



## Chairman's Message

*"Real art is illumination. It gives a man an idea he never had before or lights up ideas that were formless or only lurking in the shadows of his mind."*

*Brooks Atkinson (1894-1984)  
American drama critic*

Dear Fellow Members:

A vibrant arts scene and cultural venues are important to our area's continued economic development. But don't take my word for it.

According to the June 15th Wall Street Journal, young creative professionals who are looking for a place to live and work are seeking areas with thriving and established arts communities. The article mentioned a trend where cities have launched aggressive programs to court recent college grads by loft developments, community involvement programs, and building art spaces and museums.

Here's the good news: Tampa is on track.

- At the Chamber, we started Emerge Tampa, a leadership program designed for emerging leaders ages 21 to 35. More than 400 have joined in so far.
- Tampa Mayor Pam Iorio has launched a "City of the Arts" initiative to establish Tampa as a creative center where the arts flourish. The program calls for expanding the arts into city neighborhoods, developing the Cultural Arts District, and partnering with local arts institutions and organizations. It also calls for an "East Village of the Arts" which focuses on the V.M. Ybor neighborhood.
- Other local arts activities under way include the Dr. Pallavi Patel Performing Arts Conservatory at the Tampa Bay Performing Arts Center that will be completed this fall, and the upcoming renovation and expansion of our Tampa Museum of Art and CreativeTampaBay.

Businesses who choose to relocate or expand here name our arts and cultural scene as one of the deciding factors. Last month, Jim Gallant of Pinnacle Financial Corp. told the St. Petersburg Times that the company chose to expand in Tampa over other potential locations in part because of our quality of life. In May, chief executive Jill Considine of Depository Trust & Clearing Corp., also cited Tampa's quality of life as a key factor in choosing to locate their new operations center here.

When we participate in the arts, we enrich our lives, support our creative community and strengthen our economy. Who could ask for anything more?

John Ramil

## Business and the Arts: a Wonderful Partnership

By Melinda Chavez, Executive Director  
Tampa Bay Business Committee for the Arts

Business is good for the arts and the arts are good for business. This is an old cliché that has a lot of truth in it.

Addressing the first half of this epigram, businesses are very important for cultural institutions. They can and should be a major economic and human resource for the arts. Business people can do this by using arts and artists in their everyday affairs. As a part of their normal business practices, people seek to make their clients happy by giving them gifts. They want to make their employees happy so they will stay with the company. They have social events so they can interact with clients, colleagues and associates. They decorate their offices. All of these purposes can be accomplished through the arts.

As these instances occur, it's so easy to buy beautiful works of art, hire performers to provide entertainment at a client party, take clients, employees, etc. to plays, musical performances and art exhibition openings. The result is that the executive is accomplishing the same goals

while supporting artists and arts organizations.

Another way in which business people can be of value to cultural institutions is by becoming a part of them. These institutions need the expertise and knowledge that business people use everyday. All institutions are financial institutions, whatever they produce - automobiles and widgets or paintings and musicals. So the boards of cultural institutions, be they large or small, need to include business people who can bring them fiscal, legal and fiduciary wisdom and just plain old common sense.

I have outlined above the benefits that business people can bring to the arts. Arts and culture, in turn, are very important for a healthy business climate in any community. The Tampa Bay Business Committee for the Arts has done two economic impact studies, one in 1995 and one in 2000, examining the impact that the arts have on the economies of Hillsborough and Pinellas Counties. The results of the latter indicated that in 1999 cultural insti-

tutions hired seven thousand people, paid them \$147 million and had an overall economic impact of over \$400 million.

Additionally, if Tampa wishes to have a strong tourist industry, attract conventions to the area and induce large corporations to locate offices here, a vibrant cultural presence is absolutely vital. Tourists, conventioners and corporate employees do not want to come to a place that doesn't have a rich and varied arts environment, as well as successful sports teams and the other amenities of life.

So, the bottom line here is that if we want Tampa to be a truly successful city, both economically and culturally, business and the arts need to be partners in this endeavor.

For information on the Greater Tampa Chamber of Commerce's Cultural Affairs Committee contact Gloria Anthony, vice president of workforce and community development at (813) 276-9414 or email: [ganthony@tampachamber.com](mailto:ganthony@tampachamber.com). For information on the Tampa Bay Business Committee for the Arts call (813) 221-2787.





## Support of the Arts and Historic Preservation is a Part of Doing Business

By Amanda Garino, Advertising Director, Smith and Associates Realtors, Inc.

*The arts are dependent on support from the business community. Often people think that it is only "Big Business" that supports the arts and historic preservation. One of the companies with a history of supporting the arts, Smith & Associates Realtors, is a living testimonial to the fact that small businesses can and do play an active role in supporting the arts.*

In addition to being one of the market's top real estate brokerage firms, **Smith & Associates Realtors** is recognized as a true visionary spirit in the Bay area. Since 1969, the company has promoted a culture of giving by supporting local fundraising efforts and organizations that aid in the constructive growth of the arts community in the Greater Tampa Bay area. According to President/CEO Bob Glaser, "the vitality and growth of local arts and cultural institutions are essential to the healthy development of a community and its quality of life. Arts activities allow the public to share positive experiences, discover new talents and ideas and grow together. They help cultural groups explore and build on their heritage and share that heritage with others. They encourage the expression, improvement and exchange of ideas and strengthen democracy. Furthermore, learning in the arts helps young people achieve high academic expectations and contributes to their positive social development."

Similarly, the arts (museums, historic landmarks, theaters, to name a few) are an integral part of positive economic development. Support of the arts by local businesses increases awareness and establishes a cultural foundation that attracts individuals from around the world, thereby creating a mutually beneficial relationship among both the arts and the business communities.

Smith & Associates has made a commitment to supporting the arts and encourages other businesses to do the same. Examples of our commitments are:

- Corporate partner with the Tampa Theatre: the company sponsors events such as Oscar Night America and the theatre's Summer Classic Movie Series and president Bob Glaser serves on the Board of Directors.
- Annual Presenting Sponsor for the Stuart Society's Art in Bloom Fundraiser held at the Museum of Fine Arts in St. Petersburg.
- Sponsor for the Friends of the Library's Burgert Brothers Calendar.
- Sponsor for events hosted by The Chiseler's, Inc. whose funds raised are put toward the restoration of Plant Hall, a national historic landmark in Tampa.
- Patron Sponsor for Tapas Live, a Friends of the Arts' fundraising event.



Bob Glaser

## Legal Leaders in the Arts: Holland & Knight and Trenam Kemker

*There are many Chamber members that support the arts. Unfortunately, space doesn't allow us to showcase them all. Rather than take on the challenge ourselves, we asked the Business Committee for the Arts to provide us with examples of two law firms who have supported the arts through collection.*

Two of Tampa's most distinguished law firms also lead the way in corporate art collections. The two firms have been assembling their collections for many years and serve as role models for businesses who are interested in investing in the art market as well as having a very high quality array of art works in their offices for the edification of their clients and employees.

The Holland & Knight collection contains an array of works including oils, acrylics, lithographs, pencil and ink, on paper and sculptures. All of the artists are from Florida and include some local figures such as Stephen Holm and Jeffrey Kronsoble, Bruce Marsh, Barbara theLosen, William Pachner and Harrison Covington. James Rosenquist is also represented, bringing a national and international flavor to the collection.

The works in the Trenam Kemker collection include photographs from all over the country with representation from both local and national artists. Many of the photographers are well-known, such as Berenice Abbot, Ansel Adams, Diane Arbus, Lewis Hine, Robert Mapplethorpe and Edward Weston. Some of them are famous for their classic images of nature and others for cutting-edge and controversial subjects.

Tampa is the richer for having such wonderful collections in our community and for having these law firms who value their beauty.

## Our Community: Where Business Meets the Arts

The Chamber's Cultural Affairs Committee is pleased to host the **Chamber's August Membership luncheon**. The August 18th luncheon will be held at the Hyatt Regency Hotel-Tampa, in downtown Tampa, 11:45 a.m.-1:15 p.m.

This monthly luncheon is a must attend event! The Chamber's Cultural Affairs committee is proud to announce this year's featured luncheon speaker will be The Honorable Pam Iorio, Mayor, City of Tampa. Community Development Department Chair Simone Gans Barefield is excited about the Mayor's appearance at the upcoming luncheon. According to Gans Barefield, "A key economic development indicator of a city's ability to attract talent includes how it has positioned itself in arts and culture. I think that Mayor Iorio is known for her leadership in this effort and will use the luncheon as an opportunity to share with the business community what's on the horizon."

In addition to the speaker, music will fill the air and attendees will learn first-hand, through various art forms, the value of partnering business and the arts. By all accounts, it will be a fun-filled event and provide an excellent opportunity to network and learn about what is an annual economic impact on the Tampa Bay area in excess of \$400 million!

New this year will be the return of the Chamber's annual **Cultural Affairs Contributor of the Year Award** presentation. The Chamber is pleased that the 2003 award recipient Andrea Graham will be a special guest at the upcoming luncheon. In December 2003, Ms. Graham was honored for her past 28 years of commitment to arts and culture initiatives. Over the years, Graham worked to make the Stage Setters Group at the Tampa Bay Performing Arts Center a solid ever-expanding collection of theatergoers who really support the Center; she joined the TBPA board where she chairs the New Seat Campaign; and, has supported numerous cultural organizations financially such as the Graphicstudio at USF, Florida Craftsmen Gallery, Tampa Museum of Art and the Tampa Theatre through the TOP Foundation. To many she is a committed *Cheerleader for the Arts*, devoting time, money and efforts to building the base of support for the organizations she sees as defining the cultural base of this community.

In recent years, the award has been presented at the Chamber's annual meeting; but, since the Cultural Affairs Committee has built up such a huge following at the annual luncheon the Chamber leadership and the committee thought it appropriate that the award be presented among arts and cultural enthusiasts. According to long-time Chamber volunteer and 1996 Cultural Contributor of the Year Award recipient Robert "Bob" Cutler, "What better place to thank the recipient than among his/her peers and in front of members of the business community. I am pleased to see the award return to this program format."

Remember, this is a luncheon program you will not want to miss! Last year's luncheon set a membership luncheon attendance record and all who attended left excited about the value of arts and culture in our community. For event registration, go to the Chamber's website [www.tampachamber.com](http://www.tampachamber.com) or call Yvette Hare at 276-9440.




