

EVENTS

Monthly Mixer

When: Wednesday, Jan. 21
 5:30-7:30 p.m.
Where: National City Bank
 8961 Hypoluxo Road
 Lake Worth
 (561) 434-2545
 (No charge for this mixer)

Annual Dinner Dance

When: Friday, Jan. 30
 7 p.m.
Where: Indian Spring
 Country Club
 11501 El Clair Ranch Road
 Boynton Beach
 (561) 737-5544
 (See back page for more details)

Networking Over Easy

When: Friday, Feb. 6
 8-9 a.m.
Where: Fritters Seafood
 & Oyster Bar
 6520-26 Lantana Road
 Lake Worth
 (561) 964-4664
 (Members free, guests \$10)

Monthly Luncheon

When: Wednesday, Feb. 11
 11:30 a.m.-1 p.m.
What: "Meet the Publisher"
Sponsor: *The Palm Beach Post*
Where: Courtyard by Marriott
 1601 N. Congress Ave.
 Boynton Beach
 (561) 737-4600
 (\$20 members; \$30 member
 walk-ins; \$40 non-members)



Buck Buchanan takes over as Chamber chair

Stepping in as chairman of the 2009 board of directors is Buck Buchanan. Buchanan has been a member of the Chamber since February 1999 and on the board since 2002.

In 1998, after a career as a special agent and special-agent supervisor with the Florida Department of Law Enforcement (FDLE), Buchanan and his wife, Susan, formed The Tomorrow Connection, a performance consulting company. Their successful promotion of it through the Boynton Beach Chamber of Commerce convinced Buchanan of the value of membership and spurred him to further involvement.

Over the years, he has chaired the car show, the golf tournament and the Taste of Boynton.

Please see BUCHANAN, 10

MAXI TRAVEL AND CRUISES Presents Celebrity X Cruises

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\$50 per ticket, only 200 tickets to be sold!
 Winner to be announced at the


THE GREATER BOYNTON BEACH CHAMBER OF COMMERCE

2009 NEW BEGINNINGS DINNER DANCE

Friday, January 30, 2009 at Indian Spring Country Club
Not included: air transportation, taxes, government fees, fuel charges, shore excursions, gratuities and items of personal nature. Itineraries are subject to change.

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 Chair-Elect

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JMWA Architects, (561) 997-9997

Immediate Past Chairman

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

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Renaissance Title of the Palm Beaches, (561) 265-2666

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DEVON COUGHLAN
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Cypress Creek Country Club, (561) 732-4202

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President

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

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President & CEO

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SHARON J. WALLACE

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LEN TANNEN

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DEE BUTIKIS

Communications Coordinator

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Visitor's Lobby Coordinator

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PRESIDENT'S MESSAGE

Jan. 2009 - New Beginnings



Glenn Jergensen

The Greater Boynton Beach Chamber of Commerce welcomed the business community, residents and visitors to the new Chamber in December (see all the details inside on page 6). Staff welcomed all to the Chamber Visitor Center and Administration Offices on Congress Avenue, just south of Gateway Boulevard, in Renaissance Commons. The official ribbon cutting took place with state, county and city representatives along with our Chamber board of directors and members in attendance. Please stop by to see us if you couldn't make it to the Open House.

We start 2009 with the wind in our sails and a new ship (our new offices on Congress Avenue) to navigate through these rough waters. Since this is Boynton Beach a little nautical symbolism is appropriate. Our new board of directors has been installed, and our new board chairman, Buck Buchanan, has assumed the board leadership position.

Our thanks to 2008 Board Chairman Jim Guilbeault for a successful year. The relocation of the Chamber offices occurred under Jim's watch and we are ready to begin 2009 in our new location in Renaissance Commons — welcoming visitors, residents and members to the new visitor lobby and member information center.

We start 2009 with the wind in our sails and a new ship (our new offices on Congress Avenue) to navigate through these rough waters.

Our 2009 Annual Dinner Dance is fast approaching on Jan. 30 and a "New Beginnings" theme is the focus of the celebration. New location, new board of directors, and, hopefully, a new economic plan coming from Washington will be reason for celebration. Please join your fellow members at Indian Spring Country Club for a night of great company, great food, great dancing and a "live auction." I hope to see you there.

