



# NEWS & EVENTS

Volume 4

Issue 1

## Inside This Edition

**NEW MEMBER  
ANNOUNCEMENTS**

**RIBBON CUTTINGS**

**MIXERS**

**LOCAL BUSINESS  
PROMOTIONS**

**EVENTS CALENDAR**



**Women's  
Leadership Council  
Monthly Mtg.  
Thursday, January 23  
8 am.**



## Seminole Chamber to host drive for Business, Marketing and Membership Beginning Jan. 14

On Tuesday, Jan. 14, from 7:30 am. to noon, the Chamber will host the program put on by the Oliver Group LLC, from Punta Gorda. Rob and Kate Oliver are professional marketing and training experts, who travel the country, conducting meetings and seminars to a wide variety of businesses, groups and organizations.

A sample of the topics they will cover in this seminar are:

- The Danger of Playing "Follow the Leader" and How to Avoid It
- The Most Important Number You Must Know to Grow Your Business
- Three Secrets to Increase Your Sales and Profits
- Email and Direct Mail ABC's

The seminar will begin a month's long membership drive with some incredible incentives being offered to businesses that join between Jan. 14 - Feb. 27.

## Meet the Board!

During an Installation luncheon on December 19, the new board was installed: Seated, from left, are Eva Jones, chair-elect; Victor Adamo, chair; Nancy Giles, immediate past chair; standing, Sandy Hartmann, secretary; Marianne Fisher, Dr. Jim Olliver, treasurer; Don Bates, Phil Crow and Dean Doulou. Not pictured: Paul King, Diane Luttmann and Gary Malanowski.



Photo by David Hanko

Timothy C. Schuler, General magistrate, Florida's 6th Judicial Circuit officiated.

## Chamber Office Info

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**Notary Services Available**

## Mr./Ms. Seminole Awards Banquet Coming Soon Do you know someone qualified?

For nearly 50 years, the Seminole Chamber of Commerce's annual **Mr./Ms. Seminole Award** has honored those with a history of significant commitment to giving back to the community. The selection committee, chaired by the current Mr. Seminole, Gene Stern, is encouraging nominations for not only Chamber members who may be worthy, but others in the greater Seminole area, who have made a longtime positive impact through their business, civic, fraternal or other volunteerism.

The winner's name will be kept secret until the award presentation is made at the banquet on Saturday, March 1, at Holiday Inn Harbourside in Indian Rocks Beach. The evening will begin with a social time at 5:30 pm. Cost is \$50 per person which includes dinner. Other awards: **Boss of the Year**, **Business of the Year** and **Merit Award** also will be presented at the banquet. Nomination forms are in this newsletter and are available at the Chamber office.

## CHAMBER HAPPENINGS



**Gretchen's Gatherings**  
Chamber Chief of Operations

### Give Honest, Sincere Appreciation with Thank You Notes

"Your presence is my present" - you probably have heard this expression before, and it certainly rings true during the holidays, when the appreciation we express comes as much from the sentiment behind the gifts, as the material things themselves. And how about all those holiday functions we attended? The hosts surely would like to hear their event was a success. At any rate, it's time for many of us to write those thank you notes, so on that subject, I thought I would share some sage advice furnished by the Dale Carnegie Group.

Use this 6-step formula as a sure-fire method of expressing appreciation in a written note.

1. Greet the Giver: Dear Mr. and Mrs. Smith OR Dear Jamie. It seems like an obvious point, yet many people will begin a note with "Hi" or even omit the greeting.
2. Express Gratitude: Thank you so much for the book. The key is to keep it simple and specific.
3. Discuss Use: I started reading the book immediately and have found many great ideas already.
4. Another Thank You: Thank them again for the gift. It's not excessive to say thanks again.
5. Complimentary close: Wrap it up with a close that expresses your final thought: Regards, All the Best, Sincerely, Gratefully, etc. Then sign your name.
6. Send it: Even if your colleagues and acquaintances are not of the note-writing variety, be the one who sets the precedent.

It is a good practice to write thank you notes in a timely fashion, but sometimes we get busy and don't attend to it right away. It is never too late to express thanks, but when there is a delay, we must be a little creative about the message, writing something like, "By the way, the book you gave me last year has become one of my favorites, and I often refer to it." Applying simple aspects of business etiquette goes a long way in establishing our professionalism, which builds our confidence and comfort in business settings.

