



# SANDY tails

A DAYTONA DOG BEACH, INC. PUBLICATION

## INSIDE THE ISSUE

Volunteer and  
Sponsor Spotlight

Paw Ambassador  
Appreciation Celebration

News and Happenings  
at the Beach



August 2024  
Volume 4, Issue 3  
Next Issue  
November 2024  
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## Daytona Dog Beach, Inc.

By: Nanette McKeel Petrella, President of Daytona Dog Beach, Inc.

The end of July marked the halfway point of the dog beach pilot program, an initiative aimed at providing a designated area for dogs and their owners to enjoy the beach together. Since its launch, the program has seen a significant turnout, with many dog owners expressing their appreciation for this inclusive recreational option. Feedback has been largely positive, highlighting the benefits of socialization for both pets and their humans, as well as the overall enhancement of community spirit.



Sandy Tails is thrilled to announce the addition of a dynamic new team of contributors and creative designers. This talented group brings fresh perspectives and innovative ideas to elevate the quality of our content. To further enhance our creative processes, we have also adopted a cutting-edge graphic design tool that promises to bring our newsletter to the next level. This new tool will enable us to ensure our readers continue to enjoy the high-quality content they've come to expect from Sandy Tails. While we are still in the learning stages, we're excited for you to see our work.

This Issue focuses on honoring others, a beautiful practice, reflecting respect and gratitude toward individuals who have made a significant impact in various capacities. Paw Ambassadors, for instance, are volunteers who work with passion to ensure that our dog beach remains a safe, environmentally sound, clean and courtesy beach for all to enjoy. Sponsors, who generously support our efforts, play a pivotal role in enabling positive changes and fostering growth. Volusia County personnel, including public servants and first responders, dedicate their lives to maintaining the safety and well-being of the community, often going above and beyond the call of duty. Loved ones, whether family or friends, offer unwavering encouragement and companionship through life's ups and downs. And then there are iconic figures like Jimmy Buffett, whose music and philanthropic efforts have left an indelible mark on fans and communities alike, inspiring joy and a sense of unity. Honoring others not only acknowledges their contributions but also strengthens the bonds that knit our society together. We hope you enjoy reading about those we honor in this issue.

Our non-profit organization is dedicated to making a paw-sitive impact, and we need your support to continue our mission. We believe in the power of collective effort and the transformative potential of grassroots initiatives. By joining us, you will be part of a team committed to making our community a place for all to enjoy. Your support, whether through volunteering, donations, or simply spreading the word, will help us drive positive change and create a more inclusive future for all. Together, we can be a catalyst for hope and progress, building our best community

On November 1st, we will be celebrating the one-year anniversary of the opening of our beloved dog beach, a momentous occasion for both our furry friends and their owners. We are planning to mark this special milestone and will share via our social media in the months ahead. Stay tuned!!

**Sandy Tails Team**  
Debi Carey Coursey  
Paula Deignan-Reynolds  
Kimberly Struhs  
Paula Flug  
Nanette McKeel Petrella

## Spotlight on Paw Ambassadors

Every quarter we pay tribute to a few of our committed volunteers, who represent community at its best!

### Cheryl Fair



Cheryl's journey began in Spokane, Washington, and took her across the U.S. before settling in Daytona Beach, Florida, in 2002. After losing her job last July, Cheryl decided to immerse herself in her community and became a Paw Ambassador for Daytona Dog Beach, Inc. Inspired by a friend's social media posts and a love for the beach, she joined the program to help keep the area clean and enjoy her time at the shore.

Cheryl finds joy in her role, appreciating the beach's beauty and the community spirit among volunteers. "It is always fun to be on the beach," she says. Her own dog, Huckleberry, a black boxer mix rescued three years ago, has brought new life to her family. Although initially a foster, Huckleberry quickly became a beloved member of her household and enjoys playing in the sand.

Looking ahead, Cheryl hopes the Daytona Dog Beach program becomes permanent and that more volunteers join the cause!

### Diane Perza



Meet Diane Perza, a dedicated Paw Ambassador for Daytona Dog Beach. Originally from Pittsburgh, PA, and a long-time resident of Charlotte, NC, Diane came to Daytona Beach 12 years ago and made it her permanent home two years ago. She was pleasantly surprised to discover the efforts of Daytona Dog Beach, Inc. which finally offered a local option for dog-friendly beach outings.

Inspired by her love for dogs and the beach, Diane became a Paw Ambassador to support this wonderful initiative. "I am very much a dog person," she says, "and getting to see dogs enjoying the beach is incredibly rewarding."

Every week, Diane volunteers at the beach, enjoying the happiness of dogs and the opportunity to meet fellow pet lovers. She shares her home with Zeus, a 5-year-old husky, and Bugatti, a senior cocker spaniel who loves the beach but now stays home due to health issues.

Looking forward, Diane hopes for the pilot program's success and expansion, enhancing the experience for residents and tourists. She even dreams of a future dog surfing competition, inspired by events she's seen in California and Flagler Beach.



Wendy & Mark Paris



Wendy and Mark Paris have become key figures at Daytona Dog Beach, blending their love for dogs with a commitment to the community. The Parises spent 22 years in Shepherdstown, West Virginia, where they enjoyed a dog-friendly environment with plenty of parks.

Their move to Daytona Beach sparked their involvement as Paw Ambassadors. Inspired by Nanette's drive to reintroduce a dog-friendly beach, they wanted to contribute and enjoy more beach time themselves. They volunteer several times a month, cherishing the opportunity to meet fellow dog lovers, get some exercise, and breathe in the ocean air.

