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Town Hall Meeting with Congressman Allen Boyd: August 25

The Gadsden County Chamber of Commerce is pleased to host, as part of our Speaker Series events, a Town Hall Meeting with Congressman Allen Boyd on Tuesday, August 25 at 2:00 p.m. at the Quincy Music Theatre located at 118 East Washington Street in Quincy. Join us in welcoming Congressman Boyd as he speaks about Subjects of Interest to Chamber members, strategic partners and residents. We hope that you can attend this special event.

The Chamber asks that participants RSVP to michelleburdick@tds.net or by calling (850) 627-9231 to obtain an approximate number of expected participants.



Ribbon Cutting for Shanks Middle School Makeover: August 21

The Gadsden County Chamber of Commerce, on behalf of the Gadsden County Coalition for Change, is pleased to invite the community - both residents and businesses - to attend a brief ribbon cutting ceremony on at Shanks Middle School located at 1400 West King Street in Quincy. The ribbon cutting is scheduled for Friday, August 21 at 10:00 a.m.

Please contact Rick Soskis at (850) 539-5338 for additional information.

Free Hotdog Lunch and Health Fair: August 21

Gadsden Medical Center, located at 278 LaSalle Leffall Drive in Quincy, is offering a free hotdog lunch and health fair on Friday, August 21 from noon to 4:00 p.m. to promote preventative health. Children and adults will receive free health screenings for weight, vision, cholesterol (first fifty participants), blood pressure, blood sugar, dexa bone density scan and more. The first 250 children who attend will also receive free school supplies.

Gadsden Medical Center, a non-profit member of the Gadsden County Chamber of Commerce, provides primary care to residents in the Gadsden County area. Contact the Gadsden Medical Center at (850) 875-9500 for more information.

Chamber offers Food for Thought: Customer Service Courses

The Chamber is looking forward to presenting its new Food for Thought 2009-2010 series sponsored by **WORKFORCE plus**. By partnering with area educational professionals, the Chamber will offer training courses during lunch time. For the first series, the Chamber has joined with the Florida A&M University - Small Business Development Center to provide instruction in customer service development to local small businesses. The intent of these course offerings is to establish and retain customer loyalty to local businesses thus creating a positive impact on the Gadsden County economy. Owners, managers and employees of hotels, restaurants, pharmacies, retail, grocery and discount stores, financial institutions, co-operatives, medical and government offices are strongly encouraged to participate. In-house classes may be available.

Wednesday, August 26, 2009 11:30 a.m. - 1:00 p.m.
 Gadsden Historical Society

Offer Fun & Relaxation

5 Online Coupons Now Available at Trusteria.com

6 Free OSHA Safety Classes via TCC

6 Croley Promotes Gadsden in Regional Economic Development Effort

UPCOMING EVENTS

Due to the length of this newsletter, a separate announcement or even another Chamber Chatter will be broadcasted soon for additional upcoming events.

304 West King Street, Quincy

CUSTOMER SERVICE OVERVIEW FOR BUSINESS OWNERS & DECISION MAKERS

This course will help business owners and decision makers understand the importance of marketing, finance, human resources and strategy when it comes to running a successful business. Major emphasis is given to developing a “customer focus” in the design and presentation of goods or services. In addition, understanding how the marketing process affects the entire enterprise is a key part of this course. Participants will learn how to target the customer, how to position their product or service to the customer and how to create a promotional plan to influence the customer.

To register for this course, contact Michelle Burdick at michelleburdick@tds.net or by calling (850) 627-9231.

Gretna Welcomes Dollar General

The Gadsden County Chamber of Commerce is pleased to announce the grand opening of Dollar General at 15830 Blue Star Highway in Gretna. Dollar General hosted a grand opening and ribbon cutting ceremony on August 1 to encourage the public to visit the store and take advantage of its bargains.

“I’ve talked to a lot of people and they are happy to have Dollar General in Gretna” said Gretna Mayor Anthony Baker. “The people are loving it because of the convenience of being able to buy small items without having to drive to Quincy.”

David Gardner, the executive director of the Gadsden County Chamber of Commerce, stated, “This is another great example of the progress in Gretna and its impact on the positive economic development in Gadsden County.”

“This store has already helped stimulate the economy by providing jobs to people who weren’t previously employed,” add Mayor Baker. “It will be good for Gretna especially as the city grows.” The Dollar General in Gretna is open daily from 8:00 a.m. to 9:00 p.m. and it offers name brand groceries as well as apparel and home décor items and health and beauty products and low prices. For more information, visit www.dollargeneral.com.



