



CHAMBER
of
COMMERCE
OF THE PALM BEACHES

BUSINESS watch

September 2016

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

UPCOMING EVENTS

Business After Hours

When: Thursday, Sept. 8; 5:30-7:30 p.m.
Where: Café Boulud (at Brazilian Court Hotel)
Cost: \$15, members (in advance); \$25, future members. **After deadline:** \$20, (members); \$25, future members

Power Networking @ Lunch

When: Tuesday, Sept. 13; 11:30 a.m. - 1 p.m.
Where: Holiday Inn — Palm Beach Airport
Cost: \$35, members (in advance); \$50, future members

Financial Record Keeping for Small Businesses

When: Thursday, Sept. 15; 8:30-10 a.m.
Where: Chamber Boardroom
Cost: \$30, in advance; \$50, at the door
Presented by: SCORE

ATHENA Awards Luncheon

When: Thursday, Sept. 15; 11 a.m. — Networking, check-in
Where: Palm Beach County Convention Center
Cost: \$80, members (before deadline); \$100, non-members (before deadline)

Business Builders

When: Friday, Sept. 16 and Wednesday, Sept. 28; 8:30-9:30 a.m.
Where: Chamber Boardroom
Cost: Free

One-on-One 101

When: Friday, Sept. 23; 8:30-10:30 a.m.
Where: Chamber Boardroom
Cost: Free
Speaker: Kelly Fanelli

Business After Hours

When: Tuesday, Sept. 27; 5:30-7:30 p.m.
Where: Revolutions @ CityPlace
Cost: \$15, members (in advance); \$25, future members. **After deadline:** \$20, members; \$25, future members

Chamber Breakfast

When: Friday, Sept. 30; 7:45 - 9 a.m.
Where: Hilton West Palm Beach (at Convention Center)
Cost: \$40, members (in advance); \$45 (after deadline); \$45, non-members (in advance); \$55 (after deadline)
Guest Speaker: Adam Putnam, Florida's Commissioner of Agriculture

2016 ATHENA AWARDS LUNCHEON

ATHENA LEADERSHIP AWARD®



Elizabeth Hamma
Alpha Media



Shanon Materio
McMow Art Glass



Lisa Schneider
Gunster



Diana Stanley
The Lord's Place

ATHENA YOUNG PROFESSIONAL LEADERSHIP AWARD



Kate Arrizza
South Florida Science Center and Aquarium



Amyleigh Atwater
Place of Hope



Stephanie Mitrione
Florida Power & Light



Alexia Savage
United Way of Palm Beach County



Ann Marie Sorrell
The Mosaic Group



Caroline Villanueva
Florida Crystals Corporation

ATHENA ORGANIZATIONAL LEADERSHIP AWARD



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

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

The ATHENA program was created 34 years ago. Over the years, more than 6,000 recipients have been honored worldwide.

Register now at www.palmbeaches.org to attend the ATHENA Awards Luncheon on Thursday, Sept. 15 at the Palm Beach County Convention Center.

Free parking is courtesy of Toshiba Business Systems. Special thanks to our supporting sponsors: Squire Patton Boggs, LLP, CityPlace, FPL, GL Homes, and Florida Crystals. For more information, contact Marissa Kosiec at mkosiec@palmbeaches.org or (561) 833-3799.

Join NOW to appear in the '2017 Guide to the Palm Beaches'

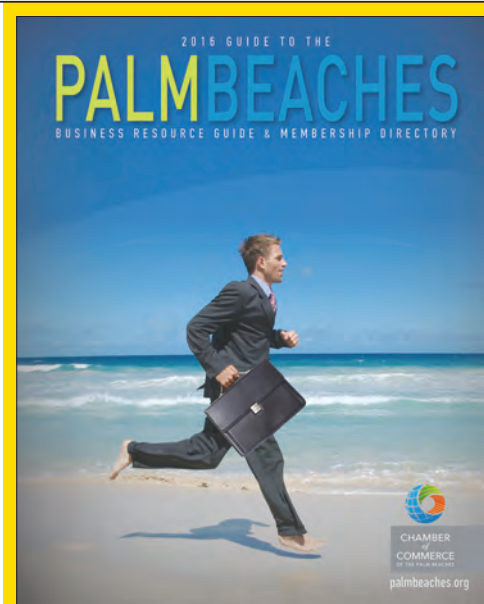
Looking to attract business? Increase your visibility and your sales by appearing in the Chamber's 2017 Guide to the Palm Beaches. This award-winning, full-color publication is used as a buying guide for products and services by Chamber members, residents, tourists and visitors to Palm Beach County.

The Chamber prints 10,000 copies of the Guide, and each member of the Chamber receives two free listings — one alphabetical and one by business category.

The Guide will debut at the Mayor's State of the City Address on Jan. 27, 2017, when 1,000 area business men and women will leave with a copy hot off the press. It will also be available in the Chamber's lobby and in digital format online at www.palmbeaches.org.

The deadline is Sept. 30 and you must be a Chamber member to be included. This is just one of the many benefits of membership!

Please e-mail Kelly Fanelli, Membership Director, at kfanelli@palmbeaches.org or call (561) 257-0289.



Chamber's social media highlights members, engages community

The Chamber of Commerce of the Palm Beaches is breaking through the social media chatter and speaking to the community as it never has before.

By developing a comprehensive online presence that includes online networks such as Facebook, Twitter, LinkedIn, Google+ and Instagram, the Chamber has opened up a channel of communication with the public that allows for up-to-the-minute sharing of news and events shaping the community. Whether it is a ribbon-cutting, an open house or a promotion, members have instant access to marketing and networking opportunities that were not previously available.

