



# FOCUSon

November/December  
2014

**Rehoboth Beach-Dewey Beach Chamber of Commerce**

Mission: To promote business, tourism and civic responsibility.

70+ Years of Service



Merry Christmas!

Happy New Year!

## Santa's House Schedule Rehoboth Ave & the Boardwalk

- Friday · November 28th ·  
11 AM-2 PM & 4-8 PM
- Saturday · November 29th · 3-5 PM
- Sunday · November 30th · 11 AM-1 PM
- Saturday · December 6th · 3-5 PM
- Sunday · December 7th · 11 AM-1 PM
- Saturday · December 13th · 3-5 PM
- Sunday · December 14th · 11 AM-1 PM
- Saturday · December 20th · 3-5 PM
- Sunday · December 21st · 11 AM-1 PM
- Sunday · December 21st · Pets Only  
Visit with Santa from 1 PM-3 PM

Bring Your Camera...Donation Based!

## Resort Area Events

- Rehoboth Beach Tree Lighting**  
Friday, November 28th · Begins at  
6:30 PM at the Bandstand
- Dewey Beach Tree Lighting**  
Saturday, November 29th · Begins at  
6 PM at Fifer's Local Fresh Market
- Rehoboth Beach Christmas Parade**  
Tuesday, December 2nd · 6:30 PM
- Community Unity Dinner**  
Sunday, December 7th · 5 PM  
at Rehoboth Beach Convention Center
- Holiday Business After Hours**  
Thursday, December 11th · 5-7 PM  
at Bethany Blues, Lewes

More Holiday Events & Specials at [Beach-Fun.com](http://Beach-Fun.com)!

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Source:  
Nielsen Spring 2014 Ratings Salisbury-Ocean City  
Metro Adults 25-54 Adults 55-64  
Mon-Sun. 6a-12am.

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

**“The Nation’s Summer Capital”**

P.O. Box 216 · 501 Rehoboth Avenue  
Rehoboth Beach, DE 19971-0216  
302-227-2233 · 800-441-1329

**Member Hotline · 302-227-6446**

Fax · 302-227-8351

rehoboth@beach-fun.com

www.Beach-Fun.com

**Download the Chamber's FREE App!**

Chairman of the Board ..... Keith Martin  
First Chair ..... Paul Kuhns  
Second Chair..... Jay Becker  
Third Chair/Treasurer ..... Steve Montgomery  
Immediate Past Chair ..... Matt Turlinski

**Board of Directors**

Marvin Carney	Scott Swingle
Jerry Esposito*	Rachel Webster*
Chip Hearn	Chris Weeks
Bill Klemkowski	Kay Wheatley
Dale Lomas	Susan Townley-Wood
Rob Marshall	Vicki Tull
Michael Meoli	*At Large Directors
Kyle Morgan	

CEO/President.....Carol Everhart  
Legal Counsel ..... John M. Murray  
Legal Counsel ..... Jay Becker  
Legislative Consultant ..... Mark Lally

**Chamber Staff Contact Information**

Katie Bragg, Visitors Center Manager ..... Ext. 0  
Visitors Center Staff .....Ext. 0  
Sue Krick, Susan Maclary, Karen McMahon  
and 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
Nov 13 ....	Exec. Board of Directors Meeting .....	10:30 am/Jake's Seafood, Rt. 1
Nov 13 .....	Board of Directors Meeting .....	11:30 am/Jake's Seafood, Rt. 1
Nov 21 ....	City of Rehoboth Beach Meeting .....	7 pm/Commissioners Room
Dec 11 .....	Joint Board of Directors Meeting.....	2:30 pm/Bethany Blues, Rt. 1
Dec 13.....	Town of Dewey Beach Meeting .....	9 am/Lifesaving Station
Dec 19.....	City of Rehoboth Beach Meeting .....	7 pm/Commissioners Room

For more Resort Area Events, visit [www.Beach-Fun.com](http://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, November 20** · Atlantic Boardwalk Grille  
at the Atlantic Sands Hotel

**Thursday, December 11** · Bethany Blues, Lewes

## MARK YOUR CALENDAR!



**Save the Date for the 2015**  
Awards Ceremony, Sponsor  
Recognition and Installation  
of Chamber Officers

# Thursday, February 12

The Chamber Of Commerce invites you to join us for an evening recognizing volunteers, sponsors, special award winners and Chamber Board of Directors. This sell-out event will take place at the Atlantic Sands Hotel in downtown Rehoboth Beach. Cocktails begin at 5PM; dinner and program begin at 6PM.

To RSVP, contact Joy Kidd at 302-227-6446  
or [joy@beach-fun.com](mailto:joy@beach-fun.com).

# Sandy the Sea Witch Children's Book Makes It's Debut!

The Chamber of Commerce is proud to publish the first edition book - **Sandy the Sea Witch!** Join Sandy and her friends as they work together to keep the beach clean. The book is written by 10 year old Kaitlyn Rowe and illustrated by local artist Kacie Yakimowicz. The book is geared to children 6 and under and makes a great gift!

Cost per book is \$10.00 and can be purchased at the Visitors Centers or in the Souvenir Shop on the Chamber's website [www.Beach-Fun.com](http://www.Beach-Fun.com). (Book is 12 pages; 8"x 8").



The book was debuted at the General Membership Meeting on October 8th. First copies were presented to the following (pictured left to right): Sam Cooper-Mayor of Rehoboth Beach, Diane Hanson-Mayor of Dewey Beach, Pat Cooper-DNREC Representative, and Keith Martin-RBDBCC Chairman of the Board. Also pictured are Daria Rowe, mother of the author, and Kaitlyn Rowe.

## Service at the Beach

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## BRAG BOARD

### Atlantic Liquors Named Retailer of the Year from Market Watch Magazine

Market Watch Honors Nation's top retailers at awards dinner in New York. Market Watch magazine toasted America's most successful retailers at its annual Leaders Awards Dinner at the St. Regis Roof in New York, and also honored the market's hottest brands and its leading industry executive.

Eight new Market Watch Leaders were inducted at the dinner including Dale Lomas and Mike Subrick of Atlantic Liquors in Rehoboth Beach. Congratulations!!!