Welcome New Members

Brafford Real Estate Corporation

Tallahassee
(850) 907-9424
Real Estate

Havana Trading Company

Havana
(850) 539-8424
Gifts & Collectibles

Havana Merchants Association

Havana
(850) 539-8424
www.havanafloida.com
Association/Advertising

The Tomato Café & Tea Room

Havana
(850) 539-2285
Restaurant

Havana Summer After Hours a Success

The Gadsden County Chamber of Commerce extends our thanks to ninety-eight business representatives who attended the Summer After Hours event hosted by H&H in Havana and Joanie's Gourmet Market on July 28. Participants braved occasional rain showers to drive to Havana for the opportunity to browse the custom furniture and décor at H&H and network and socialize with their fellow members and colleagues.

The Chamber would also like to recognize our general sponsors: Air Control Heating and Cooling, Inc., Buy-Rite Drugs, Coastal Plywood Company, the Havana Merchants Association, Stone's Home Center, The Tomato Café and Tea Room and Wanderings. Door prize giveaways were provided by Alpha UPKUDO, Air Control Heating and Cooling, Inc., Buy-Rite Drugs, Capital City Bank, Capital Health Plan, Judy Conlin, Mirror Image Antiques, The Tomato Café & Tea Room, Wanderings and WGWD 93.3.



Selling the Sunshine - A Florida Tradition

The 42nd Annual Governor's Conference on Tourism will be held August 23-24, 2009 at Fontainebleau in Miami Beach. Governor's Conference provides the opportunity for the travel industry from across the state to learn the latest in marketing, receive critical research data and share best practices.

VISIT FLORIDA listened to the industry and made this year's conference shorter and more economical while offering hands-on integrated marketing solutions for destination marketing. VISIT FLORIDA staff will be on hand to coach, answer questions and assist you in open formats on everything from Public Relations, Advertising, Promotions and Sales. VISIT FLORIDA's new integrated marketing plan for the upcoming fiscal year will also be unveiled, including a sneak preview of new advertising creative developed by DDB Miami, the corporation's new advertising agency.

During the conference, Dr. Richard Florida, renowned economist and author, will combine in-depth analysis, cutting edge trends and fascinating stories to show us where the world is headed. Special achievements of the tourism industry will also be recognized. For more information on Governor's Conference, go to www.visitflorida.org.

VISIT FLORIDA Media Mission Application Period Now Open

VISIT FLORIDA is excited to announce their plans for this year's VISIT FLORIDA media missions. Media missions are trips to targeted markets organized and hosted by VISIT FLORIDA PR staff. Four Partners are selected to attend each mission. The group conducts desk-side appointments with top journalists in each market, designed to generate positive news coverage that will promote visitation to Florida. VISIT FLORIDA DMO Marketing Partners are eligible to apply to attend missions.

All Marketing Partners are eligible to participate in the news release option. This allows you to submit a two-page (each page is one-sided) news release that is included on flash drives given to all journalists the group meets with. After the trip, Partners who attend the mission and/or submit a news release receive a media list with contact information for each journalist.

DMO Partners are selected to attend media missions based primarily on two criteria; geographical location and story ideas. It's important that VISIT FLORIDA brings DMOs from across Florida, and the stories being pitched are fresh, creative, trendy and have real news value. VISIT FLORIDA strongly encourages you to spend time developing your story ideas for the application.

The media mission schedule for Fiscal Year 2009-2010 is as follows:

- Boston: October 5-9, 2009
- Atlanta/Birmingham: February 8-12, 2010
- Chicago: February 22-26, 2010
- Washington, D.C./Baltimore/Philadelphia: April 12-16, 2010

The application period for all missions opened on August 10. The deadline to submit applications is close of business on Friday, August 28, 2009. (Unfortunately, applications to attend missions submitted after the deadline will not be considered for participation.) Partners selected to attend each mission will be notified by Wednesday, September 2, 2009.

For applications and additional information, contact Jay Schleuning, the public relations manager for VISIT FLORIDA via email at jays@VISITFLORIDA.org or by calling (850) 205-3862.

Blue Cross and Blue Shield of Florida Looking for Festivals & Health Fairs

The marketing department at Blue Cross and Blue Shield of Florida alongside the sponsorship and events specialist is researching annual festivals and health fairs taking place in your community. Please provide information regarding your annual festivals and activities to: Sara Hiers, 4800 Deerwood Campus Parkway, Building 300, 6th Floor, Jacksonville, Florida 32246. Contact Hiers at (904) 905-3749 or sara.hiers@bcbsfl.com for more information.

Big Bend Hospice Launches New Website

Big Bend Hospice announced the launch of a brand new website this month. The new website has increased the amount of information available on line and offers new features to provide increased responsiveness to those seeking information on Hospice care.

"We are so pleased with the community's response to our new website," said Diane Tomasi, the community relations director at Big Bend Hospice. "It has many new features and is more user friendly than our previous site."