As we all continue to navigate these rough waters, this is the best time to make full use of your membership in the Chamber of Commerce. In many

companies, memberships in organizations like Chambers and training programs for the sales teams are the first items to fall in the budget tightening. Please rethink those decisions. Now is the best time to ready those sales teams for the turnaround, and it will turn around. The Fed has finally acknowledged the recession and claims we have been in it for 12 months. If

cycles of the past hold true we should see an up-tick in mid-2009. What better way to get ready than to train the front line sales team, and give them the opportunities to use those skills at Chamber of Commerce network events.

Chamber of Commerce activities offered with your membership include membership luncheons, business card exchanges, morning coffee mixers, the new Young Professionals Group functions, our newest Woman's Networking and Support Group and four Leads Groups. All are venues for you and your business partners to work forming alliances for the next business cycle and all are brought to you by the Chamber of Commerce.

The Chamber of Commerce's 2009 mission remains three core activities that we are focused on each and every day: *to serve, to protect* and *to promote* the membership of the Chamber of Commerce. In February the Chamber is participating with other south county Chambers and the Business Development Board of Palm Beach County in the Annual International Site Consultant Tour for commercial site selection agents. Watch for results of the program in future *Business Monthly* issues. In March the Chamber has secured the Boynton Beach Mall for a Spring Consumer Expo. Watch for more information on this always-successful event and register early.

The Chamber of Commerce continues to focus on all the positives that are driving our area to be a shopping and dining destination that residents, visitors and business will be proud of for the future. If you're a local business, you won't find a better value for your investment than membership in the Chamber of Commerce. If you know of a business or individual that could benefit from Chamber membership, please pass this *Business Monthly* on and have them contact us here at the Greater Boynton Beach Chamber of Commerce.

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

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AMBASSADORS COMMITTEE**MONTHLY MEMBER LUNCHEON - NOVEMBER****Ellie's hosts Nov. luncheon**

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
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Rosie Feeley	Class Sales Development Corp.	662-0368	rfeeley@trainingbytheslice.com
Diane Fish	Absolute Travel Health & Ultimate Skincare	715-8105	twinfish@bellsouth.net
Susan Krieger Fox	Prudential Florida Realty	523-2091	ksusanfox@comcast.com
Glenis Green	A 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
Peggy Habian	Platinum Property Group	762-1467	Peggy@PlatinumPropertyGrp.com
Donna Hey	Grand Bank of Florida	586-7270	dhey@gbof.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
Mark Karageorge	Mizner Court at Broken Sound	736-5344	miznercourt@greystar.com
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
Marie Neshe	JFK Medical Center	732-8679	marie.neshe@HCAhealthcare.com
Sandry Nuñez	Costco Wholesale	533-0897	Sand204@bellsouth.net
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Jonathan Porges	Donald K. Porges CPA	737-5568	jporges@dporges.com
Mike Reed	WCS Lending LLC	864-2554	mreed@wcslending.com
Mike Roberts	AAA Auto Club South	865-1400	mroberts@aaasouth.com
Reisha Roopchand	Excel Water Systems	968-9864	reisha@excelpurewater.com
Judy Saxton	Practical Billing Services Inc.	495-0967	Saxt6773@bellsouth.net
Charmaine Shettlesworth	Exquisite Weddings & Events Planning	737-6245	exquisitewep@yahoo.com
Trina Wagnac	Palm Beach Community College	862-4735	wagnact@pbcc.edu
Wyn Yelin	UBS Financial Services	659-9592	wyn.yelin@ubs.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.



Chamber Ambassadors Karen Abramson (Boynton Beach City Library) and Mark Karageorge (Mizner Court at Broken Sound) register attendees at the November luncheon.



Chamber Vice President of Operations Enid Silberstein receives a token of appreciation from Chamber Ambassador Mike Penn and the 2008 Leadership graduates.



Anne Gannon, Palm Beach County tax collector, was the guest speaker at the Chamber's November luncheon, held at Ellie's 50's Diner in Delray Beach.

