

**March Chamber  
Business Luncheon**

**Wednesday, Mar 23**

**11:30 AM to 1:00 PM**

**Sponsor:**

**G & T Conveyor Company**

**Caterer:**

**Pichy's Cuban Food**

**Speaker:**

**Shelly Weidenhamer,  
Metro Orlando EDC**

**Tavares Civic Center  
100 N. Caroline Street,  
Tavares**

**Calendar of Events**

**Tuesday, March 8**

**Networking Lunch 12-1 pm**

**O'Keefe's Irish Pub**

**115 S. Rockingham Ave.**

**Downtown Tavares**

**Please RSVP**

**Wednesday, March 16**



**FREE**

**1:00-7:00 pm**

**Joint Chamber  
Business After Hours**

**4:30-7:00 pm**

**Lake Receptions  
4425 Highway 19A  
Mount Dora**

**Event Luncheon  
\$25/person**

**"Punctuate Your  
Business 2011"  
with keynote speaker  
Greg Efta**

**11:30 am – 1:00 pm**



**go to  
www.TavaresChamber.com  
or call  
352.343.2531**



# Business Journal

**MARCH 2011**

Linda Bennett, President

## Tavares Spring Water Festivals Springs to Life

TAVARES – The plan continues to work. Make Wooton Park and Lake Dora an event venue and crowds will come to Downtown. As more and more people visit Downtown, more and more opportunities will arise for redevelopment and economic development.

March 10 kicks off the first event in a series of five and the water festival excitement lasts until April 9. It all begins with the Bassmaster 2011 Elite Series, which is followed the next weekend by the Classic Race Boat Association Regatta, then the Sunnyland Antique & Classic Boat Society Show the last weekend in March. The fourth event is Planes, Trains & BBQ starting April 1 and completing the series on March 9 with the Tavares Rotary Central Florida Dragon Boat Festival.



*Please turn to page 6*

## Tavares Chamber, Lake Chamber Alliance Met with Representatives at State Capital



TALLAHASSEE – Lake County dominated the halls of the Florida House and Senate as business and community leaders filled the state capital during Lake County Days Feb. 22 and 23. Six teams were organized during the two-day event to discuss the issues supported by the Lake County Chamber Alliance

The **Innovation and Economic Development** Team, led by South Lake Chamber board member Scott Blankenship and Lake County economic development director Adam Sumner, conversed with representatives on revisiting enterprise zone special legislation, expanding the Grow Florida program and expanding Local Government Distressed Matching Grant.

The **Talent Supply and Education** Team, headed by Lake County School Board member Jim Miller, met with several representatives to recommend that the legislature allow the governor to appoint a task force to further Lake County's chances at securing American Recovery and Reinvestment Act Race to the Top Funds. Also discussed were the establishment of a broad and well represented blue ribbon commission to study K-12 education funding in Florida and the reversal of the mandatory shifting of capital funds to operating funds passed in 2008 and 2009.

*Please turn to page 6*



### From the Executive Director:

As we promote our members, we seem to get busier especially during our event season. We try to find as many ways as we can to market our businesses and keep their names at the top of the community's list.

During these busy months, we have so many wonderful volunteers assisting us at the Chamber. These volunteers have jumped right in to answer phones, file, enter information on our member database, call members to verify and update their listings and so much more.

Joe Gillespie and Joan Smith from RSVP (Retired Senior Volunteer Program) have been a tremendous help with their support at the office. Our snowbird Ruth Ferenz has been kind enough to modify her social schedule to help us during her visit this year. Our ongoing volunteers and members Norb Thomas, Jack Harkins, Jim Nichols and Roberta Sims have really been an amazing asset to our team.

Thanks to these terrific volunteers, we can continue to support and promote our business members. As the events are coming up, we can use some volunteers to assist us in Wooton Park for our fundraisers. If you have a few hours to spare, call us to sign up and support the Chamber. Warm Regards, Colleen A. McGinley, Executive Director



### From the Chamber President

It is with great excitement, that I am able to announce a recent vote of the Officers and Board. As part of our efforts to encourage responsible development in our community, the Board voted wholeheartedly to support the Commuter Rail Resolution. This initiative would help to bring commuter rail transportation to this part of Lake County.

The Chamber Officers, Board and staff have also been working overtime on the upcoming events for March. On the calendar for this month are: Bass Masters Tournament, March 10-13; Business Expo, March 16; Classic Race Boat Association Regatta, March 18-20; Sunnyland Antique & Classic Boat Show, March 24-27 and the Farmers Market each Tuesday morning.

With the long awaited approach of Spring, we anticipate a great attendance at all of our events, so we encourage you to join in the fun! Volunteers are also needed for most events, so please show your support for the Chamber and get involved. To all of you who already volunteer, we send our deep appreciation to you for everything that you do!

