



FOCUS *on*

May/June

2012

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

Projects and Programs on the MOVE and in the GROOVE!



Destination Station Center (DSC): Conceptual interior building sketches & up-date will be provided on May 17, 2012 during the Chamber's Green Force & General Membership meeting. Featured speaker, Sussex County Administrator Todd Lawson will be providing an update on the County. DSC STATUS:

May 2010 - May 2011 (Completed): Feasibility Study, Business Plan, Advertisement RFP's, Interviews and Selection of Architectural Engineering Firm - Becker Morgan and Construction Management - Nason Construction, Inc.;

May 2011 - May 2012 (Completed): Local recognition and local only fundraising to secure funding and support for the initial conceptual interior design sketches; employ grant writer - Brian Tietz; employ Eric Carlson & Mike Panish of E2C2 for professional fundraising, branding and vision of the Exploratory;

May 2012 - May 2013 (In Process): Contact and presentations with potential corporate businesses for partnerships and sponsorship opportunities.

Parkmobile: The City of Rehoboth Beach - the Nation's Summer Capital - will begin offering patrons the ability to pay for parking with their mobile app for the iPhone, Android and Blackberry smart phones, internet, QR code or by calling 1-877-727-5758. After setting up the account, customers can immediately start using the system with their registered mobile phone. Pre-registration is strongly recommended to allow more time for fun and less time at the parking space to register. *Continued on Page 3*

Beach Feet on the Go - Sussex Outdoors: Nemours Health and Prevention Services & Walkable Rideable Delaware has partnered with the Chamber to offer this program which is geared to encourage physical activity (walking, biking, running, playground, and recreational activities). Participants will be able to sign up online through the Chamber's site beginning Memorial Day 2012 and the program ends on September 30, 2012. *Continued on Page 3*



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Chamber of Commerce
& Visitors Center**

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

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2012 Upcoming Calendar

DATE	MEETING or EVENT	TIME/PLACE
May 7	Public Parkmobile Info Meeting	2:00pm/RB Conv. Center
May 10	Exec. & Full Board of Dir. Mtg.	10:30am & 11:30am/Jake's
May 12	Town of Dewey Beach Meeting	9:00am/Lifesaving Station
May 17	General Membership & Green Force Meeting; Guest Speaker, Todd Lawson; \$15.00	12:00 noon/Kings Creek C.C.
May 18	City of Rehoboth Beach Meeting ...	7:00pm/Commissioners Room
May 18-20 ...	29th Spring Sidewalk Sale	9am-9pm/Resort Area
May 24	Business After Hours/Trade Show..	5:00pm-7:00pm/Atl. Sands
Jun 14.....	Exec. & Full Board of Dir. Mtg.	10:30am & 11:30am/Jake's
Jun 18.....	General Membership Meeting Guest Speaker, Sen. Chris Coons; \$15.00	11:00 am/Kings Creek C.C.

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

Business After Hours

New for 2012! Business After Hours held on WEDNESDAYS!

- | | |
|---|---|
| May 24 - THURSDAY, NEW DATE!!!
Atlantic Sands Hotel
& Trade Show (Info on p. 9) | October 10 - Kings Creek Country Club
November 7 - Finbar's Pub & Grill
December 12 - Bethany Blues-Lewes |
| June 20 - TGI Fridays | |
| September 19 - Crabby Dick's | |

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/events/chamber-events.html

Restaurant Olympics Gearing Up

With a limit of 30 teams to be accepted (six individuals per team) . . . reserve your team space now! The cost per team is \$200.00. The event will be held on **June 19, 2012** from 11:00 AM – 2:00 PM on the bayside beach located between the Rusty Rudder and Lighthouse Restaurants. The rain date is June 21, 2012, same time. Check out some of last year's action at beach-fun.com – click into the Site Index beach ball, scroll to DSC and view the video. Funds are being raised for Destination Station Center. For more information, call Carol at 302-227-6446.



Photos By:
Dan Cook,
Cape Gazette

Projects and Programs on the MOVE and in the GROOVE!

