



Sandy tails

A Daytona Dog Beach, Inc. Publication



Roger and Joy

Inside this Issue

A New Board Member

Reflection on Events

Daytona Dog Beach

Celebrating People & Partnerships

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NEXT ISSUE FEBRUARY 2026



Table of Contents

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Board of Directors

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& PARTNERSHIPS
LESLIE L. LEE - DIRECTOR COMMUNITY
OUTREACH LIAISON*

03

FROM THE PRESIDENT

05

NEW BOARD MEMBER

06

BEACH BUDDY SPONSOR

07

PIRATES & PUPS

08

ACADEMIC OASIS

10

SPOTLIGHT ON SPONSORS

11

RUFF, ROCK & ROLL POKER RUN

14

DAYTONA DOG BEACH

17

CELEBRATING PAULA FLUG
COMMUNITY PARTNERSHIPS

20

ABOUT US

From the President

As autumn wraps up, I'm thrilled to share exciting news, big wins, and joyful moments from across Daytona Dog Beach, Inc. This season brought momentum, growth, and plenty of wagging tails—and we can't wait to carry that energy forward!

We're expanding our leadership with a fantastic new board member, and we're sending our heartfelt appreciation and best wishes to our retiring Vice President, Paula Flug. As a founding member, Paula helped shape the heart of our organization, and her impact will continue to inspire us. During our November annual meeting, we doubled down on our core mission and jump-started plans for bold new strategic goals.

One of our biggest announcements: another dog-friendly beach is officially on the way! Working hand in hand with Volusia County, we secured approval to open a new dog beach in Daytona Beach—where our dream first began. Mark your calendars for December 1, 2025! Daytona Dog Beach, Inc. is proudly funding all dog bag dispensers, bags, signage, and water bowls for this new location. Our Paw Ambassadors can't wait to welcome families, pups, and beach lovers here as well as at our beloved Ormond dog-friendly area.



Samson, Mac & Delilah
Daytona Dog Beach Dogs!!



Nanette McKeel Petrella
President

Our fall celebrations were nothing short of amazing! Volunteers poured in their time and passion, sponsors stepped up with incredible support, and the community showed up with enthusiasm that made every event shine. We couldn't do any of this without you—your dedication keeps our mission alive and thriving.

Community engagement continue to guide us forward. From youth-focused initiatives to strong local partnerships, we're investing in programs that inspire, teach, and bring people together. Every effort strengthens our connection to the community and supports a future built on compassion, inclusion, and responsible dog-friendly fun.

Thank you for being part of our journey. Whether you volunteer, sponsor, donate, or simply cheer us on, your support helps create a legacy of joy, learning, and "paws in the sand" for all to enjoy.

Please take a moment to dive into this newsletter—it's packed with passion, progress, and all the paws-itive energy that makes Daytona Dog Beach, Inc. so special.



Ormond Dog Beach

Sponsors are Paw-some!



NAUTI
P E T S



Desiree Alta Louise 5-13-04 - 10-5-18

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Snacks • All Beef Hot Dogs • Drinks
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Tater + Slim
Paw-sitively
Recommend
Faye + Amy



Faye and Amy Potter
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386-310-7787



Page 4

New Board Member

Leslie Lee - Community Outreach Liaison

Leslie Lee was unanimously voted to our board at our Annual Board Meeting on November 2, 2025. She had been serving as our Community Outreach Liaison since this summer and played a key role in securing sponsorships for our recent "Ruff, Rock & Roll" Poker Run. Leslie offers the following as an introduction.

My name is Leslie L. Lee, and I am glad to be a part of Daytona Dog Beach, Inc., non-profit. My husband Warren and I have been a part of it since the early years of "Yappy Hours" and selling things at vendor events.

I have always loved dogs and have regularly adopted them from shelters, usually picking the pups that have been returned a few times! When I was small, I was always bringing home strays much to my mother's chagrin.

I was born in the Midwest and have lived in many states. But my husband and I have been bi-coastal in homes and work since 2000.

I have a degree in Geology and spent years in commercial construction inspection and eventually have been in real estate and property management for the last 28 years.

In the last decade we have transitioned to 1st Trust deeds for previous clients, friends and investors, primarily by referral to our company, Toodleloo, LLC.

We are fortunate to be able to work hard and play hard and hope to be able to contribute to Daytona Dog Beach, Inc.'s non-profit even further.



Please Welcome Leslie!

Leslie, with Liebchen and ZoZo, on one of their many road trips around the USA. This one was taken in Bar Harbor, Maine in September 2025.

