



FOCUS *on*

March
2012

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

For many it is hard to be in business right now. Best Advice: **BRACE YOURSELF FOR TOMORROW.**

Senator Tom Carper spoke to over 70 Chamber Members on February 23rd at Kings Creek Country Club in Rehoboth Beach, Delaware. Synopsis of some of the questions asked by members include:

Q: Many of the businesses are holding back from hiring because they are worried about still being in business 12 months from now . . . what answers do elected officials have for us?

A: The economy is recovering, but it is slow growth.

Q: I was advised at a recent meeting that there is a \$500 per employee policy insurance tax scheduled to be levied in 2014 by the Federal government through the insurance industry. As the owner of two restaurants, I and other business owners need to know if this fee is going to be passed down to the businesses to pay? We know the insurance companies will pass this tax to small business. Small business will have to decide whether to pass it to their employees.

A: There is legislation scheduled to go into effect in 2014, with shared expense by the pharmaceutical industry and insurance industry. The individual business is part of the expense (fee) structure.

Additional comments by Senator Carper:

- Do more of what works & less of what doesn't work.
- Continues to see a strong need for becoming less dependent on energy sources from other countries.
- Supports the building of nuclear power plants.



Mark Your Calendars for the next General Membership Meeting with Lt. Governor Matthew Denn! The \$15.00 luncheon will be held on Wednesday, March 21st at the Kings Creek Country Club. To reserve your seat, call Joy at 302-227-2233 ext. 14.

"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
rehoboth@beach-fun.com
www.Beach-Fun.com

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Chamber Staff Contact Information

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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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2012 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
Mar 10	Town of Dewey Beach Meeting	9:00am/Lifesaving Station
Mar 16	City of Rehoboth Beach Meeting	7:00pm/Commissioners Room
Mar 17	Merchants Attic & Garage Sale II	9:30am/RB Convention Center
Mar 21	General Membership Meeting	12:00 Noon/Kings Creek Ctry Club
	Guest Speaker: Lt. Gov. Matt Denn; \$15.00/person	
Mar 22	Exec. Board of Directors Meeting	10:30am/Jake's Seafood Rt. 1
Mar 22	Full Board of Directors Meeting	11:30am/Jake's Seafood Rt. 1
Apr 14	Town of Dewey Beach Meeting	9:00am/Lifesaving Station
Apr 19	RDBDCC Board Retreat/Meeting	Washington DC
Apr 20	City of Rehoboth Beach Meeting	7:00pm/Commissioners Room

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

Business After Hours

New for 2012! Business After Hours held on WEDNESDAYS!

March 14 - Starboard Restaurant	September 19 - Crabby Dick's
April 18 - Mariachi	October 10 - Kings Creek Country Club
May 23 (Trade Show) Atlantic Sands Hotel	November 7 - Finbar's Pub & Grill
June 20 - TGI Fridays	December 12 - Bethany Blues-Lewes

Business After Hours are held from 5:00-7:00 PM. Schedule & pictures can be viewed on the Chamber's website. Log onto www.beach-fun.com/business-after-hours/

Newsletter Advertising Rates

Looking to advertise to your fellow members?

The Chamber's newsletter is a great way to get your message to members. The newsletter is mailed to members, elected officials and is inserted into 4,000 Cape Gazette newspapers. For information, contact Meghan at meghan@beach-fun.com or 302-227-2233 x16. The advertising rates for black and white ads are listed below.

- Business Card Ad - \$50.00; 3.5625" wide x 2.25" high
- Front Page Footer Banner - \$100.00; 7.25" wide x 1.5" high
- Half Page Ad - \$125.00; 7.25" wide x 4.625" high
- Full Page Ad - \$175; 7.25" wide x 9.375" high
- Drop Insert - \$99; one sheet that must be folded to 5.5" x 8.5"



Introducing SAND DOLLAR SAVINGS

Need a way to catch visitors and lure them to your store??