... Continued from Front Cover



The service is scheduled to begin on Friday, May 25, 2012 when the City meters go into effect. Presentations for the public will be made during the May 7, 2012 City Commissioners Workshop and again on May 7, 2012 at 2:00 PM at Rehoboth Beach Convention Hall. The program will be offered Citywide on all street parking meters. "The City of Rehoboth Beach is pleased to be partnering with Parkmobile to provide our visitors an alternative way to pay for metered parking" said Mayor Sam Cooper. "The City is embracing pay by phone - understanding that carrying or finding enough quarters can be a real burden. Of course, downtown patrons can still use quarters in all meters, but we anticipate this new technology will be warmly received. For those who use Parkmobile, the only change is no change". For additional information visit www.parkmobile.com.

500 winners will receive a 2013 Delaware State Park annual pass, and the grand prize will be a four-night stay at a cottage in the Delaware Seashore State Park.

With nearly 2/3 of America overweight and Delaware children averaging only four minutes a day of unstructured physical activity, we were happy to support Nemours' efforts. Stand by for more details.



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BRAG BOARD



THANKS FOR THE SCHOLARSHIP

Dear Dewey Beach Chamber of Commerce,

Thank you for my scholarship award of \$500.00 that will assist with my tuition fees for schooling at Misericordia University. This money will allow me to continue pursuing a career in Physical Therapy.

Thanks Again,
Ryan Patrick Cannon

Pictured: On behalf of Ryan, his mother accepts his scholarship check presented by the Delaware Coast Press.



Dear Dewey Beach Chamber of Commerce,
Thank you for my scholarship award of \$500 that will assist with my tuition fees for schooling at Misericordia University. This money will allow me to continue pursuing a career in Physical Therapy.
Thanks again,
Ryan Patrick Cannon



DSC LETTER OF SUPPORT

February 27, 2012

Whoever It May Concern:

The Delaware Economic Development Office (DEDO) wishes to express its support of "The Exploratory" at Destination Station Center. This attraction is designed to be a premiere destination in the Rehoboth Beach-Dewey Beach Resort Area and plans to include an ever-changing Exploratory, a state-of-the-art visitor center and a transit hub.



The State of Delaware, the Rehoboth Beach-Dewey Beach Chamber of Commerce and several economic development studies over the past ten years have identified the need for a year-round, man-made attraction to expand the current summer beach visitation economic base.

This project has the potential to bolster tourism and economic development in the State of Delaware; therefore, the Delaware Economic Development Office supports Destination Station Center, LTD.

Thank You and Sincerely,

Alan B. Levin
Secretary
Delaware Economic Development Office

THANKS FOR THE MEETING

Carol,

Thank you for a great meeting! You are amazing - what a great leader! Look forward to working with the Chamber.

John Hollis,
Nemours Health & Prevention Services



Carol,
Thank you for a great meeting & you are amazing! What a great leader! Look forward to working with the Chamber.
John Hollis



THANKS to Pete Norwood of East Coast Window Cleaning for making the Chamber's windows sparkle!

What's Dewin' in Dewey!



Photos by CarolynWatson.com

FREE Monday Night Movies

Bring your beach chair and family for a family friendly movie to be shown on a giant screen on Dewey Beach. Movies begin at 8:30 PM (dusk) at Dagsworthy Street and the Beach.

June 18 – The Muppets

June 25 – The Smurfs

July 2 – Dolphin Tale

July 9 – Judy Moody And The Not So Bummer Summer

July 16 – Yogi Bear

July 23 – Tangled

July 30 – Cars 2

August 6 – Kung Fu Panda 2

August 13 – Puss in Boots

August 20 – Happy Feet Two

August 27 – Big Miracle



Donation Based Activities!



FREE Wednesday Night Bonfires

Bring your beach chair, family and marshmallows for a bonfire on Dewey Beach. Bonfires will take place on Wednesdays from **June 20 - August 29, 2012** from 7:30 to 11:00 PM at Dagsworthy Street and the Beach. (Note: No Bonfire on July 4th).