Their rescue pup, Boomer, a basset/beagle mix or "Bagel," loves strolling the beach but avoids the water. Looking ahead, Wendy and Mark hope Daytona Dog Beach will thrive and serve as a model for other successful dog-friendly beaches in Florida.



## Ormond Dog Beach Sponsors are Paw-some!



love



## Spotlight on Sponsors

Every quarter we pay tribute to a few of our wonderful sponsors.

A special thank you to all of our sponsors who help us maintain the beach and offer programs thanks to their kindness and generosity.

### Salty Dogs DIY Dog Wash - Ormond-By-The-Sea

Kier Pfuehler grew up in Wisconsin and after traveling around the world selling fine art onboard cruise ships, her parents and their 3 dogs moved to Palm Coast and Florida became her new home.

Kier always had dogs and couldn't have one on a cruise ship. When she married Warren and they moved to Georgia, "Franklin", who Kier describes as her "sidekick" and a "good old fashioned mutt who is the size of a Corgi and looks like a mini golden retriever" became a member of the family. It was back to Florida when Warren was offered a job with "One Blood, The Big Red Bus". And it was also covid. That's when Kier found many stressed owners chasing stressed pets in the yard with a hose for a bath. It was time for a career change and her love of dogs was the right path



**Kier Pfuehler Owner of Salty Dogs DIY Dog Wash**

When you step inside, Salty Dogs DIY Dog Wash and Grooming, clientele both two and four legged are welcomed with "kindness". If your dog has anxiety or didn't do well at the groomer, a DIY experience is a great alternative. NO appointment is ever necessary to use one of the 5 DIY wash stations. Each is fully equipped with premium shampoo, conditioners, blow dryers and brushes to towels. If your pup has allergies...they have the products! Professional grooming services are also available.

Kier has "never groomed a dog a day in her life". However, she brought together Jess, Amber and Savannah! This team of professionals have been grooming for years. Like Kier, they are also all pet parents who take pride in their work. Every question is important and each experience is tailored to the comfort of you and your pet. It's "humanity over vanity".

Salty Dogs DIY Dog Wash and Grooming also welcomes cats! Kier's cats, Miss Fiona and Jeannie and even her 2 parakeets, Mickey and Mallory, have experienced Salty Dogs' talented team. Her dogs Franklin and Dandy are with her at work everyday...just ask them! After bath, pamper your pup with a tiara or pearls or a custom frosted cookie treat from the "Barkery" and more treats too many to mention! (also mindful of allergies)

Franklin and his pet parents love the beach. Salty Dogs DIY Dog Wash and Grooming is proud to be a sponsor of Daytona Dog Beach. Kier says the "neighborhood feel" of "new, fun and fresh" is growing! After the beach, more people are patronizing nearby businesses to grab food, shop and have a clean and happy dog to bring home!

Salty Dogs DIY Dog Wash and Grooming 1226 Ocean Shore Blvd. Ormond-by-the-Sea  
(386) 846-2914





## Spotlight on Sponsors

Every quarter we pay tribute to a few of our wonderful sponsors.

A special thank you to all of our sponsors who help us maintain the beach and offer programs thanks to their kindness and generosity.

### Ike's Granada Pier Bait and Tackle



Ike Leary has taken pride in everything he does at Ike's Granada Pier Bait and Tackle, 1 South Beach Street in Ormond Beach for 26 years. Ike will be 75 this year and moved here from Philadelphia, PA when he was 7 years old.

Ike's Granada Pier Bait and Tackle is located in Cassen Park, which is across the street from Ormond Beach City Hall. For those who like to fish, they have all the bait and tackle you will ever need. You'll also find boat ramps, two piers, one 15 hundred feet long and another one thousand feet long and fish cleaning benches.

But, Ike's Granada Pier Bait and Tackle is more than just fishing needs. Cassen Park is a great place to enjoy the scenery of the Halifax River so leash up your pup for an enjoyable walk. When you and your pup get hungry, Ike has two crock pots, warming on the shelf. One, filled with collard greens (which have just enough spice to give your taste buds a kick!) and the other of (what else?) fish chowder, both which Ike makes fresh daily! There's also candy, ice cream, snacks and refreshments for you and dog biscuits and water for your pup.

### Ike Leary and Olive

Ike says: "I do what I love and I love what I do". You can tell that's true by the way he caters to his clientele. Many of them, now adults, he remembers as children. They are bringing their children and grandchildren now to Ike's Granada Pier Bait and Tackle and are making more great memories to pass on to the next generation.

Ike loves animals and has always had a dog by his side. His current dog, Olive, is a 7 year old yellow lab. You'll find her "on the job" many days greeting human customers and other pup "regulars" too. When Ike heard about the Daytona Dog Beach trial project, he immediately became a sponsor to show his support. Ike's words to live by: "Take care of your dogs, give them plenty of water and plenty of love."

Ike's Granada Pier Bait and Tackle. 1 South Beach Street. Ormond Beach. Tucked away in Cassen Park, it's a "one of a kind gem" for all your fishing needs, delicious collard greens and fish chowder, beautiful scenery, love of dogs and Ike Leary's big smile when you walk in the door.

*Daytona Dog Beach, Inc. is a member of Daytona Regional Chamber of Commerce*



We are pleased to have been invited to join Daytona Regional Chamber of Commerce and decided to make it official in August 2023.

We look forward to working with members to support Ormond Dog Beach, "People & Paws - Together in Daytona Beach" and "People & Paws - Together in Ormond Beach". The possibilities of achieving our potential as a **Pet Friendly Destination** are endless!



