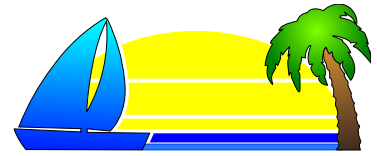


*Sea Breeze*



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

# Lauderdale-By-The-Sea Taste of the Beach

**FEBRUARY 24**

**6:00 - 9:00pm**

**Buy your tickets in advance**

**at the Chamber - \$35.00**

**at the door \$37.00!**

**Taste samples from over 45 local restaurants and  
sample the latest beer, wine & spirits.**

**Bid on great items in the silent auction!**

**Proceeds benefit the LBTS Chamber of Commerce  
and a donation to a scholarship fund for a student at  
the Art Institute of Ft. Lauderdale Culinary School.**

**Join the fun under the tent at El Prado & El Mar  
(across the street from Town Hall)**

**1 mile north of Commercial Blvd.**

**The dress is casual and the fun is guaranteed!**

**For more information please call (954) 776-1000!**

# LETTER FROM THE PRESIDENT



Dear Officers, Directors, Members, Volunteers and Friends,

I would like to express my gratitude to each and every director for the confidence you have placed in me by electing me President of the Lauderdale-By-The-Sea Chamber of Commerce/Welcome Center. Moving forward into the New Year I feel that we have another great Board of Directors that are eager to meet the challenges we face. I also want to congratulate the other officers that you have voted in: Guy Contrada, VP; Greg Anderson, Treasurer; Kyle Gould, Corporate Secretary and Malcolm McClintock, Sergeant at Arms.

As always our primary goals will be to present a positive image of the business community to the people of Lauderdale-By-The-Sea and a welcoming image to all of the tourists that frequent our quaint Florida beach village. By keeping these two goals in mind, we will plan activities, advertising campaigns and promotions which support our member's business and the community. With the economy being what it is, these are very important goals.

First and foremost for the New Year we are in the process of putting together "Taste of the Beach" which will be held on February 24<sup>th</sup>, 2010. This is our biggest fundraiser for the year and therefore our most important. Guy Contrada is at the helm again and has his committee working hard with all of the details that it takes to put this event on. We will need donations, volunteers and a good work ethic on the part of everyone. I encourage all of our members to try and help with a small donation or to at least buy one ticket and attend the event. In this economy every little bit counts!!

We are into our high Winter Season and from the looks of El Mar Drive and other areas – we do have tourists milling about in our shops and restaurants. Business probably could be better but we do seem to be holding our own, considering the economy. Music is still the driving force to bring both tourists and locals to town on the week-ends. We thank our restaurants for their continued effort to make this happen both on Friday and Saturday nights.

I do know that things are not all that "rosy" for some business entities located on the east end of Commercial. I do believe that with the proper communication with the owners in that area that some of their problems can be helped. We are all in this together and we should help our neighbors when they need it. I will try to spearhead this effort with the help of the Commissioners and the Chamber of Commerce.

Remember that everyone is welcome to stop by the Chamber of Commerce/Welcome Center to say hello or to have our staff help you in any way they can. Our aim is to keep the Chamber of Commerce/Welcome Center vibrant, non-political and successful

Respectfully yours,

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



The Presbyterian Women's  
"ANNUAL RUMMAGE SALE"  
Saturday, February 13<sup>th</sup>, 2010  
8 am till 2 pm

The Community Church  
4433 Bougainville Drive, LBTS  
(one block north of Commercial & one block west of A1A)  
For more information please call (954) 776-5530



## LETTER FROM THE EXECUTIVE DIRECTOR

Dear Chamber Members:

Thanks to Marc Brandt and his "crew" at Mugs Bar & Grill for a great "After Hours" last month. The turnout was good and the food delicious!

Taste of the Beach is just around the corner - February 24<sup>th</sup> will be here before we know it! Guy and his great committee are hard at work to ensure that this is again a top notch event. You all know how much fun it is and you won't want to miss this one either. Be sure and come on in to the Chamber and buy your tickets now – then you won't have to wait in line!

Congratulations to our Executive Board members elected at our January meeting: Paul Novak President, Guy Contrada Vice President, Greg Anderson Treasurer, Kyle Gould Corporate Secretary and Malcolm McClintock Sergeant at Arms. We appreciate your serving the Chamber along with the rest of our Board of Directors.

We are getting rave reviews on the 2010 Visitors Guide. Everyone is telling us how informative it is. If you need some please call or e-mail (lbts@bellsouth.net) and we'll get them to you.

We here at the Chamber/Welcome Center are so lucky to have Veronica (full time) and Owen (part time) staff members who do such an outstanding job welcoming our visitors and giving them all the information they request – we do print out a lot of directions for them from map quest. Of course in addition to Veronica and Owen we couldn't possible function without our fantastic group of volunteers: Bob Keene, Maureen Pickford, Chris Villata, John Frasene and Gary Burnett. I don't think most people know how important volunteers are to any organization. We love them!!

Thanks again to Ron Piersante for delivering the Visitors Guides. Every year he so diligently goes from one end of town to the other making sure the books are distributed everywhere. It is quite a job!!

If you're not sure of what is happening please go to the calendar on our web site at [www.lbts.com](http://www.lbts.com). Bill Davis puts all of the local happenings on it, so if you have something you'd like listed please call me or send an e-mail to [lbts@bellsouth.net](mailto:lbts@bellsouth.net) and we will make sure your event is listed.

