

**February Chamber
Business Luncheon**

Wednesday, Feb 23

11:30 AM to 1:00 PM

Sponsor:

Florida Hospital Waterman

Caterer:

By Special Request

Tavares Civic Center

**100 N. Caroline Street,
Tavares**

Calendar of Events

Tuesday, Feb 8

Networking Lunch

12 - 1 pm

La Yaquecita Mexican Grill

226 W. Alfred Street,

Tavares

Please RSVP

Tuesday, Feb 8

Ribbon Cutting 5 – 7 pm

Dr. Gary Allen

1225 Waterman Way,

Tavares

Please RSVP

Thursday, Feb 24

Business After Hours

5:30-7:30 pm

Sterling House

2232 Dora Avenue, Tavares

Please RSVP

Wednesday & Thursday

Feb 22 & 23

Lake County Days

Tallahassee



go to

www.TavaresChamber.com

or call

352.343.2531



Business Journal

FEBRUARY 2011

Linda Bennett, President • T.J. Fish, Communications Director



Lake County Days Advocacy Trip to Tallahassee

The Chamber Alliance of Lake County invites you to join with other lake county chamber business members to Lake County Days Annual Advocacy

Trip to Tallahassee on February 22 & 23, 2011. Each year the event is organized to bring a united voice to Tallahassee as we advocate for our community and business interests.

This year we have 6 issue groups that will be visiting legislator's offices to advocate for Lake County's priorities. These groups are:

- Talent Supply and Education
- Business Climate and Competitiveness
- Innovation and Economic Development
- Civic and Governance
- Infrastructure and Growth
- Quality of Life and Quality Places

There is no cost to attend the event. Individuals are responsible for their own transportation and lodging. There is a legislative reception on the evening of the 22nd at no cost and a legislative dinner at a cost of \$45.00 per person.

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The 6th Annual Business to Business Expo to be held on March 16

MOUNT DORA - The Dual Chamber Business Expo is set for March 17 at Lake Receptions. The event is hosted by the Mount Dora and Tavares Chambers.

The keynote speaker for the event's luncheon is Greg Efta, President of Performance Innovations in Longwood Florida, a speaking, training and consulting company. Greg's educational background in speech communications has provided him with keen insights into how people and businesses interact and has enabled him to create programs and consulting philosophies in leadership, teambuilding, customer relations and marketing. He truly understands the challenges and needs of the constantly changing business environment. Greg's presentation at the Business Expo Luncheon will be "**Punctuate Your Business in 2011**".

Tickets for the luncheon are on sale now at the Tavares Chamber.

An event like the Lake Business Expo embraces the fact that there is strength in numbers. By the two chambers working in unison, the fifth annual exposition will be the largest and most successful.

Please turn to page 6



From the Executive Director:

As I begin my fifth year at the Chamber, I am excited about welcoming our new board, the upcoming events in the next few months and creating new ways to promote Chamber members.

I realize that many businesses are having a tough time after the financial downturn last year, however, this is the time we all need to stick together as a community and support each other. Let's use the membership directory (both book and online) and work with our existing membership and support each other.

I will be working diligently to promote your businesses in a variety of ways. I invite you all to use the Tavares Chamber existing advertising options such as a business card ad in this newsletter, an 8 1/2 by 11 insert into the newsletter, a website banner linking to your website, a picture in your online member directory listing or sponsor a Business Lunch or After-Hours event. Be sure to attend our Networking Luncheons the second Tuesday of the month and don't miss our Business Luncheons on the 4th Wednesday of the month. These are great ways to meet and make contacts with other local businesses.

As a member, take advantage of all that the Chamber has to offer. If you are looking for other ways to promote your business in the community, give me a call and we will brainstorm some ideas with you.

As many of you have confided in me, the financial struggles at the current time have made it difficult for you to know how to handle your marketing dollars. However, taking advantage of your options as a member of the Chamber is a good investment as well as economical.

Let's work together to keep Chamber businesses prosperous!

Warm Regards, Colleen A. McGinley, Executive Director



From the Chamber President

Wow, here it is, 2011! It seems like it was just June 2010 last month! Time does fly and with the New Year, comes new Officers for the Tavares Chamber of Commerce. I am deeply honored to be serving as your new

President for the coming year and working along with the new Officers and Board members.

