



FOCUS_{on}

July, August &
September 2018

Rehoboth Beach-Dewey Beach Chamber of Commerce
Mission: To promote business, tourism and civic responsibility.

The Sea Witch Squeezer

wants you to come to the Sea Witch Festival®

October 26-28

Costume Parade · Dog Parade
Live Bandstand Music
Beach Games · Hayrides · 5K Race
Horse Shows on the Beach
Haunted Bonfire
Trick or Treating
Artisan & Vendor Area and More!

More festival info
on pages 18-21!



Schedule of Activities at Beach-Fun.com



Just In . . . Insurance Update from Allen Insurance Group . . . Page 17

Rehoboth Beach-Dewey Beach

Chamber of Commerce & Visitors Center

"The Nation's Summer Capital"

P.O. Box 216 (Mailing Address)
501 Rehoboth Avenue (Visitors Center)
306 Rehoboth Avenue (Administrative Offices)
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

Chairman of the Board Jay Becker
First Chair Barbara Brewer
Second Chair..... Carrie Lingo
Third Chair/Treasurer Vince DiFonzo
Immediate Past Chair Bill Klemkowski

Board of Directors

Marvin Carney	Mitch Resnick
Jerry Esposito**	Scott Swingle
Chip Hearn	Rachel Webster**
Dale Lomas	Chris Weeks
Rob Marshall	Kay Wheatley
Keith Martin	Susan Townley-Wood
Michael Meoli	**At Large Directors
Steve Montgomery	

CEO/President.....Carol Everhart
Legal Counsel Jay Becker
Legislative Representative..... Lincoln Willis

Chamber Staff Contact Information

Visitors Center StaffExt. 10
Sue Krick, Susan Maclary, Karen McMahon,
Nancy Stewart, and Meredith Thomas

Emily Grothey, Event Coordinator..... Ext. 11
Carol Everhart, President/CEO Ext. 13
Lisa Newnom, Administration..... Ext. 14
Sophia Sawicki, Membership Ext. 15
Meghan McCalley, Office Manager/Graphics.. Ext. 16
Hourly StaffExt. 19
Zach Babbie, Liz Leshine, Nick Passannante,
Lori Rowe, and Mariella Trosko

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2018 Upcoming Calendar

DATE..... MEETING or EVENT TIME/PLACE

Sept 13Executive Board of Directors Mtg..... 10:30 am/Jake's Seafood
Sept 13Full Board of Directors Mtg 11:00 am/Jake's Seafood
Sept 14Town of Dewey Beach Mtg6:00 pm/Lifesaving Station
Sept 21City of Rehoboth Beach Mtg7:00 pm/Commissioners Room
Oct 5-7.....Fall Sidewalk Sale.....Begins at 9:00 am/RB & DB
Oct 13Town of Dewey Beach Mtg9:00 am/Lifesaving Station
Oct 19City of Rehoboth Beach Mtg7:00 pm/Commissioners Room

For Resort Area Events, visit www.Beach-Fun.com

2018 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 funds for the 50/50 raffle.** Business card drawings are also held and door prizes are given out to the lucky winners!

Thursday, September 13 · Hyatt Place, Dewey Beach

Thursday, October 11 · Bluecoast Seafood Bar + Grill

Thursday, November 8 · Iron Hill Brewery & Restaurant

Thursday, December 20 · Christmas Party, Jake's Seafood House

So Many Awards . . . So Little Time



We have a great problem,
additional time is needed to allow
recognition of the dozens of deserving
Members, volunteers and special
community supporters.

Beginning this year at a luncheon on **December 13, 2018,**
several awards will be presented at the Cultured Pearl.

The remaining awards will be presented during a banquet
scheduled for **January 17, 2019,** location to be announced.

Stay tuned for details!

General Membership Meeting

Employers need to act!

Resort Area businesses rely on International Student workers....Find out the facts and what employers need to do to keep them coming.

Make plans to attend the General Membership Meeting on **Monday, September 17th** at the Kings Creek Country Club. The luncheon begins at Noon and the fee is \$22.

Guest Speakers include:

- **Sandi Taylor**, International Recruitment Consultants with CIEE; Portland, Maine
- **Jamie Bond**, Community Relations Manager with Intrax; Outer Banks, North Carolina

For additional information on housing, sponsor info and more, visit www.j1rehoboth.com.



RSVP to Lisa . . . 302-227-2233 x14 or lisa@beach-fun.com

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BRAG BOARD

We Did It and You Helped!

Old World Breads & Bakery won Best of Delaware 2018 for Bakery, Downstate, Readers Pick.

"Thank you for all of your support and loyalty. We couldn't have done it without you! We look forward to serving you all the breads and pastries you love for years to come!"



Happy Retirement!

Local Radio Voice, Bob Steele of WGMD, has recently retired. The Chamber has worked with Bob over the years to coordinate our members to be guest speakers on Bob's radio show. The Chamber wishes Bob a Happy Retirement!



Ribbon Cutting Assist

Excerpts from emails from Lauren and Mary Lou of the ALS Association Greater Philadelphia Chapter regarding a recent ribbon cutting.

"Thank you so much for helping out with the ribbon cutting!! My apologies for causing such a ruckus in the lobby - I didn't expect such a large turnout, but it ended up being a really good chance for some of our ALS patients to bond. Thank you again and I hope you have a great evening!"

"Great pictures! Thank you so much. It means a lot. You guys are wonderful."



Thank You!

You've changed lives at the YMCA! Thank You! On behalf of the Sussex Family YMCA, I truly appreciate your commitment to, and support of our Y. Your support makes it possible for us to help young people achieve their potential, empowers people of all ages to lead healthier lives and strengthens the bonds in our community.