Featured speaker  
Mayor Pam Iorio



Andrea Graham 2003 Cultural  
Contributor of the Year


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## Baby Boomers with an Artistic Flair

As baby-boomers age, they will be seeking new and extraordinary ways to learn, evolve, problem-solve and grow, the **Arts Council of Hillsborough County** established an *Arts in Aging* program to engage our older population in cultural activities. Working with the written word, dance, African hand drumming, theatre and storytelling, quilting, painting and other visual art forms, clients in senior and learning centers throughout the county are participating in projects which give them new horizons and new adventures in their lives.



*Performing Seniors*

Arts Council education director Lynn Norton says, "Learning new skills should be a lifelong endeavor, and experts are realizing that participating in the arts is fast-becoming a crucial element of positive, healthy aging. Not to mention, a form of self-expression and great fun!"

Many important partners have joined the Arts Council in making these programs happen, including Hillsborough County Department of Aging, the Florida Center for Creative Aging, the State of Florida Division of Cultural Affairs, and the Life Enrichment Center. The Life Enrichment Center has been the centerpiece for a new dance company, Forever Moving Dancers. Participants (primarily non-dancers) ages 45-75 are studying with various teaching artists to create improvisation choreography based on real life opportunities and obstacles. Their premier performance was an intergenerational piece included as part of Moving Current Dance Collective's NewGrounds concert at the University of South Florida in May. In a *St. Petersburg Times* review, Marty Clear said of the new work "Dancers of wildly divergent levels of talent, ability and experience shared the stage, but the result was seamless and effective."

For more information about these and other arts programs happening in the community, call the Arts Council at (813) 276-8250.

## Tampa's Public Art Program

Creating a space where people want to be, and reminding them of where they are, is one of the core objectives of the Tampa Public Art Program. The City's Program began in 1985, and, over the last few years, has grown exponentially. "Currently, there are roughly 30 projects underway," reported Administrator Robin Nigh, "ranging from community murals to major landmark artworks in the downtown."



*Florida Avenue Mural*

And, last year alone, the Program was recognized nationally for three outstanding projects: the functional seating for the Streetcar in both Ybor and Channelside; a large window installation for the Port Tampa Community Center; and the Photographer Laureate Program, a new innovative project that commissions a photographer to present their perspective of the City of Tampa for one year.

The Public Art Committee implements the guidelines and selection procedures and is comprised of citizens appointed by the Mayor. "Our mission is to promote the involvement of artists in projects throughout the city that enhance the physical environment and celebrate Tampa's unique character and identity," said Julio Esquivel, Public Art Committee Chairman.

Recent activities have led Public Art into partnerships. In partnering and leveraging dollars with other interest groups, the Program is able to assist in delivering a better and more integrated product for the community at large. Examples of such Public Art partnership projects include a fountain at Giddens Park, where the Public Art Program is working with the F.E. Lykes Foundation and the Mayor's Beautification Program; a light-based artwork for the Tampa Bay Performing Arts Center; and wall medallions and poetry incorporated into the I-4 expansion project in Ybor City, a partnership with the Florida Department of Transportation.



*Mosaic in Cotanchobee Park*

Other exciting new initiatives and partnerships include Lights On Tampa, a multi-faceted project with the Friends of Public Art, a non-profit support arm of the Tampa Public Art Program. This initiative seeks to bring technology/light-based contemporary artwork to the downtown. "Lights On Tampa will do just that: it will put the spotlight on Tampa, its downtown, and reinforce its commitment to technology and the arts," says Lights On Chairman Alan Ciamporcerro.

Want to discover more about Public Art? Be sure to look for Into Public Art, a new brochure funded by the F.E. Lykes Foundation that highlights Public Art from the multiple collections throughout the city. The user-friendly brochure includes a map that includes some of the many artworks in the city, county, and state's Public Art collection. A downloadable version is also available on the city's Public Art website: [www.tampagov.net](http://www.tampagov.net)

The Public Art Program is part of the City of Tampa's Department of Arts & Cultural Affairs, whose mission is to promote economic development and public access to arts and culture.

## USF's College of Visual & Performing Arts: Advancement of the Arts Through Community Partnership

By: Jennifer Lenhart, Marketing, USF College of Visual and Performing Arts

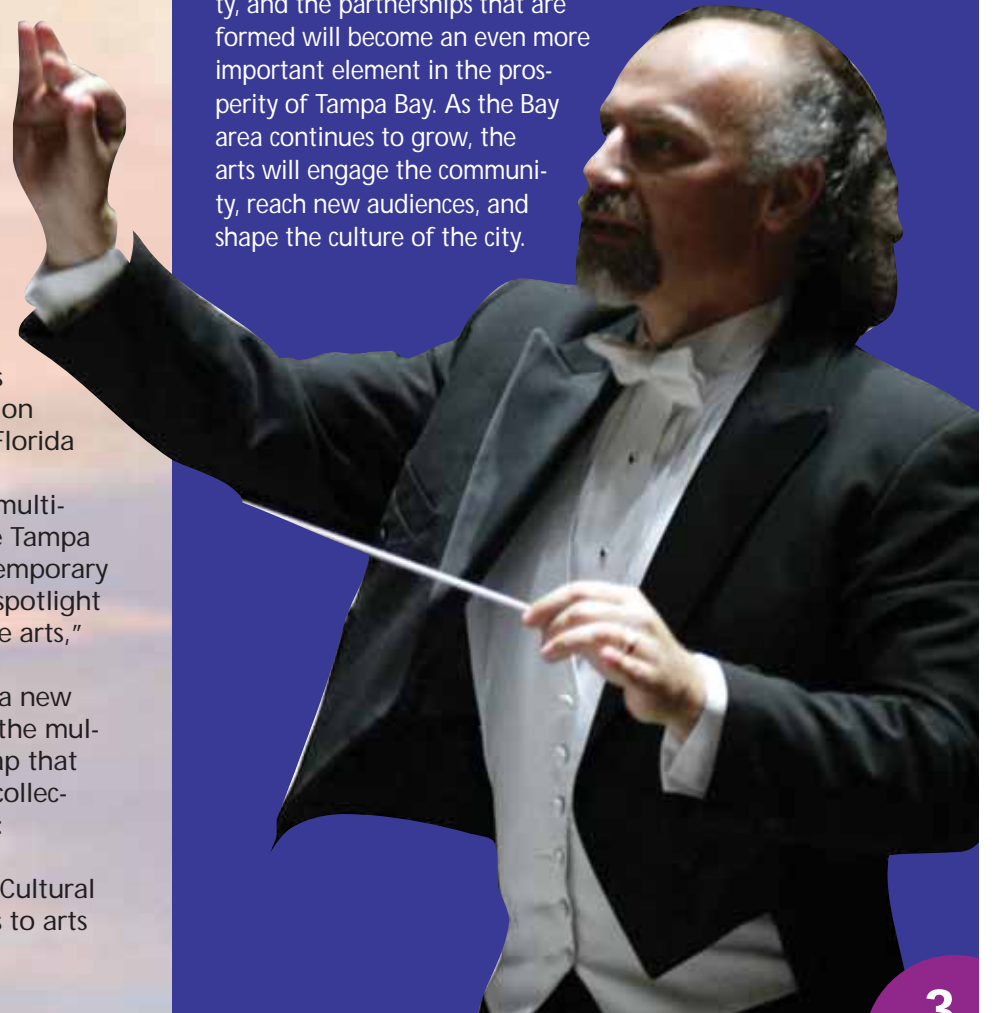
The arts are an essential part of Tampa Bay, helping drive the region's vitality, culture, and flair. Arts organizations throughout the Bay area have discovered that, through community partnerships, they are able to gain momentum and serve more than just a civic purpose. The arts attract new business, form lasting demographic impressions, and help shape the direction of metropolitan areas.

The College of Visual & Performing Arts at the University of South Florida is an integral part of this arts collaboration. The College is home to the Schools of Art & Art History, Music, and Theatre & Dance, as well as the Institute for Research in Art, which includes the USF Contemporary Art Museum and Graphicstudio. There are currently over 2000 graduates of the College of Visual & Performing Arts living and working in the Tampa Bay area. Over 100 arts institutions in the region were either originated, staffed, or assisted by the College's graduates. This bridge from college to community has formed a noted opportunity for artistic collaboration, partnerships, and involvement.

In accordance with its strategic plan, the College continues to increase its involvement with the community and arts organizations throughout the region. This community involvement ranges from bringing programs to children who may otherwise never experience the arts in Sulphur Springs After School programs to creating links to the community through partnerships with major arts organizations such as the Dali Museum. By partnering with organizations such as the Master Chorale and sharing educators, leaders, and programming, the College is able to serve as one of many conduits connecting the community to the arts and helping transform the city into a more vibrant and culturally prosperous Tampa Bay.

As the College of Visual & Performing Arts continues to build on its existing community partnerships, it has also begun forming new partnerships by taking a proactive approach to stimulate local support and interest in the arts. Partnerships such as those developed to produce Arte 2005, Tampa Bay's Festival of the Americas, are designed to engage the community and respond to the dynamic cultures and demographic changes taking place within Tampa Bay. Through these paramount area partnerships, the College is able to continue to reach new audiences and expand the community's awareness and participation in the arts. The College currently offers nearly 320 performances, lectures, symposia, and exhibitions each year, which are attended by over 50,000 people annually.

In the coming years, the College of Visual & Performing Arts, its many graduates residing in the community, and the partnerships that are formed will become an even more important element in the prosperity of Tampa Bay. As the Bay area continues to grow, the arts will engage the community, reach new audiences, and shape the culture of the city.



## Efforts to Be a Good Corporate Citizen Pay-off

By Peter Anderson, Principal and President, Bayshore Technologies, Inc.

When I first arrived in this wonderful place we call Tampa Bay, it seemed quite simple to make a contribution to the community. Playing professional soccer for the Tampa Bay Rowdies made it easy to have a connection; we were always out in the community giving soccer demonstrations, camps or speeches to local schools, youth clubs and associations.

Our marvelous front office staff organized the events and all we had to do was show up and perform.

Now, 20 years later, I still call Tampa my home. I have a wonderful family and work with some outstanding individuals at Bayshore Technologies. Our management still wanted to contribute in some way to this great community we are privileged to call home. The following describes some of the areas in which we are involved. I challenge other Chamber members to also take an active part in our community if they aren't already doing so. If we all do this, not only will we benefit but we will contribute to making this the community where companies want to relocate to, expand in or target for a start-up.

### Charities

There are so many worthy causes that it was extremely difficult for us to make a significant donation in any one area. As a small business in its embryonic years we didn't have unlimited resources, so we decided to choose one main cause where our contribution would be of some significance. Choosing one, at first, was very difficult. We put together some criteria. We wanted to help children, the organization should have its roots in Tampa, and we would like to stay with the organization through the life of our company.

