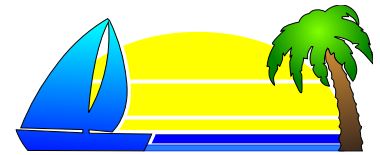


SeaBreeze



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

February 2012

Lauderdale-By-The-Sea
Chamber of Commerce
Taste of the Beach
February 22 6pm-9pm

Food, Drinks & Fun
45 Local Restaurants
Exclusive Wine Tasting
Live Entertainment
Silent Auction

Tickets \$30 available at the
Chamber of Commerce
4201 Ocean Drive
Call 954-776-1000



LETTER FROM THE PRESIDENT

Hello LBTS Chamber of Commerce Members,

I am sincerely honored to have been elected President of the LBTS Chamber of Commerce. Born in 1954 and raised in New York City, New York, my career started in 1976 to 1986 when I began the art of a clothing designer/merchandiser on 7th Avenue in NYC. In May of 1986 I designed my first Argenti Designer Jewelers store in Greenwich Village, N.Y.C. For the past 26 successful years as an owner I have been designing, producing and promoting jewelry. I can say that overall my life is exhilarating with new experiences set forth for me every day. I believe that with an open attitude towards trying something *new* it has been extremely rewarding for the most part. With my retail background I believe that by building avenues to network, advertise and create business events for Chamber members I think we can begin to see an increase in our profits. *Remember: "Word of Mouth is my BEST Advertising".*

Everyone should have a chance to suggest new ideas. If the Directors find a specific concept a good idea to commence we can find a way to constructively decide a plan of action and intention. Consequently it should benefit all of our business's profits. People love to come and spend time in a beautiful area. People love to spend leisurely time at safe and interesting walking areas filled with cafes, restaurants and retail shops. I believe we have such a place in Lauderdale-By-The-Sea and can make it even better.

We are so lucky to have a great group of Directors in the LBTS Chamber of Commerce, Executive Director, Staff and Volunteers who believe that several small improvements and ideas can snowball into larger overall positive results. I invite you to please feel free to email me at argenti722@aol.com or call 954-772-6177 with your constructive feedback concerning what you would like to see the Chamber involvement be for your business. I will discuss all ideas that I receive during our Directors meetings. Then you will have a response back. I encourage us to become a vivacious, positive energy collaboration of minds *and businesses*.

With gratitude,

Mark Silver
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org

CVB NEWS

Nicki Grossman was in NYC on the 24th where the CVB transformed Times Square into a beach oasis. Nicki was interviewed on Good Morning America, Fox NY, World Journal, CBS, NBC and more. This is another example of the hard work the CVB does for all of us!



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Chamber Members:

I'm really sorry the After Hours at Delacaseas had to be cancelled. John is hard at work on the addition and as soon as everything is a go we'll set a new date to celebrate.

Meanwhile Guy and his committee are working feverishly to again make the 2012 Taste of the Beach one of the best ever. That will be hard to do because every year is the best. Remember this is fun, casual and a fundraiser for the Chamber. If you'd like to donate something for the silent auction please give us a call. If it's a gift certificate that would be great as it will be added to one of the baskets made up for the event.

Our 2012 Visitors Guide is one of the better guides we've done. A lot of changes were made to make it a more "user friendly" book. It's been fun and appreciative to receive the many phone calls from members and residents alike with high compliments on the book. Thank you!

Congratulations to our 2012 Executive Board: President, Mark Silver; Vice President, Guy Contrada; Secretary, Shevaun Kuhn; Treasurer, Jim Richards and Sergeant at Arms, Paul Novak.

Optical by the Sea ribbon cutting was a lot of fun and what a great honor to have Kate Wesner from Congressmen Allen West's office present a proclamation to owner, Steve Jordan from Congressmen West supporting the opening of a small business. Congratulations – we are happy to have you part of our town.

Ron Piersante has always been our only delivery person for the Visitors Guide. Well this year Ron had a helper - Fred Berger from Merrifield Gallery helped Ron and between the two of them deliveries were made in no time. Thanks for your very hard work!

See you all at the Taste!

