



**LAUDERDALE-BY-THE-SEA  
CHAMBER OF COMMERCE  
INVITES YOU TO ATTEND OUR  
"BUSINESS AFTER BUSINESS"  
A COOK OUT HOSTED BY THE  
LBTS VOLUNTEER FIRE DEPARTMENT**

4504 Bougainvilla Drive  
Wednesday, April 21 5:00 - 7:00pm  
Hamburgers, Hot Dogs, Soft Drinks, Water  
Bring you business cards and  
meet your fellow members!  
\$5.00 Donation  
For more information  
Please call (954) 776-1000

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**GET COUNTED  
IN  
LAUDERDALE-BY-THE-SEA**



# LETTER FROM THE PRESIDENT



Dear Officers, Directors, Members, Staff, Volunteers and Friends,

We are now approaching the summer season. The weather is starting to change (hopefully for the better after this season), the ocean is changing colors, the nights are getting balmy and the traffic is starting to diminish. With certain forces not in our favor, such as a very slow economy and a "tighten the belt" trend among the populace we must now concentrate on summer business and ways to attract it. In spite of all these negatives it is quite apparent that our little village enjoyed a decent winter season.

Lauderdale-By-The-Sea is still a great destination for summer tourists and we have some great incentives to get them here. Motel and hotel rates are lower, restaurants have "early bird" specials and local business is always having sales or special incentives. If you fall into one of the categories mentioned above and run your business in that manner, I am sure your summer will be productive. Don't forget that we attract people from all over the world not to mention most of the United States and especially our locals living in adjacent areas of Florida. They all count and they love our small village and many of them come back every year. We must continue to attract these same people by doing what every hotelier, every restaurant owner and every business person knows what it takes to make this happen.

We have already started some local summer advertising by buying 39 spots that will offer coverage of the Masters Golf Tournament. This was an extremely good buy and very inexpensive based on the popularity of the event. This event should increase its viewing audience this year because of the return of Tiger Woods after his long layoff from golf. Watch the Masters and see Lauderdale-By-The-Sea in action. We will also be spending some dollars in some new print advertising and also on the internet.

Our "Beach Cleanup" which is held the first Saturday of every month has been very successful. By donating a half hour of your time it will continue to be so. I encourage everyone to contribute toward this worthy cause.

The election is over and the people of Lauderdale-By-The-Sea have spoken. Although the Chamber of Commerce/Welcome Center is non-political we would like to congratulate the winners and welcome them to the new administration. At the same time we offer our regrets to those that lost.

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

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**BROWARD SHERIFF'S OFFICE AND THE  
TOWN OF LAUDERDALE-BY-THE-SEA HOSTING  
SHRED-A-THON TO COMBAT IDENTITY THEFT  
Saturday, April 10  
9 AM through 12 PM  
Assumption Catholic Church  
2001 South Ocean Blvd., LBTS  
For more information please call (954) 491-3920**



## LETTER FROM THE EXECUTIVE DIRECTOR

Dear Chamber Members:

Our Art/Craft show was extremely successful and by Saturday afternoon we had sold tons of our t-shirts. I believe the crowds were larger than we have had in a few years and buying more merchandise than usual. Thanks to Maureen & Cindy, Chris & Tom, Ed & Yann, Owen & Amy, John & Michael and Paul & Kyle for "manning the Chamber booth." Also, a big thank you to Ron for helping to set up and take down our booth and of course, to Brian Novak for the hard work he did – especially putting up and taking down the no parking signs and picking up our merchandise on Friday in the pouring rain! We appreciate it!

We'll look forward to seeing you at our "Business After Business" on April 21 at the VFD Fire Station cook-out. It will be great to see all the guys and we know from past events they do know how to cook a great hamburger!

Don't forget to use our e-mail blast program "icontact." We can send an e-mail blast for your business that will reach over 900 people. Just send me what you want in a jpeg and the text in a word document and let me know when you want it to go out (I need a few days notice), and it's done. The cost is only \$25.00 per blast. What a great way to advertise something special your place of business is doing. Give me a call if you have any questions. Our members who have used icontact say "it works!"

We are working on some events for the west end of town. Do you have any ideas – if so please give me a call. Our goal is (and always has been) to help the merchants at the west end, but we need your help. Maybe some of you merchants would like to come and meet with Paul and me and toss around some possibilities of things we could do.

If anyone has any suggestions for something new to try – we'd like to maybe have one additional fundraiser – so we are open for ideas – remember the theme is KISS – Keep It Simple Stupid.

A special thanks to our Chamber Volunteers who are such an important part of our organization and who often don't get the recognition they deserve. We have a great crew including: Gary Burnett, John Frasene, Bob Keane, Maureen Pickford, Ron Piersante and Chris Villata. They not only work at the Chamber every week but are right there to pitch in and help with our special events. We very much appreciate your loyal support of the Chamber and the hours you work. Thank you!!!

