Event
November 25-27, 2011	1,992	60's, Sunny	Holiday
November 23-25, 2012	1,934	50's, Sunny	Holiday
December 2-4, 2011	1,903	50's, Sunny	No Event
Nov. 30-Dec. 2, 2012	1,817	50's, Sunny	No Event
December 9-11, 2011	1,859	50's, Sunny	No Event
December 7-9, 2012	2,089	50's, Cloudy	Seashore Marathon
December 16-18, 2011	1,597	40's, Cloudy	No Event
December 14-16, 2012	1,539	50's, Sunny	No Event
December 23-25, 2011	1,487	50's, Cloudy	Holiday
December 21-23, 2012	1,423	40's, Cloudy	Holiday
Dec 30, 2011-Jan 1, 2012	2,330	50's, Cloudy	Holiday
December 28-30, 2012	1,708	40's, Rainy	Holiday
January 6-8, 2012	1,624	50's, Sunny	No Event
January 4-6, 2013	1,479	40's, Sunny	No Event
January 13-15, 2012	1,779	50's, Sunny	Holiday
January 11-13, 2013	1,422	50's, Cloudy	No Event
January 20-22, 2012	1,501	40's, Cloudy	No Event
January 18-20, 2013	1,714	40's, Cloudy	Holiday

- 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

	2012	2011	2010	2009	2008
NOV	410.....	534.....	427 .....	536.....	461
DEC	281.....	425.....	192 .....	235.....	378

### Quote of the Month

**A hunch is creativity trying to tell you something.**

*Frank Capra*

### DE Dept. Of Labor Statistics

(Dec. 2012); Delaware's seasonally adjusted unemployment rate in December 2012 was 6.9%, up from 6.7% in November 2012. There were 30,500 unemployed Delawareans in December 2012, compared to 31,800 in December 2011. The U.S. unemployment rate was 7.8% in December 2012, unchanged from a revised 7.8% in November 2012. In December 2011, the U.S. unemployment rate was 8.5%.

Source: DE Monthly Labor Review; Vol. XX, Number 1, 1/18/13

# REPORTS *and* STATISTICS

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

### Website Statistics - November 2011 vs. 2012

2011	23,064 pageviews/hits 8,215 visits 6,559 absolute unique visitors 49.12% bounce rate 2:22 average time on site
2012	21,307 pageviews/hits 6,839 visits 5,491 absolute unique visitors 44.11% bounce rate 3:02 average time on site

### Website Statistics - December 2011 vs. 2012

2011	21,010 pageviews/hits 7,514 visits 6,160 absolute unique visitors 49.61% bounce rate 2:11 average time on site
2012	17,145 pageviews/hits 5,462 visits 4,517 absolute unique visitors 44.01% bounce rate 2:48 average time on site

### Website Statistics - January 2012 vs. 2013

2012	29,616 pageviews/hits 8,844 visits 7,168 absolute unique visitors 42.15% bounce rate 3:07 average time on site
2013	35,252 pageviews/hits 8,933 visits 7,312 absolute unique visitors 36.55% bounce rate 3:38 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 20 Pages Viewed - January 2013

Page on Site .....	Page Views
1 Current Events .....	1,823
2 Accommodations/Hotel/Motel .....	1,329
3 Area Activities .....	1,039
4 <a href="#">Order A Free Visitors Guide</a> .....	934
5 Sea Witch Festival .....	800
6 Attractions .....	796
7 Accommodations/Hotel/Motel 2 .....	679
8 Accommodations/Apt/Cottages .....	665
9 Rehoboth Beach Info .....	626
10 Accommodations/Rental Houses .....	620
11 Accommodations/Condos .....	580
12 Photo/Video Tour .....	538
13 Beach Jobs .....	536
14 Plan My Trip .....	514
15 Real Estate .....	512
16 Dining .....	474
17 Thank You Page/Form .....	469
18 Real Estate/Rentals/Sales .....	468
19 Accommodations/Hotel/Motel 3 .....	428
20 Accommodations .....	427

### Top 10 States to Visit Site - January 2013

1 Pennsylvania .....	2,442
2 Delaware .....	1,184
3 Maryland .....	947
4 New York .....	841
5 New Jersey .....	580
6 Virginia .....	435
7 Ohio .....	289
8 District of Columbia .....	283
9 Connecticut .....	152
10 Florida .....	125

# ALERT:

If you have enough customers,  
ignore this message.

