

## EVENTS

### Monthly Mixer

**When:** Wednesday, Feb. 25

5:30-7 p.m.

**Where:** TD Bank

1601 W. Boynton Beach Blvd.

Boynton Beach

(561) 742-9110

### Networking Over Easy

**When:** Friday, March 6

8-9 a.m.

**Where:** Friendly's

2258 N. Congress Ave.

Boynton Beach

(561) 735-3350

### Monthly Membership Luncheon

**When:** Wednesday, March 11

11:30 a.m.-1 p.m.

**Where:** Atlantis Country Club

190 Atlantis Blvd.

Atlantis

(561) 965-7700

### Oceanfront Concert Series

**When:** Friday, March 20

6 p.m.

**Where:** Oceanfront Park

A1A, Ocean Ridge

(561) 742-6000

### Winter Business Expo

**When:** Saturday, March 21

and Sunday, March 22

**Where:** Boynton Beach Mall

Boynton Beach

(561) 732-9501

## New board installed at January luncheon



Photo by Sig Bokalders, SigVision Photography

The Annual Recognition and Installation Luncheon was held on Jan. 8 at Benvenuto Caterestaurant in Boynton Beach. Each year, returning and new board members are sworn in. Buck Buchanan has been appointed the 2009 chairman of the board. From left are (front) Glenis Green, Classic Residence by Hyatt at Lakeside Village; Carole Aronson, Renaissance Title of the Palm Beaches; Tracey Diglio, *The Palm Beach Post*; Barbara Barlage, Mary Kay Cosmetics; Nancy Ernst, BankUnited; (middle) Elliott Williams, Communications Resource Management Corp.; luncheon guest representative Amy Ferguson, Compson Associates Inc.; William Marcacci, Cypress Creek Country Club; Devon Coughlan, Conflict Solutions; Calvin L. Cearley, Palm Beach Community Bank; Rob Silio, GRT Ad Services; 2010 Chairman-Elect James Williams, JMWA Architects; (back) Mike Bottcher, The Plastridge Insurance Agency Inc.; Robert B. Taylor Jr., Bethesda Memorial Hospital; Wyn Yelin, UBS Financial Services Inc.; Buchanan, The Tomorrow Connection; and Chamber President and CEO Glenn Jergensen. Not pictured are Immediate Past Chairman Jim Guilbeault, Ellie's 50's Diner & Catering; Robert D'Angelo, Compson Associates Inc./Renaissance Commons; Tony Newbold, Florida Power & Light Co.; Jonathan Porges, Donald K. Porges, CPA, LLC; and Maria Werrlein, TD Bank.

For additional photos of the Installation Luncheon, see pages 6 and 7

**Support your community businesses — shop your local merchants. When you visit other Chamber businesses, tell them that you are a Chamber member and leave your business card.**



## BOARD OF DIRECTORS

### Board Chairman

BUCK BUCHANAN  
The Tomorrow Connection, (561) 704-5954

### 2010 Chairman-Elect

JAMES WILLIAMS  
JMWA Architects, (561) 997-9997

### Immediate Past Chairman

JIM GUILBEAULT  
Ellie's 50's Diner & Catering, (561) 276-7716

MICHAEL BOTTCHER  
The Plastridge Insurance Agency Inc., (561) 276-5221

CALVIN L. GEARLEY  
Palm Beach Community Bank, (561) 369-7753

DEVON COUGHLAN  
Conflict Solutions, (561) 308-9494

ROBERT D'ANGELO  
Compson Assoc. Inc./Renaissance Commons, (561) 391-6570

TRACEY DIGLIO  
The Palm Beach Post, (561) 820-3405

NANCY ERNST  
BankUnited FSB, (561) 369-4688

GLENIS GREEN  
A Classic Residence by Hyatt at Lakeside Village,  
(561) 434-5333

WILLIAM MARCACCI  
Cypress Creek Country Club, (561) 732-4202

TONY NEWBOLD  
Florida Power & Light Co., (561) 495-7603

JONATHAN PORGES  
Donald K. Porges, CPA, LLC, (561) 737-5568

ROB SILIO  
GRT Ad Services, (561) 324-8003

ROBERT B. TAYLOR JR.  
Bethesda Memorial Hospital, (561) 737-7733

MARIA WERRLEIN  
TD Bank, (561) 742-9110

ELLIOTT WILLIAMS  
Comm. Resource Mgmt. Corp., (561) 734-7000

WYN YELIN  
UBS Financial Services Inc., (561) 659-9592

### President

GLENN JERGENSEN  
Greater Boynton Beach Chamber of Commerce  
(561) 732-9501

## STAFF

### President & CEO

GLENN JERGENSEN

### Vice President of Operations

ENID SILBERSTEIN

### Membership Sales Director

SHARON J. WALLACE

### Membership Sales Associate

LEN TANNEN

### Membership Services Coordinator

DEE BUTIKIS

### Communications Coordinator

CONNIE GALDOS

### Visitor's Lobby Coordinator

SANDRA FENTON

## VOLUNTEERS

SHEILA ADLER, BESS BARNES,  
PEARL FRIEDMAN, JULIA GRUBER,  
PEGGY MURO, SHIRLEY UNGERLEIDER,  
ROCHELLE ZEMAITS

1880 N. Congress Ave., Suite 106  
Boynton Beach, FL 33426  
Telephone: (561) 732-9501  
Fax: (561) 734-4304  
chamber@boyntonbeach.org  
www.boyntonbeach.org

## CHAIRMAN'S MESSAGE

# The journey and the Chamber is with you

*Far and away the best prize that life offers is the chance to work hard at work worth doing.*  
— Theodore Roosevelt

The United States has embarked on a new four-year presidential journey, a journey that all citizens, regardless of political persuasion, must hope is successful, for we are in troubled times. We have always set our jaws, rolled up our sleeves, and put smiles on our faces, confident that we would overcome — and that is what we must do again. These are foreign waters. Most of us haven't lived through such critical times.

