

EVENTS

Monthly Mixer

When: Wednesday, April 22
 5:30 p.m.

Where: Carolina Ale House
 365 N. Congress Ave.
 Boynton Beach
 (561) 735-7848

Networking Over Easy

When: Friday, May 1
 8 a.m.

Where: Ocean Avenue
 Green Market Café
 400 E. Boynton Beach Blvd.
 Boynton Beach
 (561) 752-8598

Monthly Membership Luncheon

Sponsor: The Plastridge Insurance Agency Inc.

When: Wednesday, May 13
 11:30 a.m.

Where: Courtyard by Marriott
 Boynton Beach
 1601 N. Congress Ave.
 Boynton Beach
 (561) 853-1014

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Winter 2009 Expo held at Boynton Beach Mall

Our Annual Winter Consumer Expo, held at the Boynton Beach Mall, was a great success again this year as our Chamber businesses took advantage of the opportunity to meet the public in one location with concentrated traffic.

Our thanks to sponsors TD Bank and *The Palm Beach Post*, for assisting in making the event a success for all.



For more photos of the Expo, see page 6

The Greater Boynton Beach Chamber of Commerce held the 2009 Winter Consumer Expo at the Boynton Beach Mall. The event was sponsored by 'The Palm Beach Post' and TD Bank, which was represented by (from left) Harry Nappi, Chamber board member Maria Werrlein and Rocky Joarder.

Chamber Visitor Lobby poster advertisement space available

The Visitor Lobby of the Boynton Beach Chamber is now available for advertising to members, residents and tourists visiting the greater Boynton Beach area.

The Chamber Visitor Lobby is the first stop for returning winter residents to the area. We are the distribution center for the AT&T White and Yellow Pages and the information center for things to do in Palm Beach County and the South Florida region.

There are ten poster locations throughout the Visitor Lobby available for your advertisement. The member supplies the graphic design and the Chamber will have the 24 inch-by-36 inch Full Color Poster created by a Chamber member. The poster will be displayed for one year during Visitor Lobby Hours, Monday through Friday.

The annual fee for the poster advertisement is \$1,200, payable in advance. Poster location is on a first-come, first-served basis. Graphics changes can be made at a cost of \$150.



The Boynton Beach Visitor Chamber Lobby is now available for poster advertising for an annual fee of \$1,200.

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

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2010 Chairman-Elect

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JMWA Architects, (561) 997-9997

Immediate Past Chairman

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Carole Aronson PA, (561) 739-7907

MICHAEL BOTTCHER

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

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Palm Beach Community Bank, (561) 369-7753

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Compson Assoc. Inc./Renaissance Commons, (561) 391-6570

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The Palm Beach Post, (561) 820-3405

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BankUnited FSB, (561) 369-4688

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Class Sales Development Corp., (561) 662-0368

GLENIS GREEN

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

WILLIAM MARCACCI

Cypress Creek Country Club, (561) 732-4202

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TD Bank, (561) 742-9110

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

President

GLENN JERGENSEN

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

STAFF

President & CEO

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Vice President of Operations

ENID SILBERSTEIN

Membership Sales Director

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DEE BUTIKIS

Communications Coordinator

CONNIE GALDOS

Visitor's Lobby Coordinator

SANDRA FENTON

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PEGGY MURO, SHIRLEY UNGERLEIDER,
ROCHELLE ZEMAITIS

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

Ugly Name, Beautiful Thing

A recent initiative of the Greater Boynton Beach Chamber of Commerce was the request of the City Commission to consider designating the commercial and industrial areas of the Community Redevelopment Agency (CRA) as a brownfield. Such a designation would greatly facilitate redevelopment and benefit property owners in those areas.

A brownfield is a contiguous area containing sites with actual or perceived environmental contamination which impede, and sometimes prevent, redevelopment or reuse of property within the area. In the past, contamination wasn't a concern because it wasn't understood. The assumption was Mother Earth could withstand everything thrown at her. Now we know better.

A natural question is why a property would be contaminated if it never housed a business such as a gas station, print shop or dry cleaner that might have leaked hazardous chemicals into the ground. The answer is groundwater, the water that travels beneath the surface. Depending on the flow of groundwater, locations a



Buck Buchanan

mile or more away from a contaminating site can be affected.