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.

RIBBON CUTTINGS



Tourmaline Event Productions, located at 3100 S. Congress Ave., Suite 4, recently celebrated its membership to the Boynton Chamber. Call them at (561) 364-4000.



Charter Schools of Boynton Beach, located at 1425 Gateway Blvd., recently celebrated its membership to the Boynton Chamber. Call them at (561) 374-8989.



The Salon Professional Academy, located at 552 E. Woolbright Road, recently celebrated its membership to the Boynton Chamber. Call them at (561) 733-2223.



Las Gaoneras Mexican Restaurant, located at 1701 N. Congress Ave., recently celebrated its membership to the Boynton Chamber. Call them at (561) 735-0588.



Boca Dolce, located in the Kohl's Center, 1899 N. Congress Ave., Suite 3, recently celebrated its membership to the Boynton Chamber. Call them at (561) 292-9890.



Friendly's, located at 2258 N. Congress Ave., recently celebrated its membership to the Boynton Chamber. Call them at (561) 735-3350.

Boynton Beach Chamber introduced new Chamber Offices to local officials, membership and residents on Dec. 17



From left: Craig Clark, City of Boynton Beach library director; Boynton Beach Mayor Jerry Taylor; and Mindy Stern from Nail Know How



The Chamber hosted an Open House along with the ribbon cutting for its new offices.



Gary Hines, senior vice president of the Business Development Board of Palm Beach County, with Kathy Shabotynskij, former Boynton Beach Chamber president from 1995 to 1999



From left: Frank Donnino, Donnino Portraits; Mark Palm, National City; and Tony Donnino, Debt Relief



From left: Polina Rozenbaum, Great Wraps; Chamber Board Member Devon Coughlan, Conflict Solutions; Karl Werrlein, TD Bank; and Board Member Maria Werrlein, TD Bank



Board of Directors Conference Room - Suite 214



The official ribbon-cutting ceremony photo for the Boynton Beach Chamber of Commerce's new offices on Congress Avenue just south of Gateway Boulevard in Compson Place at Renaissance Commons



Visitor and Member Information Lobby - Suite 106



Administration Offices in Suite 214



The crowd enjoys the Open House reception at the Chamber's new offices.



Chamber President Glenn Jergensen (center) thanks Business Development Board of Palm Beach County President Kelly Smallridge for joining the ribbon-cutting ceremony.

MONTHLY MEMBER LUNCHEON - DECEMBER

Holiday Luncheon held at Benvenuto Caterestaurant



From left: Chamber Ambassador Judy Saxton, Practical Billing Services Inc.; J.C. Stern, Hospice of Palm Beach County; and Chamber Ambassador Judy Guilbeault of Ellie's Catering



The Boynton Beach High School choir sang at the Chamber's recent Holiday Luncheon.



From left: Steve Vlahakis, MetLife; Chamber Ambassador Mike Penn, New England Financial South Florida Financial Strategies; and Chamber Ambassador and Board Member Jonathan Porges, Donald K. Porges, CPA, LLC



From left: Vicki Feicht, Victory Accounting Services; Christy Sharp, Victory Accounting Services; Chamber Ambassador Mark Karageorge, Mizner Court at Broken Sound; Tanisha Fernandez-Mobley, Mizner Court at Broken Sound; Bobby Ruiz, Greystar; Sandra Arriaga, La Costa Apartments; and April Sharp, Victory Accounting Services



Luncheon sponsor and board member Tony Newbold from Florida Power & Light Co.



