

**October Chamber  
Business Luncheon**

**Wednesday, Oct. 26**

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

**Sponsor:**

**Florida Hospital Waterman**

**Caterer:**

**Baytree Golf Course Cafe**

**Tavares Civic Center**

**100 N. Caroline Street,**

**Tavares**

**Please RSVP**

**Calendar of Events**

**Tuesday, October 11**

**Networking Lunch**

**AL'S Landing**

**111 Ruby St.**

**Downtown Tavares**

**Noon – 1 PM**

**Please RSVP**

**Thursday, October 20**

**Business After Hours**

**Trustco Bank**

**10105 U.S. Hwy 441**

**Leesburg**

**5:30 – 7:00 PM**

**Please RSVP**

**Thursday & Friday**

**October 28 & 29**

**HOWL-O-FEST**

**Friday**

**Haunted Hayride**

**7 – 11pm**

**@ Joanna & Ruby Street**

**Saturday**

**Trunk or Treat 5 – 7pm**

**on Main Street – FREE**

**Haunted Hayride 7 – 11pm**

**@ Joanna & Ruby Street**

**OCTOBER FOOD DRIVE**

**Please read**

**Chamber**

**President's article**

**on page 2**



**go to**

**www.TavaresChamber.com**

**or call**

**352.343.2531**



# Business Journal

**OCTOBER 2011**

Linda Bennett, President

## Fifth Annual Business of the Year Gala Gets Even Better

“And the winner is ...” were the words of the night everyone was anticipating to hear, preceding the name of their business during this year’s Business of the Year “Red Carpet” Gala.



The fifth annual “signature event” of the Tavares Chamber of Commerce was held at Lake Receptions, Thursday September 15.

The Gala was a huge success in celebrating the continued growth and achievements of the Tavares area business community during these challenging times. The community’s growth has not gone unnoticed outside our boundaries; just day before, the City of Tavares was awarded the William C Schwartz Award, in recognition of the area’s innovative advances. In attendance were representatives of the Tavares Business community, City of Tavares dignitaries, and Representative Larry Metz. City Manager, John Drury, presented a very informative State of the City slide video presentation.

*Please turn to page 6*

## Taste of Tavares Tempts the Taste Buds

Tempting taste buds again this year, the seventh annual Tavares Chamber of Commerce Taste of Tavares promises to please culinary aficionados with the delectable delights presented by local restaurateurs. Tavares Chamber’s premier fundraising event, the Taste of Tavares, promotes healthy competition amongst the competitors, resulting in delicious treats for those in attendance.



Culinary experts from around Central Florida will be on hand to select the award winning dishes. The democratic spirit will be alive and well as patrons submit their votes to select the highly coveted “People’s Choice Awards” for Best Entrée, Appetizer and Dessert. To compliment the great culinary creations, a wine tasting table will be available.

The event serves as a major annual fundraiser for the Tavares Chamber. Proceeds are utilized to support the community and economic efforts of the organization. Tasters will be treated not just food and music but also the Chinese auction that serves as a major component of the fundraising efforts. Dozens of auction items will be awarded to the lucky attendees.

*Please turn to page 4*

## Promoting your Business with the Tavares Chamber of Commerce



**Jeff Smith**  
Executive Assistant

During difficult economic times, many small business owners cut back on advertising and promotion budgets to save money. Unfortunately, this can be the exact opposite of what they need to do to survive in the marketplace. You should evaluate the advantages of increasing your advertising and promotion budget. According to Tutor2You, the worst approach to setting an advertising budget is the residual method -- using whatever

money is left over each month for advertising

Your Tavares Chamber of Commerce offers a variety of economical and practical methods for generating the most return on investment possible with your limited promotional budget.

The Business Journal: You are holding in your hands one of the most cost effective tools available to you in promoting your business; the Tavares Business Journal. This Journal is provided to 400 recipients each month. It is not just chamber members who are reading the Journal; we have received positive feedback that issues have been seen in doctor's offices and other waiting areas throughout Lake County and beyond, reaching out to prospective non-members as customers to your business. The Journal is also on line at [TavaresChamber.com/newsletter](http://TavaresChamber.com/newsletter).