The Rehoboth Beach - Dewey Beach Chamber of Commerce & Visitors Center is pleased to announce **Sand Dollar Savings!** This pilot program includes a free, savings card that will be distributed to visitors through the Chamber's Visitors Center & Realtor Bags. The savings card can be used at participating retail stores offering a 10% discount off any one, regular priced item. Participating businesses to date are: Back Bay Art Glass, Del Sol, Harry and David, In 2 Sole Shoes, Indian River Life-Saving Station Gift Shop, Josephine's Daughter, just COMFORT shoes, Little Egg Harbor Soap, Monograms Unlimited, Oasis Bath & Body Boutique, Proud Bookstore, Rehoboth Beach Museum Gift Shop, Rose Garden, Sea Finds, Thunderbird Gallery and Wave One. The program will begin prior to Memorial Day and will be initiated with Downtown Rehoboth Beach retailers - allowing room to grow!

Benefits to Chamber Members: Business name, address, phone number, website and logo will be listed on the Sand Dollar Savings page on the Chamber's website; Listing in the 2013 Visitors Guide - a \$160.00 value, with 140,000 copies printed and distributed regionally & locally; promotion of program through the Chamber's Visitors Center, website and media.

Requirements to Participate: Annual \$60.00 fee; Provide a discount of "10% off any one, regular priced item" May to May annually; Place the static cling window decal on your front door or window.

Ready to make a SPLASH this season? Contact Patty at 302-227-2233 x15 to get on board!



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MILTON - LEWES - REHOBOTH



Brag Board

Toys for Tots Thanks Member Businesses

Subject: Commander's Award, Certificate of Appreciation

On behalf of the United States Marine Corps Reserves, the Toys for Tots Foundation and the Marine Corps League, **I wish to thank the Greater Rehoboth Beach & Dewey Beach Chamber of Commerce member businesses for your compassion and support of the 64th annual Toys for Tots Campaign.** Your generosity has helped to make this year's local campaign a success but more importantly you helped make the dream of receiving a new toy for Christmas a reality for less fortunate children in Sussex County.

Toys for Tots is a national program administered locally so the donations and toys collected each year stay in our local communities to help those in need. With the local business support and donations, we were able to collect and purchase over 16,480 toys this year which is a 23% increase over last year.

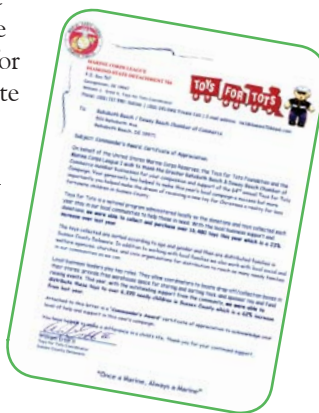
The toys collected are sorted according to age and gender and then are distributed to families in Sussex County, Delaware. In addition to working with local families we also work with local social and welfare agencies, churches, and civic organizations for distribution to reach as many needy families in our communities as we can.

Local business leaders play key roles. They allow coordinators to locate drop-off/collection boxes in their stores; provide free warehouse space for storing and sorting toys, and sponsor toy and fund raising events. This year, with the outstanding support from the community, we were able to distribute these toys to over 6,220 needy children in Sussex County which is a 62% increase from last year.

Attached to this letter is a "Commander's Award" certificate of appreciation to acknowledge your level of help and support in this year's campaign.

You have helped to make a difference in a child's life. Thank you for your continued support.

William Ertle II
Toys for Tots Coordinator, Sussex County, Delaware



Thank You to Chamber Staff

February 14, 2012

To Whom it May Concern;

Last August I had the pleasure of meeting Chamber Representative Kate Bell while visiting the Dewey Beach Bonfire. My children and I had a great time. Miss Bell was courteous, respectful and concerned that my family and I were having a good time. I would like to take this opportunity to commend her.

I am writing this letter so much later after the event because I just discovered Miss Bell's business card in my rental paper work. I am happy to say I just rented in Rehoboth Beach in July. It is individuals like Miss Bell that helped me decide to come again.

Thank You, Lawrence Millus



Members Around Town



Wanda's Pet Service



Paper Dollz Stationary



Rehoboth Beach Museum



Holland Jewelers

PARKING MADE EASY!

