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# Bay Florida's Forgotten Coast® BUSINESS REPORT

March 2014 Vol 23, No 4

## Monthly Meetings

### Monthly Business Luncheon

April 3, 2013 noon  
Tamara's Tapa's Bar  
73 Market Street  
Apalachicola

### Business After Hours

April 10, 2013  
5:30-7:00 pm  
TBA

### Monthly Business Luncheon

May 7, 2014 noon  
Blue Parrot  
68 West Gorrie Drive  
St George Island

### Visitor Statics February

Feb 2001	1,414
Feb 2002	1,150
Feb 2003	694
Feb 2004	950
Feb 2005	1,538
Feb 2006	1,430
Feb 2007	2,309
Feb 2008	3,330
Feb 2009	1,972
Feb 2010	2,444
Feb 2011	2,193
Feb 2012	1,999
Feb 2013	2,052
Feb 2014	2,684

## Director's Column

What an amazing winter and spring seasons we have had. Record breaking I'd say. Phone calls and email requests for information rolled in as winter storms across the country

Our website receives 12,000-20,000 unique visitors each month. Would you like to reach these potential visitors, renters, brides to be, or people seeking to relocate to the area? Advertise on the Apalachicola Bay Chamber website and reach thousands of people each month. We have banner ads available from \$10.00 to \$45.00 per month. Email us for details [anita@apalachicolabay.org](mailto:anita@apalachicolabay.org).

## SBDC Business Counseling

Keith Bowers from the Small Business Development Center at FAMU will be coming to the Apalachicola Bay Chamber of Commerce on April 8th. He will be available by appointment for one-on-one business counseling from noon-4:00 pm. Keith is very knowledgeable and can help you with your business in a variety of areas. Call us at (850) 653-9419 if you would like to set up an appointment.

## New Members

### Up the Stairs

Welcome Keri Hall with her new restaurant *Up The Stairs* located at 76 Market Street

## Our Sponsors



## Events

### Antique & Classic Boat Show

16th annual Apalachicola Antique & Classic Boat Show will be on Saturday,

## February 2013 Website Stats

Visits 15,331  
Unique Visitors 12,054  
Pageviews 55,579  
Pages / Visit 3.63  
Avg. Visit 3:40  
Bounce Rate 42.84%  
% New Visits 70.60%

### Board of Directors

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Bud Hayes 927-3305

#### TREASURER

Jerry Hall 653-9510

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Kristin Anderson 653-2249

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Beverly Hewitt 653-9510

Mike Koun 653-2191

Lynn Martina 670-8796

Tom Morgan 653-3474

Michael Shuler 653-1757

John Solomon 323-1330

Ouida Tarrt 653-4687

Jean Ulrich 653-2900

suite F (in the old Verandas location). *Up The Stairs* is an upscale dining location for the 21 & over crowd (that's right, no one under 21, even if they are with a parent). It is a quiet dining spot where patrons can get away from the bustling crowds, noise and even relatives. *Up The Stairs* has signature cocktails, an extensive martini list and an evolving wine list. They also have a nice selection of bottled craft beers. Richard Elliott is the chef. He and Keri developed with a menu that is somewhat retro in its offerings- steaks, salmon, duck, scampi, but with a new spin. They have small plate dining in the lounge and a full menu in the dining room. *Up The Stairs* is open Wednesday-Saturday from 4:00 -10:00 pm, and brunch on Sunday from noon -6:00pm. They can be reached by calling (850) 653-4888. The website is coming soon.

### Coastline Electronics

Welcome Chad Clough with his business Coastline Electronics. Founded in 1996, Coastline provides security systems and surveillance systems, both monitored and self-monitored, network wiring for businesses and homes for computers, telephone and cable. Chad has been in Apalachicola since 1986. He and his wife Heather live in Apalachicola. To reach *Coastline Electronics* call (850) 899-0035.