More Fun Activities

Check out the events below and don't forget about the Junior Lifeguard Program, Yoga on the Beach, skimboarding lessons by Alley Oop, kiteboarding & stand-up paddle lessons by East of Maui, and environmental outreach programs!

South Side Shoot Out Skim Fest – June 2-3

Restaurant Olympics – June 19

Kid's Beach Party – June 20

Starboard Running of the Bull – July 14

East Coast Skim Championships – August 11-12

Delmarva Bike Week – September 13-16

Dewey Beach Triathlon – September 15

Dewey Beach Music Festival – September 20-22

Fall Beach Party – September 22

Elvis Festival – September 28-29

Greyhounds Reach the Beach – October 5-7

Sea Witch Skim Fest – October 27

Sea Witch Halloween & Fiddler's Festival – October 26-28

Dewey Beach Tree Lighting – November 24

Dewey Dunk – January 1



For cancellations due to weather, listen to WGMD 92.7 FM or see notice posted at the Lifesaving Station at Dagsworthy St.



For more info, contact the Rehoboth Beach-Dewey Beach Chamber of Commerce at **302-227-6446** or **Beach-Fun.com**

as of 4/19/2012



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.

a (MUSE.) Restaurant

Hari Cameron
44 Baltimore Avenue
Rehoboth Beach, DE 19971
302-227-7107
www.amuse-rehoboth.com
Restaurant/Eatery

Abra..ca..dinner! Personal Chef Service

PO Box 142
Harbeson, DE 19951
302-228-6125
www.abracadinner.com
Service - Personal Chef

AFLAC - Gigi Windley

Gigi Windley
725 Bicentennial Blvd.
Dover, DE 19904
302-242-9283
www.aflac.com
Service - Insurance

BeachBalls.com

Christine Layton
22536 Sussex Highway, Unit 2
Seaford, DE 19973
302-628-8888
www.BeachBalls.com
Retail - Gifts & Specialty Shops

Biamby Cleaning Services

Fern Biamby
29263 Poplar Court, Unit 4
Selbyville, DE 19975
302-519-1604
www.biambycleaningservices.weebly.com
Service - Cleaning Services

Comfort Inn & Suites

Brandi Johnson-Woodall
20530 Dupont Blvd.
Georgetown, DE 19947
302-854-9400
www.choicehotels.com/hotel-george-
town-Delaware-DE017
Accommodation - Hotel/Motel

CrossFit Rehoboth

Jessica Perez-Beebe
37395 Oyster House Road
Rehoboth Beach, DE 19971
302-559-4301
www.crossfitrehoboth.com
Service - Exercise/Fitness Programs

Crown Trophy

Pamela Lord
34898 Sussex Highway (US 13), Unit 3
Delmar, DE 19940
302-875-1949
www.crowntrophy.com
www.delmarcrownpromotional.com
Service - Engraving

Flexera, Inc.

Finn McCabe
22791 Dozer Lane, Unit 8
Harbeson, DE 19951
302-945-6870
www.flexera.net
Service - Electrical/Energy Provider &
Consultants

Homewatch Concierge

DJ Hill
19266 Coastal Highway, Unit 4-15
Rehoboth Beach, DE 19971
302-449-9535
www.homewatch-concierge.com
Service - Concierge

Little House Candles

Ken Ingalls
24 Provinceline Road
New Egypt, NJ 08533
609-758-2996
www.littlehousecandles.com
Retail - Gifts & Specialty Shops

Lingo's Market

Archie Lingo
149 Rehoboth Avenue, Units 8, 9, 10
Village by the Sea
Rehoboth Beach, DE 19971
302-227-7072
www.shoplingosmarket.com
Retail - Grocery/Convenience Store

Ocean City Boat Lifts & Marine Construction, Inc.