Judy Swaggerty



NEW MEMBERS

Nancy & Frank Segreto

223 Marine Ct. #203

LBTS 33308

(516) 647-2034

E-mail:

segret2@aol.com



OUR ART BY THE SEA

Wednesday

February 15, 2012

7:00pm - 9:00pm

Community Church

Fellowship Hall

4433 Bougainvillea Drive

"CUT PAPER RELIEFS"

by

Christina Lihan

Contact:

Lee Tatem

(954-594-0444)

Marion Elizondo

(954-785-7408)



The Irish Variety Show
Appearing at
ASSUMPTION CATHOLIC CHURCH HALL
Sunday March 4th, 7:00pm
Tickets - \$15.00 per person
Come and enjoy an evening of song, music,
dance and comedy!
For tickets call Joyce Murray - (954) 941-7773
Light refreshments will be available
Presented by Fr. Greer and the Pastoral Council

SPOTLIGHT ON NEW MEMBER

MERRIFIELD GALLERY

**211 Commercial Blvd.
Lauderdale-By-The-Sea
754-223-4979**

Lauderdale-By-The-Sea has the sun, the ocean, the palm trees and a small village character. That's why we love this special place and that's why we get visitors from all over the world. Six weeks ago, Merrifield Gallery nestled into this peaceful bit of God's earth at 211 Commercial Blvd. Merrifield Gallery is the distillation of one artist's experience over 68 years. Ken Merrifield began painting as a child. As a young adult, he painted the covered bridges and old barns of northern New England. Later, he painted the seaside villages of Old Cape Cod. More recently, he has joined his creative talent with state of the art digital cameras and photo-enhancing computer programs to capture the essence of South Florida in stunning works of art! Ken and his partner, Fred Berger, came out of retirement to realize this new adventure. His works are saturated with color. They are familiar and nostalgic, relaxing and intoxicating, and here is the best part, they are extremely reasonable. Prices range from \$12 to \$325 and Merrifield Gallery is offering a 15% discount to members of the LBTS Chamber of Commerce. It is a great opportunity to add new and exciting local color (lots of color!) to your place of business. Merrifield Gallery is open every day from 10 AM to 5 PM and is closed on Sunday.





**SHOP LOCAL
SUPPORT OUR
MERCHANTS IN
LAUDERDALE-
BY-THE-SEA!**

UPCOMING EVENTS

Beach Clean up - 1st Saturday Monthly 9 - 9:30am
 February 11 - Community Church Rummage Sale 8am - 2pm
 February 14 - Commission Meeting 7:00 Jarvis Hall
 February 28 - Commission Meeting 7:00 Jarvis Hall
 March 4 - Irish Variety Show - 7:00pm
 Assumption Catholic Church

TASTE OF THE BEACH SILENT AUCTION



Would you like to donate something
 from your place of business?
 Gift Baskets, artwork, bottles of wine
 or items that will be
 included in a basket.
 Please us at (954) 776-1000

MONTHLY STATISTICS

	Jan.	YTD	1/11
Walk-Ins	1,802		1,764
Visitor Guides Mailed	300		300
Various Ad Responses	166		18
Diving Inquiries	67		55
Relocation Inquiries	37		30
Car Rental Inquiries	77		106
Room Inquiries	197		179
Total Traffic	2,646		2,452
Website Hits	11,532		11,776
Memberships Renewed	88		96
New Memberships	1		6
Non-Renewals	5		5
Pre-paid 2011/12	15		
Businesses Closed	3		2
Total Membership	96		

Executive Officers

President - **Mark Silver** - Argenti Designer Jewelers
Vide President - **Guy Contrada** - Aruba Beach Cafe
Secretary - **Shevaun Kuhn** - Better Homes & Gardens FL
1st Realty
Treasurer - **Jim Richards** - Richards Tax Returns &
Accounting
Sergeant at Arms - **Paul Novak** - High Noon
Executive Director - **Judy Swaggerty**

2012 Board Members

Greg Anderson - Sun Trust Bank
Leann Barber - Edward Jones
Mindy Correa - Tours to You
Bob Eckblad - By the Sea Realty
Dorothy Hacker - Away Inn
Chuck Maxwell - Dr. G's Pharmacy By The Sea
Malcolm McClintock - Alabaska
Amy Weiss - Coastal Computer Systems
Ed White - Croton Arms Resort Apartments

Sea Breeze is designed and published monthly
by the Lauderdale-By-The-Sea Chamber of
Commerce.

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Visitors Center Staff

Veronica Pietronuto
Emily Solos

Volunteers Are Special People!



Gary Burnett
John Frasene
Maureen Pickford
Ron Piersante
Chris Villata

Please send all submissions to:
Lauderdale-By-The-Sea
Chamber of Commerce
4201 Ocean Drive
LBTS 33308
(954) 769-1560 - fax
info@lbts.com
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

LBTS Chamber of Commerce – Strong and Growing!