YOU HAVE OPTIONS...Quarters, Permits or Credit Card by Mobile Phone!



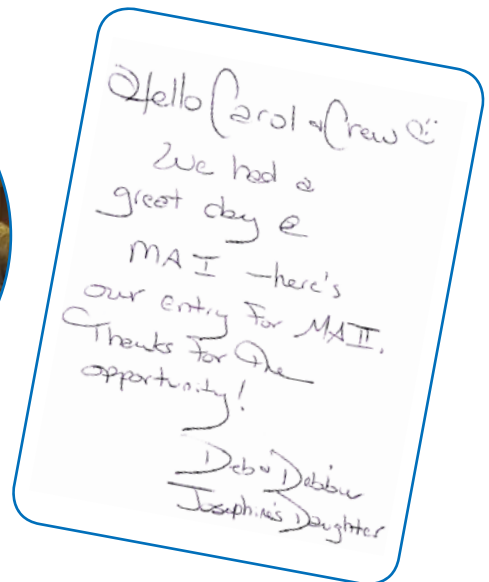
Once launched, visitors and residents of Rehoboth Beach will be able to conduct their parking transactions by mobile phone apps, with iPhone, Android or Blackberry. Once launched, customers can pre-register or register at meter for free.

Still want to use quarters? OK! Meters will still accept quarters. Change machines will still be in place and quarters will be available at City Hall and the Chamber's Visitors Center. Permits for non-metered areas for seasonal, 3-day weekend, daily weekend and weekday will still be available at City Hall, Parking Department and the Visitors Center.



February Merchant's Attic a Success!

Chamber Members who set up at the February Merchant's Attic saw great crowds and had much success! The next Merchant's Attic is **Saturday, March 17th** from 9:30 AM - 1:30 PM at the Rehoboth Beach Convention Center.





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.

Barton's Grand Rentals

Clay Amidon
20675 Sussex Highway
Seaford, DE 19973
302-628-6838
www.bartonsgrandrental.com
Service - Rentals

Bay Side Interiors

Patricia Lewis
21210 G Street
Rehoboth Beach, DE 19971
302-727-5352

Service - Interior Design/Decorator

By the Bay Books, LLC

Joanne DeFiore
306 Bayview Avenue-Seabreeze
Rehoboth Beach, DE 19971
302-227-2757
www.bythebaybooks.com
Retail - Books

CoolWorks.com, Jobs in Great Places

Kathi Noaker
513 Highway 89
Gardiner, MT 59030
406-582-9491
www.coolworks.com

Service - Employment Contractors

Delaware-Surf-Fishing.com

Rich King & Chris Walker
570-730-1679
www.Delaware-Surf-Fishing.com
Service - Internet Services

Elevee Events LLC

Nicole Bailey
260 #2, Sea Eagle Drive
Rehoboth Beach, DE 19971
302-690-8993
www.eleveeevents.com
Service - Event Planning

Fortier Photography

Sue Fortier
18958 Coastal Highway
Rehoboth Beach, DE 19971
302-947-2210
www.suefortier.com
Service - Photography

The Gallery Espresso

John Rioux
70 Rehoboth Avenue
First Street Station
Rehoboth Beach, DE 19971
302-231-2113
www.thegalleryespresso.com
Restaurant/Eatery

Good Earth Market

Sue Ryan
31806 Good Earth Lane, Rt. 26
Ocean View, DE 19970
302-537-7100
www.goodearthmarket.com
Retail - Grocery/Convenience Store

Gregory Meyers Hair Studio

Gregory Meyers
20245 Bayvista Road, Suite 201
Rehoboth Beach, DE 19971
302-727-5331
Service - Beauty Services

Incom Direct, LLC

Susan Bavaro
Rehoboth Beach, DE 19971
267-974-5022
www.incom-direct.com
Service - Financial Services

Scooters 4 Rent LLC

Gail Heckman
13136 Nero Lane
Laurel, DE 19956
302-280-6203
www.scooters-4-rent.com
Service - Rental Equipment