The Tavares Business Journal offers a variety of methods to promote your business. The most eye-catching is the 8 1/2 x 11 inserts. This is a very effective method to promote your business or announce a special or event. Reserve the month you desire to publicize early, as the Chamber keeps the number of inserts to a minimum in order to maximize exposure of your business. Inserts have proven effective when combined with Business After Hours or sponsorship of Chamber Luncheons.

Additionally, you can place a 1/4 page and business card ads for a minimal fee. This is one of the most popular methods of promotion available and provides a wide dissemination.

The Chamber Web Site: Prospective customers view the Tavares Chamber of Commerce web site to find information about area member businesses. All members are listed in the Member Directory as one of the benefits of membership. For less than SEVENTEEN CENTS a day you can add a picture or logo to your listing.

Not a whiz with computer web design? Your Chamber can assist you there too! For just \$9 a month (billed annually); the Chamber will create a One-page Webpage for you. Prospective customers locate your member listing and click the link that takes them to YOUR webpage where they learn detailed information about your business.

Another eye-catching method of promoting your business on the Chamber's web page is to purchase a rotating banner. These are attention-grabbing advertisements of your business. There are a variety of purchase options available for both the Chamber's home page and specialty pages.

Chamber Business Luncheons: These monthly luncheons provide a variety of opportunities to promote your business! Most notable is to sponsor a Chamber Business Luncheon. The Sponsor receives two complimentary lunch tickets and

**Please turn to page 6**

## From the Chamber President

Summer is over. The kids are back in school. Days are getting shorter and our thoughts start to slowly turn toward the Holidays. But before we even get to Halloween -- we need to turn our thoughts towards those members of our community who are in need.



**Linda Bennett**  
Chamber President

More and more in Lake County, our neighbors and friends who are facing hard economic times, are cutting back or going without the basics in life, including food. This is where the local food pantry, Lake Cares steps in. From their pantry and office in Mt. Dora, Lake Cares services hundreds of people each week. As always, they are in constant need of food to replenish the shelves each week. This is where we can all step in and contribute!

In an effort to fill the shelves, the Tavares Chamber of Commerce issued a challenge to our members and their employees. We challenge them to a Food Drive for the entire month of October. Who can collect the most food??? We are asking everyone in the Chamber to: Ask your own employees, friends and colleagues to contribute! Buy two for one specials at the grocery stores! Check your cabinets for extra food (must be non expired dates)!

So the Challenge has been put down issued and it is up to all of us to collect the most food for this food drive. Let's show our community the great hearts and giving spirits of the businesses that are a part of the Tavares Chamber of Commerce!

Collections will be held at Chamber events or you may drop your food off at the Chamber Office, O'Keefe's or the Ameriprise Office on Main Street.



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# Member Spotlight: Chamber Membership Has Its Rewards...



124 S Joanna Avenue  
Downtown Tavares  
352. 343. 0495

Being in the restaurant business in today's economy can be tough. That is why chamber membership is vital. The Tavares Chamber offers restaurateurs many opportunities to help get the word out about your restaurant. Since joining the chamber last year, my small bakery café has had numerous opportunities to showcase our creative culinary skills and this has led to many outside opportunities that traditional advertising would not have given us.

The first of these opportunities was the "Taste of Tavares" restaurant showcase. At this event, restaurants were given an opportunity to show off their favorite dishes from their menus and explain ingredients. If you have never attended the "Taste of Tavares" don't miss this year's event, tickets to this event can also serve as a great gift incentive for employees or as a thank you gift for clients.

I never really knew how much other local business would call on the chamber for restaurant recommendations and caterers. There are unique features on the Tavares Chamber website that allows visitors to print coupons for special discounts to member restaurants and this is provided as a free member benefit now. That takes your membership dollars even further. Consumers are more likely to visit your restaurant if there is a discount, special or coupon. The small amount per year for membership and the low cost of advertising that is available to its members, is truly why membership in the Tavares Chamber has paid for itself twice over. If you are considering membership or renewing your membership to the Tavares Chamber let this statement be that of a warning because once your business becomes a member and you take full advantage of its member benefits, just watch your opportunities and business soar.