We hope to see you all soon!

### Cheryl Crisp joins Waterman Village



MOUNT DORA – Cheryl Crisp has joined Waterman Village's Marketing Department as their Community Relations Coordinator.

Cheryl is a long term resident of Lake County since 1984 with a passion for the local communities. She is involved with the Eustis, Tavares, Mount Dora and Leesburg Chambers of Commerce, as well as, the Mount Dora Center for the Arts, Kiwanis and Leadership Lake. Cheryl is looking forward to representing Waterman Village as she continues to serve her community.

Waterman Village, located in Mount Dora, is a senior living community offering all levels of care in a country club atmosphere that provides a full range of amenities and services. Established in 1989 Waterman Village was originally opened by Florida Hospital Waterman. In 1992, Waterman Village became independent of the hospital and is now part of Waterman Communities, Inc., a not-for-profit corporation.

**Central Florida Lake County Focus**  
**With Fred Johnson & Ralph Smith**  
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## New Voice at the Tavares Chamber



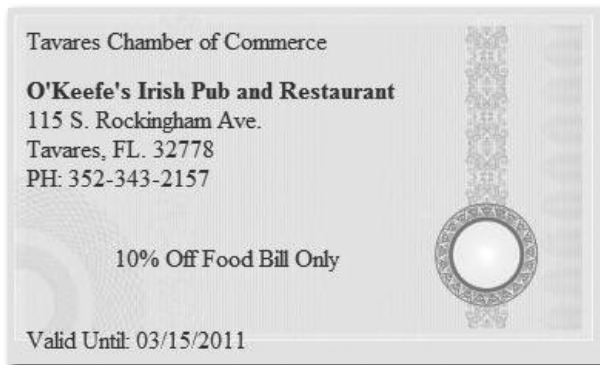
Hello Chamber members – have you heard a new voice on the phone? We would like to welcome Jeff Smith, our new intern through Workforce Central Florida, to the Tavares Chamber of Commerce. Jeff lives in Sorrento and is very excited to be working in Tavares. He is an avid fisherman and is looking forward to all of the boating events coming this spring to Wootton

Park. Stop by or call Jeff and say hello and welcome him to our Chamber.

## Free for 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](http://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, 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](mailto:Debbie@TavaresChamber.com) and get ready for more customers! This is a free service provided to all Tavares Chamber of Commerce members.



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## In the know with Steve Janelle...

Tax exempt organizations are regulated primarily under Internal Revenue Code (IRC) 501(c), and may be as small as a neighborhood church or as large as a medical facility. Most people are familiar with 501(c)(3) organizations, but other tax exempt organizations, such as Chambers of Commerce, are recognized under IRC 501(c)(6). There are also 501(c)(4) and 501(c)(5) and 501(c)(7) organizations. Masonic Lodges actually have their own code section, IRC 501 (c)(8), since everyone knows the Masons secretly rule the world.

Most tax exempt organizations will be organized under IRC 501(c)(3). These organizations will have a specific tax exempt purpose and devote most, but not necessarily all, of their efforts to achieving that purpose. Typically, a 501(c)(3) organization is a church or an organization like American Cancer Society or Sunrise ARC. Donations to a 501 (c)(3) organization are deductible as charitable contributions. Please note, if you are buying a raffle ticket as part of a fund raiser this is not a donation as you are purchasing something of value. The same holds true for purchases at a charity auction (live or silent); you have purchased an item and so the price is not a donation. Additionally, if you make a donation of something other than cash, certain rules and restrictions apply. If you have any questions, please consult with a tax professional.

As stated above, the Chamber is recognized as a 501 (c)(6) organization. The biggest difference between the Chamber (other than the superstars known as Colleen and Debbie) and a 501 (c)(3) organization is that donations are not deductible as charitable contributions. These transactions may be deductible as business expenses such as promotional (when you place an ad in the newsletter), dues (when you renew your membership) or meals (that tasty membership lunch). There are other possibilities and I again urge you to consult with a tax professional if you have any questions. As business people, we are frequently asked to contribute/donate our services and/or time (Did somebody say something about the Dragon Boat Festival?). While these contributions are noble and I'm sure very much appreciated, these are only a business expense if you are out of pocket for anything.

All tax exempt organizations are required to file an annual tax return (just like you and I). This is to ensure that they are operating according to the regulations set forth in the IRC. Any Unrelated Business Income is considered taxable. Should the Chamber ever rent out space for a used car lot that would be considered Unrelated Business Income and the income would be subject to tax. Most tax exempt organizations will allow you to see their tax return(s) to verify they are in compliance with the IRC. You can go to [www.irs.gov](http://www.irs.gov) and confirm an entity's status as well.