Randy Warden
12010 Industrial Park Road, Suite 11
Bishopville, MD 21813
410-352-5095
www.oclifts.com
Service - Builder/Contractor

Point of Sale Solutions

Barry Fried
Lewes, DE 19958
410-902-9440
www.pos-solutions.com
Service - Financial Services

Rehoboth Beach Power Yoga

18977 Munchy Branch Road, Unit 5
Rehoboth Beach, DE 19971
302-258-7755
www.rehobothbeachpoweryoga.com
Service - Yoga

Ryan Homes (NVR, Inc.)

Mike Schaeffer
18924 John J. Williams Highway
Rehoboth Beach, DE 19971
302-645-8491
www.ryanhomes.com/de-md-beaches
Service - Builder/Contractor

Safe Haven Animal Sanctuary of Sussex County

Anne Gryczon
19022 Shingle Point Road
Georgetown, DE 19947
302-856-6460
www.safehavende.org
Service - Pet Services

Sand Palace Motel & Efficiencies

Mike Fitzmaurice
Dagsworthy Street & Route One
Dewey Beach, DE 19971
302-227-4000
Accommodation - Hotel/Motel

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Members In The Spotlight

► Coastal Rentals & Hydraulics, LLC

Coastal Rentals & Hydraulics, LLC is Southern Delaware's newest equipment and tool rental company. With a full line of both contractor and homeowner equipment, they can help you get any job done. Their helpful staff will work with you to find the right tool or piece of equipment to complete the task at hand. Call and ask about their free local delivery at 302-539-5211 or check them out online to view their full inventory at www.CoastalRentalsDE.com. Also, like them on Facebook (Coastal Rentals & Hydraulics) for updates on specials, new inventory and more.

Coastal Tented Events offers event grade tents, tables, chairs, dance floor and much more to make any event special. They back it up with excellent customer service to help you put together an event for 10 or 300 people. Need inspiration? Like them on Facebook (Coastal Tented Events) or go to www.TentedEventsDE.com to view past events. Give them a call at 302-539-5211 to talk to one of their event specialists. ◆

► David H. Fiske, Writing & Editing

David Fiske is a longtime public relations official with over 40 years' experience in Washington D.C. as a reporter, writer and Press Secretary in both government and the private sector, and writer for local community organizations.

Retired in Rehoboth Beach, DE, he is available to assist associations, companies, non-profit organizations and governmental units with writing and editing projects on a freelance basis.

Most recently, Fiske was Director and Deputy Director of the Office of Media Relations of the Federal Communications Commission for 17 years where he coordinated the dissemination of information of FCC decisions and policies to the news media and the public. His duties included writing and editing press releases, fact sheets, speeches, and other public documents.

He also handled newsletter and news article assignments for local community organizations, such as the Chevy Chase Citizens Association, and the 3900 Watson Place Cooperative.

Prior to joining the FCC, he was a reporter covering the FCC and the broadcast industry for the daily publication, Communications Daily, and before going to Washington had served as a community reporter for the Camden (N.J.) Courier Post.

In other government service in Washington, Fiske had writing and editing experience as Press Secretary to U.S. Senator Richard S. Schweiker of Pennsylvania, and as Press Officer of the Federal Election Commission. In private sector work, he served as Director of Media Relations in the Washington corporate office of CBS, Inc., and did public relations work in his own firm, Fiske & Associates.

He received a B.A. with honors from Wesleyan University, Middletown, CT, and an LL.B. from University of Pennsylvania Law School. He served 3 years as a shipboard Communications Officer in the U.S. Navy.

For more information, call 302-604-0504. ◆

► 4 Seasons Tours and Travels

4 Seasons Tours and Travel is owned and operated by Barbara Osman, CTP, since 1976. Barbara is a tour operator who plans and escorts tours and cruises throughout the world. Along with the office staff, 4 Seasons Tours boasts professional, experienced Tour Directors - all trained to handle every detail, so the traveler can enjoy the trip.