"Beach Buddy" Sponsor

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DAYTONA BEACH:

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Daytona Beach:

2634 LPGA Blvd, Daytona Beach, FL, 32124



Ormond Beach

2748 N. Nova Road, Ormond Beach, FL, 32174



Pirates & Pups 9-6-25



What fun we had at Caribbean Jack's Restaurant and Tiki Bar, Pups and Pirates Day! Daytona Dog Beach pups and Paw Ambassadors met many new friends! Jack's has a dog menu too, so make sure to stop by and enjoy a good time with your pup on their outdoor patio.



Elevate your connection to our dog-friendly beach with our uplifting merchandise.

Available at:

**Nicole's Beach Street Mall,
140 N Beach Street, Daytona Beach**

Experience the thrill of finding perfect gifts for yourself or others!

Long sleeve, racerback and tanks for women.

Tanks and long sleeve for men

Hats and Visors

Fun and useful gifts for all!



Academic Oasis 9-11-25

Spent a truly inspiring afternoon engaging with the students and staff at Academic Oasis. We shared our organization's journey, from humble beginnings to current initiatives and future aspirations. Our message to the students was one of empowerment: every individual, regardless of age, has the potential to drive positive change and contribute to a better community. The students responded with enthusiasm, creating a "Protect Our Beach" idea board that they implemented when they join us for a beach clean-up. Thanks to Jaclyn Veloce for the invite and to all for such a warm welcome and engaging discussion. Thanks to Hard Rock Hotel for working with us to offer the kids a "thank you" brunch afterwards.



Academic Oasis Beach Clean-up 9-26-25



Ormond Dog Beach

Sponsors are Paw-some!



Dog friendly
beachside
vacation condo



In loving memory of Thor –
who proudly walked his mom to the beach as often as he could.
He loved to run, splash, lounge, and sniff along the shore.
Some of his favorite sniffs were right here – at these very poles.

DAYTONA DOG
BEACH DOGS



DELILAH SAMSON MAC



Academic Oasis
K-6 Supplemental Learning Academy
& Tutoring



Mac, Delilah + Samson
Rockin' the Beach

Spotlight on Paw Ambassadors



Salty Dog Vacations: Where Every Stay Is a Tail-Wagging Getaway

At Salty Dog Vacations, we believe vacations are better when the whole family comes along—and yes, that absolutely includes your four-legged best friend. Most of our vacation rental homes throughout Daytona Beach, Ormond Beach, Flagler Beach, and Palm Coast are proudly dog-friendly because pets aren't just pets—they're family. They deserve sunshine, sea breeze, and sandy paws just as much as you do.

Our entire brand was built with our love for dogs at the heart of it. Our slogan, Sit. Stay. Play. Vacay., reflects the warm, easygoing, joyful experience we want every guest to enjoy. Even our core values were born from the characteristics we cherish most in our pups: Driven, Loyal, Kind, and Fun.

We are driven to serve, loyal to our guests and owners, kind in every interaction, and deeply committed to keeping things fun—because life (and vacation) should be filled with joy.

To make every stay extra special, we welcome both our human guests and their pups with curated goodie bags. Humans receive treats and insider tips, while the dogs get biscuits, waste bags, and a guide to local dog-friendly hot spots. Of course our favorite place to recommend as a must-visit—is Daytona Dog Beach, where pups can splash, explore, and live their best beach life. We share parking tips, leash rules, and the best hours to visit so every family has a smooth experience.

Our commitment to dogs goes far beyond our rentals. All Salty Dog team members bring their dogs to work, adding plenty of wags and joy to the office. And every Friday, one team member gets to leave early with their pup to spend a couple of hours doing beach clean-up at Daytona Dog Beach—followed by well-earned playtime in the waves.

Whether planning a beach getaway or seeking a pet-friendly, service-driven property management company, we're here for you.