Americans are a kind and giving people. I encourage you to give when and where you can. I also encourage you to make sure what you give is used well.

Happy trails,  
Stephen D Jennelle CPA





## February Chamber Happenings



Mission Cardiovascular & Thoracic Surgeons Ribbon Cutting for Dr. Gary Allen on February 8, 2011.



February 8, 2011 Networking Lunch at La Yaquecita Mexican Grill



February 21, 2011 brought in so many seaplanes - more than the City of Tavares has seen in a while; filling up the ramp, restaurants and gift store.



## 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.



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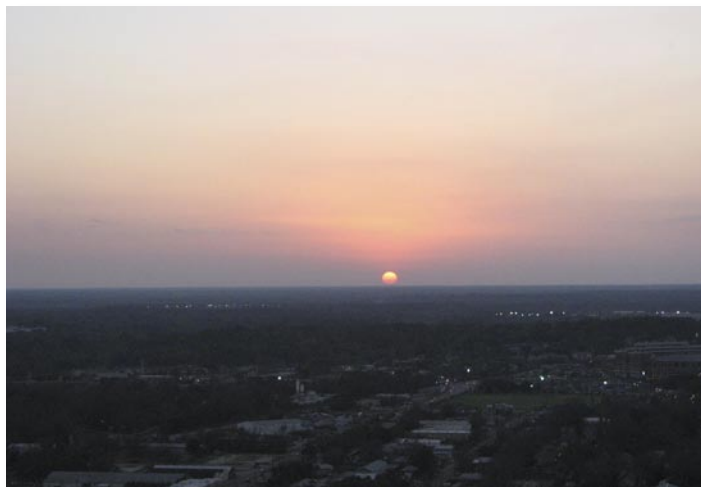
# Chamber Alliance Lake County Days



Meeting with Representative Larry Metz



Legislative Dinner attendees (l to r front) Debi Dyer – Lake County Tourism & Business Relations, Cathy Hoechst – Mount Dora Chamber President, Tim Green – Green Consulting, (l to r back) Pam Jennelle – The Word Stress, Colleen McGinley – Executive Director Tavares Chamber and Jerry Miller – Progress Energy.



Sunset Reception on the 22nd floor of the Capitol.



Tour of the Senate Chamber for Lake County attendees.

South Lake Chamber President Ray San Fratello with Department of Economic Development & Tourism's Debi Dyer and Adam Sumner at the Sunset Reception.



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**Heather Graham**  
Editor in Chief

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www.northlakefocus.com

## Tavares Water Fest ————— from page 1

We are excited to host the Bassmaster 2011 Elite Series event in Tavares. This premier fishing event has the 101 most talented anglers in bass fishing competing for the coveted 2011 Toyota Tundra Bassmaster Angler of the Year title. Qualifying anglers represent 25 different states, plus Japan.

For the fourth year, Tavares is host to the Classic Race Boat Association Regatta. The event begins Friday, March 18, and continues through Sunday March 20. The regatta features boat races and expositions. Landside, the boating festival includes food and fun, as well as marine equipment vendors.

The following weekend features one of the highest attended of the Tavares events, the Sunnyland Antique & Classic Boat Society Show. After two decades in Mount Dora, the event makes Tavares its home for the fourth year. Beginning Thursday, March 24, the four-day event kicks-off. Thousands of boating enthusiasts from throughout Florida and the nation will converge on Wootton Park for a weekend of classic and antique vessels. Thousands of spectators will come to witness exhibits and to see the multitudes of vendors attracted to this huge event. The festival concludes Sunday, March 27.

Beginning April 1, Planes, Trains and BBQ will kick off their fourth annual event with a sanctioned BBQ competition, food vendors and musical entertainment. Saturday, April 10 will feature a Telegraph Exhibit and Model Train Display at City Hall, Classic Car Show & DJ on Main Street, two air shows and a "Concert Under the Stars" with rising country star Colt Ford (Tickets - \$15 online @ TicketWeb.com; \$20 at the gate).

The ninth annual Tavares Rotary Central Florida Dragon Boat Festival is set for April 8 and 9. The dragon boating event has now grown into an international affair attracting folks from China, Canada and from throughout the United States. The races consist of teams of 20 paddlers competing in heats while a multi-cultural festival takes place in the park. Performers will entertain spectators in what is one of Lake County's most unique events.

For more information on these or other Tavares events, contact the Tavares Chamber, 352.343.2531 or go to: [TavaresChamber.com](http://TavaresChamber.com).

## Lake County Days ————— from page 1

**Infrastructure and Growth** - Led by T.J. Fish, Metropolitan Planning Organization, this committee let representatives know that they support the protection of the Transportation Trust Fund from being used for non-transportation expenses, wants legislation to ban text messaging while driving and to amend the Charter County and Regional Transportation System Surtax to make it eligible to all counties with a MPO.