The cultivation of social media represents a new chapter in the Chamber's celebrated history of representing business interests and meeting the

evolving needs of a modern community. "It is amazing the impact the Chamber's social media initiatives have had in such a short time. They now have the ability to customize impactful messages to their target audience and establish relationships with new individuals every day," says Jennifer Hampton-Hoysrad, CEO of West Palm Beach-based digital marketing agency Superior Virtual.

Superior Virtual's team utilizes similar social media strategies with local businesses to strategically improve their brand, reach and customer relationships. "The business environment of the Palm Beaches is thriving," she says. "By effectively leveraging the strength of social media, local companies can truly catapult themselves to the next level of customer engagement, just as the Chamber has successfully done."

Commissioner of Agriculture to speak at September breakfast



The Chamber of Commerce of the Palm Beaches is pleased to present Adam Putnam, Florida's Commissioner of Agriculture, as the guest speaker for our September breakfast. In this role, Putnam oversees the Florida Department of Agriculture and Consumer Services and serves as a member of the Cabinet, alongside the Governor, Attorney General and Chief Financial Officer. Putnam is a fifth generation cattle rancher and citrus grower from Polk County. He is a graduate of the University of Florida with a Bachelor of Science degree in Food and Resource Economics.

The breakfast will be held on Sept. 30 from 7:45-9 a.m. at the Hilton West Palm Beach.

To register, go to www.palmbeaches.org. Please contact Marissa Kosiec at mkosiec@palmbeaches.org for sponsorship opportunities.





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Back-To-School Breakfast gets an A+

The Chamber's annual Back-to-School Breakfast, sponsored by **Hulett Environmental Services** and **Keiser University**, was held on Wednesday, Aug. 24 at the Palm Beach County Convention Center.

The keynote speaker was **Dr. Robert Avossa**, Superintendent of the Palm Beach County School District. Dr. Avossa updated us on the progress Palm Beach County schools have achieved. He highlighted the reduction of out-of-school suspensions and shared his five-year strategic plan, which focuses on an achievement gap for all students. His idea of a more personalized path for each individual child has been noticed throughout our Palm Beach County schools.

Other breakfast sponsors include **FordHarrison, LLP** (Early Bird Coffee) and **Education Foundation of Palm Beach County, Inc.** (Partner in Education). Special thanks to the Women In Business Committee who collected school supplies to be donated to Belvedere Elementary School. Attendees



ABOVE: (from left) Kimberly Lea, Keiser University West Palm Beach Campus; Dr. Robert Avossa; Greg Rice, Hulett Environmental Services; Don Kiselewski, Chamber Chair; and Dr. Gary Vonk, Keiser University Residential Campus.

contributed more than \$4,000, which was donated to Belvedere Elementary School along with the school supplies. The Chamber debuted its

2016-2017 *Education Guide to the Palm Beaches* at the breakfast. Copies are available in the lobby of the Chamber.



ABOVE: (back row, from left): Joe Chase, Chamber Chair-Elect, Diane Mahar, Belvedere Elementary School Principal; Dennis Grady, Chamber CEO, and (front row) Belvedere Elementary School students. PHOTOS BY CAPEHART PHOTOGRAPHY



FordHarrison



Ruth's Chris Steak House hosts a recent Business After Hours event

It was a full house at Tuesday night's sold-out Business After Hours, hosted by Ruth's Chris Steak House. Guests enjoyed steak skewers and wine as they mingled with current and future members. One lucky raffle winner received a gift card, compliments of Ruth's Chris' Sales Manager Barbara Archat. Thank you to Ruth's Chris for hosting a great event! Please join us for our next two Business After Hours events, Café Boulud (at the Brazilian Court Hotel) on September 8 and Revolutions (at CityPlace) on September 27. To register, go to www.palmbeaches.org.



TRUSTEE SPOTLIGHT

David M. Layman

David M. Layman is a shareholder in the Real Estate Practice Group of the international law firm of Greenberg Traurig. Layman has been listed

in *The Best Lawyers in America* since 2010, and *Best Lawyers*

named him "West Palm Beach Lawyer of the Year" in the field of Real Estate Law in 2016 and 2010. Layman is Past-President and currently serves on the Board of HomeSafe. He also has been a member of the Board of St. George's Center, Inc. Layman is an honors graduate of the University of Florida and the University of Florida Levin College of Law.

GT GreenbergTraurig



From left: Tim Burke (The Palm Beach Post); David Prodger; Barbara Noble (Max Planck Florida Foundation); and Chamber Chair-Elect Joe Chase (Gunster). PHOTOS BY CAPEHART PHOTOGRAPHY

British Consul General in Miami addresses Chamber Trustees



British Consul-General David Prodger addressed the Chamber's Trustees at a Luncheon on the European Union referendum (or Brexit), its outcomes, implications, and forward outlook. Mr. Prodger thanked the Chamber for the opportunity to discuss business in the Palm Beaches and in the broader United Kingdom-South Florida context. He spoke on what the referendum means for the U.K. and its relationship with the European Union, stressing that the U.K. will want the strongest possible economic links with its European neighbors. He highlighted the U.K.'s determination to remain at the heart of global affairs, also mentioning that the U.K.-U.S. special relationship will continue to strengthen and grow.

For information about the Chamber Trustee Program, call Kelly Fanelli at (561) 257-0289 or e-mail kfanelli@palmbeaches.org.

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