This is the time to rally together, support our causes, give helping hands and work hard. Perhaps, most importantly, the time to recognize our blessings and opportunities, maintain a sense of humor and enjoy life through its ups and downs.

**We are very fortunate in Boynton Beach to continue to see the payback in the investments made by commercial developers over the years past, which continue to provide strength in our central Palm Beach County economy.**

Our economy is going to recover through the grass-roots efforts of businesses, communities and citizens. The Boynton Beach Chamber of Commerce is here to stand shoulder-to-shoulder with you, to work closely with our city and county governments and the Community Redevelopment Agency, and to partner with organizations to ensure the success of your business and our community. We're all on this journey together.

We are very fortunate in Boynton Beach to continue to see the payback in the investments made by commercial developers over the years past, which continue to provide strength in our central Palm Beach County economy. New shopping and dining destinations on



Buck Buchanan

Congress Avenue — like Renaissance Commons, the Boynton Town Center and the Boynton Beach Mall — and the Quantum shopping area on Gateway Boulevard frame an area like no other for concentration of business. The Business Development Board (BDB) for Palm Beach County sees tremendous

opportunity for south county in attracting businesses from outside of Florida, and this month the focus of its International Site Consultant Familiarization Program is on the south county communities of Boynton Beach, Delray Beach and Boca Raton. We have worked in conjunction with the BDB and our Chamber friends to the south of us to make sure Boynton Beach is in full view for new businesses looking to South Florida.

We have so many opportunities to add members to the Chamber family of businesses and we are working to help them grow their businesses. The "Members Using Members" or the MUM Program is taking hold as we see members thinking of other members before they purchase services. If you have not been to the Chamber's Web site, [www.boyntonbeach.org](http://www.boyntonbeach.org), lately, check out the new additions for Business Blogs, Member Event Blogs, and links to our Young Professionals Group and Woman's Networking Group, working on ways to make your membership the best of values. Check the Chamber Perks Program with Office Depot and see how much your business can save on office supplies with buying agreements the Chamber has negotiated for the most common items.

We continue to reinforce the "Shop Local" concept, as what better way to save gas than shopping local, right here in the best-kept secret shopping and dining destination in central Palm Beach County.

**This is the time to rally together, support our causes, give helping hands and work hard.**

## Emergency Contacts

Surviving the disaster . . .  
Small Business Disaster Management Toolkit  
[http://businessdisasterplan.com/mainwebsite\\_html/calendar.htm](http://businessdisasterplan.com/mainwebsite_html/calendar.htm)

Palm Beach County  
Office of Emergency Management  
(561) 712-6400  
[www.co.palm-beach.fl.us/PubSafety/EOC/](http://www.co.palm-beach.fl.us/PubSafety/EOC/)

Boynton Beach Emergency Hotline  
(561) 742-6455

FEMA  
(800) 621-FEMA

Red Cross  
(561) 833-7711

Shelter Information  
(561) 712-6400

United Way of Palm Beach County  
(561) 375-6600

Palm Beach County Sheriff's Office  
(561) 688-3000

Animal Control  
(561) 742-6210

City of Boynton Beach Fire Department  
(561) 742-6600

Florida Power & Light Co.  
[www.fpl.com](http://www.fpl.com)

Additional information  
[www.survivingthedisaster.com](http://www.survivingthedisaster.com)  
[www.floridadisaster.org](http://www.floridadisaster.org)

Another great Web site for small businesses is [www.pbcgov.com/pubsafety/business](http://www.pbcgov.com/pubsafety/business)  
The Small Business Survival and Recovery Planning Web site is interactive and designed specifically to help small businesses prepare actionable survival and recovery strategies and plans. It's easy to use and offers practical guidance. While the site primarily focuses on hurricane preparedness, it also addresses fire, flood, lightning, tornadoes, terrorism and workplace violence. For more information, call (561) 712-6400.

## Business Monthly

The contents of *Business Monthly*, the official publication of the Greater Boynton Beach Chamber of Commerce, are prepared from materials supplied to the Marketing Department of *The Palm Beach Post* by the Greater Boynton Beach Chamber of Commerce.

### Editor

RANDALL P. LIEBERMAN

Assistant Special Sections Manager  
KEITH MERRITT

### Chamber Editor

DEIDRE STUTSMAN

To submit an article for publication in *Business Monthly*, e-mail [chamber@boyntonbeach.org](mailto:chamber@boyntonbeach.org)

# Get Your Message to More People

There's never been a more effective way to advertise in Palm Beach County and the Treasure Coast. Our portfolio of products reaches **more than 850,000 adults** (nearly 6 out of 10) each week.

Source: 2008 Scarborough Report, Release 2.

