



CHAMBER  
of  
COMMERCE  
OF THE PALM BEACHES

# BUSINESS watch

July 2016

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

## UPCOMING EVENTS

### Best Practices in Non-Profit Management

**When:** Tuesday, July 12;  
8:30-10:30 a.m.

**Where:** Chamber Boardroom

**Cost:** \$30 members (in advance), \$40 (after deadline and at the door); \$50 non-members

**Presented by:** Penny Pompei, Palm Beach SCORE Chapter Chair

### Chamber Breakfast: The Future of Newspapers

**When:** July 13; 7:45-9 a.m.

**Where:** Palm Beach County Convention Center

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

### Digital Marketing Seminar Series: Establishing Credibility

**When:** Thursday, July 14  
8-10 a.m.

**Where:** Chamber Boardroom

**Cost:** \$20 members; \$30 non-members

### Business Builder

**When:** Friday, July 15 and Wednesday, July 27;  
8:30-9:30 a.m.

**Where:** Chamber Boardroom

**Cost:** Free

### To Sell is NOT to Sell

**When:** Tuesday, July 19;  
8:30-10:30 a.m.

**Where:** Chamber Boardroom

**Cost:** Free for members

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

### Business After Hours

**When:** Wednesday, July 20;  
5:30-7:30 p.m.

**Where:** Cabo Flats at CityPlace

**Cost:** \$15 members (in advance); \$25 non-members / \$20 members (after deadline)/\$25 non-members (after deadline)

### YPOP HotSpot

**When:** Thursday, July 21;  
5:30-7:30 p.m.

**Where:** Jardin (330 Clematis Street)

**Cost:** Free for YPOP members

## JULY BREAKFAST

### PANEL DISCUSSION: The future of newspapers



**Bob Brunjes**  
President and Publisher,  
Scripps Treasure Coast  
Newspapers



**Tim Burke**  
Publisher,  
The Palm Beach Post  
and Palm Beach Daily News



**Mindy Marques**  
Vice President  
and Executive Director  
Miami Herald



**Howard Saltz**  
Publisher and Editor,  
Sun-Sentinel

The public is consuming more news than ever. Can newspapers deliver it how they want it and where they want it?

After nearly a decade of disruption, what does the future of newspapers look like?

Join our panel of local newspaper executives to hear their answers and more about their vision for the Fourth Estate.

The Chamber Breakfast will be held on July 13 from 7:45 to 9 a.m. at the Palm Beach County Convention Center.

## Reserve your seat for the 2016 ATHENA Awards Luncheon



PHOTO BY CAPEHART PHOTOGRAPHY

The ATHENA Awards recognize individuals and businesses that emphasize putting women into leadership roles.



The 2016 ATHENA Awards, presented by Wells Fargo, honors an individual, young professional and business for professional excellence, mentoring and activity engaging in the promotion of women into leadership roles.

The Chamber is celebrating the 25th anniversary of the ATHENA Awards and takes tremendous pride in presenting one of the most prestigious leadership awards that focuses on the mentorship of women.

The ATHENA Awards Luncheon will be held on

This year marks the Chamber's 25th anniversary of presenting the ATHENA Awards — one of the most prestigious leadership awards featuring women in the community.

Thursday, Sept. 15 at the Palm Beach County Convention Center. Parking is free, courtesy of Toshiba Business Systems.

The Chamber would like to extend a special thank you to Squire Patton Boggs, FPL, CityPlace, South Florida Fair and GL Homes for their support of this event.

Register now at [www.palmbeaches.org](http://www.palmbeaches.org).

For more information, e-mail Donald Burgess at [dburgess@palmbeaches.org](mailto:dburgess@palmbeaches.org), or call (561) 408-0859.

## TRUSTEE SPOTLIGHT

### Brady Ballard

Brady Ballard is the General Manager of the Ballpark of the Palm Beaches, the future Spring Training home of the Houston Astros and Washington Nationals.



Brady began his career with the Jacksonville Suns, a former AA affiliate of the Los Angeles Dodgers in group, merchandise and sponsorship sales. He also served as Vice President of Historic Doughterstown from 2013 to 2016.

Brady received a baseball scholarship to the University of Illinois, where he earned Big Ten academic and athletic

honors while majoring in economics. He currently serves as a member of the Board of Directors of the Chamber of Commerce of the Palm Beaches.



### Jeffrey Welch

Jeffrey Welch has served as Chief Executive Officer of Palm Beach Gardens Medical Center since June 2015. As CEO, Jeffrey is responsible for all hospital operations, executive planning and medical services of the 199-bed acute-care hospital.

