

## EVENTS

### South County Chambers Business Card Exchange

**When:** Tuesday, Oct. 27;  
 5:30 p.m.  
**Where:** Boca Raton Marriott  
 5150 Town Center Circle  
 Boca Raton  
**Cost:** \$20; register at  
[www.BocaRatonChamber.com](http://www.BocaRatonChamber.com).

### Networking Over Easy

**When:** Friday, Nov. 6; 8 a.m.  
**Where:** Ellie's 50's Diner  
 2410 N. Federal Highway  
 Boynton Beach

### Fall Consumer Expo

**When:** Saturday, Nov. 7; 10 a.m.  
**Where:** Boynton Beach Mall  
 801 N. Congress Avenue  
 Boynton Beach  
**Cost:** \$125 per table; call the  
 Chamber at (561) 732-9501  
 for more information.

### Monthly Mixer

**When:** Wednesday, Nov. 18;  
 5:30 p.m.  
**Where:** Village Tavern  
 1880 N. Congress Avenue  
 Boynton Beach  
**Cost:** \$10 for members;  
 \$20 for non-members.  
**To benefit:** Chamber Education  
 Foundation

## Chamber thriving in new location

Chamber President calls last year's move to Renaissance Commons a "great success."

The Greater Boynton Beach Chamber of Commerce is celebrating its first anniversary at their location in Renaissance Commons on Congress Avenue.

"The move to Congress Avenue has been a great success," said Chamber President Glenn Jergensen. "Our Chamber Visitor Lobby has become a first stop for visitors and returning seasonal residents to Boynton Beach, as we averaged 350 to 400 visitors per month from January to June 2009."

**"Our Chamber Visitor Lobby has become a first stop for visitors and returning seasonal residents to Boynton Beach."**

— GLENN JERGENSEN  
President,  
Greater Boynton Beach  
Chamber of Commerce

As the 2009-2010 winter season approaches, this number is expected to increase as the Chamber is now recognized as *the* information center for the business community in the greater Boynton Beach area.

Chamber members should be proud of the visibility their visitor center is providing businesses in Boynton Beach. All members are invited and encouraged to make best use of their membership by having business cards and business brochures, and taking advantage of advertising opportunities within the Chamber Visitor Lobby to expose their business to the community.

For more information and pictures of the Chamber's Visitor Lobby, turn to page 6.

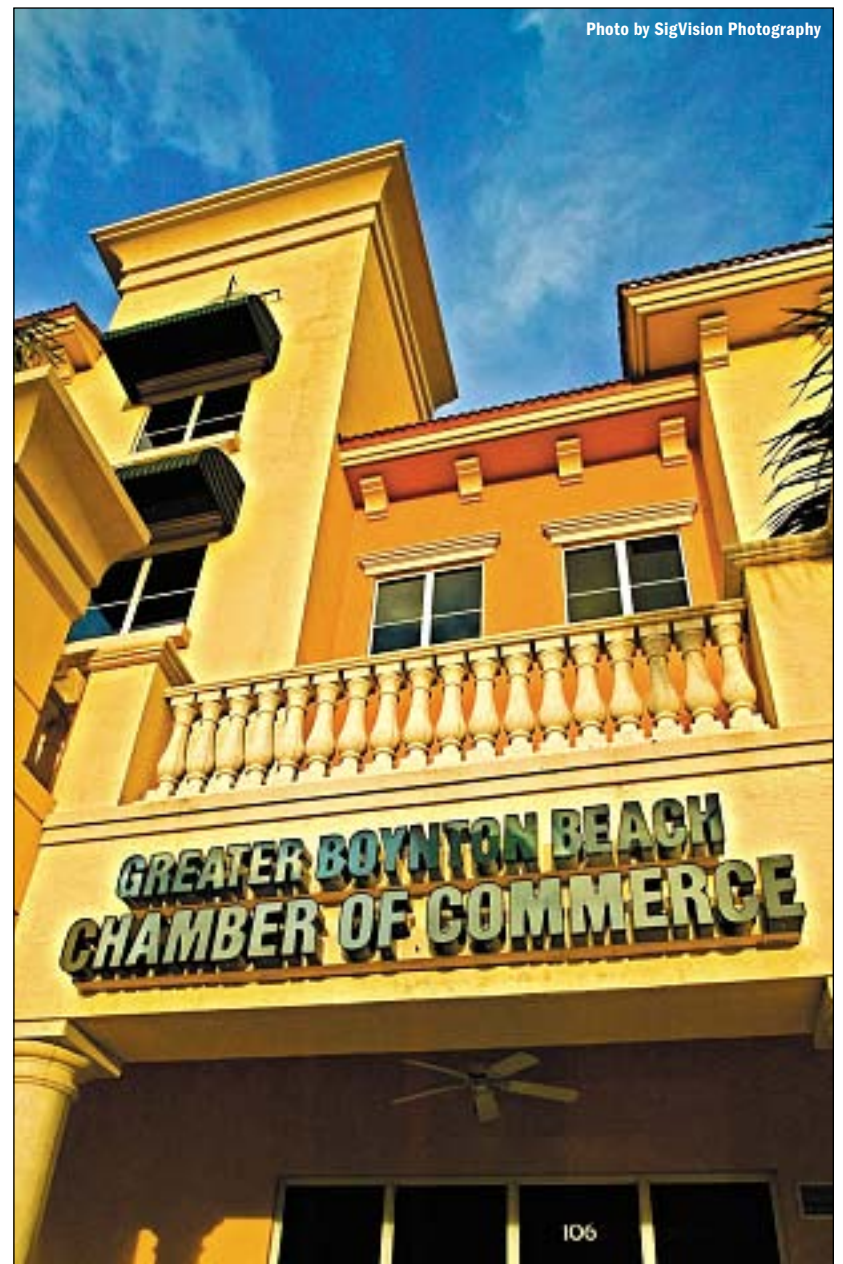


Photo by SigVision Photography

After almost 30 years on Ocean Avenue, the Chamber moved to its new office in Renaissance Commons on Congress Avenue last October. Now, as they celebrate their one-year anniversary, the Chamber stands tall as the premier information center for the *greater* Boynton Beach business community.

