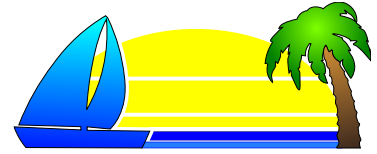


Sea Breeze



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

May 2010

101 Ocean

**LAUDERDALE-BY-THE-SEA
CHAMBER OF COMMERCE
INVITES YOU TO ATTEND OUR
"BUSINESS AFTER BUSINESS"
101 OCEAN**

**Commercial & El Mar Drive
Wednesday, May 19th 5:00 - 7:00pm**

Hors d'oeuvres and 50% off drinks!

**Bring you business cards and
meet your fellow members!!**

\$5.00 Donation

For more information

Please call (954) 776-1000



Memorial Day

BEACH BASH

Monday, May 31st

12 pm – 6 pm

Drink Specials

Complimentary Pig Roast

Live Music Giveaways Dancing

Come have fun in the sand!

1 Commercial Blvd.

Lauderdale-By-The-Sea

(954) 776-0001

LETTER FROM THE PRESIDENT



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

The past few months have been ones of substantial change in Lauderdale-By-The-Sea. We have two new Town Commissioners and a re-elected Mayor. Also a newly appointed Acting Town Manager and newly appointed Acting Interim Assistant Town Manager. I would like to congratulate them all and wish them well. Needless to say that the Chamber of Commerce is willing to work with them in any way we can.

The Lauderdale-By-The-Sea Chamber of Commerce has already agreed to play a substantial role in the upcoming 4th of July celebration. Preliminary plans call for a great 3 day event. Friday night will be Jazz on the Circle, Saturday night will be Elvis at the Athena and Sunday will start with a parade in the morning, great barbecue in the park, cocktails at the pier parking lot and then a great display of fireworks shot from the end of the pier. Along with all of the above there will be pony rides and water slides for the kids and great raffle prizes put together by the business owners in our Town. All of this will be supported by some key advertising and marketing done by the Chamber of Commerce. It should be a terrific 3 day event so set your calendars, invite your friends and just hang out in beautiful Lauderdale-By-The-Sea.

Our first Saturday of every month "Beach Clean up" continues to be successful. I would like to thank the 10 people who all live in the Villas by the Sea that helped us and volunteered their time for last month's clean up. I don't know all of your names but we do appreciate your efforts and hope to see you again. We encourage everyone to help us from time to time.

On March 26th, 2010, Florida Scenic Highway day was held and hosted at Jarvis Hall by the Town of Lauderdale-By-The-Sea. The Chamber of Commerce shared a booth and represented our town with handouts, etc. A limo from Executive Express Limo was used to ferry people between Jarvis Hall and the Chamber of Commerce to show them our Welcome Center and other areas of our town. The Scenic Highway project has been in the making for a number of years and we must thank Diane Boutin for all the time and effort she put into this project. The State Road A1A Corridor from the City of Deerfield Beach to Hallandale showcases the diverse essence of Broward County and South Florida's exceptional resources, unique history and visual experiences. Remember that we are the only "Welcome Center" located in Broward County and the Scenic Highway runs right past our front door. This creates a steady stream of tourists that will help businesses in our town.

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



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Chamber Members:

We are sorry the "Business After Business" the VFD was going to host last month had to be cancelled. A lot of people were looking forward to the great hamburgers and hot dogs the volunteers cook. We will re-schedule in the near future.

This year promises to be another great July 4th week-end sponsored by the Town of Lauderdale-By-The-Sea. The Chamber is on the committee and we are happy to assist the team in the planning promotion of this fun event!

Our Taste of the Beach committee was honored to attend a luncheon at Chef's Palette at the Art Institute of Ft. Lauderdale last month to meet with the winner of the scholarship donation we made at "Taste". Danielle Shiveler is a senior and will graduate in December. Her dream is to teach at the Culinary School. Chef Jack Kane and Peter West, Director of Academic Affairs was also in attendance. We had a great time and, of course, the food was delicious! If you are ever looking for a new place to eat, go to the Chef's Palette – you will be pleasantly surprised.