An old commercial corridor like Federal Highway is bound to have numerous contaminated properties because of historical uses. In fact, most of the new projects on Federal have had to remediate contamination

prior to redevelopment. Further, lenders refuse to finance projects on uncontaminated property if it's in proximity to a potentially contaminated site because of carry-forward liability.

The brownfield designation does not mean every property is environmentally contaminated, nor does it require owners of potentially contaminated properties to remediate them. However, the designation streamlines the process, brings in EPA funding to mitigate the cost of remediation, and provides incentives to clean and redevelop the property. All positives for the city, the business community and the taxpayers.

Brownfield designation of CRA commercial and industrial properties. All upside, no downside. Ugly name, beautiful thing.

COBWRA installs new president

The Coalition of Boynton West Residential Associations (COBWRA) recently installed Ken Lassiter as its new president at its April 15 meeting at the Quail Ridge community clubhouse.



Ken Lassiter

COBWRA is a nonprofit civic organization of 88 condo and homeowner communities.

Active in COBWRA since 1997, Lassiter served as first vice president for two years and previously as second vice president and secretary for three years each. Lassiter succeeds Barbara Katz, who was president for the past three years.

Lassiter, 74, is a native of Richmond, Va. and graduated from Virginia Tech with an engineering degree. He worked at Eastman Kodak Co. in Rochester, N.Y. for 36 years as an engineer, technical editor and director of Kodak Publications.

He also was director of photo trade relations and manager of photography education for the Photographic Group.

Lassiter is a resident of Pipers Glen Estates in the Westchester County Club area. He served for ten years on the HOA board of directors and as president for four years.

Other new officers installed were Stuart Caine of Ponte Vecchio West as first Vice President, Eric Malkin of Boynton Waters as second Vice President, Ellen Gabler of Coral Lakes as secretary and Bruce Gumpel of Ponte Vecchio as treasurer. Palm Beach County Commissioner Burt Aaronson swore in the new COBWRA officers.

Emergency Contacts

Surviving the disaster ...
Small Business Disaster Management Toolkit
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/

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

Additional information
www.survivingthedisaster.com
www.floridadisaster.org

Another great Web site for small businesses is 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

The Palm Beach Post

STORM 2009

**AWARD
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SPECIAL
SECTION!**



**SPECIAL SECTION
Sunday, May 31**

Expanded Reach! All print ad packages include an additional print ad in La Palma's *Hurricanes 2009* and a standard online listing on StormExpo2009.com

Call (561) 820-4300

or go to

PalmBeachPost.com/stormexpo

The Palm Beach Post

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@manhattanmortgage.usa.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 Boynton Beach | 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 | 536-1412 | cnorsesian@ymcaspbc.org |
| Mike Penn | New England Financial So. Florida Financial Strategies | 654-4164 | 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 for more information.



AMBASSADOR SPOTLIGHT

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

Carly Norsesian
Membership Development Director
YMCA of Boynton Beach



As we say at the Y, "Maximize Your Membership!" This certainly applies to the Boynton Beach Chamber. The more involved you are in the Chamber, the more opportunities you have to network and make relationships with other members through monthly mixers, luncheons, leads groups, women's groups, etc. In attending these events, I was able to meet an Ambassador who invited me to come and explore a meeting.

Being new to the Boynton Beach community and to my position as membership development director at the DeVos-Blum Family YMCA of Boynton Beach, I was constantly seeking avenues to spread the word and mission of the YMCA into our community. I knew that joining the Boynton Beach Chamber of Commerce was a great place to start — however — this was only the beginning.

At my first Ambassadors meeting, each Ambassador personally welcomed me and was eager to help introduce me to other Chamber members that could help benefit my organization. Not only did they point me in the right direction, they truly cared about the success of my business. Being an Ambassador for the Boynton Beach Chamber of Commerce has given me the opportunity to spread the word of the YMCA, but to also help other businesses in our community.

I hope to give our new Chamber members the welcoming feeling that I received from my fellow Ambassadors when I joined the Boynton Beach Chamber of Commerce.

