

Bay

Florida's Forgotten Coast® Business Report

Volume 17, Number 11 November, 2008

Apalachicola Bay Area Chamber
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Think Local First - A Way of Life

The Apalachicola Bay Chamber has always supported locally owned independent businesses. Fifty years ago the town of Apalachicola had a vibrant local business community that provided almost all of the goods and service the community needed. Old time Apalachicola merchants and residents tell of Friday and Saturday nights when the town was full of local shoppers buying food, clothing, hardware, and other merchandise.

In the latter half of the 20th century retail changed dramatically. Easy access to autos, abundant fuel and big box stores created economic leakage in small communities like ours. Dollars formerly spent locally were spent in Panama City, Tallahassee, and other towns. Large national retailers dominate the market place with cheap prices and endless choices. Small mom and pop stores closed their doors or had to radically reinvent themselves to survive the changing market place. Retail became based on price rather than community relationships or product knowledge and service.

Meeting Notices

Monthly Business Luncheon

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

Business After Hours

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

Monthly Business Luncheon

December 3, 2008 noon
Location TBA

Thirty years later American consumers are starting to change. Limited time, high fuel costs, a desire to leave a smaller footprint on the planet are forcing consumers to examine their shopping habits and many are returning to their local marketplace for the goods they purchase. They realize that they can play a role in designing their community's economic landscape. When your dollars are spent locally more of your money re-circulates in the community, creating a more vibrant and sustainable economy.

Local businesses pay local property tax which fund schools, police, emergency services, and recreation programs. They also provide jobs, and they contribute to local charities. Locally owned businesses provide more than goods and services. They provide relationships with consumers in the community. A wide variety of locally owned businesses contributes to a stronger local identity and cultural diversity, creating an attractive place to live and visit.

Economic research shows that in an increasingly homogenized world, entrepreneurs are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character. The holidays are around the corner. Instead of making your purchases out of town, we challenge our fellow residents in Franklin County to Think Local First.

From the Director

Anita Grove

We would like to thank everyone who sponsored and helped with the 5th Annual Apalachicola Bay Chamber of Commerce Golf Tournament: Donnie Gay and *Apalachicola State Bank* for underwriting and helping stage the tournament, and Steve Hatch and the staff of the *St James Bay Golf Course* for once again running a fantastic tournament. We would also like to thank our golfers and corporate sponsors: Tommy Lake with *Bayside Savings Bank*, Harry Arnold with *Executive Office Furniture*, Sandy Reeves with *Fairpoint Communications*, Mason & Marilyn Bean *Century 21 Collins Realty*, *Gulf State Community Bank*, Rick Marcum with *Opportunity Florida*, Clay Kennedy with *Preble-Rish*, Ralph Roberson with *Roberson and Friedman, CPAs*, *Tallahassee Regional Airport*, Jay Rish *Century 21 Gulf Coast Realty*, *Roberson & Friedman PA, CPA*, *Tallahassee Regional Airport*.

Thanks also to our hole sponsors: *Boyd Brothers Printing*, *Progress Energy*, *Marks Insurance Agency*, *Fickling & Company*, *Graphic Solutions Group*, *Gulf State Community Bank*, *Harry A's Restaurant*, *Nina Marks for Superintendent*, *Pinki Jackel for County Commissioner*, *Russell Crofton for County Commissioner*, *Sometimes It's Hotter Seasoning Company* and *Water Street Seafood*. We would also like to thank our dedicated volunteer Ginny Cole for her help, Kara Landiss and Susan Bassett for their help in recruit players and sponsors and *Ace Hardware*, *Taylor's Building Supply*, *Wefing's Marine*, *That Place in Apalach* and the *Crooked River Grill* for donating gift certificates for prizes.

New Members/Member News

Water Street Loft

Charles Chaplin joined the Chamber with the *Water Street Loft*. The *Water Street Loft*, located at Avenue I and Water Street in the heart of historic Apalachicola, provides over 1,400 square feet of living space for families and groups. Located right on Scipio Creek, the *Loft* is within easy walking distance of the area shops and restaurants. There is plenty of parking and even a boat ramp for guests to use. The *Loft* features a spacious living room and dining area with satellite TV, an extra-large kitchen with a roomy refrigerator, gas range, microwave and dishwasher, three bedrooms with beds and bunks for up to nine people and a bathroom with a full-size washer and dryer. There are several outdoor balconies with spectacular views of the Apalachicola River. For more information, check out their website www.waterstreetloft.com, call (850) 653-6279 or email magnolia@fairpoint.net.

Doris Pendleton for Property Appraiser

Doris Pendleton joined the Chamber last month. She is the Franklin County Property Appraiser. Doris was raised in Eastpoint and graduated from Carrabelle High School. She moved to Apalachicola with her husband, Tommy, thirty-six years ago. Doris has served as Franklin County's Property Appraiser for the last eight years and worked in the Property Appraiser's office for twenty-four years prior. She has three children and six grandchildren. Her eldest son just returned from his second tour of duty in Iraq. Doris is running for the Franklin County Property Appraiser's seat in this November's

election. She can be reached by calling (850) 653-5993.