**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

CAROLE ARONSON  
Carole Aronson PA, (561) 739-7907

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

CALVIN L. CEARLEY  
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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) 820-4644

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

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(561) 434-5334

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

### President

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

## STAFF

### President & CEO

GLENN JERGENSEN

### Vice President of Operations

ENID SILBERSTEIN

### Membership Accounts Executive

SHARON J. WALLACE

### Membership Accounts Executive

LEN TANNEN

### Membership Accounts Executive

DEE BUTIKIS

### Communications Coordinator

CONNIE GALDOS

### Visitor's Lobby Coordinator

SANDRA FENTON

## VOLUNTEERS

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PEARL FRIEDMAN, JULIA GRUBER,  
PEGGY MURO, SHIRLEY UNGERLEIDER, PAMELA  
WHITMORE, 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

# Be careful what you wish for

Have you ever wished you could have voted on a particular development/redevelopment project; one that you didn't want to see happen or, at least, not in its final configuration? Of course, you didn't wish it enough that you ran for public office. You just wanted to be able to vote on it as a citizen. I know I have.

Well, Constitutional Amendment 4, which requires voters to approve all local comprehensive land-use plan changes, is on the ballot next year. It's about time! I have my rights, you know.

Let's take a look at the "rights" attached to Amendment 4. Currently, elected officials vote on these changes. These are people who have made a commitment to look out for the public interest (high road) or to get elected for some private agenda (low road). In either case, they have to become educated on numerous issues so they can make informed decisions. Further, they have city and/or county



Buck Buchanan

**At first glance, Amendment 4 seems as if it would promote sensible development, but further analysis reveals it does just the opposite.**

sensible development that promotes sound business and commercial progress, preserves and enhances residential neighborhoods, and generally improves the quality of life. Some battles have gone the way I wanted and some have not, but in the latter case, there were usually concessions that made the end product palatable. Without public forum and informed elected officials, my voice would have been unheard and unheeded.

So what happens under Amendment 4? How informed will the voters be?

If it's a change that directly affects your home or business, you'll probably be well-informed. But how about changes that don't affect you directly?

How about intricate technical changes within the comprehensive plan, which also would require a vote? How many people even know what the comprehensive land use plan is? Who has the time? And you don't have staff to help you with it!

Let's say a change will bring in a lot of tax revenue and enable property taxes

to be lowered. The only problem is that it will destroy your neighborhood. Lowering taxes sounds good — except to you and your neighbors. Would you rather have the issue decided in a public vote by informed elected officials who have to answer to the public or in a secret vote by individuals informed through sound bites and who benefit from the tax revenue of the project?

How about voter fatigue when the voters throw up their hands and reflexively vote "no" on everything they don't take time to understand? Desirable projects die, the economy suffers, and progress ceases. That's why Amendment 4 has been opposed by a broad spectrum of knowledgeable people from economists to environmentalists to entrepreneurs.

We all know there's no such thing as a free lunch. So what's the cost of Amendment 4?

First, there's the direct cost of voting on all the mandated issues. Floridians for Smarter Growth reports that in the last four years, Amendment 4 would have caused more than 42,000 local votes, an average of more than 10,500 per year. What would the cost of that be? How about the cost of the effect on the economy and on tourism as blight stays and jobs go.

At first glance, Amendment 4 seems as if it would promote sensible development, but further analysis reveals it does just the opposite. Pure democracy, in which citizens vote directly on the issues, is a nice concept but didn't work even in the much simpler times of ancient Greece. Representative democracy has worked well in this country from the beginning and is more necessary than ever in our complicated and busy world.

So, when you're wishing you could vote directly on development changes, be careful what you wish for.

## 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.

### Editors

RANDALL P. LIEBERMAN,

KEITH MERRITT

### Chamber Editor

DEIDRE STUTSMAN

# Our History, *Your Story*



The official centennial book, *Palm Beach County at 100: Our History, Our Home*, publishes soon.

This full-color, hardbound book will be filled with family photos and personal recollections, making it a one-of-a-kind keepsake that will be cherished for generations.

**\$56.93\***

Includes tax and in-state shipping per book. \*Out-of-state orders are \$61.93 per book.

