



CHAMBER  
of  
COMMERCE  
OF THE PALM BEACHES

# BUSINESSwatch

December 2016

401 N. Flagler Drive, West Palm Beach | (561) 833-3711 | www.palmbeaches.org

## UPCOMING EVENTS

### Holiday Business After Hours

**When:** Tuesday, Dec. 13;  
5:30-7:30 p.m.

**Where:** Hyatt Place  
**Cost:** \$15, members (in  
advance)

**After Deadline:** \$20,  
members; \$25, future  
members

### Post-Election Panel Discussion Breakfast

**When:** Wednesday, Dec. 14;  
7:45-9 a.m.

**Where:** Palm Beach County  
Convention Center

**Cost:** \$40, members (in  
advance); \$45, members  
(after deadline); \$45, non-  
members (in advance);  
\$55, future members (after  
deadline)

**Presented by:** ideabar/The  
Palm Beach Post

### YPOP HotSpot

**When:** Thursday, Dec. 15;  
5:30-7:30 p.m.

**Where:** S.W.A.G. Upscale  
Men's Barbershop

**Cost:** Free for YPOP  
members

### Business Builder

**When:** Tuesday, Dec. 20 and  
Friday, Jan. 13; 8:30-9:30 a.m.

**Where:** Chamber Boardroom

**Cost:** Free

### To Sell is NOT to Sell

**When:** Wednesday, Jan. 11;  
8:30-10:30 a.m.

**Where:** Chamber Boardroom

**Cost:** Free to members

**Speaker:** Greta Schulz,  
Schulz Business SELLutions

### Power Networking @ Lunch

**When:** Wednesday, Jan. 11;  
11:30 a.m.-1 p.m.

**Where:** Holiday Inn — Palm  
Beach Airport

**Cost:** \$35, members (in  
advance); \$40, members  
(after deadline); \$45, future  
members (in advance);  
\$50, future members (after  
deadline)

### Starting off on the Right Foot, Staying in Step Along the Way Seminar

**When:** Thursday, Jan. 12

**Where:** Chamber Boardroom

**Cost:** \$15, members (in  
advance); \$20, members  
(after deadline); \$25, future  
members (in advance);  
\$30, future members (after  
deadline)

**Presented by:** Ford Harrison  
LLP

## CHAMBER WELCOMES INCOMING CHAIR, JOE CHASE



From left: Joe Chase, Jeri Muoio and Don Kiselewski. PHOTOS BY CAPEHART PHOTOGRAPHY

The annual Chairman's Circle Reception took place at FPL's Manatee Lagoon in West Palm Beach. Don Kiselewski was honored for his year as Chair and we welcomed Joe Chase as the incoming Chair of the Board of Directors.

The event, sponsored by Gunster, featured live entertainment sponsored by Time Equities/Avision Young, signature cocktails sponsored by Glidden-Spina & Partners, Architecture-Interior Design, Inc. and delicious food catered by SandyJames Fine Food and Productions, Inc. This fundraising event featured a silent auction, and two lucky people took home round-trip tickets donated by Southwest Airlines. Thank you to all of our host committee sponsors along with FPL, NOVA Southeastern University, Good Samaritan Medical Center and Related Companies. We look forward to a fruitful year under the direction of our new Chair, Joe Chase.



From left: Bill Bone, Sharon Daley, Harvey Oyer III and Sophia Eccleston.



From left: Rick and Carolyn Reikenis, Jen and Jon Schmidt.



Sarah Alsofrom and Joseph Shearouse.



Evelyn Hopkins and Cliff Hertz.



## TRUSTEE SPOTLIGHT



### Jordan Goldman

Jordan Goldman is the Vice President of Business Development at Castle Group. In his present role, he leads the company's branding, marketing and growth initiatives. Goldman brings more than a decade of real estate development, construction and management experience to Castle. Prior to joining Castle Group, he held

several leadership positions for one of the nation's largest homebuilders. Goldman holds a bachelor's degree in Business from the University of Central Florida and is also a Licensed Community Association Manager.

