



SEMINOLE CHAMBER CHAT

www.MySeminoleChamber.com

Fall 2019

Photo Credit: Linda Burhans "Goodmorning Seminole"
Connecting Caregivers

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Seminole First Baptist Church Turns 50!

Happy 50th birthday, City of Seminole! We just celebrated our 50th anniversary at Seminole First Baptist Church! Started as a mission church in 1956, our church was constituted and officially began in October, 1969. We observed our celebration with a fun weekend of remembering, friends getting together, a family picnic at Lake Seminole Park, a celebration service, and a catered meal afterwards to all who attended.

Seminole Mission began under the leadership and direction of Pasadena Baptist Church. In 1958, property was purchased on Park Blvd. and the name was changed to Seminole First Baptist Church. Fifth Avenue Baptist Church of St. Petersburg took over direction of our fledgling church in 1960 and the first buildings were built in 1961—and are still in use today. After the constitution of the church in 1969, additional buildings

were built in 1972 and 1983. In 1998, the church purchased the old City of Seminole Library and in 2017, we purchased the "Boy Scout Building" on Johnson Blvd.

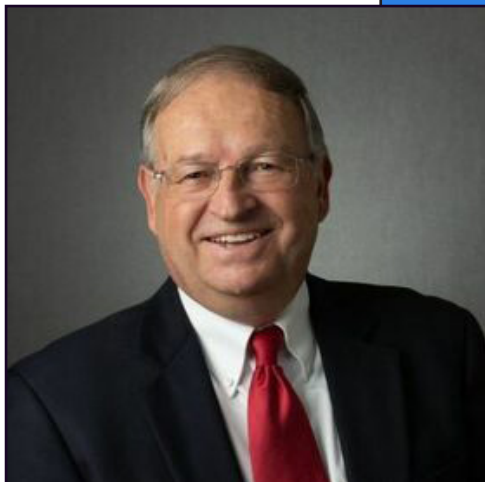
Under the direction of our current pastor, Mike Mott, the church has undergone extensive renovation in the last eight years. Many areas of improvement have been done, including the addition of a porte-cochère and a complete remodeling of our Children's area to make it contemporary and a safe environment for children that attend.

Just as the city has greatly changed in 50 years, so also has Seminole First Baptist Church. So, congratulations on 50 years of growth and expansion to the city and we invite all to come and help us celebrate our 50 years at SFBC.



A NOTE FROM THE CHAIRMAN

DR. JAMES OLLIVER



It has been an honor and a pleasure serving as your Chamber President and Chairman of the Board for 2019. I have been a member of the Board for many, many, MANY years, most of them as Treasurer, and this year has been, by far, the most active and transformative in my long tenure with the organization.

Let's check off the changes/accomplishments:

- A totally new staff.
- An expanded suite of offices and killer classroom and small business center conference room in the brand new Lurie Civic Building on the SPC Seminole Campus. There are already a steady stream of businesses and civic organizations making use of the space.
- An intentional "professionalization" of the Chamber -- hiring a new executive director with significant Chamber experience, reworking the job descriptions to create a "Communications Coordinator" and hiring an individual with great PR and social media skills.
- Creation of much more organized and standardized calendar -- with events scheduled at set times on set days to make it easier for members to remember and get activities on their calendars, e.g., First Thursday after-work mixers, fourth Wednesday breakfasts, etc.). Events this year have generally been the most well run and best attended in years.
- A totally revamped commercial-grade website. We contracted for a professional site with Chamber Nation and the changes have been dramatic. And we're just getting started in harnessing the power of social media to assist our businesses.
- A new periodic workshop on Chamber basics and how to get the most out of Chamber membership and use of the new website. We've labeled it as "Chamber 101." Originally designed for new members, long-time businesses are finding it helpful in educating new staff and reorienting themselves with all the Chamber has to offer.
- Resurrected the "Ambassadors Committee" and identified energized member volunteers to help welcome and mentor new businesses to the Chamber.
- Revised by-laws, both for the Chamber and the 501(c)3 Chamber Charitable Foundation. The latter will afford us the opportunity to secure grants for greater education and training opportunities in the future.