Boynton Beach High School Principal Keith Oswald

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

AAA - Auto Club South
Aberdeen Physical Therapy & Fitness
Accounting & Tax Services Inc. of
Delray Beach
AFLAC - Marlene Nielsen
Ascension Lutheran Church
AT&T Florida Inc.
AVDA - Aid to Victims of
Domestic Abuse Inc.
Banana Boat Restaurant & Lounge
BankAtlantic
Benvenuto Caterestaurant
Beth Israel Memorial Chapel
Bethesda Pathology Group
Bob's Christmas Trees at
Boynton Beach Mall
Boynton Beach Community
Redevelopment Agency
Boynton Beach Mall
Boynton Beach Marble & Granite Inc.
Boynton Lighting of Palm Beach Inc.
Boynton Woman's Club Inc.
Bud's Chicken & Seafood
C.K.'s Lockshop & Security Center
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Finton Construction Co., Inc.
FL Professional Business Systems Inc.
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Great Wraps
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Katie Smith Photography
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Paper Roll Products
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Regions Bank
Royal Manor Estates Inc.
Sea Mist Enterprises Inc.
Security Options Inc.
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Southern Dance Theatre
Southern Homes
Southern Self Storage
St. Joseph's Episcopal Church
St. Mark Catholic School
TD Bank
Temple Shaarei Shalom
Tree Movers Inc.
Two Georges Waterfront Grille
United Way of Palm Beach County
Victory Accounting Service Inc.

**BUSINESS AND
GOVERNMENT AFFAIRS****Committee meets
second Thursday
of month at
Workforce Alliance**

The Boynton Beach Chamber of Commerce 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, Feb. 12, 2009, at Workforce Alliance, located at 901 N. Congress Ave., Suite C-201.

For information, call (561) 853-0181.

NEW MEMBERS**The Greater Boynton Beach Chamber of Commerce welcomes its newest members ...****ADAMS PEST CONTROL**

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Call the Boynton Beach
Chamber of Commerce
at (561) 732-9501
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www.boyntonbeach.org
to find out how you can
become a member.

THE TRAINING CORNER

Do your employees know what exactly is expected of them?



By BOB STIDHAM
Consultant –
Stidham Enterprises

Well, we're back. As a refresher, the purpose of our column is to help you deal with improving the performance of your employees. It's also possible

that we may even help you improve your own performance. This is the second of a series of short articles related to improving people performance in your business.

In our previous article, we mentioned that training can be expensive and time consuming. So, before you jump to the conclusion that "We need to teach these people how to ..." perhaps it might be worth a little time spent on some performance analysis.

A few years ago I was asked to make a presentation at an industry conference related to improving employee performance. I agreed to do the presentation, but had little knowledge of the industry itself. An

acquaintance happened to operate a business associated with this industry, so I asked if he would mind my visiting his operation. He agreed and after showing me around and answering several of my questions about how the process worked, I discussed my presentation and asked him if he had any employee performance problems. When he answered that he didn't, I was curious. This was quite unusual for a business that size, or for that matter any size, to not have at least some employee performance problems, even minor ones.

So I complimented him on this achievement and asked how he accomplished that. His answer was quite simple. "I fired 'em all!" Although this might be one solution to an employee's performance that might not be up to par, considering the costs of replacing an employee, it might not be the right solution.

We're going to make an assumption here that you have already done your homework and decided that the people problem you have is worth fixing rather than ignoring. In essence you have said that this is important to my business and I want to do something about it. So we can move on.

There is an entire process related to performance analysis, but suffice it to say that people in general do or don't do what we expect for any number of reasons. The lack of proper training is only one of them.

When performance is not what we would like for it to be, the first question we should be asking is, 'Do they really know what I expect?'

In this session we'll talk about another reason – not knowing what is expected. In his book, *Analyzing Performance Problems*, author Robert Mager likes to call this "Invisible Expectations." You can usually recognize when you're there when you hear something like, "But you never told me, or I didn't know that was part of my job, too."

And it's easy for this to happen. Procedures change, equipment changes, employees change jobs and things fall through the cracks. It occurs all the time. And it's up to us as business owners, or managers, or supervisors to

recognize that when performance is not what we would like for it to be, the first question we should be asking is, "Do they really know what I expect?"

And how do you find out? Ask them! And asking them looks and sounds a lot like this. "I've noticed that you are doing ..., how about if you take a few minutes and explain to me exactly what you think the expectations are for this part of the job?" You may be surprised at what you hear. You may even be more gratified at how easy and inexpensive it is to fix. After that part of the conversation, you may need to re-establish the expectations, perhaps even demonstrate exactly the way you want the job done.