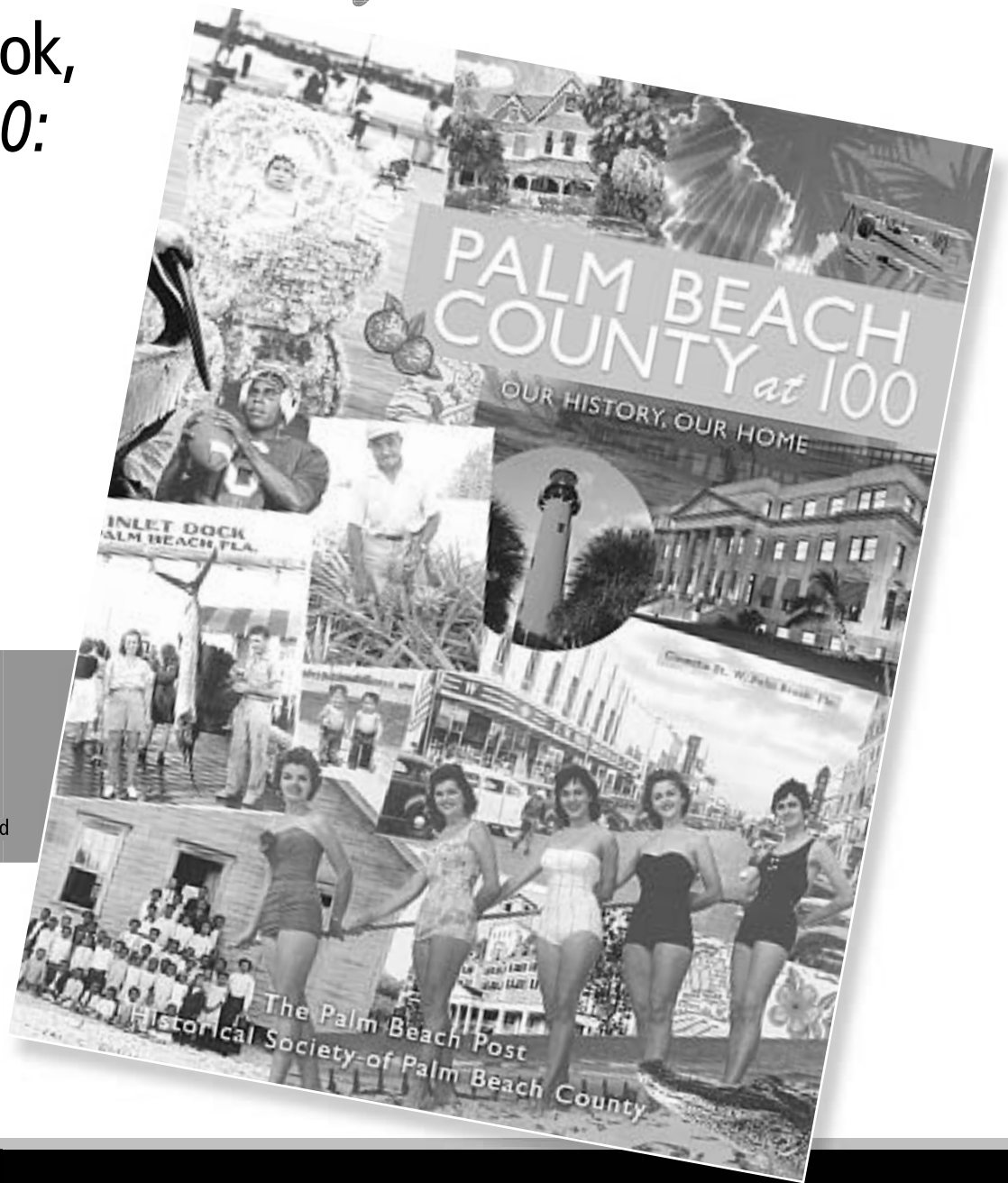
**\$35\*\***

for orders of 50 or more. Call (561) 820-4158 for details. \*\*Must be picked up, tax not included

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Go to [gallerypalmbeach.com](http://gallerypalmbeach.com) to pre-order.

Publishes November 1, 2009



## The Palm Beach Post

## AMBASSADORS COMMITTEE

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Lisa Bokalders	SigVision Photography	312-6850	sigvision@mac.com
Susan J. Brotman	Susan J. Brotman PA	374-9098	sjbrotman@aol.com
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Glenis Green	Classic Residence by Hyatt at Lakeside Village	434-5334	ggreen@hyattclassic.com
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Judy Saxton	Practical Billing Services Inc.	495-0967	Saxt6773@bellsouth.net
Diane Schrader	EJ Schrader Mattress Co.	585-2139	diane@schradbeds.com
Bob Tulp	Adam's Pest Control	735-0353	btulp@adamspest.biz
Pam Young	Renaissance Self Storage	244-6666	pyoung@compson.com
Ina Zimmerman	Emeritus	733-3200	boynton-crd@emeritus.com

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

## MEMBER SPOTLIGHT



Atlas Party Rental's Eric (left) and Randee Wechsler (second from right) receive a Certificate of Appreciation from Past Chamber Board Chair Jim Guilbeault (second from left), Ellie's Catering; and Chamber President Glenn Jergensen.

# Atlas Party Rental celebrates 25 years of service to the community

On Sept. 15, more than 200 friends, clients and colleagues from Palm Beach, Boca Raton and throughout South Florida gathered to celebrate the 25th anniversary of Atlas Party Rental. Opening its showroom and warehouse to guests, Atlas hosted an exclusive "must-attend" event that commemorated the company's milestones, both past and present.

"This event was not only to celebrate our 25th anniversary, but also for us to say 'thank you' to those that have supported us throughout the years," said Randee Wechsler, President of Atlas Party Rental.

With 14 of South Florida's leading caterers serving their signature

dishes, partygoers indulged in a range of decadent specialties. Attendees also received a special preview of the latest rental collections for the Fall 2009 and Spring 2010 seasons, thanks to some creatively-themed vignettes placed throughout the venue.

Although the event was filled with food, fun and entertainment, the highlight of the evening was Randee's special tribute to her parents, Sam and Beatrice Horowitz, founders of Atlas Party Rental.

From beginning to end, guests experienced an unforgettable event that served as a true commemoration of 25 years of service, style and selection.

## 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.

■ John Wurzell, Wurzell Photography, for photography at mixers and luncheons.

■ Asset Foundry, for hosting the Chamber's Web site.