BOARD OF DIRECTORS

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SANDY HARTMANN



A NOTE FROM THE CHAIRMAN

CONTINUED...

- A revived luncheon series, now quarterly, featuring new approaches (like how to effectively use podcasts) and old favorites (like the November Thanksgiving “Gathering of Friends”).
- A new way to invest in the Chamber for our leading businesses -- eleven opportunities to sponsor our premier events (e.g., holiday parade) or series of events (e.g., monthly business breakfasts) packaged in a way that provides resources for the Chamber and great visibility and recognition for these major businesses. (If you're interested ask Tara to give you a copy of the 2020 Sponsorship Packages materials.)

There's much more, of course, but with the new building and the new team you can just feel the energy and promise for the future. Finances are strong, with income from investments covering our lease agreement for the use of the offices in the new building. (Thanks to the Investment Subcommittee for some very fine work on that!)

We are still very much in transition, however. Last minute “fixes” are still being made on the new building and the attractive awning with the new Chamber logo has yet to be installed. We're still tinkering with events and schedules to improve in the new year. But the future is bright, and I am looking forward to handing the reins over to our 2020 President/Chair elect, Dr. Mark Strickland, for what is shaping up to be a fantastic year.

Now all we need is YOU -- your feedback, your ideas, your support, and above all else your active participation in the life of the Chamber. Never is it more true than with our Chamber: you get out of it what you put into it. Just ask those members who have gotten involved! Thanks for making this a GREAT Chamber for a GREAT community.



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Networking: Never Easy...But Worth a Committed Effort

By Jo Ann M. Colton, JM Colton Communications & Business Solutions
Seminole Chamber of Commerce Member

Did you ever dream about what an entire workforce of people could do to network and promote your business, if you had the monies to employ them? Assuming that your business cannot support your dream, generating new leads; building your customer base; and increasing your company's revenue can still become a reality...

In all the years I have been in business there has always been some confusion in business circles relating to the meaning of "networking" and "leads." Some people think networking groups and leads groups are synonymous—but they are not.

Business Networking is the overall process of interacting with others to exchange information, develop professional contacts, grow your business, and build your revenue stream. Networking groups per se are usually comprised of multiple members in every business industry and category imaginable. Leads groups, however, often meet at the same place each week within a non-competitive meeting environment that allows only one member per business category/industry and encourages leads and referrals be generated by and through each member to one another.

As business owners/business representatives, we are always looking for ways to expand our business reach. So if someone were to tell you of a business networking direction that could, for a nominal monetary investment, provide you with: a website and Social Media presence, a method for brochure distribution, referral services, and opportunities for advertising sponsorships and business-to-business collaboration, all of which can elevate your business earning potential—I am sure they would have your ear. If you are curious to find out more, I will tell you. But, first let me say that sometimes the answers to our questions are right before us and yet we fail to see them...


The answer, my friends, is the Greater Seminole Area Chamber of Commerce, a stellar example of a highly successful "networking" organization—and more. If you are already a member, perhaps you are now asking yourself how your networking efforts can become more fruitful. If so, let me say that the answer depends on you. The input/output factor of membership suggests that what you reap from your membership in any organization depends on how much effort you put forth.

Networking can be challenging and exhausting and there is no doubt that your efforts might not always be productive. In that case, maybe it is time for you to ask yourself "why." Review your game plan and, if necessary, try a different approach.


According to American author Lewis Howes, "Effective networking isn't the result of luck — it requires hard work and persistence."

Take an active role in your Greater Seminole Area Chamber of Commerce and avail yourself of all the resources it has to offer. Don't just pay your annual dues; maximize your membership by getting involved and attending mixers and other Chamber events. People like to do business with people they know, like, and trust. Allow your face to be seen and your voice to be heard. Let the Greater Seminole Area Chamber of Commerce be your "Cheers,"... a place where you are recognized and everyone knows your name!

