



SEMINOLE CHAMBER CHATTER

MARCH 2009

Volume XVII Issue 5

Upcoming Events/March 2009

Together We Will Shine In '09!!

Tues 10th City Council, 7:00 p.m., City Hall

Wed 11th Business Education Workshop
SPC Seminole campus, 7:30 a.m.
TLC Building, Rm. 108

Wed 18th Chamber Board Meeting,
7:30 a.m. Chamber Office

**Thurs 19th Chamber Luncheon
11:30 a.m. Banquet Masters**

Tues 24th City Council, 7:00 p.m., City Hall

Wed 25th Business Education Workshop
SPC Seminole campus, 7:30 a.m.
TLC Building, Rm. 108

Community Events:

Blessed Sacrament Carnival

Friday March 6 to Sunday March 8
11501 66th Ave. N., 391-4060

Seminole Pow Wow Festival

March 13, 14 and 15. Festival Kick-Off party benefiting "All Children's Hospital" is Saturday, March 7. Tickets are \$35 per person. For more information, call Jim Sheets at 391-8345. Community Parade is Sat., March 14, 10 a.m.

Seminole Stampede: April 11
Tribute to Teachers Breakfast: April 23
Multi-chamber Expo: May 8 & 9

Chamber Office Info

Address: 8400 113th St. N.

**Mailing Address: P.O. Box 3337
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gretchenc@myseminolechamber.com

Tammy Bibelhauser:

tammyb@myseminolechamber.com

Dr. Carl Kuttler, SPC President, to Address Seminole Chamber at monthly Luncheon



The Chamber will meet for its monthly luncheon Thursday, March 19, 11:30 a.m. at Banquet Masters, 8100 Park Blvd. Dr. Carl Kuttler, SPC President, will be the guest speaker and give an update on the college activities and properties, including the joint venture between city and college for the improvement of "Hurricane Hole" near Bay Pines VA Hospital. Advanced reservations and payment (\$12 per person) appreciated. Please call the Chamber office at 392-3245.

Chamber to Launch Membership Drive

The Chamber Board of Directors may be calling upon you to serve on a Membership Drive Team with the purpose of recruiting new members. There will be prizes for the teams who sign up the most new members. "We want to generate some excitement and have fun, while recruiting more business people to our Chamber," said Membership Chair Bob Holtzman. To volunteer, please e-mail Bob at reholtz4@gmail.com



Ready To Work, President Paul Ziegler Rolls Up His Sleeves

At the Seminole Chamber Luncheon Feb. 19, President Paul Ziegler laid out a business plan for the year. Wielding a hammer and donning a hardhat, Paul said this is the time to use all of our tools and build on our Chamber's success stories. He

sited recent examples: Practical Entrepreneurial Academy, Employability Workshop, Business Education Workshops, and Business Assistance Partnership program (BAP). Paul referred to the Schaprio Study Group, which surveyed consumers and from their sampling found that if a business belongs to a Chamber of Commerce, customers are 44% more likely to think favorably of it, 63% more likely to purchase goods/services, and 29% more likely to believe the company uses good practices.

Applauding the Board of Directors and Chamber Staff for their assistance, Paul said our Chamber started the year with a balanced budget (special thanks to Treasurer Dr. Jim Olliver), and is taking a hard line to curb expenses. The Board is exercising tighter project control in order to stay focused on the Chamber's goal of improving our local economy; however, the Chamber will continue to support projects that are meaningful to the community overall, such Tribute to Teachers, April 23.

SEMINOLE CHAMBER CHATTER

Five Recession

Pitfalls to Avoid

1. Cutting Expenses Too Slowly
2. Maintaining the Same Product and Service Mix
3. Cutting Marketing, Instead of Focusing on Marketing
4. Lacking Systems to Free Up Your Time
5. Keeping Everything to Yourself

For more information visit

www.scorepinellas.org



HAPPY 10TH ANNIVERSARY!

First Home Bank at 9190 Seminole Blvd. recently celebrated its 10th year of operations on Feb. 10 as the city's only locally-owned bank.