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

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



## NETWORKING OVER EASY

Our thanks go out to Windward Palms, located at 8440 S. Military Trail in Boynton Beach (just north of Gateway Boulevard), for hosting the **Networking Over Easy** event in September. On-site managers Mary and John Kavanagh greeted Chamber members as they networked and enjoyed coffee and pastries.



From left: Glenn Jergensen with Mary and John Kavanagh of Windward Palms.



From left: Attorney Ann Smith, Ellen Stewart from Primerica, and Marcia Berns from Nostalgic America.

## RIBBON CUTTINGS



### Tastefully Simple

Tastefully Simple recently celebrated its membership in the Boynton Beach Chamber of Commerce with a ribbon cutting. For more information call (561) 376-7903, or go to [www.tastefullysimple.com](http://www.tastefullysimple.com).



### A Classic Residence by Hyatt at Lakeside Village

A Classic Residence by Hyatt at Lakeside Village, located at 2792 Donnelly Drive in Lake Worth, recently celebrated its membership in the Boynton Beach Chamber of Commerce with a ribbon cutting. For more information call (561) 434-5334, or go to [www.hyattclassic.com](http://www.hyattclassic.com).

### IMPORTANT NOTE: BUSINESS MONTHLY GETTING A NEW LOOK

The Chamber is "Going Green," and in an effort to conserve, the *Business Monthly* will now be consolidated in the *Neighborhood Post* beginning the first Thursday of November. Please watch for our new focused Chamber *Business Monthly* in the coming months.

## LOBBYING ON YOUR BEHALF

# Invest in your community by having visibility to members, residents, seasonal residents and tourists who frequent our Chamber's Visitor Lobby

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

Did you know that the Visitor Lobby is the first stop for returning winter residents? We are also 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 poster locations throughout the Visitor Lobby available for your advertisements. If the member supplies the graphic design, the Chamber will have the full-color poster created by a fellow Chamber member. The poster will be displayed for one year during Visitor Lobby hours (Monday through Friday) and range in price from \$300 to \$1,200 annually.

The LCD monitor and digital picture frames in the front window of the Visitor Lobby will rotate the advertisement graphics of our Chamber members. Company logo with location and phone numbers, or an enlarged business card, will rotate on the monitor for 10 seconds at a minimum of twice per hour. The advertisement will be displayed for six-month programs with prices starting at \$150.

Call Glenn Jergensen at (561) 732-9501 for more information.

**Invest in your community...  
Invest in yourself**

**GBB** THE GREATER  
**BOYNTON BEACH**  
CHAMBER OF COMMERCE

As a Chamber member  
you'll receive:

- Informative Free Seminars to help your business
- Advertising & Networking opportunities
- Recognition in the business community
- Legislative strength & awareness
- All sorts of member discounts and perks – just ask!

Visit [www.boyntonbeach.org](http://www.boyntonbeach.org) or call **561-732-9501**



**There are several advertising options located throughout the Chamber's Visitor Lobby including spots for brochures and business cards, as well as posters and an LCD monitor.**

## MEMBER LUNCHEON



Our **September Luncheon**, sponsored by BankUnited and JMWA Architects, was held at Ellie's 50 Diner and Catering and focused on Economic Development in Palm Beach County, highlighting the challenges and competition the area faces in attracting new business.

Mike Jones, President of the Economic Council of the Palm Beaches, presented the findings provided by an outside consulting study called "Market Street," and answered questions from the members about topics related to Economic Development in the area.

Thanks to Mike Jones for leading these efforts to highlight the areas that we, as government and business leaders in Palm Beach County, need to focus on in order to retain and attract businesses.



**1.** From left: Chairman Buck Buchanan, Luncheon Sponsors Chair-Elect 2010 Jim Williams of JMWA Architects, BankUnited Marketing President Joe Cardenas, and Chamber President Glenn Jergensen.

**2.** Board members Elliott Williams (left) from Communications Resource Management, and Jonathan Porges (right) from Donald K. Porges, CPA, LLC, with Maria Barber from the Unity School.

**3.** From left: Bruce Berns from Nostalgic America; Board Member Glenis Green, Classic Residence by Hyatt; and Don Finton, owner of Finton Construction.

**4.** Mike Jones, President of the Economic Council of the Palm Beaches, was the guest speaker for the September Luncheon.

## SEPTEMBER MIXER

The Chamber's **September Mixer** was held at Citibank, located at 10086 Jog Road in Boynton Beach (just south of Boynton Beach Boulevard). Chamber members turned out for an evening of networking with our western Boynton Beach business community.

We appreciate our host for the evening, Lesile Bavaro, Financial Center Manager for Citibank, and her staff making this a great evening of networking. Also, thanks to our Ambassadors for making sure all had a wonderful time.



**Chamber President Glenn Jergensen with Financial Center Manager Leslie Bavaro.**



**From left: Chamber Ambassador Alice Alper, from Manhattan Mortgage; John Keefe, Family Escrow & Title; Katie Lizana, Signature Storage of Monterey; and Bill Hanley and Carol Murphy, Family Escrow & Title.**

## NEW MEMBERS

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

### ALCHEMY FINANCIAL SOLUTIONS

Al Klimpl  
Boynton Beach  
(561) 649-0774  
alan@alchemyfinancialsolutions.com  
www.alchemyfinancialsolutions.com  
*Accountants/Tax Services*

### ALWAYS BEST CARE OF PALM BEACH

Vivian Torres  
8401 Lake Worth Road, Suite 102  
Lake Worth, FL 33467  
(561) 267-4725; fax (561) 584-6111  
vtores@abc-seniors.com  
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dmellithorpe@comcast.net  
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Boynton Beach  
(561) 313-8264  
smiller1131@msn.com  
www.gobrighterwhite.com  
*Teeth Whitening*

