

Bay

Florida's Forgotten Coast® Business Report

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Apalachicola Bay Area Chamber
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Oyster Roast October 31

Friday evening, October 31st, the Apalachicola Bay Chamber will host its 4th Annual Oyster Roast. Enjoy roasted and raw oysters, artichoke and oyster soup, shrimp, crabs, and homemade desserts under the stars on Commerce Street. Musical entertainment and some of the freshest seafood in the country will be served up in a great setting. Tickets are \$45.00 each or \$80.00 for two and are available at the Chamber office (850) 653-9419. Call and reserve yours today.

Annual Chamber Invitational Golf Tournament Oct. 8

Business members from around the Franklin, Gulf, Leon and Wakulla County areas will tee-up for the Apalachicola Bay Chamber's 5th Annual Golf Tournament on Wednesday, October 8, 2008 at 1:00 pm on the beautiful St James Bay Golf Course. The tournament will be a flighted four

Meeting Notices

Monthly Business Luncheon

October 1, 2008, noon
Blue Parrot
68 West Gorrie Drive
St. George Island

Monthly Business Luncheon

November 5, 2008 noon
AJ's Neighborhood Bar & Grill
120 MLK Jr. Ave.
Apalachicola

Business After Hours

November 13, 2008
Journeys of St George &
Eddy Teach's Raw Bar
5:30-7:00 pm
East Pine Street & Third
St George Island

man scramble, low score wins with prizes for the top teams. Scores will be totaled and prizes awarded at a reception following the tournament. Cost per team is \$400, \$100 per player. Sponsorships are available. Fees include range balls, golf carts equipped with the latest color GPS system. Tournament proceeds will go toward the Chamber's building fund. For more information contact the Apalachicola Bay Chamber at (850) 653-9419 or email us info@apalachicolabay.org.

Forgotten Coast Community Yard Sale

Saturday, October 4th, from 8:00- until, from Mexico Beach to Carrabelle, gather up your treasure to sell and join us anywhere along US Highway 98. From attic treasures to unique merchandise, this event promises to be the best yard sale you'll ever attend! If you would like to set up downtown Apalachicola, the cost of a 12x12 booth is \$20.00, free for non-profits. Contact the Chamber office for more information (850) 653-9419 or email us at info@apalachicolabay.org.

Humanities Council Comes To Town

The Florida Humanities Council (FHC) will to host their annual *Gathering* in Apalachicola in October 17-19. The FHC uses the disciplines of the humanities to develop public programs and resources that explore history, literary and artistic traditions, cultural values and ethics. Gathering trips bring 50-60 highly interested individuals together to explore distinct qualities that define a community's history and create its cultural identity. Attendees will be going oystering, tour the Research Reserve, explore our historic sites and enjoy of seafood.

From the Director

Anita Grove

At the end of August I took a vacation to San Francisco to attend the first Slow Food Nation meeting. Island resident, Maratha Gherardi, first introduced me to the Slow Food movement several years ago. Martha had attended the international Slow Food meeting in Italy, where the movement began. Since then I have followed the movement with great personal and professional interest. If you are not familiar with Slow Food there is a lot of information on sites like Wikipedia, Facebook and YouTube. It is a movement advocating the appreciation of locally grown foods, preserving and promoting local culinary traditions, valuing the people who produce or harvest our food, preserving diversity in our food supply, and educating people about the food they eat and how it is grown. It is a world-wide movement and over 131 countries now have Slow Food chapters. Slow Food Nation in San Francisco was the first large meeting in the United States. It drew over 50,000 people that included growers, harvesters, producers, academics, and chefs from around the country. The movement is of interest to me personally because I am an avid food gardener and professionally because Apalachicola Bay is all about fresh, local and sustainable seafood. We are the perfect example of a community that has preserved and smartly managed our bay for the long term. Apalachicola Bay has some of the last wild caught oysters in the world. It truly is what makes us unique. I have been working with the Franklin County Seafood Taskforce to help "brand" our seafood so that these values can be more readily appreciated by consumers and others. The water wars with Atlanta have underscored the need to articulate the value of our bay.

