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March 2014

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With over 70 coupons already sold...and Members clamoring for more... the Chamber is expanding the Chamber Coupon Book to 36 pages! All coupons are full color and cost is \$100.00 which includes free coupon design. **CALL HER DEFINITELY!** Reserve your coupon with Patty at 302-227-6446!

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Rehoboth Beach-Dewey Beach
Chamber of Commerce & Visitors Center

“The Nation’s Summer Capital”

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302-227-2233 · 800-441-1329
Member Hotline · 302-227-6446
Fax · 302-227-8351
rehoboth@beach-fun.com
www.Beach-Fun.com

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Michael Meoli	*At Large Directors
Kyle Morgan	

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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, Membership Ext. 15
Meghan McCalley, Finance/Marketing Ext. 16
Linda Mills, Administration.....Ext. 18
Elsa Muñoz, Distribution.....Ext. 25

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2014 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Apr 10	Exec. Board of Directors Meeting.....	10:30 am/Ft. Miles
Apr 10	Board of Directors Meeting	11:30 am/Ft. Miles
Apr 12	Town of Dewey Beach Meeting	9 am/Lifesaving Station
Apr 18	City of Rehoboth Beach Meeting	6 pm/Commissioners Room
Apr 22	General Membership Meeting..... Guest Speaker - Sen. Carper with Green Force & YP's Group	12 noon/Kings Creek CC
May 13	General Membership Meeting..... Guest Speaker - Alan Levin of DE Economic Office	12 noon/Kings Creek CC

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, April 3** · Member Showcase in conjunction with Business After Hours at Hyatt Place, Dewey Beach. More info on page 3!
- Thursday, May 15** · Berkshire Hathaway HomeServices, Rehoboth
- 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

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!

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

Key Note Speaker: Dr. Nancy Gahles, DC, CCH at 1PM. "The Power of Self Care."

Member Showcase

Highlight your featured products and services at the Member Showcase held in conjunction with Business After Hours!

Date: Thursday, April 3, 2014
Time: 5:00 PM—7:00 PM
Place: Hyatt Place, Dewey Beach
Fee: \$65.00/Table



(Standard 8ft. Table, Covered & Skirted)

Call Kate
to Register!
227-6446



REALTOR BAGS

LOOKING FOR ADDITIONAL CUSTOMERS?



Every Friday, Memorial Day through Labor Day, the Chamber assembles 9,000+ welcome and information bags which are distributed to local realtors for weekly rental guests to the resort area.

Chamber Members who wish to provide information in the bags may do so at a fee of 10¢ per product piece (20¢ per multi-page product piece). Members may choose the specific weeks and the quantity of bags they would like their information to be included in (i.e., if you would like to include your information in only 100 of the 9,000 bags, you may do so). Product and payment must be delivered to the Chamber one week prior to the next week's delivery.

We encourage the use of coupons or product that must be redeemed in your business to allow you to monitor the success of this program. The form can be viewed at www.Beach-Fun.com then select Site Index and scroll to Realtor Bags.

For more details, contact Patty at 302-227-6446 or membership@beach-fun.com.

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★ YOUNG PROFESSIONALS BRAG BOARD ★



Resort Area Young Professionals Recognized in February Issue of Morning Star Business Report

Meghan McCalley of the Rehoboth Beach-Dewey Beach Chamber of Commerce, Michael Rebarchik of Sussex Eye Center, Nicole Bailey of elevee events and Sean Monaco of the Peninsula Golf & Country Club were recently recognized as up and coming young professionals in the February Morning Star Business Report. For more information, visit www.msbusinessreport.com. Below are some thank you emails.

"Thank you for sending over the newest edition of the Business Report, and thank you for getting the Young Professional's information in there"! See you at the next Chamber event, Sean

"Thank you so much for thinking of me and passing along a copy of the MS Business Report! I hope all is well with you and the Chamber". See you around, Mike



Meghan McCalley



Michael Rebarchik, OD



Nicole Bailey



Sean Monaco

2014 Chamber's Young Professionals Education Event

The Chamber's Young Professionals group will hold their annual Education Event on **April 17th from 8-10 AM**. The event will be sponsored by Mercantile Processing Inc. and will be held at the Hyatt Place in Dewey Beach. Cost is \$10.00 per person and includes breakfast. The event is organized by the Young Professionals group and is open to all Members.



The topic of the event is Building Personal Financial Literacy. Confirmed guest speakers to date are: Roger Reed who is an accountant at Jefferson, Urian, Doane and Sterner, Heidi Gilmore who is a real estate attorney for Tunnel and Raysor and Warren Hardy who is a financial planner with Ameriprise.