# *Paw Ambassador Gathering at Racing's North Turn Beach Bar & Grill*

*June 27, 2024*

Racing's North Turn was the paw-fect host for our June Paw Ambassador Appreciation Celebration! Great ocean view, service, food, drink, music, and such a warm dog-friendly welcome from staff and fellow guests. We all gave it paw-sitive reviews.

Once again, we honored and gave thanks to our Most Paw-some and Trashiest Paw Ambassador, Debi Coursey and her beloved Dutchie!

Receiving honorable mention for Most Paw-some was Dee Zerfas and Paula Reynolds. And Cheryl Tuttle received honorable mention as the Trashiest Paw Ambassador. And yes, these are sought after titles!!

We were graced by the presence of some of the most well-behaved pups ever, LilaBell, Ohana, Radar and Delilah! They gave a paws-up to the dog-friendly menu options available at the North Turn.

We are honored that the North Turn is our latest In-kind Sponsor. And we all can't wait to come back for another event.





## *Special Thanks to Our Volusia County Dog Beach Team*



On the 4th of July, Daytona Dog Beach Inc and our Paw Ambassadors embraced our approach of spreading paws-itivity.

Every day, while on our dog-friendly beach, we witness and are inspired by the professionalism, passion and dedication of those employed with **County of Volusia Animal Control, Volusia County Beaches and Volusia Sheriff's Office.** They do so much to keep our beach community safe, even when the rest of us kick back and celebrate holidays like The 4th of July.

It was our honor and pleasure to show them a little appreciation and thank them with some tasty treats and drinks to get them through a hot and humid, hectic, holiday workday.

Thanks to all our volunteers who made homemade food, purchased items, and helped with delivery and set-up. Our growing community of Paw Ambassadors illustrates the spirit of community at its best.





## Ormond Dog Beach Sponsors are Paw-some!

### **IKE'S GRANADA PIER BAIT & TACKLE**

*Boat Ramp • Lighted Pier  
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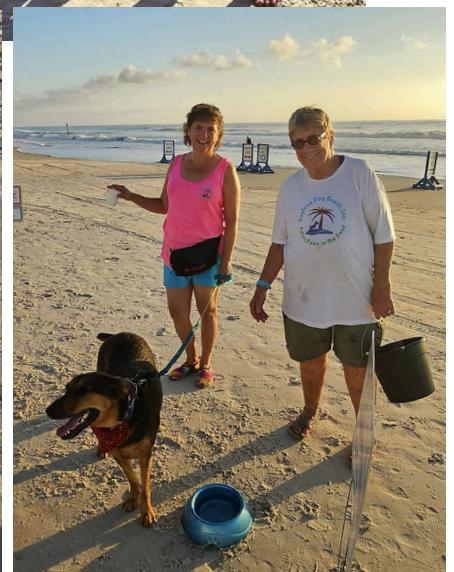
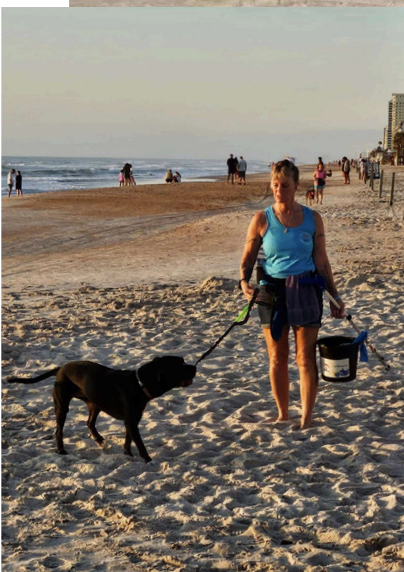
Dog friendly  
beachside  
vacation condo





## *Celebrating 3 Yr Anniversary of People & Paws Beach Cleanups*

On the third anniversary of our first People & Paws Beach Clean-up, the power of "pawsitivity" truly shone through in our community. A group of dedicated Paw Ambassadors and their beloved furbabies came together with a shared mission to make a tangible difference. Together, we successfully removed 60 pounds of trash from our dog-friendly beach, ensuring it remains a safe and enjoyable haven for both our canine companions and their human friends. This collective effort not only cleanses our environment but also fosters a spirit of togetherness and responsibility. As we move forward, let's continue to inspire others to join our mission to protect our planet and preserve its beauty for future generations, all while enjoying the company of our loyal pups. 🐾💜🐾





## *Paw Ambassador Gathering at Dalmare Italian Chophouse*

*August 18, 2024*

Dalmare Italian Chophouse was once again the host for a Paw Ambassador Event, a heartwarming celebration dedicated to recognizing outstanding contributions within the community.



Deb Coursey and her dedicated pup Dutchie were honored with the prestigious title of "Most Paw-some Ambassadors," acknowledging their exceptional efforts and dedication. Additionally, they received the "Trashiest Paw Ambassador" award, highlighting their enthusiastic participation in clean-up initiatives.

Dee Zerfas, Paula Reynolds, and Cheryl Tuttle were also commended with honorable mentions for their significant contributions and unwavering commitment to the cause.

We welcomed several guests who are potential Paw Ambassadors and two new Paw Ambassadors, Aidan and Bonnie MacAdams. Aidan and Bonnie have already begun volunteering, traveling from nearby Palm Coast.

The event underscored the importance of community involvement and the positive impact of working together toward shared goals.

