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Chamber Compass

Happy New Year !



When we recently renamed the monthly newsletter, we did so with a reason. A compass is a tool that can guide you toward calmer waters, help you navigate over hurdles or put you on a course that leads to success. That's very much what we want this Chamber to be for our business community going forward.

Congratulations, Member of the Month



Sea Center is our January Member of the Month. This is a professionally run family business. Jay Gladwell explained that **Sea Center has been in business since the 1960's, and his family has owned it for the past ten years.** Their main claim to fame is that they are "Repower Specialists," meaning that they match up the correct motor for each boat. They carry Evinrude, Suzuki and Mercury products and have a complete line of parts. They offer full service and warranty work and they sell boat fuel and bulk oil. The products they carry are the products they use for their service – Jay pointed out that we are in a very high corrosion area, **because we use our boats year 'round, so using the highest quality products extend the life of your boat motor.** You can drive your boat to their dock for service or trailer it in. They also offer high and dry storage. This is a very busy business, with 10 employees. If you want to keep up on all their special offers, you can sign up for their VIP Club; you will receive a monthly newsletter with helpful tips and rewards.

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Lower Keys Chamber of Commerce

P.O. Box 430511 ~ Big Pine Key, FL 33043

Office- 305-872-2411 Fax 305-872-0752 Email:

info@lowerkeyschamber.com Website: www.lowerkeyschamber.com

Look at all the smiles at the Jess Von Dee Studioz social!



We would like to welcome our newest Chamber Members:

Marilyn Milligan— Independent agent representing AFLAC



Fish Bone Design—Focuses on metalwork, consisting of nautical themed sculptures and signage made of aluminum.



Reef Light Tackle—Supplying quality name brand fishing products to satisfy anyone from the amateur fisherman to the avid professional.



Sharon Crossley—Individual

<p>Williams Pest Control, LLC Professional Reliable Service Serving the Middle & Lower Keys Residential</p>	
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<p>Keith Williams Over 30 Years experience</p>	<p>Big Pine Key: (305)872-1008 Marathon : (305)743-7222</p>

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ED Corner

As I look forward to a New Year, I can't help but reflect on the massive changes that have taken place at the Chamber in 2013. As many of you know, I served on the Chamber's Board of Directors and was active in that capacity. I started working on a new website for the Chamber with my friend, Tami Fletcher, a self-taught computer guru who has designed many websites over the years. A staff member brought up a business counseling program she knew about, and I began exploring that, as I was familiar with it also. I helped with events, stopped in at the office occasionally to cheer on the staff and tried to do my part as a Director.

Although I found my position with Habitat for Humanity very rewarding, I was drawn to the Chamber's Executive Director opening, because my passion is supporting small businesses. Since August 1, I've been pushing the envelope. I have asked a lot from our very talented staff, I've worked with our Board and volunteers to significantly improve the looks of the Chamber and I have questioned every procedure and expenditure. The staff and I have learned a lot and we face 2014 with energy and commitment to doing the best job we can for our members, our visitors and our community. We have received valuable input from our members on making the Business Socials more fun, streamlining our monthly newsletter to make them more readable, titling our weekly e-blasts to give them more attention and structuring helpful workshops and seminars,

We said "good-bye" last Friday to Cappy Kauffman, a devoted employee who served the Chamber well during her two years as Executive Assistant and HR Officer. Susie Cooper has stepped into the position as Office Manager and joins Area Business Specialists Kim Beier, Kathy L. Boykin and Lorraine Barker. Together, we will forge ahead with the Chamber's many events and duties. We welcome a new Board of Directors at our working retreat on January 12 where we will chart the Chamber's course for the coming year.

I sincerely hope many of you will join us for our Installation Celebration at Bistro 31 on January 15 at 6pm. That website I addressed earlier will finally be unveiled by Fla-Keys.com, who hosts the site for us. This promises to be a fantastic kick-off to our Chamber's best year ever. Our community has a few hurdles, but our businesses have many opportunities, with new businesses opening and others upgrading. Stay tuned for another big announcement coming soon!

Susan

2013 Island Art Festival



Fun For All



A Holiday Gala at Boondocks Grille & Draffhouse



Get a little Nautical . . .

10th Annual Big Pine & Lower Keys

Nautical Flea Market

Saturday-Sunday,

January 18-19, 2014

8:00 am to 2:00 pm

More than 150 vendors with great deals on supplies for

Boating, Snorkeling, Diving, Fishing & Coastal Living

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Lower Keys Chamber of Commerce



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Fun for the whole family: food & beverages (no coolers/picnic baskets please)

For more information contact the LKCC:

(305)872-2411, (800)872-3722 or

e-mail: info@lowerkeyschamber.com



The Wharf Bar and Grill



LKCC Board of Directors2013

Steve Miller-President
Vox Communications

Kim Trice-1st Vice President
Capital Bank

Marie Boyett-2nd Vice President
All Keys Gas

Sheila Cantler-Treasurer
Centennial Bank

Susan K. Miller-Secretary

Leslie Valant-Parliamentarian
Edward Jones Financial Services

Debbie Novak
A Caribbean Dream Salon &
Day Spa

"Keys Kelly" Kline

Membership Vice President
Coldwell Banker Schmitt
Real Estate

Judy Rowley
Pizzaworks

Gary Andelin-Director
Sugarloaf KOA Campground

Linda Jones-Director
First State Bank
Lang Godfrey-Director



January 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 	2	3	4
5	6	7  Rotary noon @Bistro 31	8	9	10	11
12 Board retreat LKCC	13	14  Rotary noon @ Bistro 31	15 Installation Banquet @Bistro 31	16	17	18 Nauti- cal Flea Market
19 Nautical Flea Market	20	21  Rotary noon @ Bistro 31 DAC @LKCC	22 Board of Directors	23	24	25
26	27	28  Rotary noon @ Bistro 31	29	30	31	

Member to Member Benefits



is offering Chamber members a Corporate Membership rate. Call

Pirate Wellness Center: 305-744-3348 or email Walt Drabinski:
altd@piratewellnesscenter.com

The law office of Lynne Hankins Fielder, P.A., on Big Pine Key is offering a 10% discount on her hourly rates for Chamber Members.

