

# Bay Florida's Forgotten Coast® BUSINESS REPORT

May 2011

Vol 20, Number 5

## Meeting Notices

### Meetings

Monthly Business Luncheon  
May 4, 2011 noon  
The Blue Parrot  
68 West Gorrie Drive  
St George Island

Business After Hours  
May 12, 2011  
5:30-7:00 pm  
Friedman Financial Advisors and  
Kristy Branch Banks

Monthly Business Luncheon  
June 1, 2011 noon  
Caroline's  
123 Water Street  
Apalachicola

### 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
March 2009	2,082
March 2010	3,406
March 2011	3,389

### Website Statistics

March Visits	24,216
Page Views	110,870
Pages/Visits	4.58
Time on Site	4:16
Bounce Rate	

## Dues Renewal

Membership dues are due by June 30th. The basic membership is \$175 per year. For only \$14.58 per month you get:

- The best website exposure on the Forgotten Coast.
- Listing in the area's premier Visitors Guide and map, 20,000 of each.
- Inclusion in the tourist information packets and relocation packets we send out. The Chamber receives an average of 1,400 inquiries per month from people seeking information about the area. Whether they seek information for a visit or to relocate for a lifetime the Chamber sends them information on the area and member businesses.
- Brochure space in the Visitor Center staffed Monday through Friday, 9:00 am to 5:00 pm, 10:00 am-4:00 pm Saturday, with knowledgeable staff to answer questions and help locate services and products. Each month the office fields hundreds of questions about businesses in Apalachicola, St George Island, Eastpoint and the surrounding areas, referring customers directly to Chamber members. Area magazines, guides and maps charge over triple the amount of our dues for just one ad, and they still do not have the distribution that the Chamber has. The Chamber is often the first point of contact for potential visitors and people seeking to relocate.

Renewal notices will go out soon and we want to have your business information up to date. Please take a minute to review the information on the form and your listing on our website. Please check the information carefully to make sure it is accurate. You can also see the activity your listing has received over the past 30 days. Our website has a built in analytical program that tracks every hit your listing receives for on the website. To take a look go to the site [www.apalachicolabay.org](http://www.apalachicolabay.org), click on Members, click on My Information and log in. Once logged in, the website will automatically bring up your listing, scroll down and click on Chamber Options. Under Transaction Type you will see three entries: Category Display equates to the number of times the category you are listed in has been clicked on, Category Search is the number of times the category you are in was searched, Detail View is the number of times your business was viewed on the site, and Website Click is

## Directors Column

Anita Grove, Executive Director

The 13th Annual Apalachicola Antique & Classic Boat Show was a terrific success. We had a great crowd, a wonderful selection of boats, and excellent weather. We would like to thank our volunteers- Jeff, Norma and Liz Hewell, Beamer, Ginny Cole, Marissa Getter Itkovitz, Susan Richardson, Carol Barfield, Jack and Dorothy Leppert, Buddy Jumonville, Randy, John Gore, Jim Bachrach, Jerry Hall and Derick Lolley.

Thanks also to the folks who had educational booths at the show: the Apalachicola Riverkeepers, the Coast Guard Auxiliary, Department of Environmental Protection Clean Marina program, Friends of Florida State Parks, Roger Pinholster and Fred Sawyer with the Youth Boat Building program.

I would also like to thank Bob Eddy at Leavin's Seafood. He gave us some beautiful oyster shells to landscape the front of the chamber office and visitors center. Thank you Bob.



28.01%  
New Visits  
73.16%

## Chamber Board of Directors

**PRESIDENT**  
Michael Shuler 653-1757  
**VICE-PRESIDENT**  
Ginny Griner 653-8853  
**TREASURER**  
Jerry Hall 653-9510  
**SECRETARY**  
Kristin Anderson 653-2249

### BOARD MEMBERS

Kristy Branch Banks 670-1255  
Donna Duncan 653-8976  
Susan Bassett 323-0092  
Mark Friedman 670-1253  
Bud Hayes 927-3305  
Beverly Hewitt 653-9510  
Paul Marxsen 697-2542  
Diana Prickett 927-2322  
Kevin Ward 899-0669

the number of times your website has been viewed.

### New Members The Bowery Art Gallery

Welcome Ann Seaton, Leslie Wallace-Coon, Paula Harmon and Elaine Kozlowsky, owners and artists at the *Bowery Art Gallery* in Apalachicola. Located at 149 Commerce Street in Apalachicola, the *Bowery Art Gallery* is open Tuesday-Saturday from 10:00 am -5:30 pm, and Sunday by appointment. Paula Harmon's mixed media/encaustic works incorporate a wide range of materials to create vignettes with a local flavor. Ann Seaton is a fiber artist who creates art quilts, knitted items and a fabric pieces. Leslie Wallace-Coon is a ceramic sculpture artist who is well known for her three-dimensional dogs and large ceramic wall sculptures. Elaine Kozlowsky crochets wearable art in the form of beautiful shawls and wraps. *The Bowery Art Gallery* can be reached by calling (850) 303-2776.