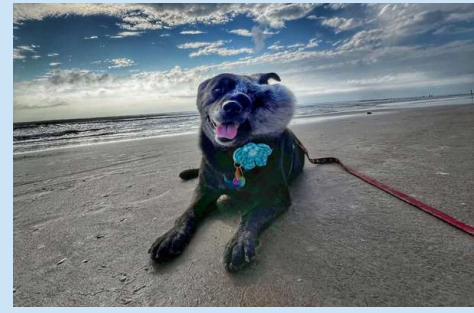






# Sugar's Sweet Adventure

By Kimberly Struhs



When we open our homes and hearts to a dog, we ultimately receive more than we give to them. Dogs come into our lives to teach us about love or give their love to help us mend our broken hearts from a loss. They spend their remaining life with us and take a bit of our hearts when we have to say goodbye.

Sugar came into my family through the way of my mother in 2012. Her vet, Doc, volunteered with Seminole County Animal Services and suggested to her that she adopt Sugar to help with the mourning of her last dog, Cocoa. Sugar was just over a year old and, in typical puppy fashion, gave my mother some challenging days. When I would come home, she would immediately come to me and not leave my side. While she was my mother's dog, it was clear to me that we had a special bond.

That bond intensified with my mother's sudden passing in 2015; Sugar then became mine. It was just her and me against the new world we found ourselves managing. She was my emotional support through losing my mother, my job of 15 years, and just trying to find my footing in life again; she gave me a reason to keep going. Fast-forward to December 2022, and I finally felt like I was reaching a point of stability, then her face started to swell. After several appointments and a biopsy, it was determined that she had a mass lesion consistent with a myxomatous neoplasia sarcoma.

This discovery began her cancer fight and my commitment to do everything in my power to save her as long as it didn't impact her quality of life. So away we went, adventuring to the UF Small Animal Hospital in February, and we did not finish traveling there until July. Along the way, I tried to give her as many additional adventures as she could tolerate between the surgeries and radiation treatments, making the most of the time we had together. During this period, I heard that Daytona Dog Beach, Inc. was trying to lift the 36-year ban on dogs at a section of Ormond Beach, and my first thought was that I hoped Sugar would live to experience it.

In July, the UF Radiation Department gave me the devastating news that the sarcoma was growing back, and they projected she would only have two months to live. I then began to put into action all the trips I had saved over the years for when I could find time or afford them. They were now her last adventures, and I was going to do whatever I could to make them happen. With Volusia County greenlighting the dog beach pilot program, I made sure to pencil in a visit to Ormond Beach after the 1st of November.

I am thrilled to share that Sugar surpassed the two-month projection. My resilient girl almost reached her 13th birthday before she was laid to rest on the 11th of July. We embarked on several memorable adventures that year, many of which took place in the dog-friendly section of Ormond Beach. The vast oceanfront provided us with the space to breathe, unwind, and stroll as if we were the only ones enjoying the water. These additional trips across Florida made me feel like I was fulfilling my promise to give her the quality of life she deserved.

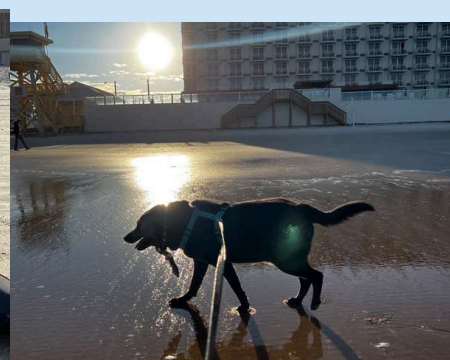
In the end, I realized my dog would be happy just to be wherever I was, which makes opportunities like this pilot program even more critical to make permanent. It is hard to find places where dogs are allowed to enjoy life alongside their humans.

If you're reading this, I hope you understand the significance of creating those precious moments with your dog now rather than waiting for the perfect opportunity. The same applies to supporting Daytona Dog Beach, Inc. in any way you can. Every moment with your dog is a treasure, and it's up to us to make the most of it.

So what's next? I am taking time to get my life back on track after being on hold for nearly two years. Once my heart is ready, I thought about partnering with a local shelter to give one of their dogs a sweet "Sugar Day" adventure or [becoming a foster volunteer](#).

If you're interested in seeing the adventures Sugar and I had and the ones yet to come with a future foster or rescue, I invite you to follow me on [Instagram at Sugars Sweet Adventure](#). I hope it inspires you to create your own sweet adventures with your dog companions.

I'm looking forward to seeing you and your dog(s) at the dog-friendly section of Ormond Beach or sharing those beach adventures on Facebook in the Daytona Dog Beach, Inc. [group](#) or [page](#).





## Ormond Dog Beach Sponsors are Paw-some!



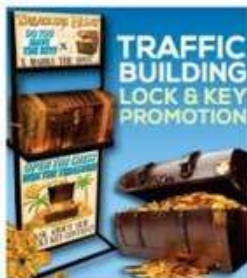
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## *Fil A Bag Stations & Mermaid Treasure Chests Coming Soon!*

Daytona Dog Beach Inc is excited to be moving forward to sponsor 3 Fil A Bag Stations along the dog-friendly beach. The Fill A Bag station, founded in Key Biscayne, provides upcycled buckets for beachgoers to collect trash and debris during their visit. Fill A Bag Stations are designed to empower people to turn daily walks into meaningful beach cleanups. The Volusia County Coastal division works with local groups and organizations to sponsor a station along the coast.