Letter Sent by Chamber to State Representatives Regarding Minimum Wage Opposition

Dear Representative,

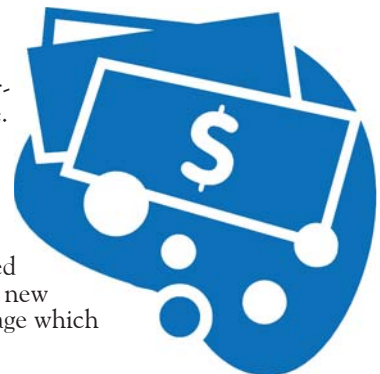
I have been requested by the Rehoboth Beach-Dewey Beach Chamber of Commerce membership and Board of Directors to advise you of our opposition to an increase in the minimum wage.

This opposition is based on the concerns expressed by our small businesses, as well as several larger corporate members. While many of the Resort businesses already pay above the minimum wage, costs are currently at an all time high for all business. In addition, with businesses experiencing a substantial increase in health care coverage cost for their employees and with health care legislation coming in 2014, any additional cost is of concern. Businesses impacted by an increase will need to find cuts in expense, which can lead to avoiding the creation of new positions or less hours for employees. We urge you to vote against any increase in minimum wage which would drive up the cost of labor in Delaware.

Thank you for taking the time to review our position and for your consideration in the matter.

Should you need any additional information or have questions, please do not hesitate to call me on the Chamber hotline at 302-227-6446 or on my cell at 302-542-7547.

Carol Everhart, President/CEO of the Rehoboth Beach-Dewey Beach Chamber of Commerce



For more info, contact **Carol at 302-227-6446** or the Chamber's Legislative Rep - **Andy Stayton at 302-368-9343**

fine line

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Providing custom website design and IT services to businesses throughout Delaware and the surrounding region, Fine Line Websites & IT Consulting is here to satisfy you!

Our staff can help you build and design an eye-catching and professional website that will have customers and clients contacting you in no time. Services include graphic design, custom programming, IT consulting and more – all at some of the most affordable rates you'll find.

We're friendly, fun-loving and (most of all!) great at what we do! When you're ready to take your online presence to the next level, choose Fine Line – Delaware's favorite web design company!

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www.finelinewebsites.com



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Members In The Spotlight

▶ Rehoboth Beach Motor Cars

Rehoboth Beach Motor Cars is a family owned and operated business. Rana and Matt Salem have been business partners for over 12 years and work together seamlessly to create everything they have always looked for in the car buying experience. Matt starts his day searching for high demand vehicles, with low impressive miles and pristinely maintained as weekend cars! Rana and Matt are at the office daily working with their customers or outdoors buying and consigning one of a kind classics. Stop by on Saturdays and find the locals bike riding and strolling the lot! Rehoboth Beach Motor Cars makes Buying ~ Selling ~ Trading ~ Consigning a unique and relaxed experience. The business is located at 20575 Coastal Highway in Rehoboth Beach. Give them a call at 302-227-2100 or visit www.rbmotorcars.com. ♦

▶ Dust n Time LLC

Dust n Time LLC is a professional cleaning service based out of Rehoboth Beach, Delaware and has more than 20 years of cleaning experience. The business was started in March of 2009 and has earned a great reputation for their detailed and customized cleaning services. The business offers: full cleaning packages, rentals, events clean up, construction clean up, spring cleans, one time cleans or as needed cleans. Handyman Services are also available to get your to do list accomplished. Dust n Time cares about their clients and knows they cannot change the world, but they can change the homeowners/clients cleaning experience, as well as provide a safe environment for them and their pets. They will even let your four legged friend out while cleaning. Their goal is to provide a service that best suits your family and/or business at affordable prices. They offer a free estimate and at that time you can design a cleaning profile. Let Dust n Time Simplify your Life today! Call Jennifer Kellogg at 302-858-7876 or visit www.dustntime.com. ♦



