TRUSTEESPOTLIGHT

Brady Ballard

Brady Ballard is the General Manager of the Ballparks of the Palm Beaches, the future Spring Training home of the Miami Marlins. Since joining the organization in 2015, Brady has worked for various teams located at the Palm Beach Ballpark at Palm Beach Gardens, home of the Miami Marlins. Prior to his appointment as General Manager, Brady served in leadership roles as the Manager of Suite Sales and Promotions at the New York Mets Spring Training Ballpark and as the Vice President of Sales and Promotions at the Chicago Cubs Spring Training Ballpark.

Jeffrey Welch

Jeffrey Welch is Vice President of Operations at Scripps Treasure Coast Health, which includes the Palm Beach Gardens Medical Center since June 2015. As CFO, 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 currently serves in senior executive planning and community health system roles. Most recently, he served as the CEO of Coral Gables Hospital.

JULY BREAKFAST

Panel Discussion: The Future of Newspapers

The public is consuming more news than ever. Can newspapers deliver it how they want it and when they want it? After nearly a decade of disruption, what does the future of newspapers look like? Join our panel of local newspaper companies to hear their insights and perspectives for the future. Reservations may be made by calling the Chamber at 561-833-3711 or emailing dburgess@palmbeaches.org.

Reserve your seat for the 2016 ATHENA Awards Luncheon

The 2016 ATHENA Awards, presented by Wells Fargo, honors an individual, young professional and businesswoman 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 focus on the mentorship of women.

The ATHENA Awards Luncheon will be held on 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 Staples/Palm Beach, JTB, CityPlace, South Florida Health and GL Homes for their support of this event. Register now at www.palmbeaches.org.

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First Bank of the Palm Beaches added their name to the Chamber of Commerce of the Palm Beaches golf tournament 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 Fontana, Christopher Cook, Sarah Alksnef, Tammy O’Brien, Brian Mahany and Jeff Fairchild.

DIGITAL MARKETING SEMINAR SERIES

Alex Boudet, Digital Sales Manager for Ideabar, shared an overview of the digital marketing landscape, which includes SEO, paid search, social media, email marketing, content marketing and local marketing. The presentation was designed to help listeners understand the tools and techniques of digital marketing.

July 14, will focus on how to build trust and create demand with prospective customers through a variety of digital marketing strategies. The Palm Beach Metro Chamber 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 digital marketing strategies. The Palm Beach Metro Chamber team was also available at the seminar to answer questions about website design.

The seminar will be held on July 14, and will cover digital marketing strategies that drive consumer action. The seminar will incorporate concepts for the first two seminars and featured topics will include effective and creative call-to-action (CTAs), buy-now marketing strategies, tracking and analytics.

To register for these upcoming seminars or for more information, go to www.palmbeachcs.org.

Chamber Golf Tournament winners announced

The Chamber of Commerce of the Palm Beaches won the 2016 Award for Communication Excellence (ACE) for its 2015 Guide to the Palm Beaches Business Resource Guide and Membership Directory. The Chamber presented the first of a three-part seminar on digital marketing to their members.

This series is designed to help business owners fine-tune their digital marketing programs. The seminar is designed to help business owners fine-tune their digital marketing programs.

FAU President addresses Chamber Trustees

The June trustees luncheon for board 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 peer review study.

The university has an annual economic impact of $3.1 billion and is conducting millions-of-dollars-worth of fundraising in such critical areas as science and technology, ocean engineering and marine sciences.

For more information about the Chamber Trustees program, call Kelly Fansler at (561) 257-0289, or e-mail klkład@palmbeachcs.org.