

Bay Florida's Forgotten Coast® BUSINESS REPORT

Monthly Meetings

January 6, noon
Monthly Business Luncheon
[AJ's Neighborhood Bar & Grill](#)
120 Martin Luther King Jr
Apalachicola

Business After Hours
January 14,
5:30-7:00 pm
TBA

February 3, noon
Monthly Business Luncheon
TBA

Visitor Statistics

Nov 2001	720
Nov 2002	825
Nov 2003	842
Nov 2004	986
Nov 2005	789
Nov 2006	1,752
Nov 2007	2,384
Nov 2008	1,790
Nov 2009	1,986

Website Statistics

November 2009
Visits 10,900

Page Views 52,069
Pages/Visits 4.78
Bounce rate 26.88

Time (min) 4:07
New visits 70.76%

Chamber Board of Directors

PRESIDENT

Membership Profile

Each year we do a brief profile of our membership to let you know who your fellow members are, where they are located and what type of businesses they are engaged in. As of December 28th, 2009 we had a total of 349 members. Geographically the membership is located mostly in Apalachicola, St. George Island, and Eastpoint, but we do get many members from Gulf County, Panama City and Tallahassee:

Alligator Point/Carrabelle	19
Apalachicola	154
Cape San Blas/Indian Pass	11
Crawfordville/Panacea/Sopchoppy	7
Eastpoint	50
Mexico Beach/Port St. Joe	28
Panama City	8
St. George Island	50
Tallahassee	11

We have ninety-six different membership categories. The largest category is Associations & Organizations with thirty-three. Twenty-seven are in the Accommodations category, thirteen Beach Home Rentals, twenty-three are Real Estate Firms, Brokers and Agents, and thirty-one are in the Clothing, Boutique, and Gifts or Home Furnishings categories. Twenty-six are in the Building Trades or Building Supply business, twelve are Associate Members, and twenty-five are Fishing Guides or Tour Providers. Twenty-three are in the Restaurants category, eleven are in the Financial and Mortgage categories, and sixteen are in the wedding services category.

14th Annual Forgotten Coast Chefs Sampler

The Apalachicola Bay Chamber of Commerce will host the 14th Annual Forgotten Coast Chef Sampler on Sunday, February 21, 2010, from 6:00-9:00 pm. Chefs from all over the Forgotten Coast area will display their most creative dishes at the historic Fort Coombs Armory located on 4th Street and Avenue D in Apalachicola. Area designers and store owners

Directors Column

January 2010, Vol 19, Number 1

Happy New Year! We are starting off the year with a bang. Requests for information greatly increased the final week of December, as did our walk-in traffic. It is hard to believe but Spring Break is only eleven weeks away. For your reference we have posted the break dates for many of the schools, colleges and universities on our website at <http://www.apalachicolabay.org/index.cfm/pageID/214>.

Southwest announced in December the four destination cities that will service the new Northwest Florida Beaches International Airport in Panama City Beach. They are Nashville, Baltimore/Washington, Houston, and Orlando. This addition will certainly make it easy for people to fly to and from the area.

Volunteers Needed

The Apalachicola Bay Chamber Visitor Center seeks volunteers to help at the visitors' center and with special projects. Duties include giving our visitor information, answering questions about places to stay, restaurants and things to do. If you would like to help, we'd love to have you. It can be a fun and rewarding. Contact us for details (850) 653-9419 or email us at info@apalachicolabay.org

Mark Friedman
653-1090

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Michael Shuler
653-9226

TREASURER

Jerry Hall 653-9510

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Kristin Anderson
653-2249

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653-9510

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899-0030

Paul Marxsen 697-2542

Ted Ruffner 670-8870

Diana Prickett 927-2322

Joe Taylor 653-1411

R. Wayne Thomas

670-4404

give the event an elegant and creative flair by decorating each table individually with artful settings. If you are interested in decorating or sponsoring a table or want to purchase tickets call us at (850) 653-9419 or email us at info@apalachicolabay.org. Tickets are \$45-\$50 and they are going fast.

New Members

Café con Leche

Welcome Tamara Suarez and Lisbet Hernandez with *Café con Leche*. *Café con Leche* serves breakfast and lunch, plus coffee, sandwiches, salads, fresh baked pastries, cakes and cookies all day. It is a combination of great coffee, fresh food in a boutique setting. They serve organic Muddy Waters coffee from California, and have all types of coffee drinks including café con leche, lattes, plus cappuccino. The café also sells handmade local jewelry, paintings and scarves, and basketry. Tamara has had several restaurants in Apalachicola and one on St George Island, including Tamara Café Floridita and Cafe con Leche. Lisbet grew up in the business and has worked in restaurants for twenty-five years. Her father was a chef in Venezuela. She started working with her parents in the restaurant when she was seven. *Café con Leche* also can do special order cakes and desserts and party platters. Currently they area open every day except Sunday from 8:00 am-6:00 pm. They recently got their beer and wine license and hope to be open during the evenings in the future. They are located at 234 Water Street across from Buddy Ward Seafood. Lisbet and Tamara can be reached by calling (850) 653-CAFÉ.