▶ Bayside Interiors

Patricia Lewis is the owner and operator of Bayside Interiors and has been in business in Rehoboth Beach for over twenty years. Her business sells blinds and shades, plantation shutters, 30% solar blinds, verticals, faux woods and all types of window coverings plus carpeting. Call her at 302-727-5352 for a free estimate. ♦



▶ Delaware-Surf-Fishing.com

What began as a daily blog to provide friends with updated surf fishing reports has gone viral. It has become a full fledged online magazine. For surf fishing friends Rich King and Chris Walker, their passion for salt water fishing and the protection of Delaware's beaches has taken hold as Delaware's largest and most widely read online surf fishing publication. The two friends started Delaware-Surf-Fishing.com in June of 2011 as a way to keep their group of surf fishing friends informed of the daily fishing activity in the Delaware Seashore State Park and Cape Henlopen State Park. By July of 2011 the site had grabbed the attention of several thousand beach bound anglers and has since grown into the area's most informative web site dedicated to the tidal waters of Delaware.



The site provides daily first hand fishing reports, news about events held on the beaches, detailed information about DNREC public fishing areas, and focuses on environmental issues that impact our beaches and bays. With nearly 300,000 unique visitors and an average monthly readership of more than 15,000, Delaware-Surf-Fishing.com has become a focal point for anglers who visit Delaware. The site now carries a mission of attracting anglers to Delaware to bolster the flow of tourism.

For more info, visit Delaware-Surf-Fishing.com or e-mail admin@Delaware-Surf-Fishing.com. ♦

▶ Gregory Meyers Hair Studio

Gregory Meyers Hair Studio is a full-service salon. Using the latest techniques and products, the staff specializes in creating sophisticated styles while, at the same time, maintaining the relaxed look and feel of the outdoor lifestyle of the Delaware beaches.

Their highly trained stylists and support staff are widely recognized locally and through recognition at events outside of Delaware. If you are looking for a friendly, convenient salon providing the very best in hair styles, they would welcome the opportunity to help you. The hair studio is conveniently located close to Rehoboth Beach, Lewes and the surrounding communities.

The salon will feature Italy Hair Fashions products, Paul Mitchell, and Sebastian.

Gregory Meyers Hair Studio is located at 20245 Bay Vista Road, Rehoboth Beach, Delaware 19971 (the first right after Big Fish Grill).

Visit their website at www.gregorymeyershairstudio.com or call 302-727-5331 for an appointment. ♦

► Red Sky Websites

A Southern Delaware business, Red Sky Websites provides exemplary website development, web design, and related services to companies and organizations merging technical skill, client care, and business acumen. Red Sky provides content and copy writing, photography, videography, online publishing, search engine optimization, and other creative services, actively managing Internet properties for the community, businesses, and organizations.



Red Sky focuses on website management, providing regular updates, search engine optimization, social networking, and internet marketing, with a firmly held belief that only websites that are actively managed can be truly effective in terms of reach, public relations, and return on investment.

For more information, contact Red Sky Websites at 302-703-0700 or visit www.redskywebsites.com. ♦

► CoachWise

Mary Helms is a Coach to nonprofit leaders and business owners. Her clients are frustrated with the challenges of managing change, nervous about hiring decisions, concerned about the impact of their work life on their families. They may be facing tough challenges in business relationships and managing people, new to key positions in nonprofit organizations, developing organizational leadership, or faced with the complexity connected with fast growth. Mary has a coaching approach that is practical and **COACHWISE** Executive Coaching and Leadership Development of business and organizational experience and is certified through Newfield Network.

Email mhelms@coachwise.com to schedule a free phone consultation or visit www.coachwise.com for additional information. ♦



Business After Hours

Special Thanks
to Jake's Seafood
for hosting
Business After
Hours!



Turn to page 2 for complete schedule!