The YMCA of Delaware has been helping people learn, grow and thrive for over 127 years. Because of your support, we are able to address the most urgent needs in our community, bringing our cause to the people and neighborhoods that need us most.

Sincerely, Tamisha Hopkins, Executive Director

For three years, the Chamber has continued their partnership with the Sussex County Family YMCA and their teen leadership program. Advisors and children passed out Visitors Guides, Dining Guides and Coupon Books over the summer months!



40th Annual Sandcastle Contest

September 8
at Rehoboth
Beach in front
of Funland!

More Info @
Beach-Fun.com



MAJOR SPONSORS to date:

Perfect Wave Sponsors: Delaware Today, Grotto Pizza, M & T Bank, Weis Markets, WRDE NBC Coast TV

Barrel Wave Sponsors: Custom Mechanical, DART First State, Seaboard Hotels

Swell Wave Sponsors: The BeachLife App, The Bellmoor Inn, DiFebo's, Jack Lingo, Jeanine O'Donnell, Atlantic Liquors/Crosswinds Motel, Arena's Deli, AT&T Wireless

Rip Wave Sponsors: Affinity Energy, Atlantic Transportation Services, Boulevard - Ford Lincoln, Buffalo Wild Wings, Cape May - Lewes Ferry, Fins Hospitality Group, First Rate Movers, Fulton Bank, Hyatt Place Dewey Beach, Kilwin's, Pieces of Time, Trinity Logistics, Sussex County Association of Realtors, Sussex County Women's Journal

Additional Sponsors: Star of the Sea Condo, Servpro of Sussex Co., Custom Mechanical, Bath Kitchen & Tile Center, RE/MAX, Etched in Time





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.

Bayside

Jeff Evans
31252 Americana Pkwy.
Selbyville, Delaware 19975
302-436-9998
www.livebayside.com
Real Estate

Bayside Resort Golf Club

Jeff Evans
31806 Lakeview Drive
Selbyville, Delaware 19975
302-436-3400
www.golfbayside.com
Attraction - Golf

Big Oyster Brewery

Alexa Moore
1007 Kings Highway
Lewes, Delaware 19958
302-644-2621
www.bigoysterbrewery.com
Restaurant/Eatery

Carl M. Freeman Companies

Jeff Evans
21 Village Green Drive, Suite 200
Ocean View, Delaware 19970
302-436-3000
www.freemancompanies.com
Real Estate

Community Association Services, Inc.

Mary Grimm
8600 Coastal Highway, Suite 200
Ocean City, Maryland 21842
410-524-1500 x201
www.casinc.biz
Service - Property/Pool Mgmt.

Dover International Speedway

Mark Rossi
1131 N. Dupont Highway
Dover, Delaware 19901
302-883-6551
www.doverspeedway.com
Attraction/Recreation

El Jefe Gordo

Alexa Moore
251 Rehoboth Avenue
Rehoboth Beach, Delaware 19971
302-212-5631
www.eljefegordo.com
Restaurant/Eatery

Madda Fella

Mike Loudon
35016 Midway Outlet Drive
Rehoboth Beach, Delaware 19971
302-313-4852
www.maddafella.com
Retail - Apparel & Accessories

Mudslingers of Rehoboth

Lela Arnold
18969 Coastal Highway
Rehoboth Beach, Delaware 19971
302-212-2726
www.mudslingersrb.com
Restaurant/Eatery

Nordlinger Consulting Group

Lorraine Barclay Nordlinger
57 West Side Drive
Rehoboth Beach, Delaware 19971
202-285-3935
www.nordlinger.com
Service - Consulting Services

Real HVAC Services

Sandy Barr
18389 Olde Coach Drive, Unit #3
Rehoboth Beach, Delaware 19971
302-727-0272
www.realthvacservices.com
Services - Heating & Air Conditioning

Roofor Dude

Jeff Hudak
17527 Nassau Commons Blvd.
Lewes, Delaware 19958
302-273-0399
www.roofordude.com
Service - Roofing/Gutters

Sirveza

Maria Diambrogio
1904 Coastal Highway #C5
Dewey Beach, Delaware 19971
302-567-5978
www.sirveza.life
Restaurant/Eatery

Tidewater Landing

Jeff Evans
20212 Robinsonville Road
Lewes, Delaware 19971
302-245-6788
www.livetidewater.com
Real Estate

Tote of the Town

Joseph Scott
54 Windsor Road
Rehoboth Beach, Delaware 19971
973-610-7168
www.totesofthetown1.com
Retail - Gifts & Speciality Shops

The Willis Group, LLC

Lincoln Willis
4 The Green
Dover, Delaware 19901
302-632-9898
www.thewillisgroupllc.com
Service - Consulting Services



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 June 15 - August 22, 2018. Thank you for your continued support!