*Gretchen Wells*



**Roger Edelman**  
Chamber President

As we move into a new year, I'm constantly reminded of just how lucky we are to be living and working in the greater Seminole area.

Not only do we have wonderful weather, live close to some of the best beaches in the country, have great schools and an outstanding college, we are blessed to live in a city run by professionals with great understanding and foresight toward the future.

Our economy is strong and getting stronger, as evidenced by some of the major developments both in process, as well as, in the planning stages. The Bay Pines development is well under way, and with the Seminole Mall project on the horizon, we are poised to see a dramatic change as to the look and feel of community.

Along with these two major projects, we will see many additional businesses relocate to the our area. In 2014, and become part of this outstanding community.

The Chamber is working closely with the city and will be an integral part of the future and growth of the business community, as we move forward into a brand new and exciting year.

As always, we welcome your thoughts and comments as we work together for a betterment of the entire Seminole area.

*Roger Edelman*

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**"YOUR SMALL BUSINESS IS RIGHT AT HOME!"**

394-BANK



## CHAMBER HAPPENINGS



New Fire Chief to speak at Women's Leadership Council Thursday, January 23, 8 am. ~ Chamber Conference Center



Seminole Fire Chief  
Heather Burford

### Take Your Business To the Next Level!

Sam's Club and Score will present free a "Grow Your Business" Workshop on Saturday, February 8, from 8 am. to 3 pm. at the Epi Center, 13805 58th St. N., Clearwater. A continental breakfast and light lunch will be provided. This is a one-day fast track program for existing small businesses to learn and develop new strategies for growth. Space is limited, so reserve your seat by registering at [www.bit.ly/growyourbusinessworkshop](http://www.bit.ly/growyourbusinessworkshop)

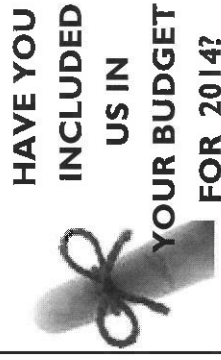
### Welcome New Member!

**Meineke Car Care Center**  
Frederick Fenk  
8478 Seminole Blvd.  
Seminole, FL 22772  
727-392-1962

[meineke2408@verizon.net](mailto:meineke2408@verizon.net)  
[www.meineke.com](http://www.meineke.com)

**REMEMBER....**  
ALWAYS DO BUSINESS FIRST  
WITH YOUR LOCAL CHAMBER  
BUSINESSES!

*Greater Seminole Area Chamber of  
Commerce & LocalShops!*



### Free Education Seminar and Skin Cancer Screening For All Chamber Members!

Armstrong Dermatology will be hosting a free information seminar and skin cancer screening by their professional staff on **Thursday, Feb. 6, 5:30 pm.** at the Chamber Conference Center. Refreshments will be served. Due to limited seating, please make your reservations now at: 727-392-3245

### Vardy & Company CPA'S

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8600 113<sup>th</sup> Street N.,  
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### **Resolution for 2014: Keep Walking ... Start Running!**

The 21st Annual Seminole Stampede 5k & 1 mile Family Fun Run Saturday, March 22, is an incentive to be more active & healthier In the new year. You can save \$5 with early registration.

[www.active.com/seminole-fl/running/distance-running-races/21st-annual-seminole-stampede-2014](http://www.active.com/seminole-fl/running/distance-running-races/21st-annual-seminole-stampede-2014)



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### **It's About Family and Community Porpoise Pub raises \$5,000 for Pinellas children in a single day!**

The Porpoise Pub has been an icon in Seminole since the 1950s. It was the original beer garden and remains still today, *The Suncoast's Most Unusual Drinking Establishment*. Throughout the years, the Porpoise Pub has made many contributions to the community and charities.

Today's Screwie Louie's Porpoise Pub is no exception; raising money for charities and families-in-need remains amongst the top priorities of the old time pub.

In 2013, Screwie Louie's Porpoise Pub had many successful charitable events, including the Christmas **Toys for Tykes** benefit, hosted by Louis Falco, *owner of the Porpoise Pub*, T.J. Sutton, *President of the Suncoast Brotherhood*, and John Sullivan, *10 year organizer of the annual children's charity event*. On Dec. 8, in a single day, the **Toys for Tykes** benefit at the Porpoise Pub raised \$5,000 for Pinellas County Foster Children's Association and together with the Suncoast Brotherhood Toy Run event, these gentlemen and their organizations raised combined \$15,000 for Pinellas County foster children this Christmas.