The DeVos-Blum Family YMCA is a great place for families and individuals to feel welcome to strengthen their bodies, minds and most importantly — their relationships. Our mission is to build strong kids, strong families and a strong community. The "Y" is here to serve everyone. Our facility features two indoor pools, one complete with a giant slide and mushroom fountain; a full-size gymnasium that hosts our youth and adult sports; a fitness center; a sports field and two playgrounds; a massage therapy/wellness center; a steam room; a sauna and a whirlpool; a state-of-the-art teen center; and a fully-accredited preschool.

But, that is not all: The YMCA has an open-door policy — meaning we do not turn anyone away. Every year our association raises money through our Partners financial assistance program to scholarship families and individuals in the community that cannot afford our membership, programs and services. In 2008 alone, we raised \$500,000! If you are not a member, I encourage you to come tour our beautiful facility and explore all that the Y has to offer.

Please feel free to contact me with any questions: cnorsesian@ymcaspbc.org, or (561) 536-1412. Thank you!

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.



With over 5,000 square feet of indoor and outdoor event space, the new Courtyard by Marriott Boynton Beach will help make your event a memorable one.

All-Inclusive Meeting Planners Special Guest Room Package:



\$159 per person per day
guest room and meeting package

Package includes:

- Deluxe King or two Queen guest room
- Complimentary meeting room rental
- Continental breakfast and deli buffet lunch daily
- All day beverage station with afternoon break (coffee, soda, bottled water)
- High speed Internet access in meeting room
- 1 flipchart with markers
- \$150 credit applied to master account for NEXT meeting booked at any participating hotel for each \$5,000 on master bill (max. \$600 redemption value)
- All service charges and applicable taxes and fees

For available dates and additional details contact Jason Alexander at jason.alexander@marriott.com or 561 853 1014.

Package requires a minimum of 10 sleeping rooms per night, additional person in room or additional meeting attendees subject to additional charge. Offer valid on select dates now through December 31, 2009.



THE ALL NEW

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BOYNTON BEACH

Winter Consumer Expo allows 17 businesses to show their stuff

The following 17 local businesses showed off their company's wares to heavy traffic of passersby at the recent 2009 Winter Consumer Expo (Saturday and Sunday, March 21-22) at the Boynton Beach Mall:

- TD Bank (sponsor)**
- The Palm Beach Post (sponsor)**
- 1-800-GotJunk?**
- Blue Cross/Blue Shield of Florida**
- Boynton Bay Apartments/
Auburn Trace**
- Brinks Home Security**
- Century 21 Tenace Realty**
- Forgotten Soldiers Outreach**
- Law Firm of Kogan & DiSalvo**
- Liberty Tax Service**
- Market America**
- Pearle Vision**
- Primerica Financial Services**
- Prudential Florida Realty**
- RE/MAX Prestige Realty**
- Siegel Chiropractic Center**
- Terminix**



Blue Cross/Blue Shield of Florida



Forgotten Soldiers Outreach



Prudential Florida Realty



Boynton Bay Apartments/Auburn Trace



Law Firm of Kogan & DiSalvo



RE/MAX Prestige Realty



Sponsor TD Bank



Brinks Home Security



Liberty Tax Service/Primerica Financial Services



Siegel Chiropractic Center



1-800-GotJunk?



Century 21 Tenace Realty



Market America



Terminix

MONTHLY MIXER

Feb. Mixer held at TD Bank



Chamber President Glenn Jergensen presents an appreciation plaque to Maria Werrlein, vice president of TD Bank and Chamber board member, for sponsoring the February mixer.



From left: Mike Slobodow, Primerica Financial Services, winner of the TD Bank raffle, with Maria Werrlein, TD Bank vice president and Chamber board member, and Chamber President Glenn Jergensen



From left: Bob Tulp, Adams Pest Control; Linda and Adi Fleischer, Hair by Adi; and Peter Forcaro, Kogan and DiSalvo PA

MONTHLY LUNCHEON

PBCB sponsors March luncheon



Palm Beach Community Bank was the sponsor of the March luncheon at the Atlantis Country Club. From left: (front) Bill Martin, Jim Ford, Marge Hartig-Specht, Pat Sheehan, Celeste Houle, (back) Tim Attebury, Bill Miller, Tom McKenna and Peter Pirri



Chamber Ambassador Carly Norsesian, YMCA of Boynton Beach, with Bill Martin, vice president of luncheon sponsor Palm Beach Community Bank



Sharon R. Bock, Esq., the Palm Beach County Clerk and Comptroller, addresses the crowd at the March luncheon at Atlantis Country Club.

