

Sea Breeze



The Lauderdale-By-The-Sea Chamber of Commerce Newsletter January 2010



**YOU ARE INVITED TO ATTEND OUR
"BUSINESS AFTER BUSINESS"
MUGS BAR & GRILL
2671 E. Oakland Park Blvd.
Wednesday, January 20 5:00 - 7:00pm
Hors d'oeuvres will be served
Drinks at reduced prices!
Bring you business cards and
meet your fellow members!
\$5.00 Donation
For more information
Please call (954) 776-1000**

Lauderdale-By-The-Sea Taste of the Beach

FEBRUARY 24

TICKETS ON SALE AT THE CHAMBER - \$35.00

LETTER FROM THE PRESIDENT



Dear Officers, Directors, Members, Volunteers and Friends,

We are moving right into the year 2010. 2009 was great but our goal will be to make this coming year even better. More events, more communication with our members, and total integration within our community. Our Board now consists of some old and some new members. A lot of talent and new ideas should emanate from this "pool" of go-getters.

The season is upon us and we are beginning to see the usual signs. Motels filling up, more traffic on the streets and more people in our shops. This tells us that Lauderdale-By-The-Sea is still a major tourist destination in Broward County. That is a good thing!

As we promised we were able to bring "Christmas by the Sea" back in our traditional manner. I would like to thank everyone involved in making this the great success that it was and especially, Dave Gadsby, Committee Chairman and all of his hard working Elves. Needless to say the highlight of the parade was Santa Claus, (Commissioner Jim Silverstone) riding high on that big red fire truck. We also thank the Town of Lauderdale-By-The-Sea, all of our sponsors and volunteers who made this all possible.

A Board member who is leaving us this year is Deborah Keshigian. We owe her many thanks for her tireless efforts in helping – be it Taste of the Beach, Christmas by the Sea, a local business get together or anything that needed her touch. She was always there, running around, doing her thing and we thank her for that.

I must also commend the efforts of our Executive Director, Judy Swaggerty. She has steered and directed the Chamber of Commerce/Welcome Center through another successful year. Her personal contacts and driving personality has kept our membership on an even keel through a very tough economy. Banging on business doors is not easy in this environment.

In closing my thanks to all of the staff and volunteers that work and do such a good job running our Chamber of Commerce/Welcome Center. They are always there helping tourists, visitors and locals with the questions they have. Keep up the good work – it is really appreciated.

Remember our aim is to keep the Chamber of Commerce/Welcome Center, vibrant, non-political and successful. Come see us!

I wish you all a Happy New Year!

Respectfully yours,

Paul Novak,

On behalf of the Officers, Directors, Members, Staff and Volunteers



Lauderdale-By-The-Sea Garden

RUMMAGE SALE

SATURDAY, JANUARY 30th

8:30am – 1:00pm

Jarvis Hall

4501 Ocean Drive

To make donations or for information please call:

Nancy Leslie – 954-941-8748 or

Bonnie Clark – 954-783-9621.



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Chamber Members:

Christmas by the Sea – what a success it was! The crowds were there, the parade was great and, of course, Santa was a huge success! Once again Majic 102.7 and Rick Shaw were very popular and who didn't like Jeff Berardelli, Meteorologist WFOR-TV 4/CBS broadcasting the weather live right from our event. Everyone loved him! It is impossible to thank everyone for the hours they put in planning this event, so just let me say thank you to Dave Gadsby and his right arm Lucke Ricciuti and the rest of Dave's Christmas by the Sea committee for another outstanding job. Also thanks to Marce and Lulu at CVS for again bringing the photo machine for the pictures with Santa. This year they charged a nominal fee and part of the proceeds went to our charity Children's Home Society. Great job!! Of course we can't forget the many people who made donations to help fund our event. Large and small the Chamber really appreciates the money you donated.

We also had a terrific response for donations for Children's Home Society. Michele Green who serves on the Board for CHS came three different times to empty our donation box and of course, she was thrilled. Thanks also to Subway and Sun Trust Bank for having the donation boxes at their location and also to Mark Silver of Argenti Jewelers for the Chamber night he hosted with part of the proceeds going to Children's Home Society.

Don't forget to mark February 24 on your calendar for our Taste of the Beach. Guy and his committee are hard at work to ensure that this is once again a top notch event. Everyone knows how much fun it is and after last year it will be hard to top as Guy really outdid himself. However, we do know this year will be every bit as good!

Remember to please bring us your brochures and business cards. Our season is here and we need to have your things on hand so we won't run out. It's more likely someone will go to your place if they have something in their hands when they walk out our door. Restaurant coupons are very popular, so make sure we have an ample supply for the season.