For more information, contact Mike Rebarchik at mikerebarchik@gmail.com.

Chamber's Young Professionals Group Set To Present Clean The World

Register and plan to attend the **April 22nd** General Membership & Green Force Meeting with speaker Senator Thomas Carper and learn about the Clean The World program presented by the Young Professionals Group. Event will be held at Kings Creek Country Club at 12:00 Noon. Check out cleantheworld.org to get involved. Call Clay Sherman at 302-236-7326 for more information.



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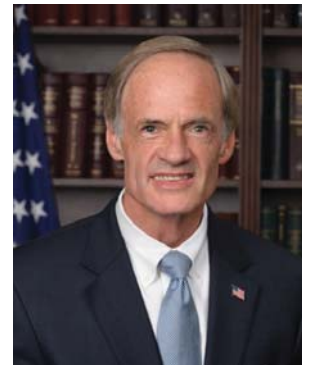
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GENERAL MEMBERSHIP MEETINGS

Senator Thomas Carper Speaks April 22nd

Mark your calendar for the April 22nd General Membership & Green Force Meeting with Guest Speaker U.S. Senator Thomas Carper. The Chamber's Young Professionals Group will also be presenting. The luncheon will be held at Kings Creek Country Club beginning at 12:00 Noon.



Alan Levin Speaks May 13th

Mark your calendar for the May 13th General Membership Meeting with Guest Speaker Alan Levin of the Delaware Economic Development Office. There will also be a panel for Q & A. The luncheon will be held at Kings Creek Country Club beginning at 12:00 Noon.



RSVP to Joy at 302-227-6446 or joy@beach-fun.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.

Beverly's Services

Beverly Steinour
Serving Sussex County
443-302-0901
Service - Cleaning Services
M2M Discount: 10% off any cleaning service

CookingRehoboth.com

Mark Betchkal
98 Sussex Street
Rehoboth Beach, Delaware 19971
302-226-9465
www.cookingrehoboth.com
Service - Cooking Classes

Eastern Shore Coffee & Water

Scott Wilkerson
31404 Old Ocean City Road
Salisbury, Maryland 21804
410-749-4494
www.easternshorecoffee.com
Service - Beverage Distributor

Homestead Campground

Casey Kenton
25165 Prettyman Road
Georgetown, Delaware 19947
302-684-4278
www.i-realty.com/homestead/rbdbcc.html
Accommodation - Campground

Meals on Wheels Delaware

Cassandra Boyce
100 W. 10th Street, Suite 207
Wilmington, Delaware 19801
302-656-3257
www.mealsonwheelsde.org
Service - Non-Profits

Morton Electric Motors

Todd Fritchman & Roxanne Swift
16867 Kings Highway
Lewes, Delaware 19958
302-645-9414
www.mortonelectric.com
Service - Motor Repair/Service

Ocean City Weddings

Pastor Mary Mazzullo
305 Union Avenue
Salisbury, Maryland 21801
410-603-9918
www.oceancityweddingpastor.com
Service - Event Planning

The Olive Orchard

Laura Hannu-Eckrote
70 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-824-3012
www.the-olive-orchard.com
Retail - Gifts & Specialty Shops
M2M Discount: 15%

VegRehoboth

Patricia Haddock & Tara Sheldon
Rehoboth Beach, Delaware 19971
302-604-4316
www.vegrehoboth.com
Service - Health Services

Visiting Angels

Annalise Forman
28350 Lewes-Georgetown Highway
Milton, Delaware 19968
302-329-9475
www.visitingangels.com/sussexde
Service - Health Services

Sherris Crabcakes of Delmarva

Marcin Szwajnoch
36470 Seaside Outlet Drive
Rehoboth Beach, Delaware 19971
302-265-5662
www.sherriscrabcakes.com
Restaurant/Eatery

ShoreEasy.com

Chris Sommer
29L Atlantic Avenue, #336
Ocean View, Delaware 19970
877-613-3279
www.shoreeasy.com
Service - Concierge Services

LOOKING TO GET INVOLVED?

Sponsorship
information for
Chamber events
like the Sea Witch
Festival will be
mailed to you
in March!

Call Kate for
information at
227-6446.