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2011 vs. 2012 *

Date	Room Count	Weather	Event
Dec 31, 2010-Jan 2, 2011	1,522	40's, Cloudy	Holiday
Dec 30, 2011-Jan 1, 2012	2,330	50's, Cloudy	Holiday
January 7-9, 2011	867	30's, Sunny	No Event
January 6-8, 2012	1,624	50's, Sunny	No Event
January 14-16, 2011	1,002	40's, Cloudy	Holiday
January 13-15, 2012	1,779	50's, Sunny	Holiday
January 21-23, 2011	837	40's, Cloudy	No Event
January 20-22, 2012	1,501	40's, Cloudy	No Event
January 28-30, 2011	837	30's, Sunny	No Event
January 27-29, 2012	1,790	50's, Cloudy	No Event
February 4-6, 2011	1,316	40's, Sunny	Polar Bear Plunge
February 3-5, 2012	2,147	40's, Sunny	Polar Bear Plunge
February 11-13, 2011	1,384	40's, Sunny	Valentine's Day Wknd.
February 10-12, 2012	1,848	30's, Rain/Snow	Valentine's Day Wknd.
February 18-20, 2011	1,862	60's, Sunny	President's Day Wknd.
February 17-19, 2012	2,413	50's, Sunny	President's Day Wknd.
February 25-27, 2011	1,153	50's, Sunny	No Event
February 24-26, 2012	1,898	40's, Partly Sunny	No Event

* **Special Note:** Accommodations Lodging Tax revenue was up 50% over same time frame for 2011. Jump in overnight stays believed to be result of: construction staff stays due to Indian River Inlet Bridge Construction, Beach Replenishment staff stays and WARM WEATHER!

- 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
JAN	347.....	234	328	324.....	429
FEB	504.....	471	200	428.....	501

Facebook Comments from Chamber Members



Had a great time last night @ Jakes Seafood House meeting new people at the Chamber Mixer!!!
-- Rehoboth Beach Motor Cars

Great to be part of the Community, thank you for your support.
-- Lewes Auto Mall

Had a good time, Thank You! Tonight at the Rehoboth-Dewey Chamber Mixer...very cool time, met good people... made some contacts, and possible advertisers. Looking forward to the next Mixer :) Nice meeting everyone!
-- Delaware-Surf-Fishing.com

"There are many ways of going forward, but only one way of standing still."

- Franklin D. Roosevelt

Website Results - www.beach-fun.com

Top Website Pages Viewed - February 2012

Page on Site.....	Page Views
1 Calendar of Events	2,042
2 Vacation Planning Kit	1,361
3 Sea Witch Festival Page	899
4 Beach Jobs.....	878
5 Merchant's Attic.....	858
6 Hotels/Motels.....	837
7 Rehoboth Beach Info.....	777
8 Dewey Beach Info.....	765
9 Plan My Trip.....	703
10 Interactive Dining Guide.....	600
11 Site Index.....	500
12 Contact	446
13 Calendar of Events - March	443
14 Dewey Beach Activities.....	441
15 Search	432
16 Real Estate	423
17 Calendar of Events - February.....	406
18 Photo Video Tour.....	392
19 Accommodations.....	390
20 Parking/Beach Rules.....	336

Website Visits & Bounce Rate February 2011 vs. 2012

2011 - 10,953 visits
8,963 absolute unique visitors
33.66% bounce rate
2:40 average time on site

2012 - 9,648 visits
7,711 absolute unique visitors
39.83% bounce rate
3:22 average time on site

Top 10 States to Visit Site - February 2012

1 Pennsylvania	2,581
2 Delaware	1,634
3 Maryland.....	1,198
4 New York.....	757
5 Virginia	544
6 New Jersey	507
7 Washington DC.....	376
8 Ohio.....	297
9 Massachusetts	111
10 Connecticut	106

18th Annual Holistic Health Fair

Saturday, March 17, 2012 • 9:00 AM - 4:00 PM • Cape Henlopen High School

Come enjoy the day with your family! Wellnet's educational programs and exhibitors will inspire, entertain and help you to be radiantly healthy! Highlights of the fair include:

- Gymnasium full of great exhibitors and vendors
- Kids' Zone hosted by Cross Fit Rehoboth
- Organic and Natural Foods in cafeteria
- Workshops and Demonstrations (Practitioners and retailers will present such topics as meditation, green solutions for your home, essential oils, acupuncture, therapeutic and healing touch, chiropractic medicine, organic food, solar power, yoga, natural beauty products, naturopathic medicine, ayurvedic medicine, energy medicine, Falun Dafa, medical imaging, and more).
- Full day of speakers (Dr. Pina LoGiudice, N.D., L.Ac. and Peter Bongiorno, N.D., L.Ac.)