The more investigating we did, the more difficult it became, there were so many great causes. Then we met Dottie Berger MacKinnon (now retired) at Joshua House and everything seemed to fall into place. A wonderful safe haven for abused children, run by dedicated loving people committed to this geographical area. **Joshua House** and the kids have quickly become our major charity - we help by financial donations, by supplying computer equipment when needed, and we have even been allowed to show the kids the joy of soccer on a field trip to Raymond James Stadium!!

### Supporting Individual Efforts

One of our partners is Winston DuBose. For those of you who follow sports, Winston was the Tampa Bay Rowdies goalkeeper for many years. A couple of years ago he joined the Big Brothers/Big Sisters organization and now is a mentor to a 14 year old with all the challenges of adolescence.

### Supporting Initiatives of Higher Education.

A few months ago, through Jane Toombs at the CEO Council, we were introduced to **The University of Tampa's** Strategic Analysis Program. The program matches MBA students with local businesses, the goal being to give the students some real world experience. The objective is to analyze the strategic position of Bayshore and to provide an assessment of our current business strategies. We have a five-member team from The University of Tampa working on this project and the management of Bayshore has met several times with them since the project started. The team presented to us on May 3rd at the John Sykes Business Building. Bayshore was very excited to see their findings.

For us, being a part of our community not only adds to the bottom line, it makes the community we live in more attractive to other businesses.

For information on how you can participate in the University of Tampa program call (813)258-744.



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## Enterprise Village - A Student's View

By Alyse Faour, 6th Grade, Davidsen Middle School.

Economics, what is that supposed to mean to a student like me? It didn't mean much until my visit to Enterprise Village in Largo. Imagine a place where kids can experience the business world first hand and learn what it takes to run a business. Armed with our Enterprise Village workbooks the journey for success began with ten weeks of study and discussion on the free enterprise system. Which up until that point meant nothing to me or any of the other kids, little did we know that investing and working at a business for money could be so fun. A few other important aspects we learned that would make a difference to our businesses were hard work, responsibility, effort, and teamwork.

As the day to go to Enterprise Village approached we learned about all of the different types of job opportunities the day would offer. From telephone installer to banker to reporter to mayor...we had a lot of spots to fill. How did we fill these positions? Well, we filled out job applications and we interviewed for the positions. I had one job I wanted as reporter, but so did a lot of others so it was up to me to convince my teacher that I was the person for the job.

The weeks of preparation paid off. On January 21, 2003, I had arrived. It was amazing: a bustling city full of different businesses, a place where we could finally practice what we had learned. My job was to go to all the businesses throughout the day and interview people about their jobs,

1. Chamber Chair John Ramil (TECO Energy, Inc.) joined other Enterprise Village sponsors at the groundbreaking ceremony.
2. Alyse Faour
3. Bill and Betty Poe, representing the Poe Family Institute, presenting check for \$1.5 million to Campaign Chair Alex Sink.

put together articles, and publish a paper. The challenge was getting people to talk to me. Everyone was busy and didn't have much time for my questions, I felt like a real reporter. My experience at Enterprise Village reinforced my desire to go into the field of journalism. Move over Diane Sawyer, here I come!

In the past only a small portion of Hillsborough County fifth graders got to go to Enterprise Village in Largo, but with the combined efforts of Junior Achievement, Hillsborough County School District, many generous businesses, and the Greater Tampa Chamber of Commerce, an Enterprise Village will be opening in Hillsborough County in 2005. Enterprise Village offered me an opportunity to really see what it was like to run a business. It also was the place where some very exciting real life opportunities were offered to me. I was asked by Junior Achievement to be a student spokesperson for the new Enterprise Village in Tampa. Throughout the past year I have spoken at Press Conferences and in front of many important business people. I have done television interviews and been involved with the ground breaking for the new Enterprise Village and most recently I was asked to write this article. Enterprise Village was an incredible experience for me. "Economics, now I get it!"

*The Greater Tampa Chamber of Commerce will have a storefront in Enterprise Village so that students can experience being Chamber members.*

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## Tampa Leaders Stepping Up To Attract Better Jobs Here

Jun 20, 2004 Editorial *The Tampa Tribune*

Forgive us if we gush for a moment. You would, too, if you saw so much firepower - with so much potential - sitting across the table.

There they were, five key leaders of Tampa, responding to our call for a more aggressive focus on economic development in the city, county and region.

After all, a more diversified business base would make us more recession-proof because we'd be less dependent on a single industry, like construction. Our civic fabric would benefit from a greater pool of corporate citizens. And a broader business base would create a wider range of interesting jobs and career ladders for us all.

So it was heartening to hear our leaders revving up a strategy to grow and attract businesses to Tampa.

First - and most important - it is refreshing to see key players united in the cause. The core group is University of South Florida President Judy Genshaft, Tampa Mayor Pam Iorio, Hillsborough Board of County Commissioners Chairman Tom Scott, TECO executive vice president John Ramil and Chamber of Commerce President Kim Scheeler.

Second, times are changing at the Tampa Chamber of Commerce. For starters, the chamber is going to focus on recruiting corporate headquarters here, said Ramil, the chamber's chairman.

### Corporate Recruiting Team

Don DeFossett, chairman and president of Walter Industries, has agreed to lead the corporate recruiting effort with a team that includes Bob Merritt, chief financial officer of Outback Steakhouse, Inc.; John Sykes, chairman and CEO of Sykes Enterprises Inc., developer Al Austin, chairman of The Austin Companies; Bob Martinez, former Florida governor, Tampa mayor and national drug czar; and other leading business people.

To target companies that might not even know they want to move here, DeFossett's team is identifying corporate leaders who have some connection to Tampa: golf course memberships, boats, condos, family, that sort of thing. Then they're going to cozy up and show

them all that Tampa has to offer.

Recruiters say companies stand a much better chance of landing and keeping people who have ties to the region. It's a smart strategy for attracting businesses, too.

To ensure the initiative stays focused, the chamber is hiring a new director of economic development. It also plans to hire someone to focus on recruiting entrepreneurs in the field of biosciences, which will marry well with the research and development efforts underway at the Moffitt Cancer Center and University of South Florida.

USF broke ground on a business incubator six months ago that should help start-up companies with operational support in the early going. The university is looking for entrepreneurs willing to develop viable products from its research in biodefense and bioengineering.

From that research also flows a new focus on light manufacturing, perhaps medical devices or supplies. Randy Simmons, chairman of R.R. Simmons Construction Corp., is leading that initiative.

And on the international front, Bob Abberger, managing director of Trammell Crow Co., is bringing leadership. Increasing business ties with Mexico may be one possibility. Genshaft said one idea is for the Museum of Science and Industry to build a branch in Cancun, which imports \$1 billion in goods every year.

### Financial Services Hub

With all the talk about the future, it's important to credit an industry that has put Tampa on the map. Over the past decade, we have become known as a hub for the financial services industry because of our growing number of "call centers," where telephone operators manage customer inquiries.

In recent years, companies such as JP Morgan Chase and Citigroup Inc. also have grown higher-level services here in financial management, marketing and customer service. The recent announcement that Depository Trust & Clearing Corp. will locate a major operations center here continues to boost our reputation in this field.

The energy focused on growing Tampa's business base is exciting to see.

Our hats are off to the leaders who visited us the other day.

With the rest of the community, we look forward to updates. Perhaps in six months?

*Reprinted with permission from The Tampa Tribune*

## Ambassador Spotlight



**Michael Fisher** is on the Global Corporate Services team with **CB Richard Ellis, Inc.** in Tampa. As a proud member of the Ambassador Committee with the Tampa Chamber, he participates in new member orientation, membership welcome calls, networking sessions and various other functions.

In his role with CB Richard Ellis, Inc, he provides Tenant Representation services for users of office and industrial space on a local, national and international scale. His partial client list includes Danka Office Imaging Company, Sykes Enterprises, GMAC, Citigroup, Allstate Insurance and Cardinal Healthcare.

CB Richard Ellis, Inc. is the world's leading commercial real estate services firm. With over 14,000 employees, the company serves owners, investors and occupiers in more than 270 offices in over 250 markets across 49 countries.

## Ambassador Spotlight



**Michele Lembo** is an Account Executive for **Marriott ExecuStay**. Since joining ExecuStay a year ago, she has won many new accounts and has become a familiar face in the Bay Area. She participates in several Ambassadors Committee functions on behalf of Marriott ExecuStay including new member orientation, membership welcome calls, networking sessions, grand opening ribbon cuttings and attending monthly Chamber of Commerce luncheons.

Marriott ExecuStay provides fully furnished and accessorized apartments for stays of 30 days and longer. Their residents enjoy resort-style amenities, earn Marriott Reward points and appreciate the friendly 24 hour customer service for which Marriott is known. As an Account Executive, Michele promotes Marriott ExecuStay temporary housing throughout the Tampa Bay area and western Florida. To find out more about Marriott ExecuStay, please visit [www.execustay.com](http://www.execustay.com)

## Awards and Announcements

**Ernst & Young** announced the winners of the 2004 Entrepreneur of the Year Awards. Chamber members include Donald W. Wallace (**LazyDays RV Center**) in Consumer Products and Services and Jeffrey Seaman (**Rooms to Go**) in Retail.

The following Chamber members were listed in the **Tampa Bay Business Journal's Who's Who in Tampa Bay Business**, Tampa Bay Leaders: Ron Campbell (**Tampa Bay Lightning/St. Pete Times Forum**), Irv Cohen (**JP Morgan Treasury Technologies Corp.**), James L. Ferman (**Ferman Motor Car Co. Inc.**), Malcolm Glazer (**Tampa Bay Buccaneers**), Mayor Pam Iorio (**City of Tampa**), Charles Jenkins (**Publix Supermarkets**), A.D. "Sandy MacKinnon (**Yale Industrial Trucks**), Vince Naimoli (**Tampa Bay Devil Rays**), John Ramil (**TECO Energy, Inc.**), Deanne Roberts (**Roberts Communications & Marketing**), Stuart Rogel (**Tampa Bay Partnership**), Frank Sanchez (**Cambridge Negotiation Strategies, Inc.**), Arthur Savage (**A.R. Savage & Son Inc.**), George Steinbrenner (**New York Yankees**), Chris Sullivan (**Outback Steakhouse**), John Sykes (**Sykes Enterprises Inc.**) and Don Wallace (**LazyDays RV Supercenter**).

Thom Stork, president and CEO of the **Florida Aquarium**, has been named chairman-elect of Visit Florida Inc. and vice chairman of the Florida Commission on Tourism, two state agencies that run Florida state government's tourist promotion effort.