Visitors are now able to take a pictorial tour of the Margaret Z. Dozier Hospice House as well as see photo galleries from recent events; share their Hospice story; sign up to be a volunteer and find out about employment opportunities. Also, those wishing to make a donation can do so online, and a separate link provides information on additional giving opportunities. Special features of the website also include a quiz to see if Hospice care is appropriate for you or a loved one as well as a form to request a free, no obligation in-home visit to explain Big Bend Hospice services.

"We continue to welcome community input on our website and hope these new features provide a way for family members from outside the area, as well as the local community, to get more information on our agency," added Tomasi.

The web address remains the same: www.bigbendhospice.org.

Big Bend Hospice Offers Caregiver Support Group In Gadsden

Big Bend Hospice is offering a Caregiver Support Group for anyone in the community who is providing care to a loved one. The group meets on the fourth Tuesday of each month from 6:00 – 7:00 p.m. at Magnolia House, 1125 Strong Road in Quincy.

For more information, call Pam Mason at (850) 878-5310, ext. 747.

Chamber Members Offer Fun & Relaxation

The Gadsden County Chamber of Commerce is pleased to promote two members who offer fun and relaxation as well as promoting health through yoga and Zumba.

YOGA in Quincy

Yoga Dog Studio, located at 103 East Jefferson Street in Quincy begins offering Cool (or yin) yoga on Monday evenings at 7:15 beginning August 17. When most people hear the word yoga, they think of a yogi standing on one foot or bending in some unusual way. Skill in strength and balancing are two of yoga's goals, but there's another less-well known branch of yoga that leads to deep and lasting flexibility. Cool yoga targets connective tissue, which is denser than muscle and more difficult to stretch. In a cool yoga practice, the muscles are relaxed. Poses are assisted by gravity and held much longer than poses for strengthening and stretching the muscles.

Contact Rachel Bowden at Yoga Dog Studio via email: yogadog@me.com or by calling (850) 284-3718 to find out more about cool yoga, other offerings and fees.

ZUMBA in Havana

Alpha UPKUDO Martial Arts and Fitness, located at 1412 Florida Georgia Highway in Havana, is infusing party fun into fitness by launching Zumba classes.

Zumba eliminates the "work" from "working out" by combining amazing, irresistible Latin and international music with dynamic, yet simple exercise moves, using their unique intermittent training format.

While Zumba embraces all the fundamental principles of fitness, the extraordinary secret behind Zumba is how Zumba magically motivates the body to efficiently burn calories, effectively tone all muscle groups, incorporate full range of motion, and improve the cardiovascular system. Fun and music are the two special motivational ingredients. Utilizing the natural beat, tempo and music transitions, the next. Zumba dances seamlessly flow from one toning, strengthening or cardio move into the next. Participants are constantly engaged and entertained with the variety of rhythms including salsa, meringue, samba, belly dancing, cumbia, flamenco, reggaeton and more. Zumba breaks away from the typical thirty-two count aerobic format and uses the passion of music as it was meant to be experienced. Even those with two left feet are successful in a Zumba class because of the natural flow of the simple steps that radiate through the body in synch with the music.

Classes will be held on Tuesdays at 10 a.m. for children and teens with instructor Master Anne Radke and at 6:00 p.m. with instructor Lydia Clark for teens and adults. Seniors and persons with disabilities classes are scheduled during the day. A variety of Silver and Fit (people over sixty-five) and Active and Fit (people under sixty-five) are also available. Alpha UPKUDO is a provider under Capital Health Plan's fitness reimbursement section. Call (877) 427-4788 to see if you are eligible for free visits.

Call Radke at (850) 514-4334 for more information. Mention this press release and receive a free pass to a class.

Online Coupons Now Available at Trusteria.com

The recent economic downturn presents a catch-22. Consumers need to spend more money than ever to help revitalize the economy, but they are living off smaller budgets. Trusteria.com, a regional service company and a member of the Gadsden County Chamber of Commerce, plans to help alleviate the problem in Tallahassee and surrounding areas with its latest feature—Online Coupons from Area Businesses—which launched on August 4.

Trusteria.com is offering a free resource for consumers and a beneficial way for businesses to



market themselves in the tough economy. When on the site, consumers can browse the database of coupons and “print or e-mail” as many coupons as they want to redeem at the appropriate businesses.

“It is a win-win situation,” said Michael Campbell, the president of Trusteria.com. “Consumers get free coupons and businesses increase their chances of attracting customers.”

Since the recent launch, local businesses have been eager to take advantage of the new marketing opportunity.

“We are excited about the coupon feature and chance to help customers’ homes look good at a discount,” said John Stehmeyer, the owner of Riverking Custom Painting. “We believe working with Trusteria will help our business continue to grow.”

