



# Business Exchange

JANUARY • 2012

Serving DeLand, Cassadaga, Lake Helen, Orange City, DeBary, Deltona, Enterprise, DeLeon Springs, Barberville, Pierson and Seville

**Mission Statement** *The DeLand Area Chamber of Commerce will be an advocate for its members by helping the business community identify and respond to challenges, providing opportunities for networking, education and deliberation, and developing community leaders.*

Vol XLVI • No. 1



## The Executive Directors CORNER

The Road Before Us...

I'm always reluctant to do these "year in review" columns merely because it becomes too easy to simply repeat what you've been doing as opposed to focusing on the new road ahead.

From my glimpse into the 2011 rear-view mirror, I am most satisfied with seeing one simple road sign: that of becoming an advocate for business. It started with a public/private venture (yes, they do exist) in the creation of an offensive minded business retention program to serve our local businesses, not merely in listening but in becoming a voice for their issues. It continued through committee work in Government Affairs and Economic Development for Education, Water Management and a host of other essential community needs. It meant reaching out - hand in hand - with our partners at the Main Street DeLand Association to advocate on behalf of becoming a walkable community of tomorrow or creating partners with new friends in the Bicycle & Trails community. It culminated with overwhelming support and attendance of our "DeLand Means Business" luncheon series - a friendly signal that the road ahead may have some bumps in it, but we are going to be able to fix them, together as a community.

This is not the time you will find your Chamber resting on its laurels or simply coasting on cruise control. This is a year in which the Chamber will pursue business advocacy with maturity, gentle insightful, and with attention to detail for all of its businesses - whether they are "on the books" or not.

The DeLand Area Chamber of Commerce has never been about its Executive Director - or staff - but has always been a simple reflection of the business community itself...So here's to a safe and prosperous 2012!

And thank you for doing business in DeLand!  
Nick Conte, Executive Director

## The DeLand Area Chamber of Commerce 2012 Annual Installation Banquet Sponsorship Opportunities

Over the years the Chamber's Annual Installation Banquet has been one of the Chambers most attended business events of the year. As a sponsor you have the opportunity to present your company to an audience of the most successful and influential business people in West Volusia. Calculate the value of just one or two new business relationships based on using this event as a powerful marketing tool and you will understand why sponsorship of this event far exceeds the value of the investment.

By choosing to be a sponsor for the Chamber's Annual Banquet, you will get "Face To Face" with a specific targeted audience that you can continue to work with to build business relationships long after the initial investment.

This year's banquet is scheduled for Tuesday, January 17, 2012 and is hosted by Museum of Florida Art and catered by Encore Catering of Central Florida. The Chamber is honored to have former Tennessee Governor and former Mayor of Nashville, Phil Bredesen, as the evenings keynote speaker. The Chamber is currently preparing for this annual event and in order for the sponsors to take full advantage of the promotional opportunities, we ask that you confirm your sponsorship level on or before Wednesday, January 11, 2012 by end of business day. (Contact: Sally Updike, Director, Membership Development & Marketing (386) 734-4331.(Please note Sponsorship commitments secured after January 11th may not be promoted on the event banner).

### THREE LEVELS OF SPONSORSHIPS ARE AVAILABLE FOR YOUR CONSIDERATION:

#### "PRESENTING SPONSOR" Investment - \$1,000

- **Name Recognition Pre-Post Event:**  
(Newsletter / web site / event program/ company logo on event banner)
- **Ten (10) Event Tickets/ 20 Drink Tickets** (Value: \$400)
- **Home Page Banner AD (468 x 60 pixels) on the Chamber's web site for six months.** (Value: \$750)

#### CORPORATE SPONSOR" Investment - \$400

- **Name Recognition pre-post event:**  
(Newsletter / web site / event program / company name on event banner)
- **Eight (8) Event Tickets** (Value: \$240)

#### "PARTNER SPONSOR" INVESTMENT - \$200

- **Name Recognition pre-post event:**  
(Newsletter / event program / event banner)
- **Two (2) Event Tickets** (Value: \$60.00)

Creative not included. All ads must be submitted digitally, ready to place on web site. Contact Sally Updike (386) 734-4331 or [sally@delandchamber.org](mailto:sally@delandchamber.org) regarding ad schedule.