On behalf of the Chamber Board, Staff and Volunteers we want to offer our sincere condolences to Sandi-Galo Mann and her husband at Palette, Mask & Lyre Studio Theatre, Inc. on the loss of their son. Our thoughts are with you.

Remember the Chamber is here for you so please don't hesitate to call me if there is anything you need or feel we can help you with.

Sincerely,

Judy Swaggerty

## WELCOME NEW MEMBERS

### **Dorothy Brazeau Interiors**

2401 N. Ocean Blvd. #402  
Ft. Lauderdale 33305  
(954) 761-7673

E-mail:  
[brazead@bellsouth.net](mailto:brazead@bellsouth.net)  
Contact: Dorothy Brazeau

### **LBTS Volunteer Fire Department**

4504 Bougainville Drive  
LBTS  
(954) 772-8978

E-mail: [contact@lbtsfire.com](mailto:contact@lbtsfire.com)  
Contact: Chief Robert Perkins

### **Ray Wolowicz**

1620 S Ocean Blvd. #11-N  
LBTS 33062  
(954) 782-8371

E-mail: [wo667@aol.com](mailto:wo667@aol.com)

### **Regina Okular Team Coldwell Banker**

4757 N. Ocean Blvd.  
Sea Ranch Lakes  
(954) 873-7368

E-mail: [reginaokular@aol.com](mailto:reginaokular@aol.com)  
Contact: Regina Okular

### **Subs and More**

235 Commercial Blvd.  
LBTS  
(954) 598-9596

E-mail:  
[cynthia@subsandmorestore.com](mailto:cynthia@subsandmorestore.com)  
Contact: Cynthia Forrester

### **Tropical Drywall, Inc.**

1024 NE 45th Street  
Oakland Park 33334  
(954) 772-9086

E-mail:  
[chris@tropicaldrywall.com](mailto:chris@tropicaldrywall.com)  
Contact: Chris Vincent



# SPOTLIGHT ON NEW MEMBER

## NUVOX COMMUNICATIONS

Steve Olsen of NuVox has provided Telecom products and services to south Florida for over 12 years and looks forward to meeting his fellow members of the LBTS Chamber of Commerce. Steve says, "My specialty is designing customized business communications solutions while reducing expenses," which is certainly a welcome idea to every size business in today's economy. NuVox currently provides voice (local and long distance) service and data (Internet) service to over 90,000 businesses in Florida, and customers choose NuVox because of "excellent customer service, the local account manager, and the reliability of a Cisco-powered Network." Find out more at [www.nuvox.com](http://www.nuvox.com) or call local Steve Olsen at 954-727-2117 for a personal consultation to see how he can improve your telecommunications service and save you money.



## SUBS & MORE



Desmond & Cynthia Forrester just opened Subs & More at 235 Commercial Blvd., Lauderdale-By-The-Sea. Their Subs & More is a sandwich shop also offering salads, hot food specials and ice cream sundaes. Featured daily are tasty Caribbean dishes and down home selections. When you visit our establishment, you may build your own sub, salad or ice cream treat, topped off just the way you like it. Our motto is, "Choose It and We Make It." Prepare to enjoy a cozy atmosphere with a little calypso or reggae playing in the background. Why not meet a friend here and catch up on events or reward a student for a special achievement. Either way, we look forward to serving you soon. You can call us ahead of time at (954) 958-9596 or e-mail Cynthia at: [Cynthia@subsandmorestore.com](mailto:Cynthia@subsandmorestore.com).

\*\*\*\*\*

## **TASTE OF THE BEACH SILENT AUCTION**



**Would you like to donate something from your place of business for the Silent Auction? Gift Baskets or items to be included in a basket such as gift certificates, bottles of wine, etc. will be auctioned with a combination of items valued at \$250.00.**

**If you are interested please call Judy at 776-1000 for more information.**

# ON THE HORIZON

## FEBRUARY

9  
Commission  
Meeting  
7:00 Jarvis Hall

11  
Chamber Board Meeting  
5:00 Chamber Building

23  
Commission  
Meeting  
7:00 Jarvis Hall

## MARCH

4  
Commission  
Meeting  
7:00 Jarvis Hall

11  
Chamber Board  
5:00 Chamber Building

23  
Commission  
Meeting  
7:00 Jarvis Hall

## UPCOMING EVENTS

April 21 After Hours - VFD Open  
House/Cookout - 5:00

May 19 After Hours  
101 Ocean - 5:00



# MONTHLY STATISTICS

	Jan.	YTD	1/09
Walk-Ins	2,101		1,992
Visitor Guides Mailed	330		450
Various Ad Responses	16		
Diving Inquiries	44		73
Relocation Inquiries	23		45
Car Rental Inquiries	95		151
Room Inquiries	239		304
Total Traffic	2,848		3,035
Website Hits	13,211		11,946
Memberships Renewed	103		106
New Memberships	6		4
Non-Renewals	2		6
Pre-paid 2009/10	11		15
Businesses Closed	1		1
Total Membership	117		

## 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  
Sergeant at Arms - **Malcolm McClintock** - Alabaska  
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  
**Lucke Ricciuti** - Village Market  
**Amy Weiss** - Coastal Computer  
**Ed White** - Croton Arms Resort Apartments

*Sea Breeze*  
is published monthly by the  
Lauderdale-By-The-Sea Chamber of Commerce  
© Copyright 2010 All Rights Reserved  
Printing Compliments of Print Dynamics

## 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  
Chamber of Commerce  
4201 Ocean Drive  
Lauderdale By-The-Sea, Florida 33308

[www.lbts.com](http://www.lbts.com)

LBTS Chamber of Commerce - Strong and Growing!