MEMBERS *in the* SPOTLIGHT

► Miss Pixie's by the Sea

Miss Pixie's by the Sea is open for business in Rehoboth Mews! Located at 40 Baltimore Avenue in Rehoboth Beach, they carry vintage home furnishings for all of your beach house needs. Miss Pixie's sells everything from Victorian the era to yesterday with a bit of midcentury and shabby chic thrown in. Come check out all the fun goodies including records, books, art galore, garden furniture, great lighting, fun serving pieces, ceramics and textiles and more! Don't forget to snag a piece of pink taffy for some shopping energy! Currently open weekends, 10 AM–5 PM! For more info, visit www.misspixies.com or call 302-226-8171. ♦

► Eastern Shore Coffee & Water

Eastern Shore Coffee & Water is the Shore's largest provider of coffee service – serving offices, convenience stores, restaurants and hotels throughout the entire Delmarva Peninsula. They also offer bottled water delivery service to residential and commercial customers and are a proud distributor of DrinkMore Water. Call them at 410-749-4494 or visit www.easternshorecoffee.com to see what they can do for you! ♦



► Wade Thompson, Edward Jones

Wade Thompson, Edward Jones Financial Advisor, has officially re-opened his office in Lighthouse Plaza Shopping Center. Thompson, who grew up in Rehoboth Beach, has been running his office, since August of 2013. Working with Thompson is his branch office administrator, Stacey Charter, who joined him at Edward Jones in October of 2013.

Edward Jones provides financial services for individual investors in the United States and, through its affiliate, in Canada. Every aspect of the firm's business, from the types of investment options offered to the location of branch offices, is designed to cater to individual investors in the communities in which they live and work. The firm's 12,000 financial advisors work directly with nearly 7 million clients to understand their personal goals - from college savings to retirement - and create long-term investment solutions that emphasize a well-balanced portfolio and a buy-and-hold strategy. Edward Jones embraces the importance of building long-term, face-to-face relationships with clients, helping them to understand and make sense of the investment options available today.

For more information on Wade Thompson's Edward Jones office call 302-227-2771. ♦

RIBBON CUTTING CEREMONIES



Miss Pixie's By The Sea



Accent On Travel



Rehoboth Art League



Rehoboth Beach Running Co.

MEMBERS *around* TOWN

Our Membership Rep -Patty - has been visiting Members. You might be next!
Check out the Chamber's Facebook page for more photos!



SPICE & TEA EXCHANGE



STEPHAN & CO.



BELLA MIA HAIR BOUTIQUE



PAPA JOHN'S - SUPER BOWL TICKET WINNERS



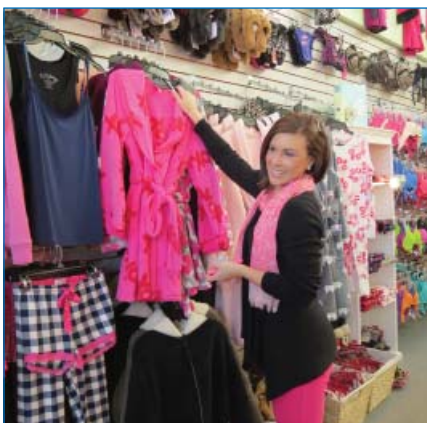
ODYSEA



WINDSOR'S FLOWERS



ROOT GOURMET



SOMETHING COMFORTABLE



HARRY & DAVID



ROBIN HOOD RESTAURANT

B2B EXPO at DOVER DOWNS

Chamber Staff participated in the B2B Expo organized by the Central Delaware Chamber in partnership with other local Chamber's. Below are Members looking good for the camera.



FAW CASSON



COUNTRY LIFE HOMES



M&T BANK



DELMARVA VOIP



NICKLE ELECTRICAL COMPANY



HARRY & DAVID



ATLANTIC SANDS HOTEL



SCORE



AFFINITY ENERGY MGMT.



DELAWARE HOSPICE



ALLEN INSURANCE GROUP



ENVIROTECH

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2013 vs. 2014

Weekend	Room Count	Weather	Event	Wednesday	Room Count
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
February 1-3, 2013	1,957	30's, Snow	Polar Bear Plunge	2013	N/A
January 31-February 2, 2014	1,982	20's, Sunday	Polar Bear Plunge	January 29, 2014	904
February 8-10, 2013	1,546	40's, Rain	No Event	2013	N/A
February 7-9, 2014	1,392	30's, Sunny	No Event	February 5, 2014	978
February 15-17, 2013	2,335	40's, Rain	Presidents Day Weekend	2013	N/A
February 14-16, 2014	2,096	40's, Sunny	Pres. Day Wknd, Valentine's, Merchants' Attic	February 12, 2014	1,044
February 22-24, 2013	1,846	40's, Rain	No Event	2013	N/A
February 21-23, 2014	2,034	60's, Sunny	No Event	February 19, 2014	1,036
March 1-3, 2013	1,896	50's, Cloudy	Chocolate Festival	2013	N/A
February 28-March 2, 2014	1,738	20's, Sunny	Chocolate Festival	February 26, 2014	1,015

Year to Date Occupancy TOTAL Comparison

January - March 3, 2013 · 15,634

January - March 2, 2014 · 16,011

- 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

	2014.....	2013	2012.....	2011	2010
JAN	305.....	286	347	234.....	328
FEB	438.....	304	504	471.....	200



QUOTE OF THE MONTH

If a mistake is not a stepping stone, it is a mistake.