Lynne Hankins Fielder, P.A.
5 Ships Way
Big Pine Key, Florida 33043
305-872-5000 lhfpa@aol.com



A Caribbean Dream Salon & Day Spa in Big Pine Key gives a 10% Discount on all Services &/or Retail

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is offering a 10% discount to Chamber Members. Call 872-5580 to schedule an appointment today!



is offering a 10% member to member discount. Call them today! (305) 872-2685.

HomeAway \$50 off a one-year Subscription to List Your Rental. This Listing DEAL is Exclusive for Lower Keys Chamber Members. Enter Code HA50OFFCOC Pay one annual fee with no commissions. Code is good for all subscription levels.

Key West Rental Cars

Get an excellent deal on an **Avis Rental Car** Choose between saving \$35 off a Weekly Rental, a Free Weekend Day, or a Free Upgrade.

<http://www.rentalcarchoices.com/cities/keywest/.html>

Ed & Ellen's Lodgings are offering 10% off in KEY LARGO OR BIG PINE KEY for Chamber members and their relatives. Call Edwin Handte: 305-451-9949 or email: ehandte@yahoo.com

There is room for YOUR member-to-member discount . . . Let us know if your business wants to offer something special to your fellow members to encourage fellow members to frequent your business!

Our Mission:

The Lower Keys Chamber of Commerce is a voluntary partnership of Business & Professional People working together to build a healthy economy and to improve the quality of life in its community.

Member to Member Benefits Continued

Office DEPOT.
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Discount Program offers a substantial savings with an average of 51% off list prices!

In addition:

- Up to 75% off the already low Office Depot list prices on the 180 item Most Popular Buy list.
- Pay only \$5.95 for shipping on orders under \$50 or take 10% off an order over \$150.
- Save a shopping list and reorder in record time.
- Order your office supplies on the private, password protected, order site.
- No sign-up fees, contract, comments or penalties

To register for this absolutely FREE savings benefit visit
<http://www.chamberperks.com/Perks.asp?AccountID=46&CategoryID=17>

After filling out a short form you will receive an email with your welcome packet, user ID, password and a link to the secure-order website. Order online, by phone or in-store at the Marathon Office Depot by registering your credit card using the form included in your welcome packet.

Alison Sloat of Key West Key Lime Pie Company tried the service and was very pleased: "The phone rep was great to work with, the order came in one day and the savings were excellent."

For our members who prefer to shop "in store" nationwide, Office Depot offers their "Store Purchasing Card" package as part of our Member Perks program. Stop by The Lower Keys Chamber of Commerce for more information on this program.

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The Chamber Staff wants you to know we are working for you-our members.

Susan K. Miller-Executive Director

Susie Cooper-Office Manager

Kimberly Beier-Brown-Area Business Specialist

Kathy L. Boykin-Area Business Specialist

Lorraine Barker-Area Business Specialist

WEEKLY EMAIL BLAST: If your member business is hosting a special event, the Lower Keys Chamber will share your information in the monthly Chamber Compass and E-blast. The editing staff reserves the right to edit your content. As the Chamber Compass is published the first Friday of every month, the deadline date for news submitted is the Monday before. **Please send us your news & events and we will help get it "out there" to the entire Chamber membership.**

Please inform us of any changes to your business like new ownership, new email addresses, additional staff members who would like to receive our email blasts.

Email: info@lowerkeyschamber.com or call: 305- 872-2411.



LKCC Visitor Center Informational Statistics

Check out our December visitor center statistics! With season approaching, our Chamber is busy with lots of visitors and locals. Come see what we're doing.

December Statistics

<u>Number of Visitors</u>	<u>Local 305 Inquiries</u>	<u>Toll free Inquiries</u>	<u>Visits to the LKCC Website</u>
581	166	170	10,221

The Lower Keys Chamber of Commerce

is proud to announce the

2014 Installation Celebration

Wednesday, January 15 from 6 - 9 pm at

Bistro 31

31044 Ave. A, Big Pine Key

6 - 6:30

- ◆ Cash bar
- ◆ Appetizers & networking

6:30 - 9:00

- ◆ Buffet dinner
- ◆ Unveiling of new LKCC website
- ◆ Introduction of 2014 Board of Directors
- ◆ Swearing in of Directors
- ◆ Awards Presentations
- ◆ Acoustic guitar music by Billy Brown

Dinner Buffet Menu:

- Mixed salad & dinner roll
- Skirt steak with Thai chili sauce
- Seafood Alfredo
- Vegetable Primavera
- Sauteed horticort verts
- Assorted desserts

\$39 per person if paid reservations are received at the Chamber no later than 5pm on Monday, January 13; **\$49** at the door.

Please provide us with names of those planning to attend, along with payment. You may mail information to the LKCC, P O Box 430511, Big Pine Key, drop it off at the Chamber during normal business hours or call us at 305-872-2411 to provide us with your credit card numbers and names.

We hope many of you will join us for this unique and exciting celebration.