### CARING PEOPLE HOME HEALTHCARE AGENCY

Angela Prochazka  
15127 Jog Road  
Delray Beach, FL 33446  
(561) 322-5250; fax (561) 860-9223  
angela@caringpeopleinc.com  
www.caringpeopleinc.com  
*Home Health Care Services/Management*  
Sponsored by: Debbie Barrientos of Hamlin Place Skilled Nursing & Rehab Center

### designstogo

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Lake Worth, FL 33463  
(561) 432-1313; fax (561) 649-6499  
sales@designs2go.net  
www.designs2go.net  
*Signs*

### EQUITY RESIDENTIAL

Melissa Johnson  
6451 N. Federal Highway  
Fort Lauderdale, FL 33308  
(954) 267-7827 or (954) 854-2267;  
fax (954) 491-0708  
MJohnson1@eqrworld.com; www.equityapartments.com  
*Property Management*

### FEINSTEIN DERMATOLOGY & COSMETIC SURGERY

Logan Wertkin  
4205 W. Atlantic Ave.  
Delray Beach, FL 33445  
(561) 498-4407  
fdermatology@gmail.com; www.fdermatology.com  
*Physicians - Dermatology*

### MCDONALD HOPKINS, LLC

Spencer Gollahon  
505 S. Flagler Drive, Suite 300  
West Palm Beach, FL 33404  
(561) 847-2351; fax (561) 472-2122  
sgollahon@mcdonaldhopkins.com  
www.mcdonaldhopkins.com  
*Attorneys - Business & Bankruptcy Services*

### NOSTALGIC AMERICA INC.

Bruce Berns  
1035 Gateway Blvd., Suite 201-163  
Boynton Beach, FL 33426  
(561) 585-1724  
bruce@nostalgicamerica.com  
www.nostalgicamerica.com  
*Newspapers/Magazines*

### OMEGA SYSTEMS INC.

Mark Maccarrone  
123 N Congress Ave., Suite 332  
Boynton Beach, FL 33426  
(877) 597-6774 phone/fax  
mark.maccarrone@omegasystems-inc.com  
www.omegasystems-inc.com  
*Fire Equipment & Security Systems*

### PREPPY PET SUITES

Kelly Ford  
550 Industrial Way, Suite D  
Boynton Beach, FL 33426  
(561) 533-9190; fax (561) 533-9446  
preppypetboynton@att.net  
www.preppypet.com/boynton  
*Pets/Pet Services*

### SIGHTLINE WORKS

Sara Puccio  
601 S. Federal Highway, Suite 303  
Boca Raton, FL 33432  
(561) 353-2100 or (561) 353-2102;  
fax (561) 344-6071  
spuccio@slwhh.com  
www.sightlineworks.com  
*Medical - Low Vision Therapy*

### VIRGINIA AND ROBERT FOOT

Boynton Beach, FL 33435  
(561) 734-7290  
bobfoots@att.net  
*Individuals*

## RENEWING MEMBERS

Thanks to our renewing members for their continued support.

### ad-e-motion

### Astro Air Inc.

### Carrabba's Italian Grill

### Comcast Spotlight

### Dermatology Associates, PA of the Palm Beaches

### Donald K. Porges, CPA, LLC

### Harvey E. Oyer Jr., Realtor

### Mae Volen Senior Center

### Performance Orthopedics of the Palm Beaches

### Sparkle Clean Carwash

## LEADS GROUPS

If you're interested in any of the Chamber's diverse Leads Groups for business networking, call Dee Butikis at (561) 732-9501.

### Business Professionals

This group meets the second and fourth Thursday of the month at 8:15 a.m. at the Chamber. For information, call Jonathan Porges at (561) 737-5568.

### Leads '2' Success

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

### Leads to Business

This group meets the first and third Tuesday of the month at 8:30 a.m. at the Chamber. For information, call Lou lafrate at (561) 541-0304, or Katie Smith at (561) 414-8084.

### WINS - (Women Inspired Networking & Support Group)

The group is comprised of four committees – invitation and marketing, mentor and volunteer, social and workforce.

The group meets at 8 a.m. the third Friday of each month at Windward Palms.

For information, call Barbara Barlage at (561) 704-1134, or Robin Janka at (561) 886-3373.

## Are YOU taking advantage of these MEMBERSHIP opportunities?

The Greater Boynton Beach Chamber offers many opportunities to promote your business, products and services with the following marketing tools:

### Member information

We will publish your business announcements or press releases in the Boynton Beach Business Blog based on space availability. We are happy to accept educational and informative articles that would be of interest to Chamber members. These articles may not be used as advertising vehicles, but should be delivering useful information to the readership.

Information must be submitted by e-mail or on a disk (Word format only).

### Membership list – \$45

Chamber members (only) may purchase the Chamber's membership list in two formats — supplied on a disk or by e-mail.

### Web site advertisements

The Chamber's Web site now has advertising space.

Banner advertising is available for 6 and 12 months when paid in advance. Contracts with Quarterly Credit Card Payment are available.

### Weekly Wake-Up Call

This is an e-mail to all members each week with a current calendar of events, meetings, announcements and other timely notices of importance to Chamber members. (Accepted on space-availability basis.)

For information on any or all of these marketing opportunities, call the Chamber at (561) 732-9501.