Jimmy Johnson, Seminole Chamber Executive Director/Mayor, congratulated the Board of Directors. First row, from left, are Jimmy Johnson, George Donovan, Dr. Claude McMullen; second row, Jeff Forbes, CEO; Dennis DeLoach; Billie Barger; Larry Cunningham, Pres./COO; and Robert Castles. Not pictured Charlene Jasmin, SVP, CFO.

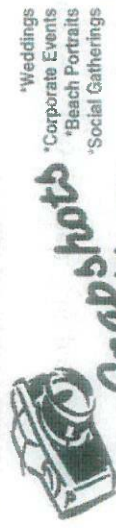
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Open House Station 29

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Sunday, March 8
Noon to 3 p.m.

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- Free Food & Drinks
- Learn about Fire & Injury Prevention
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Chamber President's Column By Paul Ziegler

Think Like Harvard

"Think Like Harvard" is an expression I first heard in 2007 at a seminar for volunteers who were involved in raising funds for non-profits. It was intended to inspire anyone in a fund-raising capacity to think big and have no small dreams in doing that work. The meaning of those three words stuck in my mind and it is a great slogan to apply to the way we approach our own business. You can expand the meaning to work smarter, work creatively, plan carefully and work with quality in addition to thinking big. That's how your Chamber is approaching this year. As I have mentioned in my previous column, we are doing exciting things and we will soon select a vendor to help us create a new multi-functional web site designed to market not only the Seminole Chamber of Commerce, but the great City of Seminole, as one of the best places in Pinellas County to live and operate a business.

I recently attended the Pinellas Park/ Gateway Chamber annual dinner and they have a similar "Think Like Harvard" attitude toward this year. They also see current economic conditions as an opportunity to try new ideas. I wish President Kenn Brown, along with Chairman of the Board Housh Ghovaei, well in carrying out their plans. It was good to hear that Dr. Jeanne Creech was recently hired to run the Business Assistance Partnership (BAP) program for the Pinellas Park/ Gateway Chamber. She gave a report on the purpose and need of the program, which is much greater now according to research she completed on 380 businesses in the Clearwater area. Retaining businesses, or in other words keeping businesses in business, will be a major objective of the program this year, according to Dr. Creech.

With the help of BAP specialists, several businesses can be saved by the knowledge offered through the program. We are fortunate to have our own expert, Gretchen Cain, who is responsible for the BAP program in the Seminole Area. Gretchen has administered the program for 7 years and is available to any business that needs advice from writing a business plan to how to market products and services. Contact Gretchen if you want to "Think Like Harvard" for your business.

Upcoming events: Plans are well under way by the City for the 41st Seminole POW WOW. Several Chamber members will be involved and we hope you will come out for the weekend events March 13, 14 and 15. For your calendar, please mark down Saturday, April 11, 7:30 a.m., for a bigger Seminole Stampede run combined with the First Baptist Church of Seminole's Easter Egg Hunt at Walsingham Park. It is preceded by a Chamber Mixer/Stampede kick off party on Thursday, April 9, at Jim Gradin's Cardio Karate. Last, but certainly closely linked to the path to Harvard Thinking is Tribute to Teachers that is being organized by several volunteers from the community, led by Jean Campbell. It will take place on April 23rd at 7:30 a.m. at Seminole Middle School. The community and our Chamber will honor educators that have a direct impact on our children that are being taught to "Think Like Harvard" in their daily lives and future businesses. Have a good month everyone.



