

# Bay Business Report

Volume 17, Number 5, May, 2008

Apalachicola Bay Area Chamber  
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## Chamber Adds New Web Features

The new chamber website has a great feature that members need to be sure to take advantage of. On every page of the site you will see a small box labeled Find a Member or Service.

When someone types in a product, service or name of the business they are looking for, the website searches through our database and will bring up the members who offer those services. For example, if you were looking to take a trip on the river you might type in River Tour. The businesses who have keywords River Tour listed in their business description, business name or keywords will be found and displayed. Members can modify their information by clicking on the "Members" link at the bottom of every page, then click on the "My Information" link. You will be asked to log in, if you have not already done so. The member information page contains fields that you can update yourself. Just enter your information and make sure to click on the "Update information" button. The Business Description field should only be a single paragraph and is limited to 700 characters (including spaces). Links and other HTML code will be removed when the form is submitted. The Key-

words field can be used to input words that are relevant to your business, but not included in your business description.

You can also categorize your business. After updating your member information, click on the link next to "Chamber Options" near the bottom of the member information page. This will take you to the accounting and statistics page for your business. On this page, you will be able to set which categories in which your business will be displayed. Currently, members are allowed two categories. Please do not choose a category that does not pertain to your business. Starting on June 1st, members will be allowed only one category (the first category listed) as a part of the membership fee. Additional categories can be added for an additional fee.

### Member Website Exposure

The website allows each Chamber member to view detailed information about the exposure their listing receives on the Chamber website. To view these statistics go to the website and click on the members section at the bottom of the home page. On the member page, click on my information on the right hand side of the screen. Once on your screen look toward the bottom of the page. Just below the category form there is a table that displays the statistics for your business for the past 30 days. There are several transaction types:

- Category Display - displays the number of times your business listing has been displayed, by category, when visitors view listings by category.

- Category Search - displays the number of times your business listing has been displayed, by category, as a result of a visitor search using the "Find a Member or Service" form.

- Detail View - displays the num-

## From the Director

Anita Grove

We have added a forum to the Chamber website so that members can communicate directly with other members to discuss common issues or explore ideas. Several broad topic areas are listed that are relevant to local businesses. Forums are a great way to exchange ideas, express opinions, and announce products, services, or meetings. To give it a try, go to the site at www.apalachicolabay.org and click the member section at the bottom of the page. Once in the member section click on Member Forums (you will need to log on). Pick a specific category or use the general category to add a topic or respond to someone else's thread. You can ask questions, propose ideas or express your opinion. When you are finished, click post. You can check the box that says "notify me when someone replies" and you will receive an email when someone responds to your post.

The 10th Annual Apalachicola Antique & Classic Boat Show was a big success. We had a great crowd, a wonderful selection of boats, and excellent weather. We would like to thank our volunteers- Joe Taylor, Ted Ruffner, Wayne Thomas, George Coon, Jeanette Taylor, Jeff, Norma and Liz Hewell, Beamer, Ginny Cole, Karla and Dieter Ambose, Katie and Savannah Steiger, Julie Castillo, Marissa Itzkovitz, Martha Harris, Mel Remy, Carrie Kienzle. We would also like to thank Harry & Linda Arnold for providing in water dockage, Michael Gallagher with Time For Tunes for providing the music, and George Floyd, Linda Shepard, Roy Ogles and the Apalachicola Maritime Museum volunteers for their help with the dinner and lecture.