Seminole Safe 'N' Secure Storage

Welcome Tim and Lisa Baroody and Angelo and Arlene Petrandis, owners of *Seminole Safe 'N' Secure Storage*. Located at 162 US Highway 98 in Eastpoint, *Seminole Safe 'N' Secure* is a self-storage business that offers storage units, 5'x10', 10'x10', and 10'x20' available for rent on monthly bases. They also have climate control units and RV and Boat parking. There is an onsite manager and they do offer discounts on pre-paid rent. The Baroody's and Petrandis's have owned the storage facility for 12 years. They live on Ochlocknee Bay and have worked in Franklin County since 1991. The office is open 9:30 am-3:30 pm Monday-Friday or call anytime. They can be reached at (850) 670-4505 or email safensecure@fairpoint.net.

Weems Open House

Weems Hospital has had a makeover! They will have an Open House to show off on Sunday, November 16 from 3:00-5:00 p.m. Everyone in the county is invited. Refreshments will be served. You can meet board members, physicians and staff, tour the hospital—where some physical plant improvements are being made, board an ambulance, sign up to volunteer in the new hospital auxiliary, and buy a 2009 calendar from a "calendar girl." All calendar sale proceeds are benefitting breast cancer awareness and the new mammogram suite at Weems Memorial. For more information call (850) 653-8853.

Relay for Life

May 2009 will mark the 25th anniversary for the Relay for Life and it is sure to be a magnificent event for Franklin County. It is a unique event that offers an opportunity to participate and raise money in our community for the fight against cancer. Relays are 18 hours in length and last overnight. A community party atmosphere is created by team members camping out, enjoying entertainment, food, games and camaraderie. It is a community gathering that anyone and everyone can participate in. This year's Relay is scheduled for Friday, May 15th at 6pm thru Saturday, May 16th at noon and the theme is "Silver Slumber Party", so please make plans to join them at the Franklin County School for an all night pajama party. Help CELEBRATE the survivors, REMEMBER those we have lost to cancer and FIGHT BACK AGAINST CANCER!! Contact Susan Hoffritz at 850-323-0560 for more information on how you can be involved.

Historic Apalachicola Annual Christmas Celebration

On November 28th, the Historic Apalachicola Christmas Celebration will light up Apalachicola from 4:00-8:00 p.m. The streets of downtown Apalachicola will be lined with luminaries and filled with holiday spirit. Merchants will be open late and the sounds of carolers will echo through the streets filling the evening with Christmas spirit. The highlight, of course, will be the big guy himself. Santa will arrive on a shrimp boat around 4:30 p.m. at the City Dock on

Water Street, across from City Hall. Santa will hear children's Christmas wishes and carolers will sing. Saturday, November 29th at from 1:00-4:00 pm Santa will visit with children again and an old-fashion Yule log will be lit at dusk. Sunday Big Bend Hospice will hold their Tree of Remembrance ceremony at the Apalachicola City Christmas tree at 3:00 pm. For more information contact the Chamber office at (850) 653-9419.

Exposure

- Eleanor Hand with *Coastal Living* called to fact check Steve Millburg's article on the area which is slated to appear in the December issue of *Coastal Living*.
- David and RYANNE Carrier are featured on a new blog called *Local Flavor* on the *Cottage Living* website. Food editor, Kim Sunee, interviews David about the restaurant and the area. A second video blog is a demonstration by David on how to make oyster stew. You can view these videos at <http://www.myrecipes.com/recipes/local-flavor/video/0,28816,1848507,00.html>.
- Lauren Smith with *Florida Magazine* was sent photographs of area things to do.
- Dominic Pettitti with Chain Reaction Motorcycle Tours was sent information on the area. He is planning a tour of the area next spring.
- Todd Coleman Food Editor with *Saveur* magazine was sent information on a historic statue in town.
- Kate Yeomans was sent information on the area. She is an editor with Maptech's *Embassy Cruising Guides*.
- The *Miami Herald* article finally appeared in the Sunday Travel section on October 5th. The article had



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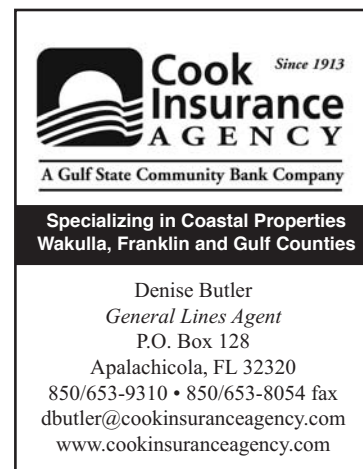
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Small Business Counseling Available

been slated to run 4 weeks in a row and got cancelled due to hurricane stories. Patti Nickell was the writer. The Chamber hosted in Patti last March.

• Several publications were sent information on the Antique and Classic Boat Show including *Wooden Boat* magazine, *Classic Boats*, *Heartland Boating*, *Soundings*.

