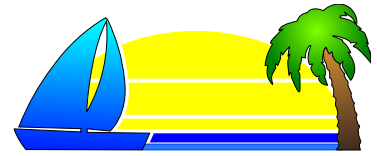


Sea Breeze



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

March 2010

TASTE OF THE BEACH PHOTO GALLERY



Photos Courtesy of Cindy Geesey

LETTER FROM THE PRESIDENT



Dear Officers, Directors, Members, Volunteers and Friends,

We are at the peak of our Winter Season. The Welcome Center is extremely busy, motels are full, restaurants are jamming, local businesses say they are doing well and traffic as usual during season is intense. In spite of the grim economic conditions it seems that people are still taking vacations and Lauderdale-By-The-Sea seems to be a destination of choice.

TASTE OF THE BEACH - Once again the tent was filled with locals, tourists and visitors who all enjoyed a fun-filled evening in spite of bad weather. Hats off again to Guy Contrada, our Chairman of the event. He did a superb job in organizing all of the vendor participants who are the lifeblood of this event. We should also recognize Judy Swaggerty, our Executive Director, and all of the Board members who lend their ideas to this event. Special thanks to Director Amy Weiss, who organized the Silent Auction and the Chinese Auction along with the help of Cindy Geesey. Special thanks also go to Directors, Dave Gadsby, Lucke Ricciuti and volunteer Ron Piersante who donated hours to tent setup and tent breakdown. Many thanks to Bill Davis who handled the money and motivated our ticket sellers – Veronica, Chris, Maureen, John, Michael and Tom – they were great! And a big thank you to all of our Sponsors and volunteers who we could not do without.

Don't forget to attend our Arts and Crafts Show March 13 & 14, 2010. Once again El Mar Drive and the east end of Commercial Blvd. will be filled with tents selling their artistic creations. As always it should be a great attraction for bringing people into Lauderdale-By-The-Sea. Spread the word!

Let me remind everyone that these events don't "just happen". It takes the generous efforts of our directors, staff and volunteers working together to make these events successful. All of their time is donated at no expense to the Chamber of Commerce/Welcome Center. We thank them all.

Although the "Taste of the Beach" was very successful it did not generate the monetary returns we experienced in the past. Because of this and the fact that we received \$10,000.00 less from the Town this year, we will have to tighten our belts in our operation. This will mean less money spent on advertising and the like. To try and make up this shortage we will have to depend on our "Business to Business" meetings and some of the other things we do. I encourage all of our members to support these events to help the cause. Thank you.

The next few months will be spent on getting new ideas for possible new events and fund raisers. We will also begin to formulate our plans for Christmas by the Sea. We would appreciate all ideas from our members in helping us with any of these events to make them better.

Remember, everyone is welcome to stop by the Chamber of Commerce/Welcome Center either to say hello or to have our staff help you in any way. 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



101 Ocean & Village Grille
ST. PATRICK'S DAY PARTY
March 17 - 3:00 - 11:30pm
2 Irish Bands - Lots of fun!
Pelican Square



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Chamber Members:

TASTE OF THE BEACH once again was so much fun! The restaurants were terrific, the music by Aram at One Note Samba was great and the decorations again were the best! Everyone was in a real partying mood!

Guy and his committee – Dave, Paul, Bill, Lucke, Amy, and Ron worked hard to make sure this was going to be another memorable event. I want to thank our president, Paul Novak, and our Board of Directors for the support and help they devoted to this spectacular event. Ron Piersante is so good at taking charge of admissions, securing his crew of volunteers and just being on hand to do whatever it takes to get the job done. Veronica, Owen and our great volunteers were terrific for enduring the endless phone calls that were received wanting information on the Taste.

Amy Weiss from Coastal Computer was in charge of the Silent Auction this year and she worked endless hours putting the auction items together with the help of Cindy Geesey, Carol Novak, Chris Villata and Ron Piersante. The items were great and the bidding was lively. There are so many other people to thank for their hard work that it's easy to overlook someone in the process. THANK YOU, VOLUNTEERS!!!

Of course, we could not have done it without the many generous sponsors and we appreciate the donations they made to help make this the successful event it was. Thanks a million!

Mark your calendars - next year's Taste of the Beach will be held on February 23.

We have been very busy at the Chamber/Welcome Center. One day alone last month we had 144 people in the door! What a wonderful thing that we can provide the information our tourists and locals need. Of course, what really makes it fun is the people that come in are all happy and can't get over the amount of information we have for them. If we don't have what these people need our staff and volunteers can usually find out info by doing a google search. Our aim is to help them in any way we can and do it in a friendly, helpful manner!