Angler's Fishing Center · Atlantic View Hotel · Atlantic/Smith, Cropper & Deeley · Avenue Inn
AVON - Wendy McGehrin, Individual Avon Rep · Bayside Homes Delaware · Beach View Hotel
Bear Industries, Inc. · Beebe Medical Center Auxiliary, Inc. · Bellinger's Jewelers
Betterliving of Delaware · Bling Salon & Spa · Canalside Inn · Cape Water Tours and Taxi
Chesapeake and Maine · CIEE-Seasonal J1 Staffing Solutions · Circle D Properties LLC
Claws Seafood House · Clearent · Coastal Kids Pediatric Dentistry · Colonial East, L.P.
Country Club Estates Property Owners Association · Cultured Pearl Liquor Company
Dawn Patrol Cafe · Delaware Breast Cancer Coalition · Delaware Humane Association
Delaware KIDS Fund · Dewey Beer Co. · Dogfish Head Brewings & Eats · Dos Locos
Driftwood Motel & Efficiency Apartments · Dunkin Donuts/Baskin Robbins · Eden Restaurant
Element Design Group · Embrace Home Loans · Extreme Heat Pest Control · Farmer Girl Exotic Gardens
Faw, Casson & Co., LLP · Fork + Flask at Nage · Friends of Delaware Veterans
Furniture & More · Garrison Homes · go fish! a british fish+chips shop · The Greene Turtle
Harbor Linen LLC · Harry K Foundation · Henlopen Overhead Door · IFS Benefits, LLC
Inn at Rehoboth Beach Apartments · Jiffy Lube Lewes/Jiffy Car Wash · Juice Box Cafe
just COMFORT shoes · Karen and the Nut · Kids Cottage, LLC · Lazy L Bed & Breakfast · LC Homes
Lefty's Alley & Eats · Leukemia & Lymphoma Society · Lewes Historical Society
Logo Motive Screenprinting · Luxury Motors of Rehoboth Beach · Lyons Companies
M Insurance Services, LLC · McGregor Custom Homes, LLC · Minuteman Press · Murphy Electric, Inc.
Nassau Valley Vineyard · NaturaLawn of America · Odysea · Old World Breads
Operations & Safety Solutions · Party Decor & More · Pasqualini's Bakery · Penny Lane Mall Partnership
Pete's Steak Shop LLC · The Pond Store · Portraits in the Sand · Rehoboth Bay Marina
Rehoboth Guest House · Rehoboth Mall · Resort at Massey's Landing · Rita's Rehoboth Avenue
The Salvation Army, Developmental Disabilities Program · Sand Crab Beach Bar · The Sand Dollar
Save Our Lakes Alliance 3 · Seashore Striders · Security Instrument Corp. · Shademakers Eyeware
Shell We Bounce Trampoline Park · Shrimpy's Snack Shack · Soulfire Collective
Southern Delaware Therapeutic Recreational Horseback Riding · Sposato Landscape, Inc.
Stingray Sushi Bar + Asian Latino Grill · Surf Side Limousine Services
Sussex County Association of Realtors · Sussex Eye Center, PA · Sweet Frog Frozen Yogurt
Tidewater Utilities, Inc. · Touch of Italy, Salumeria, Trattoria & Pasticceria · Town of Dewey Beach
USO-Delaware · Wilmington Savings Fund Society (WSFS) · Winding Beam Collection

COL (Ret) Angela Showell, of the Delaware Army National Guard, is working with Chicks for Charity to benefit the Delaware Veterans Trust Fund on a September 18 dinner fundraiser at the Hooked Seafood and Martini Bar located in the Midway Shopping Center at 18585 Coastal Highway, Rehoboth Beach.

Chicks for Charity is dedicated to assisting those less fortunate. They've aided residents of Sussex County beginning with their first dinner in July 2010.

The \$30 dinner is open to the public and will include a silent auction. To reserve a spot, please email chicksdinner@gmail.com. To donate a raffle or silent auction item, please email ajester.aj@gmail.com. Visit www.DelawareVeteransTrustFund.com for info on the Trust Fund.

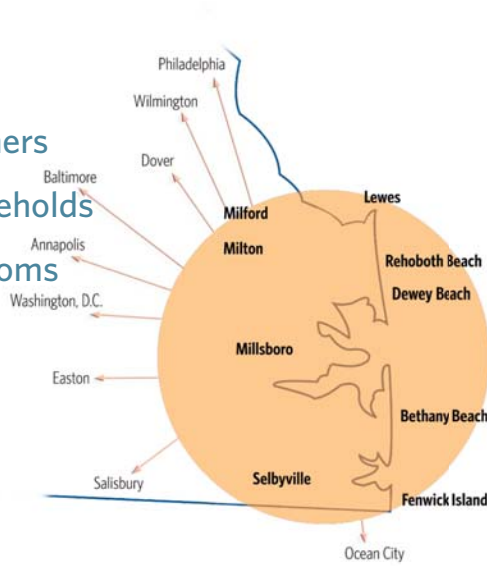


Angela Showell serves as Vice Chair of the Delaware Commission of Veterans Affairs and is a Board Member of the Friends of Delaware Veterans.

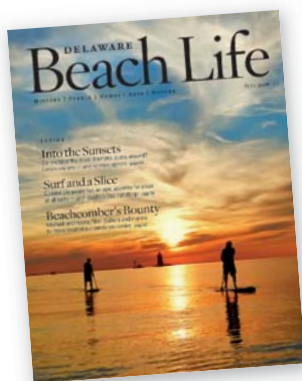
Reach Even More Customers!

By advertising in Delaware Beach Life magazine, your ad is seen throughout the region. No other publication has this diverse of a distribution pattern:

- local residents
- second-home owners
- high-income households
- visitors in hotel rooms
- waiting rooms
- newsstands
- local events
- online audience



**Reserve your space in the upcoming issue today!
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Benefits based on multi-ad commitment:

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- ✓ double the size of one of your print ads at no extra charge!
- ✓ get free ad design

Why Delaware Beach Life?



Lee Ann Wilkinson,
The Lee Ann
Wilkinson Group

“ We can always count on Delaware Beach Life to reach an audience that loves our coastal homeowners as much as we do.”



Randy Burton,
Burton Builders

“ Partnering with Delaware Beach Life has ensured that we are linked to a quality publication that appreciates the quality of Coastal Sussex and reaches readers who feel and appreciate the same.”