**Maritrans, Inc.** was named in *Fortune Magazine's Small Business 100* annual listing of the fastest growing publicly traded small companies in America. Maritrans is an U.S. flag marine petroleum transport company. It ranked 76th on the list of 100 companies.

**PBS&J** now ranks third on the nationwide list of environmental engineering firms that have the most Diplomate Environmental Engineers (DEE) certifications awarded to staff, up from seventh last year. The prestigious American Academy of Environmental Engineers (AAEE) awards DEE certifications to engineers who seek a distinguished level of expertise in one of seven specialties.

**Tampa Digital Studios** partnered for the first time with the St. Petersburg - Clearwater Area Film Commission on an outbound marketing mission to the Midwest. The three-day tour signified to the delegation that the Midwest remains one of the top regions from which the Tampa Bay area attracts advertising, new media and independent film business, all of which helps stimulate the local economy and creative community.

The **Walton Academy for the Performing Arts (WAPA)**, a K-3 Public Charter School, will open in August 2004. WAPA is committed to strengthening each child's reading and mathematics proficiency through the integration of music, dance, drama and state core curriculum content standards. The Principal, Mr. Bruce H. Nelson, is a distinguished educator and administrator, with over 25 years of experience. WAPA is located at 4817 N. Florida Avenue, Tampa, FL. For more information, call 813-231-WAPA (9272)

## The Stakes Get Higher in Employment Disputes

Barnett Q. Brooks  
Akerman Senterfitt

Litigation of employment disputes continues to grow and the costs of defending them continue to rise. Employers face loss of productivity, loss of morale and sometimes extraordinary jury verdicts.

The latest Supreme Court decision relating to employment does not help:

Based on the Court's June 14<sup>th</sup> decision, employers are now also liable under the Civil Rights Act (Title VII) for "constructive discharge" (a situation in which "a reasonable person in the employee's position would feel compelled to resign") claims resulting from sexual harassment or "hostile environment".

Case snapshot: The plaintiff was employed by the Pennsylvania State Police, and almost immediately subject to sexual harassment from 3 supervisors.

Thereafter the plaintiff was accused of theft of papers of her employer and arrested. She resigned without being officially charged. The case reached the Supreme Court, which ruled that the environment was so intolerable that she was justified in resigning.

### What has changed from the employer's perspective?

For the first time the Supreme Court has considered the doctrine of "Constructive Discharge" as potentially actionable under Title VII as an adverse employment action. Therefore if a supervisor sexually harasses an employee or creates a hostile working environment such that the employee feels compelled to resign, the employer may be liable, as a matter of law.

### What should employers do?

As before, employers should be sure that they have a written employment policy on sexual harassment and other forms of hostile environment in place and distributed. The potential liability has increased, so now, more than ever, complaints should be promptly investigated and result in appropriate remedial action.

## Members Advancing on the Future

Join the Greater Chamber of Commerce membership at its *second annual* membership summit as we continue to focus on collaboration and partnerships for economic growth. This year's theme is "**Jobs and the Global Economy: How Innovation, Investment and Partnership Can Grow and Diversify the Local Economy.**"

In these tumultuous times, the formation of strategic partnerships are more important than ever in securing that local industry continues to thrive and that businesses are able to find qualified workers to meet their labor force needs.

The conference will focus on two key tracks: **workforce and economic development.** We will begin with a dynamic opening plenary session where we will learn first-hand about the challenges and opportunities on the economic front. You will be inspired! Participants will connect with individuals from the local business community and around the country who are grappling with the same issues. You will also engage in meaningful dialogue on issues and challenges of importance to Tampa/Hillsborough County.

Again this year, members will have the opportunity to attend and participate in seminars of interest, while having the opportunity to share experiences, best practices, lessons learned, and form relationships they can call on throughout the year. Ultimately, together we will learn how to become partners and catalysts to help shape Tampa/Hillsborough County's next stage of development.

The one-day conference will be held on Monday, September 20 Hyatt Regency Tampa. So, go to the Chamber's Web site to register. Make your voice heard and help us build a better business climate for Tampa/Hillsborough County.

Special thanks to the 2003 Leadership Conference Presenting sponsor **Tampa Bay Workforce Alliance.**



## Viruses and Email Spamming... The Curse of the Email Age

By Winston DuBose, Bayshore Technologies

Viruses...Everyone's heard of them.... they are contagious, disruptive, costly, and in extreme cases people have lost their business. We are besieged by email, overwhelmed by the Internet, and so mobile that propagating a virus is easy.

These predators exploit security breaches in the operating systems of servers, desktops, and mobile devices. They hope to disrupt or destroy your data. Or, at the very least, keep your IT staff busy for a few days repairing the damage the virus caused! This nuisance is costing hundreds of millions of dollars to businesses in lost income, sales, and productivity.

How do you overcome this danger to your data? It's simple, get protection! If you don't already have anti-virus software on your machine, get some. The cost can be as little as \$35-\$50 a computer. If you're on a workplace network, check with your network administrator first. Update your anti-virus software. Once you have it, make sure it's current. Some anti-virus programs automatically link to the Internet and add new virus detection code whenever the software vendor discovers a new threat.

### Email Spam...

Who hasn't received messages for the newest sex treatments, get rich schemes, or all kinds of 800 numbers. The Internet has opened all kinds of marketing opportunities, good and bad. Many times we never solicit these messages or have never even heard of the

sender. How do they get our addresses? Companies use technology to data mine the addresses, and sell them to companies who spam hundreds of thousands of people. These messages take time to delete. Add it up.... How much time does it take to delete the messages (x minutes), (x) 250 work days per year (x) your hourly salary. I think you get my point!

Spam consumes computing resources, email administrator and help-desk personnel time, and reduces workers' productivity. 25-35 percent of all e-mail is spam, and lost productivity costs companies \$1 billion a year. 2002 financial losses attributed to inappropriate email use cost an approximate \$536,000 per company. The spam problem threatens the overall usefulness of email. What can be done about these unwanted messages, though, is a question everyone faces. The following are some easy hints on how to stop, or at least, detour spam.

### Option 1

Technology companies can provide your company with advanced protection and security services that safeguard enterprises from spam, viruses, worms, malicious content, and other harmful email threats to your network. This service can cost as little as \$1.00 per mailbox per month. No additional hardware or software needs to be bought. This is a pure service. This around the clock email security perimeter resides outside of your network and monitors all incoming emails. Messages are passed through the service's filtering layers as they are streamed to the enterprise's email server. This monthly service is based upon the number of mailboxes within your messaging system.

### Option 2

Technology companies can also provide a software solution, a multi-leveled approach to controlling spam. Multiple layers are more likely to detect and control spam than any single method working alone. Most software solutions provide both a database containing the "digital fingerprints" of known spam content plus a customizable dictionary of keywords most likely to identify spam. There is also great flexibility about how software solutions handles spam once it has been identified - whether it is to be isolated, deleted, forwarded to key individuals, or allowed to proceed to the addressee. Comprehensive monitoring and reporting tools make it easy for network administrators to profile their spam vulnerabilities and responses - and to adjust policies accordingly. The cost of this solution is the software, hardware, and training of an employee to monitor this system.

With either of these components installed in your technology infrastructure your email messaging service is no longer vulnerable to spam or malicious attacks.

## Citigroup Center Launched - Campus Recycling Program



Program organizers Andrew Romano, Anika Laracker and Yannis Loizides. Photo by Elizabeth Bolint.

On Monday, May 17, 2004, the Citigroup Center (Sabal Park, Brandon) Campus Recycling Program was formally launched. The initial program provided large blue recycling bins and procedures for collecting and recycling plas-

tic. To help promote and enliven the program, Citigroup coordinated campus communications, and an employee SuperRecycler Competition.

The recycling team placed blue recycling bins to collect empty plastic bottles throughout the Citigroup Center. The winners of the SuperRecycler Competition were selected on May 27, 2004 according to the weight of the empty bottles turned in. Gift certificates of \$100, \$50, and \$25 were awarded to the first, second and third place winners.

In addition to the plastic recycling program, white and other office papers were already being recycled as part of the company's existing information security practices. To continue with their motto "*Recycling: Small Gesture, Great Reward,*" Citigroup recycling initiative continues with recycling corrugated cardboard.

For information on commercial recycling in the City of Tampa call the Solid Waste Department, Customer Service at (813) 348-1111 and press the number One (1) for more information regarding commercial accounts or go to [www.tampagov.net](http://www.tampagov.net). In the County call the Hillsborough County Solid Waste Management Department at 276-5680 or online at [www.hillsboroughcounty.org/solidwaste](http://www.hillsboroughcounty.org/solidwaste).

## El Salvador

On May 10th, the Greater Tampa Chamber of Commerce's Committee of One Hundred hosted Roberto Interiano, Vice Minister of Foreign Affairs & International Cooperation for El Salvador and Patricia Figueroa, Executive Director, PROESA (El Salvador's investment promotion agency).

The luncheon featured a convincing panel of speakers with extensive experience in international trade. International Trade & Transportation Task Force Chair Jim Pyburn (**Tampa Port**

**Authority**) stressed the importance of the Central American and Dominican markets to the Tampa Bay area as it continues to grow, providing solid business opportunities for area companies and the local economy.

Vice Minister Interiano and PROESA's Patricia Figueroa enthusiastically elucidated the tremendous trade opportunities that abound in Central America and specifically in El Salvador. International Committee Chair Bob Abberger (**Trammell Crow Company**) predicted that over the next decade the six CAFTA nations could have total trade with the state exceeding that of Brazil, currently Florida's largest foreign trading partner. Vice Minister Interiano stressed that "ultimately, this means a stronger, more secure and more prosperous region for all of us." The luncheon was preceded and followed by editorial board meetings with the **St. Petersburg Times** and **The Tampa Tribune**. Individual interviews were conducted by Univisión, BayNews9 en español, and Fox13.

Thank you to our sponsors: **Sykes Enterprises**, **Tampa Bay Partnership**, **Tampa Port Authority**, **Tampa International Airport**, **USF Center for International Business**.



*Presentation of gift from the El Salvadoran guests to Mayor Pam Iorio (l-r: Mayor Pam Iorio, John Ramil, Vice Minister Roberto Interiano and Patricia Figueroa)*

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## Bucs Lunch

If you missed the annual Tampa Bay Buccaneers lunch this year, you really missed out on a great time! Coach Jon Gruden recognized Stanley Cup Champion Coach John Tortorella of the **Tampa Bay Lightning** and then the bantering began. Thanks to **TECO Energy** for being our event sponsor and providing the leather portfolios for all attendees.

Besides Coach Gruden, we also heard from Bruce Allen (General Manager), Doug Williams (Personnel Executive) 1st round draft choice Michael Clayton.