If not, read on.

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## BUSINESS *after* HOURS PICTURES

THANKS to our December Host: Steve Montgomery and the Bethany Blues Crew!



## RIBBON CUTTING CEREMONIES



**Sussex County Parkinson Education & Support Group**



**Phippin's Cabinetry & Renovations**



**Papa John's**



**Peppers - New Location!**

**Want to get in on the action?** Join the Meet & Greet Committee to help welcome businesses opening in the Resort Area. Contact Kate Bell at 302-227-6446 or [events@beach-fun.com](mailto:events@beach-fun.com).



## 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.

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CIEE can help you fill these jobs in the Rehoboth and Dewey Beach area:

- Housekeepers
- Guest Services
- Dishwashers
- Game & Ride Operators
- Food & Beverage
- Lifeguards

CIEE is designated as a sponsor of the U.S. Department of State J-1 Summer Work Travel program and is a proud member of the Rehoboth Beach-Dewey Beach Chamber of Commerce.

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## Thank You Monthly Renewing Members

The Chamber wishes to thank the following Members who recently renewed their membership investment. The list below represents Members who renewed during the period of November 7, 2012 - January 28, 2013. Thank you for your continued support!

A.G. Renovations, Inc., Adams Oceanfront Motel, Admiral on Baltimore, Aloysius, Butler & Clark, Anderson Carpet One, Atlantic Cellular, Atlantic Jewelry Expressions Corp., Atlantic Liquors, Atlantic Sands Hotel & Suites, Atlantic Seafood Co., Atlantis Inn, Aubrey Construction, Inc., Austin Cox Home Services, Inc., Auto Equity Loans, Avis Budget Group, Back Bay Art Glass, LLC, Bank of Delmarva, Bath, Kitchen & Tile Supply, Bathfitter, Bay Resort Motel, Bay Road Cottages, Inc., Beach Babies Child Care, The Beacon Motel, Beebe Medical Center, The Bellmoor, Best Western Gold Leaf, Big Oaks Family Campground, Biggs Museum of American Art, Boardwalk Builders, Boardwalk Plaza Hotel, Bob's Bike Rentals, Body Shop Fitness Center, Boulevard Ford-Lincoln, Brandywine Sr. Living at Seaside Pointe, Breakers Hotel & Suites, Brighton Suites, Browseabout Books, Builders Supply of Delmarva Inc., Candy Kitchen Shoppes, Inc., Cape Gazette, Cape Suites Associates, Capital One Bank, Captain's Table, CHEF (Cape Henlopen Education Foundation), Child's Play by the Bay, Christmas Tree Hill, City of Rehoboth, Clean Delaware, Coastline Pool Services, Coca Cola Enterprises, Inc., Cochran's Apartments, Colonial East, Comfort Inn, Jeffrey, M. Cooper, DMD, PA, Country Club Estates Property Owners, Country Life Homes, County Bank, Cracker Barrel, Harry Crowley/Patron Member, Crystal Restaurant, Crysti, Cultured Pearl, Delaware Beach Life, Delaware Coast Press, Delmarva Power, Delmarva Temporary Staffing, Inc., Derrickson Development, Dewey Beach Enterprises, Diehl & Co. CPA's LLC, DiSabatino Construction Co., Doggies at the Beach, Dynamic Mortgage Services, Edgewater House, Ellis & Szabo LLP, Fairweather by the Sea, Fifer Orchards Local Fresh Market, Fins Fishhouse and Rawbar, First