New Members/Member News

Big Fish SGI

Captain Clint Taylor joined the Chamber last month with his offshore fishing guide service, *Big Fish SGI*. Clint worked as a captain with *Journeys of St. George Island* this past summer and previously worked as a mate with *Charlie's Charters* for 4 years. He specializes in offshore charters both half and full day but also does sight-seeing tours and special requests. He has a fully equipped, 28-foot Contender with twin Yamaha 225's with a head. Clint's love for fishing is inspired by his grandfather who started him out at age 3 fishing in South Carolina. He moved to Panama City in 1984 and currently lives on St. George Island. He served in the US Army for 4 years and enjoys golfing. He can be reached by calling (850) 370-6631 or by email at bigfishsgi@hotmail.com.

Sugar Shack

Welcome Dennis Houseman and Tanya McClendon with their restaurant, the *Sugar Shack Restaurant*. Located at the traffic light on 12th and US Highway 98, the *Sugar Shack* serves BBQ cooked in the old fashion southern tradition. Their meat is hand-pulled and fall-off-the-bone tender. The *Sugar Shack* opened in May. They serve beef, chicken, pork BBQ sandwiches and dinners. They also serve ribs by the rack and rib dinners. They have a \$9.95 sampler plate if you can't make up your mind. The *Sugar Shack* also caters and they make picnic meals to go. Dennis and Tanya are committed to excellent food at affordable prices. Stop by and pick up dinner and visit the *Treasure Cove* gift shop inside the restaurant. The *Sugar Shack* is open Monday through Saturday from 11:00 am-8:00 pm. They are located at 146 Avenue E in Apalachicola. They can

be reached at (850) 653-1999 or go to their website at www.thesugarshackbbq.com.

Trusteria

Mike Campbell joined the Chamber last month with his business, *Trusteria.com*, an online regional resource that facilitates business between consumers, businesses and non-profits throughout Leon, Wakulla, Franklin, Jefferson, Gadsden, Taylor, Liberty and Madison counties. A dedicated Tallahassee Chamber member and board member, Mike knows how important networking is to a business. He developed *Trusteria.com* to link businesses with customers and customers with businesses. Like CareerBuilder.com, AngiesList.com or LinkedIn.com, *Trusteria.com* is a searchable website where people can look for service providers, jobs, or information on non-profits. Businesses can subscribe for a minimal monthly fee. Subscription benefits include unlimited posting of news, articles, jobs and using the site to connect with past clients. With digital and social networking becoming more popular and the cost of advertising increasing, *Trusteria.com* is a great way for businesses to market their business at a reasonable expense. *Trusteria's* staff also provide leads to their subscriber businesses via the phone and e-mail. When a visitor of the site posts a request for a product or service, the staff of *Trusteria.com* notifies businesses that fit the request of the prospect. Mike has been in the financial industry for over 20 years and a business owner for over 7 years. He is currently the chair of the Tallahassee Chamber membership committee. His office is in Tallahassee and he has a house in Lanark where he spends many weekends fishing.

Michael can be reached by calling (850) 877-8885, email info@trusteria.com or visit their website www.trusteria.com.

White Eagle Restaurant

Welcome Linda Raffield with the *White Eagle Restaurant*. Located on the water on East Bay, the *White Eagle* serves dinner every weekday from 4:00-9:00 pm and 4:00 - 10:00 pm on the weekends. Linda is also the Secretary and long-time supporter of the Franklin County Seafood Workers Association. She shows her support by only serving fresh local seafood. The *White Eagle* also serves sterling silver hand cut steaks, salads and homemade desserts. It is also available for luncheons, wedding receptions and parties. The Franklin County Seafood Workers Association holds their monthly meetings at the restaurant. It is located at 99 North Bayshore Drive in Eastpoint next to the Sportsman's Lodge. They can be reached by calling (850) 670-1111 or email her at lraffeild@yahoo.com.