This lunch is always a sell-out, so be sure to keep an eye out for the announcement next year. This is one that you won't want to miss.



1. Coach John Gruden
2. Jay Feaster, (Tampa Bay Lightning general manager), Mayor Pam Iorio, and Lightning Coach Tortorella
3. John Ramil, Coach Gruden and Chamber President Kim Scheeler
4. Coach Gruden greets a fan as Chair John Ramil looks on
5. Michael Clayton, Sports Council Chair Sue House (**Powerhouse Consulting**), Doug Williams, and emcee Dave Reynolds (**WFLA NewsChannel 8**)

Photos provided by Gil Williams Photography



General Brown, Brig. General "Tanker" Snyder and Tammy Snyder

## Brigadier General David "Tanker" Snyder Honored

Brigadier General David "Tanker" Snyder, 6th Air Mobility Wing, was honored at a promotion ceremony on May 10. General Doug Brown, U.S. Special Operations Command commander, and Brig. Gen. Snyder's wife Tammy pinned on his new rank at the ceremony held at the Davis Conference Center.

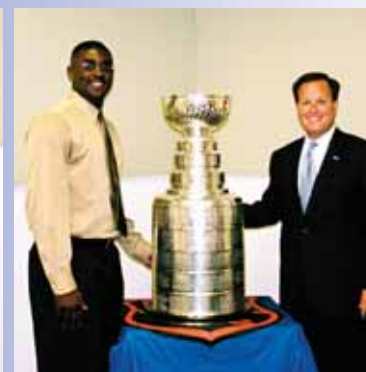
## Operation Partnership

The Military Affairs Councils of the Greater Tampa Chamber of Commerce and the Greater Brandon Chamber of Commerce held their joint annual Operation Partnership on Wednesday, May 12, 2004. This year the Council members visited 6th Air Mobility Wing at MacDill Air Force Base and the U.S. Coast Guard Marine Safety Office in Tampa.

They met their military counterparts/hosts at lunch at the MacDill Officers Club where they were greeted by Brig. Gen. Tanker Snyder, Commander 6AMW, along with Chamber Military Affairs Council Chairs Earl Haugabook, TECO and Mike Cooke.

A total of 44 Council members spent four hours with a military counterpart at their workplace. The areas of expertise visited were many, including aircraft maintenance, public affairs, health care, legal, finance, computers, law enforcement, hospitality, engineering/contracting, and Tampa Harbor Safety for Home Security/Anti-Terrorism.

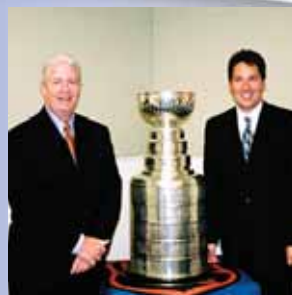
Our civilian participants were of one voice in praising the military personnel and felt they now better understand the efforts and knowledge of our uniformed service members. In 2005, the workplace will be switched and the military will visit a civilian at their place of work.



Ron Campbell, president Tampa Bay Lightning/St. Pete Times Forum and member of the Chamber Board of Directors brought a special guest - the Stanley Cup - to the June Board meeting. Chamber Chair John Ramil presented Campbell with a special proclamation recognizing the team's championship and what it means to our community.

# Stanley Cup Champions

Tampa Bay Lightning





## Emergence 2004

Emergence 2004 was a huge success! Over 350 young professionals, ages 21-35, met in the Channelside Courtyard on May 6 for the launch. Mayor Pam Iorio, along with Chamber Chair John Ramil and Emerge Co-Chairs Jessica Muroff and Mike Griffin, introduced the Chamber's new program for emerging leaders. So far, over 400 participants have signed up.



To sign up, go to [www.emergetampa.com](http://www.emergetampa.com).

1. Emerge Co-Chairs Jessica Muroff **Roberts Communications & Marketing, Inc.** and Mike Griffin **CLW Real Estate Services Group**
2. Chamber Chair John Ramil, **TECO Energy**
3. The Honorable Mayor Pam Iorio
4. Voice Co-Chairs Nicole Levin, **WestWayne, Inc.** and Doug VanSant **TBO.com**



VOICE Co-Chairs **Martin Saavedra, Jr.** (far left) and **Katie Vickers** (second from left) pose for a photo with event chair **Pasha Baker** (third from right) and speakers **Governor Bob Martinez** (second from right), **Judy Lisi** (far right), and **Paul Wilborn** (third from left).

## Hear Your Voice

The VOICE segment of Emerge Tampa recently held an event at the **Tampa Bay Performing Arts Center**, which included a behind-the-scenes tour of the Center. Attendees heard about the Center's impact on the quality of life in Tampa and the challenges that community leaders faced to get it built. Speakers included former Governor Bob Martinez, who was Tampa's mayor when the Center was built; Judy Lisi, Executive Director of the Tampa Bay Performing Arts Center; and Paul Wilborn, Creative Industries Manager for the City of Tampa. Photos from the event can be found on Emerge Tampa's website at [www.emergetampa.com](http://www.emergetampa.com), as well as details on upcoming events.

## Chamber Celebrates LEADERSHIP TAMPA Graduates

Leadership Tampa, a program of the Greater Tampa Chamber of Commerce, celebrated the graduation of 58 members of the class of 2004 on May 14, 2004 at The Colony Beach & Tennis Resort in Longboat Key, FL. The 2004 class marks the 33rd class to graduate from the nationally recognized leadership program established in 1971.

Members of Leadership Tampa are local business and community people who hold mid-to upper-level management positions within their companies or organizations. They represent a wide variety of industries across Tampa and Hillsborough County, and are accepted into the program following a selective application process.

The 2004 Leadership Tampa class was led by Class Chair Jim Hackman of **Pepin Distributing, Inc.**, a 1998 Leadership Tampa graduate; and Vice Chair Chris Smith of **Cargill Crop Nutrition**, a 2000 Leadership Tampa graduate.

For information on sponsoring class days for the 2005 class, contact Leslie Tieszen at 276-9445 or [ltieszen@tampachamber.com](mailto:ltieszen@tampachamber.com).



1. LT'04 classmates keep in step at the recent Closing Retreat held in Longboat Key.
2. The LT'04 class takes a moment to relax at their recent Closing Retreat with a sunset dinner on the beach.
3. Graduating class of Leadership Tampa 2004.



### Leadership Tampa Class of 2004 graduating class members:

- John A. Acosta**, AmSouth Bank  
**David Anderson**, Hardin Construction Co., LLC  
**Stephanie Andrews**, Make-A-Wish Foundation  
**Bill Arnold**, Interior Design Services, Inc.  
**Doug Arthur**, The Bank of Tampa  
**Eric Bailey**, CapTrust Financial Advisors  
**Beth Bennett**, M.E. Wilson Company  
**Porshia Billington**, Gans Gans & Associates, Inc.  
**Dolly Brown**, Florida Metropolitan University  
**Ed Bucholtz**, Hyatt Regency Tampa  
**Sean Butler**, Cargill Crop Nutrition  
**Jill Cappadoro**, Hillsborough Area Regional Transit Authority  
**Paul Carastro**, Carastro & Associates, Inc.  
**Melinda Chavez**, Tampa Bay Business Committee for the Arts  
**Donamae Clinebell**, LaSalle Bank  
**Andrew Cohen**, Vertical IT Solutions, Inc.  
**Paul Davis**, Tampa Electric Co.  
**Bill Davis**, Hillsborough County Sheriff's Office  
**Cami Gibertini**, Colonial Bank  
**Patrick Gramling**, Ernst & Young, LLP  
**Mike Griffin**, CLW Real Estate Services Group  
**Michael Head**, Commercial Design Services, Inc.  
**Phillip Hirschel**, PriceWaterhouse Coopers  
**Audrey Hirst**, First National Bank of Florida  
**Buddy Johnson**, Hillsborough County Supervisor of Elections  
**David Kirkman**, The Tampa Tribune  
**John Kynes**, Office of Congressman Jim Davis  
**Kacy Lake**, Fowler White Boggs Banker  
**Greg Landwirth**, A Gift For Teaching  
**Irvin Lee**, United States Air Force  
**Deborah Love**, University of South Florida  
**David Martin**, Grant Thornton LLP  
**Jay Martin**, American Victory Mariners Memorial & Museum  
**Bill Moline**, Greater Tampa Chamber of Commerce/C-100  
**Mark Monkarsh**, Northwestern Mutual Financial Network  
**Cam Moore**, Macfarlane, Ferguson & McMullen, PA  
**Audra Nasser**, Tulmel Systems  
**Beth Novak**, Hillsborough County  
**Mary Persky**, USAA  
**John C. Phillips**, Nodarse & Associates, Inc.  
**John E. Phillips**, Holland & Knight LLP  
**Dick Pirkle**, The BECK Group  
**Bridget Robertson**, U.S. Postal Service  
**Jack Rosenkranz**, Rosenkranz & Gilhool, P.A.  
**Jack Rybicki**, Chastang, Ferrell, Sims & Eiserman  
**Katie Scanlan**, Bank of America  
**Gregg Schoppman**, The Murray Company  
**Sonya Shannon**, Busch Gardens  
**Vonita Singh**, JPMorgan Chase  
**Brian Smith**, Acordia, Inc.  
**Jack Suber, Jr.**, Brown & Brown Insurance  
**Mark Valenti**, URS Corp.  
**Ana Wallrapp**, Wannemacher Russell Architects  
**Lee Ward**, ARAMARK  
**Jon Wax**, Laura Waller Advisors, Inc.  
**Darrell Williams**, The Venture Group, LLC  
**Robert Williams**, Akerman Sentefitt  
**Jon Yob**, Creative Recycling System, Inc.

## Ribbon Cuttings and Grand Openings



### Sweetbay/ Kash n' Karry Supermarkets

had a ribbon cutting at their headquarters on May 27th at 3801 Sugar Palm Dr. in Tampa.



**Lowry Park Zoo** hosted a celebration for their new exhibit "Safari Africa" on May 28th at 1101 W. Sligh Ave in Tampa.



### Wal- Mart Grocery Store

held a grand opening celebration on May 5th at 8885 N. Florida Ave. in Tampa.



### Florida Cardiovascular Institute

held a grand opening and ribbon cutting on May 14th at their brand new location at 509 S. Armenia Ave. in Tampa.



### GSS Enterprise Network Solutions

had a ribbon cutting for their office on June 8th at 4508 Oak Fair Blvd Ste. 104 in Tampa.