## Welcome - New Members.....

### AT&T

900 N. Nova Rd., Ste. 100A  
Daytona Beach, FL 32117  
386-254-8037  
[www.att.com](http://www.att.com)

Vince Lopez  
Telephone equipment  
Cellular/Mobile Telephones  
Recruited by: Nick Conte

### Emcie Media

2607 S. Woodland Blvd. #198  
DeLand, FL 32720  
386-956-0256  
[www.emcie.com](http://www.emcie.com)

Marianne Carlson, President  
Website design;  
Marketing;  
Business services  
Recruited by: Nick Conte

### Guiness Computers

547 E. New York Ave.  
DeLand, FL 32724  
386-956-2653  
Starr Taylor  
[www.guinnesscomputers.com](http://www.guinnesscomputers.com)  
Recruited by: Ken Shephard

### L'Aldila Restaurant

355 Cassadaga Rd.  
Cassadaga, FL 32706  
386-218-3806  
Ryan Dreyer, Owner  
Vincenzo Capuano, Manager  
[www.laldilarestaurant.com](http://www.laldilarestaurant.com)  
Restaurant  
Catering  
Recruited by: Andy Ferrari

### Music USA / Educational Experiences, Inc.

1000 Universal Studios Plaza  
Orlando, FL 32819  
Chuck & Liz Kleinschmidt, Owners  
Turner Swann, Sales/News Media  
Recruited by: Jeff Ritchey

### Sandhill Golf, LLC

800 E. Euclid Ave.  
DeLand, FL 32724  
386-736-0733  
Judith Whitelock, CFO  
Ronna Stewart, Local Rep.  
Golf club  
Recruited by: Joe Hearn



## LEADERSHIP WEST VOLUSIA

### LEADERSHIP WEST VOLUSIA APPLICATIONS BEING ACCEPTED

Leadership West Volusia is a leadership development program co-sponsored by the DeLand Area Chamber of Commerce and Stetson University Department of Continuing Education. Leadership West Volusia is now accepting applications for the class of 2012. The program will provide opportunities for potential leaders to meet with today's leaders to gain a better understanding of issues and challenges facing our community. It will also provide educational opportunities to strengthen the leadership and communication skills of participants. It is a twelve week-program beginning in February and ending in May that meets weekly. The program will open with an orientation reception followed by an out-of-town weekend retreat devoted to personal leadership development training. The program concludes with a graduation ceremony in May. The fee for Leadership DeLand is \$649. For information, or to receive an application, visit <http://www.stetson.edu/conted/leadershipwestvolusia.php>; call the DeLand Area Chamber of Commerce at 734-4331 or Stetson's Continuing Education at 822-7500. (Application deadline: January 27, 2012)

## Thank You - Renewals.....

<u>MEMBER</u>	<u># of Years</u>
West Volusia Beacon .....	38
All Quality Products .....	33
Jerry's Body Shop .....	30
Kingspan - ASI .....	28
Signal 21 Security Systems, Inc. ....	26
Volusia Flagler Family YMCA .....	26
Blue Lake Elementary .....	23
Central Management Co. ....	21
Daytona Beach Kennel Club .....	21
DeLand Toyota .....	20
University Center East and West .....	19
Children's House Montessori .....	17
Shoestring Theatre, Inc. ....	13
Lincoln Investment .....	12
Woodland Terrace .....	12
Affordable Tree Service .....	11
Murray Insurance Agency .....	10
Dickinson & McDonald, P.A. ....	9
Family Renew Community, Inc. ....	9
Brickhouse Grill .....	8
Law Office of Theodore Small .....	8
Working Magic .....	7
Horizon Bay Retirement Living .....	3
Pinnacle Bank .....	3
Belk, Inc. ....	2
Sterling House of DeLand .....	2
VP Communications .....	2

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*Celebrating 122 years  
of service to the DeLand  
Area and West Volusia*



**2011**

**BOARD OF DIRECTORS**

**PRESIDENT**

Mark Zimmerman .....James & Zimmerman, P.L.