—
Jo Ann M. Colton, the owner of the Seminole-based JM Colton Communications & Business Solutions, is a business services and marketing consultant for small businesses who also conducts business-related seminars and workshops. Likewise, Colton, a journalist/published author, provides literary services to aspiring writers and conducts seminars and workshops relating to the art of writing. Visit her website (www.jmcoltoncommunications.com) or call her at: 303-993-9211.



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Interested in
sponsoring a
Chamber event?

Give us a call:

(727) 392-3245

- December 5TH** 1st Thursday Networking Mixer & Toy Drive
5-7 PM | BB&T
- December 8TH** "Bright Before Your Eyes" Holiday Night Parade
6:30 PM | The Chamber
- January 14th** Quarterly Luncheon: Installation
11:30 AM | SPC-Seminole Conference Center
- February 22ND** 34th Annual Awards Banquet & Mr/Ms Seminole Award
"Mad Hatters Ball"

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EVENTS RECAP



Grand Opening & Ribbon Cutting The Greater Seminole Chamber of Commerce moved into the Lurie Civic building in late September, following a remarkable Ribbon Cutting Ceremony held September 10. The turn out was great, with guests including the generous donors who funded the project. These donors included Dr. and Mrs. Edward Lurie and son Michael Lurie, the City of Seminole, Mayor Leslie Waters and members of the city council, County Commissioner Janet Long, and President of St Petersburg College Dr. Tonjua Williams. The Lurie Civic Building will house the Chamber of Commerce and the Visit St. Pete Clearwater Visitor Center, while also being available for use by the civic clubs of Seminole and chamber members.



1st Thursday Networking Mixers Our mixers have been well attended throughout the year. Over the past few months, members such as Flooring America, Barnhorn Financial, Seminole Lanes, and BB&T have taken advantage of hosting this event. They are a great way to connect to other businesses in the community, network with fellow chamber members and members of the community, and generate new business. We are currently scheduling 2020 1st Thursday Networking Mixers, so if you would like to get fellow and potential chamber members and customers in your business for a relaxed networking event, Mixers are the way to do just that!



Business Breakfasts Business Breakfast's act as training and informational seminars, while you get to enjoy a good breakfast. They have been a great success this year with even greater topics that appeal to business owners and managers. Topics over the past few months have included Grow with Google, Understanding Today's Advertising & Marketing Strategies, and Tax Planning for Businesses. These classes are a great way to learn about various business-related topics from experts in the addressed field. They are also another great way to network with fellow business owners and managers.

Check out more of our past events and pictures at
MySeminoleChamber.com

2020 Annual Promotional Package

Available now!

We have pre-planned and custom package opportunities!
 The 2020 promotional year is in full swing, plan now!

Introduction

Since our founding in 1963, the Greater Seminole Area Chamber of Commerce has served as the active voice of business in the extended Seminole area. The Chamber helps its member businesses in the extended Seminole area economic development generally, in our community through education, sponsored networking projects and programs, marketing opportunities, and As a membership of local business activities. The Chamber also provides training and supporting a stable and ever-growing area to live and work. The Chamber also highlights members and coordinates with other organizations and area leaders to reinforce the importance of civic engagement in enhancing the quality of life for all of our residents.

The Greater Seminole Area Chamber of Commerce (Chamber) is pleased to present the 2020 Annual Sponsorship opportunities which outline our current sponsorships and marketing avenues available to promote and grow your business.

For the Chamber to continue to grow and better serve the community, we seek your active participation in our programs and efforts. We are confident that your continued effort between the Chamber, our members and the community will continue to increase our membership services and marketing and promotional opportunities for all.

The Chamber continually strives to earn the trust of our members and make the Chamber an integral part of your business.