*Ze' Carter*

*Simply Desserts Shoppe & Café Owner and Proud Tavares Chamber Member*

## ASK SCORE: MARKETING THOUGHTS

Here are some thoughts I found to work over the years to increase business and are likely to be familiar to you. They can work if you really practice them.

**ADVERTISE** — Can you afford it? Yes, there are many ways to advertise. The most important things you want your future customers to know is WHO, WHAT and WHERE.

Let them know WHO you are and why you are qualified to furnish them your product or service. WHAT do you offer to them? WHERE are you located and how can they contact you. How do you accomplish this? What media do you use?

Here is where it gets a little tricky. Newspapers usually are the first that enter your mind However, according to many surveys, newspaper advertising is not always at the top of the list as being the most successful. Internet, for some businesses, can be a very popular option. You must do some investigating as to how to best reach your customers, then try the method chosen and track it very closely to see if it is working.

What can I afford? The advertising that is considered the best is WORD OF MOUTH. How do I get this started? Join the Chamber of Commerce, Trade Associations, Merchant Groups and other local social and economic groups and attend the networking events. Sell yourself as someone your customers want to do business with. This has proven effective time and time again.

How do you become this person or company? You offer the following:

**QUALITY** — This is what everyone is looking to receive and what you want to have talked about (Word of Mouth).

**SERVICE** — Customers want it now! If you cannot service them now then be specific on when. Customers want to be cared about, not ignored. Be honest. Understand their problem.

**PRICE** — You do not necessarily have to be the least expensive, remember quality and service is worth something, too. Be competitive with a fair profit.

Can you afford to advertise? You can't afford not to. Word of mouth is the least expensive and the most important. But remember: Integrity is most important.

For more other FREE business information or questions contact SCORE at 352-365-3579 for an appointment. Counseling is available at Lake Sumter Community College Campus at various times each month or by special appointment. Also, SCORE counseling is available at the Lake Technical Center in Eustis. Other Information: Phone 352-589-2250 X 149

*—Gayle Teerman, SCORE Counsel*



**Ed Havill**  
Appraiser

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# 2011 Business of the Year "Red Carpet" Gala



Andrea Houlberg and Kathy Bachman accepted the award on the behalf of Waterman Cove for Large Business of the Year presented by Vann Gannaway of Vann Gannaway Chevrolet, the Top Hat Sponsor of the event.



Freddie Belton 2011 Entrepreneur of the Year



Roberta Sims of Celebration Marketing was presented with the Business Development Committee Appreciation Award for her services to the community.



Daily Commercial's Ron Wallace accepts Medium Business of the Year



Rachel Graves of Quality Indoor Environmental Solutions is 2011 Ambassador of the Year



Jack Harkins awarded 2011 Volunteer of the Year.



Linda J. Bennett with Ameriprise Financial Services awarded the Julie J. Hall Service to Community Award.



Heather Graham, Editor of Focus Magazine wins Small Business of the Year



Christopher Largey was presented the 2011 Historic Preservation Award for his business Christopher R. Largey, Attorney at Law, 203 North St. Clair Abrams Ave, Tavares



*Chamber Vice President Jacquelyn Coval of BankFirst presents the 2011 Community Organization of the Year*



*Tavares Chamber Ambassador Chair and Board member Deborah Cahill of Lyn Terrace Apartments with Ambassadors Samantha Burger – Focus Magazine, Jennifer Bengston – Orlando Sentinel, Rachael Graves – Quality Indoor Environmental Solutions, Judy Stewart – Law Office of Judy A Stewart, PA and September Business Lunch Caterer's from Simply Dessert Shoppe Ze Carter and Ann Anderson*



*Gala Emcee Greg Efta with Maun-Lemke, LLC.*



*Tavares Mayor Rob Wolfe heading for the Gala Red Carpet*



*Tavares Vice Mayor Bob Grenier presented the Gala Historic Preservation Award*

## **Empty Bowls Fall Harvest Soup Supper to be Held in Tavares**

*Event to benefit local food banks*



The 3rd Annual Empty Bowls Fall Harvest Soup Supper is on Monday, October 17th, 2011 from 5:00 to 8:00pm. at Wooton Park, Tavares. All funds collected will

benefit nonprofit organizations dedicated to feeding people in need in our community.