### Thanks for the Opportunity

Every Wednesday morning, Jim Rash of WGMD hosts his radio show on the road at Atlantic Cellular in Lewes from 9AM-Noon. The Chamber of Commerce provides Chamber time & assists Jim in lining up guest speakers. This has allowed for Members to highlight their business, organization or upcoming event or fundraiser. Below are some comments received via email from past speakers:

*"The interview with Ann Hogen went really well. Thank you so much for giving us the opportunity to spread the word about Girl Scouts!"*  
- Sue Towers, Girls Scouts of the Chesapeake Bay Council

*"Thank you so much ... yes, we will be there. We appreciate the opportunity!"* - Lauri Weeks, Sussex Family YMCA

### Great Member Service

Heather Knowles of RE/MAX Realty Rehoboth Beach recently utilized the Chamber's mailing service to send out postcards. Here is a comment from Heather regarding her experience:

*"The Chamber offers wonderful services and the customer service is outstanding! Not only did they save me money but peace of mind!"*

### Best Crab Cakes In Town!

Congratulations to Woody's Dewey Beach Bar & Grill for being named Best Crab Cakes by the News Journal. 2014 Readers' Choice Results. Jimmy brought the Chamber Chicks crab cake sandwiches for lunch. They were yummy!



### WSFS Voted #1

For the 4th year in a row, WSFS Bank was named the "Top Bank" in Delaware by the readers of *The News Journal* in their annual Readers' Choice Awards for 2014. Way to go!

### Thanks For The Referral

I and Megee Co. wish to thank your for recommending us to Rob Zelinsky of ECO Thermal Filters. We are seriously looking at this system as a practical Energy Recovery/ Recycling System. Thank you for the help!!!

~ Larry Faist, Megee Plumbing & Heating Co., Inc.

## SEA WITCH BRAG BOARD

I just wanted to take a moment to thank you for the opportunity to showcase 25 years of Sea Witch History. Our programs were all sell-outs and our visitor numbers for this weekend were sky-high. We are thrilled to participate and grateful for all of the hard work done by the Chamber of Commerce.



It has been our pleasure to host the 25 years of Sea Witch Festival exhibit. People loved it. You and your staff are the BEST! ~ Nancy Alexander, Director of the Rehoboth Beach Historical Society and Museum

I wanted to congratulate all of you for a FANTASTIC job on Sea Witch!!! Everything appeared to run great... THANK YOU!!! ~ Bill Frankis, The Greene Turtle

Hi Carol, What a spectacular weekend! You, the Chamber team and dedicated volunteers continue to push Sea Witch to new levels. Great silver anniversary year. Congratulations and you should be very proud. ~ Scott Thomas, Southern Delaware Tourism Director

What an amazing weekend, great job by the all Chamber staff!!! ~ Jeff Evans, Great Scott Broadcasting

The visitors came early due to Sea Witch. I hadn't seen folks on the streets on a Thursday night since early September. ~ Mary Lisa Koot, Nonna's Sweet Treats

We had a successful weekend and enjoyed meeting everyone from the Chamber. The entertainment was very good this year. ~ Rich and Amy of Unique Pewter

Great job, Kate! You are truly an asset to Carol and the staff at the Chamber. Everyone deserves a big pat on the back! ~ Sharon Lynn, City Manager of the City of Rehoboth Beach

Congratulations. You and your team did a wonderful job. ~ Regards, Paul Kuhns, RDBBCC Board Member

Best Sea Witch so far. We had a record sales weekend and look forward to next year. ~ Lisa of Cape Treasure

Thanks, it was great! ~ Kim Klabe, Face Painter, representing the Rehoboth Art League

During Sea Witch, we sold lots of Slurpees! It was very well organized. ~ Beverly Schwiesow & Ken Currier, 7-11

# RIBBON CUTTING CEREMONIES



**Delmarva VoIP**



**Party Décor & More!**



**Roberts Construction Co., Inc.**



**Pro-Spect Home Inspections**



**English as a Second Language Class, 11th Year Kick-Off**



**Response Computer Group**



**Ellis & Szabo LLP**



**Schell Brothers Sawgrass Community Model Home**



# 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.

## **Baked**

Pam Minhas  
2000 Coastal Highway  
Dewey Beach, Delaware 19971  
717-433-5152  
Restaurant/Eatery

## **Calico Corners**

Colleen Delpo  
1410 Forest Drive  
Annapolis, Maryland 21403  
410-267-0600  
Service - Interior Designer

## **Dawson Bus Service Inc.**

Tom Dawson  
405 E. Camden-Wyoming Avenue  
Camden, Delaware 19934  
800-331-0412  
www.dawsonbusservice.com  
Service - Transportation

## **JLT Cleaning**

Linda Thompson  
14 N Pennsylvania Avenue #1420  
Bethany Beach, Delaware 19930  
302-537-2460  
Service - Cleaning Services

## **Karen and The Nut**

Mick Julia  
234 Strawbridge Lane  
Mullica Hill, New Jersey 08062  
856-430-5968  
Retail - Gifts & Specialty Shops

## **Lula Brazil**

Meg Hudson  
234 Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-212-2755  
www.lulabrazil.com  
Restaurant/Eatery

## **Martech Communications**

Donny Marino  
Milton, Delaware 19968  
703-989-6390  
www.martechcomm.com  
Service - Telecommunications/Services

## **Mr. Copy**

George Banashak  
20200 Coastal Highway  
Rehoboth Beach, Delaware 19971  
302-227-4666  
Service - Printers/Copying

## **Nonna's Sweet Treats**

Mary Lisa Koot  
67 Rehoboth Avenue  
Rehoboth Beach, Delaware 19971  
302-227-3263  
Restaurant/Eatery

## **Ocean Medical Imaging**

Kristin Patterson  
611 Federal Street, #4  
Milton, Delaware 19968  
302-684-5151  
Service - Health Services

## **PHB-Inc. General Contractors**

Danny Burriss  
110 W Green Street  
Middletown, Delaware 19709  
302-378-9693  
www.phb-inc.com  
Service - Builder/Contractor