Scott Kammerer,
CEO, SoDel
Concepts
restaurant
group

“ As a partner, Delaware Beach Life can help elevate any brand, reaching an audience that appreciates all that this area has to offer.”

The premier lifestyle magazine of coastal Delaware

Support locally. Thrive locally.

(302) 227-9499 ▪ info@delawarebeachlife.com ▪ delawarebeachlife.com

DART Everywhere ... All Year Round!

As summer comes to an end, DART will be providing more year-round bus service, starting Sept. 10.

201 - Rehoboth Beach/Lewes Park & Ride

Monday - Saturday; every 30 minutes

NEW

204 - Lewes Ferry Terminal/Lewes Park & Ride

Monday - Saturday; every 30 minutes

NEW

215 - Rehoboth/Long Neck/Millsboro

Monday - Saturday

307 - Lewes/Milford/Dover

Five weekday trips

See individual route schedules for details

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Shop Our Sidewalks!



42nd Annual Fall
Sidewalk Sale

October
5-7, 2018

Enjoy Tax-Free
shopping at its best
during the Rehoboth
Beach & Dewey
Beach Sidewalk Sales!

REPORTS *and* STATISTICS



Accommodation Occupancy Chart | 2017 vs. 2018

Weekend	Room Count	Weather	Event	Wednesday	Room Count
June 2-4, 2017	3,068	70's Sunny	None	May 31, 2017	1,696
June 1-3, 2018	2,677	70's Cloudy	None	May 30, 2018	1,737
June 9-11, 2017	3,509	70's Sunny	Beach Goes Blue...Red & White, Too!	June 7, 2017	1,635
June 8-10, 2018	3,154	70's Rainy	Beach Goes Red, White & Blue!; VegFest	June 6, 2018	1,923
June 16-18, 2017	3,399	70's Sunny	Miss Delaware	June 14, 2017	2,400
June 15-17, 2018	3,516	70' Sunny	Miss Delaware	June 13, 2018	2,394
June 23-25, 2017	3,508	70's Sunny	Running of the Bull, Dewey	June 21, 2017	2,619
June 22-24, 2018	3,413	70's Cloudy	Running of the Bull, Dewey	June 20, 2018	2,677
June 30-July 2, 2017	3,570	80's Sunny	4th of July Fireworks	June 28, 2017	2,775
June 29-July 1, 2018	3,421	80's Sunny	4th of July Fireworks	June 27, 2018	2,808
July 7-9, 2017	3,441	80's Sunny	None	July 5, 2017	2,332
July 6-8, 2018	3,305	70's Sunny	None	July 4, 2018	3,003
July 14-16, 2017	3,542	80's Cloudy	None	July 12, 2017	2,726
July 13-15, 2018	3,494	80's Sunny	None	July 11, 2018	2,633
July 21-23, 2017	3,600	80's Sunny	No Event	July 19, 2016	2,871
July 20-22, 2018	3,396	80's Rainy	No Event	July 18, 2018	2,812
July 28-30, 2017	3,450	80's Cloudy	No Event	July 26, 2017	2,801
July 27-29, 2018	3,511	80's Rainy	No Event	July 25, 2018	2,534
August 3-5, 2017	3,584	80's Sunny	Art League Show	August 2, 2017	2,880
August 3-5, 2018	3,557	80's Cloudy	Art League Show	August 1, 2018	2,660
August 11-13, 2017	3,419	80's Cloudy	Art League Show	August 9, 2017	2,966
August 10-12, 2018	3,561	80's Sunny	Art League Show	August 8, 2018	2,870

Year to Date Occupancy TOTAL Comparison

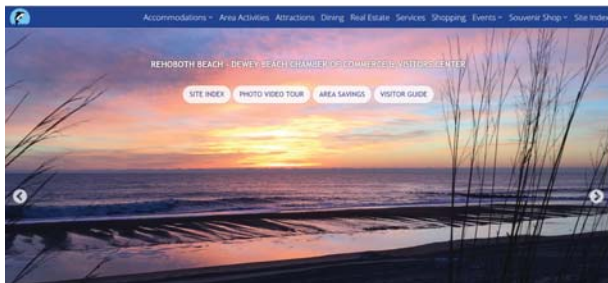
WEEKEND

January - August 13, 2017 · 89,403
January - August 12, 2018 · 84,389

WEDNESDAY

January - August 9, 2017 · 53,702
January - August 8, 2018 · 53,658

Calls to accommodations are made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,886 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.) and indicates the highest occupancy between Friday/Saturday/Sunday.



The Chamber's website · Beach-Fun.com · recently got a fresh, new look!

While the content remains, lots and lots of Resort Area pictures have been added. If you have a high resolution photo of your business, please email to meghan@beach-fun.com for consideration. We are in need of "action shot" pictures from all business types...service, restaurant & eateries, accommodations, attractions, retail, and real estate.

All members receive a complimentary basic listing, including a logo, in their respective category. Feel free to email your logo to sophia@beach-fun.com.

Thanks to the team at Fine Line Websites in Lewes for working with the Chamber!