The public is encouraged to bring lawn chairs and blankets to Wooton Park at 100 E. Ruby Street, Tavares, and enjoy the live entertainment and artisan bowl silent auction. Advance tickets can be purchased for a \$10 minimum donation at the Tavares Chamber. Tickets will also be available the evening of the event.

For more information go to the city website at [tavares.org/CivicAlerts.aspx?AID=137](http://tavares.org/CivicAlerts.aspx?AID=137)

## **Taste of Tavares ————— from page 1**

The Taste of Tavares will be held at the Elks Lodge again this year on Thursday, November 10. Competition and attendance promise to be better than ever before. Several new restaurants have joined the Tavares Chamber of Commerce over this past year and plan to participate in the event. Participation in this event is limited. Registration will be on a first come-first served basis, so don't delay in ensuring your spot in this year's event!

*2010 Entrée Winner Mission Inn Resort*



## “Red Carpet” Gala \_\_\_\_\_ from page 1

Presenting sponsor, Vann Gannaway, of Vann Gannaway Chevrolet displayed their new Volt for all to admire. Vann Gannaway continues to be a great supporter of the community throughout Lake County! The Chevrolet Volt is a plug-in hybrid electric vehicle manufactured by General Motors. The Volt is the most fuel-efficient compact car sold in the United States, as rated by the United States Environmental Protection Agency (EPA). The team at Vann Gannaway Chevrolet welcomes all to visit and learn more about this award winning car.

LakeETV was on hand to film the arrival of the attendees as they took their walk down the “Red Carpet”. Master of Ceremonies, Greg Efta with Maun-Lamke LLC, did a superb job conducting interviews of the guests as they arrived. The video was then played during the meal for all to learn a bit of information about each attendee and their businesses. The red carpet video along with the awards is on the Tavares Chamber website year round to be viewed by all who visit.

And the award goes to ...

Volunteer of the Year - Jack Harkins

Ambassador of the Year - Rachel Graves of Quality

Indoor Environmental Solutions

Entrepreneur of the Year - Freddie Belton, Belton Bonds

Business Development Committee Appreciation Award

- Roberta Simms of Celebration Marketing

Community Organization of the Year - Rotary Club of Tavares

Small Business of the Year - Focus Magazine

Medium Business of the Year - Daily Commercial

Large Business of the Year - Waterman Cove

Julie J. Hall Service to Community Award - Linda J.

Bennett of Ameriprise Financial Services

Historical Preservation Award - Christopher R. Largey,  
Attorney at Law

For more information on this event or any other happenings in the Tavares area, contact the Tavares Chamber of Commerce, 352 343-2531 or visit Tavares-Chamber.com.

### Sam's Club Holiday Special 15 for \$15!



The “season” is upon us; time to start your holiday shopping. Sam's Marketing Group, Lady Lake can help stretch your already tight budget further this holiday season. For a limited time only, they are offering 15 weeks of membership for just \$15! This special offer has a limited sign up period; from October 4 through 10th.

Sam's is located just a short ride away, at 755N U.S. 27 Lady Lake, just as you enter the Villages. Sam's Club has always offered great deals that are exclusive to their members. If you have ever been curious about the great deals they offer, this is an excellent way to experience the member's only club at a reduced price. Remember, sign up is for a limited time only, October 4-10.

## Chamber Networking \_\_\_\_\_ from page 2

ten minutes to present information about their business to the attendees. The Sponsor and Caterer receive exclusive privilege to place promotional items at all lunch settings.