**PRESIDENT ELECT**

Jeff Ritchey .....Edward Jones Investments

**TREASURER**

Ken Shephard .....Ken Shephard, CPA

**VICE PRESIDENT**

Valerie Gabaree .....Bright House Networks

**VICE PRESIDENT**

Bill Hall .....West Volusia Beacon

**VICE PRESIDENT**

Karen Jans .....University of Central Florida

**IMMEDIATE PAST PRESIDENT**

Daryl Tol .....Florida Hospital DeLand

**DIRECTORS**

Robert Delgado .....Regions Bank

Yvette Ferrell .....Ferrell Jewelers

Danny Gainin .....Retired

Donna Loffert .....Frontier Communications Solutions

Michael Brooks .....Cohen, Smith & Co., CPA's

Taver Cornett .....

Kristen Sternberg ..Daytona Beach News-Journal

Michael Woods .....CobbCole, Attorneys at Law

**EX OFFICIO**

Geof Felton .....Pres., MainStreet DeLand Assoc.

**STAFF**

Nick Conte .....Executive Director

Sally Updike .....Membership & Marketing Director

Norma Reilly .....Bookkeeper/Admin. Asst.

# ANNUAL REPORT

## DELAND AREA CHAMBER OF COMMERCE

### 2011

## A MESSAGE FROM THE PRESIDENT



Mark Zimmerman  
2011 President

As my tenure as President comes to an end, so do my newsletter musings. I cannot overstate the honor it has been to serve.

I also cannot overstate my appreciation of the Chamber's Board of Directors, its officers and the committee chairs for their hard work in 2011. Nor can I overstate my appreciation for the financial and volunteer support provided by our members and sponsors whose abiding contributions have allowed the Chamber to serve our membership and the community. Every new and renewed Chamber membership plays an important role in the Chamber's survival from year to year.

Finally, credit is due to our Executive Director and staff for the manner they attend to the administration of the Chamber's day to day operations. Although their dedication is apparent to those of us who work closely with staff, I want to take this opportunity to express my appreciation in this newsletter since many of our members are not attuned to the inner workings of the Chamber.

I am certain that our membership will be pleased with the leadership of Jeff Ritchey, our 2012 President, and our 2012 Board of Directors. I wish our Chamber community a happy and healthy New Year and look forward to seeing the Chamber's accomplishments and leadership continue through 2012.

Thanks, again, for the opportunity to serve.

Mark Zimmerman  
2011 President

# CHAMBER ACCOMPLI

## ADMINISTRATIVE DIVISION

- Created a partnership with the City of DeLand to develop an innovative Business Retention program to meet with local businesses to work out regulation issues and present findings for further action.
- Coordinated public forums on issues affecting the business community.



Dr. Kent Sharples (right) from the CEO Alliance addresses Chamber membership

Played host to a "Congressional Listening Session" with Congressman John Mica at the DeLand Chamber of Commerce.



Congressman John Mica at the DeLand Chamber of Commerce (2011)

- Held numerous government affairs forums with elected officials regarding issues facing West Volusia including Sun Rail, Water Use, Economic Development, and Health and Human Services.



Mayor Bob Garcia (DeBary) and County Chairman Frank Bruno discuss SunRail.

- Coordinated Annual Business Expo.
- Coordinated a lunch with the City of DeLand, Team Volusia and Artigianfer, an Italian owned greenhouse equipment manufacturer looking for possible business ventures in the United States



Artigianfer CEO Massimo Cardelli (center) discussed business opportunities with local leaders.

- Took part in 1st ever Chamber Alliance "Business Expo" with county-wide Chamber network at Daytona International Speedway.
- Created the "DeLand Means Business" luncheon series which highlighted local companies, outstanding business leaders and entrepreneurs who make a difference in our community.