Sincerely,

Judy Swaggerty

### WELCOME NEW MEMBERS

#### **Ptolemaios Property (Beach Apts. Eastward Inn)**

4337 El Mar Drive  
LBTS

(954) 776-5074

E-mail:

s.otto@ottoproperty.de

Contact:

Steven Otto

#### **Schokolad Chocolate Factory**

1038 E. Las Olas Blvd.

Ft. Lauderdale 33304

(954) 306-8030

E-mail:

lasolas@schokolad.com

Contact:

Andrea Preti

#### **Totally Bananas, Inc.**

7080 W. SR 84

Davie 33325

(954) 296-8985

E-mail:

chuck@totally-bananas.net

Contact:

Chuck Pheterson

**NEWS FLASH!!  
Our Sea Breeze  
Newsletter  
is now available  
on line.**

**Go to  
www.lbts.com  
and scroll down  
to join the  
Chamber and  
click on the link!**

**Thanks James!**



# SPOTLIGHT ON NEW MEMBERS

## GOLD COAST SCUBA

Scuba Diving started as a hobby for us, then gradually took over as a full time venture. David Hoffert, Steven Gagas and Brian Gagas started this company not only to dive as much as possible, but to introduce this exciting, yet relaxing sport to as many friends and family members as possible. We initially started a dive club called Gold Coast Scuba Divers ([meetup.com/goldcoastscuba](http://meetup.com/goldcoastscuba)) and proceeded to "buddy" divers up with one another for safety reasons. It quickly turned into our extended family. Our dive buddies are our friends, students, family members and customers with no fine lines in between. We welcome beginners and can't wait to introduce you to the awesome underwater world! If you're already a diver, we look forward to meeting you also! Stop by and say hello to Brian, Steve and Dave. We're open every day at 259 Commercial Blvd., (954 )616-5909 or visit us at [goldcoastscuba@yahoo.com](mailto:goldcoastscuba@yahoo.com).



## PTOLEMAIOS PROPERTY LP/BEACH APARTMENT & EASTWARD INN



The Beach Apartments and Eastward Inn are located on El Mar Dr., just south of Commercial, and are therefore very central and very visible in LBTS. We are just receiving title to these motels, and our intention is to repair, restore, and significantly upgrade them by the next tourism season. You may have noticed first stirrings on the properties already. There are some corrections we must implement urgently, and there are others that we will choose to do out of pride of ownership. We are determined that there should be continuous improvement. However, as you know, many years of neglect will not be undone in a matter of weeks. In the few weeks past, we have been making an effort to understand the LBTS community, especially the factors that have made it as highly attractive as it is. Having a positive effect on the city to us means working in harmony with those factors. We invite our new peers in commerce to tell us how our restoration efforts might best contribute towards the well-being of the neighborhood. We believe you will find us mild-mannered, responsive, and congenial business neighbors and we look forward to becoming a part of the business community in LBTS very much. The new management is on site, and also the investors may be reached at:

[Ptolemaios@ottoproperty.de](mailto:Ptolemaios@ottoproperty.de)

## TOTALLY BANANAS, INC.

Totally Bananas Inc., located in Davie, Florida, is home of the world's best frozen bananas. These chocolate-dipped treats are perfect for gifts, parties, and everyday snacks. At Totally Bananas, we take pride in our work. Our premium bananas are ripened to perfection then blast frozen to preserve their peak flavor, nutrients, and moisture. Each banana is then hand-dipped into real gourmet chocolate that is specially formulated to compliment the sweetness of the banana and to burst with flavor as it melts in your mouth. One taste and you will agree that our frozen treats are Delightfully Ahh-peeling (TM). Our frozen bananas are sold in 6-, 12-, and 24-pack boxes. These treats are dairy-free, gluten free, transfat free, a source of natural antioxidants, and totally delicious. Wholesale pricing is available. Visit our web site for more information: <http://www.totally-bananas.net>.



# CALENDAR

April 8  
Chamber Board  
Meeting  
5:00 - Chamber

April 13  
Commission Meeting  
7:00 – Jarvis Hall

April 27  
Commission Meeting  
7:00 – Jarvis Hall

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## UPCOMING EVENTS



May 19 After Hours  
101 Ocean - 5:00

May 31 - Aruba Beach Cafe  
Memorial Day Beach Bash  
12:00pm - 6:00pm



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# MONTHLY STATISTICS

|                       | March  | YTD    | 3/09   |
|-----------------------|--------|--------|--------|
| Walk-Ins              | 2,168  | 6,715  | 1,998  |
| Visitor Guides Mailed | 270    | 930    | 360    |
| Various Ad Responses  | 4      | 39     | 3      |
| Diving Inquiries      | 55     | 165    | 106    |
| Relocation Inquiries  | 33     | 87     | 39     |
| Car Rental Inquiries  | 81     | 277    | 119    |
| Room Inquiries        | 187    | 654    | 241    |
| Total Traffic         | 2,798  | 8,867  | 2,863  |
| Website Hits          | 12,325 | 37,725 | 10,757 |
| Memberships Renewed   | 28     | 188    | 36     |
| New Memberships       | 3      | 15     | 6      |
| Non-Renewals          | 12     | 17     | 10     |
| Pre-paid 2009/10      |        | 11     |        |
| Businesses Closed     | 3      | 6      | 5      |
| Total Membership      |        | 191    |        |

## 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

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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  
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!