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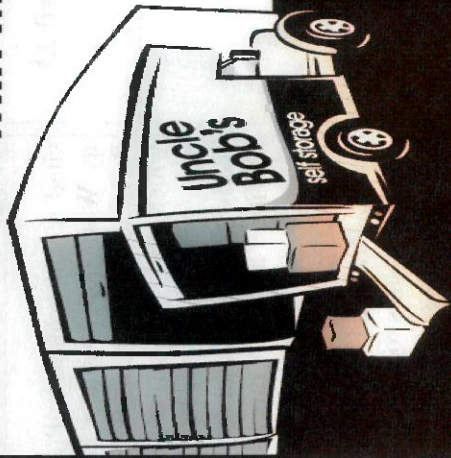
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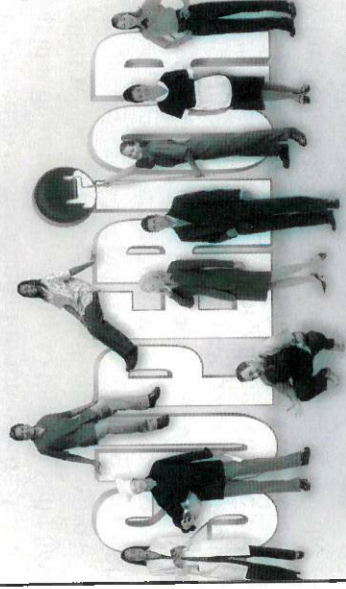
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More on "Re-Tooling" the Seminole Chamber ...

Chamber Secretary Dan Berard shared information at the Chamber luncheon that he has created spreadsheets of our Chamber projects, and set up a computer work station at the Chamber office, so project chairs can input data and send e-mails.

Vince Palmer of CMIT Solutions gave a testimonial, regarding his experience as a student in the Chamber's new Practical Entrepreneurial Academy: "I graduated

from the Entrepreneurial class in August, was awarded a CMIT Solutions franchise in September, and opened my business in October. Now, here it is February, and I'm still building my business up. I attribute my success in a down economy from what I was taught by Eric Engel at the Entrepreneur class at St. Pete College, Seminole Campus, and organized by Gretchen Cain of the Seminole Chamber."



Dan Berard



Vince Palmer

Spring Fling Multi-Chamber Trade Show

Friday & Saturday, May 8, 9 Both days 9 a.m. to 5 p.m.
\$50 for 5-6 ft. tables \$60 for 8 ft. tables
Electricity \$25 Reserve Your Space Now
Call the Chamber office at 392-3245



Nancy Giles

Learn & Have Fun! Chamber Business Education Workshop Programs Ahead

Meetings of the Seminole Chamber's Business Education Workshops are on the second and fourth Wednesday of the month, 7:30 a.m., St. Petersburg College, Seminole, TLC Building, Room 108. The presenter for March 11 will be Seminole Chamber Member Dick Ardavanny, who will address "How to Optimize Sales By Participating in Trade Shows" (in preparation for the Seminole Chamber's Multi-chamber Expo on May 8 & 9). Chamber Board Member Nancy Giles will present Business Speed Connections (sort of like speed dating) March 25. These are opportunities to exchange business cards that will produce leads, but foremost are workshops to facilitate learning. Participation is one of many intangible benefits of being a Chamber member. Enjoy the free coffee, camaraderie and fun!



Dick Ardavanny

41st Annual Seminole Pow Wow Festival & Parade

Activities March 13-15 at the Holland G. Mangum Recreation Complex, 9100 113th St. N. Parade, Saturday, 10 a.m.
For a complete schedule of activities visit www.powwowfestival.com



Registration Now Available:

Seminole Stampede 5k and 1 mile runs
& Family Easter Outing
Saturday, April 11, 7:30 a.m.
Walsingham Park

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SEMINOLE CHAMBER CHATTER

Congratulations, "Princess Marty"

Mrs. Martha Mohn, Ms. Seminole 1995-96, and the unofficial Matriarch of Seminole, has a new title. She was recently named one of six princesses to the Queen of Hearts' royal court at the 51st Ball that took place Feb. 7



Her Majesty arrived at the ball in a chauffeur limousine, with rose in hand

at the Hilton Grand Ballroom in downtown St. Petersburg. This was a fund-raising event for Creative Clay Cultural Arts Center and Sun-coast Voices for Children Foundation. Marty, the only Princess from Seminole, was chosen for her community contributions. Her resume was submitted by the GFWC Pinellas Woman's Club, of which Marty is a charter member and officer, Boley Angels Auxiliary and Alpha Mu Sorority of Beta Sigma Phi. Marty is the owner/operator of Lewis W. Mohn Funeral Home & Cremation Service in Seminole and has been an area resident since the 1950's.