Check out website for updates on speakers and workshops!

FREE Admission

Donations of non-perishable food items are welcome

For more info:

Visit: www.edendelmarva.org
Email: hfhf@edendelmarva.org
Call: 302-645-6681

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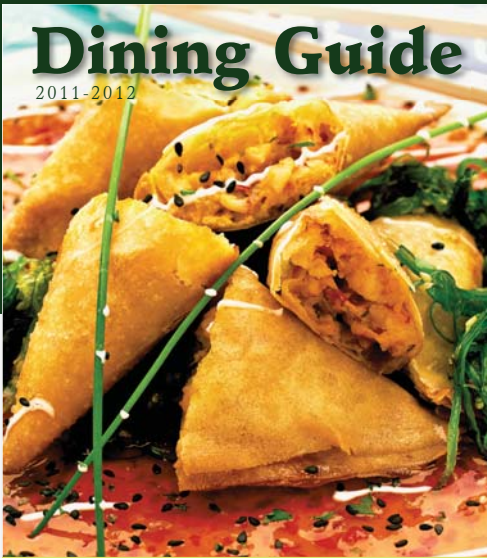
DELMARVA COMMUNITY

wellnet



Dining Guide

2011-2012



Rehoboth & Dewey Beach, Delaware

Chamber of Commerce & Visitors Center

2012 Dining Guide

Advertising Information

For questions and information, contact:

Patty at 302-227-2233 x15

or membership@beach-fun.com

General Information: A minimum of 25,000 copies will be printed and distributed by the Chamber no later than the last week of May to Accommodations, Realtors and the Visitors Center. Your menu will be included in the printed Dining Guide and the online version at Beach-Fun.com. Advertisers have

an added value choice of either a 1/2 page color ad in the 2013 Visitors Guide (a \$1,200 value) or a drop piece in the 2012 Realtor Bag Season (a \$800 value) - NO extra cost!

Ad Size: 2 Full Pages, Camera Ready, Black and White Only (8.375" wide x 11" high). Ads should be provided in electronic format or via disk & must be EPS, TIFF or PDF files - minimum of 300 dpi; include all fonts. Please email menus to Meghan at meghan@beach-fun.com.

Ad Price: \$800.00

Ad & Payment Deadline: April 20, 2012

Reserve your space by completing the information below & faxing to 302-227-8351:

Restaurant Name: _____

Contact Name: _____

Phone Number: _____

Email Address: _____

Please check which added value advertising service you want to participate in:

2012 Realtor Bag Season

2013 Visitors Guide

*Note: Realtor Bag product is due by May 11, 2012 (8,000 pieces). If product is not received, an ad will automatically be placed in the 2013 Visitors Guide.

Chamber Use Only:

Payment: Check (CK# _____, DATE _____) Visa/MC/AMEX (DATE _____) Other (_____)

As of 1/18/2012

CONGRATS to our Members Celebrating with a Ribbon Cutting!