## **Pro-spect Inspection Services**

Wes Mast  
1671 S. State Street  
Dover, Delaware 19901  
302-381-0110  
www.pro-spectde.com  
Service - Home Services

## **Response Computer Group, Inc.**

Randy Ennis  
213 W. Liberty Way  
Milford, Delaware 19963  
800-957-4724  
www.rcgweb.com  
Service - Computer Services

## **Roberts Construction Co., Inc.**

David A. Reisinger  
112 E. Front Street  
Frederica, Delaware 19946  
302-335-4141 ext. 205  
www.robertsconstructionco.com  
Service - Builder/Contractor

## **The Sand Crab Beach Bar**

Michael Ludden  
1 Baltimore Avenue on the Boardwalk  
Rehoboth Beach, Delaware 19971  
302-227-2511 x195  
Restaurant/Eatery

## **SBC Bookkeeping & Payroll**

Roxanne Swift  
PO Box 416  
Milton, Delaware 19968  
302-745-1286  
www.swiftmgmt.com  
Service - Financial Services

## **Seniors Helping Seniors**

Bob and Amy McDermott  
Serving Sussex & Lower Kent County  
302-858-7330  
Service - Health Services

## **Signature Property Management**

Steward Galkin  
19606 Coastal Highway, Suite 204  
Rehoboth Beach, Delaware 19971  
302-260-9595  
www.spmde.com  
Service - Home Services

## **Sussex County Women's Journal**

Barbara Steele  
PO Box 1267  
Bethany Beach, Delaware 19930  
302-740-2149  
Service - Publications

## **TPW Vacation Rentals & Real Estate Sales**

Robert Scott  
17577 Nassau Commons Blvd.  
Lewes, Delaware 19958  
302-227-7878  
www.tpwwacations.com  
Real Estate - Sales/Rentals



## 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 August 6 - October 31, 2014. Thank you for your continued support!

A Day in a Life Designs Photography, A.G. Renovations, Inc., Ad-Art Sign Company, Alesi Builder, Allen Insurance Group, Atlantic Boardwalk Grille, Atlantic View Motel, Austin Cox Home Services, Inc., Avenue Inn, Awnings by Coastal Sunrooms Inc., Azura Clothing Co., Back Bay Art Glass, LLC, Barrows and Associates, BB & T Cleaning Service, Beach Babies Child Care, Beach View Motel, Bewitched & BEDazzled B&Bs, Blood Bank of Delmarva, Blooming Boutique, Boulevard Ford-Lincoln, Brick Hotel Restaurant & Tavern, Cadbury at Lewes, Cancer Support Community Delaware, Casapulla's South, Children's Beach House, Inc., CIEE - Seasonal Staff Solutions, Cilantro Cocina De Mexico, Clear Space Theatre Company, Colonial East, Comcast Spotlight, Community Integrated Services, Jeffrey, M. Cooper, DMD, PA, Dante Property Management, Davis, Bowen & Friedel, Inc., Delaware Beaches, Yogi Bear's Jellystone Park Camp & Resorts, Delaware Hospice, Inc., Delaware PC Services, Delmarva Digital, Design Center of Rehoboth (DCOR), Dewey Vacation Rentals, Dickens Parlour Theatre, Dolles Candyland, Dover Rent All Tents & Events, Dreamweaver Interiors & Fabrics, Dynamic Mortgage Services, Eden Restaurant, Fins Fishhouse and Rawbar, Fisherman's Wharf, Greene Turtle, Grub Grocery, Holiday Inn Express, Homestead Bed & Breakfast at Rehoboth, I.G. Burton, Ibach's Candies by the Sea, In2Soles, Indian River Marina, Region of Delaware Seashore State Park, Inn at Rehoboth Beach Apartments, The Insurance Market, Interior Design Cents, Jiffy Lube Lewes/Jiffy Car Wash, K. Hovnanian Homes, Kick n' Chicken, Kids Cottage, LLC, Kojak Graphic Communications, Inc., KSI, La Red Health Center Inc., Lavender Fields at Warrington Manor, Logo Motive, Lyons Companies, Melson Appraisal Services, Melvin J. Joseph Construction Co., Inc., Merestone Consultants Inc., Meridian Home Watch, LLC, Mid-Shore Electrical Services, Inc., Mid South Audio LLC, Millman's Appliances, Murphy Electric, Inc., Nassau Valley Vineyard, NaturaLawn of America, Nymphaea, Oasis Wellness Spa, Ocean Aerial Ads, Inc., Onix Group, Pasqualini's Bakery, Patio Systems, Inc., Peninsula Oil, Perfect Wedding Guide, Philly Pretzel Factory, Phippin's Cabinetry & Renovations, The Pink Crab, Polkamotion Polka Festival, Portraits In The Sand, Progar & Company, P. A., CPA, Races2Run, Inc., Red Sun Custom Apparel, Regeneca Worldwide, Rehoboth Guest House, Rehoboth Home Services, Robert Thomas Salon, Ronald M. Coffin General Contractors Inc., Save Our Lakes Alliance, Schell Brothers, Schillaci Architects, Ltd., Scully's Ocean Side Café, Secure Self Storage, Select Financial Group, Semra's Mediterranean Grill, Shore Bank, Sterling Optical, Sussex County Habitat for Humanity, Tall Pines Resort Community & Campground, Tidewatch Accommodations, Tidewater Utilities, Inc., Tomato Sunshine, Town of Dewey Beach, Transamerica Insurance and Investment Group, Tull Realty Group/OASIR, Tupperware Home Parties, Verizon Wireless of Rehoboth, Wagner & Prigg Family Medicine, WaWa Food Markets, Wells Fargo Advisors, WestStar Mortgage by the Sea, WMDT-TV -Channel 47.  
Renewals from August 6 - October 31, 2014.

# GENERAL MEMBERSHIP MEETINGS

On September 25, 2014, **Trish Mumford, Rehoboth Elementary Principal and Representative John Carney** spoke to the Membership and answered questions from the audience. The luncheon was held at Kings Creek Country Club.