## DELAND MEANS BUSINESS



*A Salute to Local Business & Industry*

- Coordinated the 1st annual "West Volusia Jobs & Trade Mission" trip to Tallahassee with a delegation of community leaders, meeting with our local elected body and Florida CFO Jeff Atwater.



The Chamber delegation meets with House Representative Dorothy Hukill (center)

### COMMITTEE & CHAIRS

Government Affairs - Bill Hall • Events - Adele Hunt  
DeLand Fall Run - Josh Poertner • Annual Meeting - Staff

# ACHIEVEMENTS IN 2011 ...

## MEMBER SERVICES

- Continued to promote and offer the Partner Card Program created by Florida Hospital DeLand.
- Hosted Quarterly "New Member Reception"
- Conducted training seminars with Vickie Pleus on Facebook and social media
- Coordinated monthly "Business After Hours" membership mixers
- Created a new networking event titled "5 O'Clock Somewhere"
- Assisted and publicized members grand openings and groundbreaking ceremonies



Lohman's Funeral Homes, Deltona Grand Opening (12/11)



United Parachute Technologies Groundbreaking (11/11)

### COMMITTEE & CHAIRS

*Ambassadors*  
Marcia Jackson

*Membership Committee*  
Yvette Ferrell

## MEMBER COMMUNICATIONS & PUBLICATIONS

- Published a printed and electronic monthly Chamber newsletter for members and community leaders.
- Increased member communications and visibility through the creation of a Facebook Fan Page
- Created "Get Connected" networking luncheon events throughout West Volusia.
- Re-designed and published the 2010 West Volusia Business & Resource Directory.
- Continued development of the Chamber website, adding video and YouTube elements to showcase the DeLand area. Additionally, the website also added a Job Search section to encourage applicants and businesses seeking employees to list their openings.



### COMMITTEE & CHAIRS

*Networking Group* - TBD • *Get Connected* - TBD • *Publications* - Staff

## COMMUNITY INVOLVEMENT



Leadership DeLand became Leadership West Volusia to join with other regional cities. The program graduated 20+ men and women leaders, totaling over 450 graduates since 1985.



Continued work in the development of the DeLand Area School of Government, a seven month program designed to provide hands-on and comprehensive training to selected high school students with an interest in government and politics.



Re-instituted the "School of the Month" program recognizing achievement of Chamber member schools.

### COMMITTEE & CHAIRS

*Leadership DeLand* - Dr. Jeff Timko • *Education Committee* - Kris Sternberg

# DELAND AREA CHAMBER OF COMMERCE

SERVING DELAND, CASSADAGA, LAKE HELEN, ORANGE CITY, DEBARY,  
DELTONA, ENTERPRISE, DELEON SPRINGS, BARBERVILLE, PIERSON AND SEVILLE

## VISION:

The DeLand Area Chamber of Commerce will advance the growth and stability of our business community.

## MISSION:

The DeLand Area Chamber of Commerce will be an advocate for its members by helping the business community identify and respond to challenges, providing opportunities for networking, education and deliberation, and developing community leaders.

## PRESIDENT'S MESSAGE...



Welcome to Chamber year 2012. We are looking forward to a terrific year at the Deland Area Chamber. Before we look forward, maybe we should reflect on 2011 for a few moments. First, let me thank the 2011 board and President Mark Zimmerman. 2011 was a year that the board charted a new course for the Chamber. They brought on board our new CEO Nick Conte. Nick and the 2011 Board then crafted and began to execute a new direction for the Chamber. So let me just say to the 2011 Board and President Zimmerman, Job Well Done!

Next, let me welcome our 2012 Board. This Board has the responsibility of continuing to grow and enhance the Chamber brand and fulfill our duty in the community as the "voice for free enterprise". It will be an honor to work and lead with this Board. Please join all of us at our 2012 Installation Banquet as we welcome former Tennessee Gov. Phil Bredesen as our Keynote Speaker.

