

LAUDERDALE-BY-THE-SEA INDEPENDENCE DAY WEEKEND CELEBRATION!



4TH OF JULY WEEKEND EVENTS



FRIDAY JULY 2, 2010

ALL DAY: BUSINESSES STARS AND STRIPES SCAVENGER HUNT
sponsored by LBTS Merchants

6:00pm: KICKOFF AT VILLAGE GRILLE WITH
"LIVE MUSIC ON THE SQUARE"
ARUBA BEACH CAFE LIVE MUSIC,
HAPPY HOUR AND COMPLIMENTARY PIG ROAST

SATURDAY JULY 3, 2010

9 – 9:30am: BEACH CLEANUP AT PAVILION
10:00am - BUSINESS STARS AND STRIPES
6:00pm: SCAVENGER HUNT CONTINUES
6pm: ELVIS LIVE AT ATHENA BY THE SEA
ARUBA BEACH CAFÉ & 101 OCEAN LIVE MUSIC

SUNDAY JULY 4, 2010

7:00am: BREAKFAST AT LOCAL RESTAURANTS
11:15am: PARADE STARTS BEHIND JARVIS HALL
12:30pm: COOKOUT AT PARK BEHIND TOWN HALL
(ON BOUGAINVILLE DRIVE)
PONY RIDES, WATER SLIDES, FROZEN TREATS
9:00pm: FIREWORKS AT THE PIER

**FOR MORE INFORMATION GO TO:
LBTS.COM**

OR CALL 954 776 0576 / 954 776 1000

LETTER FROM THE PRESIDENT



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

Summer is here! And now we look forward to our usual influx of families from all parts of the country and to our weekend customers who come from the various cities surrounding Lauderdale-By-The-Sea. We welcome them all and do appreciate their business.

So far so good! It seems as though the East coast of Florida will be spared the oil spill that has inundated our friends on the West coast. It was comforting to hear that a plan of action is in place for our beaches just in case things could take a turn for the worst. Ms Nicki Grossman, head of the Greater Fort Lauderdale CVB and other officials of Broward County have done their homework. They have sent e-mails for the Chamber of Commerce with their plan of action and we will keep you posted if there are any changes as to their predictions.

You may have noticed that the Chamber of Commerce/Welcome Center building has been tented. We were a victim of termites and this process will insure us that the structure will remain intact. We will be putting a new roof on the building so this was absolutely necessary. We were closed only three days during this whole process.

A quick reminder about the 4th of July Celebration in Lauderdale-By-The-Sea. Fireworks are a definite and the rest of our plans; i.e. Jazz on the Circle, Elvis at the Athena and our Sunday extravaganza of a parade, cookout in the park and fantastic fireworks in the evening have all fallen into place and will become a reality. Don't miss it!

Because Lauderdale-By-The-Sea has become such a favorable tourist destination for people from all over the world we should hold ourselves to a higher standard whether you are a hotelier, business owner, restaurant owner or whatever. As they say "by taking care of Business" you can do this and make this beach village stand out and become a step above the rest. From time to time we do get inferior reports about this or that. The Chamber is in no position to really rectify these problems but we leave it up to you to run your operation with pride and avoid having to deal with negative criticism. Remember – a few bad apples can spoil the barrel!

Let us also not forget our first Saturday of the month "Beach Cleanup". During the summer months our beaches are very crowded and that means more debris left on our beaches. We appreciate you giving an hour of your time to help us clean them. We will supply you with latex gloves and a plastic bag. It will make you feel good to participate.

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:

Thanks to everyone who attended our "Business After Business" last month at 101 Ocean. The turnout was excellent and everyone had a great time, lots of networking was going on and the food was delicious. Thanks to 101 Manager Anthony for making sure there was plenty of food for all.

I also want to thank Mark Silver at Argenti Jewelers for donating the heart necklace for a drawing. Eleonora Djurdjic at the Center for Wellness was the lucky winner and Paige Vincent, daughter of Commissioner Chris Vincent did an outstanding job in drawing the winning business card!

This is the June/July issue of the Sea Breeze. Since things have been very hectic and unusually busy at the Chamber/Welcome Center (for this time of year) we decided to combine the two issues and as usual will not print an August newsletter. If you have any news you would like to share with our members and put in our Sea Breeze please e-mail me or give me a call.

The Chamber is working with the Town to plan the July 4th weekend extravaganza! The 4th is going to be a fun filled, jam packed weekend with something going on all the time so a good time will be had by everyone.

Ken and Wayne at Interior Digs have been working hard on the "Scavenger Hunt" with our local businesses. Don't miss out – go and "hunt" out the prizes. Another fun thing to do during this "Independence Day" weekend!

Also the Fish Fry is back this year and it will be held Wednesday, October 6th at Jarvis Hall. It's a perfect setting, nice big kitchen and if it rains – no worries – people can eat inside. Of course, Aram will be providing the excellent music!

We are also working on Christmas by the Sea so if anyone wants to volunteer their time please give us a call – we can always use more volunteers. It's another fun-filled event and everyone looks forward to it and we've found some people even plan their vacations so they won't miss out on the fun!

Wishing everyone a safe and great summer!

Judy Swaggerty

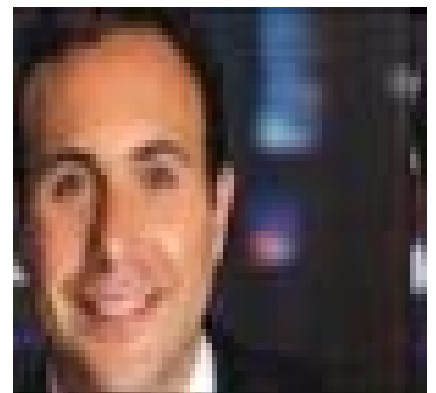


WELCOME NEW MEMBER

ALM Web Pros, LLC
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LBTS 33062
(800) 252-0234
E-mail: info@almwebpros.com
Contact:
Aida Miller



**JEFF
BERARDELLI**
**CBS4 TV
Meteorologist
is the
GRAND MARSHALL
of the
4TH OF JULY
PARADE!**



LAUDERDALE-BY-THE-SEA INDEPENDENCE DAY BUSINESSES SCAVENGER HUNT



VISIT YOUR LAUDERDALE-BY-THE-SEA MERCHANTS
TO SEARCH FOR THE MISSING STARS!



Paige Vincent drawing the winning business card!



Eleonora Djurdjic receiving the necklace from Mark Silver of Argenti Jewelers



Chamber Tenting

CALENDAR

July 13
Commission Meeting
7:00 - Jarvis Hall

July 4
Parade,
Cookout, Fireworks

June 22
Commission Meeting
7:00 - Jarvis Hall



July 27
Commission Meeting
7:00 - Jarvis Hall

UPCOMING EVENTS



October 6th - Fish Fry - Jarvis Hall
December 8th - Christmas by the Sea
December 16th - Chamber Holiday Party



MONTHLY STATISTICS

	May	YTD	5/09
Walk-Ins	1,029	9,097	1,146
Visitor Guides Mailed	180	1,380	270
Various Ad Responses	18	73	
Diving Inquiries	41	258	56
Relocation Inquiries	18	137	26
Car Rental Inquiries	49	384	88
Room Inquiries	130	937	201
Total Traffic	1,465	12,266	1,787
Website Hits	8,880	55,329	9,479
Memberships Renewed	5	205	6
New Memberships	1	18	3
Non-Renewals	1	30	5
Pre-paid 2009/10		11	
Businesses Closed		6	
Total Membership		198	

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



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