REPORTS and STATISTICS

Website Results for www.Beach-Fun.com | 2017 vs. 2018

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
January	35,856	21,740	10,682	6,892	9,896	6,347	45.53%	53.38%	2:02	1:47
February	47,246	33,479	14,461	10,437	13,406	9,665	49.34%	49.54%	1:52	1:56
March	54,490	41,473	15,733	12,770	14,697	11,899	49.61%	52.02%	2:07	1:51
April	74,459	40,053	23,564	12,720	22,195	11,887	54.82%	53.51%	1:42	1:48
May	68,097	54,949	19,648	16,086	18,424	15,270	49.19%	50.67%	1:53	1:59
June	95,174	96,793	27,798	27,207	26,471	26,201	49.96%	50.54%	1:52	1:53
July	102,687	73,562	31,053	27,458	29,334	25,706	51.45%	66.39%	1:44	1:25
YTD Totals	478,009	362,049	142,939	113,570	134,423	106,975	49.99%	53.72%	1:53	1:48

* YTD Total Average

Top Pages Viewed - July 2018

Page on Site	Page Views
1 Sea Witch® Festival	3,596
2 Area Activities	3,401
3 Dewey Beach Activities	3,134
4 Events	2,477
5 Order a Free Visitors Guide	1,563
6 Photo/Video Tour	1,563
7 Attractions	1,545
8 Parking and Beach Rules	1,543
9 Accommodations	1,011
10 Dewey Beach Live Camera	930

Top 10 States to Visit Website - July 2018

State	Visits
1 Pennsylvania	6,889
2 Delaware (partly Member driven)	4,104
3 New Jersey	3,142
4 District of Columbia	3,070
5 Maryland	2,858
6 New York	2,519
7 Virginia	1,868
8 Ohio	764
9 Michigan	234
10 Connecticut	227

Visitor Center Visitation

	2018	2017	2016	2015	2014
JUNE	1,582	1,986	1,953	2,355	2,559
JULY	1,847	2,120	2,260	2,750	2,758

Feel free to drop off your product such as business cards, brochures, coupons and menus to the Chamber's Visitors Center located at **501 Rehoboth Avenue.**



For more details, call Sophia at 302-227-6446!

Delaware Labor Force Trends

(April 2018); Delaware's seasonally adjusted unemployment rate in July 2018 was 3.9%, unchanged from June 2018. There were 18,900 unemployed Delawareans in July 2018 compared to 22,000 in July 2017. The US unemployment rate was 3.9% in July 2018, down from 4.0% in June 2018. In July 2017 the US unemployment rate was 4.3%, while Delaware's rate was 4.6%.

Source: Delaware Department of Labor - Monthly Labor Review; published August 17, 2018. <https://lmi.delawareworks.com>

MEMBERS IN THE SPOTLIGHT

Make-A-Wish Delaware

Make-A-Wish is an organization dedicated to providing life-changing wishes to children with critical illnesses. The organization was first inspired by a 7 year-old's wish to become a police officer in 1980. Since then, Make-A-Wish has granted approximately 450,000 wishes. This past year alone, the organization granted more than 15,400 wishes, with Make-A-Wish Delaware granting 331 of them.

Make-A-Wish Delaware seeks to live out the company's vision of granting a wish for every eligible child, in all that it does. This location is dedicated to putting the child first in all of its fundraising events, including the Walk for Wishes event and the Savor the Wish event. Over the past year, Make-A-Wish Delaware has had the pleasure of granting children's wishes to go to Disney World, to go on shopping sprees, to give back to the community, and to do many other activities. With your support, Make-A-Wish Delaware will continue to grant wishes for many years to come.

For more information, call 302-518-2103. ♦

Statera Homes

"Every person I meet has a unique story. Your new Delaware home should fit your life. It should be unique- like you," says Scott Dailey, founder of Statera Homes.

Statera Homes has leased space at 75 Lake Avenue, just a few steps off Rehoboth Avenue by Starbucks. The office is a shared space with Sunrise Real Estate. "I am blown away that some builders offer so little choice in new homes. Think about how you can individualize a \$5 cup of coffee, but you can't do that to a \$500,000 house? Does that even make sense?" asks Dailey. Statera Homes takes its time understanding the lives of the people who build with them, and Statera has the experience to craft a new home around the lives of the people who will live in it.

"Our whole process is different. You're much more involved in the build when you build with Statera," says Keith Straume, who manages construction for Statera.

A focus on local vendors and suppliers means that the economic activity generated by a new home being built. Local sourcing also reduces the environmental impact of the new construction.

Statera approaches its new homes with a long-term perspective. "We want this house to age well. This means a "timeless" exterior design rather than chasing the latest fads, and it means quality materials from companies that are trusted brands," says Dailey. "To our people, this stuff matters." ♦

ALS Association Greater Philadelphia Chapter

Once thought rare, ALS is now considered fairly common. A particularly cruel and tragic disease, ALS causes wasting and paralysis of a person's muscles. As it progresses, a person loses their ability to move, eat, and ultimately breathe on their own. While the disease can strike anyone--regardless of age, gender, race, or nationality--studies have found that military veterans are approximately twice as likely to develop ALS as the civilian population. On average, ALS claims lives within five years of diagnosis, making research to find better treatments and a cure an urgent priority.

People with ALS, family members, friends, caregivers, and others affected by Lou Gehrig's Disease are coming together for the 2018 Rehoboth Beach Walk to Defeat ALS® on Saturday, September 8 at the Bandstand in Rehoboth Beach, Delaware.

The event will raise funds for research and community-based patient services programs for people with Amyotrophic Lateral Sclerosis (ALS). The ALS Association Greater Philadelphia Chapter, with financial support from the Walk to Defeat ALS®, is the largest organization supporting people with ALS in Delaware.

"Ten years ago, we created the Rehoboth Beach Walk to Defeat ALS to improve the lives of ALS families in Delaware," said Mary Ann Wollter, who started the walk in 2008 with her daughter Mary Lou in memory of her husband Gene. "With more fundraising and awareness and help from new Walk teams, we can expand care to more families and get closer to an effective ALS treatment."