With over 40 years of experience providing escorted tours, they have gained an understanding of what it takes to build a truly unique and rewarding experience. Their goal is to provide travelers with a life-enriching journey; one that fills their memories with friendly faces, fantastic places and memorable cultural experiences. Catch a glimpse of tour opportunities by emailing osmantours@aol.com or call 302-945-7700. ◆

► Fusion Fitness

A new active wear boutique in Village by the Sea, in Downtown Rehoboth. They provide comfortable, high quality, super soft and very affordable clothing lines for men and women. Things that you can't find in the chain stores. They support green and American made clothing. Staff listens to customers and the inventory will constantly evolve depending on what their customer wants and desires. The boutique is not only for athletes but for anyone who wants to look and feel good in comfortable clothing. There is something at the boutique for everyone, even the lounge. For more information, call 302-727-5690. ◆

Fusion
Men and Women's Active Wear

149 Rehoboth Avenue · Rehoboth Beach, DE
302-727-5690 · fusionfitnessapparel.com

More Members Spotlights on Page 12!!

Business After Hours Fun

Special Thanks
to Mariachi Restaurant for hosting
Business After Hours!



Turn to page 2 for complete Business After Hours Schedule!

Meet your fellow Members at the Trade Show!!!

.....
The Table Top Trade Show and Business After Hours is set for
THURSDAY, MAY 24th • Atlantic Sands Hotel • 5-7 PM

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2011 vs. 2012

Date	Room Count	Weather	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
March 4-6, 2011	1,258	50's, Sunny	Chocolate Festival
March 2-4, 2012	1,640	50's, Cloudy	Chocolate Festival
March 11-13, 2011	1,255	50's, Partly Cloudy	No Event
March 9-11, 2012	1,860	50's, Partly Cloudy	No Event
March 18-20, 2011	1,681	60's, Sunny	None
March 16-17, 2012	1,711	60's, Cloudy	Merchant's Attic/St. Patricks Day
March 25-27, 2011	1,570	30's, Cloudy	Merchant's Attic
March 23-25, 2012	1,789	70's, Foggy	None
April 1-3, 2011	1,541	40's, Sunny	None
March 30-April 2, 2012	2,108	50's, Sunny	None
April 8-10, 2011	1,704	40's, Sunny	None
April 6-8, 2012	2,176	50's, Sunny	Holiday
April 15-17, 2011	1,980	50's, Sunny	None
April 13-15, 2012	2,378	60's, Sunny	Pop Fest
April 22-24, 2011	1,710	50's, Cloudy	Holiday
April 20-22, 2012	2,722	70's, Cloudy	None

- 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
APR	1,025.....	1,109	1,095	1,080.....	1,102

"The single biggest reason companies fail is that they overinvest in what is, as opposed to what might be".

Gary Hamel

DE Dept. Of Labor Statistics

(March 2012); Delaware's seasonally adjusted unemployment rate in March 2012 was 6.9%, unchanged from revised 6.9% in February 2012. There were 30,300 unemployed Delawareans in March 2012, compared to 32,000 in March 2011. The U.S. unemployment rate was 8.2% in March 2012, down from 8.3% in February 2012. In March 2011, the U.S. unemployment rate was 8.9%.

Source: DE Monthly Labor Review; Vol. XIX, Number 4, 4/20/12.

REPORTS *and* STATISTICS

Website Results www.beach-fun.com

Website Visits & Bounce Rate April 2011 vs. 2012

2011 - 14,730 visits
 11,887 absolute unique visitors
 36.31% bounce rate
 3:08 average time on site

2012 - 10,852 visits
 9,091 absolute unique visitors
 32.72% bounce rate
 4:07 average time on site

Top Website Pages Viewed - April 2012

Page on Site.....	Page Views
1 Accommodations-Hotel/Motel.....	2,287
2 Area Activities.....	1,526
3 Current Events.....	1,239
4 Rehoboth Beach	1,019
5 Photo/Video Tour.....	973
6 Sea Witch Festival.....	956
7 Accommodations-Hotel/Motel Page 2.....	936
8 Order a Visitors Guide	927
9 Accommodations-Apartments/Cottages	824
10 Beach Jobs.....	779
11 Plan My Trip.....	767
12 Dewey Beach Activities.....	726
13 Dewey Beach Info.....	711
14 Dining	668
15 Attractions/Recreation	640
16 Accommodations.....	598
17 Accommodations-Hotel/Motel Page 3.....	589
18 Accommodations-Retreat/Rental Houses.....	520
19 Accommodations-Condominiums.....	512
20 Thank You.....	510