Light Charters, First State Disposal, Jeffrey Fowler/Re/Max, Fulton Bank-DE National Division, Funland, George Sherman Corp., Grand Rental, Harbor Healthcare Center, Harvard Business Services, Inc., Hebron Station Warehouse Rehoboth Beach, Henlopen Condominium, Henlopen Hotel, Ivy, Jack Lingo, Inc., REALTOR, Jeanine O'Donnell/State Farm Lewes, Jefferson, Urian, Doane & Sterner, Junior Achievement of Delaware, Kalmar Nyckel Foundation, Karl Richeson Photography, KINfolk, L & W Insurance, Legum & Norman, Inc., Lighthouse Gift Shop, Lingo Brothers Motel, Bryce Lingo & Shaun Tull/Jack Lingo, Lingo's Dinah Grocery, Little League Sr. Softball World Series, Luff & Associates, P.A., CPAs/EZ Payroll, M & T Bank, M Insurance Services, LLC, MacIntosh Engineering, Maggio-Shields Real Estate Brokerage & Café, Mann & Sons, Inc., Sherri Martin/Jack Lingo Realtor, McDonald's of Rehoboth Beach, Nancy Meadows/Patron Member, MedTix LLC, Nason Construction, Mercantile Processing Inc., Meridian Home Watch, LLC, Merrill Lynch, Mid South Audio LLC, Midway Chiropractic, LLC, Mixx, Mosaic Rehoboth, Never Never Land Kennels, Nicola Pizza, Oak Construction Co., Inc., Ocean Atlantic Sotheby's Int Realty, Oceanus Motel, One Virginia Avenue Condominium, Overfalls Foundation, Parcel Plus, Patrician Towers Condominium, Peninsula Golf & Country Club, Peninsula Regional Health System, Penn-Del Lock, Philly Pretzel Factory, Pirates of Lewes Expeditions, PNC Bank, Possum Point Players, Precision Door Service, Prime Lending, Prudential Joy Gallo Realtors, Raymond F. Book & Associates & Wlth. Mgmt, RE/MAX Realty Group, Rehoboth Art League, Rehoboth Auto Repair, Rehoboth Bay Sailing Association, Rehoboth Beach Boys & Girls Club, Rehoboth Beach Public Library, Rehoboth Car Wash, Inc., Rehoboth Seafood Market, Inc., Rehoboth U-Store, ResortQuest Realty, Restaurants Plus, Inc., Robin Hood Restaurant, Rodney Dunes Pier 12, Ronald M. Coffin General Contractors Inc., Rox Beach Weddings, Royal Plus, Inc., Royal Rose Inn Bed & Breakfast, Royal Treat Breakfast, Ruddo's Golf, Schell Brothers, Sea Esta Motels, Sea Shell Shop, Shore Property Maintenance, Short's Marine, S.K. Management, Inc., Special Olympics Delaware, Star of The Sea Condominium, State Farm Insurance, Stick It! Gymnastics, Stuart Kingston Inc, Summer House Restaurant & Saloon, Sundew Painting, Inc., Sunny Day Guides, Super G, Super Snooper LLC, The Surf Club, Sussex County Federal Credit Union, Tall Pines Resort Community & Campground, TGIFridays, The Wellnet Foundation/EDEN Project, Toth Distribution Service, Inc., TreasureQuest Shoppe, LLC, Vantage Point Solutions Group, Robert Waegele/Patron Member, Walmart, WBOC TV 16, WDMS Entertainment & Promotion, WestStar Mortgage by the Sea, WGMD-FM, Wheeler, Wolfenden & Dwares, Williams Insurance Agency, Inc., Wilson Baker, Inc., Wilson, Halbrook & Bayard, Wooden Indian LTD, Woody's East Coast Bar & Grill, Steven B. Wright, DMD.  
Renewals from November 7, 2012 - January 28, 2013.

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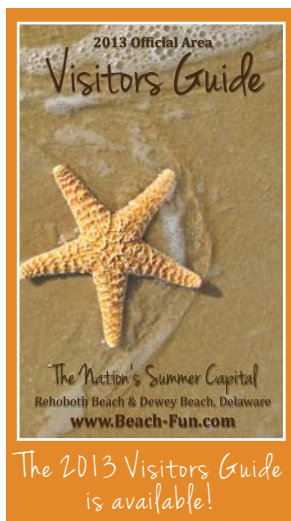
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