On a personal note, let me just say what an honor it is to be serving as your 2012 President. The Chamber has been blessed with great leadership and hope I can live up to that legacy.

Happy 2012  
Jeff Ritchey  
2012 President



## 2012 BOARD OF DIRECTORS



JEFF RITCHEY  
President  
*Edward Jones Investments*



MICHAEL WOODS  
President Elect  
*CobbCole,  
Attorneys at Law*



KENTON SHEPHARD  
Treasurer  
*Kenton Shephard, CPA*



TAVER CORNETT  
Vice President



BILL HALL  
Vice President



MICHAEL BROOKS  
Vice President  
*Cohen, Smith & Co., CPA's*



ED NOSEWORTHY  
Vice President  
*Florida Hospital  
Fish Memorial*



MARK ZIMMERMAN  
Immediate Past President  
*James & Zimmerman, P.L.*



NICK CONTE  
Executive Director  
*DeLand Area Chamber*

### DIRECTORS

Norma Caceres .....FloMet, LLC  
Van Canada .....Daytona State College  
Gregory Carroll .....Stetson University  
Ryan James .....Surety Bank  
Kelly Morgan .....Frontier Communication Solutions  
Josh Poertner .....Express Printing  
Crystal Recktenwald .....Florida Musuem for Women Artists  
Joe Rudolph .....John Knox Village of Central Florida  
Robert Slezak .....RLC Enterprises  
Kris Sternbert .....Daytona Beach News-Journal  
John Wanamaker .....Coldwell Banker Commercial AI Group

### EX OFFICIO

Sarah Peterson ..... 2012 President, MainStreet DeLand Assoc.



# MEMBER SPOTLIGHT

## DUVALL HOME

*Proud Chamber member since 1980*



*Debra West, Chief Development Officer*

### Greetings DeLand Chamber members!

The Duvall Home was established in 1945 by Papa and Mama Duvall for their developmentally disabled son. We are a non-profit 501(c) 3 corporation located on Grand Avenue in Glenwood. We operate ten state licensed group homes and a residential dormitory where we provide care for approximately 139 individuals with developmental disabilities. Our mission is to provide the highest quality of life and greatest level of independence for each resident. The Duvall Home's services include 24/7 nursing, dental services, transportation, adult day training, vocational opportunities, computer and music programs, recreation and aquatic activities, field trips and physical, occupational and speech therapies.

Many positive changes have taken place at the Duvall Home in recent years.

For two years running we have received 100% on our annual relicensing from the State of Florida. This accomplishment is unique for a facility of our size and is due to a strong team effort and dedication to provide the highest level of quality service and care from all departments.

In 2009 we opened the Duvall Home Bargain Shop, located at 642 West New York Avenue in DeLand where we receive donations from the community of clothing, furniture and household items for resale. Several of our higher functioning residents work at the thrift store where they can utilize the skills they have developed in our adult day training program. In February 2012 we are on track to open a second Bargain Shop in Deltona.

One of our many initiatives is to increase the interaction of our residents into the local community. If you are interested in more information about this

topic Ed McDowell our Adult Day Training Director will be speaking to the DeLand Chamber's Business & Education Committee on January 18th at 4pm.

As the new Chief Development Officer of the Duvall Home one of my first undertakings was to implement a total rebranding. Our new logo, positioning statement, website and print collateral all reflect our history, our mission and our commitment to grow and provide quality care and independence to even more individuals with developmental disabilities.

I invite you to visit our website or better yet give me a call for a first hand tour of our facilities. I promise you'll be amazed at what you see.

## One Location, Many Services

Florida Hospital DeLand now offers a variety of physician services at our newest facility, Victoria Medical Park. Visit [www.VictoriaMedicalPark.org](http://www.VictoriaMedicalPark.org) for details.