Book your stay: www.mysaltydogvacation.com

Property management inquiries: sales@mysaltydogvacation.com

Sunny skies and salty paws await! 🌴🐾



Ruff Sponsor

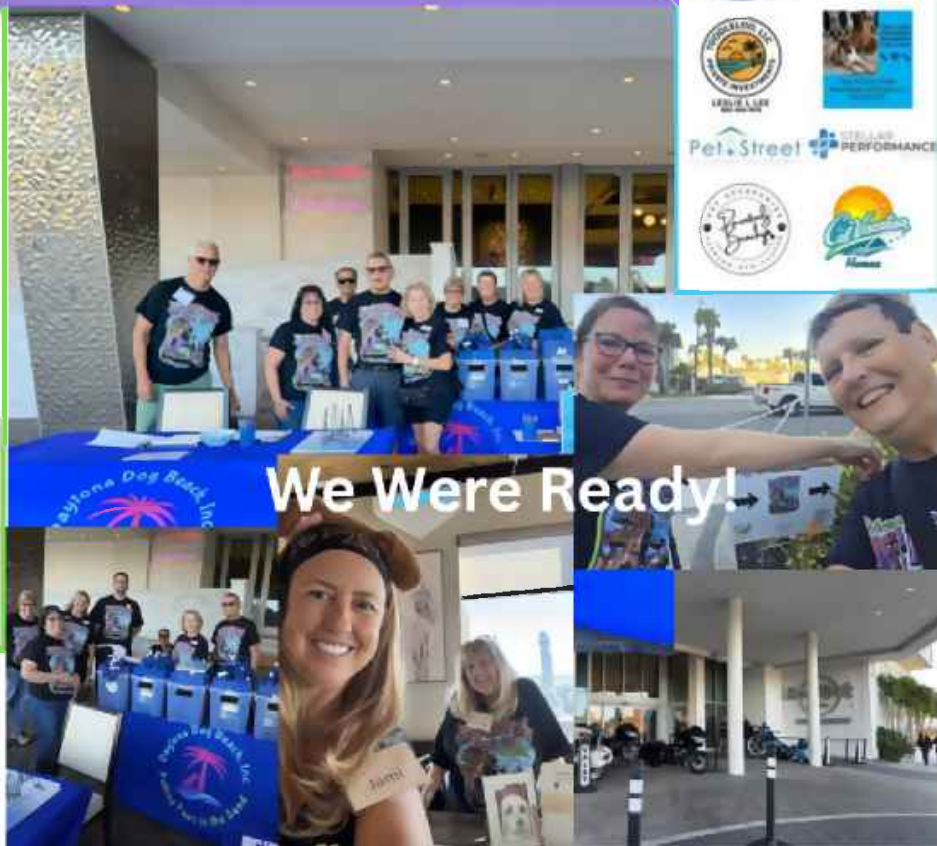
Rock Sponsor

Roll Sponsor

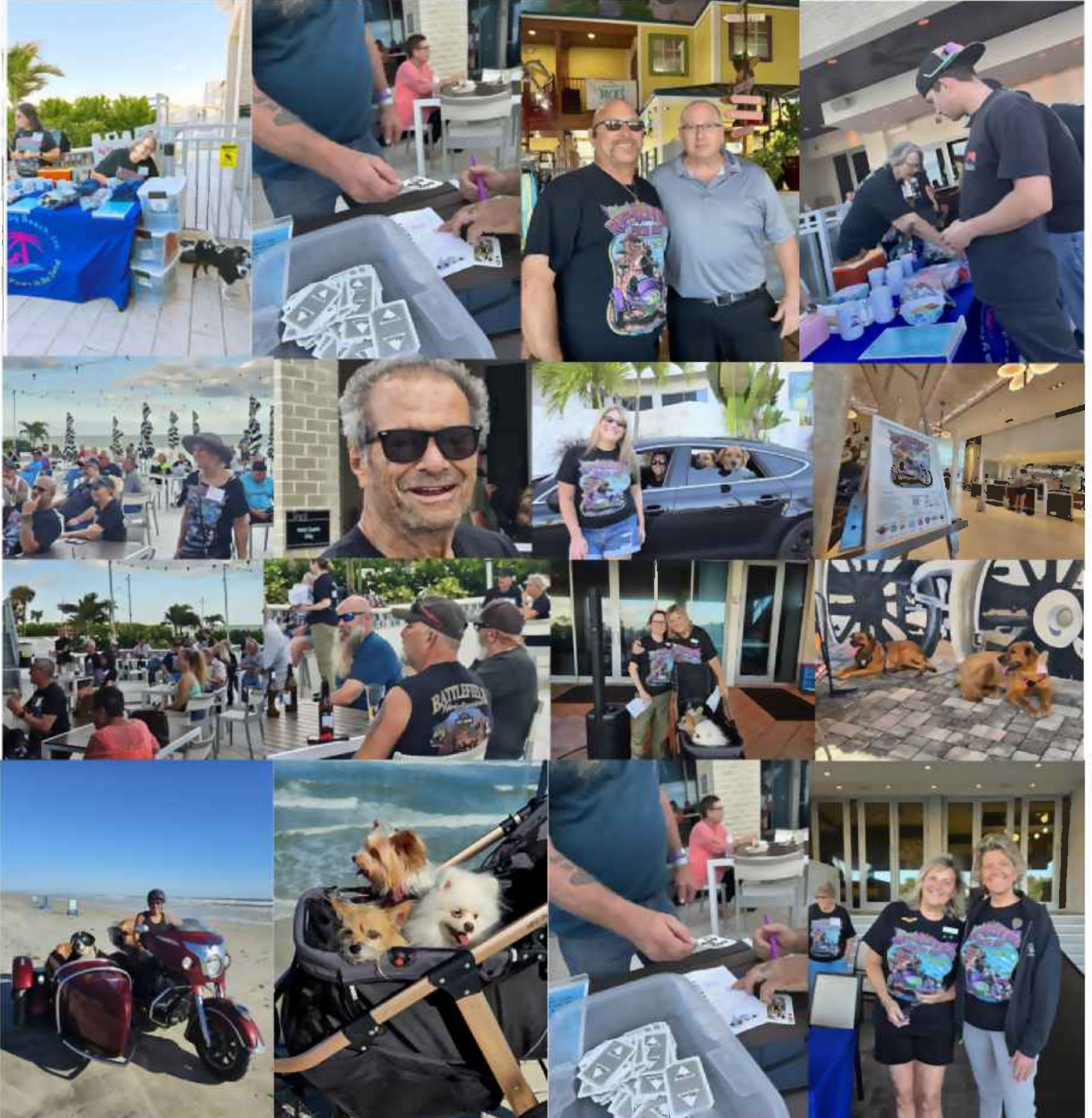
Ride Sponsor

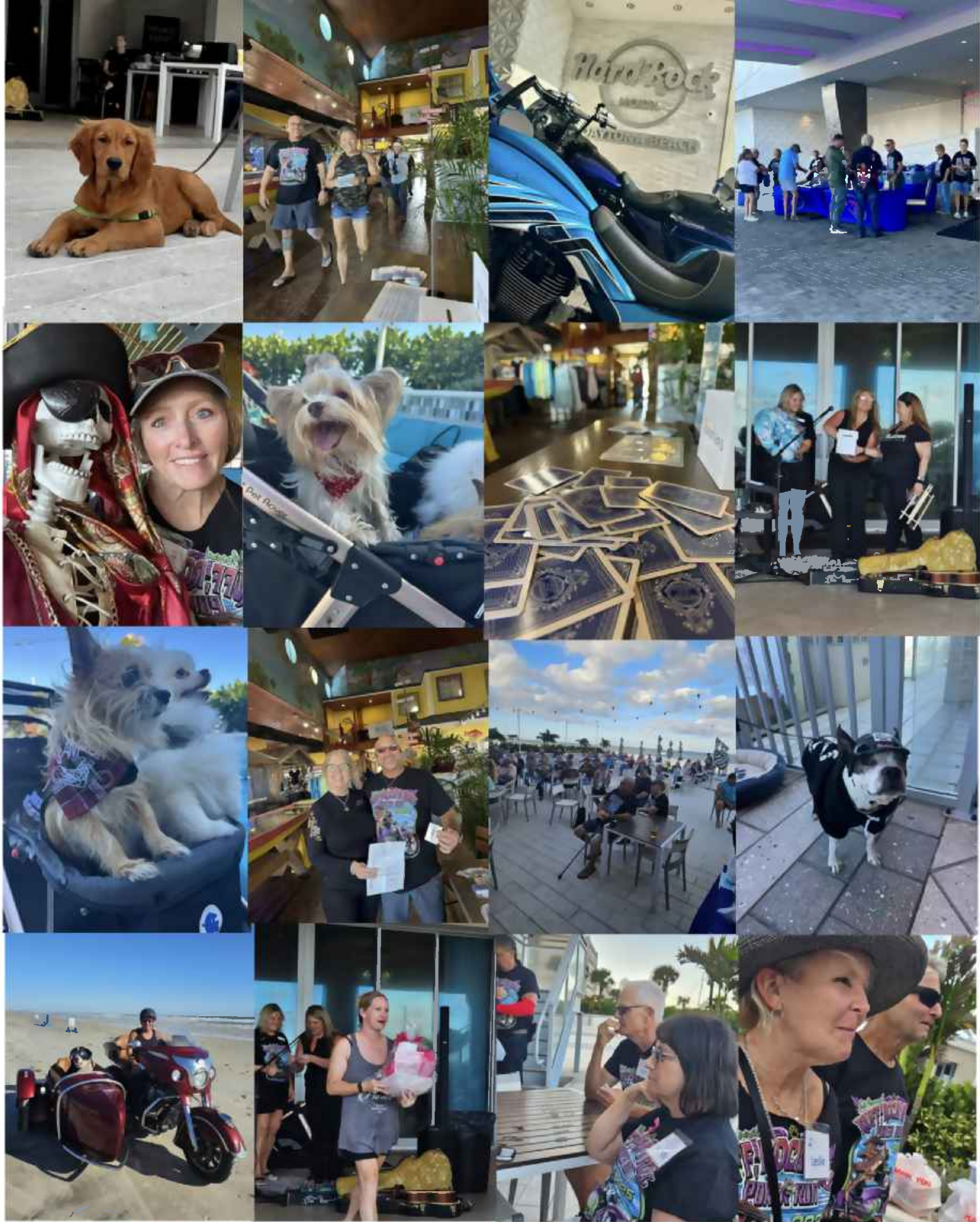


RIDE STOPS



We Had a “Ruff, Rock & Roll” Poker Run Pawty





Daytona Dog Beach

In May of this year, Volusia County Council voted unanimously to consider a dog-friendly stretch of beach in Daytona Beach. They instructed county staff to work with our organization on this opportunity. We worked with county staff to provide our input, which is rooted in extensive research and supported by experience hosting the dog-friendly beach in Ormond Beach since November 1, 2023.

On October 7, 2025, Volusia County Council voted unanimously to approve Williams Avenue to Seabreeze Boulevard as dog-friendly. A final vote had to be completed to approve the amended beach code.



On November 4, 2025, the beach code was approved by a unanimous vote of the council. The Daytona Dog Beach will open on December 1, 2025.



As we committed, we paid for all required doggie bag dispensers, signage, dog bowls and the annual supply of dog waste bags. We also paid for another year's supply of bags at the Ormond Dog Beach. We committed to maintaining the beach with our Paw Ambassador volunteers and continue training new volunteers.