## LOCAL HEROES

# Boots overflow as Boynton firefighters hit the streets for MDA

Boynton Beach firefighters lifted their boots for the second time in 2009 to raise donations for “Jerry’s Kids” and the Muscular Dystrophy Association’s annual telethon. As part of what is today a fire-service tradition that goes back more than 50 years, the Boynton Beach crews spread out city-

**“We all know how hard this economy is on everyone, so we definitely appreciate the citizens of Boynton Beach for making this our second biggest year ever.”**

— AUDREY GIRARDI

Boynton Beach firefighter and MDA liaison

wide, patrolling intersections where residents, visitors and passers-by donated over \$34,000!

Wearing their uniforms and bright-orange safety vests, and hoisting MDA signs and their fire boots,

firefighters endured the extreme heat, often standing on the corner for hours, some even coming out on their free time to help the cause.

“That’s what makes this whole thing possible — people not only giving their money, but also their time,” said Audrey Girardi, a Boynton Beach firefighter and MDA liaison for the department. “We all know how hard this economy is on everyone, so we definitely appreciate the citizens of Boynton Beach for making this our second biggest year ever.”

Throughout the year, Boynton Beach Fire Rescue and the Boynton Beach Firefighter Benevolent Association host numerous charitable events that are open to the public. Other charities that Boynton Beach firefighters support include the American Heart Association, NFL Alumni “Caring for Kids” charitable fund, Juvenile Diabetes Research Foundation, and the Benevolent Association’s annual scholarship fund. Upcoming events include the



Representatives of the Boynton Beach Fire Rescue present a check for \$34,000 at the local Palm Beach County Jerry Lewis MDA Telethon Labor Day television special.

organizations 11th Annual Charity Golf Tournament on Oct. 24 (hurry — foursomes are filling up fast), and the

first of three seasonal Old Fashioned Firehouse Pancake Breakfasts (dates to be announced soon).

## CITY OF BOYNTON BEACH DEVELOPMENT DEPARTMENT

### Development Department streamlines permitting — many services are online!

The City of Boynton Beach’s Development Department has worked to maintain an environment of both beauty and safety within the community, combining residential homes and commercial buildings, and insuring strict compliance with the city’s adopted building and fire codes.

In the past, it wasn’t always easy, and sometimes it was even inconvenient for customers to transact business with the department. But over the past year, the department staff has made a number of changes that have sped up the permitting process, allowing customers to obtain permits and schedule inspections much faster than before.

In some instances, it’s not even necessary to visit City Hall, although new operating hours (Monday through Thursday, 7 a.m. to 6 p.m.) make that more convenient, too. Through the automated permitting system available online at the City’s Web site — [www.boynton-beach.org](http://www.boynton-beach.org) — customers are able to:

- Schedule, reschedule, and cancel inspections
- View permit status

- View plan check status, including review steps
- Check inspection results

All Building Records, including permits, plans, and Notices of Commencement are online as well as Building Division forms. The system is available 24 hours a day, seven days a week, and can also be accessed by telephone by calling the Interactive Voice Response (IVR) system at (561) 742-6355. Inspection requests completed by 5 p.m. may be scheduled for the next business day.

While the forms and the procedures for accepting permit applications and issuing permits have been simplified, and the number of forms decreased, the Turn-Around Permit program has been expanded to allow 10 different types of permits to be quickly issued, usually while a customer waits. Permit applications for certain projects may also be faxed or mailed. Cross-training of licensed staff in plan review and field inspections has added to the department’s efficiency.

For customers who prefer to, or must, visit City Hall, a change in the department’s intake setup has

also boosted efficiency and reduced waiting time. With the creation of a separate Records area and Plans Room, customers are directed according to their need before leaving the reception area, and when meeting with Intake staff are assisted one-on-one. Certifying Permit Intake staff through the International Code Council Permit Technician program has resulted in consistency of staffing in accepting documents and answering customers’ questions.

Currently, expedited permits for green building and affordable housing projects, as well as specialized industries as detailed in Ordinance 09-024, are available. In one instance, turnaround was accomplished in 10 working days.

Staff is now in the process of drafting a green building ordinance that will provide city incentives for sustainable construction and developing a program to use Land Development Agreements to replace complicated and time-consuming site and development permits.

Visit the Development Department online, or call (561) 742-6350 for more information.

## GRETA SCHULZ

## Seeing (and selling) through our own rose-colored glasses

There is a glass filled halfway up with water sitting on a table. Some see the glass as half full; some as half empty.

Which is correct?

Neither.

Both.

This old saying is a terrific illustration of seeing things through your own filter. Most things in life are merely subjective.

When you hear a salesperson say, "I had a great meeting and this guy is very interested. I feel like it's 95 percent closed," you analyze the account yourself and realize it really wasn't qualified properly, your salesperson didn't discuss the dollars it would take to get the job done and,



Greta Schulz

most importantly, he isn't truly the decision-maker. You would put a 50/50 chance on this at best.

The salesperson was bonding with the guy. They talked about baseball for 25 minutes and then laughed about their toddlers and how into the team they are already. This convinced him that he would buy.

On the other hand, you feel since the proper questions weren't asked and the proper presentation wasn't given, it's bound for failure or luck, alone.

Who is right? Who is wrong?

No one really knows, which makes forecasting pretty difficult and illustrates the point that we see things the way we see them.

Why do they see this sales call so differently?

Mostly it's because of those glasses. The sales guy sees the bonding as a huge buying sign because that is what he looks for when he buys. The sales manager sees the technique of the call and without the proper steps it can't work, except for luck. He is a guy that

doesn't believe in luck, he believes in fact and process. All of the t's need to be crossed and the i's dotted; then — and only then — will they buy.

So who is correct?

There isn't necessarily a right answer besides the fact that everyone sees things very differently.

How important is that to know?

Let's look at this from a few angles.