EDUCATION FOUNDATION



The Chamber of Commerce Education Foundation, through Chamber President Glenn Jergensen, presented a check for \$1,000 to the Boynton Beach High School Presidential Classroom participants. These students spent a week in Washington, D.C. in this nationwide program. Our congratulations to the students and Government Affairs Teacher Linda Friedman.

BUSINESS AND GOVERNMENT AFFAIRS**Committee meets second Thursday of each month**

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, May 14 at Workforce Alliance, 901 N. Congress Ave., Suite C-201.

For information, call (561) 732-9501.

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 at (561) 732-9501, or e-mailed to Connie Galdos at 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.

RENEWING MEMBERS

Thanks to our renewing members for their continued support ...

| | |
|--|---|
| American Home Finance Group, Inc./ Suzy Robeson | Ideal Publications of Boynton Beach Inc. |
| Amerope Enterprises Inc. | Jemstone Construction Group Inc. |
| Bailey's Home Services Inc. | M and M Appliance |
| BB&T Insurance - Burkey Risk Services, Inc. | Mackinac Savings Bank |
| The Blossom Shoppe | Mario Ferazzoli & Son Inc. |
| Bonefish Grill | Northstar Realty of the Palm Beaches |
| Boynton Beach Community High School | Odds n Errands |
| Boynton Beach Faith-Based Community Development Corp. | Palm Beach Community Bank |
| Boynton Billiards Inc. | Property Damage Consultants |
| Careservices of Bethesda | Representative Mary Brandenburg, District 89 |
| Century 21 Tenace Realty Inc. | Sam's Club |
| Congress Community Middle School | Specialty Advertising Inc. |
| Florida Club | St. John Missionary Baptist Church |
| George A. Podray, DDS, MSD, P.A. | Sun American Bank |
| Gulf Stream Council, Boy Scouts of America | Susan J. Brotman, PA |
| Gulfstream Goodwill Industries | The Cardiology Center, Inc./ Louis D. Snyder, MD |
| Holiday Inn Express | Traylor, Gratton & Beaumont LLC |
| | UPS Store |
| | Virtual Technology Enterprises Inc. |

NEW MEMBERS

The Greater Boynton Beach Chamber of Commerce welcomes its newest members ...

AMAZING PAYMENTS LLC

David Bull
PO. Box 25852
Tamarac, FL 33321
(954) 449-7742
fax (954) 657-8736
David@AmazingPayments.com
www.AmazingPayments.com
Credit Card Processing & Equipment
Sponsored by: Maria Werrlein of
TD Bank

BRINKS HOME SECURITY

Michael Brand
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Deerfield Beach, FL 33442
(954) 428-3877
fax (954) 428-7079
michael.brand@brinks.com
www.brinks.com
Security Systems & Services

CENTURY 21 TENACE REALTY INC.

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(561) 704-3961
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Boynton Beach, FL 33426
(561) 734-6666
fax (561) 736-6357
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Boynton Beach, FL 33426
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Restaurants

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Restaurants

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Cable TV/Broadband
Sponsored by: Bill Martin of
Palm Beach Community Bank

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Boca Raton, FL 33431
(800) 327-1055; fax (866) 206-2609
mark.pearce@raymondjames.com
www.raymondjames.com
Financial Investments/Services

SPENCER CRAWFORD CHILDREN'S FOUNDATION INC.

Ellen Kaplan-Crawford
9900 W. Sample Road, 3rd Floor
Coral Springs, FL 33065
(561) 731-3452; fax (561) 731-6452
ellen@spencercrawford.org
www.spencercrawford.org
Organizations/Associations/Nonprofits

STEVE'S FROZEN CHILLERS INC.

Steve Schoenberg
2950 N.W. Commerce Park Road,
Suite F-14
Boynton Beach, FL 33426
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fax (561) 586-0550
steve@stevessfrozenchillers.com
www.stevessfrozenchillers.com
Beverage Distribution - Wholesale

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NOT A MEMBER YET!!
Call (561) 732-9501, or visit
boyntonbeach.org, to find out how you can
become a member!