In an effort to reduce waste and repurpose beach toys that might otherwise be thrown away, Volusia Coastal division will erect "Mermaid's Lost Treasure" boxes along the coast. Beachgoers who do not wish to bring beach toys home with them, or those who find a misplaced toy in the sand, can place them in the box for others to enjoy. DDBI is working with the county to sponsor 3 Mermaid Lost Treasure boxes along the dog-friendly beach.

## *Paw Ambassadors and People & Paws Beach Clean-ups - TOTALS*

- With our July cleanup results of 476 lb, our organization has now removed 3,774 lb of trash from Volusia Beaches since July 2021.
- 2,497 lb of the total was removed from the dog-friendly stretch in the first 9 months of this pilot.



***Please join our volunteer team and become a Paw Ambassador.  
Friends, Free Shirts, Fun Incentives, No Pressure, On the Beach!***

***[info@daytonadogbeach.org](mailto:info@daytonadogbeach.org)***



## *Other News to Share*

### **SUPPORT FOR THE DOG BEACH PILOT PROGRAM**

🐾 Petition to Pawsitivity! 🐾

This past spring, we heard of some negative rumblings regarding our beloved dog-friendly beach. It seemed there were folks who weren't fully on board with our pilot program. They raised objections and started a Petition to end the Pilot Program. In response, we created a Petition to gauge the support to keep this special place tail-waggingly wonderful!

The positive response to “Continue the Dog Beach Pilot Program” has been tremendous, far outweighing the counter petition. We continue to ask for your support by signing the petition to keep our beach pup-friendly paradise intact. It's a small gesture, but it speaks volumes about our dedication to maintaining this haven for our four-legged friends.

Just a friendly reminder of the rules: keep those leashes at a comfy 6-foot distance, scoop the poop, and most importantly, savor every moment with your furry companions. And hey, if you're a regular beach bum with a heart for our furry friends, why not consider becoming a Paw Ambassador? Follow the link below to join our mission!

<https://daytonadogbeach.org/paw-ambassador>

Let's make our positive presence even stronger and show everyone why this beach is a haven for both pups and their humans. Together, we've got this!

Use the QR code to access and support our Petition. It is also available on our website, [www.daytonadogbeach.org](http://www.daytonadogbeach.org)





## Daytona Dog Beach Merchandise



Women's Tank

Women's Racerback



Men's Tank



Men's &  
Women's  
Hoodie



H  
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r

More New Items arriving soon. All available with donation on our website, [www.daytonadogbeach.org](http://www.daytonadogbeach.org). We encourage pick-up in Daytona Beach to avoid shipping cost.



## *Interview with Tamra Malphur Volusia County Beach Safety Director*

Congratulations to Tammy who, just days after meeting her at the Lifeguard Tower at the Cardinal beach access point, was appointed by Volusia County Council to the position of Director for Volusia County Beach Safety Ocean Rescue. That's not something she takes lightly. She oversees all the 47 miles of beach in Volusia County. That includes about 45 full time beach safety specialists, known as "Senior Ocean Lifeguards" and from 150 to 200 seasonal part time guards that work during the summertime. The job of a lifeguard may look easy, but as Tammy explains there's a lot more responsibility, training and physical stamina that goes into the position than meets the eye. Maybe that's in part why there is currently a nationwide lifeguard shortage.



Volusia County has been proactive by starting guards out at \$17.00 an hour this year as well as offering bonuses for certain criteria for seasonal lifeguards. Many pools may close in the "off season" but the beach is open all year round and safety is the main concern. That's where stamina is paramount! What does it take to be a lifeguard? Tammy says before you are even considered for a position, you must be able to do: a 500-meter swim in 10 minutes or less, a 50-yard swim in less than 30 seconds and a half mile run in 3 minutes and 15 seconds! Then there's a week-long recruit class with technical drills and emergency medical responder training. When you complete training successfully, and get a position, every day before work, you must complete a physical drill of swimming and running. It may all sound physically challenging but once you're in your tower, consider this. YOU are responsible for the safety of all those enjoying the ocean within your line of vision. So, it's not about sitting in the chair working on your tan. It's being there, being hyper vigilant. It can be mentally exhausting just constantly scanning, watching for trouble that hopefully rarely happens. If it does happen, imagine saving a life! Everything you had to accomplish to be there allowed you to be there at the moment in time when you were needed the most.

Some good advice from Tammy for all beach enthusiasts: "Never underestimate the power of a rip current" and "always swim in front of a staffed lifeguard tower."

If you think a lifeguard's responsibility ends there, that's not the case. Tammy says the beach changes every day. Surf can change even during the same day from flat to hazardous. Weather conditions including tides must be constantly monitored. If you ever arrived at the beach and were told you had to wait to drive on, it's because during turtle nesting season, Turtle Patrol drives the entire beach looking for new turtle nests. Lifeguards also keep an eye on the nests during the day and provide information to visitors to keep the nests safe. Driving on the beach during turtle nesting season, May 1 to October 31, is from 8am to 7pm. From November 1 to April 30, beach driving is permitted from sunrise to sunset.

*Interview with Tamra Malphur - Volusia County Beach Safety Director (con't)*

Debbie Keese & Ohana,  
 Tamra Malphurs  
 Paula Reynolds & Mia  
 Nanette McKeel Petrella & Samson



Tammy may have been born in Syracuse, New York, but she has lived in Daytona Beach all her life and describes herself as a “beach bum”. She attended Holly Hill Elementary, Holly Hill Junior High and Mainland High School. After graduation, she went back to upstate New York to attend Veterinary Medicine School. It didn’t take her long to find, the cold weather was not for her. While there however, she became a Volunteer Firefighter, went to EMT school and became a certified EMT. That’s what introduced her to the public safety aspect of going on calls and helping people. That “switch of gears” brought her away from Veterinary Medicine, back to Florida and back to the beach where she saw a truck with “Lifeguard /EMT” on the side drive by and Tammy said, “right then I knew exactly what I wanted to do”. She started off as a lifeguard and has been with Beach Safety for 27 years.