For more information visit www.rehobothwalktodefataals.org or email local contacts - Bill O'Brien, bill1019@comcast.net or Mary Lou Allen, marylouallen18@yahoo.com. ♦

Home Foods at the Beach

Home Foods at the Beach wants to give you "a concierge of services...groceries to your home, meals at your command, when you come off the sand"! They provide a variety of services to visitors and locals including, bringing groceries to your home and/or rental and chef services. Chef Terry Boston, a chef from Pennsylvania, Key West and France has come to the Rehoboth Area. Chef Terry will personally call you and get the details to your occasion. She will tailor your cooking style and she can have your meals ready when you come in off the sand, all at your command! She can teach you and your guests how to create the perfect meal. She can even give your kids a cooking class. Home Foods at the Beach is excited to service the Rehoboth Beach area!

For more info, visit www.HomeFoodsatTheBeach.com. They can also be reached at 215-313-3175 or 703-717-1795 or by email at chefterryervingou@gmail.com. ♦

RIBBON CUTTINGS



Minh's Bistro



The Lodge at Truitt Homestead



Sunrise Real Estate & Statera Homes



CUVEÉ Ray



Rehoboth Beach Barbell Club



Nordlinger Consulting

RIBBON CUTTINGS



Madda Fella



Sirveza



Kings Creek Country Club · New Outdoor Bar & Patio



Kings Creek Country Club · New Short Game Area



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- Fred DeVito



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MEMBERS IN THE SPOTLIGHT

Nordlinger Consulting Group

Nordlinger Consulting Group (NCG), a Washington, DC Metro area business consulting firm with expertise in coaching, creative problem solving, organizational and human capital development is pleased to be open for business in Coastal Delaware!

Every business has its distinct history, unique leadership, employee issues, customer focus, and challenging obstacles. They guide their clients through the process of looking at where they are versus where they want to be, and together formulate a plan to move forward to reach desired results. Nordlinger Consulting Group assists clients to define their unique vision and goals to achieve success. They help businesses and individuals achieve bottom-line results. They help organizations align their systems in order to get a competitive edge.

NCG President, Lorraine Barclay Nordlinger, MBA, CPLP, ACC, REALTOR is a Senior Consultant, Gallup-Certified Strengths Coach and more...She and her family have had a vacation home in Rehoboth Beach for 11+ years.

For more information, contact Lorraine Barclay Nordlinger, MBA, CPLP, ACC, REALTOR at LBN@Nordlinger.com, 202-285-3935, or visit www.nordlinger.com. ♦

Minh's Bistro

Minh's Bistro is the first authentic Vietnamese Restaurant in the area. Think, the owner, and the employees at Minh's Bistro are happy to introduce Vietnamese culture and cuisine to friends and neighbors in the Delmarva community, while providing employment opportunities. Think is finally able to fulfill a lifelong dream of both entrepreneurship and giving back to the country that had very generously sponsored him over three decades ago.

In a gesture of gratitude for the Vietnam Veterans, Minh's Bistro offers Vietnam Veterans, as well as all active military personnel and their spouses, 50% off all food items on the first Wednesday of each month.

Think and his staff are excited to share a bit of their homeland, customs, cuisine, and charm with all who visit Minh's Bistro! The restaurant is located at 18949 Coastal Highway in Rehoboth Beach. For more information, call 302-703-6626 or visit www.minhsbistro.com. ♦

Sunrise Real Estate

Sunrise Real Estate has leased space at 75 Lake Avenue, just a few steps off Rehoboth Avenue by Starbucks. The office is a shared space with new home builder Statera Homes. "Sunrise is a people-centered brokerage. We focus on the lives of our clients. This means attention and service that comes from a small, local firm. It also means cutting edge technology and a fee structure that favors our clients," said Scott Dailey, broker and co-owner of Sunrise.

All Sunrise listings are mapped for a 3-D tour available online or at their office. This tour puts the property in front of buyers in a way typical photos and traditional virtual tours cannot. "We can give our clients 3-D showings from our office while the buyer stays close to the beach. Our clients get more showings when potential buyers are close to the beach," says Deniene Dailey, Co-owner of Sunrise Real Estate. Actual showings often follow up the 3-D showings. Dailey says that many people who casually look at property during a summer vacation come back in the fall and spring to purchase Delaware beach property.

Scott Dailey has run Sunrise Real Estate since it was founded in 2004. Independently owned and operated, Sunrise Real Estate has been professionally representing clients all over Sussex and Kent Counties in buying, selling and property management. For more info, call 302-313-9949 or visit www.sunrisesells.com. ♦

Rehoboth Beach Barbell Club

Rehoboth Beach Barbell Club is a strength and conditioning gym specializing in personal training and group functional fitness classes for all backgrounds and age groups. Under the new ownership of 4-time Delaware's Strongest Man, Will Harris, the gym aims to promote the importance of strength training for overall health, injury prevention, and longevity.

With programs ranging from youth weightlifting to a women's only fitness boot camp, Rehoboth Beach Barbell Club provides a team atmosphere that encourages members to become their very best. "It doesn't matter how old or how out of shape you think you are, everything can be adjusted to fit your physical skill level. Once you start seeing improvements, it will become an addiction."

Located at 37395 Oyster House Road in Rehoboth Beach, the facility features free weights, cardio equipment including rowing machines, bikes and ski machines, battle ropes, agility ladders, tires, sandbags and other functional training equipment for dynamic workouts.

For more information, please visit www.rehobothbarbell.com, or follow on [facebook.com/rehobothbarbellcom](https://www.facebook.com/rehobothbarbellcom) or Instagram: [@rehobothbarbellcom](https://www.instagram.com/rehobothbarbellcom). ♦

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Sea Witch Festival · October 26-28



Good News!

Sea Witch Transportation from the North is confirmed for . .