Fickling & Company Vacation Rentals

Wanda Alonzo, rental office manager with *Fickling & Company Vacation Rentals*, joined the Chamber last month. *Fickling & Company* started their vacation rental division in March. Offering very personalized service to their owners and guests who rent from them, they have large and small homes for rent. Wanda was born and raised in Apalachicola and has been living in Kansas City for many years with her husband, Angelo, where they raised a family. Wanda retired from Southwestern Bell and they decided to return to Franklin

County. She has also worked in the property management field. Wanda and her husband are happy to be in Franklin County. Surprisingly enough, their daughter and son-in-law were just transferred to Panama City from Kansas City! *Fickling* is located in the center of St. George Island at 112 Franklin Boulevard in the One St. George Island complex at intersection of Franklin Boulevard and Gulf Beach Drive. Wanda can be reached by calling (850) 927-2218, toll free 877-927-2218, email vacations@fickling.com or visit their website at www.ficklingvacationrentals.com.

Tucker Life-Health Insurance

Ross Tucker with *Tucker Life-Health Insurance* joined the Chamber last month. *Tucker Life-Health* specializes in group health insurance and Medicare plans. He also offers group or individual dental, group or individual life insurance, short term health insurance, and disability insurance. Ross has worked in Franklin and Wakulla counties since 1982. *Tucker Life-Health Insurance's* office is located in Crawfordville at 741 New Light Church Road. Ross can be reached by calling (850) 926-2200, email ross@tuckerlifehealth.com or visit his website at www.tuckerlifehealth.com.

Kimberly Bentley, CPA

Kimberly Bentley has moved her CPA office to 171 US Highway 98, suite D in Eastpoint in the Sellers Plaza. Their phone and mailing address will remain the same.



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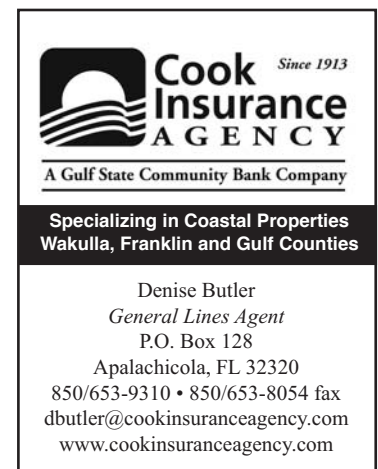
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Gulf/Franklin Center's 10th Anniversary Celebration!

Wednesday, October 22nd, from 3:00-6:30pm everyone is invited to a free open house to celebrate Gulf Coast Community College's 10th Anniversary. Come meet their faculty, tour the campus and learn about the classes they are offering. They will also have free hamburgers, hot dogs and all the trimmings. The GCCC Visual & Performing Arts "Singing Commodores" will perform throughout the afternoon, plus there will be kid's games. The campus is located at 3800 Garrison Avenue just east of Port St. Joe. Call the Gulf/Franklin Center at (850) 227-9670 and press "0" for information.

Exposure

• Photographers from *Southern Accent* were in town on September 13th-14th. Connie May Fowler wrote an article for them which should be in the October issue.

• Christina Talcott was sent pictures and information for an article that ran Sunday, September 7th in the *Washington Post*. *Old Florida on the Half Shell* by writer Diane Roberts, a long-time Tallahassee writer that move to Alabama, waxes glowingly about Apalachicola's historic sites, wonderful oysters and charm. The article was also picked up by the *Wine Review* and *Gather.com*.

• David Hanson's article on the area is in the October issue of *Cottage Living*. The five-page article describes Apalachicola and St George Island's unique charm.

• John Greeman's story on the area was published in the Columbus Ledger-Enquirer. John was in town in August.

• Kathy Farnell was sent information on the Apalachicola Art Museum. She writes for *Southern Breeze*.

• Stacy Vereen was sent information on our area. He writes for *Nashville Lifestyles* magazine and loves Apalachicola. He plans to return in the fall to write a story.