### Bank of St. Petersburg

hosted a grand opening and ribbon cutting at their new downtown office on June 22nd at 100 N. Tampa St. in Tampa



### Household Finance Corporation

hosted a grand opening and ribbon cutting at their office on June 22nd at 3657 W. Waters Ave. in Tampa. They presented a check for \$1,000 to the Corporation to Develop Communities of Tampa.



Tampa General Hospital CEO and Tampa Bay Lightning's Brad Richards cut the ribbon on the **Lightning Playroom in the Children's Medical Center** at Tampa General Hospital on June 14, 2004.

## Member Spotlight

### AMERICAN BOND SERVICES

At American Bond Services we work directly with the US Treasury Department to offer payroll deduction US savings bond programs to companies nationwide.

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- No Service Fees to the Employee



We are new to the Tampa area, so we joined the Chamber for numerous reasons. First, we want to do our part to help out and get involved in the community. We also are interested in meeting friendly people and fellow business owners. And of course, we would love to grow our business. We couldn't think of a better way to accomplish those goals than to become members of the Tampa Chamber.

## Member Spotlight



### IN THE NEWS

Where News Never Gets Old.

**In The News, Inc.**, established in 1987, is a custom lamination and engraving company specializing in newspaper and magazine articles. We have 90 employees and a national customer base of over 600,000 clients. We mount and laminate feature articles for business-

es, sports figures, publicists, restaurants and hobbyists all over the United States.

We subscribe to over 10,000 publications, including every daily newspaper in America. If you are "in the news" we know it!

Also specializing in Digital Photo and Art Framing; a new cutting edge technology allows us to mount anything that can be created or scanned from pictures to custom graphics designed by our in house art department. They are professionally mounted to a base so that they will not scratch, peel, fade, crack or yellow.

Use **In The News** for Showcasing Accomplishments, Commemorating an Event, Preserving an article, Gifts, Marketing Tools, Advertising, Trade Shows, Job Fairs,

## Member Spotlight

### ECKERD COLLEGE

Located on 188 acres of waterfront property in St. Petersburg, Florida, Eckerd College is a private, coeducational college of liberal arts and sciences related by

covenant to the Presbyterian Church (USA). Founded in 1958, Eckerd is a pioneer of responsible innovation -

developing programs that have been adopted nationwide and earning the college an international reputation for academic excellence.

- Recently awarded a coveted Phi Beta Kappa chapter recognizing excellence in undergraduate education, Eckerd College is named as one of only forty *Colleges That Changes Lives* by author Loren Pope.
- The Program for Experienced Learners is a bachelor's degree program specifically designed for adults that offers a variety of majors in accelerated 8-week terms at convenient locations throughout Tampa Bay.
- The Leadership Development Institute, an associate of the Center for Creative Leadership, BusinessWeek's #1 ranked provider of executive leadership programs, offers world-class leadership programs to an international corporate clientele.
- Lifelong Learning programs serve over 4,000 adults annually through Elderhostel, the Academy of Senior Professionals at Eckerd College (ASPEC), Senior College, and the Transition to Retirement workshop.

For more information, call 1-800-456-9009 or visit [www.eckerd.edu](http://www.eckerd.edu).

## LT '04 - Who Could Ask for Anything More?

By Katherine "Kacy" C. Lake, Fowler White Boggs Banker

When I was asked to write a testimonial about my Leadership Tampa experience, I thought, "Why me?" Of course, in the stellar class of LT '04, it was not the first time I asked myself that question. Leadership Tampa brings together emerging community leaders for a year long program designed for those selected to learn more about leadership, the Tampa community and economy, and in some respects more about themselves. The year starts with an Opening Retreat where sixty people are thrown together for the first time, a bit apprehensive at what lies ahead of them. However, after building boats out of cardboard and performing a karaoke



Kacy Lake Tampa 2004.

or poem introducing one of our LT classmates, the group was well on its way to bonding as a group. This bonding goes far beyond the networking opportunities that our employers hoped we would have. My classmates are individuals that I count as my friends and valuable resources.

After the Retreat, we had "class days" every two weeks. Each class day was a full day, typically starting with breakfast before 8:00 a.m. Each day was dedicated to a specific sector of the community, for example, law enforcement,

healthcare, or government. Our class days were successful in large part due to the hard work of LT Alumni and Chamber members who chaired the various days. I was constantly amazed at the caliber of speakers that we were privy to meet. Whether it was the mayor, college presidents or top newspaper editors, we were definitely hearing from the penultimate leaders of this community.

In addition to hearing from and conversing with our community leaders, we were offered some amazing hands-on opportunities. For example, we could do a ride along with our local law enforcement, attend a surgery with a local surgeon, fly onboard a KC-135 during a refueling mission, and actually skate on the ice where the Lightning play at the St. Pete Times Forum. Additionally, we had the opportunity during Sports Day and Tourism Day to enjoy the lovely Florida weather and reaffirm why Tampa is a great place to work and play.

Our year came to a close at our recent Closing Retreat at Longboat Key. We reiterated the leadership skills we honed during the year, had some fun on the beach, and cemented the bonds that began to form back in September.

As important as the program was the amazing group of people I got to meet, know, learn with, grow with, and become friends with. We had a fabulous class chair in Jim Hackman, **Pepin Distributing Co.** Jim has a penchant not only for leadership and this community but also for making a difference. In addition to being a bright fellow, he leads with his heart, which makes the distinction between being successful and being a true leader. Also, Jim had a great Vice Chair in Chris Smith, **Cargill Crop Nutrition**, who will be an enthusiastic class chair next year.

As for my classmates, the Class of 2004 is filled with people with both passion and compassion. Whether they are employed by non-profits or give their time unselfishly to non-profits, our class is very involved and not just for involvement's sake. For example, it was very difficult to decide on our class project because there were so many worthy projects nominated by enthusiastic classmates. Our class has carried on this zeal by setting right to work on our class project - refurbishing City Hall at Kid City.

In addition to our class's fervor for community involvement, I also found our class to be very family-minded. Not a class day went by that I didn't hear conversations about people's kids or spouses, their sporting events, school plans, or family vacations.

Also, our group was very impressive professionally. Practically every segment of our local economy was represented in our class and many at the highest levels. Thanks to our unofficial class historian, Bill Moline of the Greater Tampa Chamber of Commerce—we were notified on what seemed like a weekly basis of something in the newspaper lauding one of our colleagues. Based on my LT experience, I know that there are many great things ahead for Tampa and the companies my classmates represent.

Last August, when I found out I had been selected for the LT Class of 2004, it seemed that the program was a very long year. However, looking back now, from our opening to our closing retreat, the time really flew by. The good thing is that Leadership Tampa doesn't end at the closing retreat. At the closing retreat, my small group sang a rendition of "Those Were the Days" to memorialize our year. Perhaps the better fit would have been merely the title of the show - *All in the Family*.



## New Board Members

Three new ex-officio members have been added to the Chamber's Board of Directors

Chris Smith (**Cargill Crop Nutrition**), 2005 Leadership Tampa Chair

Jessica Muroff (**Roberts Communications and Marketing**), Emerge Tampa Co-chair

Mike Griffin (**CLW Real estate Services Group**), Emerge Tampa Co-chair

## Mentoring: Another Way that JPMorgan Chase is Helping to Prepare Future Leaders

JPMorgan Chase recognizes that a collaborative partnership between businesses, community partners and families is the cornerstone for building and maintaining stronger communities. The company also understands that these are challenging times that require creative solutions to many of the issues that are facing our communities' children.

Over the years, JPMorgan Chase and its employees have demonstrated their commitment and caring by generously donating their time, resources and effort towards preparing our young people to be future leaders. In fact, one of the ways that the firm continues to support our youth is through thoughtful, innovative mentoring programs. Currently, JPMorgan Chase employees are involved in one-to-one mentoring relationships with over 700 young people nationwide.

In Tampa, the firm has a robust mentoring program with Clair Mel Elementary School, with 60 active one-on-one mentoring relationships between JPMorgan Chase employees and Clair Mel students. The program was first launched in March 2002 in support of the organization's involvement in the Partnership to Advance School Success (PASS) Program. PASS is the signature program for the Council for Educational Change, and teams a business leader with the principal from a low performing school, with the goal of improved student achievement through shared knowledge and learning.

JPMorgan Chase is in its second year of this three-year commitment under the leadership of Irv Cohen, President, **JPMorgan Treasury Technologies Corporation** in Tampa. When asked why the company is focusing on mentoring, Mr. Cohen responded, "I



Irv Cohen, president JPMorgan Treasury Technologies Corp.

know first hand the benefits of having a caring adult that you can trust to help build your self esteem and confidence and inspire you to do great things. Many of our young people are looking for that person to help them unlock their full potential and envision a brighter future. This program is allowing us to be a catalyst for change as we help these students build life skills." The example is being set at the top: at Clair Mel, company leader Irv Cohen and his wife are "Bigs", a term referring to the adult mentor in the Big Brothers Big Sisters Program.

The majority of JPMorgan Chase employee mentors are enrolled in the Bigs in Schools program, which offers employees the opportunity for weekly one-hour meetings at Clair Mel with their "Littles", the term referring to the child being mentored. In addition to these weekly one-on-one meetings, the firm creates numerous opportunities for teachers, administrators, family members and the "Littles" to get together to share ideas and have fun. Most recently, JPMorgan Chase hosted 40 students from Clair Mel as

part of the firm's annual Take Our Daughters and Sons to Work Day, on April 22, 2004. This event, which is usually open only to employees and families, was extended to all Clair Mel students between the ages of 9-13 who are in a one-on-one mentoring relationship with a JPMorgan Chase employee. The children were on site at JPMorgan Chase's Highland Oaks campus from 10 a.m. - 1 p.m. and participated in a number of activities, including site tours and sessions on *Creative Problem Solving and How To Be A Good Communicator*. Additionally, many of the children had an opportunity to spend time with their mentors during the activities and at their work areas.

This is not the first time that JPMorgan Chase has included the children from Clair Mel into activities that the firm sponsors for its employees. In fact, on April 3, when the company hosted its annual family picnic, invitations were extended to all mentors who were participating in the Community Based Mentoring Program. This program differs from the Site-Based mentoring program in that it allows mentors to meet with their Littles outside of the school. Other mentoring related activities sponsored by the company included distributing backpacks with school supplies and a back to school breakfast in August 2003, where students and their families enjoyed breakfast with their teachers and mentors. Additionally, in December 2003, JPMorgan Chase collaborated with Clair Mel and Big Brothers Big Sisters (BBBS) to host a holiday celebration for the children.

