

**May Chamber
Business Luncheon**

Wednesday, May 25

11:30 AM to 1:00 PM

**Sponsor:
Progress Energy**

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

Calendar of Events

Thursday, May 5

**Ribbon Cutting/
Business After Hours
Home Real Estate
Professionals**

**214 W. Main Street
Downtown Tavares
5:30 - 7:00 pm**

Friday, May 6

Art Around Town

**ART
Around Town**

**TAVARES ART STROLL
DOWNTOWN**

**Downtown Tavares
5:30 - 8:30pm**

Tuesday, May 10

**Networking Lunch
Ruby Street Grille
221 E Ruby Street
Downtown Tavares**

**Please RSVP
Noon - 1pm**



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



Business Journal

MAY 2011

Linda Bennett, President

Art Around Town

TAVARES – The Tavares Chamber Business Development Committee is excited to present our Spring Art Around Town on Friday, May 6, 2011 from 5:30 to 8:30pm.

Start at the registration tent near City Hall and pick up a brochure with a map and listing of host businesses and artists.

Artists will be displayed from Ameriprise Financial Services near Main & St. Clair Abrams to Belton Bail Bonds near Sinclair Ave & Main. Attendees are encouraged to participate in a drawing for a “Prize Basket” worth over ~\$300 in gifts and gift certificates. Each business/artist visited will yield an entry into the drawing and a bonus for visiting at least seven of the venues. Attendees can return to the registration tent to redeem tickets for the prize basket.

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Lake County Community Service Awards Honors Tavares Businesses



Holding the award, Freddie Belton of Belton Bail Bonds and family.



G & T Conveyor's Orin Owen with wife Sherry and Tavares Chamber President Linda Bennett and husband Tom.

TAVARES –For the past three years, a business that has won the Tavares Chamber Business of the Year Gala has gone on to win the Lake County award. This year two businesses were recognized; G & T Conveyor Company was honored with Lake County's Large Business of the Year and Freddie Belton of Belton Bail Bonds as Small Business of the Year.

Both businesses were nominated for the Lake County award after winning at the Tavares Chamber Business of the Year Gala last September. The reasons cited for the local win were the same as those cited for the countywide win. Belton Bail Bonds, thanks to the owner Freddie Belton, has a long history of supporting the Tavares and Lake County communities. Orin Owen, who accepted the award on behalf of G & T Conveyor, has received similar awards recognizing G & T Conveyor locally as well as nationally and worldwide.

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From the Executive Director:

The People aspect of business is really what is important today. Providing outstanding customer service is one of the most rewarding yet challenging activities within an organization. Once we think that way, we realize our business is our customer, not our product or services. Putting all the focus on the merchandise in our store, or the services our corporation offers, leaves out the most important component: each individual customer.

1. Remember there is no way that the quality of customer service can exceed the quality of the people who provide it. Think you can get by paying the lowest wage, giving the fewest of benefits, doing the least training for your employees? It will show. Companies don't help customers ... people do.
2. Realize that your people will treat your customer the way they are treated. Employees take their cue from management. Do you greet your employees enthusiastically each day; are you polite in your dealings with them; do you try to accommodate their requests; do you listen to them when they speak? Consistent rude customer service is a reflection not as much on the employee as on management.
3. Do you know who your customers are? If a regular customer came in to your facility, would you recognize them? Could you call them by name? All of us like to feel important; calling someone by name is a simple way to do it and lets them know you value them as customers.
4. Do your customers know who you are? If they see you, would they recognize you? Could they call you by name? A visible management is an asset.
5. Are your customers greeted when they walk in the door or at least within 30-40 seconds upon entering? Is it possible they could come in, look around, and go out without ever having their presence acknowledged?

Remember that the big money isn't as much in winning customers as in keeping customers. Each individual customer's perception of your business will determine how well you do this and that perception will depend on the level of customer service you provide.

Warm Regards,
Colleen A. McGinley, Executive Director



From the Chamber President

Where does one begin to sum up the past two months of back to back to back fantastic events? Each and every one brought out an overwhelming parade of attendees, volunteers and participants from our community, as well as from all over the state.

The Chamber, City of Tavares, citizens of Tavares and the volunteers, "did themselves proud" – as they showcased our wonderful area and the people that make it great!

I could go on and on about everyone who should be thanked personally, but that would take me days! So – Hats off to our tireless Chamber staff, Tavares City officials and workers, downtown business owners and the citizens of Tavares – You are the Best!

Be sure to attend some upcoming monthly events at the Chamber to see what we might be planning for the rest of the year!