The City of Tavares and the Chamber had a stellar year in 2010, which we want to continue into 2011! From the new look of the waterfront, new businesses, exciting events and renovations around town, Tavares has a jump start into a fantastic New Year. Some projects already in the works include:

- New directional signage in the downtown area being developed in conjunction with the City;
- New events, including, No Duck Left Behind, to benefit the Educational Foundation of Lake County, which will bring in over 7,000 people to the downtown area on March 5, 2011.
- Coordination of the Bass Masters event March 10 with the Tavares Kiwanis Club

We hope to see many of you involved in these and other Chamber events in the coming year. —Linda Bennett

Leesburg Regional Offers Cheer Cards

Leesburg, FL — Sending well wishes just became faster and easier! Leesburg Regional Medical Center is pleased to introduce Cheer Cards, a free service that sends a personalized greeting card to your hospitalized friends and family members. The cards can be used to send cheer to a patient, encourage them, or to congratulate them on the birth of a baby.

"We know it's hard to be away from your loved ones when you're in the hospital and getting messages from your family and friends can really help patients feel a little happier and maybe even recover a little faster," said Phyllis Baum, CEO of Leesburg Regional Medical Center.

A wide selection of Cheer Cards can be found on the hospital's website at www.CFHAlliance.org. Simply select the card of your choice and follow the on screen instructions to send the card.

The hospital's volunteers will be printing and delivering the greeting cards. "It's such a nice way to give support to someone in the hospital, especially if you can't come and visit," said Jan Schuler, Volunteer Services Coordinator.

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Spotlight:



EAG was started because of the needs of small and medium sized businesses to have access to the same level of technical support as an in-house IT staff. Over the past 4 years, EAG has assembled a set of tools that gives us the ability to support entire networks right from our own office. The unique feature of this toolset is that it is PROACTIVE rather than REACTIVE. We constantly monitor our clients' computers and networks to make sure that small problems don't become big disasters.

Our monitoring systems watch your hard drives, virus protection, backup systems, essential services and other critical functions to make sure you are protected. The patch management tool allows us to make sure that your updates to Windows and other major applications are up-to-date and pushed out to your computers only after we have tried them on our test systems first. These tools can also be used to complement your existing IT staff if you have one.

For more information, we have a report for download on our website. The report details the 10 most expensive computer problems that businesses face and how to prevent them. Download the report instantly at www.eagcomputers.com.

Eric Anthony is the owner and senior engineer at EAG with over 21 years experience supporting small to medium sized businesses. He is a Florida native and graduated from the University of Central Florida with a degree in computer engineering. Eric is married with four children.



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Free Computer Software Training

The Tavares Chamber of Commerce with Workforce Central Florida will be offering "FREE" computer training for chamber members and their staff. The 2011 dates reserved for the mobile unit from Workforce Central are February 21, May 18, August 10 and October 11. The mobile unit will be located at the Tavares Chamber of Commerce. We will be offering:

Microsoft Excel I - This entry-level course provides Excel basics such as moving around a worksheet and building a sales report with simple formulas. (Excel 03 or 07)

Microsoft Excel II - This intermediate course builds on the Excel basics such as increasing and decreasing values with formulas, determining percentages using formulas, creating interactive charts, sorting data, freezing panes and utilizing keyboard shortcuts. (Excel 03 or 07)

Microsoft Word I - This entry-level workshop covers Word basics such as the title bar, views, page layout, creating documents, navigating, basic keys, replacing text, formatting text, cutting/copying/pasting, drag and drop and spell check. (Word 03 and 07)

Microsoft Word II - This intermediate builds on the basic skills with topics including printing envelopes, finding and replacing text, setting-up pages, changing margins, indenting paragraphs, creating headers and footers, building tables, using Word Art, and applying columns and borders. (Word 03 and 07)

Each class will be 2½ hours. Before we can schedule the classes we need to know the needs of our members and their staff. Please reply with your preference of class(es) - there is a limit of 10 people per class. All openings will be on a first come first serve basis. Do not hesitate to contact the chamber with any questions or comments at 352-343-2531.