Sincerely,

Judy Swaggerty



WELCOME NEW MEMBERS

By the Sea Laundry

4323 N. Ocean Blvd.
LBTS
(954) 491-6939
Contact:
Hayder & Angela Aldahwi

By the Sea Realty

223 Commercial Blvd.
LBTS
(954) 351-7007
E-mail:
reckblad@bellsouth.net
Contact:
Bob Eckblad

Gold Coast Scuba

259 Commercial Blvd.
LBTS
(954) 616-5909
E-mail:
stevegagas@comcast.net
Contact: Steve Gagas

Gurl Friday

4625 Poinciana Street #8
LBTS
(970) 846-3289
E-mail:
ggirlfriday@comcast.net
Contact: Kath Lawrence

Ingham's Pest Control

5273 NE 17th Avenue
Pompano Beach 33064
(954) 570-3596
E-mail: doniwon3@aol.com
Contact:
Todd Ingham

Rytech of South Florida

1317 Shotgun Road
Sunrise, FL 33326
(954) 680-1965
E-mail:
kelly.hennigar@rytechdry.com
Contact:
Kelly Hennigar

HAPPY ST. PATRICK'S DAY!!!!



SPOTLIGHT ON NEW MEMBER

GURL FRIDAY

Steamboat Springs, a small mountain town in Colorado which is touted to be a "Winter Wonderland" has been my home for the past 22 years, but my heart has always been at the Ocean! I was born & raised on the West Coast of Africa and have always found myself gravitating to the warm wonderful Ocean & it's beaches. I am a diver and an organizer. Girl Friday has allowed me to do what I do naturally, "Organize Paper Blizzards", Tax Organization, Planner, Bookkeeping, Research, Property owner notifications, Computer work & being Creative! I now plan on doing that organizin' & creativity at the beach. I will be promoting my business and living where I belong in Lauderdale-By-The-Sea....what a great place to be! Please feel to contact me 970.846.3289 or ggirlfriday@comcast.net



INGHAM PEST CONTROL & LANDSCAPE MAINTENANCE

We are INGHAMS PEST CONTROL & LANDSCAPE MAINTENANCE; a family owned and operated company with concentrated efforts in East side properties. Brothers, Steve, Todd and their dad Don have combined over 30 years experience in the industry. We do everything from landscape design and installation to the maintenance of your lawn and ornamentals. We also provide full service pest control with insect control, weed control, fungus control and fertilization programs that will give your lawn and ornamental plants a healthy and beautiful appearance. Ideally we would like our customers to "give" us the outside of their home and never have to worry. We will GUARANTEE beautiful results! No job too big or too small! FREE ESTIMATES. Please give us a call today at: 954-663-3194 or 954-570-8284



The Presbyterian Women of Community Church

Jazz & Chocolate

Tuesday, March 9th at 7:00 PM

Tickets: \$15.00 or Two for \$25.00

Music with chocolate desserts and also featuring chocolates
By *Jan's Homemade Candies* in Lauderdale-By-The-Sea

Community Church

4433 Bougainvillea Drive, Lauderdale-By-The-Sea

For information: 954-776-5530



**Altar Guild of Assumption Church
Is sponsoring a trip to
Gulf Stream Casino
March 9, 2010**

The bus leaves Assumption Parking lot
at 9:15 A.M. and returns at 3:30 P.M.
Those who join the group will receive \$15 play
money, a box lunch, bus and gratuity.
Cost is \$25 and limited seating is available.
For reservations call Dorothy Smith - 954-942-9946.

UPCOMING EVENTS



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

May 19 After Hours
101 Ocean - 5:00



VOTE MARCH 9TH 7:00am - 7:00pm

MONTHLY STATISTICS

	Feb.	YTD	2/09
Walk-Ins	2,446	4,547	2,454
Visitor Guides Mailed	330	660	360
Various Ad Responses	19	35	9
Diving Inquiries	66	110	73
Relocation Inquiries	31	54	34
Car Rental Inquiries	101	196	116
Room Inquiries	228	467	234
Total Traffic	3,221	6,069	3,280
Website Hits	12,189	25,400	11,236
Memberships Renewed	57	160	43
New Memberships	6	12	6
Non-Renewals	3	5	3
Pre-paid 2009/10		11	15
Businesses Closed	2	3	
Total Membership		175	

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
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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



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