The Frame Shop

Gerri Moore, owner of The Frame Shop (76 Market St. under Veranda's) has decided to pursue her passion for travel and adventure and has sold her business to new owner, Peggy Foley of Apalachicola. Peggy has been busy apprenticing with Gerri for the last several months and is now ready to fly on her own. She plans to continue custom framing and preserving what she calls "peoples treasures". Although she initially thought she would be framing mainly artwork, Peggy found out she was in for a lot more. Over the last few months she has tackled framing a wide variety of request such as photos, old war metals, and puzzles. Helping people preserve their treasures has become very rewarding for Peggy.

The shop will continue to offer the work of many local artists, carrying a large selection of signed, limited edition prints along with gift items and other locally related memorabilia. Stop in to say hello or call 653-1919 for further information.

Bay Day October 4

The Bay, Butterflies and Birds take center stage on October 4th at the St. Joseph Bay Preserves Center on C-30. They will be hosting *Bay Day* with field trips all day, with a suggested donation of \$10.00 per person for boating and off-site birding trips.

There will be trips of the Aquatic and Buffer Preserves as well as a birding tour of Cape San Blas. There will also be bear, butterfly and astronomy talks. Shrimp boil will be served from 11:00 am to 2:00 pm for \$10.00. Reserve your trip online at www.stjosephbaypreserves.org or call 850-229-1787 for more information.

Oyster Spat Festival

The 3rd Annual Oyster Spat Festival will take place on October 10-12, 2008. The event will kick off Friday with a night of fresh seafood served up by the Franklin County Seafood Workers Association and great tropical-rock music with Gene Mitchell and Band starting at 7pm. Saturday begins with the fishing tournament starting at 7am and the 5K race starting at 8am. The parade begins at 11am and the Island Treasure Hunt will be going on all day so stop by participating businesses for clues. Tropical Rock entertainment starts at noon with Gilligan Loves Maryann and Brent Burns. The kayak race starts at 1pm and the Sauce Boss kicks off the evening entertainment and a low country boil at 5pm. Sunny Jim and Gene Mitchell will finish off the night in concert. Sunday will cap off this fabulous festival with more local seafood and music with Brent Burns starting at noon. For more information call 323-0072 or visit www.oysterspat.com.


Blues on the Lot

The 4th annual Blues on the Lot concert takes place Saturday, October 18, 2008 from 12 to 8pm. This year's concert will feature The Joe Hutchinson Quartet, Steve Sternberg's Blues & Boogie Band, and Susan David on guitar and harmonica, Hand-Me-Down Blues Band,

Jon Short on the slide guitar, and Delta Highway out of Memphis Tennessee. The Apalachicola First Responders will be doing BBQ. Jerry Garlick, owner of the Apalachicola Sponge Company & Smokehouse Antiques, is hosting the event. Bring a cooler or chair to sit on. The cost is \$5.00 to enter. For more details call Jerry at Smokehouse Antiques (850) 653-3550 or visit www.apalachicolaspongecompany.com.

45th Annual Florida Seafood Festival

The 45th Annual Florida Seafood Festival will take place October 31st-November 1st, paying tribute to Apalachicola Bay's commercial fishermen. The festival is held in Battery Park in Apalachicola. New this year will be a cooking contest open to all. Pull out your special recipes and whip up a prize winning dish, or enter the oyster shucking or oyster eating contest. As always the festival will feature great seafood, maritime exhibits and crafts, and quality entertainment. This year's entertainment includes two concerts on Saturday with Daryle Singletary at 4pm and Little Texas at 8pm. The park is open Friday from 10am-10pm and Saturday from 10am to 11pm. Friday is free admission and Saturday admission is \$5.00 for everyone over 12. The parade starts Saturday at 10am. For more information go to www.floridaseafoodfestival.com.



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Visitor Statistics

August 2001	829
August 2002	791
August 2003	969
August 2004	930
August 2005	1,210
August 2006	1,740
August 2007	1,798
August 2008	1,696

August 2008 Website Stats

Visits	13,276
Unique Visitors	10,061
Page Views	78,180
Average page views	5.89
Time on Site (mins)	5.01
Bounce Rate	18.66%
New Visits	67.94%

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