Top 10 States to Visit Site - April 2012

1 Pennsylvania	2,748
2 Delaware	1,333
3 Maryland.....	1,239
4 New York.....	1,089
5 Virginia	755
6 New Jersey	716
7 Washington DC.....	572
8 Ohio.....	433
9 Connecticut	194
10 Florida.....	164

J O B S

By Betsy Towner
aarp.org/bulletin
 July-August 2011

They want you: Fastest-growing Jobs (projected by 2018), 2008 median wages, and required training.

1. **Home health aide:** 460,900 new jobs; \$20,460; short-term on-the-job training
2. **Personal and home care aide:** 375,800 jobs; \$19,180; short-term on-the-job training
3. **Computer software engineer, applications:** 175,100 jobs; \$85,430; bachelor's degree
4. **Medical assistant:** 163,900 jobs; \$28,300; moderate-term on-the-job training
5. **Network systems and data communications analyst:** 155,800 jobs; \$71,100; bachelor's degree

6. **Dental assistant:** 105,600 jobs; \$32,380; moderate-term on-the-job training

7. **Self-enrichment education teacher:** 81,300 jobs; \$35,720; work experience in a related occupation

8. **Compliance officer** (except agriculture, construction, health and safety, and transportation): 80,800 jobs; \$48,890; long-term on-the-job training

9. **Dental hygienist:** 62,900 jobs; \$66,570; associate degree

10. **Veterinary technologist and technician:** 28,500 jobs; \$28,900; associate degree

11. **Physical therapist assistant:** 21,200 jobs; \$46,140; associate's degree

12. **Physical therapist aide:** 16,700 jobs; \$23,760; short-term on-the-job training

13. **Skin care specialist:** 14,700 jobs; \$28,730; post-secondary vocational award

14. **Biomedical engineer:** 11,600 jobs; \$77,400; bachelor's degree

15. **Financial examiner:** 11,100 jobs; \$70,930; bachelor's degree

Start tomorrow: Lucrative jobs, no college required.

Loan officer; Medical appliance technician; Stationary engineer or boiler operator; Postal service mail carrier; Line installer and repairer; Quality control inspector; Floral desinger; Hazardous materials removal worker.

Members In The Spotlight

►Merle Norman Cosmetic Studio

Concetta Rumburg, owner of the new Merle Norman Cosmetic Studio formerly located in Ocean Pines, Maryland, announces that her Studio has relocated to 19470 Coastal Highway, Camelot Shopping Center, in Rehoboth Beach. "We are thrilled to bring the makeup magic of Merle Norman Cosmetics to our new location," said Concetta. "Visitors to our new location will continue to enjoy the high quality makeup products and unparalleled level of customer service that have made this Studio so popular with the Ocean Pines area for more than 3 years."

Concetta has over 17 years experience in the cosmetic industry and looks forward to introducing the Studio's new location to Rehoboth Beach. "I hope everyone will have the opportunity to visit," said Concetta. "Together, we will make Rehoboth Beach and the surrounding area an even more beautiful place to live."

Founded in Los Angeles 81 years ago, Merle Norman Cosmetics has approximately 2,000 independently owned and operated cosmetic Studios throughout the United States, Canada and Mexico. Exclusive distributors of Merle Norman products, these Studios offer specialized personal services, superior quality products-made in the USA and free makeovers to all customers. For more information please call Concetta at 302-226-8100. ◆

►Cold Stone Creamery

Cold Stone Creamery provides super-premium ice cream, cakes, cupcakes, shakes, and smoothies, all made to your order. Ice cream, which is made fresh daily, includes popular flavors such as Cake Batter, Cheesecake, Mint and even Cotton Candy, and they allow you to mix in your choice of items such as fudge, caramel, sprinkles, brownies, cookie dough and more! The 4-layer ice cream cakes are also made fresh and customized with your choice of flavors, mix-in's, colors/theme, even your business' logo (great for events)!