NETWORKING OVER EASY

Friendly's hosts March NOE



Chamber members and guests gather at the March Networking Over Easy at Friendly's.



Chamber Board Member and Ambassador Jonathan Porges, of Donald K. Porges CPA, LLC, presents the Chamber Appreciation gift to Friendly's Manager Angela Egersheim

RIBBON CUTTINGS



Boynton Village Tavern, located at 1880 N. Congress Ave., Suite 170, recently celebrated its membership in the Boynton Chamber with a ribbon cutting at its Boynton Beach location. Call them at (561) 853-0280, or e-mail them at boynton@villagetavern.com



Officials participate in the Grand Opening ribbon cutting at the new Boynton Beach City Library.



The Boynton Beach High School Choir sings at the ribbon cutting for the new library.

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 Group is chaired by Jonathan Porges of Donald K. Porges, CPA, LLC.

The group meets the second and fourth Thursday of the month at 8:15 a.m. at the Chamber. For information, call 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 for a list of current members and more information.

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

Leads to Business

Leads to Business co-chairs are Katie Smith, with Katie Smith Photography, (561) 414-8084, and Lou Iafrate, with Sun Realty, (561) 541-0304. The group meets the

first and third Tuesday of the month at 8:30 a.m. at the Chamber. For information, call 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. at Pink Beauty Salon & Spa.

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, call Chairwoman Peggy Kelleher of UBS Financial Services at (561) 624-6400.

E-MAIL SETTINGS

Make sure Chamber's e-mail addresses aren't blocked

Attention Chamber members! To ensure that you are receiving the latest Chamber news, please make sure that the Boynton Beach Chamber's e-mail addresses are not blocked or considered spam by your e-mail servers.

Also, whenever any contact personnel or contact information changes within your company, please notify the Chamber of the change in order to ensure receipt of timely information. Thank you!

Contact the Chamber at e-mail: chamber@boyntonbeach.org; fax: (561) 734-4304; or phone: (561) 732-9501.

GRETA SCHULZ President, ProActive Consulting and Training

Eight strategies for businesses to become recession-proof

Whenever there is a threat in the economy is when businesses tighten their belts. They cut back on lavish expenses, they keep only the best and most profitable employees and they concentrate on only the most profitable products or services they offer.

Gosh, any reason we're not doing this all of the time? Companies that have the most successful profit growth are the ones who act as if they are always having to tighten their belt.

By focusing on the good of the customer/client base, we naturally focus on the good of our individual businesses. In order to become a recession-proof business, careful strategic planning, human asset investment and more effective systems and procedures must be put into play.

Below is a guideline to eight areas to focus your business on so you may come out on the other end of this downturn riding the wave of success.

1. Marketing: Is the money you are spending resulting in dollars in your company's pocket? Take a serious look at your current marketing campaign and make sure you are focused on "call-to-action"-type advertising.

2. Marketing, "Because we care": Promote "because we care" specials, sales and incentives. Show the community that has supported you over the years that you understand that money is tight and out of appreciation for their support you are willing to make less to help them.

3. Marketing, "Word-of-mouth": Develop a strong "word-of-mouth" marketing campaign so you may increase business through referrals. This will help dramatically increase sales without costing you any "hard dollars." The "soft dollar" cost will be your time networking. If you are not a member of the Chamber of Commerce, join it. If you are a member, get more active. If you are not a member of a BNI chapter in your area, join one. These chapters are made up of business professionals who wish to grow their business through referrals by helping others do the same.

4. Sales: What you did during the last 12 months to close sales may not work now, or in the next few years. Invest in a Sales Development Course for you and your people. This short-



term investment will bring both short- and long-term results for your business. Like athletes, your sales people must focus on increasing their knowledge, skills and attitude so they may break their current barriers and perform at that next level. Your sales department must be the top-performing department in your company. Your sales department is the place to "trim the fat." Keep only top performers and allow NO EXCUSES! Your salespeople need to have a "whatever it takes" attitude. During downswings in the business marketplace, nothing is more important than sales for your business. Without it, no money is made and companies don't survive.