Visit our Web sites:

[PalmBeachPost.com](http://PalmBeachPost.com)

[PalmBeachDailyNews.com](http://PalmBeachDailyNews.com)

[LaPalmaInteractivo.com](http://LaPalmaInteractivo.com)

[FlaPennysaver.com](http://FlaPennysaver.com)

[CharmPost.com](http://CharmPost.com)



To advertise, call (800) 432-7595 Ext. 4300

**ASK A  
LOCAL**

**The Palm Beach Post**

[PalmBeachPost.com](http://PalmBeachPost.com)

## AMBASSADORS COMMITTEE

Karen Abramson	City of Boynton Beach Library	742-6380	abramsonk@ci.boynton-beach.fl.us
Alice Alper	Manhattan Mortgage	603-2718	aalper@manhattanmortgageusa.com
Lisa Bokalders	SigVision Photography	312-6850	sigvision@mac.com
Lorraine Caballero	Hampton Inn & Suites	369-0018	Lorraine.caballero@hilton.com
Barbara Campbell	AAA Auto Club South	865-1400, ext. 248	bcampbell@aaasouth.com
Pat DeFreitas	Heartland Payment Systems	251-7818	pat.defreitas@e-hps.com
Rosie Feeley	Class Sales Development Corp.	662-0368	rfeeley@trainingbytheslice.com
Diane Fish	Absolute Travel Health & Ultimate Skincare	715-8105	twinfish@bellsouth.net
Glenis Green	Classic Residence by Hyatt at Lakeside Village	434-5333	ggreen@hyattclassic.com
Judy Guilbeault	Ellie's 50's Diner & Catering	732-7887	JG72552@aol.com
Nancy Hogan	Nancy Hogan Realty Services	703-7091	nancy@hogan-s.com
Lou Iafrate	Sun Realty	541-0304	lou@sunrealtyflorida.com
Ron Ingrassia	Sign*A*Rama	742-2823	Boynton@signarama.com
Robin Janka	New England Financial So. Florida Financial Strategies	886-3373	rjanka@sofla.nef.com
Heidi Joyce	Family Escrow & Title	424-9990	Hjoyce@familyescrowtitle.com
Mark Karageorge	Greystar Management Services	997-9994	miznercourt@greystar.com
Ed Kosiec	RE/MAX Prestige	755-3722	edkosiec@remax.net
Edgar Lewis	Edgar L. Lewis Sales	637-1749	ideasources@webtv.net
Evelyn Little	Workforce Alliance	853-0181	elittle@pbcalliance.com
Brenda M. Martin	Boulevard Manor	732-2464	Martin8225@bellsouth.net
Carly Norsesian	YMCA	738-9622	cnorsesian@YMCASPBC.org
Mike Penn	New England Financial So. Florida Financial Strategies	912-9696	mpenn@sofla.nef.com
Martine Pierre-Paul	RBC Bank	752-5062	Martine.Pierre-Paul@rbc.com
Jonathan Porges	Donald K. Porges, CPA, LLC	737-5568	jporges@dporges.com
Judy Saxton	Practical Billing Services Inc.	495-0967	Saxt6773@bellsouth.net
Wyn Yelin	UBS Financial Services	659-9592	wyn.yelin@ubs.com
Pam Young	Renaissance Self Storage	244-6666	pyoung@compson.com

NOTE: All above phone numbers have a (561) area code unless otherwise noted.

Call Asset Foundry, (561) 733-9366, for all of your Internet service needs, or visit [www.assetfoundry.com](http://www.assetfoundry.com) for more information.



## AMBASSADOR SPOTLIGHT

### Why I became a Boynton Beach Chamber Ambassador and why you should too!

#### Glenis Angeline Green Classic Residence by Hyatt at Lakeside Village

When I began my position as community relations manager, joining the Boynton Beach Chamber was a great way for me to hit the ground running and start spreading the word about all that luxury retirement living has to offer at the Classic Residence by Hyatt at Lakeside Village.

I quickly discovered that the more you are involved at the Chamber, the more exposure you have to members through Leads Groups, mixers, monthly luncheons, etc. I also discovered the Goodwill Ambassadors group, which was a networking experience in itself, but also puts you in a position to meet so many more members at the different Chamber functions.

As a Goodwill Ambassador, it feels good to make our new members feel comfortable and welcomed, as I recall what it felt like anticipating attending my first Chamber function. Guess who made me feel at ease ... Goodwill Ambassadors! They introduced me to people that I would benefit meeting in my line of business and showed me the ropes. I just hope that I can be that person for someone else.



Classic Residence by Hyatt at Lakeside Village offers first-class personal services that are rooted in our experience in hospitality so our residents spend less time on daily tasks around the home and more time doing what they choose. Our courteous and attentive staff works to ensure that our residents enjoy a vibrant lifestyle free from worry. Upkeep and maintenance are a thing of the past. We offer Independent Living, Assisted Living, Skilled Nursing, Short Term Rehabilitation and secured Memory Support care with services and amenities beyond compare.

Get in touch with Green at [ggreen@hyattclassic.com](mailto:ggreen@hyattclassic.com), or (561) 434-5333.

## MONTHLY THANKS

The Greater Boynton Beach Chamber thanks the following members for donating their services to the Chamber. We appreciate their generosity and support.

■ Jim Guilbeault, of Ellie's Catering, for sponsoring Ambassador Committee luncheons;

■ Katie Smith, Katie Smith Photography, for photography at mixers and luncheons;

■ Asset Foundry, for hosting our Web site;

■ Rob Silio, GRT Services, for donating printing services for the Chamber.