# GENERAL MEMBERSHIP MEETINGS

On October 8, 2014, **Sharon Lynn, City Manager for Rehoboth Beach** spoke to the Membership about her first year on the job. The luncheon was held at the Atlantic Sands Hotel & Conference Center.



# REPORTS *and* STATISTICS

## Accommodation Occupancy Chart | 2013 vs. 2014

Weekend	Room Count	Weather	Event	Wednesday	Room Count
August 23-25, 2013	3,320	70's, Sunny	None	August 21, 2013	2,667
August 22-24, 2014	3,347	70's, Cloudy	None	August 20, 2014	2,747
August 30-September 1, 2013	3,429	70's, Sunny	Labor Day Weekend	August 28, 2013	2,391
August 29-August 31, 2014	3,442	70's, Sunny	Labor Day Weekend	August 27, 2014	2,402
September 6-8, 2013	3,378	70's, Sunny	None	September 4, 2013	2,178
September 5-7, 2014	3,333	80's, Sunny	Nanticoke Indian Pow Wow	September 3, 2014	2,153
September 13-15, 2013	3,202	70's, Sunny	DB Triatholon	September 11, 2013	2,220
September 12-14, 2014	3,320	70's, Sunny	DB Triatholon	September 10, 2014	2,153
September 20-22, 2013	3,356	70's, Sunny	None	September 18, 2013	1,756
September 19-21, 2014	3,388	70's, Sunny	DB Music Conference	September 17, 2014	1,994
September 27-29, 2013	3,429	70's, Sunny	Nascar/Elvis Festival	September 25, 2013	1,870
September 26-28, 2014	3,428	70's, Sunny	Nascar/Elvis Festival	September 24, 2014	1,783
October 4-6, 2013	3,304	80's, Sunny	Fall Sidewalk Sale	October 2, 2013	1,566
October 3-5, 2014	2,883	60's, Rainy	Fall Sidewalk Sale	October 1, 2014	1,402
October 11-13, 2013	3,026	60's, Cloudy	Columbus Day Weekend	October 9, 2013	1,381
October 10-12, 2014	3,043	60's, Rain	Columbus Day Weekend	October 8, 2014	1,422
October 18-20, 2013	2,955	60's, Sunny	RB Jazz Festival	October 16, 2013	1,381
October 17-19, 2014	3,092	70's, Sunny	RB Jazz Festival	October 15, 2014	1,383
October 25-27, 2013	3,038	50's, Sunny	Sea Witch Festival	October 23, 2013	1,398
October 24-26, 2014	3,518	70's, Sunny	Sea Witch Festival	October 22, 2014	1,287
November 1-3, 2013	2,468	60's, Sunny	Punkin Chunkin	October 30, 2013	1,143
October 31-November 2, 2014	2,128	50's, Rain	None	October 29, 2014	1,306

### Year to Date Occupancy TOTAL Comparison

January - November 3, 2013 · 121,069

January - November 2, 2014 · 122,181

- 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 .....
AUG	2,404.....	2,908 .....	2,472 .....	2,831.....	2,669 .....
SEPT	1,568.....	1,703 .....	1,418 .....	1,578.....	1,768 .....
OCT	1,988.....	1,587 .....	1,204 .....	1,310.....	1,190 .....



### DE Dept. Of Labor Statistics

(September 2014); Delaware's seasonally adjusted unemployment rate in September 2014 was 6.5%, unchanged from August 2014. There were 29,400 unemployed Delawareans in September 2014, compared to 29,300 in September 2013. The U.S. unemployment rate was 5.9% in September 2014, down from 6.1% in August 2014. In September 2013, the U.S. unemployment rate was 7.2%, while Delaware's rate was 6.6%.

Source: DE Monthly Labor Review; Vol. XXI, Number 10, 10/17/2014.

# REPORTS *and* STATISTICS

## Website Results [www.Beach-Fun.com](http://www.Beach-Fun.com)

### August 2013 vs. 2014

2014	109,782 pageviews/hits 28,436 users/visits (new terminology) 26,046 absolute unique visitors 47.11% bounce rate 2:23 average time on site
2013	115,493 pageviews/hits 35,082 visits 29,520 absolute unique visitors 44.73% bounce rate 2:40 average time on site

### September 2013 vs. 2014

2014	64,735 pageviews/hits 19,136 users/visits (new terminology) 17,017 absolute unique visitors 51.24% bounce rate 2:06 average time on site
2013	59,557 pageviews/hits 20,719 visits 17,260 absolute unique visitors 50.39% bounce rate 2:21 average time on site

### October 2013 vs. 2014

2014	117,159 pageviews/hits 36,465 users/visits (new terminology) 32,056 absolute unique visitors 53.48% bounce rate 1:46 average time on site
2013	92,557 pageviews/hits 39,380 visits 29,665 absolute unique visitors 55.92% bounce rate 1:55 average time on site

**Do You Like Us?**  
**35K+ people already do!**

Like the Chamber on Facebook today!



## Top 10 Pages Viewed - October 2014

Page on Site	Page Views
1 Sea Witch Festival Page	49,062
2 Sea Witch Festival (Chamber Cal. of Events Page)	11,495
3 Home Page	9,545
4 Area Activities	6,855
5 Current Events	6,404
6 Attractions Category Page	2,749
7 Sea Witch Festival (Current Cal. of Events Page)	1,819
8 Current Events Category Page	1,760
9 Dewey Beach Activities Page	1,387
10 2014 Sea Witch Gear Page	1,123

## Top 5 States to Visit Site - October 2014

1 Delaware	16,018
2 Pennsylvania	13,311
3 Maryland	5,333
4 Massachusetts	3,381
5 District of Columbia	2,580

## QUOTE OF THE MONTH

**"When you elevate your thinking about what's possible, and feel good about yourself, you'll begin to produce miracles!"**

Jeff Keller



# Thanks for making the 25th Sea Witch Festival Wicked, Wild & Wonderful



Over 400+ Sensational Supporters Made Magic Happen!