5. Service: Customer service is of the utmost importance during slow cycles in business. Studies have shown that it takes seven times as much effort and money to gain one new client than to receive repeat business from current clients/customers. You must bring your customer service to the next level. Sit down with your people and discuss how to make your clients happier. If you work alone or with only a couple of people, also put together a short survey to find out from your current clients how you could improve your service or what other services or products they would like to see you offer. In turn, they become your Research & Development department as well as your marketing advisors.

6. Management: Do you or your people have the skills necessary to bring the business where it needs to go? The key to any business is its people. You must be able to focus them, motivate them and keep them on track. This is a delicate balance of helping set performance criteria, having good communication skills and giving consistent encouragement. To get your organization to perform at the next level, especially during difficult times, is not easy. Like the athletes discussed earlier, as a manager you must now focus on increasing your knowledge, skills and attitudes to get your people to perform at the next level. Don't hesitate to invest in a consultant or into a quality Management Development course.

7. Solidify The Team: If you are a business owner or a manager of people, it is essential that you create a strong team atmosphere, even more now than before. As people start to hear the media talk about a recession they get nervous and fearful about their jobs. If they see the business slow, they may start to look for something new versus helping keep the business where it needs to be. Get together with your people regularly. Have an initial meeting that discusses your vision and plan for the next one to three years. This gives them a vision of a future and the confidence that you have a definite plan of how to grow the business. It is your job, as the leader, to make sure they know that your company is well positioned and can handle what the future has to bring. Without your team you will not be able to succeed and without you instilling confidence in them they will not be willing to put in the work it takes to bring the company where it needs to be. Share the vision, recognize them at meetings in front of others and show them that you care about them as individuals and as valuable assets to the company. Remember, "People don't care how much you know until they know how much you care."

8. Strategic Planning: Do you have a strategic plan in place for your business for the next one to three years? This is so essential I cannot emphasize it enough. The process of developing the plan is even more important than the final plan that you produce. The formality of developing this plan forces you to think about all

the aspects of your business in detail. It makes you go through all the "what if" scenarios so you are aware of all the worst-case scenarios and already have a plan of action if they occur. During a recessionary time, those businesses that don't have a plan may not make it through to the upswing of the economy. Find a Strategic Planning Program or a professional that can help you strategically plan your success.

It is your job, as the leader, to make sure they know that your company is well positioned and can handle what the future has to bring. ... Without you instilling confidence in them they will not be willing to put in the work it takes to bring the company where it needs to be.

The keys to helping your business most during a recessionary time are planning and skill development. Take the time to sit down and plan your business' success over the next three years. You must focus on the four main aspects of your business: marketing, sales, service and management. Planning takes the guesswork out of business and allows you to make logical, strategic decisions when unexpected circumstances arise. The best way to handle crisis situations is to have thought them out beforehand.

Developing the business growth skills of you and your people allows your business to operate with a new level of expertise. There is nothing more valuable to a business than its "human capital." Develop your team of people and create a company with an infrastructure that can survive even the toughest of times. As Americans we have the persistence, discipline and creative mindset to accomplish anything.

It is time to invest in your company's future, not just sit and watch your profits dwindle away. Please, plan and invest in your people so we may all benefit from your products and services.

Contact Greta Schulz at greta@proactivetraining.biz, or (561)683-8145.

U.S. CHAMBER

Stimulus: Benefits for Business

U.S. Chamber weighs in on package

The Chamber's Giovanni Coratolo [the executive director for the small and mid-market business council] urges a Senate committee to include small business provisions in the stimulus bill.

Though flawed, the \$787 billion economic stimulus plan signed into law by President Obama is urgently needed to improve the economy, according to the U.S. Chamber.

Even with the Federal Reserve pushing interest rates down to 0 percent and increasing its balance sheets to nearly \$2 trillion, the economy is in its worst nosedive in 35 years, prompting the need for government spending and tax incentives to spur growth, according to Bruce Josten, Chamber executive vice president for government affairs.

"We need to boost consumer demand, increase investment, and get the private sector working," says Josten. "This bill, though not perfect, is big enough to significantly improve the economy."

The Chamber, rather than oppose the bill because it objected to parts of it, worked with Congress to help shape the legislation, ensuring the inclusion of several business and taxpayer benefits. "The whole is more important than the individual parts," Josten adds.