First, as a sales manager. Do you see how an enthusiastic salesperson can paint a picture so rosey that you have it practically booked and it isn't even close? Or a salesperson says the prospect doesn't like her, but really she is calling on a quiet, deep-thinker type and he was just going through the questions he felt were important, quietly and consciously. Actually, he had all intentions of buying the product but the glasses she sees through lead her to believe, "he doesn't like me," which to her means "no sale."

As a salesperson, we do this most often in the presentation stage. We give all of the features and benefits of the product as we see them or, worse, as someone in corporate decided the benefits should be.

This reminds me of a car-sales encounter I had years ago. I was looking for an SUV. After looking at several of the "this car reminds me of something that totes a small village" type, I looked at a smaller version. I began telling this salesman a little about my situation. He obviously had some training because he did ask me a few questions, such as "Is anyone in your family tall?"

"No, no one's tall," I answered while walking toward the car. I got in the car to drive and he proudly started telling me about the 12 extra inches of headroom that this car had as opposed to the other I had been looking at.

He asked me the question, but didn't truly listen to the answer because someone in Marketing felt this was an important feature.

Back to our rose-colored glasses...apparently his were made at the big-and-tall shop.

■ Greta Schulz is the President of ProActive Consulting and Training.

## WORKFORCE ALLIANCE

## Your Palm Beach County workforce solution!

Workforce Alliance Business Services professional team members are dedicated to meeting the employment and training needs of Palm Beach County employers.

We provide world-class support that will maximize an employer's return on investment in workforce development. We are the premier public business resource for Employment Services, Education and Training Services, Professional Recruiting and Placements, Outplacement Services, Local Labor Market Information, and Trend Analysis.

### EMPLOYMENT SERVICES

Our employment services are available universally to all Palm Beach County businesses, non-profits and government agencies.

Businesses can tap into our talented pool of professionals, find high-skilled technicians, or fill entry-level positions through recruiting at our Career Center or at your location; sponsorship of Job Fairs, Internet job postings and virtual Job Fairs; interviewing, by using our easily-accessible Career Centers and Video interviewing system; Candidate Screening — identify qualified candidates and interview only qualified applicants;

Assessment Tools — match skills and determine aptitudes and industry-specific assessment tools, in many cases.

Our Business Services team is always available to help companies make the right hiring decisions.

### EDUCATION AND TRAINING

Our education and training services are designed to help Palm Beach County businesses remain competitive in the global marketplace. We are the business community's link to federal funds that can be used to train prospective employees; federal grants used to upgrade the skills and certifications of current employees; programs to assist employers facing layoffs or downsizing; training programs tailored to meet the demands of employers such as customized industry-specific or company-specific training using Workforce

Alliance training facilities, a mobile resource unit for programs at your location, information on incentives, and training funds and educational forums/summits; Response Training — grant-funded training for new or expanding business, employed-worker training/incumbent-worker training, and on-the-job training.

### EMPLOYED WORKER TRAINING — FEDERAL DOLLARS FOR LOCAL TRAINING

More companies are now taking advantage of this program that provides grants to companies that qualify for training that improves the qualifications of current employees.

Workforce Alliance awarded \$375,936 in training grants to 21 Palm Beach County employers during the program year 2008-09, resulting in the funding of job-related training for 559 employees.

The industry sectors served were Manufacturing, Biotech, Government-Municipality, Insurance, Aerospace, Health Care, Technology, Financial, Property Management, Transportation and Construction.

### ON-THE-JOB TRAINING

On-the-job training (OJT) refers to training by an employer that is provided to a person who is being paid while they are engaged in productive work. The training provides the knowledge or the skills needed to perform and maintain the job. The length of training varies according to the occupation and the required skill level.

Trainees are hired by the employer as a member of the regular workforce and are offered the same terms of employment, working conditions, and fringe benefits as other members of the employer's workforce that are similarly employed. Upon successful completion of training, in exchange for providing training, the employer is reimbursed up to 50 percent of the training-wage rate for the training period.

For more information about any of these Education and Training Services for businesses, contact a Workforce Alliance Business Services representative at (561) 340-1060.