7 Eleven, A&M Crafts, Ad Boat, Itai Adi, Affinity Energy Mgmt., Sudler Antwon, Marc Applebaum, Applebee's, Applied Bank, David Ara, Kathy Ara, Kelly Ara, Atlantic Liquors, Atlantic Oceanside Motel, Atlantic Sands Hotel, Atlantic View Hotel, Avenue Inn, Bagpipes at the Beach, Davine Bailey, Baked, Barrows & Associates, Carter Bates, Christina Bates, Rob Bates, Trent Bates, BB&T Cleaning Services, Beach Ride Taxi, Beach View Motel, Beacon Middle School, Jay Becker, James Bell, Kate Bell, Mary Bell, Bella Mia Hair Boutique, Bret Bennett, Kelly Bennett, Berkshire Hathaway HomeServices, Bethany Blues, Big Fish Grill, Terry Blackney, Blue Rock Gourds, Aimy Bogan, Melody Booker, Boardwalk Plaza, Boys & Girls Clubs-Rehoboth Beach, Katie Bragg, Breakers Hotel, Taffy Bricker, Brighton Suites, British Invasion Experience, Browseabout Books, Buffalo Wild Wings, Ray Bunting, Robin Bunting, Patty Burkentine, Zachary Busby, By the Bay Books, Don Byrom, Pia Calhoun, Candy Kitchen, Heather Cannon, Rhonda Cannon, Cape Gazette, Cape Henlopen HS Band, Cape Henlopen State Park, Cape Treasure, Marvin Carney, Wendy Carr, Aaron Carter, Gary Ceman, Alex Chantler, Carly Choma, Nancy Choma, City of Rehoboth Beach, Clean Delaware LLC, Clear Space Theatre, CNC Solar, Coastal Kids Pediatric Dentistry, Cold Stone Creamery, Sharee Coleman, Comcast Spotlight, Constance Collection, Steve Cook, Sam Cooper, Country Club Estates Property Owners Association, Inc., County Bank, Country Life Homes, Eileen Courtney, Crabby Dick's, Creative Capes, Crosswinds Motel, Crown Trophy, Cultured Pearl, Alvin Cunningham, Sarah Curtis, DART - 1st State, Ashley Davidson, Dawson Transportation, Tina Defiore, DE Beach Book, DE Beaches, Yogi Bear's Jellystone Park Camp, DE Seashore St Park, DE Coast Press, DE State Police-Troop 7, DE Today, Del-Coast Design & Build, Debbie Del Deo, Delaware 87ers, DelDOT, Delmarva Broadcasting Co., Delmarva Power, Delmarva Printing, Delmarva Shorebirds, Ron Derr, Gerry Desmond, Joan Devaney, Dewey Business Partnership, Mary Dickson, Daron Dieter, Jessica Dieter, Discover Bank, Discovery Map, Dorothy's Whimsical Creations, Dos Locos, Arturo Dubois, Jessica Dubois, Eagle 97.7, East Coast Garden Center, Epworth United Methodist Church, Ronald Erale, Etched in Time, Hayden Evans, Event Deco, Carol Everhart, F&M Sandart, Fifer's Market, First State Webfooters, Fisher's Popcorn, Frank Nanna and Friends, Fulton Bank, DE National Division, The Funsters, Michelle Gallagher, Get Out, Tina Gooding, Patrick Gossett, Grand Rental Station, Jeanette Granke, Great Scott Broadcasting, Dale Greene, Group J Design, Grotto Pizza, Grub Grocery, Paul Hadfield, Debbie Haggerty, Donna Halloran, Mike Hamilton, Susan Hamilton, Katie Handy, Dinah Handy-Hall, Larry Handy-Hall, Diane Hanson, Chip Hearn, Tania Hernandez, Kathy Hickerson, Jeff Hilovsky, Hyatt Place, Ice Cream Store, Indian River Life-Saving Station, Jack Noel Magic, Jack Lingo Realtor, Jake's Seafood House, Jefferson School, Debbie Jewell, Jiffy Lube of Lewes, Jimi Smooth & Hit Time, JLT Cleaning, Johnson Orthodontics, Jolly Trolley, Josephine's Daughter, just COMFORT shoes, Marian Kaminski, Karen and the Nut, Keenote Kids, Kick N Chicken, Kimberly Kenworthy, Joy Kidd, Rick Kidd, Kilwin's Rehoboth, Kim Klabe-Face Painting, Kiwanis Club of Coastal DE, Billy Klemkowski, Rhonda Knorr, Sue Krick, Dave Krucelyak,

# Thanks for making the 25th Sea Witch Festival Wicked, Wild & Wonderful



Over 400+ Sensational Supporters Made Magic Happen!

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# SEA WITCH MADE MAGIC!



More pictures on page 21!

# SEA WITCH MADE MAGIC!

The 25th Sea Witch Festival made magic due to assistance from the whole State of Delaware....WOW! Below are some pictures of those who assisted and decorated for the weekend! THANK YOU! (More pictures on page 21).



**Sea Witch Decorating Contest Winners!**  
 Rehoboth Guest House  
 Atlantic View Hotel  
 Rehoboth Beach Library  
 Jane & Georgie