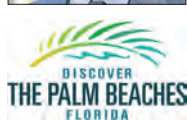


Unparalleled Property Services



### Jorge Pesquera

Jorge Pesquera joined Discover The Palm Beaches as president and CEO in November 2007 to lead the region's destination marketing organization. Prior to accepting this position, Pesquera was president and CEO of the Aruba Hotel and Tourism Association. He is the current Secretary of the board of the Florida Association of Destination Marketing Organizations. Pesquera earned the distinction as one of the "Top 25 Most Extraordinary Minds in Sales and Marketing" in 2011, awarded by the Hospitality Sales and Marketing Association International. He holds a degree in hotel administration from Cornell University.



### Sean Paul

Sean Paul is the Vice President of Sales and Marketing for the Home Adviser Guide. Paul moved to South Florida in 1994 from Long Island, N.Y. Paul has worked mostly within the Insurance and Financial industries for the last two decades, earning many awards as a top producer. His experience and high-level production gave him the ability to create the Business Development role for Palm Beach County for City National Bank of South Florida. Most recently, Paul was the Business Development Director for Essentia, the world's healthiest natural memory foam. Paul was the head of Business Development for both the U.S. and Canada.



## Trustees tour new cutting-edge school

Thirty Trustees were provided a tour of The Greene School by founders Jeff Greene and his wife Mei Sze. The group was impressed by the exceptional attention to detail in the construction

of the new facility. The staff at the school shared the exciting curriculum they have put together and the latest cutting-edge equipment they employ in the teaching process.



From left: Mary Lou Berger, 2016 Palm Beach County Mayor; Joe Chase, Chamber Chair; Judith Mitchell, CEO Raymond F. Kravis Center for the Performing Arts. PHOTO BY CAPEHART PHOTOGRAPHY

## State of the County Breakfast



CELEBRATING 25 YEARS  
OF ARTISTIC EXCELLENCE



Palm Beach County Mayor Mary Lou Berger delivered the State of the County address at the Palm Beach County Convention Center. The Mayor's presentation included a video produced by Discover the Palm Beaches entitled "The Perfect Place," showcasing the highlights of Palm Beach County.

During the presentation, the Chamber partnered with the West Palm Beach Police Foundation, collecting more than \$1,800 in donations for the

"Shop With A Cop" program, benefiting underprivileged children in West Palm Beach.

Additionally, retiring Board members were recognized and awarded for their hard work and dedication to the Chamber. Ticket vouchers to the 2016 Boca Raton Bowl were given to all attendees. The breakfast was sponsored by The Raymond F. Kravis Center for the Performing Arts. Other supporting sponsors were The Mosaic Group and Ford & Harrison LLP.



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## Inaugural Bill Bone Sandi 5K benefits 'Shop with a Cop'



PHOTO BY VMA STUDIOS

Runners and walkers took their marks on the starting line for the inaugural Bill Bone Sandi 5K on Friday, Dec. 2. The evening race started under the festive lights of the Sandi Tree sculpture at the center of Waterfront Park. The Kids 100 Yard Reindeer Dash followed and the Achilles wheelchair athletes decorated their rides with holiday lights.

Philip Stickney was the overall male winner of the 5K with a time of 18:29, and Jen Nicholson was the overall female winner with a time of 20:17.

Bill Bone of Larmoyeux & Bone was the title sponsor of the 5K, and the City of West Palm Beach and the Chamber of Commerce of the Palm Beaches partnered to produce the evening's festivities.



The race benefited the West Palm Beach Police Foundation's 'Shop with a Cop' program, which provides funds for children to shop with volunteer police officers during the December holidays to purchase gifts for their families.

## Marathon returns to West Palm Beach in December 2017

After a one-year re-organizational hiatus, the Chamber of the Palm Beaches confirmed the future of the Marathon of the Palm Beaches. Newly named, the PALM BEACHES MARATHON will return to the streets of West Palm Beach and the shores of the beautiful Intracoastal Waterway on Dec. 3, 2017 with a new, local ownership group bringing new vision, creativity, marketing savvy, and new energy to this long-standing tradition as Palm Beach County's premier running experience.