- Saturday, October 27th from 7AM to 11PM.
- Parking will be free at both of DART's Park & Ride locations in Lewes & Rehoboth Beach.
- Riders pay \$2.00 for a one way ride OR \$4.20 for a full day pass.
- DART's pick-up and drop-off location for festival goers will be at Lake Avenue by the Henlopen Hotel at the Boardwalk.

SMILE



You Could Be On TV!

WRDE NBC Coast TV, Official Mega Monster Sponsor, will be airing the Costume Parade on TV!

Tune in Saturday, October 27th to watch the Costume Parade Live on WRDE NBC Coast TV!



Sea Witch Festival · October 26-28



Parade, Parking & Business Deliveries Prepare and Arrive Early!!

Business Deliveries

- Rehoboth Avenue will be closed for Costume Parade fencing beginning at 2AM on Saturday, October 27th.
- **NEW: Rehoboth Avenue will be closed to ALL traffic from 2AM until the parade ends (approximately 1:30-2PM on October 27th.**
- The cross streets (First & Second, etc.) will be blocked for safety reasons after 9AM on October 27th.
- Business Deliveries should be scheduled for Friday, October 26th.

Parking & Drop Off

- Crowd control fencing on both sides of Rehoboth Avenue will be in place beginning on Saturday, October 27th at 2AM.
- Posted signage will indicate prohibited parking areas. Abiding by signage recommended. Police have the authority to ticket or tow as necessary.
- Adjacent side streets to Rehoboth Avenue can be utilized for visitor drop off...map will be provided in program and advertised.

Parade Costume Walking Registration and Line-Up

- Costumed public is welcome to enter the walking section of the Parade and Costume Contest. The parade is donation based.
- Registration for the costume parade will take place on Saturday, October 27th beginning at 9AM.
- Registration will be held on the Grub Grocery parking lot at 305 Rehoboth Avenue. (People Only: No pets, livestock, wild animals or reptiles).
- Costumed parade walkers will register and line up on 4th Street (adjacent to Grub Grocery). The costume parade will begin and end at 4th Street.
- The parade steps off at 11AM on Saturday, October 27th.

Sea Witch Festival · October 26-28



More Festival Info & New Stuff

- **NEW!** The Sea Witch[®] Squeezer event t-shirt is available on the Chamber's website for purchase at www.beach-fun.com/souvenir-shop/t-shirts.html. More festival merchandise will be available during the 3-day weekend!
- **NEW!** Costume Parade Balloons . . . Beach Balls and Cat
- **NEW!** Friday Night Bandstand . . . Blue Cat Blues Band
- **NEW!** Increased Costume Parade fencing for safety
- **NEW!** DART Bus Service for Saturday
- **NEW!** Delaware State's Official Fiddlers' Festival back in the Convention Center
- **NEW!** Parade Grand Marshall is Fins Hospitality Group...Jeff Hamer and Crew



For the complete Sea Witch Festival[®] program, visit . . .
www.beach-fun.com/sea-witch-halloween-fiddlers-festival.html



Sea Witch Festival · October 26-28



Free Rehoboth Beach Bandstand Entertainment Sponsored By



Friday, October 26th

7-9PM · Blue Cat Blues Band

Saturday, October 27th

10:00-1:30PM · Music at the Bandstand
with Chris Mal

1:30-2:45PM · Paul Zavinsky

3:00-4:30PM · Nothin' But Trouble

4:45-6:15PM · The British Invasion Experience

6:30-8:30PM · Trailer Grass Orchestra



Sunday, October 28th

10:00-11:00AM · Music at the Bandstand
with Chris Mal

11:00AM-12:30PM · Ty Sherwood
& the Tydewater Band

12:45-2:15PM · Lower Case Blues

2:30-3:00PM · Dog Parade Winners & Showcase

3:00-5:00PM · Glass Onion Band



MEMBERS IN THE SPOTLIGHT

Madda Fella, LLC

Madda Fella, LLC, (www.maddafella.com) a locally owned Men's casual, island wear clothing company, establishes stores in Rehoboth Beach DE, and on October 1, 2018 is slated to open their flagship store at Zero Duval Street, Key West. In Rehoboth Beach, Madda Fella is located at the Surfside Tanger Outlet.

Started in 2015, the company has grown rapidly with an international presence and, interesting enough, strong following from country music stars. Lesa Olivere, Director of Rehoboth Operations, said "We do all of our own designs, starting with the fabrics woven for us. We're noted for applying various washes to our fabrics creating a "sun-drenched" look and feel to our clothes."

They are primarily a men's line, however have some cross-overs that women have purchased. "Right now we have our own woman's collection on the drawing board, and are in discussions to partner with a Caribbean based woman's brand for our stores".

The company originated out of a deep passion for the laid-back, "live life now" lifestyle associated with Key West. The founders played, lived, fished in the lower keys for the past decade, and were impressed with the good nature of the people, the thriving art and creative communities, the water...and all that comes with the gorgeous, endless playground and the vibrant colors... particularly as the sun sets in the west. Maybe a few words of advice from their backstory we could all use: When we are there, in the sun...in this gorgeous slice of the world, we change. Our focus is on living life...our life...not what someone else expects or wants us to be. That there is a moment when, deep in your soul you realize...I owe it to myself to do something remarkable with my life...to make a difference.

For more information, call 302-313-4852. ♦

The Lodge at Truitt Homestead

The Lodge at Truitt Homestead is the area's newest – and most spectacular – senior living community, opening in Rehoboth Beach in 2019. The Lodge offers distinctive, worry-free living that will provide residents with the services they need to ensure the freedom they desire – all on a monthly rental basis. That means no six-figure entrance fees or complicated contracts. Here, residents will enjoy an enriching and rewarding life that offers happiness now and security for the future. Studio, one-bedroom, and two-bedroom apartments will be available with spacious floor plans, modern kitchens, and balconies or patios.