Making sure that they know and understand our expectations is only one reason why people might not be doing what we want. In our next article we'll talk about another significant reason, inadequate feedback.

Until then, make it what ever kind of day you want, and remember that a great day is hard to beat!

Bob Stidham is owner of Stidham Enterprises, a training and productivity improvement consulting firm and member of the Boynton Beach Chamber. E-mail him at rstidham@stidhament.com, or visit his Web site at www.stidhament.com

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 Thursdays of the month at 8:30 a.m. 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 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 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) 414-8084. 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.

For more information about W4W and the location for its meetings, call Chairwoman Diane Fish of Absolute Travel Health and Ultimate Skin Care at (561) 638-7957.

YOUNG PROFESSIONALS LUNCHEON

Cypress Creek CC hosts luncheon



From left: Katie Smith, Nishme Rangel, Chamber Ambassador Lou Iafrate and Aimee Slossberg



From left: Ed Syring, Natacha Worthington and Cypress Creek CC's Theresa Marcacci



From left: Cathy Johnson, Chamber staffer Sharon J. Wallace and Bob Tulp

YOUNG PROFESSIONALS COLUMN

Looking for business in your own back yard the Three-Up way



By JANE GAREE
Young Professionals Chairwoman

"If I ever go looking for my heart's desire again, I won't look any further than my own back yard."

— Dorothy Gale, Kansas native and cyclone survivor from the *Wizard of Oz*

Our last Young Professionals article ended with the promise to get more specific on three key components of how to grow your business. So let's get right to addressing the first one: finding business in your own back yard.

Too many people think that the business is "out there" and they have to go "hunt for it." For me, this has always conjured up images of medieval warriors, climbing into their suits of armor, ready to do a hard day's battle for some prize. Unfortunately, for a lot of people, this is how they view the prospect of enlarging their territory. They climb into their suits, arm themselves with their "weapons" (business cards, promotional materials, etc.) and head out to slay prospects/dragons, hoping that the day will find them victorious.

Not only is this not the way to go, it can get depressing fast. As long as you have the mentality that you have to "fight" for business and that it's out there, "somewhere over the rainbow," your exhaustion will only be superseded by your frustration and frankly, lack of success.

But take heart! There is plenty of business, and you don't have to fight to get it "out there." Although it may initially require some strategy, once you grasp a few concepts, business will find you.

So where is all this business? Is it really in your own back yard, right there with no hunting necessary?

Well, I'm going to tell you a secret that will make you a fortune. Ready? Lean closer. You don't want to miss this. The answer to all your dreams of prosperity is ...

Networking. The bigger secret? Networking in your own community. Networking with people you already know.

Networking? Really? Doesn't that mean I have to go to these events, talk to people I don't know and don't care about, tell them all about what I do and why they need my products and services?

Uh ... no. And if that's what you think networking is, well no wonder you're worn out from your job.

Networking can be interesting at worst and down right fun at best. But you have to know how to do it. It's not hard and you don't have to go far.

Although the topic of networking could fill column space for several weeks and then additionally be broken out into sub-topics, we are going to focus on nothing other than the three Ups of networking. Embrace the Three-Up Concept and watch your business



Ed Kosiec (left) of RE/MAX Prestige and Mike Reed of WCS Lending enjoy the recent Young Professionals Mixer at the Banana Boat.

soar. Here we go. The Three Ups of networking are; Show Up, Shut Up, Follow Up.

That's it. Sounds simple, right? You'd be surprised how hard it can actually be. Let's break it down.

The first thing you have to do is SHOW UP. Networking won't work with erratic attendance and it certainly won't work if you don't show up at all. If networking isn't working for you, maybe you're not working for it.

The next principle is to SHUT UP. What does this mean? You obviously can't go to a networking event and not say anything to anybody. This won't bring you any business. So how does shutting up work?

The biggest mistake anyone makes in networking is telling everyone they can what they do for a living, how they work, why they are the best, etc., etc., ad nauseam.