## Meeting Notices

### May Monthly Business Luncheon

May 7, 2008 noon  
Harry A's  
28 West Bayshore, St George Island

### Business After Hours

May 10, 2007  
5:30-7:00 pm  
The Garden Shop  
Commerce Street, Apalachicola

### June Monthly Business Luncheon

June 4, 2008, 12:00  
Caroline's  
123 Water Street  
Apalachicola

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# New Members/Member News

## Apalachicola Maritime Museum

We are excited to announce the reopening of the Apalachicola Maritime Museum (AMM). Located at 103 Water Street in Apalachicola, the museum is open 10:00am-4:00pm, Tuesday-Saturday, noon-4:00 pm on Sunday. George Kirvin Floyd is the founder of the museum and plans to build a new facility on the site. The plans, currently in the permitting process, can be viewed on their website at [www.ammfl.org](http://www.ammfl.org). The AMM will feature active sailing, boat building and restoration and educational programs. Collectively, these programs will provide a vision into the rich history of the Gulf coastal region and river systems that come together to form the largest river in Florida. The knowledge and experiences available at the AMM will help broaden the life experience and encourage stewardship of ecosystems in the Apalachicola Chattahoochee Flint River System, the Apalachicola Bay and the Gulf Coastal regions which rely upon river outflows. You can contact the Apalachicola Maritime Museum by calling (850) 653-2500 or visit their website [www.ammfl.org](http://www.ammfl.org).

## BeachRealty.net

Wayne Moore joined the Chamber last month with his web based business, BeachRealty.net. It is a "by owner" multiple listing service (MLS). BeachRealty.net lists for sale by owner and for rent by owner properties for the North Gulf Coast, specifically coastal communities with beach access. Our area fits the description perfectly. Wayne can be reached by calling (800) 833-1673 or visit his website at [www.BeachRealty.net](http://www.BeachRealty.net).

## Cottage by the Bay

Mike Keller joined the Chamber last month with his vacation rental Cottage by the Bay. This one bedroom carriage house is located one mile east of That Place on 98 in Eastpoint and offers all the amenities of home. Cottage by the Bay is a tastefully furnished cottage with a deck overlooking St. George Sound. Mike Keller can be reached at (850) 899-9800 or visit the website at [www.vrbo.com](http://www.vrbo.com) and type in 175971 or Eastpoint to check on prices and availability.

## The Wood Sculpture Art Gallery

Welcome artist Earnest Hand to the Chamber with the Wood Sculpture Art Gallery in Wewahitchka. Over the past 17 years, Mr. Hand, has received hundreds of awards for his art made of cypress wood. Earnest has a keen ability to capture nature's beauty in wood by following the natural lines of the cypress. In essence, the sculptures become one with the wood. With over three decades of experience, Earnest Hand has an awe inspiring gift to produce and translate his visions to exceptional wood elements in a most exquisite manner. The Wood Sculpture Art Gallery is open Monday through Saturday 9:00 am to 5:00 pm and is located at 436 Highway 71 North in Wewahitchka. Check out the gallery website at [www.woodsculptureartgallery.com](http://www.woodsculptureartgallery.com) or call (850) 639-2241 for information.

## Paradise Pressure Washing

Art Sigman joined the Chamber last month with his business, Paradise Pressure Washing. Art specializes in pressure washing, brick restoration, house cleaning, and house maintenance. Art can be reached by calling

(850) 648-5934 or email [asigman@mchsi.com](mailto:asigman@mchsi.com).

## Natural Element, Inc.

Kim Sigman joined the Chamber last month with her interior decorating and design company, Natural Element, Inc. Her design philosophy is to bring beautiful natural elements into your project to create a warm and inviting environment. She was featured in the November/December 2006 issue of Northern Home and Cottage Magazine. Kim can be reached by calling (906) 440-0660 or visit her website [www.naturalelement.com](http://www.naturalelement.com).

## Rick Garzaniti

### L.M.T., Q.T.P.I.

Rick Garzaniti joined the Chamber last month with his massage and healing business. Rick is a licensed massage therapist and a certified practitioner and instructor in Quantum-Touch. Rick's been in the medical profession for more than 40 years and practicing massage for more than 20 years. Rick offers relaxation and deep tissue massage, plus the remarkably effective energy healing technique, Quantum-Touch. Rick can be reached by calling (850) 544-5994 or visit his website [www.muchkneaded.com](http://www.muchkneaded.com).

## Common Sense Conservation®, LLC

Common Sense Conservation®, LLC is a company dedicated to the common sense conservation approach towards the utilization of natural resources for the benefit of mankind. The Common Sense Conservation® headquarters is located in Brewton, Alabama with a satellite office in Indian Pass. The company is headed up by founder Earl Miller, an Alabama

native with an extensive background in the timber industry. Mr. Miller is also the founder of The Wild Bunch International Balloon Team which is one of the Head Balloon's international racing teams. Common Sense Conservation® is currently involved in promoting Common Sense Conservation® practices and products that meet the "common sense" stamp of approval. The company is actively developing eco-friendly "mini farms" across the south with plans to expand throughout the nation as well as other countries. For more information about Common Sense Conservation®, LLC, please visit [www.commonsenseconservation.com](http://www.commonsenseconservation.com) or e-mail [dawn@commonsenseconservation.com](mailto:dawn@commonsenseconservation.com).