Panhandle Players

The Panhandle Players announced their 2008-2009 season. This year will start with the Broadway comedy the *Odd Couple - Female Version* by Neil Simon November 21 and 22 at 7:30 pm and November 23 at 3:00 pm at the Dixie Theatre, Apalachicola. January 23 and 24 at 7:30 pm and January 25 at 3:00 pm they will perform *The Star-Spangled Girl* by Neil Simon at the Eastpoint Firehouse. April 24 and 25, at 7:30 pm and April 26, 3:00 pm they will perform *The Shame of Tombstone* at the Dixie Theatre. This year the Panhandle Players will also have Dinner and a Show ticket packages for season ticket holders. The package gives buyers a 10-15% discount on dinner before the shows at participating restaurants. For more information call (850) 670-8261.

First Homecoming at New School

The Seahawks Homecoming will be on October 24th. The Student Government is selling corsage mums for \$7.00. Businesses can order them for employees to wear on homecoming Friday. Contact Stephanie Howze, (850) 653-5633 for information.

SCORE "Counselors to America's Small Business" is a non-profit association dedicated to educating entrepreneurs and the formation, growth and success of small business nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA). Obtain free and confidential advice to small businesses through face-to-face counseling, online counseling, online workshops and more. SCORE is a non-profit group of 10,500 volunteers across the country who have been in business. Take advantage of their expertise 24/7. The SBA is the government's source of information on small business. The SBA also provides guarantees to lenders for small business loans. SCORE is a resource partner that provides mentoring and training for entrepreneurs. SCORE has helped nearly eight million small businesses including Vera Bradley Designs and Jelly Belly Candy. Check out their website at www.SCORE.org.

Resilience for the Small Business Owner

The economy has made times uncertain for the small business owner. You may be spending all of your energy in getting your company to bounce back, but it's essential that you focus on your own resilience as well. The good news is that the skills of resilience can be learned. Here are 10 ways to build resilience.

Make connections. Networking doesn't just make good business sense, it makes good psychological sense. Form a network of professional and personal resources who can step in with advice or even just a sympathetic ear when times get tough. The support goes both ways—helping others in their time of need can benefit the helper as well.

Avoid seeing crises as insurmountable problems. Whether your business has had to downsize or just changed markets to accommodate the economy, you should focus on the big picture and realize that these setbacks do not necessarily threaten the life of your business.

Accept that change is a part of living. People evolve, and businesses do too. While change can be painful, accept that your business will change to meet new circumstances—whether it is an updated business plan or a new niche of customers served. In today's business and economic climate, the ability to be flexible is key.

Move toward your goals. Small business owners tend to be very goal-oriented, but sometimes the inactivity forced by a stagnant market can stall an entrepreneur. Develop some realistic goals and do something regularly - even if it seems like a small accomplishment - that enables you to move toward those goals.

Take decisive actions. Act on adverse situations as much as you can. Take decisive actions, rather than detaching completely from problems and stresses and wishing they would just go away. Problem-solving is an active and ongoing process that can increase resilience considerably.

Look for opportunities for self-discovery. Small business owners can focus so heavily on changes in the market that they forget that they also are evolving as entrepreneurs with each challenge they meet. People often learn something about themselves and may find that they have grown in some respect as a result of their struggles.

Nurture a positive view of yourself and your company. You may think


that small business has been hit hard in this economy, but take a look at how well-positioned your company is to survive. Small business owners may have been hit hard by the economy, but they also have the ability to be nimble and flexible, something the larger companies often have trouble with. **Keep things in perspective.** Assuming your basic business plan is sound, realize that the economy eventually will rebound and that other companies are facing a difficult time as well.

Maintain a hopeful outlook.

An optimistic outlook enables you to expect that good things will happen in your life. Try visualizing what you want, rather than worrying about what you fear.

Take care of yourself. Small business owners spend so much time nurturing the company and their employees that they sometimes forget their own needs and feelings. Engage in activities that you enjoy and find relaxing. Exercise regularly. Taking care of yourself helps to keep your mind and body primed to deal with situations that require resilience.

Each entrepreneur may find as many ways to build resilience as he does to build his or her business. The key is to identify ways that are likely to work well for you as part of your own personal strategy for fostering resilience. *Contributed by Russ Newman, PhD, JD Executive Director for Professional Practice, American Psychological Association*



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| September 2001 | 661 |
| September 2002 | 680 |
| September 2003 | 854 |
| September 2004 | 758 |
| September 2005 | 624 |
| September 2006 | 1,125 |
| September 2007 | 1,575 |
| September 2008 | 1,357 |

September 2008 Website Stats

| | |
|---------------------|--------|
| Visits | 11,238 |
| Unique Visitors | 8,303 |
| Page Views | 62,654 |
| Average page views | 5.58 |
| Time on Site (mins) | 4:56 |
| Bounce Rate | 19.77% |
| New Visits | 65.66% |

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