Don't do that. Shut up. Instead of talking, ask questions and then listen to the answers. Be interested in other people instead of trying to get other people to be interested in you. Don't talk business. Sure, you want to find out who does what, but don't get into details. Go to give, not to get. Find out how you can help them. Get their card and tell them you are interested in having a future conversation. Let them know you will follow up.

FOLLOW UP. That's the last step but a very critical one. All too often, it's easy to become a professional card collector. You give yourself a false sense of accomplishment because you see all the "work" you have done as evidenced by your fantastic stack of cards. Do any of these people remember you though? Do you remember them? Are they helping you to grow your business? Are you helping them to grow theirs? If you remember anything, remember this — the fortune is in the follow up. Always has been, always will be. Follow up with phone calls, with face-to-face appointments, with a commitment to have the next conversation. Never stop the follow up.

Although each of these three steps bears closer scrutiny and there is more to it, if you just get started with the basic premise of show up, shut up and follow up, you will be on your way to finding your heart's desire in your own back yard.

Red shoes and small dog not required.

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Buchanan steps in as Chamber chairman of the board

BUCHANAN, from cover

Buchanan hails from western Pennsylvania but has been in Florida so long that he swears he met Ponce de Leon. He has a bachelor's of science in industrial engineering from Purdue University and a master's of business administration from Long Island University, as well as uncountable hours of law enforcement training. Despite his best efforts to get her to move into his recently expanded home, his mother, Mary Jane, only visits during the holiday season.

Buchanan has been president of organizations such as the FDLE Special Agents Association and INCA, his Boynton Beach neighborhood association. He has headed the FDLE offices in Sebring, West Palm Beach and Fort Lauderdale.

Buchanan is looking forward to the chairmanship of the board of directors in what will be a most challenging year for business and the community. He feels these challenges will result in a stronger Chamber, which will fuel a stronger Boynton Beach. He plans to work for the cooperation and collaboration of the city, the CRA and the Chamber to ensure a bright future for the area.

MONTHLY THANKS

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

- Jim Guilbeault, Ellie's Catering, for sponsoring Ambassador Committee luncheons;
- Katie Smith, Katie Smith Photography, for photography at mixers and luncheons;
- Asset Foundry, for Web-site hosting;
- Rob Silio, GRT Services, for donating printing services.

MONTHLY MIXER

Fritters hosts November mixer



From left: Elliott Williams (Communications Resource Management Corp.), Judy Guilbeault (Ellie's Catering) and Chamber Chairman Jim Guilbeault (Ellie's Catering) enjoy the icebreaker at November's mixer at Fritters Seafood & Oyster Bar.



Chamber President Glenn Jergensen at the recent mixer at Fritters Seafood & Oyster Bar



Board member William Marcacci and his wife, Theresa, of Cypress Creek Country Club

NETWORKING OVER EASY

Coffee Beanery hosts Dec. NOE



Owner Magdy Mahmoud (center) gets a Certificate of Appreciation from Chamber President Glenn Jergensen for hosting the December Networking Over Easy at the Coffee Beanery.