All Dog Bag Dispensers are sponsored, and we await opening day. The official Volusia County Ribbon Cutting Ceremony will take place on December 3, 2025, at 4 pm on the beach in front of the University Parking Lot.

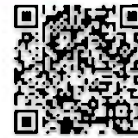
Announcing Our Daytona Dog Beach Sponsors!



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Announcing Our Daytona Dog Beach Sponsors!



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



Liebchen & ZoZo
Leslie Lee & Warren Ziebarth




**NANETTE
MCKEEL
PETRELLA**

Celebrating Paula Flug

Retirement Announcement: Paula Flug

Daytona Dog Beach Inc. is proud to celebrate the retirement of our Vice President and founding member, Paula Flug, after more than four years of exceptional dedication and service.

Paula has been with us from the very beginning – shaping our mission, building our foundation, and helping turn the dream of dog-friendly beaches in Volusia County into a reality. Her leadership, passion, and tireless commitment to our community have touched every milestone we've reached.



While we will miss her deeply on our board, we are incredibly grateful for all she has given to this organization. Paula leaves behind a legacy of compassion, hard work, and meaningful impact that will continue to guide Daytona Dog Beach Inc. far into the future.

Please join us in thanking Paula for her outstanding service and wishing her the very best as she steps into a well-earned and happy retirement. Congratulations, Paula – and thank you for everything!

Community Partnership – Children



Join the "Daytona Dog Beach Ducks" team for the third consecutive year in "The Great Daytona Beach Kiwanis Duck Race" and be part of creating a brighter future for local children's charities and Daytona Dog Beach Inc. By adopting a duck, you'll not only be supporting a great cause, but also becoming eligible for exciting prizes – a true win-win-win!

**SUPPORT DAYTONA DOG BEACH, INC.
ADOPT A DUCK, HELP A CHILD!**

SCAN QR CODE
TO ADOPT A DUCK
TODAY!

Support the Daytona Dog Beach Inc. by adopting a duck today. Come join the excitement as we dump 10,000 ducks into the Halifax River and watch them race to the finish line!

Cash Prizes: 1st Place \$2500, 2nd Place \$1000, and 3rd place \$500!
You do not need to be present to win.
This will be a fun, community-wide event with food, vendors, music, and kid activities.
Scan the QR code above or visit the link below for more information!