Her love of animals however has never left. It started as a child spending summers on her aunt’s dairy farm taking care of the cows. It doesn’t matter the animal; Tammy enjoys them all. She couldn’t imagine working indoors with all the wonderful nature outdoors to experience. She does admit, dogs however, are her favorites. She’s “never been without a dog” and “couldn’t see myself without a dog.”

Top of her list? Bettis. He is a Boston Terrier and is 10 years old. Yes, “Bettis” is named after Jerome Bettis, the former Pittsburgh Steelers running back, who is her son’s favorite football player. Tammy says “Bettis” may be 10 but he’s still a playful pup. His favorite? Frisbee! Give him a frisbee and he will play “as long as you let him”.

Lifeguards play an important role on dog beach. They educate visitors about the rules. One “misconception” Tammy hears a lot is, sometimes a lifeguard may get a report of a dog on a beach where dogs are not allowed. Once it is brought to the attention of a lifeguard, they will investigate. After talking to the animals’ owner, they may find the dog is a service animal. Service animals are allowed in areas where dogs who are not service animals would not be allowed. Tammy says, in that case, here’s what happens. “A call is placed over the radio to alert other lifeguards to the situation and they relay what they have learned after talking to the dog’s owner. Once verified that it is indeed a service animal, other lifeguards will not stop and bother the person again and again. Tammy says, observers may then see it as “nothing is being done” or “lifeguards are just driving by them.” That is not the case and she wants to get the word out so others understand the steps that are being taken to assure the rules are being followed.

It was delightful getting to know Tammy and again Congratulations on her new position as Director for Volusia County Beach Safety Ocean Rescue. She wants us all to remember, “One way to be sure you have everything you need to know, no matter what beach you are visiting in Volusia County is to download the “Volusia Beaches App.” It has all the “real time” information you need for everything, from where staffed lifeguard towers are located, to what beach access ramps are open or closed, off beach parking information, even restrooms.”



## *Ormond Dog Beach Sponsors are Paw-some!*



Little Beau & ZoZo  
Leslie Lee & Warren Ziebarth



Delilah Alia Louise 5-13-04 - 10-5-18



*In memory  
of Daisy*



Mac, Delilah & Samson  
Rockin' the Beach



## Jimmy Buffett Day 2024

Jimmy Buffett Day 2024 in Daytona Beach was marked by a unique and heartwarming event that captured the spirit of the late legendary musician. The People & Paws Beach Clean-up saw 180 Latitude Margaritaville Daytona Beach residents gather at the LandShark Bar & Grill - Daytona Beach for a day dedicated to environmental stewardship and community bonding. Hosted by Daytona Dog Beach, Inc (DDBI), we provided participants with buckets and gloves for the clean-up, and handled the weighing and disposal of the collected trash. In a nod to Buffett's love for the ocean and animals, participants were encouraged to bring their four-legged friends along.

Adding to the festive atmosphere, DDBI set up fun photo backdrops and gifted participants with a commemorative coffee mug. Thirteen dedicated Paw Ambassadors, dressed in Jimmy Buffett-inspired attire, worked tirelessly from early morning until noon to ensure the event's success. They set up, greeted participants, distributed supplies, and managed the collection and disposal of trash. Their efforts not only honored Jimmy Buffett's legacy but also fostered a sense of togetherness and environmental responsibility within the community.

The Special Event Beach Clean-up successfully covered the one-mile stretch between Main Street Pier and Silver Beach ramp, resulting in the removal of an impressive 230 pounds of trash. Adding a fun twist to the event, Daytona Dog Beach Inc. awarded a special prize for the "Trashiest Person on the Beach," celebrating the individual who collected the most litter. This light-hearted competition motivated participants to put in their best efforts despite the heat. Beck Grainger earned the top honor and Jimmy Buffett inspired prize, with Cliff and Beth Olszewski, along with Mike Baker, receiving honorable mentions. The event highlighted the community's dedication to maintaining a clean and beautiful beach, while fostering a sense of camaraderie and friendly competition.

After lunch, we dedicated a Dog Bag Dispenser at the Rockefeller Beach Ramp in memory of Jimmy Buffett. It serves to honor his legacy as a beloved musician whose love for dogs resonated deeply with our organization, its volunteers, and supporters. We are proud to uphold the values he cherished, ensuring our furry friends can enjoy the beach while keeping it clean and welcoming for everyone. This dedication also serves to thank the Latitude Margaritaville Daytona Beach community, who has supported our non-profit with grants and volunteers since our founding in 2021. They surprised us at our event by donating \$1488 to our non-profit as part of their Jimmy Buffett commemorative cup fundraising efforts.