Below are highlights of the bill's business tax provisions:

Net operating loss carryback. Struggling small businesses with annual receipts of less than \$15 million can carry back losses on their taxes for five years instead of the current two years. This enables companies that lost money in 2008 to apply those losses to years when they made a profit, qualifying them for refunds on taxes paid for those years. Savings to business: **\$947 million.**

Bonus depreciation. Businesses of all sizes can immediately depreciate 50 percent of certain capital investments made and put into service in 2009. Savings to business: **\$5.1 billion.**

Section 179 small business expensing. Small businesses can immediately deduct up to \$250,000 in equipment purchases made in 2009 rather than depreciate the cost over time. Savings to business: **\$41 million.**

Delayed recognition of canceled debt.

Certain businesses that buy back their own debt at a discount in 2009 and 2010 may defer paying the income tax owed on the difference for the first four or five years and then pay the income tax due over the next five years. Savings to business: **\$1.62 billion.**

SBA loans. Small businesses can take advantage of dramatically reduced borrower and lender fees for the Small Business Administration's (SBA's) 7(a) and 504 programs. The bill provides the SBA with \$375 million to temporarily waive or reduce 7(a) and 504 loan fees and \$255 million to temporarily raise its loan guarantees to as much as 90 percent for 7(a) loans. Existing SBA borrowers in immediate financial hardship are eligible for a 100 percent SBA-guaranteed bridge loan of up to \$35,000 to be repaid over five years.

Withholding tax. The 3 percent withholding tax on all government payments scheduled to go into effect in 2011 is delayed until 2012. Potential savings to business: **\$291 million.**

Individual taxpayers also get breaks. The alternative minimum tax (AMT) exemption amount was raised to prevent 26 million additional taxpayers from having to pay the levy in 2009, new car buyers can deduct the sales tax on a new purchase, and the tax credit for first-time home buyers was increased to \$8,000 and does not have to be repaid. In addition, for 2009 and 2010, there's a \$400 payroll tax credit for individuals who earn less than \$75,000 and a \$800 credit for couples filing jointly with a combined income of less than \$150,000.

The bill also contains some \$150 billion for spending on school and infrastructure construction projects, including repairs to roads and bridges and investments in telecommunications networks and renewable energy. Three-fourths of the bill's appropriations will be spent by the end of fiscal year 2010, creating or saving an estimated 3.5 million jobs.