**Join the Fun  
 in 2015!**

**October  
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# BUSINESS *after* HOURS PICTURES

## THANKS to our September Host: Dos Locos



## THANKS to our October Host: Cilantro Cocina de Mexico





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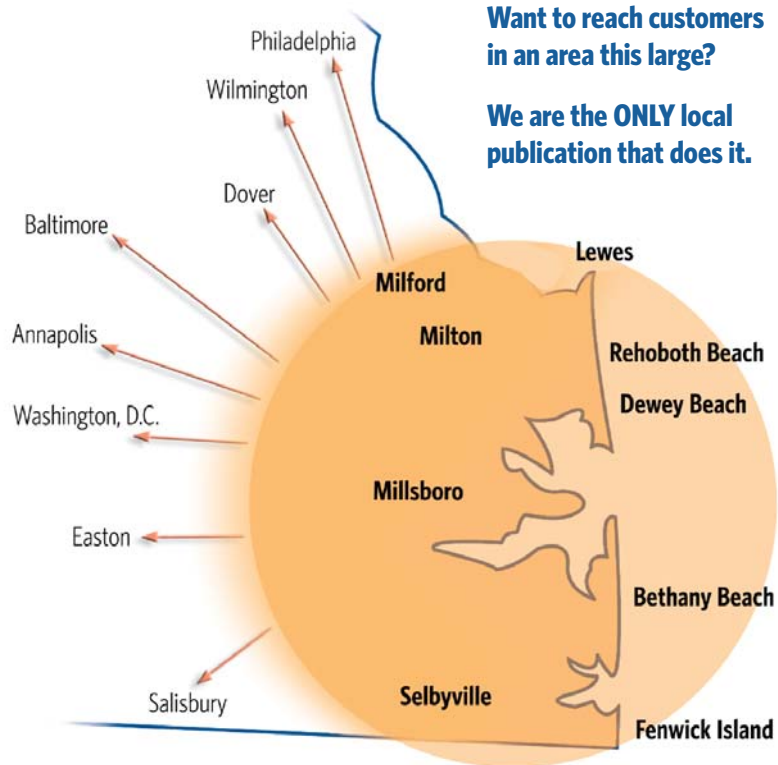
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# EVENT BUNDLE & SEA WITCH FESTIVAL SPONSORS

**THANKS** to all of our Member Businesses for their sponsorship!

Pictured are Major Sponsors who sponsored event bundles for the Sidewalk Sales, Sandcastle Contest, and the Sea Witch Festival. Businesses listed below are 25th Sea Witch Festival sponsors!



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**M&T Bank - \$3,000**



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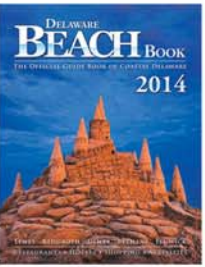
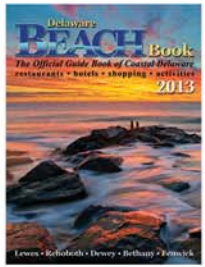
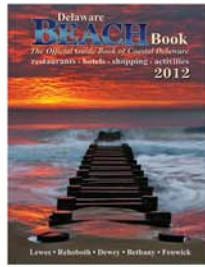
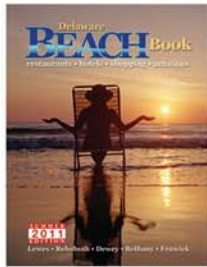


**Applied Bank - \$1,000**



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7 Eleven, Ad Boat, Affinity Energy Management, Applebees Neighborhood Bar & Grill, Applied Bank, Atlantic Liquors, Atlantic Oceanside Motel, Atlantic Sands Hotel, Atlantic View Motel, Avenue Inn, Barrows & Associates, Beach Ride Taxi, Beach View Motel, Bella Mia Hair Boutique, Berkshire Hathaway HomeServices Gallo Realty, Big Fish Grill & Seafood Market, Breakers Hotel, Brighton Suites, Buffalo Wild Wings, Candy Kitchen Shoppes, Cape Gazette, Clean Delaware, Clear Space Theatre Company, Coastal Kids Pediatric Dentistry, Cold Stone Creamery, Comcast Spotlight, Country Life Homes, County Bank, Crabby Dick's Marketplace & Grill, Crosswinds Motel, Delaware Beach Book, Delaware Beaches, Yogi Bear's Jellystone Park Camp & Resorts, Delaware Today, Del-Coast Design & Build, Delmarva Power, Dewey Business Partnership, Discover Bank, Discovery Map, Dos Locos, East Coast Garden Center, Fisher's Popcorn, Fulton Bank-Delaware Division, Grand Rental Station, Great Scott Broadcasting, Grotto Pizza, Hyatt Place Dewey Beach, Jack Lingo REALTOR, Jake's Seafood House, Jiffy Lube Lewes, Johnson Orthodontics, just COMFORT shoes, Kilwin's Rehoboth Avenue, Law Office of Susan Pittard Weidman, LC Homes, Lighthouse Inn Bed & Breakfast, Lighthouse Ministries, M & T Bank, Made Ya Look! Salon & Spa, Maplewood Dental Associates, McDonald's, ML Lichtenberg & Associates CPA, Nemours Health & Prevention Services, Nicola Pizza, Oasis Wellness Spa, PNC Bank, RE/Max Realty, Rehoboth Ale House, Rehoboth Beach Animal Hospital, Rehoboth Toy & Kite Co. Schell Brothers, Sign\*A\*Rama, STI Landscape Solutions, Summer House Restaurant & Saloon, Sussex County Federal Credit Union, Sussex Eye Center, Sussex Outdoors, Tanger Outlets, TD Bank, The Cultured Pearl, The Spice & Tea Exchange, Tidewater Physical Therapy, WBOC, Williams Insurance Agency, and WSFS.