## CHANGE OF CONTACT INFORMATION

Make sure any changes in contact information that take place in your company are given to the Chamber. Changes in e-mail or company addresses, phone or fax numbers, or contact personnel, should be called in to the Chamber, (561) 732-9501, or e-mailed to [connie@boyntonbeach.org](mailto:connie@boyntonbeach.org)

We can't keep you informed if we can't reach you. Worse, your company can't make the most of its membership investment if vital Chamber communiqués are not being sent to the right person or address. Make sure your information is correct, and if your mailing address has a suite number, make sure we have it.

**MONTHLY MEMBER MIXER**

**National City hosts Jan. mixer**



National City representatives include (from left) Jessica Barnes, office manager; Ed Carelli, branch manager; Lisa Simpson, district sales manager; and Ronald Reguero, cash management officer



Chamber members enjoy the January mixer at National City.

**RIBBON CUTTINGS**



Milan's Italian Restaurant, located at 1880 N. Congress Ave., Suite 190, recently celebrated its membership to the Boynton Chamber. Call them at (561) 364-0735.



Atria Meridian, located at 3061 Donnelly Drive in Lantana, recently celebrated its membership to the Boynton Chamber. Call them at (561) 965-7200.

# Buchanan takes over as chairman, Neshe retires at Recognition & Installation Luncheon at Benvenuto Caterestaurant



Retiring board member Marie Neshe, JFK Medical Center, with Outgoing Board Chairman Jim Guilbeault



Palm Beach County Clerk and Controller Hon. Sharon Bock swears in the new board of directors, including (from left) Barbara Barlage, Mike Bottcher, Devon Coughlan, Calvin L. Cearley, William Marcacci, Tony Newbold, Jonathan Porges, Elliott Williams and Incoming Chairman Buck Buchanan



From left: Lori LaVerriere, Boynton Beach assistant city manager; Incoming Chairman Buck Buchanan and Lisa Bright, Boynton Beach Community Redevelopment Agency director



From left: Chamber Ambassador Mark Karageorge, Greystar Management Services; Al DeMarco, Coldwell Banker; and Bobby Ruiz, Greystar Management Services



Dr. Lewis Singer, Singer Family Chiropractic, and Dr. Aimee Slossberg, Slossberg Chiropractic, compare notes at the Installation Luncheon.



Outgoing Board Chairman Jim Guilbeault (left) with Tony Newbold, Florida Power & Light Co., board member and Installation Luncheon benefactor



Board member Calvin L. Cearley (left), Palm Beach Community Bank, with William Martin at the Installation Luncheon



Outgoing Board Chairman Jim Guilbeault with board member and Installation Luncheon benefactor Maria Werrlein, TD Bank



Elliott Williams (center), Communications Resource Management Corp., gets presented the award for Director of the Year from Outgoing Board Chairman Jim Guilbeault (left) and Chamber President and CEO Glenn Jergensen



From left: Lori LaVerriere, Boynton Beach assistant city manager; board member Tony Newbold, Florida Power & Light Co.; and Mildred Hay



Chamber President and CEO Glenn Jergensen (right), pictured with Jim Guilbeault of Ellie's 50's Diner and Catering, the outgoing board chairman and a benefactor of the Recognition & Installation Luncheon at Benvenuto Caterestaurant.



Outgoing Board Chairman Jim Guilbeault (left) with Robert Hill, CEO of Bethesda Hospital and Installation Luncheon sponsor



Outgoing Board Chairman Jim Guilbeault (left) with James Williams, JMWA Architects, 2010 chairman-elect and Installation Luncheon benefactor

**RENEWING MEMBERS****Thanks to our renewing members for their continued support ...**

A Time to Move  
Advanced Professional  
Cleaning Services  
Alesandra Salon & Spa  
Allstate - David Beaumont, Agent  
American Cancer Society  
American Red Cross -  
Greater Palm Beach Area  
Chapter  
Approved Team Lending LLC  
Atlas Party Rental  
Baker's Trophy Case Inc.  
BankUnited FSB  
Bethesda Memorial Hospital  
Boynton Bay Apartments  
Boynton Memorial Chapel  
Boynton Regional  
Symphony Orchestra  
CMA, Candlewood Marketing  
Associates LLC  
Capitol Carpet & Tile  
Cartridge World Boynton Beach LLC  
Charles F. Cannone CPA  
Christopher N. Chiodo, D.P.M., P.A.  
City of Boynton Beach  
Clean Title and Escrow Inc.  
Community Caring Center  
of Boynton Beach  
Compson Associates, Inc./  
Renaissance Commons  
Courtyard by Marriott  
Boynton Beach

Cuis Interactive Inc.  
Culligan Water  
Cypress Creek Country Club  
Delray Beach Residence Inn  
by Marriott  
DeVos-Blum Family YMCA  
of Boynton Beach  
Drain Works  
Ed Morse Cadillac  
Edward Jones  
EJ Schrader Mattress Co., Inc.  
Erik Edward Joh P.A.  
Fast Signs  
First Presbyterian Church  
First United Methodist Church  
Florida Hearing  
Care Centers  
Florida Power & Light Co.  
Godby Safe & Lock  
Goes Incentives & Awards  
Greystar  
H&R Block - District Office  
Henry & Ida Hochman  
Jewish Community Center  
Holiday Inn Express  
Hospice and FocusCare  
Home Health  
Hospice of Palm Beach County  
Hudson Realty  
Ideal Publications of  
Boynton Beach Inc.  
J. Heffernan Corp.