2020 Annual Promotional Packages

Event Details, Levels, and Marketing Benefits

9200 113th St, Seminole, FL 32772

Mission Statement

The purpose of the Greater Seminole Area Chamber of Commerce is to promote and support new and existing businesses through a wide variety of resources, while building a strong community through civic engagement, outreach programs, and various local events.

Keys to Success

It is You! As a member of our Chamber, your virtual involvement keeps the Chamber running to us with your support, we are able to create that drive community, leadership, business and

Chairman's Circle Benefits

| Commitment of \$10,000 (Only 3 available) | Total Value \$15,000+ |
|--|-----------------------|
| Annual membership (Up to 5 representatives) | <\$600 |
| Named sponsor of a Chamber Tier I event (includes listing & logo on all event materials and banners) | \$5000 |
| Opportunity to speak at Tier I Event | Invaluable |
| Sponsor banner & signage at event | \$125 |
| Chamber Chairman's Sponsor signage at every event | Invaluable |
| Logo and listing as Chamber Chairman's partner displayed in Chamber lobby | \$500 |
| Website banner ad and link on homepage for 12 months | \$500 |
| Listed on all Chamber event marketing materials as a Chairman's Partner | \$2500 |
| Weekly e-blast listing and link in Sponsor area | \$1000 |
| Two tickets to every Chamber lunch & dinner | \$500 |
| Feature article about business in media publication | \$250 |
| Opportunity to host Networking Mixer at business location | \$250 |
| Speaking opportunity at business breakfast (as available) | Invaluable |
| Sponsor listing for all Tier II and Tier III events | \$2500 |
| Team of 4 in the Annual Golf Tournament | \$500 |
| Booth at the Business Expo | \$175 |
| Prime "Placement" at event (where applicable) | Invaluable |
| Two participants in the Seminole Stampede | \$50 |
| 12 exclusive e-blasts | \$300 |
| 1/2 page ad in each Quarterly Newsletter | \$400 |
| Featured in various social media posts | Invaluable |
| Additional opportunities according to Tier 1 & 2 events chosen | |
| Promotional products in event goodie bags (when available) | |

Additional Options

Additional opportunities are available area-wide. If you are interested in additional opportunities that are not feasible for your business at this time, please contact us. We pride ourselves on offering a wide range of include services for our members including both digital and traditional marketing opportunities.

Once you have chosen where you want to be involved and the level which you would like invest, simply fill out form on the following page and return it to the Chamber. Our staff will formulate a sponsor package to be goals.

Other Marketing & Advertising Opportunities

E-Blasts

1 blast: \$25 (16 for non-profit)
 Prices include 1 printing (1000 copies) and 1000 email blasts @ \$250 (1000 for non-profit)

4 blasts: \$75 (50 for non-profit)

Chamber Website

Homepage: \$250
 Membership Benefits: \$100
 Chamber Events: \$200
 Seminole Schools: \$100
 Business Card Ad: \$25
 Newsletter: \$100
 Chamber Website: \$100
 About Us: \$100
 Volunteer Opportunities: \$50

Annual Package Selection

Executive Partner: \$150
 Premium Partner: \$100

Company: _____
 Contact: _____
 Phone: _____
 Email: _____
 Signature: _____

Tier I Events (Executive)

- Seminole Stampede (9 & 10 Run)
- Tribute To Teachers
- Kids Appreciation Day
- Business Expo

Tier II Events (Executive)

- Monthly Networking Mixer
- Monthly Business Breakfast

Tier III Events (Premium)

- Quarterly Luncheon
- Monthly Chamber Luncheon

Sustaining Membership Sponsorships

Annual Gold Sponsorship: \$10,000
 Annual Silver Sponsorship: \$5,000
 Annual Bronze Sponsorship: \$2,500

Annual "Bring Before Your Eye" Holiday Light Parade



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Photo courtesy of St. Petersburg College Writing for Mass Media class, originally published in The Sandbox News, Feb 2014

Hello Chamber Members!
Your Fall Newsletter Is Here!