Every place setting at the luncheon has a placemat. Information about upcoming Chamber events is posted on the placemat. Around the edge of the mat and visible to all who sit at the table are business card size advertisements of businesses. This is a great and economical way to get your business in front of other business members and visitors!

In addition, you can purchase a Showcase Table to present your products or services to all who enter the Civic Center. Everyone entering and leaving the Center will focus on your table.

Logo Invoice Advertising: Tavares Chamber of Commerce processes an abundance of invoices each month. The Chamber minimizes its operating costs by utilizing electronic invoices. Whether hard copy or electronic, all invoices are viewed by the recipient. This presents yet another promotional opportunity to put your business' name in front of other members who look locally to keep revenues within our community!

Email Blasts: With over a thousand recipients on our distribution list, the Tavares Chamber email Blasts offer a very inexpensive marketing tool. The Chamber now has the capability of adding PDF links and pictures to your email announcement. Simply provide the Chamber with 25 words or less of your promotion. Pictures must be 250x250 pixels or less, in .jpg format and less than 350KB in size.

The Tavares Chamber of Commerce exists because of and for YOU! In these challenging economic times, the Chamber offers affordable means to promote your business. Some of these promotional opportunities are limited and reserved months ahead of time, so plan and reserve your promotion with the Tavares Chamber of Commerce TODAY!

## TRIANGLE



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## TAVARES CHAMBER AMBASSADORS

**Deborah Cahill, Chair**  
Lyn Terrace Apartments

**Debbie Behlmann**  
Southern Palms RV Resort

**Samantha Burger**  
Focus Magazine

**Debbie Behlmann**

**Judy Stewart** – Law Office of Judy A. Stewart, PA

**Sharon Keith** – Mary Kay Cosmetics

**Petra Young** – Daily Commercial

## Tavares Chamber Board of Directors

### Officers

President	Linda Bennett	Ameriprise Financial .....	742-3331
Vice President	Jacquelyn Coval	BankFIRST .....	483-3999
Secretary	Cheryl Crisp	Waterman Village .....	383-2615
Treasurer	Janet Noack	United Southern Bank .....	589-4663
Past President	Kelly Pisciotta	.....	267-2118

### Board Members

Deborah Cahill	Lyn Terrace Apartments .....	357-7332
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	BMJ CPA .....	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
Jeff Smith	Executive Assistant .....	343-2531

## Trustee Members

### Signature Trustee:



### Trustee:



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## Welcome New Members

**Insureamerica of Florida, Inc.**  
Steve Stiffler • (888) 432-8585

**Lake Magazine**  
Brian Walker • (352) 787-9669

**Maun-Lemke, LLC • Greg Efta**

**Plaza Cadillac**  
Gregory Yager • (352) 787-1323

**U.S. Pak-N-Ship**  
Louise Thompson • (352) 483-0405

## Membership Renewals

### Blount Honda

Scott Stubbs • (352) 326-2688

### Booth, Ern, Straughan & Hiott, Inc.

Rob Ern • (352) 343-8481

### Civil Engineering Solutions, Inc.

David Clutts • (352) 742-5011

### Grand Rental Station

Gary D. Johnson • (352) 383-5352

### Heron Publishing Inc.

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### Ladybug's Gifts & Sundries, Inc.

Angie Hughes • (352) 253-2255

### Law Offices of Brent C. Miller, P.A.

Diane Macomber • (352) 343-7400

### Quality Indoor Environmental Solutions, Inc.

John Graves • (352) 223-1404

### Reunion Bank

Gail Baker • (352) 508-1030

### Steverson, Hamlin, and Hilbish

Matt Pierson • (352) 343-4444

### T D Bank

Amanda Wishork • (352) 343-6234

### Waterman Village of Mount Dora

Lynn Haynes • (352) 383-0051

### Wicks Consulting Services

Daniel Hayes • (352) 343-8667

## Central Florida Lake County Focus With Ralph Smith

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# WLBE AM 790

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## Baytree Executive Golfcourse & Café



## Ribbon Cutting

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