JFK Medical Center  
Johnny G. Wilson, CPA, LLC  
Ken Kan Do  
*La Palma*  
Liberty Tax Service  
The Long Term Care Connection  
The Man of Steam! Inc.  
Manhattan Mortgage Corp.  
Marc A. Minch, DMD, PA  
Massage Envy Lantana  
MetLife - Alan Fabricant  
Lisa Miller  
Mycom LLC  
National Transmissions Inc.  
Palm Beach Community College  
Palm Beach County  
Public Affairs  
*The Palm Beach Post*  
Palm Meadows Thoroughbred  
Training Center  
PayMaster Payroll Service  
Perfect Smile Dentistry II  
PetPB - Open 24 Hours  
Practical Billing Services Inc.  
Precision Auto Body Works  
Primerica Financial Services  
Pristine Properties International  
The Promenade  
Renaissance Title of the  
Palm Beaches  
RestoreMax  
Richard Cable, C.P.A.

Sand & Sea Village  
Sand and C Travel Inc.  
Scheurer's Chocolates  
Schoolhouse Children's Museum  
Scobee-Combs-Bowden  
Funeral Home & Crematory  
Sinai Memorial Chapels  
Snappers Seafood & Pasta  
Solid Waste Authority  
St. Joseph's Episcopal School  
State Farm Insurance - Bill Hagan  
Stor-All Storage -  
400 E. Industrial Ave.  
Stor-All Storage -  
3400 Old Boynton Road  
The Tomorrow Connection  
Town of Ocean Ridge  
UBS Financial Services Inc. -  
Wyn Yelin  
Unity School of Delray Beach  
US 1 A/C Self Storage &  
Victoria's Closet  
Vitas Innovative Hospice Care  
Wachovia Bank -  
Ocean Ridge Office  
Wachovia Securities  
Wal-Mart Super Center  
Boynton Beach  
Windward Palms  
Workforce Alliance Inc. -  
South Career Center  
Zicaro's Plumbing

**NEW MEMBERS****The Greater Boynton Beach Chamber of Commerce welcomes its newest members ...****A TECH ONSITE**

Chris Lemon  
Boynton Beach, FL 33426  
(561) 807-7790  
info@laptops911.com  
www.laptops911.com  
*Computer Support*

**ARTISANS SALON**

Jorge Hernandez  
4769 N. Congress Ave.  
Boynton Beach, FL 33426  
(561) 964-0120  
jnj0396@yahoo.com  
www.artisanssalon.com  
*Salons*

**GREEN ACUPUNCTURE**

Dr. David Green  
75 N.E. 6th Ave., Suite 202  
Delray Beach, FL 33483  
(561) 414-6915; fax (561) 276-3311  
greenacupuncture@gmail.com  
www.drdaavidgreen.com  
*Acupuncture*

**LAW OFFICES OF ALEXANDER L. DOMB, PA**

Alec Domb  
12230 Forest Hill Blvd., Suite 175  
Wellington, FL 33414  
(561) 978-1501; fax (561) 347-6001  
alec@aldlaw.org  
www.aldlaw.org

*Attorneys*  
Sponsored by: Jonathan Porges of  
Donald K. Porges, CPA, LLC

**LAW OFFICES OF SHANNON J. SAGAN, PA**

Shannon J. Sagan  
2500 Quantum Lakes Drive,  
Suite 203  
Boynton Beach, FL 33426  
(800) FlaLawyer  
ssagan@1800flalawyer.com  
www.1800flalawyer.com  
*Attorneys*

**MILAN'S ITALIAN RESTAURANT**

Josh Kimmel  
1880 N. Congress Ave., Suite 190  
Boynton Beach, FL 33426  
(561) 364-0735  
jmkrestaurant@gmail.com  
www.milansrestaurant.com  
*Restaurants/Lounges*

**NMT SOLUTIONS**

Sandy Apwisch  
1880 N. Congress Ave., Suite 207  
Boynton Beach, FL 33426  
(561) 424-9968  
fax (561) 424-9969  
sandy@nucomedsolutions.com  
*Diagnostic Imaging Staffing*

**SCHACHTER FINANCIAL GROUP  
OF WACHOVIA SECURITIES**

Adam Schachter  
5355 Town Center Road  
Boca Raton, FL 33486  
(973) 886-3521  
adam.schachter@wachoviasec.com  
*Financial Investments/Services*

**MARKET AMERICA**

Sandra Pino  
119 Bellezza Terrace  
Royal Palm Beach, FL 33411  
(561) 541-5733; fax (954) 449-6393  
SandraPino@comcast.net  
www.MarketAmerica.com/PowerLine  
*Health and Wellness*

## CRA NEWS

# Boynton Beach commissioner addresses state committee on affordable housing and 'going green'

City Commission and Community Redevelopment Agency (CRA) board member Marlene Ross was one of the dozens of local officials, business leaders and citizens lined up to offer advice to state senators as they met at the Children's Service Center on Jan. 21 to address Florida's economic crisis.

The Senate Select Committee on Florida's Economy, convened by state Senate President Jeff Atwater, is holding a series of meetings around the state to ask for input before the legislative session begins this spring.

State Sen. Jeremy Ring, D-Parkland, who serves as vice chairman of the committee, said, "Florida can't cut or tax its way out of the recession and has to find a way to grow new companies and industries."

Commissioner Ross, who represents Boynton Beach's District IV, spoke on affordable housing and "green" initiatives, urging the committee to support funding for affordable housing projects and to encourage Governor Charlie Crist to veto any budget cuts for these programs.

"I am proud to say the Boynton Beach CRA has spent more than \$8.5 million since 2006 on affordable access initiatives, and am concerned the legislature may drastically cut statewide funding," Ross said.