K2 Sports Ventures, LLC, a local firm established by Kenneth R. Kennerly, best known as the Executive Director of The Honda Classic who transitioned Palm Beach County's largest sporting event into one of the elite events on the PGA TOUR, acquired the race from the Chamber. In addition to reviving the formidable 26.2-mile race, Kennerly has confirmed to include a mini-



mum a half-marathon and 5K race, with other races to be identified shortly.

Known for its stunning waterfront views and scenic course, the event will attract runners from all over the country and will drive a meaningful and growing economic impact for Palm Beach County. "I have always admired The

Palm Beaches Marathon and visualized it through the years as an event that could grow to become a prominent fixture in this community, much in the way that The Honda Classic has evolved," Kennerly said. "We have assembled a great team with enormous energy, local knowledge, and vision to take this race to new heights and



make Palm Beach County an international running destination each December."

Kennerly has teamed up with his old friend and race production veteran John Mathews, owner of the Sunshine State Races and RSE Marketing, to assist in all operational aspects of the event. "Runners are going to love the Palm Beaches Marathon race routes," Mathews said. "They will be flat, fast and beautiful with water views almost the entire way. We can't wait to instill some new elements to the event and the overall race experience."

In addition, Iva Grady, the founder of the Palm Beaches Marathon who presided over the event for its first nine years – from 2004-2012 – will return as a Race Consultant to Palm

Beaches Marathon, LLC and will work closely with Kennerly and Mathews. Grady has been a runner for more than 46 years, and as she was running in the New York Marathon in 2003, the idea crossed her mind of how wonderful it would be if Palm Beach County had a marathon where the weather was nicer and the views so much prettier. The Chamber of Commerce of the Palm Beaches then hired her in 2004 to start the race.

"As the founder of the Marathon of the Palm Beaches and being an active runner, I am extremely happy that Ken Kennerly and his company, K2 Sports Ventures, will be the new owners of the Palm Beaches Marathon," she said. "His leadership, experience, and local corporate relationships will benefit runners throughout Florida."

For more information on the Marathon, visit [palmbeaches-marathon.com](http://palmbeaches-marathon.com).

## New mini golf course tees up major conservation effort



From left: Jim Fazio, Jim Walton, Lew Crampton, Alex Coleman, Paulette Burdick, Frances Fisher, Matt Lorentzen PHOTO BY CAPEHART PHOTOGRAPHY

### Ribbon-cutting event opens science center's newest attraction

South Florida Science Center and Aquarium leadership, board members, hole sponsors, project developers and community VIPs were on hand for an inaugural round of play at the Science Center's Conservation Course, a new miniature golf course now open to guests.

Gary Nicklaus and Jim Fazio, sons of two local icons in the golf community, collaborated

on the custom-designed course – a first for the typical competitors. Fazio was in attendance to officially open the course, leading attendees in a ceremonial opening round. Jim Walton of Southwest Greens was responsible for course construction.

According to SFSCA CEO Lew Crampton, the course was developed as a green space to provide recreational and envi-

ronmental benefits to visitors while educating people about Florida's native habitats. Each hole is named for a plant or animal found in the Everglades and has a sign with educational information. The course was designed with science in mind, with a goal toward fostering interest in golf and conservation initiatives. "It's a golf course laid out in a huge butterfly garden," Crampton said.

## Post-election analysis

On Dec. 14 at the Palm Beach County Convention Center at 7:45 a.m., join our South Florida newspaper executives as they discuss their coverage of the recent presidential election, the importance of a free press and the First Amendment in a democracy, as well as how they combat perceptions of media bias propagated during the recent campaign.

Presenting Sponsor:



Speakers:

The Palm Beach Post  
REAL NEWS STARTS HERE

The Miami Herald



Sun-Sentinel

## Business Leaders Join Board Of Directors



Jeffrey Balmer  
BDO USA, LLP



Bill Bone  
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Brandon Carson  
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Greg Leach  
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Gary Lesser  
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West Palm Beach, FL 33407  
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**Wawa Inc.**  
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Area Manager  
2301 West Sample Road  
Pompano Beach, FL 33073  
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