Receiving his Seminole Chamber membership plaque from President Paul Ziegler is Eric Engel, Executive Director of **Ketchcom Development, Inc.**, P.O. Box 2091 St. Petersburg, FL 33731 727-823-5809 info@ketchcom.net www.ketchcom.net

Eric is the course instructor for the Practical Entrepreneurial Academy at SPC, which will resume this summer session.

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SEMINOLE CHAMBER CHATTER

Chamber Champion: Jacob Valintine

The Seminole Chamber's Membership Roster is expected to see a boost this year, and it could be attributed to a special mailing campaign that Jacob Valintine is spearheading. The mailing is designed to let all businesses in the Seminole area know about our Chamber and its benefits to members. Additionally, Jacob, owner of



Henry Hlas, Chamber Champion Chair, with Jacob Valintine

Unique Dream Promotions Inc., has created a chart as visual aid to measure membership, which will be displayed at the luncheons.

As chairman of the Ambassador Committee, Jacob looks forward to greeting members and guests at all of our Chamber functions. He is currently serving his first term on the Board of Directors and is involved in the promotion of upcoming projects the Seminole Stampede, April 11, and Multi-Chamber Expo, May 8 & 9. Way to go, Jacob!

Jimmy's Gem: Jim Sheets



Jim Sheets, Seminole Recreation Director, is shown at the kickoff party of a previous Seminole Stampede with a couple of runners picking up their pre-registration packets, including t-shirts. Jim has consistently helped Jimmy Johnson prepare for this Seminole Chamber fund-raising event for the past several years. "We really appreciate Jim's knowledge as an experienced runner. He has helped us tweak the Stampede, so that it will be more fun for the participants," said Jimmy. This year, Jim Sheets helped lay out a new race course, which he says, is sure to challenge those signed up for the 5k and 1-mile runs.

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EMPLOYABILITY WORKSHOP A SUCCESS

The original intent was to have a job fair. Realizing that employers would not attend (there are no jobs for which to apply), Seminole Business Assistance Partnership Specialist (BAPS) Gretchen Cain switched gears. Working with Seminole First Baptist Church, the City of Seminole and Juli Garisto, Certified Workforce Professional, an "Employability Workshop" was scheduled at the Seminole Chamber office on Saturday, Jan. 31 from 10 a.m. to 3 p.m. Pointers were given on "How to Interview" "Dress for Success," "Write A Resume," and "Fill Out Job Applications," "How to Keep A Positive Attitude" through the Job Seeking Process and "How to Network & Stay Marketable." There was time set aside for discussion purposes and personal sessions.

Although the workshop was not intended to fill job positions, Julie Garisto, Certified Workforce Professional, and Ms. Pat Mickanus, from the City of Seminole HR Department, volunteers from Seminole First Baptist Church and Seminole Chamber members, such as Marilyn Steulke, were on hand to offer resources. A representative from the Census Bureau was invited but did not attend. In lieu, materials were offered to give information on temporary jobs, working for the Census Bureau. For those who missed out, the Employability Workshop will be repeated in the near future.



Jim Harrington, left, and Pastor Mike Mott, right, encourage job seeker Barry Hart, to stay positive amidst negativity.



Juli Garisto and Jimmy Johnson talked about "How to Make the Most of Your Job Search."



From left, Seminole Chamber Member Marilyn Steulke, left, helped participants tweak their resumes; Gretchen Cain led session on networking; Pat Mickanus, "Do's And Don'ts During An Interview."



Nevis Herrington, Seminole First Baptist Church and St. Petersburg College, giving a mock interview to Juliana Salamore, architect looking for employment.

Something New! Seminole Chamber Offers Member 2 Member Discounts!
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