The sales office is located at 330 Rehoboth Avenue. For more information, call 302-232-6372 or email Michele Strum at mstrum@truittlodge.com. ♦

Kings Creek Country Club

Kings Creek Country Club announces the official opening of two new facilities: a luxurious partly-covered outside patio bar and grill with a picturesque view of the 18th hole; and a state-of-the-art short-game practice green adjacent to the clubhouse, with multiple sand trap and approach positions.

Club Manager Don Byerly said, "The new outside eating patio complements and doubles the capacity of our already popular inside Eagles Nest lounge. It will be a comfortable lunch destination for mid-round and post-round golfers, as well as provide a relaxing dining and beverage experience for all club members, both day and evening."

Head Golf Professional Kevin Wiest said, "Golf professionals unanimously agree that a large, well-designed short-game area can help golfers dramatically reduce their scores and handicaps. The new Kings Creek short-game practice area, with an undulating green, multiple-positioned sand traps, and a variety of approach positions makes this new set-up one of the finest practice areas in the region."

Features of the new outdoor bar and patio include: a large U-shaped bar with granite countertops seating 18; patio tables seating 42; a new paver patio that offers a large seven foot fire pit with 10 large Adirondack chairs; three 65" TV's and sound system; a comprehensive view of both the 18th hole and the club putting green; and walking distance to the putting green, the new short-game area, and the clubhouse.

Byerly said, "Two-thirds of the bar and patio area – 1,300 square feet – will be under cover, with another 800 square feet of uncovered paver patio and the fire pit. In addition, weather permitting, we intend to offer live music, with a variety of formats, every Friday evening for the further enjoyment of our members and guests," he said.

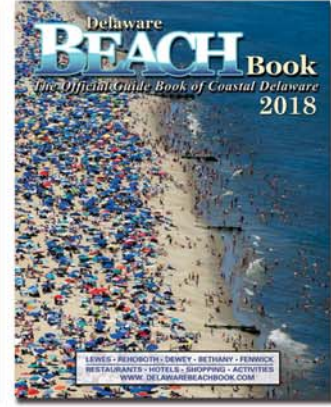
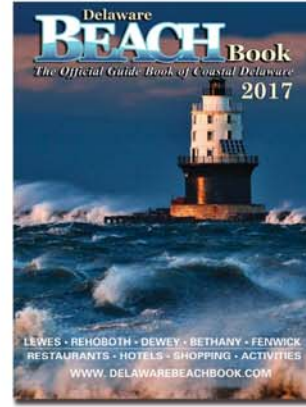
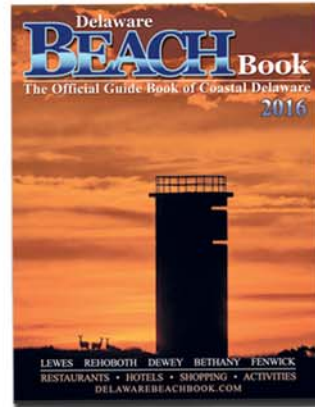
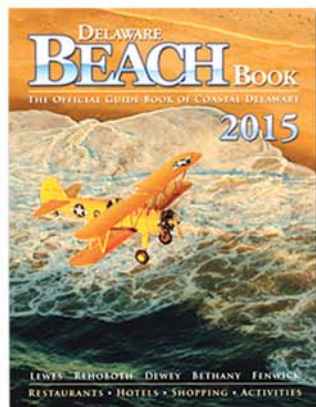
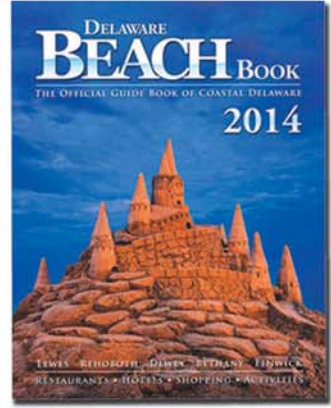
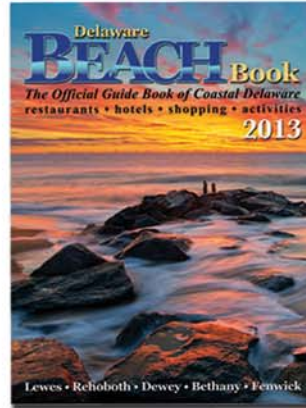
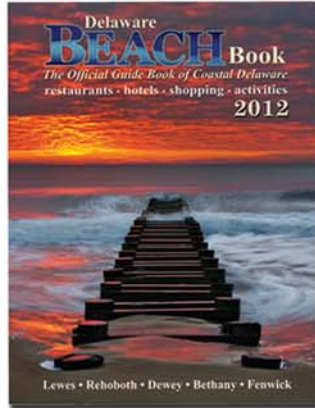
The new short-game practice area is adjacent to the driveway to the club entrance. Wiest said, "In addition to being close to the golf shop and the clubhouse, the large expanse of the approach areas and the greens serves to provide a plush view for everyone entering the club parking lot and grounds. It is both a practical gem for golfers as well as a visual treat for all Kings Creek members and guests," he said.

Kings Creek Country Club is located on Kings Creek Circle in Rehoboth Beach. Its entrance is located across from the Gateway Shopping Center (with Fresh Market, and Bed, Bath and Beyond stores) one-block west of Route 1 off Shuttle Road. Anyone interested in club membership can call the club office at 302-227-7172. ♦

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