## Cinco de Mayo

The St. George Lighthouse Association will host the 3rd Annual Cinco de Mayo Celebration and Lighthouse Benefit on May 5th., starting at 4:00 pm in the Sometimes It's Hotter Seasoning Company parking lot at 37 E Pine Avenue on St. George Island. There will be music, barbeque, tacos, margaritas, a salsa contest, a raffle for a champagne cruise on the "Heritage of Apalachicola" and a silent art auction featuring local and visiting area artists. It will be lots of fun and help raise money for the reconstruction of the St. George Lighthouse now underway.

## Taylor's Building Supply Auction

Taylor's Building Supply in Eastpoint is holding a two day auction in preparation for a major remodel. Over 40 years of accumulated windows, doors, lumber, appliances, outdoor items and equipment will be auctioned off, no reserves and no mini-



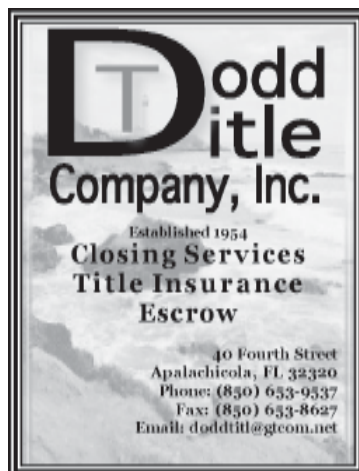
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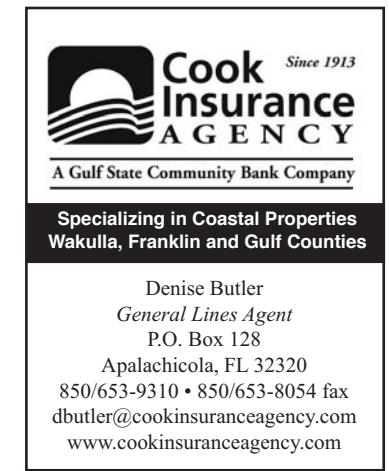
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mums. The auction will take place Friday, May 2nd at 12:00 noon and Saturday, May 3rd at 10:00 am. For a preview, go to [www.affiliatedauctions.com](http://www.affiliatedauctions.com).

### Hospice Plant Swap

Friday, May 2nd and June 6th, 2008 the Big Bend Hospice Franklin County Advisory Council will be sponsoring a plant swap at the Farmers Market from 3:00 to 6:00 pm. Bring those extra plants from your yard to share with your neighbors and take away something new to add to your garden this spring. For every two plants you bring you can select a plant at no charge or if you choose, buy a ticket for \$1.00 and pick out a plant. Special Hands for Hospice windsocks will add a touch of whimsy to any yard and have been hand made by Karla Ambos. The Hands of Hospice makes a great gift for any garden lover and is available for a suggested donation of \$10. All proceeds will go directly to providing hospice care in Franklin County.

### Home is Where the Heart Is!

The Forgotten Coast Builders Association is putting together a communitywide blood drive called Home Is Where the Heart Is! on June 23rd. Envisioned as a community wide educational effort and health fair, organizers have planned a day-long event that will offer all the residents of our communities a chance to donate blood at the beginning of the summer season. We are offering both low cost and free basic health screenings. Information on the upcoming hurricane season, as well as a chance to meet some of the local people that daily put their life on the line to ensure our safety in times of crisis and need. Many of the local merchants have already donated gifts, and services to be given away to all who donate. We will also be offering free lunch to anyone who donates. For more information call Rob Peterson at (850) 294-6914.