I receive a monthly newsletter from the Florida Chamber of Commerce and was especially interested in a recent article by Dr. Jim Harris, The Business Catalyst – Speaker, Author, Consultant, Coach titled "Staying Up In A Down Market." Dr. Harris was speaking about how despite the tough business environment today, we can still increase momentum and enthusiasm through difficult times. One of the things that really caught my attention was:

"Abandon Yesterday" – Typically the most difficult thing for leaders and business owners to do in tough economies is to give up what has worked in the past. Clinging too hard and too long upon, "it's the way we do things around here" could be the tipping point for failure. Always remember that today's solutions were designed for yesterday's problems.

I think that paragraph says a whole lot about the way a lot of people do think. Especially now in this economy our thinking should change from the way things have "always been done." Maybe it would be worth the time to sit and reflect how changes can be made in your businesses — like the hours you are open, coupons (our residents and visitors love coupons), advertising (like in the Visitors Guide) – there are a myriad of ways to change the things you "always have done." Think about it – change is good!

By now you have received information on advertising in the 2011 visitors guide. Start thinking about it – don't miss out on saving up to 20% on your ad by allowing the deadline to pass you by.

Sincerely,

Judy Swaggerty

WELCOME NEW MEMBERS

Fred Malkoon Real Estate, Inc.

1000 E. Atlantic Blvd.
Pompano Beach 33060
(954) 802-3403
E-mail: emalkoon@gmail.com
Contact:
Edmund Malkoon

James Rowe, Attorney

4342 E. Tradewinds Ave.
LBTS 33308
(954) 734-5900
E-mail: jrowe@debtstopper.com

DID YOU
KNOW ?

If you don't own a business you can support the Lauderdale-By-The-Sea Chamber of Commerce, by becoming an Associate Member for just \$60.00/year!

You'll receive our monthly newsletter to keep up with the latest news and events. Please call Judy at (954) 776-1000 or send an e-mail to lbts@bellsouth.net. Judy will be happy to e-mail you an application or stop by and see her.

SCENIC HIGHWAY DAY IN LAUDERDALE-BY-THE-SEA



Pictured from left:
Chamber President Paul Novak,
Broward County Mayor Ken Keechl,
Lauderdale-By-The-Sea Mayor Roseann Minnet,
Lauderdale-By-The-Sea Vice Mayor Stuart Dodd
and Chamber Executive Director Judy Swaggerty.

**THANK YOU PUBLIX SUPERMARKET
SEA RANCH LAKES FOR DONATING
FLOWERS TO THE CHAMBER/WELCOME
CENTER AND TOWN HALL EVERY WEEK!
ARRANGEMENT OF THE FLOWERS
COMPLIMENTS OF THE
LAUDERDALE-BY-THE-SEA GARDEN CLUB**





The 234th Anniversary of the birth of THE UNITED STATES OF AMERICA

**Come join Our Parade Sunday morning, on the 4th of July
with: Decorated Baby Carriages, Bikes, Trikes, Wagons,
and/or Costumed Walkers.**

Bring the children and come wave your Flag!

The Parade Route is approximately 1.5 miles long.

**We also need Floats, Antique Automobiles and other participants normally found
in a Home Town Independence Day Parade.**

**If you'd like to participate or need more information
please call Bill Davis at 943-214-6158.**

**Let's make it a Happy and Safe Holiday for our
Residents, Tourists & Visitors.**

CALENDAR

May 11
Commission Meeting
7:00 - Jarvis Hall

May 13
Chamber Board Meeting
5:00 - Chamber

May 25
Commission Meeting
7:00 – Jarvis Hall

UPCOMING EVENTS



4th of July
Week-end Bash - 7/2-4
October 6th - Fish Fry
December 8th - Christmas by the Sea
December 16th - Chamber Holiday Party



MONTHLY STATISTICS

	April	YTD	4/09
Walk-Ins	1,353	8,068	1,401
Visitor Guides Mailed	270	1,200	270
Various Ad Responses	16	55	
Diving Inquiries	52	217	81
Relocation Inquiries	32	119	47
Car Rental Inquiries	58	335	96
Room Inquiries	153	807	214
Total Traffic	1,874	10,741	1,620
Website Hits	8,724	46,449	9,584
Memberships Renewed	12	200	1
New Memberships	2	17	7
Non-Renewals	12	29	5
Pre-paid 2009/10		11	
Businesses Closed		6	1
Total Membership		193	

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

www.lbts.com

LBTS Chamber of Commerce - Strong and Growing!