Representative Leonard Bembry

Welcome Representative Leonard Bembry who joined the Chamber in December. Representative Bembry was elected to serve district 10 in 2008. The district includes Alachua, Columbia, Dixie, Gilchrist, Franklin, Hamilton, Jefferson, Levy, Madison, Taylor and Wakulla counties. He lives in Greensboro, Florida, and is married to Susan Bembry. He currently serves on the House Agricultural and Natural Resources Policy Committee, the Economic Development Policy Committee, and the Natural Resources Appropriations Committee. He is the Democratic ranking member. His main staff contact is Laura Jersey. They both can be reached by calling (850) 488-7870, or by email laura.jersey@myfloridahouse.gov or leonard.bembry@myfloridahouse.gov. The office address is 1003 The Capitol 402 South Monroe



Get Motivated Business Seminar

Need motivation to kick start your new year? The Get Motivated Seminar featuring legendary motivator Zig Ziglar, America's Mayor Rudolph Giuliani, president of Microsoft Rick Belluzzo and Florida State head football coach Bobby Bowden is coming to the

Street Tallahassee, FL 32399-1300.

TripAdvisor

Raju Matta joined the Chamber with TripAdvisor. Located in Newton, Massachusetts, TripAdvisor is one of the World's largest travel booking sites. They refer travelers to vacation rentals, hotels, and restaurants. Their website is www.tripadvisor.com/VacationRentals.

Exposure

-Patricia Letakis, Senior Editor with FLORIDA TRAVEL + LIFE was sent information on Tupelo honey for an article she is writing for the March/April issue.

-Freelance writer Patricia Borns was sent information for an article she is writing for the Boston Globe.

-Diana Tonnessen with the Gainesville Magazine was sent photographs for a romantic getaways article she was working on.

-Gary Kramer with Quimby's Cruising Guide was sent information on area marinas and museums in the area.

-Andy Gardner, a writer with the Sunday Mirror (London), was here several months ago. He emailed last month fact checking for the article which should appear over the holidays.

-Wende Meister with Wende Across America was given information about the area. She interviewed Chamber Executive Director Anita Grove, Ed Daniels with EcoTours, and Danny Itzkovitz with Tamara's Café. [Listen here](#).

-Rusty Gardner was sent photos and information for a new website called [Florida By Water](#) that contains boating information about Apalachicola, plus hotels, restaurants and things to do.

Member News

Congratulations to member Debbie Hooper of Debbie Hooper Photography and Joe Bay Aerials. She won second place in the Tallahassee Photofest 2009, an annual juried fine art photography exhibition at the Tallahassee Airport Gallery. The show will be on display until January 15th.

Maritime Museum Reopens

The Apalachicola Maritime Museum has reopened after being closed during the construction of their

Tallahassee Civic Center. The day-long presentation will take place on Monday, January 25 from 8 a.m. to 4:45 p.m. Additional speakers will include communications expert Krish Dhanam, top sales expert and author of Get Motivated Tamara Lowe and other renowned teachers and motivators. Among the speakers' topics will be "How to Stay Motivated" (Ziglar); "The Tenacity to Persevere: How to Make It Through Any Crisis" (Giuliani); "How to Manage, Lead and Succeed" (Belluzzo); "How to Lead Your Team to Victory" (Bowden); "How to Perfect Your Communications Skills" (Dhanam) and "How to Strengthen Your Sales and Negotiation Skills" (Lowe). An entire office of people can attend this seminar of a day of training, inspiration and motivation for a total investment of only \$4.95 per person and \$19 for an entire office. To take advantage of this very limited-time offer, call 1-800-217-1339. Admission at the door if attending singly will be \$225. The Chamber has several free tickets for Chamber members. Call the Chamber to see how you can win these free tickets.

Workshop on Windows 7

Microsoft is releasing their new operating system Windows 7. The Chamber will host a PowerPoint workshop on January 28th, at 6:00 pm to demonstrate this new system. The workshop is free and will be held at the Apalachicola Community Center/City Hall in Battery Park in Apalachicola. For more information call us at (850) 653-9419.

new docks. Their winter hours are Wednesday – Saturday, 11:00 am – 4:00 pm. Mondays and Tuesdays they will reserve for large tour groups, schools, professional organizations, civic clubs, and special occasions. They have also launched their river tours with their 40 passenger power catamaran the Starfish Enterprise.

Valentine's Day Massage Workshop

Kathy Jansen, owner of Riverfront Therapy, will offer two, day long basic massage workshops on Saturday, February 13th and again Sunday, February 14th. Call Kathy for details at (850) 653-6719.

Business Partners With Schools

George Oehlert principal of the Franklin County Schools is looking for businesses to help give students work experience. The Diversified Cooperative Training program allows students attend class part of the day and then work in the business community for the rest of the day for credit. They are in need of businesses to partner with the students on this program. If you are interested, email George at goehlert@franklin.k12.fl.us . The school is also seeking for donations for the Teacher of the Year gift baskets.