Thank you to Our Sponsors!

Kiwanis

JANUARY 18TH 2026 • 11 AM - 3 PM
RIVERFRONT ESPLANADEARK, DAYTONA BEACH
DUCKRACE.COM/DAYTONA BEACH

Community Partnership – Education



International Academy – Dog Grooming Program



We were honored to speak to the students at the International Academy Dog Grooming Program on 9-22-2025, about our non-profit's journey, and to introduce volunteer opportunities available through our Paw Ambassador Program. Our parting message to the students was one of empowerment: every individual has the potential to drive positive change and contribute to a better community. And together we can achieve even more.

Thanks to Susan Pirolo for the invite and to all for such a warm welcome and engaging discussion. Look forward to partnering together to advance our community as a Pet Friendly Community. Special shout out to Mez Varol for the engaging conversation. It was truly appreciated.

If you're a dog lover passionate about pampering our four-legged friends, your journey begins at International Academy. They are delighted to offer this 600-hour program designed to be your pathway to a career in dog grooming.



Volusia County High Schools

Daytona Dog Beach Inc. is now partnering with Volusia County Schools and is able to provide volunteer opportunities for high school students. Our nonprofit tracks hours for those who might be pursuing community service hours for scholarships or other opportunities that require or acknowledge them.

Students will be able to fit their volunteer time into their school, extracurricular and/or work schedules, providing lots of flexibility. We also encourage volunteering with friends or family, although that is not mandatory.

Our initial volunteer options revolve around beach cleanups, but we hope to expand options to include other needs within our nonprofit.

Volunteer with Daytona Dog Beach, Inc.

Are you passionate about pups and protecting our beautiful beaches? Daytona Dog Beach needs YOU! Whether it is helping at events, keeping our shoreline environmentally sound, or spreading awareness, your support makes all the difference.

Volunteering is fun, rewarding, and a great way to connect with fellow dog lovers in our community. Plus you'll get plenty of tail wags and happy barks in return.

We track volunteer hours and will work with you to meet community service requirements. For questions, email volunteer@daytonadogbeach.org or go to www.daytonadogbeach.org.

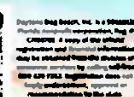
The Volusia County Schools Board is not affiliated with these activities. Participants in this program are not paid, nor are they compensated for any services. Participants are responsible for their own transportation to and from the event.



Volunteer alone or with others, depending on personal preference and your schedule.



What's required?



Sign-up here.

volunteer@daytonadogbeach.org

Education, Business and Non-Profit Collaboration on the Beach



On September 26th, we partnered with the students of Academic Oasis, the Central Florida team of Pets Best Insurance and Hard Rock Daytona to host a beach clean-up on the shores of Daytona Beach.



The students implemented their "Protect Our Beach" plan of environmental stewardship of our beaches.



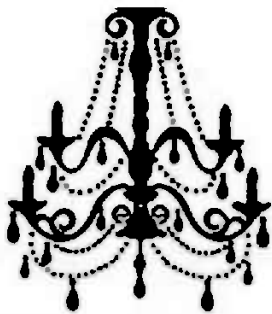
Pets Best Insurance joined us as part of their company's 20th anniversary, which included a group volunteer day.

Participants wrapped up the morning at Hard Rock Daytona for refreshments, snacks and prizes.

In-Kind Sponsors are Paw-some!



DAYTONA BEACH



Nicole's Beach Street Mall

Eclectic Furniture & Home Decor



Racing's
NORTH TURN
Beach Bar & Grille
#1 Oceanfront Dining

About Us

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.



Daytona Dog Beach, Inc.

Founded 5-5-2021

1288 BelAire Drive, Daytona Beach, FL 32118

Email: info@daytonadogbeach.org www.daytonadogbeach.org

Trash Removal from Beaches!



From 11/1/2023 - 10/31/2025, our volunteers have collected 9,512 pounds of refuse from the shoreline along our Ormond dog-friendly beach.

When combined with the pounds gathered during multiple other beach cleanups, a grand total of 11,038 pounds of litter has been banished from our beloved beaches since July 2021.

Our Paw Ambassadors and their pups are looking forward to walking the beaches together, cleaning up the new dog-friendly beach in Daytona.

Please join our volunteer team and become a Paw Ambassador. Friends, Free Shirts, Fun Incentives, No Pressure, On the Beach, With or Without a Dog!

info@daytonadogbeach.org



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 sponsorship depending on your needs, interests and budget. Please contact us at info@daytonadogbeach.org for additional information.