## CALENDAR OF EVENTS

Day	Time	Event
Tue., Oct. 20	8:30 a.m.	Leads to Business at the Chamber; (561) 732-9501
Tue., Oct. 20	6:30 p.m.	City Commission meeting at City Hall; 100 E. Boynton Beach Blvd.; (561) 742-6000
Wed., Oct. 21	8:15 a.m.	Executive Board meeting at the Chamber; (561) 732-9501
Wed., Oct. 21	9:30 a.m.	COBWRA meeting; call (561) 369-8595 for location
Wed., Oct. 21	Noon	Ribbon Cutting at AmTrust Bank in Canyon Lakes; 8772 Boynton Beach Blvd.; (561) 736-4410
Thu., Oct. 22	12:30 p.m.	Facebooking Your Business (& Twitter too!) at the Chamber; (561) 732-9501
Fri., Oct. 23	Noon	Leads to Success at Cypress Creek Country Club; 9400 S. Military Trail; (561) 732-4202
Fri., Oct. 23	1:15 p.m.	Pastries with the Prez at the Chamber, Suite 214; (561) 732-9501
Mon., Oct. 26	9 a.m.	Hispanic Chapter at the Chamber, Suite 214; (561) 732-9501
Tue., Oct. 27	5:30 p.m.	South County Chambers Mixer at Boca Marriott; 5150 Boca Town Center Circle, Boca Raton; (888) 236-2427
Thu., Oct. 29	4 p.m.	Board of Directors meeting (closed meeting)
Fri., Oct. 30	1:15 p.m.	Member Money Maker at the Chamber, Suite 214; (561) 732-9501
Tue., Nov. 3	8:30 a.m.	Leads to Business at the Chamber; (561) 541-0304
Tue., Nov. 3	5:30 p.m.	Young Professionals Mixer, location TBA
Tue., Nov. 3	6:30 p.m.	City Commission meeting at City Hall; (561) 742-6000
Wed., Nov. 4	Noon	Ambassadors at Ellie's 50's Diner; 2410 N. Federal Highway; (561) 274-1570
Thu., Nov. 5	8:15 a.m.	Business Professionals Leads Group at the Chamber; (561) 732-9501
Fri., Nov. 6	8 a.m.	Networking Over Easy at Ellie's 50's Diner; (561) 274-1570
Sat., Nov. 7	10 a.m.	Fall Consumer Expo at the Boynton Beach Mall; 801 N. Congress Ave.; (561) 732-9501
Tue., Nov. 10	8:15 a.m.	Executive Committee Meeting at the Chamber; (561) 732-9501
Tue., Nov. 10	8:30 a.m.	Healthcare Advocacy Group at the Chamber; (561) 732-9501
Tue., Nov. 10	5:30 p.m.	New Member Reception at Courtyard by Marriott Boynton Beach; 1601 N. Congress Ave.; (561) 737-4600
Tue., Nov. 10	6:30 p.m.	CRA meeting at City Hall; (561) 742-6000
Wed., Nov. 11		Chamber closed for Veteran's Day
Thu., Nov. 12	8:15 a.m.	Business & Government Affairs Committee at the Chamber; (561) 732-9501

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

## ANGELA FREDRICH

# Put 'edges' back to your work

Many people today feel overwhelmed and stressed trying to react to everyone and everything. They are buried in endless e-mails, paperwork, and to-do's.

Why?

One obvious reason is due to the flood of incoming information and requests from others. We receive



Angela Fredrich

information, requests, and invitations through our phones, e-mails, social media, text messages, etc. People give us information "to catch" on our way out of the office. Our inbox is piled with

stuff that commands our attention.

Do you ever feel you are so busy working that you don't have time to do your work?

Fortunately, there are ways to regain control of the way you spend your day.

At the end of each day, take time to review your day and close any open loops. Some activities you did that day require a next action step. Determine what needs to be done, who needs to do it, and when it needs to be done. You can't assume that what you didn't do today will just roll to the next day.

Make a list of the top-six most

critical activities that you know you must do the next day and write them down. Tie what you must do to your calendar, and make meetings with yourself.

Look at your schedule and make sure your calendar supports your critical activities. For instance, if you know you must make sales calls, write this down and then make sure that your calendar reflects a block of time for this very important activity. When it's time to make your sales calls, make the calls during the time you appointed. Don't let anything get in your way (no e-mail checking, opening mail, shuffling paper, visits with co-workers).

It is important to determine what activities you must complete to achieve successful results. Plan your day in a strategic way based on your goals and objectives. Be more results-focused. This is how you will begin to put "edges" back to your work.

For years I have practiced a review process (daily, weekly, monthly, quarterly, and annually). This significantly helps me wrap my arms around my business and personal life. When you feel more in control and write things down in a trusted integrated system, your head will stop spinning and you'll be more calm and relaxed. Your mind can then be used for important work, visualization, and creative energy where ideas flow and become your new reality.

■ *Angela Fredrich is a Training Director and Productivity Coach for Proactix.*

## CONGRATULATIONS!

# Boynton Beach Senior Center wins 2009 Flo Goldman Award

The nationally-accredited Boynton Beach Senior Center will receive the prestigious Flo Goldman Award for excellence in Development and Promotion of Senior Centers. The presentation of the award will take place at the Florida Association of Senior Centers Florida Conference on Aging in St. Petersburg on Aug. 26. Steve Lulkin, Boynton Beach Senior Center Recreation Supervisor, will be on-hand to accept the award. Among the dignitaries who will be present are the Florida Speaker of the House and several legislators.

This new award recognizes the quality of the programs and services offered to area patrons over the age 55, and demonstrates the city's commitment to providing healthy life-long learning and activities to the senior population.

For more information about the award and the Senior Center's programs, call (561) 742-6570.



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*

### South Palm Beach County Partnership Business Card Exchange

Tuesday, October 27th

Boca Raton Marriott, 5150 Town Center Circle

Networking begins at 5:30 p.m. Bring your business cards!

Register at [www.bocaratonchamber.com](http://www.bocaratonchamber.com)  
click on "Events Calendar"; \$20 all attendees

### Networking Over Easy

Friday, November 6th

Ellie's 50's Diner, 2410 N. Federal Highway

Networking begins at 8:00 a.m. Bring your business cards!

### Fall Consumer Expo

Saturday, November 7th at 10:00 a.m.

Boynton Beach Mall, 801 N. Congress Avenue

\$125 per table. Call the Chamber for more details.

### Monthly Mixer

Wednesday, November 18th

Village Tavern, 1880 N. Congress Avenue

Networking begins at 5:30 p.m. Bring your business cards!

\$10 Members; \$20 Non-Members

November Mixer to Benefit the 501C3 Chamber Education Foundation

For more information on upcoming events, contact  
the Chamber at 561-732-9501 or visit our website at  
[www.BoyntonBeach.org](http://www.BoyntonBeach.org)



4718946



## SAVE THE DATE...

### ANNUAL DINNER DANCE

Saturday, January 23, 2010

At

Indian Spring Country Club

Don't miss this very special event...

An evening of fine dining, dancing, live auction and  
a chance to win a 5-Night Cruise

Sponsored by:



~Details to Follow~