All Chamber members shall receive 15% OFF their entire order, including ice cream, cakes or cupcakes. The store is open Sunday – Thursday from 12:00 - 9:00 PM, and Friday – Saturday from 12:00 - 10:00 PM. For more information, please stop in at 43B Rehoboth Avenue, or contact 302-226-2750 or coldstonerehoboth@gmail.com. ◆

Questions about your membership?



Call Patty on the
Member Hotline at
302-227-6446

3rd Annual Shredding Day Event a Success!

On Friday, April 20th, the Chamber of Commerce in partnership with Bethany Blues & WSFS held the 3rd Annual Shredding Day. 11,000 pounds of paper was shredded by local businesses and residents! Donations were accepted for Destination Station Center.

Thanks to all for another successful event!





CONGRATULATIONS

to our Members Celebrating
with a Ribbon Cutting!



Merle Norman Cosmetics



Point of Sale Solutions



Music School of Delaware



Rehoboth Beach Power Yoga



Back Bay Art Glass

**SMILEY is looking for a few good men...
and women!**



Join the Meet & Greet
Committee and help
welcome new members to
the Resort Area!

For more information,
contact Kate at
302-227-2233 ext.11
or events@beach-fun.com.



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 March 30 - April 27, 2012.

Thank you for your continued support!

AmericInn, Atlantic Horizons, LLC, Aubrey Construction, Inc., Beach Marine, Bella Mia Hair Boutique, Bike To Go, Carolyn Watson Photography, Coastal Kayak, Community Pride Financial Advisors, Crabby Dick's Marketplace & Grill, Delaware Hospice, Inc., Delaware Today Magazine, Delmarva Printing, Inc., Do It Rite, LLC, Econo Lodge, EH Custom Homes, Emile Henry USA, Fisher's Popcorn, FMS Rehoboth Beach, Grotto Pizza, Henlopen City Oyster House, HomeAway Vacation Rentals Rehoboth Beach, Joshua M. Freeman Foundation, Jungle Jim's, Lily Thai Cuisine, Local Book Publishing, Inc., Maid for Shore LLC, Make My Day Event Planning, Mark Showell Interiors, Netforce, LLC, Peninsula Dental, LLC, PKS & Company, P.A., Rehoboth Ale House, Rehoboth Beach Boys & Girls Club, Rehoboth Beach Film Society, Rehoboth Beach Homeowners Assoc., Rehoboth Inn, Sammy's Kitchen, Sandcastle Motel, Seacoast Salon, Sperry Van Ness Miller Commercial Real Estate, STI Landscape Solutions, Suburban Propane, THE MedSpa, Turnstone Builders, LLC, Vacation Rentals.com Rehoboth Beach, Virden Conference & Retreat Center, VistaGraphics, Inc., Westminster Presbyterian Church. *Renewals from March 30 - April 27, 2012.*

Chamber Partners with the Replenish Project

Reclaiming Restaurant By-Products ... REPLENISHing Local Farmers ... Restoring Economic Stability

REPLENISH collaborates with haulers and composters who reclaim organic table scraps from restaurants and then recycle this material back to farmers through the creation of compost. The compost fertilizes the produce that goes back to the restaurant. This program partners with the Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center and the Destination Station Project.



For more information on this project, visit www.edendelmarva.org/replenish.html

Participating Restaurants (as of 4/26/12)

Arena's Cafe	Donut Connection
Baywood Greens	El Dorado Restaurant
Bethany Blues	Georgia House
Big Fish Grill	Grub Grocery
Blue Moon	Harbor House
Café Azafran	Hobos Restaurant & Bar
Casa DiLeo Italian Restaurant & Caterer	Jake's Seafood House
Casapulla's South	Nage East Coast Eatery
Catcher's	Saketumi Restaurant
Cilantro	Striper Bites
The Cultured Pearl	Summer House
Dogfish Head Brewings and Eats	

Reality Check *by Sid Kirchheimer*

It should be obvious: Receive an unexpected check - for a lottery you never entered, a loan you never asked for and it's probably not worth the paper it's printed on.