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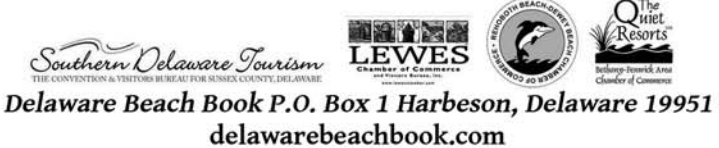
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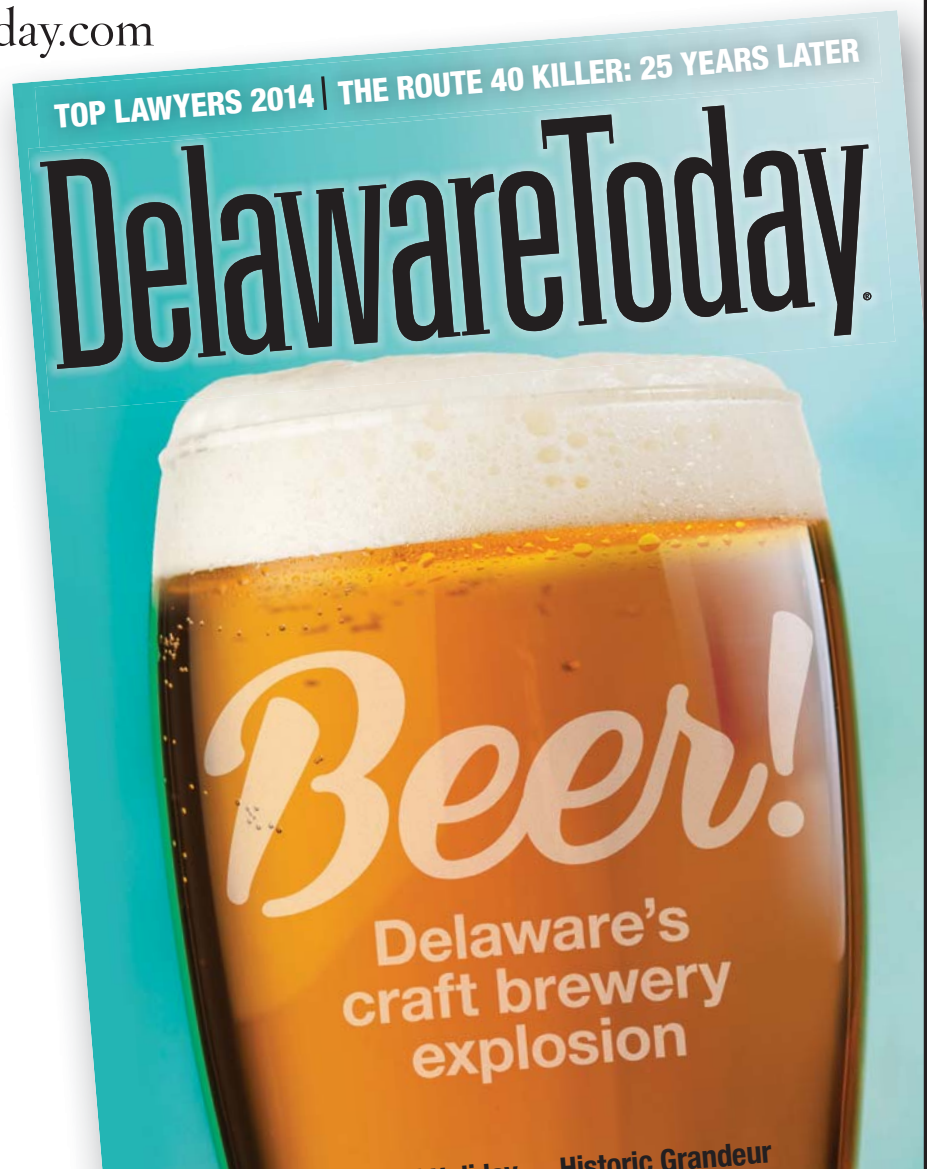
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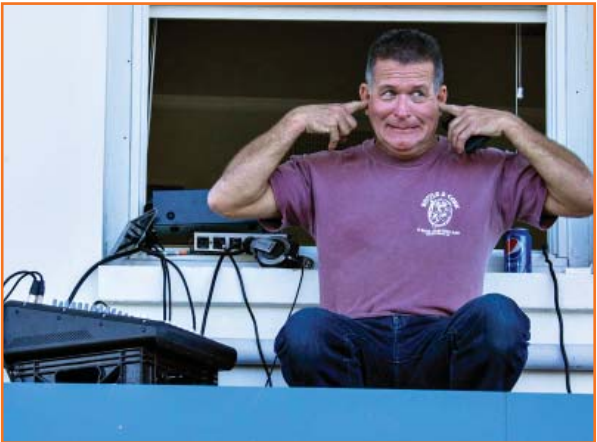
# REACH FOR THE STARS!

Sue Olson of Westcliffe, Colorado has made it her goal to create a quilt for American Astronauts. Sue also makes a quilt for each State and selected the Rehoboth Beach-Dewey Beach Chamber of Commerce to receive the quilt for Delaware. The quilt will be on display at the Visitors Center.

On behalf of Sue, Dina and Wayne Sockriter (pictured) presented the flag to Chamber staff.



# MORE GREAT SEA WITCH PICTURES!



Pictures by Portraits In The Sand and MLC Productions

# MEMBERS in the SPOTLIGHT

## Cellar Door

Located on the lowest level of Celebration Mall at 20 Baltimore Avenue in Rehoboth Beach, the Cellar Door restaurant provides an interesting array of fine dining fare with a Cajun flair complemented with wines, specialty cocktails and satisfying desserts. The current dinner menu is available for review on their website and photos along with daily specials frequently appear on the Cellar Door's Facebook page. Experienced chef Len Lorio oversees the menu selections, many prepared with the kitchen's wood-fired grill/oven, which imparts a very special flavor to everything from oysters to pork and beyond. Diners who enjoyed the restaurant in July report favorites include the hearty gumbo, American Wagyu steaks, blackened sea scallops, a wood-fired mixed grill including blueberry venison sausage and chef specials of fish and fowl, plus the bourbon laced pecan pie and sticky bun peach bread pudding with cinnamon ice cream.

Reservations are suggested but not required, and the Cellar Door is open daily (except Tuesdays) for dinner. For more information, visit [www.cellardooronbaltimore.com](http://www.cellardooronbaltimore.com) or call 302-227-1004. ♦

## Party Decor & More

Party Décor & More, located in the Midway Shopping Center in Rehoboth Beach, is proudly locally owned and operated. They are the resort area's one stop shop for party supplies offering a variety of festive essentials including table covers, plastic champagne flutes, plastic margarita glasses, paper plates, straws, decorative sandwich picks, aluminum trays, cooking supplies, and more! Party Décor & More carries a full line of Piñatas in stock and ready to be filled with candies, trinkets and toys. Party Décor & More carries "Frozen" by Disney products including balloons, games, hair accessories, plates, napkins, decorations, and more!

Party Décor & More has a wide selection of Mylar balloons and biodegradable latex balloons in a rainbow of colors. They carry air walker and personalized balloons. They can create custom balloon arrangements in your choice of colors including columns, arches, clusters, bouquets, etc. The store accepts telephone orders with pre-payment and will deliver for a fee. Party Décor & More specializes in offering personalized attention to each customer.

