

Bay Florida's Forgotten Coast® BUSINESS REPORT

July 2010

Vol 19, Number 7

Monthly Meetings

Meeting Notices

Monthly Business Luncheon
July 7, 2010 noon
The Owl Café
15 Avenue D
Apalachicola

Business After Hours
July 8, 2010
Superior Bank
58 4th Street
Apalachicola
5:30-7:00 pm

August 4, 2010, 12:00
Franklin County School
Campus
US Highway 98
Eastpoint

Visitor Statistics

May 2001	1,266
May 2002	918
May 2003	926
May 2004	1,234
May 2005	1,526
May 2006	1,535
May 2007	2,046
May 2008	2,437
May 2009	1,715
May 2010	2,389

Website stats May

Visits	19,383
Page Views	84,572
Average Page Views	4.36
Time on Site (mins)	3:50
Bounce Rate	29.21%
New Visits	69.43%

Oil Spill Response & Recovery

None of us could have predicted the man-made calamity we are currently facing. The unknown affects of the spill weigh heavily on all of us and could impact all facets of our economy. As business owners and employers we grapple with this uncertainty and try to keep our businesses viable. This is not a natural disaster and we may not know the total impact of the spill for many years. Keep records of all lost business and sales. Be sure to document all cancelled reservations, cancelled trips, and lost sales. At some point you'll also need to estimate losses for potential income. Industry trade associations and several national and state special economic taskforces are actively trying to develop ways to measure the loss of potential income and other difficult issues such as decreases in property values. The Chamber has made it a priority to stay on top of the BP Claims process, lobby for the Florida Small Business Emergency Bridge Loan Program and follow how the spill is impacting our economy. We continue to serve as the business liaison for the Franklin County Emergency Management Office and urge BP contractors to purchase items and services locally to help keep our businesses up and running. Below is a list of resources to help business make it through this time of uncertainty.

-BP Claims 800-440-0858 or www.bp.com/claims open 24 hours a day, seven days a week. The local claims office is at 94 14th Street (the old Apalachicola High School) in Apalachicola.

- Florida Small Business Emergency Bridge Loan Program. Loans of up \$25,000 are available for one year no interest. For details go to www.floridaoilhelp.com

Directors Column

Elections for board members for 2010-2011 chamber board of directors will be held at the July 7th chamber luncheon at the Owl Cafe.

Our new year begins in July and you should have received a renewal form and a print out of the information we have on file for your business on the on the Chamber [website](#). Please return the forms with your payment highlighting any changes that need to be made.

Be sure to check your email and website addresses and your keywords. Keywords help others locate your business in the website database. In the top section of the form you will see the number of times your listing has been viewed and how many times your website has been clicked on. If you have any questions, please feel free to [email](#) us or call (850) 653-9419.

Anita Grove, Executive Director



Chamber Board of Directors

PRESIDENT

Mark Friedman 670-1253

VICE-PRESIDENT

Michael Shuler 653-9226

TREASURER

Jerry Hall 653-9510

SECRETARY

Kristin Anderson 653-2249

BOARD MEMBERS

Susan Bassett 323-0092

Andrea Duval 653-9522

Ginny Griner 653-8853

Bud Hayes 927-3305

Beverly Hewitt 653-9510

Richard Langford 899-0030

Paul Marxsen 697-2542

Ted Ruffner 670-8870

Diana Prickett 927-2322

Joe Taylor 653-1411

-The Florida Department of Financial Services' toll-free Consumer Help Line, at 1-877-My-FL-CFO (1-877-693-5236), is prepared to assist business owners impacted by the oil spill. Specialists are available from 8 a.m. to 5:30 p.m. Monday through Friday, and information is also available at www.myfloridacfo.com/

New Members

Oyster Bay Imagines

Welcome AJ Smith and his company Oyster Bay Imagines Photography. AJ has pursued his love of photography for over 20 years and believes that Franklin County is the most picturesque place in the world. AJ went to high school in Apalachicola and served as a deputy sheriff after graduating. He went on to pursue a career in law enforcement in Leon County and also served as the Chief Law Enforcement Officer at the Florida Alcohol and Tobacco agency. He also started Cops for Kids in 1999. The charity raised money to buy hundreds of bicycles for kids in Franklin, Leon and Gadsden counties each Christmas. AJ's daughter lives in Apalachicola with her three children. You can view AJ's work online at www.oysterbayimages.com. He can be reached by calling (850) 251-9021 or by email at sales@oysterbayimages.com.

Island Outfitters

Angela and Larry Troy joined the Chamber with their business Island Outfitters. Opened in 2003, Island Outfitters carries sports and resort wear, rods and reels, kayak sales and rentals, stand up paddle boards, foot wear, jewelry, technical clothing, sunglasses and more. They are the authorized Hobie and Malibu Kayak dealer in the Florida Big Bend, and carry a full line of kayak accessories. They sell Shimano, Daiwa, Penn and Quantum reels, and Shimano and Star rods. They have a wide selection of article bait. They also sell Life Is Good, Guy Harvey, SaltLife, AFTCO, Hook & Tackle, ExOfficio clothing plus West Indies Resort wear, Chaco, Teva foot wear. Larry Troy was a long time charter fishing captain that has fished these waters since the 1970s. He retired and he and his wife Angela run the shop. Island Outfitters can also book charter fishing trips. Island Outfitters is located at 235 East Gulf Beach Drive on St George Island and can be reached at (850) 927-2604 or visit their

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GOLF SHIRTS - BAGS

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IMAGINE GREENER
PICK UP & DELIVERY AVAILABLE
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FOR ALL YOUR CLOTHING & LINEN NEEDS CALL
REALIZE CLEANER
850-567-2941

FRIEDMAN FINANCIAL
ADVISORS, INC
INVESTMENTS & FINANCIAL PLANNING
850-670-1253

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Exposure

Lucy Tobias included the area in her blog post on the Dog Days of Summer.

Josh Mackenzie was in town the June 12-14th updating our entry in the Moon Travel Guide.

Leann Gotvald was sent information on the area for a film she is working on about the oil spill.

Cleaning Services

Forgotten Coast Cleaners now cleans homes and offices. Call for pricing (850-567-2941)

Jackie Lucy Joins Staff

Next time you call our office you might hear a new voice. Jackie Lucy started working at the Chamber office last week as Administrative

website at www.sgioutfitters.com.

Member News

Have Training Needs?

If you are interested in upgrading the skills of your employees, Workforce Florida has training opportunities through its Incumbent Worker Training program. Through this grant program, for-profit companies of any size can be reimbursed up to \$50,000 for training costs. The key requirements are that the company has been in business in Florida for more than a year, has at least one full-time employee (FL resident), and can demonstrate financial viability. From the date of approval, companies have 12 months in which to complete their training. Established in 1999, the Incumbent Worker Training Program has provided training for over 100,000 employees for more than 500 businesses throughout the state. The program is structured to be flexible to meet the business's custom training objectives; public, private, or in-house training providers are allowed, based on the nature of the training. For more information, visit their [website](#) or contact Sarah Fixel (850) 921-1132.

Assistant. She lives in Eastpoint and has a 15 month old daughter. Some of you may already know her. She used to work at the Natural Medicine Store in Apalachicola.

Carrabelle After Hours

The Carrabelle Chamber is hosting a Business After Hours and has invited all Apalachicola Bay Chamber members. The event will take place at the Old Salts Café July 22nd at 6:00 pm. The food cost will be \$10.00 per person and they do not serve alcohol but members can BYOB. The Old Salts Café is located on Tallahassee Street in Carrabelle.