National Small Business Week May 16-20, 2011



"Every year since 1963, the President of the United States has proclaimed National Small Business Week to recognize the contributions of small businesses to the economic well-being of America. As part of National Small Business Week, the U.S. Small Business Administration recognizes this special impact made by outstanding entrepreneurs and small business owners. In 2011, National Small Business Week will honor the estimated 27.2 million small businesses in America. Small businesses are major contributors to the strength of the American economy. More than half of Americans either own or work for a small business. They also create 60-80 percent of new jobs in the country. Small businesses drive innovation, create 21st century jobs and increase U.S. competitiveness."

Of course there's more (attached) but I thought SBW would be of the most general interest.

Read more at www.nationalsmallbusinessweek.com

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Tavares, Florida 32778

Start Spreading the News!

Chamber Announces Referral Reward Program

Heather Graham, Membership Chair

We all do it anyway... why not get rewarded for it? Starting May 1 through the end of 2011, any active member of the Tavares Chamber of Commerce who refers a new member, who subsequently signs up for one year of membership, will receive a \$20 credit on their own Chamber account. This credit can be applied towards your own membership dues, advertising in the newsletter or website, or the monthly Chamber luncheon. There is no limit to the number of members you can refer and receive credit for.

This means just for telling fellow business professionals about how great the Tavares Chamber is and all the great benefits it offers, you can not only be rewarded by seeing your Chamber grow, but also reap the financial reward for your own business.

The Board approved this new incentive program in an effort to raise awareness and membership in the Tavares Chamber. So get on out there and start spreading the news!

Commissioner Cadwell Selected to Join elected officials for a meeting with President Obama, Senior White House Officials

TAVARES — Commissioner Welton Cadwell has been chosen among a select group of elected officials to attend a County Officials Meeting at the White House in Washington D.C. on Tuesday, May 3. The Office of Intergovernmental Affairs is hosting the meeting, which is scheduled to be attended by Senior White House and Administration Officials.



Topics to be discussed at the meeting include infrastructure, sustainable communities, health reform implementation and Medicaid.

"This is a unique opportunity to engage in dialogue with the President and members of his Cabinet on issues that are affecting communities on a local level," said Cadwell. "It isn't often that we get a direct audience with representatives from the Oval Office, and I'm honored to be among those chosen."

The meeting was organized by the National Association of Counties (NACo), with invitations going out to roughly 100 non-partisan County Commissioners nationwide.

Cadwell currently serves as a Vice Chair on NACo's Community and Economic Development Steering Committee, and has held numerous key positions within the organization over the last 10 years.

www.TavaresChamber.com

Discount Coupons... Is Your Business Offering Them?



Tough Economic Times?

Tavares Chamber of Commerce members are offering you **DISCOUNT COUPONS.**

Go to www.TavaresChamber.com and click the RED DISCOUNT COUPON button and view and print the coupons of your choice.



912 N. Sinclair Ave., Tavares FL 352. 343. 2531

On-Line Coupons are now available on the Tavares Chamber of Commerce website. We are promoting more folks to the website and want to encourage all members to let EVERYONE know so they can take advantage of these coupons and visit our member businesses.

In these tough economic times, people are doing more coupon clipping. The Tavares Chamber of Commerce is the only Chamber in Lake County offering discount coupons. We want to support our community by offering this service and support the member businesses who are taking advantage of this free member benefit.

When potential customers browse the www.TavaresChamber.com web site, they will see a Discount Coupon button that will take them to a listing of all the members offering coupons. For each member listing it denotes "**CLICK HERE FOR COUPON**", once they find the coupon they wish to use, they can print it.



Members who have not sent us their discount, can do so now. Please email us with a 25 word or less description of your coupon and an expiration date and we will place it on the website as soon as we receive it. On-line coupons can only be changed once per quarter. This is a free service provided to all Tavares Chamber of Commerce members.

Tavares Chamber of Commerce

Adventure Cove Miniature Golf
4900 Lake Park Court
Mount Dora, FL 32757-
PH: 352-735-6464

18 Holes of Golf ONLY \$5.00 Second Round ONLY \$3.00

Valid Until: 06/30/2011



Your chamber is working for you!



**Tavares Chamber April Networking Lunch
at E-Z Nutrition 101 on April 12, 2011**



Grand Court Business After Hours on April 21, 2011



**Rotary Youth Exchange Students win
their Dragon Boat Division!**



Tavares Chamber Board Secretary Cheryl Crisp – Waterman Village, Director Bill Hartman – Early Learning Coalition, and Chamber President Linda Bennett – Ameriprise Financial Services with Luncheon Speaker Jim Judge of Lake Sumter EMS and Luncheon Sponsor Kim Varnadore - State Farm Insurance

Tavares Installs First Wayfinding Sign Downtown



In front of Tavares City Hall stands a new directory that is the first in a series of wayfinding signs to be installed throughout the city. The signs will carry forward the City's new brand as America's Seaplane City and will assist residents and visitors in navigating downtown businesses.