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January Chamber Happenings



Introduction of the 2011 Tavares Chamber Board of Directors. (l to r) Director Stephen D. Jennelle C.P.A., Vice President Jacquelyn Coval – BankFirst, Treasurer Janet Noack – USB, President Linda Bennett – Ameriprise Financial Services, Director Deborah Cahill – Lyn Terrace Apartments, Director Heather Graham – Focus Magazine, Director Beth Ann Gause – Gause & Hargrove, Director Bill Hartman – Early Learning Coalition of Lake County.



Rotary of Club of Tavares sponsored the January Tavares Chamber Business Luncheon. (front l to r) Dee Johns – Quality Printing, Rotary District 6980 Governor Charlie Rand, Keila Bevins – USB, Doris Ragan, Assistant Governor Herman Weiss, Heather Graham – Focus Magazine, Becky Claffy – Citizens First Bank, (back l to r) Dennis Davis – Alliance Pest Control, Stuart Frandsen – ServiceMaster Fire, Water, & Mold Restoration, Dr. Susan Caddell – Susan Glenn Caddell DDS, Eddie Voss, Rhonda Hoffman – Juice Plus, Chuck Hiott – Booth, Ern, Straughan & Hiott, Inc. and Colleen McGinley – Tavares Chamber of Commerce.

Chicken & Biscuits

COLT FORD

April 2, 2011 - 8:00 p.m.
Wooton Park, Tavares, Florida

Admission is \$15 @ Ticketweb.com
At the Gate - \$20

Performance by Hayfire at 6:30 p.m.
Gates open at 6:00 p.m.

For info call 352.742.6319
www.Tavares.org

Get the free mobile app at <http://gettag.mobi>



Cheryl Rumbly uses the January Networking Lunch at Café Basil to inform members about Cornerstone Hospice. Every attendee gets a two-minute commercial to introduce their business. Come join us at the February 8 Networking Lunch at La Yaquecita Mexican Grill. Don't forget to RSVP



Sid Shah and Ujay Patel, owners of Boost/ Virgin Mobile in Tavares.

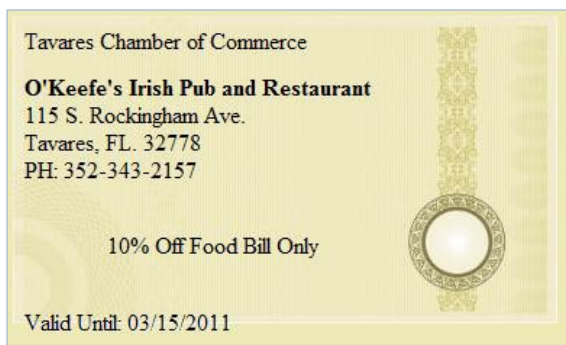


Early Learning Coalition of Lake County Ribbon Cutting January 24, 2011

LOOK

what is new for Tavares Chamber members. On-Line Coupons are now available for Tavares Chamber of Commerce members for FREE!

WOW! Your business can now offer on-line coupons through our web site directory. When potential customers browse the www.TavaresChamber.com web site, they will see a button that notes "CLICK HERE FOR COUPON".



You decide what to offer, for example, free consultation, a percentage or dollar amount off total bill, buy one get one free or half price, free gift with purchase or whatever it takes to get that potential customer to your business.

On-line coupons MUST have an expiration date and be 25 words or less. On-line coupons can only be changed once per quarter. Decide what you want to offer and email to Debbie@TavaresChamber.com and get ready for more customers! This is a free service provided to all Tavares Chamber of Commerce members.

Motorcycle Safety Fair rolls into Tavares on Feb. 26

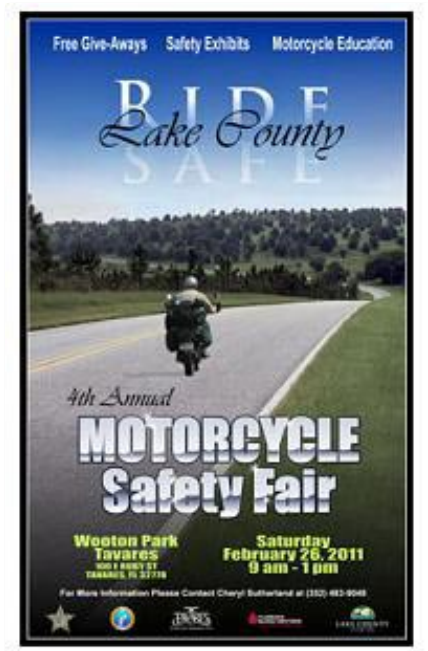
TAVARES – The Lake County Community Traffic Safety Team (CTST) is hosting the Fourth Annual Lake County Motorcycle Safety Fair on Saturday, Feb. 26 from 9 a.m. to 1 p.m. at Wooton Park, located at 100 E. Ruby St. in Tavares.