Don't forget about our iContact e-mail blast available to all Chamber members. For only \$25.00, you can reach hundreds of our contacts. Our many, many members that have used it can attest that it does work! Just call if you'd like additional information.

I hope your New Year will be an especially good one!

Sincerely,

Judy Swaggerty

WELCOME NEW MEMBERS

Fishtales Bar & Grill

3355 NE 33rd Street
Ft. Lauderdale 33308
(954) 689-2344

E-mail:

cathy@fishtaleson33rd.com
Contact: Cathy Vassello

Mugs Bar & Grill

2671 E. Oakland Park Blvd.
Ft. Lauderdale 33306
(954) 566-7782

E-mail: marc@mugsbar.com
Contact: Marc Brandt

Richards Tax Returns and Accounting

259 Commercial Blvd.
LBTS 33308
(954) 533-4898

E-mail: jimrichardstaxreturns-
accountingsolutions.com
Contact: Jim Richards



CORRECTIONS!

E-mail for Sushi Song:
sushisong222@hotmail.com

Correct address for
Oceanside Pilates:
3015 Ocean Drive



SPOTLIGHT ON NEW MEMBER

RICHARDS TAX RETURNS & ACCOUNTING SOLUTIONS, LLC

Jim Richards is the President of Richards Tax Returns & Accounting Solutions, LLC and is located at 259 Commercial Blvd Suite 3, Lauderdale-By-The-Sea, just east of the intra-coastal waterway. He has 17 years experience in related fields of Accounting and Finance. His career includes public accounting, Waste Management, and Food Service distribution. Richards Tax Returns & Accounting Solutions, LLC is here to service our small to mid size business community in areas related to income tax and accounting using QuickBooks software. Please call him at (954) 533-4898.



PHOTO GALLERY



Judy, Paul & Children's Home Society Board Member Michele Greene receiving Chamber donation



Mayor Roseann Minnet



Judy, CBS' Jeff Berardelli & Paul



Steel Drummers Band



Guy and Ron



ON THE HORIZON

JANUARY

12
Commission
Meeting
7:00 Jarvis Hall

14
Chamber Board Meeting
5:00 Chamber Building

26
Commission
Meeting
7:00 Jarvis Hall

HAPPY NEW YEAR

MARK THE DATES!
January 20 - After Hours - Mugs
February 24 - Taste of the Beach
March 13-14 - Art/Craft Show



MONTHLY STATISTICS

	Dec .	YTD	12/08
Walk-Ins	1,325	16,232	1,439
Visitor Guides Mailed	120	3,030	180
Various Ad Responses	7	89	
Diving Inquiries	24	665	36
Relocation Inquiries	17	348	15
Car Rental Inquiries	29	958	59
Room Inquiries	91	2,184	112
Total Traffic	1,606	23,506	1,841
Website Hits	9,639	115,431	7,856
Memberships Renewed		205	
New Memberships	3	50	5
Non-Renewals		42	
Pre-paid 2008/9		15	
Businesses Closed		13	1
Total Membership		215	

Executive Officers

President - **Paul Novak** - High Noon Resort
Vice President - **Guy Contrada** - Aruba Beach Cafe
Corporate Secretary - **Kyle Gould** - Country Squire
Treasurer - **Greg Anderson** - Sun Trust Bank
Executive Director - **Judy Swaggerty**

2010 Board Members

Kurt Aron - Aron & Associates
Yann Brandt - Ulrich Properties
Mindy Correa - Tours to You
Bill Davis - Diner by the Sea
Dave Gadsby - Village Grille
Todd Greeninger - Prudential FL 1st Realty
Dorothy Hacker - Away Inn
Malcolm McClintock - Alabaska
Lucke Ricciuti - Village Market
Amy Weiss - Coastal Computer
Ed White - Croton Arms Resort Apartments

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Visitors Center Staff

Veronica Pietronuto - Saturday - Wednesday
Owen Jones - Thursday - Friday

Volunteers Are Special People!



Gary Burnett
John Frasene
Bob Keane

Ron Piersante
Maureen Pickford
Chris Villata

Please send all submissions to:
Lauderdale-By-The-Sea
Chamber of Commerce
4201 Ocean Drive
Lauderdale-By-The-Sea, Florida
33308
(954) 776-1000
Advertising and Copy Deadlines:
The 25th of Every Month



Lauderdale By-The-Sea
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4201 Ocean Drive
Lauderdale By-The-Sea, Florida 33308

www.lbts.com

LBTS Chamber of Commerce - Strong and Growing!