### Gulf Unmanned Systems Center

Bruce McCormack joined the chamber with his business *Gulf Unmanned Systems Center* (GUSC). *GUSC* is a facility that tests, provides training, produces and provides support for aerial and subsea unmanned vehicles for government, industry and academia. Bruce has been in the Defense Department business since 1988. Through analysts he found a widening gap between unmanned systems infrastructure development in training, testing, evaluation, support, maintenance, and data management. This gap created opportunities for *GUSC* to provide support for government laboratories, defense contractors, universities and technology companies. They will also be introducing unmanned systems into commercial applications supporting agriculture, aquaculture, hydrology studies and environmental sciences. *GUSC* has purchased the old Gulf State Bank building in Carrabelle

April 19th. Special highlights include tours aboard the Apalachicola Maritime Museum's vessel the *Heritage*, a 58-foot wooden Herreshoff-designed ketch. The will also be demonstrations of steam engines on AMM's beautiful antique steam powered vessels. The Apalachicola National Estuarine Research Reserve will have displays along with booths featuring: the Coast Guard Auxiliary, kids model boat building, the National Weather Service and boat building demonstrations throughout the day. The restored 1877 gaff-rigged schooner the *Governor Stone* will also be in attendance.

At 5:30 pm **BackPorch Revival**, an Old-Time String Band will play near Riverfront Park. Grab a comfortable chair and join us for this special concert. Playing fiddle tunes, vocals of folk songs traditional and contemporary, they'll have your toes tapping and put a smile on your face. The Apalachicola Maritime Museum will host a special open house Friday evening with a reception from 6:00-8:00 pm, and Sunday there will be a cruise up the Apalachicola River. Questions? Please call (850) 653-9419 or email us at [info@apalachicolabay.org](mailto:info@apalachicolabay.org) or visit <http://www.antiqueboatshow.org>

### Golf Tournament Fundraiser For School

Franklin County School is holding its second Golf Tournament Fundraiser on April 5, 2014 to benefit programs in the school such as art, music, field trips and more. All profit will go directly into the internal account that finances these programs. You may participate by registering to play, sponsoring one or more players or donating one or more prizes to be given to players. Prizes such as fishing trips, meals, lodging, entertainment, or whatever your business specializes in would be greatly appreciated. An advertisement of your donation will displayed throughout the tournament activities. If you wish to donate a prize, please email [jmalone@franklin.k12.fl.us](mailto:jmalone@franklin.k12.fl.us) or call Jeanette at 850-670-2810 x 4108.

### Ilse Newell Concert Series

Bay Area Choral Society will perform the Easter Messiah Sunday, April 13, 4:00pm

as their headquarters which will be called the Gulf Unmanned Operations Center and they will expand into the former Green Steel Home building. Bruce says they will employ ten people full time jobs with benefits within thirty days of opening.

#### **Jean Ulrich, Jeff Galloway Real Estate**

Jean Ulrich, current member with Gary Ulrich Construction, Inc. has joined with a second membership as a Broker Associate with Jeff Galloway Real Estate. Jean received her license in 1987 and has been actively selling real estate in our area for the past six years. She is a Broker Associate, a Certified Resort and Second Home Specialist, and works throughout the area including St. George Island, Apalachicola, and Eastpoint. Jean has been a chamber board member for two years. She and her husband Gary are originally from S. Petersburg, Florida, but lived in Tallahassee for thirty plus years. They relocated to St. George Island in 2005. Gary is a local builder in Franklin County. Jean can be reached by calling (850) 566-2171 or by email [jean@beachesbyjeff.com](mailto:jean@beachesbyjeff.com)

#### **The Marketing Store**

Dan Anderson owner of *MustSee magazine* has joined the chamber with The Marketing Store, a marketing firm offering a full line of services including marketing consulting, graphic design, creative services, internet marketing and social media, printing -from rack cards to signs, large format printing including banners. They can help you with all of the stuff you need to do for your business but don't have time to do. *The Marketing Store* can support, refine, enhance, expand, or even spearhead, your marketing efforts. They provide the services of an advertising agency, public relations firm, graphic design studio, print shop, web developer and sign factory...all under one roof. They can also help with social media management. Call Dan for a free marketing consultation to help your business define its marketing goals and find affordable ways to deliver your message. Contact The Marketing Store at (850) 227-6986 or by email at [dan@mustseemagazine.com](mailto:dan@mustseemagazine.com). Visit their website at <http://www.msmarketingstore.com>

at Trinity Episcopal Church.