Trusteriacoupons.com is a subsidiary site that is accessible through Trusteria.com. Any area businesses that are interested in posting coupons on the site should contact Trusteria.com staff at info@trusteria.com or (850) 877-8885.

Trusteria.com provides tools to connect businesses and consumers in Leon and surrounding counties. For a comprehensive list of services and a better understanding of how the company benefits its users, visit its website at www.Trusteria.com.

Free OSHA Safety Classes via TCC

Tallahassee Community College received a grant by the Department of Labor to provide free Safety Classes for those that work with and around concrete/masonry jobs.

An example of one available class is an eight credit hour Safety for Supervisor course. Below are highlights:

(SUPERVISOR) 8-hour OSHA Safety/Spanish course

- 5-hours - OSHA safety topics relating to fall protection/prevention, working on/with scaffolding safely, rigging for safe load lifting, and power tool safety with emphasis on masonry related cutting.
- 3-hours - “Spanish for Safety Supervisors” that will teach non-Spanish speaking supervisors to communicate with Spanish-speaking employees about safety issues. By the end of the day you will be able to demonstrate speaking and understanding basic construction-related safety phrases in Spanish.
- There are no out-of-pocket cost to you or the company. The costs are covered by the Department of Labor, TCC & OSHA including all of the materials & instruction.
- You can receive CEU’s for attendance in this class (TCC will provide whatever paperwork is needed to acquire the units.)

For more information, contact Jackie Barnes at BARNESJA@tcc.fl.edu or (850) 201-8760.

Croley Promotes Gadsden in Regional Economic Development Effort

The Greater Tallahassee Chamber of Commerce’s 2009 Annual Community Conference was held at Amelia Island Plantation on August 7 – 9 and gave special attention to economic development within the four county Metropolitan Statistical Area (MSA) of Tallahassee. The Tallahassee MSA includes Gadsden County and several of its municipalities. A key focus of regional economic development opportunity is the impact intermodal freight transportation offers Northwest Florida especially for an inland rural county such as Gadsden with its location on the CSX Railroad’s east – west main rail line and its access to the Interstate 10 corridor. With added opportunities presented by the CSX rail connection from Tallahassee to Bainbridge, Georgia by way of Havana and the coastal rail connection provided the Apalachicola Northern Railroad line running from Chattahoochee to Port St. Joe, Florida via Greensboro.

Intermodal freight transport involves the transportation of freight in an intermodal container or vehicle, using multiple modes of transportation (rail, ship, and truck), without any handling of the

freight itself when changing modes. The method reduces cargo handling, improves security, may reduce damages and loss, and may allow freight to be transported faster.

Major capital improvements to the Panama Canal will soon make possible the passage of very large container ships through the Canal within coming months. These increased shipping resources will have a profound impact on port cities located on the northern Gulf Coast and along the eastern Atlantic seaboard of the United States. According to the United States Ambassador to Panama, Barbara Stephenson, Florida is well positioned to take advantage of the economic opportunities the increased shipping volume from Asian markets offers to its various port cities. Increased intermodal shipping will place greater demands on both major and short line railroads creating new and exciting economic opportunities for inland Florida counties located along major railroad and interstate routes.

Gadsden County Commissioner Doug Croley who met with Ambassador Stephenson, CSX Railroad representative, Raul Carrasco and other legal and economic development officials detailed Gadsden County's unique location along Florida's major east – west transportation route. He also pointed out the advantages of having four major underdeveloped interstate highway exchanges and two under utilized north-south short rail lines. Croley expressed strong support for any economic development and positive employment opportunities that increased intermodal transportation can generate for the citizens of Gadsden County.

Contact Croley at dcroley@gadsdencountyfl.gov or (850) 875-8650 about this press release. Contact David Gardner, the executive director of the Gadsden County Chamber of Commerce, via email at davidgardner@tds.net or (850) 627-9231 for specific opportunities.

SAVE THE DATE!

**AFFORDABLE
SPONSORSHIPS**

**ANGLERS
WANTED**

**10 GUARANTEED
PRIZES**

**1ST PLACE: \$2500
2ND PLACE: \$1000
3RD PLACE: \$750**



TDS Telecom presents the Gadsden County Chamber of Commerce Bass Fishing Tournament on Saturday, October 17 at Lake Talquin. This fundraiser benefits the GadsdenLEARN scholarship program available through Tallahassee Community College.



Entry fees are \$125 for a two-person team. Affordable sponsorships are available and Chamber member businesses are strongly encouraged to participate. Sponsor and entry forms can be obtained at www.gadsdenfla.com (scroll down just past the welcome message), via email: michelleburdick@tds.net or by calling (850) 627-9231.

The Chamber would like to extend thanks and appreciation to our title sponsor, TDS Telecom and the tournament hosts located at Lake Talquin: Whippoorwill Sportsman's Lodge and Ingram's Marina.