### FLORIDA HOSPITAL DELAND

*Victoria Medical Park*



**Christine Aziz, MD**  
Primary Care  
(386) 740-4082



**Joel Bautista, MD**  
General Surgery  
(386) 943-7175



**Anita Chait, MD**  
Women's Wellness Center  
Obstetrics & Gynecology  
(386) 740-4084



**David Elijah, MD**  
Digestive Health Specialists  
Gastroenterology  
(386) 740-4084



**Tymesia Hudson, MD**  
Women's Wellness Center  
Obstetrics & Gynecology  
(386) 740-4084

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## January Meetings & Special Events

- 4 8 a.m. AM LEADS
- 10 8:00a.m. "COFFEE WITH THE CHAMBER"  
Networking Event  
Chamber Conference Room  
336 North Woodland Blvd., DeLand  
Member Admission: \$2 / Future Members: \$10
- 11 12:00 Noon West Volusia Economic Development Committee  
(Planning Session)  
John Knox Village, Orange City  
Activities Center  
Brown Bag Lunch  
Call the Chamber for information (386) 734-4331
- 16 **CHAMBER CLOSED**  
**Martin Luther King Jr. Day**
- 17 12:00 Noon Government Affairs Committee  
Chamber Conference Room  
Brown Bag Lunch
- 17 5-7:00p.m. **2012 ANNUAL INSTALLATION BANQUET**  
**Museum of Florida Art**  
**600 N. Woodland Blvd., DeLand**  
**Tickets available at Chamber (\$30 per person**  
**No tickets will be sold at door.**  
**(Adults only please)**
- 18 4 p.m. Education Committee  
Chamber Conference Room
- 19 12:00 Noon Bicycles & Trails Committee  
Chamber Conference Room  
Brown Bag Lunch
- 19 5:00-7:00 p.m. "Meet the Mayors"  
Mulligan's Tavern at Victoria Hills Golf Club  
300 Spalding Way - DeLand  
(\$10 at the door)
- 24 11:30-1p.m. "Get Connected" Networking Luncheon  
Location TBD  
Lunch: \$10 for members / No lunch \$2 for  
members / Future members: \$10 entry plus \$10  
lunch or \$2 fee
- 24 5:00 -7:00 p.m. FIVE O'Clock Somewhere  
Sponsored by  
Encore Catering of Central Florida  
Sandhill Golf Course LLC  
800 East Euclid DeLand  
(1 Complimentary drink) bring your business card  
for special drink prices.  
Complimentary Hors d'oeuvres
- 25 11:30a.m. Ambassadors Committee  
Chamber Conference Room  
Brown Bag Lunch



**Visit us on the internet:**  
**www.delandchamber.org**  
**Phone . . . . .386-734-4331**  
**Fax . . . . .386-734-4333**

Vol XLVI  
NO. 1  
January 2012

PERIODICAL POSTAGE  
PAID AT DELAND, FL 32720

### You Are Cordially Invited to Attend the DeLand Area Chamber of Commerce 2012 Annual Installation Banquet

**Tuesday, January 17, 2012**

The Museum of Florida Art &  
Catered by Encore Catering of Central Florida  
5:00 p.m. Cocktails/ Cash Bar  
6:00 p.m. Program Followed by Dinner

*Join the Chamber as we recognize our achievements of 2011 and  
welcome in the Chamber 2012 President , Jeff Ritchey. The Chamber  
also welcomes as the evenings Keynote Speaker, the former  
Governor of Tennessee, Phil Bredesen.*

(Tickets must be purchased in advanced, no tickets sold at the door.)

### JANUARY Five O'clock Somewhere

**Tuesday, January 24, 2012**

5:00 pm-7:00pm  
Sponsored by

**ENCORE CATERING**  
*of Central Florida*

Held at Sandhill Golf Club • 800 East Euclid Ave., DeLand  
(1 Complimentary drink / cash bar special drink prices available with presentation of business card)  
Complimentary Hors d'oeuvres • Adults only!

## ENCORE CATERING

*of Central Florida*



EXCEEDING  
YOUR  
EXPECTATIONS

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