In addition to Latitude Margaritaville and LandShark Bar & Grill, we want to thank the following who helped us make this event a success:

Volusia County

- Beach Safety - Tamra Malphurs and Lynea Lewis for working with us on the Special Event Permit
- Coastal Division - Terri Propst and the team for efforts with the Dog Bag Dispensers/Trash Cans

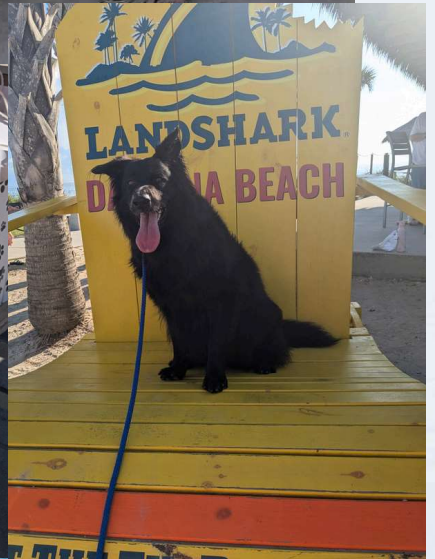
Ilona Sandler of Halifax Health for hydration tent on the beach

Jason Mages of SunStop Florida for the sunscreen dispenser on the beach

All others who we may not be named, but helped in ways large and small. It all adds up!!



# Jimmy Buffett Day 2024



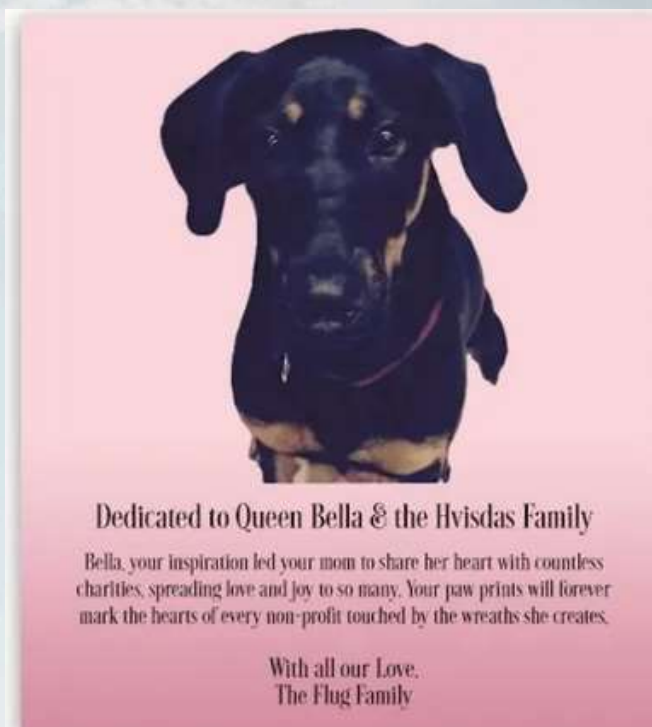
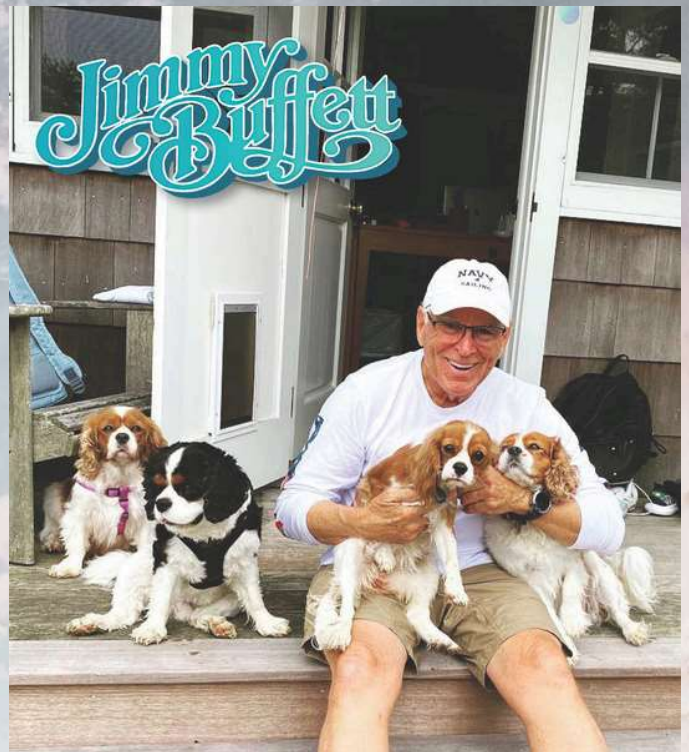


# Jimmy Buffett Day 2024





## *Ormond Dog Beach Sponsors are Paw-some!*





## Consider Becoming a Sponsor for 2024 - 2025

We welcome your support! Daytona Dog Beach, Inc. relies solely on sponsorships & donations; we have no dues, we receive no government funding, we save taxpayers money! We organize beach cleanups and advocate for expanded dog friendly beach options in Volusia County. Our goal is to self-fund supplies for dog beach areas. Contribute by credit card or PayPal on our website. We accept Zelle. Send a check payable to Daytona Dog Beach, Inc. to our address. Donations will be promptly received.

<b>Annual "Beach Buddy" Sponsor</b>	<b>\$500/year</b>
<b>Beach Cleanup – Sponsor</b>	<b>\$50/month or \$500/year</b>
<b>Website Sponsor</b>	<b>\$30/month or \$325/year</b>
<b>E-Newsletter Sponsor</b>	<b>Full page ad – \$100/qtr or \$360/yr Half page ad - \$50/qtr or \$180/yr Quarter page ad - \$25/qtr or \$90/yr Business card size ad – \$10/qtr or \$36/yr</b>

**Better CITIES for pets™**  
A MARS PETCARE PROGRAM



**People & Paws - Together in Daytona Beach Program Partner - \$100/year**



**People & Paws - Together in Ormond Beach Program Partner - \$100/year**

**In-kind Donations**

### Ormond Dog Beach Sponsorships

Our 18-month dog-friendly beach pilot, stretching 0.6 mile from Rockefeller Drive to Milsap Road, in Ormond Beach opened 11/1/23.