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CALENDAR OF EVENTS

| Day | Time | Event |
|---------------|------------|---|
| Thu., Apr. 16 | 8:15 a.m. | Business Professionals Leads Group @ the Chamber, (561) 732-9501 |
| Thu., Apr. 16 | 5 p.m. | Regions Bank Ribbon Cutting and Business Expo 1485 Gateway Blvd., (561) 732-6934 |
| Fri., Apr. 17 | 8 a.m. | WINS Women's Networking Group @ Windward Palms, 8440 S. Military Trail, (561) 731-9517 |
| Fri., Apr. 17 | 6 p.m. | Oceanfront Concert Series @ Oceanfront Park 6415 N. Ocean Ave./A1A, Ocean Ridge, (561) 742-6246 |
| Tue., Apr. 21 | 8:30 a.m. | Leads to Business @ the Chamber, (561) 732-9501 |
| Tue., Apr. 21 | 6:30 p.m. | City Commission Mtg. @ City Hall 100 E. Boynton Beach Blvd., (561) 742-6000 |
| Wed., Apr. 22 | 5:30 p.m. | Monthly Mixer @ Carolina Ale House 365 N. Congress Ave., (561) 735-7848 |
| Thu., Apr. 23 | 8:15 a.m. | Board of Directors Mtg. @ the Chamber, (561) 732-9501 |
| Thu., Apr. 23 | 8:30 a.m. | Women 4 Women @ Pink Beauty Salon & Spa 3925 W. Boynton Beach Blvd., Suite 103, (561) 374-8449 |
| Thu., Apr. 23 | 4:30 p.m. | Siegel Chiropractic Ribbon Cutting 3521 W. Boynton Beach Blvd., (561) 738-0222 |
| Fri., Apr. 24 | Noon | Leads 2 Success @ Cypress Creek Country Club 9400 S. Military Trail, (561) 732-4202 |
| Tue., Apr. 28 | 2 p.m. | Sales Tax Workshop @ the Chamber, (561) 732-9501 |
| Fri., May 1 | 8 a.m. | Networking Over Easy @ Ocean Ave. Green Market Café 400 E. Boynton Beach Blvd., (561) 752-8598 |
| Tue., May 5 | 8:30 a.m. | Leads to Business @ the Chamber, (561) 732-9501 |
| Tue., May 5 | 6:30 p.m. | City Commission Mtg. @ City Hall 100 E. Boynton Beach Blvd., (561) 742-6000 |
| Wed., May 6 | Noon | Ambassador Committee Mtg. @ Ellie's 50's Diner 2410 N. Federal Highway, Delray Beach, (561) 276-1570 |
| Thu., May 7 | 8:15 a.m. | Business Professionals Leads Group @ the Chamber, (561) 732-9501 |
| Thu., May 7 | 11:30 a.m. | Compson Cup Golf Challenge @ Quail Ridge Country Club 3715 Golf Road, (561) 737-5100 |
| Fri., May 8 | Noon | Leads 2 Success @ Cypress Creek Country Club 9400 S. Military Trail, (561) 732-4202 |
| Tue., May 12 | 8:30 a.m. | Healthcare Advocacy Group @ the Chamber, (561) 732-9501 |
| Tue., May 12 | 5:30 p.m. | Joint Mixer with Boca and Delray Chambers @ Delray Beach Marriott, 10 N. Ocean Blvd., Delray Beach, (561) 274-3200, Admission: \$20 per person |
| Tue., May 12 | 6:30 p.m. | CRA Mtg. @ City Hall 100 E. Boynton Beach Blvd., (561) 742-6000 |
| Wed., May 13 | 11:30 a.m. | Monthly Member Luncheon @ Courtyard by Marriott Boynton Beach, 1601 N. Congress Ave., (561) 853-1014 |
| Thu., May 14 | 8:15 a.m. | Business & Gov't Affairs @ Workforce Alliance 901 N. Congress Ave., Suite C-201, (561) 853-0181 |
| Thu., May 14 | 8:30 a.m. | Women 4 Women @ Pink Beauty Salon & Spa 3925 W. Boynton Beach Blvd., Suite 103, (561) 374-8449 |
| Fri., May 15 | 8 a.m. | WINS Women's Networking Group @ Windward Palms, 8440 S. Military Trail, (561) 731-9517 |
| Fri., May 15 | 6 p.m. | Oceanfront Concert Series @ Oceanfront Park 6415 N. Ocean Ave./A1A, Ocean Ridge, (561) 742-6246 |

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
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Mark Your Calendars

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

Monthly Mixer

Wednesday, April 22

Carolina Ale House

365 N. Congress Ave, Boynton Beach

Networking begins at 5:30 pm

Networking Over Easy

Friday, May 1

Ocean Avenue Green Market Café

400 E. Boynton Beach Boulevard, Boynton Beach

Networking begins at 8:00 am

Monthly Membership Luncheon

Wednesday, May 13

Update from the Small Business Administration

"The American Recovery and Reinvestment Act"

Courtyard by Marriott Boynton Beach

1601 N. Congress Avenue, Boynton Beach

Networking begins at 11:30 am

For more information on upcoming events, contact

The Boynton Beach Chamber (561) 732-9501

email chamber@boyntonbeach.org

or visit the website at www.boyntonbeach.org



THE GREATER
BOYNTON BEACH
CHAMBER OF COMMERCE

2009 Compson Cup Golf Challenge

Sponsored by Compson Associates, Inc./Renaissance Commons

**"Join your fellow Chamber members for
NETWORKING ON THE GOLF COURSE"**

Thursday, May 7th at Quail Ridge Country Club

Registration / Box Lunch / Practice - 11:30 am to 12:45 pm

Scramble Shotgun Start - 1:00 pm

Awards Barbeque Dinner Following Tournament

Sponsorship Opportunities Available

Foursomes Available for \$500 ~ Single Players \$125

Call the Chamber for more information 732-9501

All registered golfers will receive a golf shirt
- sponsored by Donald K. Porges, CPA, LLC
and a golf towel - sponsored by Ellie's '50s Diner & Catering



Quail Ridge Country Club
3715 Golf Road, Boynton Beach, FL 33436