Eli Siegel

Mark Your Calendars!

31st Annual Spring Sidewalk Sale • May 16-18, 2014

REPORTS *and* STATISTICS

Website Results www.Beach-Fun.com

February 2013 vs. 2014

2014	33,555 pageviews/hits 10,893 visits 9,166 absolute unique visitors 48.36% bounce rate 2:29 average time on site
2013	40,053 pageviews/hits 9,921 visits 8,310 absolute unique visitors 38.82% bounce rate 3:39 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 - February 2014

Page on Site	Page Views
1 Area Activities	1,410
2 Current Events	1,359
3 Attractions Page	906
4 Dewey Beach Activities	764
5 Sea Witch Festival Page	749
6 Order a Free Visitors Guide	731
7 Current Events Category Page	676
8 Accommodations Page/Hotel & Motels	590
9 Accommodations Category Page	535
10 Dining	529

Top 5 States to Visit Site - February 2014

1 Pennsylvania	2,293
2 Delaware	1,848
3 Maryland	1,446
4 New York	808
5 Virginia	650

2014 Regional & Local Advertising Placement

(as currently approved)

Publication	Run Date
AAA World Magazine	Spring/Summer
America's Best Vacations	April
Atlantic Theatres	Summer
Cape Gazette, Trails & Walks	2014-2015
Coastal Images (Web Link)	Monthly
Coastal Living	May
Comcast Cable/RVG	In Process
Delaware Beach Book	2014-2015
Delaware Tourism Office	Ongoing
Dreamscapes Travel & Lifestyle Mag.	Feb/March
Facebook/Social Media Advertising	2014-2015
Family Circle	April
Family Fun	April
Getaways on Display	May-Oct
Great Vacation Getaways	April
Good Housekeeping	May
Hometown Family Values (Trade)	2014-2015
Horizon Travel Magazine/Times Sq.	April
I-95 Presence/Welcome Center	2014-2015
Jolly Trolley Panel	Spring-Fall
Ladies Home Journal	April
Local Book Telephone Dir. (Trade)	2014-2015
Oprah Magazine	Spring
ParksByNature Mobile App	Ongoing
People-Spring	April
Red Book-Spring	April
Resort Maps	Summer 2014
Southern Living	Spring 2014
Tanger Outlet Static Signs	Summer/Fall
WBOC	In Process
WMDT	In Process
Woman's Day	May





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BUSINESS *after* HOURS PICTURES

THANKS to our February Host: Bill Klemkowski and Jake's Seafood House!



Rehoboth Beach – Dewey Beach Chamber of Commerce Promotes The Resort Area And Chamber Members!

The Rehoboth Beach – Dewey Beach Chamber of Commerce kept busy at events across the State and beyond during the month of February. The Chamber participated in the Statewide B2B Expo along with fellow Members, promoted the resort area at the 2014 DC Travel and Adventure Show, and provided step-on guide service and familiarization with group tour operators. Both the State of Delaware Tourism Office and Southern Delaware Tourism were partners in the representation. Below is a recap of these events.

February 19, 2014 – Statewide B2B Expo, Dover Downs Hotel & Casino:

The RBDBCC Staff and members networked at the Statewide B2B Expo coordinated by the Central Delaware Chamber. The expo hosted 86 vendors and approximately 500 attendees looking to connect with businesses statewide. Turn to page 9 for photos.

February 22 – 23, 2014 – Washington D.C. Travel & Adventure Show:

The Chamber, represented by Carol Everhart, teamed up with Southern Delaware Tourism and the Delaware Tourism Office to make a big splash at the 2014 Washington D.C. Travel & Adventure Show. Approximately 100,000 travel enthusiasts visited the D.C. Convention Center to gather information for the next trip, of which 74% find their next vacation at this show and book within six months. The Delaware booth featured adventure themed displays from across the State including a Beach Cruiser Bike give away provided by Bike To Go.