For hours of operation & information, call 302-645-0220, visit [www.partydecorandmore.com](http://www.partydecorandmore.com), or "Like" them on Facebook at [www.facebook.com/PartyDecorAndMore](http://www.facebook.com/PartyDecorAndMore). ♦

## Delmarva VoIP

The DelmarvaVoIP Team celebrated the Grand Opening of their retail store on Coastal Highway across from Red Mill Pond. The retail store sells products such as cell phone cases, charging cords, tempered glass screen protectors and much more. They also repair mobile devices such as iPhones, iPads, android devices and more. Stop in and see them Monday through Friday, 8:30 AM – 5 PM. For more info, visit [www.delmarvavoip.com](http://www.delmarvavoip.com) or call 302-645-7770. ♦

## The Lutheran Church of Our Savior

The Lutheran Church of Our Savior in Rehoboth Beach kicked off its' 11th year of teaching free English as a Second Language literary classes in Rehoboth. Four levels of written and conversational English including civics are taught by over 40 volunteer teachers. This educational ministry of the church delights in over 250 students who attend and represent over 12 different countries including South and Central America, Eastern Europe and Asia. Students come from areas throughout Sussex County including Rehoboth Beach, Lewes, Millsboro and Georgetown.

The program is proud to join with three major sponsors in 2014. The support of the Arsht-Cannon Fund of the Delaware Community Foundation has allowed the program to grow and flourish. Secondly, The Harry K Foundation will fund their outstanding child care program which runs concurrent to classes and feeds pre-school children to 12 years of age. Its food program is modeled after First Lady Michele Obama's "My Plate" initiative and is directed by their very own Chef. Finally, through sponsorship from the Rotary Club, a computer lab with state-of-the-art technology is being installed in the school for the benefit of their students. "We feel truly blessed and grateful that these three sponsors have chosen us and our ministry to help newcomers become a productive part of society," said LaNell Shulteis, Program Director. For more information, call 302-227-3066. ♦

## Response Computer Group

Response Computer Group provides a full range of computer sales and repair services for both businesses and consumers. RCG offers on-site and remote support; their services include: laptops, desktops, servers, routers, VOIP telephone systems, wiring, racks, and managed service contracts.

Response Computer Group has served Delmarva since 1983. Their Microsoft Certified technicians are here to help. For more information, call 1-800-957-4724 or visit [www.rcgweb.com](http://www.rcgweb.com). ♦

# MEMBERS *in the* SPOTLIGHT

## Schell Brothers at Sawgrass North

The Schell Brothers team at Sawgrass North celebrated their official opening with a ribbon cutting ceremony in conjunction with the Rehoboth Beach - Dewey Beach Chamber of Commerce on Saturday, October 18th just before their Model Grand Opening event. The Kingfisher is one of Schell Brothers' most popular designs as it offers multiple elevations and structural options allowing buyers to personalize the home to meet their needs. The model showcases some of Schell Brothers' newest features like a unique courtyard perfect for outdoor entertaining, a built-in wet bar in the great room and a stunning professional kitchen.

The Kingfisher model at Sawgrass North is open Monday - Saturday from 10 am - 5 pm and Sunday 11 AM- 5PM. Sawgrass North is located on Old Landing Road in Rehoboth Beach. Schell Brothers has set the standard for home building excellence, high performance features, and responsible land use in Coastal Delaware. Sussex County is a natural draw for new home buyers due to the beach environment and its ranking among the most favorable of all U.S. counties in terms of property taxes as a percentage of home value. Schell Brothers is located at 20184 Phillips Street, Rehoboth Beach, Delaware. For more information about Schell Brothers please call 302-226-1994 or visit [www.schellbrothers.com](http://www.schellbrothers.com). ♦

## Signature Property Management

A new property management firm specializing in condominiums and HOA's has opened their offices on Coastal Highway in Rehoboth Beach. This new team with over 20 plus years of property management experience will focus on the increasing demand for professional and experienced condominium and association management. Located in the Mann & Sons, building on Route 1, Signature Property Management emphasizes complete accounting transparency with Board of directors approval on all individually controlled bank accounts. In addition, Signature Property Management will provide FREE web sites to all associations under management. Their exclusive Vendor Partner Network™ provides each association with a dedicated team of pre-qualified vendors and contractors to meet the individual needs of the community.

During their initial launch to the greater Rehoboth Beach community, any association that signs up by December 31st will receive 2 months of management fees FREE. Please call to arrange for your no cost / no obligation consultation at 302-260-9595 or email [info@spmde.com](mailto:info@spmde.com). Also visit [www.spmde.com](http://www.spmde.com) for more information. ♦

## Roberts Construction Company

For over thirty years, and while establishing a very impressive client list, the Roberts Construction Company has developed and maintained a very strong reputation for producing quality projects backed up with their signature personal service. On all projects, the number one goal is and will always be to provide quality construction at a very fair and competitive price. Working as a general contractor, the company specializes in restoration, renovation and new construction services, with their expertise being in the restoration and renovation type work. In addition, mill work, waterproofing, air barriers, masonry and maintenance services are also provided.

To date, the company's project list includes work on historical, industrial, governmental, educational, recreational and healthcare facilities to name a few. Along with a number of privately owned businesses, their client list also includes state and local government, historical sites and educational facilities in both Delaware and Maryland, as well as the United States Department of Defense. Quality is never difficult when it is a priority!

For more information call 302-335-4141 or visit them online at [www.RobertsConstructionCo.com](http://www.RobertsConstructionCo.com). ♦

## Ellis & Szabo

"We are excited to open our second office, offering us the opportunity to provide a convenient location to provide services to existing clients and to further expand our practice in Eastern Sussex County," said Cindy Szabo, Partner of Ellis & Szabo.

Ellis & Szabo is a full service law firm with offices in Georgetown and Rehoboth Beach, focusing in the areas of residential and commercial real estate, estate planning and administration, special needs planning, new business formation and strategic planning, and corporate transactions and commercial contracts. The expansion will allow the firm to conduct real estate settlements at the Rehoboth Beach location. In addition, the firm's attorneys, Stephen Ellis, Brian Ellis and Cindy Szabo, will each be available to meet with clients at the new office, Monday through Friday.

For more information or to schedule an appointment, please contact 302-727-7272. Visit them online at [www.ellisszabo.com](http://www.ellisszabo.com). ♦



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