### Woodducks Guide Service

Allan Richards joined the chamber with his business *Woodducks Guide Service*. Allan has been fishing in the area all of his life. He is a fourth-generation native of Apalachicola and has fished and hunted the Apalachicola Bay and River since childhood. He worked in the fishing industry for 25 years. Allan has a 23 foot C Hawk center console powered by a 150 hp Johnson. He also does site seeing tours and hunting trips for deer, hog and ducks. Allan can be reached by calling (850) 653-5755 or visit his website at [www.apalachicolaguideservice.com](http://www.apalachicolaguideservice.com)

### Apalachicola Airboat Adventures

Larry Covell joined the chamber with his business *Apalachicola Airboat Adventures*. He has regularly scheduled tours at 9:00 am and 11:30 am, and at 2:00 and 3:30 pm daily. Larry does tours of the Apalachicola River and Bay, bay fishing charters, shelling trips. He has been doing boat tours in the area for many years. Before relocating in Apalachicola, Larry worked in Alaska as a commercial halibut fisherman, a sail boat skipper in the Canadian San Juans, and also served a hitch in the Navy. He knows the local waters and history of the Apalachicola River and Bay. He enjoys doing tours and the favorite part of his job is meeting the folks on his charters and introducing them to our fabulous area. For more information contact him at (850) 653-5746 or go to his website [www.wheelhousetours.com](http://www.wheelhousetours.com)

## Member News

### Member News & Events

### Oyster Radio Starts a New Station

**HOMESTEAD**  
IMPRINTED SPORTSWEAR  
SCREEN PRINTING  
EMBROIDERY  
PROMOTIONAL PRODUCTS  
T-SHIRTS - CAPS - JACKETS  
GOLF SHIRTS - BAGS

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

**ROBERSON & ASSOCIATES, P.A.**  
CERTIFIED PUBLIC ACCOUNTANTS

Since 1913  
**COOK INSURANCE**  
[www.CookInsuranceAgency.com](http://www.CookInsuranceAgency.com)  
A Centennial Bank Company

### Press

-George Sass was sent information on area boating facilities, restaurants and place to stay. He is writing feature for *Yachting* magazine.

-Joey Cowart with the Post Search-Light in Bainbridge was sent information and pictures on the area for a segment in *Bainbridge Living* magazine.

-Alex Crevar's article in *Southern Living* appears in the may issue. The article, A Toast to the Emerald Coast, looks at three Panhandle communities, Grayton Beach, Pensacola and Apalachicola, a year after the oil spill. The article showcases our wonderful seafood, restaurants and great accommodations. Alex also notes that oil never actually reach our beaches and river.

The Forgotten Coast has a brand new radio station...Hitz 106! Broadcasting at 106.5FM, former home of Oyster Country, Hitz 106 FM is playing all of today's hottest music and all of your favorite old school hits. Sister station, Oyster Radio is still the voice of the Forgotten Coast, but now that voice is playing in STEREO, with the all new Hitz 106! Contact owner, Bonnie Gomes at [bonnieg414@aol.com](mailto:bonnieg414@aol.com) for more information

#### **Superior Bank, NA**

On April 15, Superior Bank, N.A., a wholly owned subsidiary of Community Bancorp LLC, agreed to assume all the deposits and acquire substantially all the assets of Superior Bank. Superior Bank will now operate as the new Superior Bank, N.A., based in Birmingham, with branches across Alabama and Florida. Customers will still be banking with the bankers they have come to know and trust over the years, and can rest assured that they are now part of one of the best capitalized banks in the Southeast. The new Superior Bank will feature new products and services, enhanced technology offerings, expanded community investments and a stronger-than-ever commitment to unparalleled customer service. Further, no customer lost any money as a result of this transaction. Among other senior officers of Superior Bank, N.A., Paul Murphy will serve as Chairman of the Board and Doug Hutt as President and Chief Executive Officer. Hank Holmes is the President and Chief Executive Officer for the Bank's Florida Region.

Superior Bank will continue its role as a vital part of the communities in which it operates. We encourage you to stop by or visit us online at [www.SuperiorBank.com](http://www.SuperiorBank.com) to learn more.

#### **Centennial Bank and Cook Insurance New Home**

Centennial Bank and Cook Insurance move in to their new home on Monday, May 2. The old Apalachicola State Bank building that burned down several years ago has been completely rebuilt and is ready to go. Centennial will consolidate their Apalachicola offices and the Cook Insurance office in their beautiful new location. Join us for a ribbon cutting and flag raising at 8:00 am Monday, May 2nd.

#### **Historic Home & Garden Tour**

The 18th Annual Historic Apalachicola Home & Garden Tour will take place on May 6-7. Many of Apalachicola's private homes and buildings can only be viewed from the exterior except for this unique day. For a \$15.00 donation you can take a guided tour through architecturally and historically significant homes, churches, gardens and commercial buildings. A gourmet lunch will be offered in the Benedict Hall, from 11:00am - 2:00pm for \$12.00. Tour Tickets sold on May 7th, will be \$20.00. On Friday May 6st, there

#### **Chamber Members**

How can the Apalachicola Bay Chamber better serve you? Is there something that we can do better to help your business? Is there something you would like to see us add or change on the website, at the visitor's center or in the visitors' guide? Staff will be calling member this month to make sure your website entry is correct and up to date and get input on what we can do for you. Also, always feel free to call or email us with your ideas at [info@apalachicolabay.org](mailto:info@apalachicolabay.org).

#### **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](mailto:info@apalachicolabay.org)

will be an Evensong at the church at 5:30 pm followed by a lecture by Ellie Morris, award-winning author of *Cooling the South*. Trinity Episcopal Church is located on the corner of US Highway 98 and 6th Street in Apalachicola. Proceeds benefit the preservation and restoration fund for historic Trinity Church. For additional information call Trinity Church at (850) 653-9550 or the Chamber at (850) 653-9419 or visit the website [www.apalachicolahistorichometour.org](http://www.apalachicolahistorichometour.org).

**Florida's Forgotten Coast Plein Air Invitational**

May 13-22, plein air artists from around the country will paint our magnificent land and seascapes from Alligator Point to Mexico Beach. From sunup 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. The 2011 invited participants of 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. For a full schedule of events, go to [www.pleinairfl.com](http://www.pleinairfl.com).