Welch has more than 25 years of operational and financial leadership experience in major academic medical centers and community health systems. Most recently, he served as the CEO of Coral Gables Hospital.

Prior to his appointment as CEO of Coral Gables Hospital, Jeffrey was the Chief Operating Officer at Delray Medical Center. He also previously served as the Vice President of Operations at Riverview Medical Center and Assistant Vice President of Operations at Robert Wood Johnson University Hospital, both in New Jersey.



Palm Beach Gardens  
Medical Center

## Leadership West Palm Beach Class of 2016 graduates

The 26 graduates of the 2016 Class of Leadership West Palm Beach received their certificates on June 6 from West Palm Beach Mayor Jeri Muoio at the City Commission meeting.

Following the graduation ceremony, the graduates celebrated at Dorrian's Red Hand, located on Clematis Street.

Special thanks to our 2016 sponsors: Florida Power & Light; *The Palm Beach Post*; Reikenis & Associates; and BB&T.

For more information about Leadership West Palm Beach, including applying for the 2017 Class, e-mail Sandy Pullens at [spullens@palmbeaches.org](mailto:spullens@palmbeaches.org), or call (561) 833-3713.



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### CLASS OF 2016 GRADUATES

Michele Bachoon (Walton, Lantaff, Schroeder & Carson, LLP); Robert Barkin (Akerman, LLP); Newton Brooks (RADISE International, LC); Bryan Donahue (Wantman Group, Inc.); Patrick Fuentes (The Palm Beach Post); Robin Galanti (The Morganti Group, Inc.); Sarah Gualtieri (Palm Beach County Division of Human Services); John Lacy (Merrill Lynch); Gaetano Montante (West Palm Beach Fire Rescue); Chip Morris (TD Bank); Marissa Murphy (Pioneer Linens); Carlos Navarro (Anchor Commercial Bank); Tammy O'Rourke (Glidden-Spina + Partners); Christopher Pacini (Chase Bank); Mark Parks Jr. (City of West Palm Beach); Cheri Pavlik (Leo A Daly); Clark Piper (CEMEX); Pamela Rada (Palm Beach Outlets); Jessica Rosenthal (Ackerman Link & Sartory, P.A.); Michele Schneider (Caler, Donten, Levine, Cohen, Porter & Veil, P.A.); Heather Sherrod (Roderick C. Moe CPA, PA); William Smith (Jones, Foster, Johnston & Stubbs, P.A.); Scott Sweigart (Sweigart Law Group); Stacie Townsend (Gunster); Robert Weese (Florida Power & Light Company); and Karen White (Home Health Services of the Palm Beaches).



## BUSINESS AFTER HOURS AT THE CLUB AT IBIS

Chamber members and guests enjoyed appetizers and desserts at the Business After Hours mixer, held at The Club at Ibis on June 14. John Jorritsma, Director of Sales & Marketing at Ibis, rolled out the red carpet and everyone had an opportunity to relax and network in the casual atmosphere of the newly-renovated club.





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First Bank of the Palm Beaches added their name to the Chamber of Commerce of the Palm Beaches golf trophy by winning the Annual Golf Tournament sponsored by GL Homes on June 3. First Bank of the Palm Beaches players and representatives included, from left, Anthony Entenza, Christopher Cook, Sarah Alsofrom, Tammy O'Rourke, Brian Mahoney and Jeff Feingold.

## Chamber Golf Tournament winners announced



Ian Cotner (left), from AT&T, is congratulated by Chamber CEO Dennis Grady after winning two round-trip tickets donated by Southwest Airlines.



From left: Jill Carroll, Mandy Forrester, Evelyn Ticona, Alex Boudet and Lee Schultz

## DIGITAL MARKETING SEMINAR SERIES

Alex Boudet, Digital Services Sales Manager for *The Palm Beach Post*, presented the first of a three-part seminar series on digital marketing. The seminar focused on website planning and design to attract and obtain new customers.

This series is designed to help business owners fine-tune their digital marketing strategies. *The Palm Beach Post's* Ideabar team was also available at the seminar to answer questions about website design.

The second seminar, to be held on July 14, will focus on how to build trust and create demand with prospective customers through a variety of digi-

tal market tactics. Discussion topics will include the importance of a branding campaign, social media strategies and best practices, SEO and consumer trends.

The date of the final seminar is Tuesday, Aug. 23, and it will cover marketing strategies that drive consumer action. This will incorporate concepts for the first two seminars and featured topics will include effective and creative CTAs (calls-to-action), buy-now marketing strategies, tracking and analytics.