The city of Boynton and its CRA were recognized in 2008 by the Palm Beach County Housing Leadership Council, Florida League of Cities, Florida International University and the International Downtown Association for implementing several strategies and best practices for affordable housing.

The commissioner, who heads the Boynton Beach Green Task Force, also noted the city is aggressively developing a green ordinance, based on Governor Crist's recent mandate that all new construction of public facilities be certified as "green."

"We are completing a "green incentive" program within the CRA District to offset the short-term costs of going green," the commissioner said, "and welcome the opportunity to work with the state to develop business incentives to entice "green businesses" to set up shop in our downtown."

Environmental Dynamics Inc., an architectural firm specializing in environmentally conscious design, opened a new office in Boynton Beach's Marina Village complex in December 2008 as the first of the city's "green" businesses and LEED-certified (Leadership in Energy and Environmental Design) buildings.

The Boynton Beach CRA is committed to serving the community



Community Redevelopment Agency board member Marlene Ross addresses state Sen. Jeremy Ring (second from left) and members of the Senate Select Committee on Florida's Economy. Ring is the vice chairman of the committee.

by guiding redevelopment activities and stimulating economic growth within its 1,650-acre district.

The agency focuses on creating a vibrant downtown core, providing

affordable housing and revitalizing neighborhoods. For more information about the CRA, its events and activities, visit [www.boyntonbeachcra.com](http://www.boyntonbeachcra.com), or call (561) 737-3256.

## LEADS GROUPS

If you're interested in the Chamber's diverse Leads Groups for business networking, call the Chamber office at (561) 732-9501 and speak with Dee Butikis in Membership Services.

### Business Professionals

The Business Professionals Leads Groups is chaired by Jonathan Porges of Donald K. Porges, CPA, LLC.

The group meets the second and fourth Thursday of the month at 8:30 a.m. at the Chamber.

For more information and meeting locations, call Jonathan Porges at (561) 737-5568.

### Leads '2' Success

Leads "2" Success is a business referral group dedicated to serving the greater Boynton Beach community. Its members are a select group of local professionals dedicated to helping grow their businesses. Visit the group's Web site at [www.leads2success.org](http://www.leads2success.org) for a list of current members and more information.



The Leads '2' Success Group awarded Theresa and William Marcacci (center) of Cypress Creek Country Club an award for hosting its Leads Group twice a month for 2008. At left is group member Edgar Lewis and at right is Chairwoman Lissette Cancio. Leads '2' Success meets at Cypress Creek Country Club on the second and fourth Friday of every month.

The group meets the second and fourth Friday of each month at noon at Cypress Creek Country Club. For information, call Chairwoman Lissette Cancio of Approved Team Lending at (561) 327-7147.

### Leads to Business

Leads to Business co-chairs are Lou Iafrate, with Sun Realty, (561) 541-0304, and Katie Smith, with Katie Smith Photography, (561) 444-8084.

The group meets the first and third Tuesday of the month at 8:30 a.m. at Sun Realty. For information, call either Iafrate or Smith.

### Women '4' Women

Women "4" Women (W4W) is a successful business-networking group that meets on the first and third Thursday of each month at 8:30 a.m.

The group's mission statement is "to actively support women in business who are willing to commit their time and energy to help grow their businesses as well as those of other female members in the group."

For more information about Women "4" Women and the location for its meetings, call Chairwoman Peggy Kelleher of UBS Financial Services at (561) 624-6400.

## BUSINESS AND GOVERNMENT AFFAIRS

### Committee meets second Thursday at Chamber boardroom

The Boynton Beach Chamber of Commerce's Business and Government Affairs Committee — the voice of the business community — is proactive on issues within the business and governmental arenas.

Its monthly meetings offer a platform to voice concerns and to discuss ways to address them.

Join us for this highly informative meeting at 8:15 a.m. on Thursday, March 12 in the Chamber boardroom, located at 1880 N. Congress Ave.

For information, call (561) 732-9501.

**GRETA SCHULZ** President, ProActive Training and Consulting

## What to do when the sales prospect fights you on price?

As a consultant, seller, or even CEO, how many times in your career have you heard prospects fight you on rates or price?

*"I like your proposal, but your price is too high."*

*"I can get other companies to do the job at a lower cost."*

*"What can you do about your rates?"*

*"I'll do the deal, but you've got to knock 20 percent off ... take it or leave it."*



**Greta Schulz**

Here's a true story I heard from a banking rep named Jennifer. Jennifer once finished a presentation for a prospect after he had qualified on need and budget. He had all the decision-makers in the room, and they agreed to make a decision at the end of her presentation.

The presentation itself was textbook. Jennifer had everyone involved, and she addressed each of his or her requirements. Her presentation points covered all of the prospect's issues in their priority, and only addressed issues relevant to the sale.

At the end, one of the decision makers made this simple statement:

"Jennifer," he said, "this is great and we love the job you did for us. We'd love to begin, but we want you to give us a discount. What can you do for us about your price?"

Jennifer remembered the following command of sales: never defend or justify. So she did something most salespeople in her position never do – she not only obeyed the command, but gave it a twist.

"I can raise it," she replied.

The prospect laughed. "Jennifer," he said. "I know you've got more leeway on your interest rate."

Calmly, Jennifer asked, "I suppose this is over then?"

"What do you mean?" the surprised prospect wanted to know.

"Simple," Jennifer answered. "My price is too high. So this is over." She held out her hand to thank him for his time.