### Tour of Historic Homes

The 16th annual Apalachicola Historic Homes Tour will take place on Saturday, May 3th, from 10:00-4:00 p.m. Sponsored by Trinity Episcopal Church, the tour will showcase 14 historic homes this year. Tickets are \$18.00 the day of the event. Registration begins at 9:30 am at Trinity Episcopal Church, located on the corner of US Highway 98 and 6th Street in Apalachicola. Proceeds benefit the preservation and restoration fund for historic Trinity Episcopal Church. For additional information call Trinity Church at (850) 653-9550 or the Chamber at (850) 653-9419.


### Forgotten Coast Plein Air Paint Out

Twenty-one plein air artists will be capturing our magnificent land and seascapes May 8th-18th. From sun up to sundown, these artists will set out to capture the vivid colors and tranquil scenery of our shorelines, marshes, picturesque historic homes and rustic boats and buildings. Artist with the plein air event, a French word, simply translated means "open air", will be painting on location from Apalachicola and St George Island to Mexico Beach. The plein air artists participating in the Forgotten Coast Paint-out are nationally recognized artists who have won numerous awards, been featured in publications throughout the country, and whose paintings are included in many exclusive collections throughout the world. The public is invited to view the 350+ paintings from this "Paint-out" at several events. For more information contact the Chamber office (850) 653-9419 or The Gulf Alliance for Local Arts GALA at (850) 227-3745.

### Exposure


- Patti Nickell's article Away from Glitz & Glamour syndicated to dozens of largest papers after it appeared in the Kentucky Herald Leader- Denver Post, AM New York, the Post-Gazette (Philadelphia)
- Laura Ostapko, editor of Distinguished Lifestyle, a magazine out of the Jacksonville area, was sent information on the area. She is sending her travel writer here in May to do a story on the area.
- Jae-Ha Kim and Denton Morris will be in town in early May. They have an assignment for the New York Post.
- The Dozen Distinctive Destinations information continues to receive great coverage. This past month it appeared on CNN.com, the Denver Post, The Forum (large newspaper group in Minnesota and North Dakota), The St Petersburg Times, Charolette.com, The Charlotte Observer, the Belleville News-Democrat (St Louis),
- Visit Florida was sent information on culinary travel in the area for a national magazine that was researching culinary travel in Florida.

Continued on page 4



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Director, from page 1

Thanks also to the folks who had educational booths for the show -Lisa Bailey and Linda Allen with ANERR, Kevin Porter with the Bureau of Archaeology, Linda Raffield and Johnny Richards with the Franklin County Seafood Workers Association, and the Apalachicola Riverkeepers.

Web, from page 1

ber of times a visitor has clicked on the "More information" link, by category, at the bottom of your business listing.

- Website Click - displays the number of times a visitor has clicked to view your website from each category in which your business is listed.
- Banner Ad Views - If you are in the

banner ad program, it shows the number of times your banner has been displayed

- Banner Ad Clicks - if you are in the banner ad program, it shows the number of times your banner has been clicked.

The Chamber website, [www.apalachicolabay.org](http://www.apalachicolabay.org) is hosted by Vince Bishop of Server Solutions. The site was created by Vince with design assistance from Cindy Clark's Bay Media Services.

If you have any questions about these features, please contact us at [info@apalachicolabay.org](mailto:info@apalachicolabay.org).

Exposure, from page 1

- Bill Warhop was sent information on the oyster industry of Franklin County. He writes for Atlanta magazine.

• Brenda Farrington with the Associated Press was sent information for a feature story she was doing on the restoration of the St George Island lighthouse.

- Visit Florida was sent information on antique shopping and historic homes for use in their PR campaign.

• Lynn Edge, travel writer with the Birmingham News did a great story on Apalachicola and the Bryant House that appeared in the Sunday, April 20th issue.

• Laura Reily wrote a blog on Apalachicola Bay oysters. She is the food writer for the St Petersburg Times.

• Evelyn McDonnell, the Editor at large for [www.moli.com](http://www.moli.com), was sent photographs and information on the area for a blog she wrote called An Old Florida Pearl.

**Visitor Statistics**

March 2001	1,474
March 2002	1,223
March 2003	820
March 2004	1,540
March 2005	1,607
March 2006	1,687
March 2007	2,857
March 2008	3,189

**Website Statistics**

Hits	20,177
Unique Visitors	15,588
Page Views	131,948
Average Page Views	6.54
Time on Site	5.13
Bounce Rate	16.77%
New Visits	71.63%

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