The theme for this year's event is "Ride Safe in Lake County", and features safety-related information and exhibits, giveaways, food, live entertainment provided by Disc Jockey Tim with Biker Valley Radio, motorcycle apparel and activities for children featuring 'Cookie the Clown' and Sir Gus, Jr. the camel. Gator Harley Davidson will also be on-hand offering free 56-point safety inspections.

"Stop by, bring the family, and learn about safe driving practices and sharing the road with motorcycles," said Sergeant Thomas McKane, Chairman of the Lake County CTST.

The Lake County CTST is a multi-jurisdictional agency comprised of individuals representing engineering, law enforcement, emergency services, traffic-safety education, and concerned citizens. This multi-jurisdictional approach is used to solve roadway safety problems in Lake County, with cooperation between Lake County, local municipalities, other organizations and concerned citizens.

For more information about this event or the Lake County Community Traffic Safety Team, please contact Cheryl Sutherland at (352) 483-9092, or email at csutherland@lakecountyfl.gov.



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FOCUS
MAGAZINE

Early Learning Coalition of Lake County's Early Education Tour 2011



Early Learning Coalition of Lake County

LEESBURG - The Early Learning Coalition of Lake County (ELCLC) and Mr. Will Pruitt, Chairman of the Board of Directors, is driven to make a difference for not only the children and families in Lake County, but those across the State of Florida.

The Coalition will embark on a multi-county bus tour to raise awareness about Florida's School Readiness Program and to educate both local and State leaders. The bus tour, Early Education Tour 2011, will focus on the importance of educating tomorrow's leaders today.

The Early Education Tour 2011 begins the week of January 24th in Lake County and will travel to Orange, St. Lucie, Palm Beach, Broward, Miami Dade-Monroe, Florida Heartlands, Hillsborough, Marion, Duval and Big Bend counties.

Ms. Tonya Martin, ELC's Early Childhood Specialist, will be driving our School Readiness Resource Mobile "Big Blue Bus", during the tour accompanied by Ms. Buchbinder, Lake's Executive Director and Mr. Pruitt, Board Chair. This initiative will not only highlight the work that local Coalition's do on behalf of children, families, providers and local communities, but more importantly highlight the work that is still desperately needed.

For more information, please contact Ms. Buchbinder at Early Learning Coalition at 352-435-0566.

Business Expo ————— from page 1

The event is promoted as an "educational and informational opportunity for all small businesses in Lake County." The new format continued from last year starts off at 11:30 a.m. with a \$25 event luncheon followed by a free massive exposition of displays by various businesses and agencies at 1 p.m. The display area will remain open to the public throughout the day until 7 p.m.

From 4:30 to 7 p.m., the chambers will host a joint Business After Hours reception. A perfect opportunity for business-to-business networking, the reception will feature refreshments and door prizes while patrons tour the display area until the expo's conclusion at 7 p.m.

Mark your calendar now and join us. For more information or tickets call the Chamber 352-343-2531.

Lake County Days ————— from page 1

There will be a charter bus to Tallahassee with a boxed lunch provided at a cost of \$40 per person. Estimated departure time is noon on Tuesday the 22nd from the Leesburg area and will be returning the evening of the 23rd. A block of rooms are being offered at the DoubleTree Hotel in Tallahassee (\$99/night - Please state that you are with "Lake County Days" to receive the contracted rate.) and is within walking distance of the Capitol and all of our event venues.

To reserve your spot now go to www.TavaresChamber.com and click on the Lake County Days 2011 button to get the registration form or contact Nathan Cook at nathan@twsquared.com or 407-435-9979.



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Robert Grenier	City of Tavares - City Council	343-9326

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