*Volusia County authorized our organization to solicit sponsors for the dog bag dispensers on designated dog beach areas.*

**Join us as we make history,  
"Putting Paws in the Sand"!**

Businesses, organizations, families or individuals welcome as sponsors. Business advertisement or memorials/honorariums of people and pets welcome. Sponsorships are for the 18-month pilot time frame through May 31, 2025 and include:

*12 Beachfront Dispensers - \$500 each*

*4 Beach Ramp Dispensers - \$500 each*

*All Sponsored through May 2025*

*10 Parking Lot Dispensers - \$300 each or 2 for \$500*

*6 Still Available for remainder of pilot \$150  
or 2 for \$250*

Email [info@daytonadogbeach.org](mailto:info@daytonadogbeach.org)

or go to [daytonadogbeach.org](http://daytonadogbeach.org)

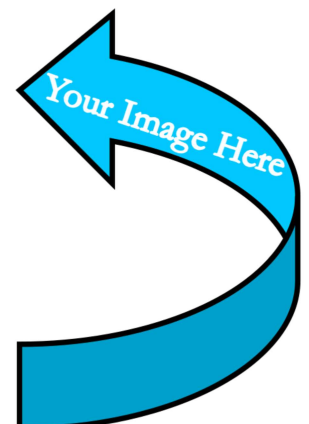
SUBMIT APPLICATION & IMAGE TO  
[INFO@DAYTONADOGBEACH.ORG](mailto:INFO@DAYTONADOGBEACH.ORG)

IMAGE WILL BE SENT TO VOLUSIA  
COUNTY FOR APPROVAL.

DAYTONA DOG BEACH INC WILL  
HAVE IT CREATED AND APPLIED TO  
THE DOG BAG DISPENSER.

IMAGE DETAILS

Please send a high resolution jpeg or pdf file at  
300 dpi. The space will accommodate a logo  
that is 4.5" w x 5" tall.





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**Proud to support  
"Putting Paws in the Sand"**

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are Paw-some!*

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are Paw-some!*

ITALIAN  
**DALMARE**  
CHOPHOUSE

*Racing &*  
**NORTH TURN**  
**Beach Bar & Grille**  
**#1 Oceanfront Dining**

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are Paw-some!*

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are Paw-some!*





## Daytona Dog Beach, Inc

1288 Bel Aire Drive Daytona Beach, FL 32118

Email: [info@daytonadogbeach.org](mailto:info@daytonadogbeach.org)

### Board of Directors

Nanette McKeel Petrella, President/Treasurer

Paula Flug, Vice President

Brenda Balas, Secretary

We're on the Web - Subscribe

[www.daytonadogbeach.org](http://www.daytonadogbeach.org)



#### Facebook

Daytona Dog Beach, Inc Page - 1,914 followers

Daytona Dog Beach Group - 5,556 members

#### Instagram

Daytonadogbeachinc - 490 followers

The PURPOSE of our organization is to work with community partners to promote, support and educate the public in furtherance of safe, environmentally sound, and courteous dog friendly beaches in the Greater Daytona Beach area of Volusia County.

As an entirely volunteer organization, our Mission is as follows:

- To promote dog beaches within Volusia County where well-behaved canine citizens can exercise in a clean, safe environment without endangering or annoying people, property, or wildlife.
- To maintain beautiful, clean, dog friendly beach areas within Volusia County, open to dog lovers and friends who are willing to uphold the dog beaches' rules and regulations.
- To view dog beaches as a community project in partnership with key players throughout the community, including the County of Volusia, designed to satisfy the needs of dog owners and non-dog owners alike.
- To promote education, training and recreational activities that facilitate responsible dog ownership and better-behaved dogs using volunteers and professionals in the animal welfare industry.



*Get Involved – We Are All Volunteers! We are the Community!!*



*Putting Paws in the Sand,  
How Can I Help at  
Ormond Dog Beach?*

### Ormond Dog Beach

**Open Every Day**

**Time: Dawn to Dusk**

0.6 mile dog-friendly beach area between  
Rockefeller Drive & Milsap Road,  
Ormond Beach.

Beach driving area.

Parking available at Rockefeller & Cardinal  
Parking Lots on west side of A1A.

Rules:

1. you must have ability to show proof of rabies vaccine.
2. you must keep dog on maximum 6 ft leash, whether in or out of the water.
3. you must clean up any dog waste
4. you must not chase or disturb wildlife or people.

### Some History and Facts about Us

Facebook Group Launched 1-28-2021

**All Volunteer Board**

501(c)(3) non-profit as of 5-5-2021

**Petition to VCC on 7/11/2023**

**2,301 Signatures**

### **Trash Removed from Beaches**

7/2021 - 7/2024

**3,774 lb Overall**

**2,497 lb from Ormond Dog Beach**

### **Petition-Support of Dog Beach Pilot**

(May 1-August 25, 2024)

**2,827 signatures**

**Become a volunteer!**  
**Any time commitment**  
**welcomed!**

Daytona Dog Beach, Inc. is a 501(c)(3) Florida nonprofit corporation, Reg. #CH65781.

We rely solely on sponsorships, donations and fundraising. We have multiple levels of sponsorships depending on your needs, interests and budget. Please contact us at [info@daytonadogbeach.org](mailto:info@daytonadogbeach.org) for additional information.