**Quality Life and Quality Places** - Kelly Pisciotta with Habitat for Humanity and her committee pressed the issue of Affordable Housing, re-development and re-vitalization in our communities and the adequate funding levels for SHIP funds (Housing Trust Fund Monies).

**Business Climate and Competitiveness** - Led by Tim Green, Green Consulting and past president of the Chamber Alliance, this committee brought the Water Management Districts issues forward with our representatives and encouraged the legislature to specifically re-evaluate the enforcement of the Septic Tank Rules. And finally, promote Florida as a national/global market with business incentives, balanced land use planning and building on research and development and technology commercialization for businesses with high-wage, high value-added jobs that will accelerate economic diversification.

**Civic and Governance** - County Commissioner Leslie Campione led this committee to encourage the revisions to the Enterprise Zone Statute, government efficiency and accountability and emphasizing the inconsistent and burdensome practices of the St. Johns River Water Management District with regard to permitting of Consumptive Use Permits for our local governments

Each group expressed its concerns during face-to-face meetings with Senators, Representatives and/or their aides. All agreed that the time in Tallahassee was well spent as it is more important than ever to promote the interests of Lake County Businesses. In addition, communicating our views and concerns to our Legislators will facilitate a greater understanding of the consequences of their voting decisions.

The Chamber would like to thank the marketing firm of TW2 as well as the Chamber Alliance of Lake County in scheduling and organizing this annual event.



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### Edward Jones-Tavares

Adam Bornstein • (352) 742-2352

### Epiphany Celebration Anglican Church

Jodie McEwen • (352) 267-2879

### First National Bank of Mount Dora

Lisa Yonke • (352) 383-2111

### Focus Magazine

Heather Graham • (321) 377-8953

### Grand Daddy's Bar-B-Q Inc

Lil Brown • (352) 343-4354

### Lake Receptions, Inc.

Arin Wales • (352) 357-8223

### Law Office of Judy A Stewart, PA

Judy Stewart • (352) 742-4777

### Ruby Street Grille

Logan Heinzelman • (352) 742-7829

### Sunnyland Antique & Classic Boat Society

Terry Ross • (352) 383-1390

### The Mortgage Firm, Inc

Mary Rhodes • (352) 383-3046

## Trustee Members

### Signature Trustee:



### Trustee:



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## Welcome New Members

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### Cheryl Bott's The Puppy Palace

Cheryl Bott • (352) 343-7488

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Debra Hatch-Sorci • (352) 552-6539

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### Inn On The Green

Kala Patel • (352) 343-6373

### Larry Metz, Florida State Representative

Larry Metz • (352) 742-6275

### The Village Daily Sun

Tawnya Boaz • (352) 753-1119

## Tavares Chamber Board of Directors

### Officers

President	Linda Bennett	Ameriprise Financial.....	742-3331
Vice President	Jacquelyn Coval	BankFIRST .....	483-3999
Secretary	Cheryl Crisp	Waterman Communities.....	383-0051
Treasurer	Janet Noack	United Southern Bank .....	589-4663
Past President	Kelly Pisciotta	Habitat for Humanity .....	483-0434

### Board Members

Deborah Cahill	Lyn Terrace Apartments .....	729-2782
Beth Ann Gause	Gause & Hargrove, PLLC .....	343-7424
T.J. Fish	Lake~Sumter MPO .....	315-0170
Rick Golab	Florida Hospital Waterman.....	253-3381
Heather Graham	Focus Magazine .....	377-8953
Julie Hall	Barbara L. Johnson Realty.....	669-3244
Bill Hartman	Early Learning Coalition of Lake Co.....	435-0566
Stephen Jennelle	Stephen D. Jennelle, C.P.A. ....	357-4782
Andrew O'Keefe	O'Keefe's Irish Restaurant & Pub.....	343-2157
Ralph Smith	Lake Tire & Auto .....	343-0041
Ron Wallace	Daily Commercial .....	365-8200

### Liasons to Chamber Board:

John Drury	City of Tavares - City Administrator.....	742-6209
Robert Grenier	City of Tavares - City Council .....	343-9326

### Staff

Colleen McGinley	Executive Director.....	343-2531
Debbie Behlmann	Membership Director .....	343-2531

## TAVARES CHAMBER AMBASSADORS

**Deborah Cahill, Chair** — Lyn Terrace Apartments

### Rachel Graves

Quality Indoor Environmental Solutions, Inc.

### Bill Hartman

Early Learning Coalition of Lake County

### Dale Ramey

### Judy Stewart

Law Office of Judy A. Stewart, PA

**Sharon Keith** — Mary Kay Cosmetics

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**Sterling House Business After Hours February 24, 2011**

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