The eight foot tall kiosk displays a downtown map, which highlights restaurants, businesses and government facilities along Main Street in Tavares. The easy to read vinyl maps will be updated annually. Designed to emulate a riveted airplane wing, with a large blue propeller, the kiosk is one of four that will grace the downtown area and is part of a larger sign program.

When Tavares rebranded itself last year as America's Seaplane City the plan included a proposed wayfinding sign system, of which the kiosk style was the first to be installed. Next to be addressed will be two larger, monument style signs; one to be located on US 441 near Florida Hospital Waterman and another in front of the fountain at the intersection of US 441 and SR 46. The City has just begun the permitting process and the plans are currently under review with the Florida Department of Transportation. The sign program will also include a variety of other vehicular directional signs scattered throughout approximately eight square blocks in downtown.

The new kiosk signs will not only provide better direction for residents and visitors, but will also clearly identify Tavares as America's Seaplane City. The remaining signs in the wayfinding program will be installed as funding becomes available, with the goal that all signs be installed within the next three years.

FOCUS Magazine
Your Community Magazine

Heather Graham
Editor in Chief

228 E. Main Street
Suite 104
Tavares, FL 32778

321-377-8953

877-602-7084

heather@northlakefocus.com

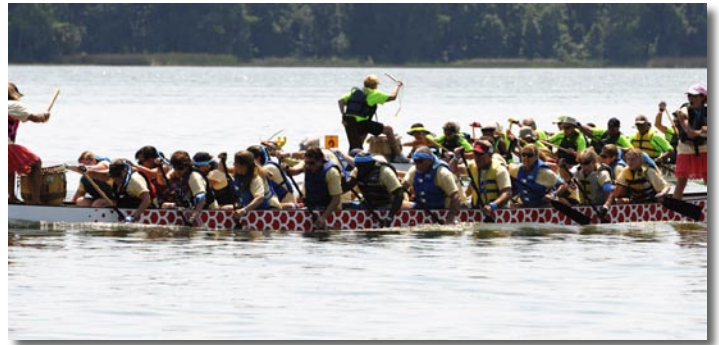
www.northlakefocus.com

FOCUS
MAGAZINE

Rotary Club of Tavares Dragon Boat Festival



Grace Genetia of Wun Fun Cru is a long time supporter of Rotary Club of Tavares' Dragon Boat Festival



Dotting the eye of the dragon denotes the opening of the Dragon Boat Festival with Director General of Taiwan Economic Cultural Organization Hua Wei Mou and Tavares Mayor Rob Wolfe



The Dragon Dance



Membership Renewals

Beth Heiman
(352) 343-4464

Celebration Marketing
Roberta Sims • (352) 383-3781

Grand Court
Ashley Armstrong • (352) 343-6464

Grizzard Commercial Real Estate Group
Jim Miller • (352) 504-0070

Habitat for Humanity of Greater Apopka
Marie Kiser • (407) 880-8852

Home BUYERS Resource Realty
Dolores Russ • (352) 408-3898

Mission Inn Resort & Club
Melissa Troesch • (352) 324-3900

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Gidget Horvath • (352) 343-7363

Premier Obstetrics and Gynecology
Mary Ward • (352) 742-0104

Pressed For Time Café Inc
Zachary Ward • (352) 253-4663

Progressive Aerodyne, Inc.
Michelle Richter • (352) 253-0108

Raymond James & Associates, Inc.
Tracy Belton • (352) 253-5244

Southeastern Surveying & Mapping Corporation
Jennings Griffin • (352) 343-4880

Tavares Ace Hardware
Doug Heaberlin • (352) 343-3361

Tavares Chamber Board of Directors

Officers

President	Linda Bennett	Ameriprise Financial.....742-3331
Vice President	Jacquelyn Coval	BankFIRST483-3999
Secretary	Cheryl Crisp	Waterman Communities.....383-0051
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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

Liaisons 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

Trustee Members

Signature Trustee:



Trustee:



Welcome New Members

Baytree Executive Golf Course
Sheryl Klein • (352) 343-7227

Cousin Vinnie's Chicken Wings
Vinnie Vittoria • (352) 253-2442

Floating Ghosts Séance Tour
Connie Gay • (352) 508-5523

James F. Feuerstein, P.A.
James Feuerstein • (352) 253-9700

Lake Cultured Marble & Granite
Rudy Dinnendahl • (352) 385-9007

Duncan House
Linda Bennett • (352) 435-5278

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

Kathy Parrish — Sunrise Arc

Central Florida Lake County Focus
With Ralph Smith

Wednesdays 11 a.m. to Noon

WLBE AM 790



**Adventure Cove
Business After Hours
April 7, 2011**

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**Tavares Chamber of Commerce
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