Pictured from left to right: Carol Everhart/RBDBCC, Brian Stoehr/DE Professional Body Boarder, Linda Parkowski/DE Tourism Office, Scott Thomas/Southern DE Tourism, Wyatt Everhart/ABC 2 WMAR Baltimore, and Heather Kenton/DE Tourism Office

February 27, 2014 – Delaware Group Tour FAM Trip

Twenty five group tour operators visited prominent attractions, eateries, retail locations, and accommodations throughout the State of Delaware during a FAM Trip coordinated by the Delaware Tourism Office. Chamber President/CEO, Carol Everhart, served as a Step-On Guide during their visit to the beach resort area. Tour operators stopped at the Boardwalk Plaza Hotel, shopped at the Tanger Outlet Centers, and topped off their afternoon with a tasting, tour and lunch at Nassau Valley Vineyards. Lunch was catered by Nage and included a brief presentation from Southern Delaware Tourism. Before heading to their next destination operators visited table top displays set-up by local attractions and accommodations including the Chamber. The Chamber promoted the beaches as a great locale for group tours and looks forward to helping tour operators bring their groups to the resort area.





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 February 1-28, 2014. Thank you for your continued support!

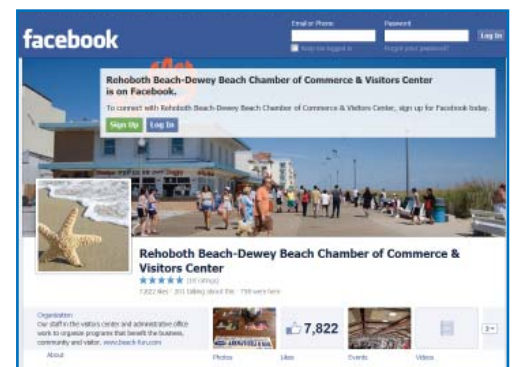
Alzheimer's Association Delaware Valley, American Cancer Society, Anchorage Motel, Atlantic Oceanside Motel, Auto Gallery, Bad Hair Day?, Bath, Kitchen & Tile Supply, The Beach Retreat, Bella Mia Hair Boutique, Bellbuoy Inn, Best Western Gold Leaf, Big Fish Grill, Big Sissies Restaurant & Bar, Bling Salon & Spa, Blue Hen Disposal, Boulevard Ford-Lincoln, Chimes Delaware, Clendaniels Plumbing, Heating & Cooling, County Bank, D.F. Quillen & Sons, Debbie Reed Team of Remax Realty Group, Delaware Center for the Inland Bays, Delaweb Designs, Dewey Beach Parasail, Dos Locos Restaurant, Epworth United Methodist Church, FMS Rehoboth Beach, Fortier Photography, Good Earth Market, Hampton Inn, Healthy Outcomes Weight Loss Center, Hometown Angola Beach & Rehoboth Bay, Hyett Refrigeration, JDs Café on Savannah, Jeff Baxter Mortgage Team, Karl Richeson Photography, KINfolk, Kitchen Tune-Up, Law Office of Susan Pittard Weidman, PA, Lewes Meineke Car Care Center, M.L. Lichtenberg & Associates LLC, Maid for Shore LLC, Mark Showell Interiors, Meals on Wheels of Lewes & Rehoboth, The Melbourne, Merrill Lynch, Midway Speedway, NV Homes, O'Bie's By The Sea, PNC Bank, Realty Executives Bay Coast, Rehoboth Bay Sailing Assoc., Rehoboth Beach Animal Hospital, Rehoboth Beach Running Company, Rehoboth Nails & Spa Hair by Boire's, Ristorante Zebra, Schagrin Gas Co., Sea Esta III & IV, Stick It! Gymnastics, Suburban Propane, Sweet Frog Frozen Yogurt, Victoria's Restaurant, Wilmington University. Renewals from February 1-28, 2014.

CHAMBER STAFF BUSY BEING SOCIAL



Chamber staff - Elsa Muñoz, Patty Burkentine (pictured to left), and Kate Bell recently attend a Social Media Conference held at Delaware Technical Community College on February 20, 2014.

Download the Chamber's FREE App!



The Chamber wants to promote your business! Submit your specials and events on the Chamber's Facebook Page and on the Chamber's website! (Visit beach-fun.com and click on Area Savings and follow the prompts). Plus, keep an eye out for Patty as she might stop by your business to take your picture to post on Facebook. Don't forget to Like the Chamber's Facebook page and Follow Us on Twitter!

If it is important to **YOU** it is important to us!



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645-5105



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Chamber of Commerce & Visitors Center**

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