When asked about the impact of the mentoring program on her school and students, Principal, Shirley Sanchez remarked, "When we started the mentoring program a year ago, I had no doubts that there would be a positive effect on teachers, students, staff and parents. There's a difference in the atmosphere whenever the Big Brothers and Big Sisters are here. The kids are happy and the "Bigs" are happy. And I know that the kids with "Bigs" are not coming into my office with discipline referrals," she adds. "One boy who was sent to my office was genuinely upset over the possibility that his behavior might disappoint his Big. I haven't seen that young man in my office again."

Sanchez also reports that there are hard numbers to prove the positive changes that the mentoring program has brought to her school. For one, disciplinary office referrals in general have declined by nearly 53% over the same period last year. In examining the data more closely, Sanchez noted that of the 60 students matched in the BBBS program, 15 of those students had a very high frequency of office referrals last year and NONE of those 15 have been referred this year! These are definitely great results and all parties involved expect even better results as the program evolves.

Big Brothers Big Sisters administers the mentoring program for JPMorgan Chase and has been a steady partner in the recruiting and training of JPMorgan Chase employee mentors. With the upcoming summer recruitment campaign, JPMorgan Chase expects that 75 employees will be serving as "Bigs" before Halloween and nearly 100 by Thanksgiving. JPMorgan credits and thanks Big Brothers Big Sisters for their commitment to our children, our schools, and our community.

# Why Do Only 5% of Employees Understand their Company's Vision?

By Fritz Eichelberger,  
Sterling Management Resources, Inc.

The rules of the race are simple:

1. Competitive advantages are short lived
2. Today's competitive advantages are tomorrow's requirements
3. Companies without a competitive advantage should expect a negative return

Most companies have underdeveloped strategies. Sometimes an underdeveloped strategy can be effective - one outstanding idea which can carry a business for a period of time, i.e., the Pet Rock. Or a business owner's intuition and willpower can carry a company on a temporary basis (100 hour work weeks, no vacations, high employee turnover, decreasing margins - sign me up). How do you begin to work on your company's vision? It is crucial to understand the strategic and tactical issues facing each area of your company and then implement strategies based upon creating value to your clients. Keep in mind the financial rewards for those companies who execute their strategies very well.

Strategy is what a company does to maintain and grow its business value into the future. The tools to develop strategy have evolved from purely financial to those focused on competitive advantages. Identifying your advantages may be difficult because it might require a major change or risk for the company. Implementing a new strategic plan is even more difficult - according to a Harvard study, the failure rate of strategies is between 70-90%, due primarily to poor implementation. In most cases, if a company does not have positive experience of successfully executing a strategic plan, obtaining the assistance of an experienced professional can be a good investment.

The key initial challenge is to develop a vision-based strategic plan among senior management.

## Developing Strategies Which Create Value

First, eliminate any barriers between strategy & finance. In the long run, strategy is at the core of financial results.

Second, strategy is about making a decision. Decide where to invest today and in the future to compete in your current market, future market or how you will develop and maintain a competitive advantage. Every decision will have a different value proposition and the strategy you ultimately decide should be able to produce greater value than the alternatives.

Third, value is created when your strategy bridges the gap between operational and strategic management. In other words, your strategy is focused on maximizing value and the organization/processes and employees are properly aligned to execute and make things happen.

High performance business, greater income, improved employee morale, better Clients can all be yours but it requires work and focus. Addressing the items below will go a long way in helping you achieve the desired results of your strategic plan:

- **Corporate Goals & Strategies** - Link vision, strategies and objectives with value
- **Resource Allocation & Planning** - Dedicating resources (employees, capital, etc.) to develop the required capabilities.
- **Compensation** - Align compensation plans to reward behaviors that support the strategic vision
- **Performance Management** - Managing and tracking operational execution
- **Value Communication** - Repeatedly reinforce key value messages

As the new strategic vision is extended throughout the organization, you will be able to push management responsibility and authority as close to the frontline employee as possible. In this scenario, employees understand the vision of the company and are encouraged to communicate the value to your current and future clients. Now you and your senior managers are no longer occupied with day-to-day decisions but can focus your time and energy on building resources to take advantage of the next opportunity to compete and grow your company's value.

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The 2004 Annual Golf Tournament, lead by Chair Henry Gonzalez (**The Bank of Tampa**) was the most successful tournament to date. Our presenting sponsor, **TECO Energy**, also fielded both the Overall Champion team with players John Ramil, Ron Sherman, Sally Dee and Jack Amor and the winner of the Longest Drive (women's), Sally Dee.

Roy McCraw (**SouthTrust Bank**) hit a hole in one and won a Nissan Maxima donated by **Ferman Motor Car Company**. His SouthTrust team, with Matt Brittain, Dave Vosen and Dan Richardson came in 1st place. The 2nd place team, **Bank of St. Petersburg** had Joe Caballero, Steve Stagg, Ed O'Carroll and Larry Stagg on board. Third place went to the **PriceWaterhouse Coopers** team with Don Compton, Jeff Gilbert, Joe Troy and Jeff Sprick.

Our sponsors were part of what made the tournament such a success: Gold: **ALLTEL Communications, Bank of St. Petersburg, The Beck Group, Dickman Investments, Eastern Financial Florida Credit Union, Ferman Motor Car Co., Malcolm Pirnie, Premier Limousine, SouthTrust Bank, The Bank of Tampa and United Healthcare of Florida.** Silver: **Colonial Bank, Pepin Distributing, Sign it Quick, and Wyndham Harbour Island Hotel.**

**Winners:**

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3. 2nd place team
4. McCraw by car

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2004

**SmallBigness**  
The Small Business of the Year Awards

PRESENTED BY



**GRAY ROBINSON**  
ATTORNEYS AT LAW

**Semi-finalists**  
(5-20 employees, 21-50 employees and 51-250 employees and Finalists (Outstanding Small Business Leader)

Winners will be announced at the 24th Small Business of the Year Awards Dinner on Thursday, September 30, 2004 at the **Hyatt Regency Tampa**. For sponsorship information contact Charise Strandberg at (813) 276-9402 or [cstrandberg@tampachamber.com](mailto:cstrandberg@tampachamber.com).

**2004 Semi-finalists**

**5-20 Employees:**  
Bayshore Solutions  
Dale Carnegie Training Tampa Bay  
Florida Environmental Research Institute, Inc.  
HLA Marketing Communications  
Keep ME in Stitches  
Lindell Properties  
Magnetic Corporation  
MISource, Inc.  
Robinson Eye Care  
Smith & Associates Realtors, Inc.

**21-50 Employees:**  
Aberdeen Preparatory School  
Ash Engineering  
The Diaz Fritz Group, Inc.  
E Solutions Corporation  
ISPC  
Magnum Steel Services  
Martin Litho, Inc.  
Tampa Forklift  
West Tampa Glass

**51-250 Employees:**  
Angell Construction  
Custom Care Pharmacy  
Gold Standard Multi-Media, Inc.  
Home Discovere Real Estate Services  
GunnAllen Financial  
In the News, Inc.  
Joffrey's Coffee & Tea Company  
Mathews Construction  
MCS of Tampa, Inc.  
Veredus Corporation

**2003 Finalists**

**Outstanding Leader:**  
Robert Clark, Tampa Steel Erecting  
Jerry Divers, The Bank of Tampa  
Dale Schumacher, Tampa Bay Federal Credit Union

**Committee of One Hundred Holds Press Conferences to Announce New Projects**

On May 6, 2004 the Chamber hosted a press conference in the Vaughn Center at **The University of Tampa** to announce that the board of directors of AACSB International - The Association to Advance Collegiate Schools of Business - had voted to move its headquarters from St. Louis, Missouri to Tampa. A not-for-profit corporation, AACSB was founded in 1916. Although the organization is most widely known for its elite business school accreditation, it is also involved in a broad spectrum of industry initiatives and services. Speaking at the press conference were John Fernandes (AACSB International), Chamber Chair John Ramil (**TECO Energy, Inc.**), Mayor Pam Iorio (**The City of Tampa**), The Honorable Tom Scott (**Hillsborough County Board of County Commissioners**), Dean Joseph McCann (**The University of Tampa**), and Dean Robert Anderson (**The University of South Florida**).



*Pictured left to right Mayor Pam Iorio, John Fernandes, President and CEO of AACSB International, Commissioner Tom Scott, Chair Hillsborough County Board of County Commissioners, Dean Joseph E. McCann III, University of Tampa Sykes College of Business, Dean Robert Anderson, University of South Florida College of Business Administration, and Neil Bosland, Director of Finance & Accounting, AACSB International, at the Press Conference.*

On May 25, 2004, the Chamber held a press conference to announce that The Depository Trust & Clearing Corporation (DTCC), the world's largest provider of technology infrastructure for financial institutions, had selected to locate a major operations center in Tampa. The new location is expected over time to create 500 new high-tech, high-wage jobs, and will result in DTCC investing \$34 million in facilities, IT infrastructure, and equipment. Chamber Chair John Ramil, Mayor Iorio and Commissioner Scott were joined at this press conference by Committee of One Hundred Chair Judy Genshaft (**University of South Florida**) and Irv Cohen (**JPMorgan Chase**).



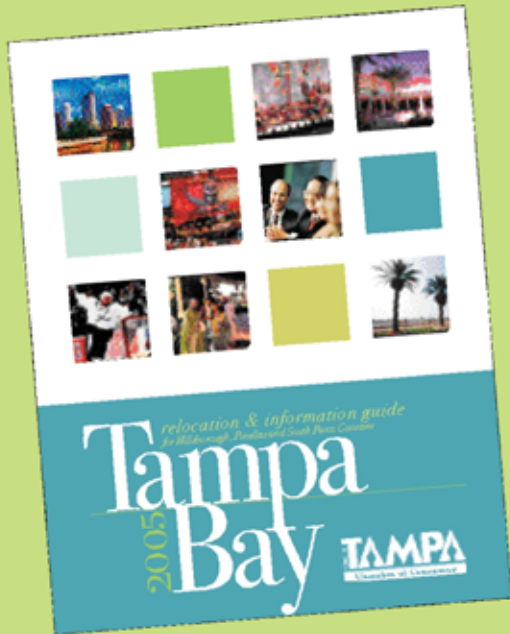
*Pictured left to right, speakers at the DTCC press conference included Chamber Chair John Ramil (TECO Energy, Inc.), Irv Cohen (JPMorgan Treasury & Technologies Corp.), Mayor Pam Iorio, City of Tampa, Hillsborough County Commission Chairman Tom Scott, and Committee of One Hundred Chair Judy Genshaft (University of South Florida).*

# Reserve Your Space Now

## Greater Tampa Chamber of Commerce

# Relocation Guide 2005

## & Membership Directory



- **Distribution**  
3,000 GTCC Membership  
7,000 Relocation Requests  
10,000 Total Distribution

- **Business Card to Full Page Ads Available.**

### NEW In 2005

- **GTCC Membership Directory**
- **Publication available online**  
[www.tampachamber.com](http://www.tampachamber.com)  
(ads, editorial, membership directory)



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**Courtney Frank**  
813-508-0001  
[courtney@tampabayevents.com](mailto:courtney@tampabayevents.com)



**Advertising Space deadline is October 1, 2004**

## 2005 Relocation Guide and Membership Directory

Back by popular demand, the Chamber is once again publishing a Membership Directory in conjunction with its 2005 Relocation Guide. Publisher Maverick Media, Inc., founded by Courtney Frank June, 2001, is a locally based full service media company.

