**Monthly Meetings**

**Luncheon**
January 8, 2014 noon
Apalachicola National Research Reserve
108 Island Drive

**Business After Hours**
January 9, 2014
5:30-7:00 pm
Franklin Co. Library
160 Hickory Dip Road
Eastpoint

**Luncheon**
February 3, 2014 noon
AJ's Neighborhood Bar & Grill
120 Martin Luther King Jr Blvd
Apalachicola

**Visitor Statistics**

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 2001</td>
<td>720</td>
</tr>
<tr>
<td>Nov 2002</td>
<td>825</td>
</tr>
<tr>
<td>Nov 2003</td>
<td>842</td>
</tr>
<tr>
<td>Nov 2004</td>
<td>986</td>
</tr>
<tr>
<td>Nov 2005</td>
<td>789</td>
</tr>
<tr>
<td>Nov 2006</td>
<td>1,752</td>
</tr>
<tr>
<td>Nov 2007</td>
<td>2,384</td>
</tr>
<tr>
<td>Nov 2008</td>
<td>1,790</td>
</tr>
<tr>
<td>Nov 2009</td>
<td>1,986</td>
</tr>
<tr>
<td>Nov 2010</td>
<td>1,925</td>
</tr>
<tr>
<td>Nov 2011</td>
<td>2,356</td>
</tr>
<tr>
<td>Nov 2012</td>
<td>1,638</td>
</tr>
<tr>
<td>Nov 2013</td>
<td>1,469</td>
</tr>
</tbody>
</table>

**Director's Column**

Happy New Year! Have you made a New Year's Resolutions for your Business? January is a great time to think about ways of expanding your business as the economy picks up, ways to attract new customers and retain your current customers, and whether products or services you offer are paying off. We all spend most of our time focused on the day-to-day. Spend a little time this holiday season to reflect on your business and ways to grow that might pay off handsomely in 2014. Evaluate what works and what your customers want. Resolve to spend a manageable amount of time improving your presence on the internet through your website and social media. More and more people are using mobile phones and iPads to locate businesses and services. You have to be present and somewhat active to be found. Also, resolve also to set aside some personal time this year to relax and recoup. There never seems to be enough time to relax, but down time can provide you with needed distance that can give you perspective on your life and business.

Spring Break is just ten weeks away. For your reference we have posted the spring break dates for many of the K-12 schools, colleges and universities on our [Website](#). The bulk of the breaks seems to land the second week of March through the second week of April.

**New Members**

**WaterStreet Garden Shop**
Welcome Rita Strickland with her business the *WaterStreet Garden Shop* in Apalachicola. Rita purchased the Garden Shop from Bill and Amanda Kollar in December. The new name is the *WaterStreet Garden Shop*. Bill and Amanda still own and operate the landscaping and maintenance portion of the business and they can be reached at (850) 323-1700. Rita has lived in Franklin County for 13 years. During that time she has managed her own concierge business and worked with the St Joe Company for many years. She is also a metal smith

**Forgotten Coast Chef Sampler**

The 18th Annual Forgotten Coast Chefs Sampler will be on Sunday, February 9th, 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 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. Tickets are $45.00-55.00. We also need auction items for our silent auction and volunteers.

**Outstanding in the Field Dinner**

Sunday, January 12th, Outstanding in the Field will hold one of their special dinners at 13 Mile Seafood. Guest Chef Joe Truex of Watershed Restaurant in Atlanta will be cooking. Outstanding in the Field stages outdoor dining events across North America and around the world, placing
Website Statistics
November 2014
Visits          10,797
Unique Visitors   8,594
Pageviews    34,911
Pages/Visit 3.23
Avg. Visit 3:13 mins
Bounce Rate 47.28%
% New Visits 71.34%

Board of Directors
PRESIDENT
Donna Duncan 653-8976
VICE-PRESIDENT
Bud Hayes 927-3305
TREASURER
Jerry Hall 653-9510
SECRETARY
Kristin Anderson 653-2249
BOARD MEMBERS
Brenda Ash 653-8805
Ginny Griner 653-8853
Beverly Hewitt 653-9510
Mike Koun 653-2191
Lynn Martina 670-8796
Tom Morgan 653-3474
Ouida Tartt 653-4687
Jean Ulrich 653-2900
Kevin Ward 899-0669
and jewelry designer and studied under Kristin Anderson. Owning a garden shop has been a lifelong dream. She and her husband Gene Strickland, a fly fishing guide and contractor, live in Gulf Terrace in eastern Franklin County. The WaterStreet Garden Shop is located at 268 Water Street and can be reached by calling (850) 653-1777. The hours are Tuesday-Saturday 10:00 am-5:00 pm. Be sure to check out and "Like" their Facebook page.

Events
The Dixie
The Dixie Theatre Kicks Off its 17th Professional Season on January 4th with the Tallahassee Swing band at 3:00 pm. The Dixie Theatre, North Florida's oldest Theatre, has booked an exciting lineup of performances that will run from January through the end of March. There will be professional theatrical performances and great live music from singer songwriters to rock. The ballet will also return this year. Pas de Vie Ballet will perform on January 24-25. For more information on performance times and ticket information, visit www.dixietheatre.com or their Facebook page.

- Sock Hops & Soda Pops 34th West Theater Co. January 8 - 11th.
- Grammy nominated Nashville singer-songwriter Gretchen Peters January 17th
- The Old Folkie Ken Sizemore January 18th (3:00-5:00 pm)
- It Was A Very Good Year Tony Sands January 18 (8:00pm)
- Pas de Vie Ballet three shows January 24-25th
- Tribute to Patsy Cline & The Honky Tonk Angels Jan 31st 8:00 pm.

Isle Newell Concert Series
University of Notre Dame Folk Choir, Ecumenical Vespers and concert of sacred music January 8, 2014 5:30pm - 7:00 pm at St. Patrick Catholic Church.

4th Annual Oyster Cookoff
Support the Apalachicola Volunteer Fire Department and show off your best oyster dish at the 4th annual Oyster Cook off on January 18th. Trophies and bragging rights will be awarded to the top three finalists. Friday night there will be a silent auction with a sampling of the Apalachicola Bay's tasty bivalves 6:00-8:00 pm. The actual cook-off Starts Saturday at 12 noon. Oysters raw, steamed, fried, plus other food items and refreshments will be available for purchase. Judging for the competition and music starts at 2:00 pm. Go to www.oystercookoff.com for details or their Facebook page
This year there will also be the Half Shell Hustle, a 5k foot race in and around Apalachicola. Registration is at 7:30 am at the Riverfront Park. For information on the run contact Sam Fortunas at (850) 980-4204 or by email.
Isle Newell Concert Series
FSU School of Music Voice Performers perform selected scenes from Romeo and Juliet. January 19, 2014 4:00 pm at Trinity Church.

Habitat for Humanity's Mardi Gras Celebration will be on February 1-2. Friday, the Mystic Krewe of Salty Barkers invites you to a parade of dogs and their people. Dress yourself and your dog as your favorite character or wear traditional Mardi Gras attire. The parade begins at 5:00 pm at the intersection of Avenue F and Commerce Street (near the chamber office and visitors center) and continues to Riverfront Park where the party will continue with live music, dancing, Cajun food, and other festivities for the whole family. Saturday night is the Mardi Gras Dinner and Ball at the Armory. There will be music, dancing and a floor show, plus the crowning of the Mardi Gras king and queen. Dinner tickets are $50.00, 6:30 pm, and general admission $25.00 at 7:30pm. For tickets and information call (850) 653-2025 or 670-5064.