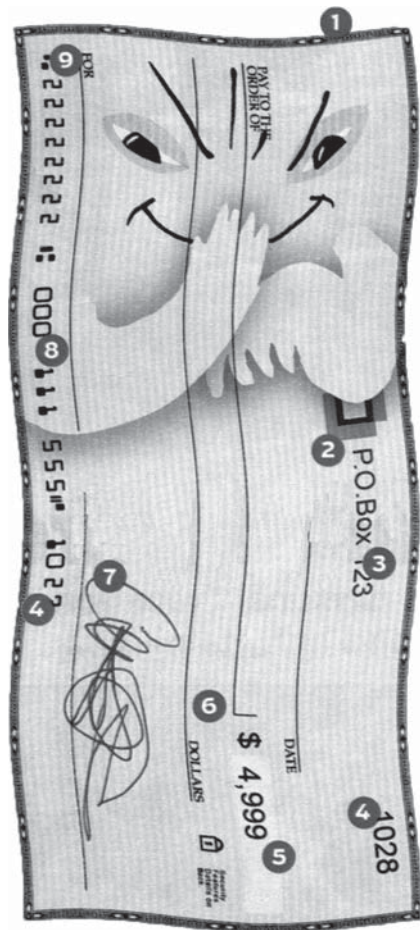
Yet fake check scams are thriving, accounting for nearly a third of complaints to the National Consumers League & other agencies.

Usually it works like this: You're instructed to deposit the check and then forward some portion of the deposit elsewhere, typically by wire transfer, as advance fees that will allow you to collect a jackpot.

By the time your bank discovers the check is fake, which can take two weeks, the scammers have gotten their forwarded loot, and you're on the hook for funds drawn from that deposit. You may even face criminal charges or have your bank account frozen.

Spotting a fake check can be tricky. Here are some tip-offs to the rip-offs:

- ① Edges: Most legit checks have at least one perforated or rough edge. If all edges are smooth, the check may have been printed from a personal computer.
- ② Bank logo: A fake check often has no bank logo or one that's faded, suggesting it was copied from an online photo or software.
- ③ Bank address: No street address, just a P.O. box or a wrong ZIP code—which you can check by contacting the issuing bank—indicate a fake check.
- ④ Check number: If there's no check number at the upper right-hand corner, or the number doesn't match the check number in the MICR line, you've got a counterfeit.



⑤ Amount: Usually it's less than \$5,000 because federal rules require that deposits of that size be made available to you within five days. This can trick you into thinking that the check has cleared. Deposits of \$5,000 or more are subject to longer holding periods.

⑥ Paper: Fake checks are often lighter than the paper stock used for authentic checks. They also may feel slippery.

⑦ Signature: Stains or gaps around signatures, a digitized appearance, or many up and down pen strokes indicate the payer's John Hancock was printed from a scanned original or was forged.

⑧ MICR line: The bottom of every real check has a series of digits in an unusual font, representing the bank routing number, the account number and the check number, generally in that order. That special font is known as MICR, which

stands for magnetic ink character recognition. These numbers can be read by specialized check-sorting machines. Real magnetic ink looks and feels dull to the touch. Fake MICR numbers are often shiny.

⑨ Routing number: Typically, the first nine digits of the MICR line make up the routing number, which identifies which bank issued the check. A check with no routing number or with fewer-or more-than nine digits is clearly a fake. You can verify routing numbers by going to www.fededirectory.frb.org/reserve.cfm.

Sid Kirchheimer is the author of Scam-Proof Your Life, published by AARP Books/Sterling.

Source: www.aarp.org/bulletin. May 2011.



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Chamber of Commerce & Visitors Center**

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