CALENDAR OF EVENTS

Day	Time	Event
Mon., Jan. 19		Martin Luther King Day - Chamber Closed
Tue., Jan. 20	8:30 a.m.	Leads to Business @ Sun Realty 1375 Gateway Blvd., (561) 541-0304
Tue., Jan. 20	6:30 p.m.	City Commission Mtg. @ City Hall 100 E. Boynton Beach Blvd., (561) 742-6000
Wed., Jan. 21	5:30 p.m.	Monthly Mixer @ National City Bank 8961 Hypoluxo Road, Lake Worth, (561) 434-2545
Thu., Jan. 22	8:15 a.m.	Board of Directors Mtg. @ the Chamber
Fri., Jan. 23	Noon	Leads 2 Success @ Cypress Creek Country Club 9400 S. Military Trail, (561) 732-4202
Tue., Jan. 27	8 a.m.	Young Professionals Coffee House @ Coffee Beanery 1000 N. Congress Ave., Suite 100, (561) 732-5656
Tue., Jan. 27	2 p.m.	Sales-Tax Workshop @ the Chamber
Fri., Jan. 30	7 p.m.	Annual Dinner Dance @ Indian Spring CC 11501 El Clair Ranch Road, (561) 737-5544
Tue., Feb. 3	8:30 a.m.	Leads to Business @ Sun Realty 1375 Gateway Blvd., (561) 541-0304
Tue., Feb. 3	6:30 p.m.	City Commission Mtg. @ City Hall 100 E. Boynton Beach Blvd., (561) 742-6000
Wed., Feb. 4	Noon	Ambassadors @ Ellie's 50's Diner 2410 N. Federal Hwy., Delray Beach, (561) 276-1570
Thu., Feb. 5	8:30 a.m.	Business Professionals Leads Group @ TBA [For location, call Jonathan Porges, (561) 737-5568]
Fri., Feb. 6	8 a.m.	Networking Over Easy @ Fritters Seafood & Oyster Bar, 6520-26 Lantana Road, Lake Worth, (561) 964-4664
Tue., Feb. 10	8:30 a.m.	Healthcare Advocacy Group @ TBA
Tue., Feb. 10	6:30 p.m.	CRA Mtg. @ City Hall 100 E. Boynton Beach Blvd., (561) 742-6000
Wed., Feb. 11	11:30 a.m.	Monthly Member Luncheon @ Courtyard by Marriott Boynton Beach, 1601 N. Congress Ave., (561) 737-4600
Thu., Feb. 12	8:15 a.m.	Bus. & Gov't Affairs Comm. @ Workforce Alliance 901 N. Congress Ave., Suite C-201, (561) 853-0181
Thu., Feb. 12	8:30 a.m.	Women 4 Women @ TBA
Fri., Feb. 13	Noon	Leads 2 Success @ Cypress Creek Country Club 9400 S. Military Trail, (561) 732-4202
Mon., Feb. 16		Presidents Day - Chamber Closed
Tue., Feb. 17	8:30 a.m.	Leads to Business @ Sun Realty 1375 Gateway Blvd., (561) 541-0304
Tue., Feb. 17	6:30 p.m.	City Commission Mtg. @ City Hall 100 E. Boynton Beach Blvd., (561) 742-6000
Thu., Feb. 19	8:30 a.m.	Business Professionals Leads Group @ TBA [For location, call Jonathan Porges, (561) 737-5568]
Fri., Feb. 20	8 a.m.	WINS @ Windward Palms 8440 S. Military Trail, (561) 731-5917

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 National City Bank

January 21, 2009 from 5:30-7:00 pm
8961 Hypoluxo Road, Boynton Beach
No Charge For This Mixer!
Business After Hours Networking

Annual Dinner Dance Indian Spring Country Club

January 30, 2009 at 7:00 pm
11501 El Clair Ranch Road, Boynton Beach
\$100 per person
Dance until midnight & enjoy fine cuisine.

Networking Over Easy Fritters Seafood & Oyster Bar

February 6, 2009 from 8:00 - 9:00 am
6250-26 Lantana Road, Lake Worth

Monthly Luncheon "Meet the Publisher" Courtyard by Marriott, Boynton Beach

February 11, 2009 from 11:30 am - 1:00 pm
1601 N. Congress Avenue, Boynton Beach
Presented & Sponsored by The Palm Beach Post



*The Greater Boynton Beach Chamber of Commerce
together with
Bethesda Memorial Hospital
and*

*Compson Associates, Inc./Renaissance Commons
request the pleasure of your company at the*

NEW BEGINNINGS • 2009

Annual Dinner Dance

Friday, January 30, 2009

*Indian Spring Country Club
11501 El Clair Ranch Rd., Boynton Beach, FL 33437*

*An Elegant Evening of Dining and Dancing
to the live music by Will Bridges Entertainment
A 5-Piece Dance Band*

*Cocktails & Hors d'oeuvres at 7:00 p.m.
Cash Bar*

*Dinner and Dancing at 8:00 p.m.
Complimentary Wine with Dinner
Live Auction and Drawing at 9:00 p.m.*

Reservations \$100.00 per person

LIMITED SEATING

Please R.S.V.P. by January 23, 2009

Black tie preferred.