"No, wait," the prospect rebutted. "Your rates are high, but your ideas are

better than any we've ever seen."

"I appreciate that," Jennifer responded. "But you aren't going to buy it, so I wanted to thank you for the opportunity."

The prospect shook his head. "Jennifer, telling people they aren't going to buy is no way to make it in sales."

Jennifer smiled pleasantly. "Thank you for the advice."

"Don't be too hasty to leave," the prospect

then said. "Actually, Jennifer, we're going to do this."

And the sale was made — high rates and all.

The lesson is this: when used at the right time, telling a prospect that "it's over" can make a sale happen because it forces the prospect to make a decision.

Why? Think back to when you were a child. Your parents told you that you couldn't have something you really wanted, and it made you want it even more.

Not that prospects are children and you're parental, but the basic human tendency is still there, so the concept applies.

This tactic works when it's time to close and the prospect gives you an objection. But before you stick out your hand and say good-bye, remember that two conditions must exist for it to work.

1) He must have stated how your solution will solve his problem.

2) The prospect has told you he has a budget big enough to buy your solution.

If you do use this tactic, act the part with conviction. When you make the statement, convey to the prospect that you believe the sale is never going to happen.

And when the prospect tells you that it's really not over, offer your help.

"Oh, I got the wrong impression. What would you like me to do now?"

Then wait (forever, if necessary!) for a response.

*E-mail Greta Schulz at [info@proactive.training.biz](mailto:info@proactive.training.biz), or call ProActive Training and Consulting at (561) 683-8145.*

**FINANCIAL COUNSELING**

## Are you sick and tired of having low cash flow? Cash is king!

We are fortunate to have two Dave Ramsey-certified counselors as members of our Chamber, and if you are serious about getting control of your business or personal finances, do some research and see if these processes will work for you.

Over 48 percent of all Americans spend more than they earn, and small business is no different. Frank and Tony Donnino have walked the walk and now they talk the talk — to anyone who is ready to listen.

In October of 2006, Frank was scanning his XM radio and came across a talk show about people getting out of debt. It was the Dave Ramsey show. Dave would listen to each situation and give sound advice to the callers. Frank was hooked! That show changed his life and the life of his family forever.



**Frank Donnino**, Dave Ramsey-certified financial counselor and Chamber member

**If you want to know how to take control of your finances, join Frank and Tony and learn how they have committed themselves to coaching and helping others to become debt-free. They have recently completed their continuing education in Nashville and are now Dave Ramsey-certified counselors.**

After listening to Dave Ramsey's advice, Frank got "intense," and by sacrificing and putting every spare dollar to his mortgage payments, he paid down his 30-year mortgage and paid off his car loan of \$9,600 in 26 months. \$160,000 worth of debt was gone forever. Instead of the bank making \$171,000 in interest on his home, they only made \$13,600.

Tony also paid down his credit-card debts and his car loan. Tony got really mad when his credit card company took his interest rate from 21 percent to 28 percent just because they felt like it. He paid down his debts of more than \$25,000 in 12 months. Sadly, Tony never saw the pain a friend of his was in because of his mounting debt, and lost him to suicide.

If you want to know how to take control of your finances, join Frank



**Tony Donnino**, Dave Ramsey-certified financial counselor and Chamber member

and Tony and learn how they have committed themselves to coaching and helping others to become debt-free. They have recently completed their continuing education in Nashville and are now Dave Ramsey-certified counselors.

For more information, visit their Web site, [www.DontFretAboutDebt.com](http://www.DontFretAboutDebt.com)

## YOUNG PROFESSIONALS

### Active fourth quarter for Young Professionals

By KATIE SMITH  
Photographer and Owner,  
Katie Smith Photography

The Young Professionals Group finished out the year with some exciting events and big plans for 2009.

We had a good turnout for our November mixer held at Banana Boat, where not only did I get a great photo of Lou Iafrate with his mouth full of food, but I also found out just how great this group is. Everyone who turned out for the event brought cans of food which we donated to the Community Caring Center.

I was not so successful with my sneaky photography for December's event held at Cypress Creek Country Club. I did, however, network for the evening with our matching holiday song ice-breaker name tags. I may have even heard a little singing without a karaoke machine. It wasn't just a time for fun and games, though. December also found YP'ers painting and caulking with Habitat for Humanity, where our contributions helped one deserving family turn the dream of homeownership into reality. Thank you, YP'ers, for giving back to our wonderful community and for helping the less

fortunate this past holiday season. Your donations and contributions are appreciated.

#### YP is off and running for 2009 with some fantastic changes and exciting events planned!

YP is off and running for 2009 with some fantastic changes and exciting events planned! We have already formed a team to participate in The American Cancer Society's Relay for Life in April. As the team captain. I encourage you to call or e-mail me for ways you can get involved with our team ... regardless of your age. We are also introducing our new "YP Coffee Talk" which will feature exciting guest speakers and incredible opportunities to grow your business!

Browse our Web site, at [www.yppoyntonbeach.com](http://www.yppoyntonbeach.com), where you can read our blog, become a fan of ours on Facebook, see the photos from recent events, and check out all the exciting happenings in the world of YP! Remember, having fun can lead to serious business!