Fine Line Websites & IT Consulting



Dust n Time Cleaning



Red Sky Websites

2012 Regional & Local Advertising Placement (as currently approved)

Publication	Run Date
AAA World Magazine.....	March/April; May/June
America's Best Vacations.....	April
Atlantic Theatres.....	Summer 2012
Cape Gazette, Trails & Walks.....	2012-2013
Coastal Images (Web Link)	Monthly
Comcast Cable/RVG	In Process
Delaware Beach Book.....	2012-2013
Delaware Today Magazine.....	2012-2013
Facebook Advertising	2012-2013
Family Circle	April
Getaways on Display	May-Oct
Great Vacation Getaways, Spring	April
Hometown Family Values (Trade).....	2012-2013
I-95 Presence/Welcome Center.....	2012-2013
Jolly Trolley Panel.....	Spring-Fall
Local Book Telephone Dir. (Trade).....	2012-2013
Old Town Crier (Alexandria, VA)	Spring
Oprah Magazine.....	Spring
Oprah Magazine.....	Fall
Parade-Spring.....	April
People/Spring Travel Planner.....	April
Red Book-Spring.....	April
Red Book-Fall.....	October
Resort Maps.....	Summer 2012
WBOC.....	In Process
WMDT	In Process

SAMPLE AD!



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 February 3-29, 2012.

Thank you for your continued support!

Advantech Inc., Applied Bank, ART CLOSEOUTS - OCEAN GALLERY, Artisans' Bank, AT&T Mobility, Bayside Audiology & Hearing Aid Services, The Beach Retreat, Best Fireplace Service and Repair Co., Big Fish Grill, Blue Hen Disposal, Cabana Gardens Bed & Breakfast, Chimes Delaware, Clendaniels Plumbing, Heating & Cooling, CNC Solar, Collier's Trim Shop, Comcast of Delmarva, Inc, Debbie Reed Team of Remax Realty Group, Delaware Center for the Inland Bays, Envirotech Environmental Consulting, Inc., Epworth United Methodist Church, George Sherman Corp., Hampton Inn, Harry & David, Hometown Angola Beach & Rehoboth Bay, Hyett Refrigeration, Irish Eyes Pub & Restaurant, William Joseph/Patron Member, Lewes Cycle Sports, Long & Foster Real Estate, M.L. Lichtenberg & Associates LLC, Marshall, Wagner & Assoc., Meals on Wheels Delaware, The Melbourne, Oceanwild Design, Realty Executives Bay Coast, Rehoboth Bay Realty, Co., Rehoboth Beach Running Company, Robert Thomas Salon, South Moon Under, The UPS Store, VF Outlet. *Renewals from February 3, 2012 - February 29, 2012.*

Visitors Guides & Poster Deliveries

The 2012 Official Area Visitors Guide & Event Posters are in and ready for delivery!

- The Visitors Guides are scheduled to be delivered to specific member locations during the month of March.
- The Visitors Guides Bins are also scheduled for cleaning and replenishment during March. Bins are planned to be at: Rehoboth Beach Post Office, Rehoboth Beach City Hall, Dewey Beach Town Hall, Atlantic Liquors, Browseabout Books, K Mart, IHOP, Outlet Liquors, Giant, and The Starboard.
- The first round of the 2012 Event Posters are to be delivered along with the Visitors Guide this month.
- Visitors Guides and Posters are available for pick up at the Chamber Administrative Office (501 Rehoboth Avenue, Rehoboth Beach)



Realtor Bags - Get Your Products in the Visitors Hands

Each Friday, Memorial Day through Labor Day, the Chamber assembles up to 8,000 or more information bags and distributes them to local realtors to give to resort visitors who are staying a week or more. Chamber Members who wish to include information in these bags may do so at a fee of **10¢ per product piece** (20¢ per multi-page product piece), paid one week in advance. Members may choose the Fridays and the quantity of bags they would like their information included in (i.e., if you would like to include your information in only 100 of the 800 bags, you may do so). We encourage the use of coupons or product that must be redeemed in your store to allow you to monitor the success of this program.



For more information, contact Jay Wiberg at 302-227-2233 x.25 or distribution@beach-fun.com.



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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.

Students experience American culture firsthand through their work and the community they live in, while employers and their staff discover new cultural perspectives and build lifelong international friendships.

To learn more about cultural work exchange opportunities and the free hiring services from CIEE, visit our website at www.ciee.org/summerhire.

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

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

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 and Dewey Beach Chamber of Commerce.

CIEE (Council on International Educational Exchange) has been leading the way in cultural exchange for 65 years, providing transformative exchange experiences for both international and American students. For more information about CIEE, visit www.ciee.org.



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Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center

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