To register for these upcoming seminars or for more information, go to [www.palmbeaches.org](http://www.palmbeaches.org).

## Chamber presented with ACE Award for Communication Excellence

The Chamber of Commerce of the Palm Beaches won the 2016 Award for Communication Excellence (ACE) for its 2016 *Guide to the Palm Beaches Business Resource Guide and Membership Directory*.

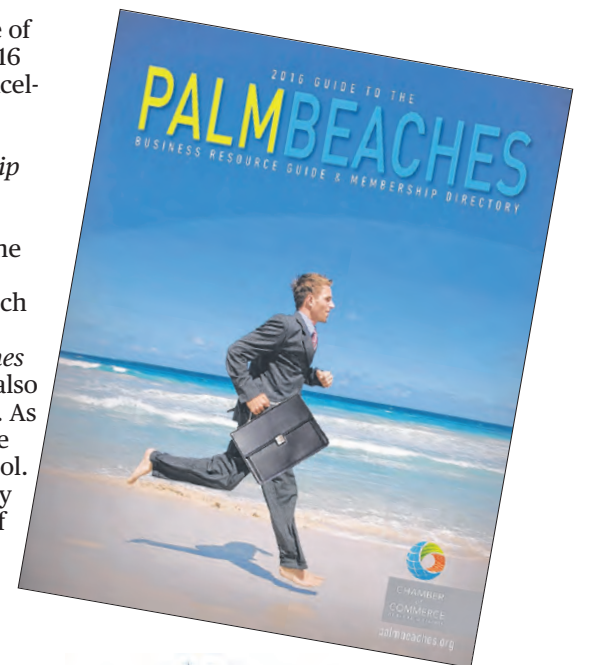
The goal of the *Guide to the Palm Beaches* is to promote the rich business climate and "quality of life" that Palm Beach County provides.

The *Guide to the Palm Beaches* is an annual publication that also serves as a member directory. As such, it is used throughout the year as a business resource tool.

The award was presented by the Association of Chamber of Commerce Executives (ACCE) – the national organization for Chamber professionals.

The Chamber would like to acknowledge and thank Rob Kirschner and the staff of Passport Publications for their outstanding work on the *Guide to the Palm Beaches*.

For more information about the 2016 *Guide to the Palm Beaches*, call Kelly Fanelli at (561) 257-0289, or e-mail [kfanelli@palmbeaches.org](mailto:kfanelli@palmbeaches.org).



## FAU President addresses Chamber Trustees

The June Trustee Luncheon featured speaker Dr. John Kelly, President of Florida Atlantic University. Kelly spoke about the various programs that have been implemented since he assumed his position in January 2014. As a result of these programs, the Florida Board of Governors ranked FAU the top-performing public university in the state, based on the Board's performance-based funding metrics across 11 participating universities in 2016.

As president of FAU, Dr. Kelly oversees an institution that currently serves more than 30,000 undergraduate and graduate students on six campuses and sites along more than 100 miles of

Florida's east coast. One of the largest employers in South Florida, FAU has more than 3,000 employees, including 1,000 dedicated faculty members, and an operating budget in excess of \$700 million.

The university has an annual economic impact of \$6.3 billion and is conducting millions-of-dollars-worth of funded research in such critically important fields as drug discovery, biotechnology, ocean engineering and marine science.

For more information about the Chamber Trustee program, call Kelly Fanelli at (561) 257-0289, or e-mail [kfanelli@palmbeaches.org](mailto:kfanelli@palmbeaches.org).

### NEW MEMBERS

**84 Lumber**  
Eric Slay  
Manager  
5 Cheney Way  
Riviera Beach, FL 33404  
[www.84lumber.com](http://www.84lumber.com)  
(561) 841-2584  
LUMBER  
slay@1336.84lumber.com

**Banyan Printing**  
Tina Dean  
1937 10th Ave. North  
Lake Worth, FL 33461  
[www.banyanprinting.com](http://www.banyanprinting.com)  
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PRINTERS  
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**Barrett Leadership Institute / John Maxwell Certified Team Member**  
Joel Barrett  
Independent Certified Coach,  
Speaker & Teacher  
1880 Primrose Lane  
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**Changes Hair Studio**  
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BEAUTY SALONS & SERVICES  
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**City Tap House West Palm Beach**  
Elizabeth Gartzke  
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**Coastal Asset Management Group of Raymond James**  
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**Oxford Global Resources**  
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**Paramount Disaster Recovery**  
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