David Schwartz (left), Cohen & Schwartz, and Jeremy Legg, Chick-fil-A



Nishme Rangel (left), Las Gaoneras Restaurant, and Katie Smith, Katie Smith Photography

## MEMBERSHIP BENEFITS

### Four reasons why membership is a necessity

1. Your Chamber of Commerce is *the* source the public relies on for trusted business referrals.
2. Your Chamber is the Boynton Beach community's marketing team, fielding thousands of inquiries and requests for information about the area.
3. Through the Chamber's many diverse networking programs, you will meet new business contacts, allowing you to leverage your membership for a greater return on investment.
4. The Chamber monitors and informs membership on matters impacting the business community through the Business and Government Affairs Committee.

## CALENDAR OF EVENTS

Day	Time	Event
Tue., Feb. 24	2 p.m.	Sales Tax Workshop @ the Chamber
Wed., Feb. 25	5:30 p.m.	Monthly Mixer @ TD Bank 1601 W. Boynton Beach Blvd., (561) 742-9110
Thu., Feb. 26	8:15 a.m.	Board of Directors Meeting @ the Chamber
Thu., Feb. 26	8:30 a.m.	Women 4 Women @ Pink Salon 3925 W. Boynton Beach Blvd., (561) 374-8449
Fri., Feb. 27	Noon	Leads 2 Success @ Cypress Creek Country Club 9400 S. Military Trail, (561) 732-4202
Tue., Mar. 3	8:30 a.m.	Leads to Business @ Sun Realty 1375 Gateway Blvd., (561) 541-0304
Tue., Mar. 3	6:30 p.m.	City Commission Meeting @ City Hall 100 E. Boynton Beach Blvd., (561) 742-6000
Wed., Mar. 4	Noon	Ambassadors @ Ellie's 50's Diner 2410 N. Federal Highway, Delray Beach, (561) 276-1570
Thu., Mar. 5	8:30 a.m.	Business Professionals Leads Group @ the Chamber
Fri., Mar. 6	8 a.m.	Networking Over Easy @ Friendly's 2258 N. Congress Ave., (561) 735-3350
Tue., Mar. 10	8 a.m.	Young Professionals Coffee Talk @ Hampton Inn & Suites, 1475 W. Gateway Blvd., (561) 369-0018
Tue., Mar. 10	8:30 a.m.	Healthcare Advocacy Group @ the Chamber
Tue., Mar. 10	6:30 p.m.	CRA Meeting @ City Hall 100 E. Boynton Beach Blvd., (561) 742-6000
Wed., Mar. 11	11:30 a.m.	Monthly Member Luncheon @ Atlantis CC 190 Atlantis Blvd., Atlantis, (561) 965-7700
Thu., Mar. 12	8:15 a.m.	Bus. & Gov't Affairs Committee @ the Chamber
Thu., Mar. 12	8:30 a.m.	Women 4 Women @ Pink Salon 3925 W. Boynton Beach Blvd., (561) 374-8449
Fri., Mar. 13	Noon	Leads 2 Success @ Cypress Creek Country Club 9400 S. Military Trail, (561) 732-4202
Tue., Mar. 17	8 a.m.	Leads to Business @ Sun Realty 1375 Gateway Blvd., (561) 541-0304
Tue., Mar. 17	6:30 p.m.	City Commission Meeting @ City Hall 100 E. Boynton Beach Blvd., (561) 742-6000
Wed., Mar. 18	8:15 a.m.	Executive Committee Meeting @ the Chamber
Thu., Mar. 19	8:30 a.m.	Business Professionals Leads Group @ the Chamber
Fri., Mar. 20	8 a.m.	WINS Women's Networking Group @ TBA [For location, call Barbara Barlage at (561) 704-1134]
Fri., Mar. 20	6 p.m.	Oceanfront Concert @ Oceanfront Park, A1A, Ocean Ridge, (561) 742-6000
Sat., Mar. 21	10 a.m.	Winter Business Expo @ the Boynton Beach Mall
Sun., Mar. 22	Noon	Winter Business Expo @ the Boynton Beach Mall

*Please note:* Dates, times and locations are subject to change without notice. Please call the Chamber at (561) 732-9501 to confirm prior to an event.



The Greater Boynton Beach  
Chamber of Commerce  
1880 N. Congress Ave.  
Suite 106  
Boynton Beach, FL 33426

Presort Standard  
U.S. POSTAGE  
**PAID**  
WEST PALM  
BEACH, FL  
PERMIT #1198

## Mark Your Calendars

*The Greater Boynton Beach Chamber of Commerce  
requests the pleasure of your company*

### Monthly Mixer

**Wednesday, February 25 from 5:30 pm - 7:00 pm**

**TD Bank**

**1601 W. Boynton Beach Blvd., Boynton Beach**

### Networking Over Easy

**Friday, March 6 from 8:00 am - 9:00 am**

**Friendly's**

**2258 N. Congress Avenue, Boynton Beach**

### Monthly Luncheon

**Wednesday, March 11 from 11:30 am - 1:00 pm**

**Atlantis Country Club**

**190 Atlantis Blvd., Atlantis**

For more information on upcoming events, contact

**The Boynton Beach Chamber (561) 732-9501**

email [chamber@boyntonbeach.org](mailto:chamber@boyntonbeach.org)

or visit the website at [www.boyntonbeach.org](http://www.boyntonbeach.org)



## Winter Consumer Expo

**Saturday, March 21st at 10:00 am**

**&**

**Sunday, March 22nd at Noon**

**Boynton Beach Mall**

**801 N. Congress Avenue, Boynton Beach**

*Be a part of the community's  
only winter exposition  
and market your business and/or services  
to the Boynton Beach community.*

**Call the Chamber  
for space availability and cost.  
(561) 732-9501**