#### **Full Moon Climb St. George Lighthouse**

The April Full Moon Climb at the Cape St. George Lighthouse on St. George Island will be held on April 14th. The Sunset/Full Moon Climb will take place from 7:30 p.m. to 9:00 p.m. and will include light hors d'oeuvres and a sparkling cider toast to the full moon. Cost is \$15.00 for the general public and \$10.00 for members of the St. George Lighthouse Association. After sunset, people are invited to climb to the top of the lighthouse for a breathtaking view of the full moon, as space and time permit. Cost is \$10.00 for the general public and \$5.00 for SGLA members. For reservations or more information call (850) 927-7745.

#### **Earth Day- Arbor Day Celebration**

The annual Earth Day-Arbor Day celebration will take place Sunday, April 22 at 5:00 pm at City Square Community Garden located at the intersection of 8th Street and Avenue F. Everyone is invited to join gardeners, neighbors, and friends as we enjoy food and music, renew our commitment to healthful, sustainable living.

#### **Panhandle Players**

The Panhandle Players will present On Golden Pond, April 25-27. This is a heart-warming love story of Ethel and Norman Thayer who are returning to their summer home for the forty-eighth year. As the summer wanes, so does their brief idyll, and in the final, deeply moving moments of the play, they are brought even closer together. Time, they know, is now against them, but the years have been good and, perhaps, another summer on Golden Pond still awaits. Friday and Saturday performances at 7:30 pm and a Sunday matinee at 3 pm. Tickets are available at Downtown Books and The Butler Agency and the Carrabelle Junction or call (404) 326-7791 for reservations.

#### **Got Ideas? Suggestions?**

How can the Apalachicola Bay Chamber better serve you? Is there something that we can do better to help your business? Is there something

### **Seymour Realty of St George Island**

Mary Seymour joined the chamber with her business *Seymour Realty of St George Island*. Mary received her license in 2002 and has been active since 2007. She received her brokers licenses this year. Mary, her husband Kenny and son Kyle also own *Alternative Electric*. Mary believes a real estate transaction should be all about the customer and it is her goal to make every transaction as easy as possible. *Seymour Realty of St George Island* is located at 35 Island Drive unit 3 in Eastpoint. Mary can be reached by calling (850) 728-8578, by email at [mary@seymourrealtysgi.com](mailto:mary@seymourrealtysgi.com) or visit her website at <http://www.seymourrealtysgi.com>

### **Member News**

St. Vincent Island National Wildlife Refuge is in danger of losing even its current, minimal staffing. The USFWS is considering relegating St. Vincent to "custodial" status. This means it may not be open to the public and will most likely have only one or no staff assigned to it. There will be very minimal or no active management and no proactive work in general. **What can you do?** Contact the USFWS administrators and let them know that many of us care deeply about the island and that it plays an important role in bringing tourist to our area. You can make a difference in whether St. Vincent is stripped of its staff and management. Please write brief letter or email to the US Fish and Wildlife Service **BEFORE April 15th**. Be sure to state that you oppose any further cuts to staff or programs and that you are very concerned about future management and protection of the island. Regional Director of the Southeast Region [Cindy Dohner@fws.gov](mailto:Cindy.Dohner@fws.gov). Regional Chief of the National Wildlife Refuge system [David Viker@fws.gov](mailto:David.Viker@fws.gov) and [JamBurnett@fws.gov](mailto:JamBurnett@fws.gov) at St. Marks.

you would like to see us add or change on the website, at the visitor's center or in the visitor's guide? Ideas are always welcome. Feel free to call or email us with your ideas at [info@apalachicolabay.org](mailto:info@apalachicolabay.org).

### **Volunteers Always Welcome**

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)

Weems Medical Center opened a new facility in Apalachicola, Weems Medical Center West, in the old health department location, just south of the Weems Emergency room entrance, 137-12th Street. The days and hours of operation are Monday through Friday 8:00am - 5:00pm. Providers at the center are : Monday - Roy 'Skip' Parker, PA-C, DFAAPA, Tuesday & Wednesday - Dr. Eugene Charbonneau and Thursday & Friday - Dana Whaley, ARNP Weems Medical Center East (Carrabelle) is open Monday through Saturday 8:00am - 5:00pm. Both facilities take walk-ins as appointment times will permit; however, scheduled appointments are recommended. You can call (850) 653-1525 to schedule an appointment.

Apalachicola Bay Chamber || [anita@apalachicolabay.org](mailto:anita@apalachicolabay.org) | <http://www.apalachicolabay.org>  
122 Commerce Street  
Apalachicola, FL 32320

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