This is a great marketing opportunity for Chamber members - both to reach fellow members with your marketing message and to reach newcomers to our area - many before they even get here. For people and businesses relocating to an area, decisions are often made regarding housing, vendor relationships and other purchases before the actual move is made.

Editorial topics include: Arts, Business, Education, Employment, Calendar of Events, Housing, Healthcare, Shopping & Dining, Sports & Recreation and Retirement. In addition, useful easy to view lists such as: Major Employers, Employment Firms, Private Schools, etc...will be provided to make the relocation process as smooth as possible for a newcomer to the Tampa Bay area.

The membership directory will be designed in a convenient phone book style format, making it even easier for chamber members to do business with other chamber members or for newcomers to the market to utilize chamber members' services. Additionally new to the Relocation Guide, will be its accessibility via the web at [www.tampachamber.com](http://www.tampachamber.com). This will increase the Relocation Guide's exposure by making it accessible to a large array of individuals searching the web for information on the Tampa Bay area. The 2005 guide will be available via the web in its entirety, including both editorial and advertising.

10,000 total copies will be produced. 3,000 will be allocated for distribution to the current Chamber membership. 7,000 will be placed into relocation packages which will be mailed out to a target market group of individuals and businesses that have contacted either the Chamber or local Tampa Bay real estate companies, regarding an interest in moving to the Tampa Bay area.

For companies interested in advertising:  
Contact Courtney Frank at 813-508-0001  
Email: [Courtney@tampabayevents.com](mailto:Courtney@tampabayevents.com)

**Advertising deadline is October 1st, 2004 for both space reservations and materials.**

## Upcoming Events

AUGUST cont.

### JULY

**22 Business After Hours**  
5:30 - 7 p.m. • Skipper's Smokehouse

Free for members, \$15 for potential members  
Enjoy complimentary hors d'oeuvres while networking with fellow Chamber members.

**28 Business Owners' Roundtable**  
7:30-9 a.m.  
Greater Tampa Chamber of Commerce

\$10 for members, \$15 for potential members  
*Improving the Sales Process for Your Entire Team*  
**Speaker:** Lisa Huetteman, President, Black Diamond Associates  
The Roundtable is a focused event for CEO's, Presidents & owners of businesses with 100 or fewer employees who want to improve their leadership skills and network with their peers at an event tailored to their needs and time constraints.

**28 Membership Luncheon**  
11:45 a.m. Registration  
12-1 p.m. Program  
Wyndham Harbour Island Hotel

\$30 for members and \$300 for a corporate table of 8  
**Topic:** "The Obesity Epidemic - What it Means for Business" In 2001, the Surgeon General announced that obesity and overweight cost U.S. taxpayers \$117 billion per year in direct health care costs and indirect costs such as lost wages. Governor Jeb Bush created the Governor's Task Force on the Obesity Epidemic. Florida faces "a tidal wave of unhealthiness," with higher health costs and more deaths in the future if obesity rates keep rising, said Dr. John O. Agwunobi, secretary of the Florida Department of Health. Dr. Agwunobi will explain how this epidemic impacts business and what we can do to help counter this epidemic.  
**Sponsor:** St. Joseph's Hospital

### AUGUST

**3 Formal Networking**  
7:30 - 9 a.m. • Rusty Pelican

\$10 for members or \$20 for potential members. Limited to one person per company.  
The Formal Networking is a focused networking event. Attendees are seated at tables of six. Each person is given 2 minutes to present their company, products, services and customer profile. Once everyone at the table has had a turn, the attendees are rotated to another table to start again.

**3 International Committee Lunch - Inbound Mission from Cancun**  
12: - 1:30 p.m.  
Greater Tampa Chamber of Commerce

\$15  
The Chamber will be hosting an inbound mission from Cancun as a result of the March outbound mission to Mexico. This is an exciting, tangible result of efforts to increase the trade ties between Tampa and Mexico and to solidify our position as the Gateway to Mexico. The mission will be led by the Cancun Chamber of Commerce and will include companies seeking to buy from companies in the Tampa Bay area.

**4 Member Orientation**  
7:45-9 a.m.  
Greater Tampa Chamber of Commerce

Your 1st step to getting the MOST out of your Chamber membership! Come learn about the Chamber and how to get involved. Orientation is for new Chamber members, as well as new representatives from current member companies. There will also be a chance to network so, bring your business cards!!

**9 Panama Free Trade Agreement Negotiations**

**11-2004 Benchmarking Visit**  
14 Memphis, Tennessee

Join a delegation of business and community leaders and learn about bioscience, redevelopment and urban renewal opportunities at the 4th Annual Benchmarking Visit (formerly the InterCity Visit) to Memphis, TN. Memphis will definitely be the place to be this August! This city is rich in jazz heritage along Beale Street, bar-b-que, and the home of "The King" Elvis Presley. Once you have registered for this program you will be contacted for your travel accommodations.  
**Sponsor:** GrayRobinson Law Firm

**17 ¡Spanish for Business! Class**  
Tuesdays, Aug. 17-Oct. 12, 2004  
4:30 - 6 p.m.

\$150 for 8 classes  
Greater Tampa Chamber of Commerce  
The International Committee will be hosting an 8 week course in practical, business Spanish for beginners or for those requiring a refresher course. The tuition is \$150/student for 8 weeks. All instructional materials are included. Sign up quickly! This is a high-demand program and space is limited! Initial preference will be given to Committee of One Hundred investors.

**18 Cultural Affairs Lunch**  
11:15 a.m. Showcase Entertainment  
11:45 a.m. Registration  
12 - 1:15 p.m. Program  
Hyatt Regency Tampa (downtown)

\$35 for members, \$45 for potential members and \$350 for a corporate table of 8  
**Topic:** "Our Community: Where Business Meets the Arts"  
**Featured Speaker:** Mayor Pam Iorio  
**Other Highlights:** In addition to the speaker, music will fill the air and attendees will learn first-hand, through various art forms, the value of partnering business with the arts. New this year will be the return and presentation of the Chamber's annual Cultural Affairs Contributor of the Year Award.  
**Presenting Sponsor:** The Bromley Companies

**25 Business Owners' Roundtable**  
7:30-9 a.m.  
Greater Tampa Chamber of Commerce

\$10 for members, \$15 for potential members  
*Strategic Marketing Plan Development*  
**Speaker:** Mark Rodriguez, Director of Marketing, Kingery & Crouse, CPAs  
The Roundtable is a focused event for CEO's, Presidents & owners of businesses with 100 or fewer employees who want to improve their leadership skills and network with their peers at an event tailored to their needs and time constraints.

**26 Business After Hours**  
5:30 - 7 p.m. • Jackson's Bistro

Free for members, \$15 for potential members  
Enjoy complimentary hors d'oeuvres while networking with fellow Chamber members.

### SEPTEMBER

**1 Formal Networking**  
4:30 - 6:30 p.m.  
Greater Tampa Chamber of Commerce

\$10 for members or \$20 for potential members. Limited to one person per company.  
The Formal Networking is a focused networking event. Attendees are seated at tables of six. Each person is given 2 minutes to present their company, products, services and customer profile. Once everyone at the table has had a turn, the attendees are rotated to another table to start again.

**17 Dinner Honoring Congressman C.W. Bill Young**  
5:30 p.m. Reception, 6:30 Dinner  
Marriott Waterside

\$65/person, &50 corporate table for 10  
This dinner is our an opportunity to show your support of Congressman C. W. Bill Young who is serving his 17th term in Congress as a representative of the Tenth Congressional District of Florida. He is the senior member of the Florida congressional delegation and has served 6 terms as Chairman of the House Appropriations Committee.  
For sponsorship information contact Jen Fee at 276-9492.

**20 Membership Summit**  
7:30 a.m. - 4:45 p.m.  
Hyatt Regency Tampa (downtown)

\$125 per person  
**Topic:** Second Annual Membership Summit - "Jobs and the Global Economy: How Innovation, Investment and Partnership Can Grow and Diversify the Local Economy."  
Members will: engage in meaningful dialogue on issues and challenges facing Tampa/Hillsborough County; hear from renowned keynote speakers on issues such as the economy and workforce; and, network with business leaders, including the Chamber Board of Directors, and elected officials. This year's summit program will focus on two vital strategic areas: workforce and the local economy.  
**Featured Speaker:** The Honorable Steve Gunderson  
**Presenting sponsor:** Tampa Bay Workforce Alliance, Inc.

**21 Business After Hours**  
5:30 - 7 p.m. • Johnny Carino's

Free for members, \$15 for potential members  
Enjoy complimentary hors d'oeuvres while networking with fellow Chamber members.

**29 Business Owners' Roundtable**  
7:30-9 a.m.  
Greater Tampa Chamber of Commerce

\$10 for members, \$15 for potential members  
*Succession Planning*  
The Roundtable is a focused event for CEO's, Presidents & owners of businesses with 100 or fewer employees who want to improve their leadership skills and network with their peers at an event tailored to their needs and time constraints.

**30 Small Business of the Year Awards Banquet**  
5:30 p.m. Reception  
6:30 - 8:30 p.m. Dinner and Program  
Hyatt Regency Tampa

\$55 for members and \$650 for a corporate table of 10  
Special Presenter: Mayor Pam Iorio  
Presented by the Greater Tampa Chamber of Commerce and GrayRobinson Law Firm

RSVP online at [www.tampachamber.com](http://www.tampachamber.com) or contact Yvette Hare at [yhare@tampachamber.com](mailto:yhare@tampachamber.com) or (813)276-9440.

PO Box 420 • Tampa, FL 33601

**Chair**

John Ramil (TECO Energy)

**Chair-Elect**

Sam Ellison (BECK Construction)

**Secretary/Treasurer**

Jose Valiente (ValienteHernandez PA)

**Chairs**

*Committee of One Hundred*

Judy Genshaft (University of South Florida)

*Community Development*

Simone Gans Barefield (Gans, Gans & Associates)

*Finance*

Michael Blount (Ernst & Young, LLP)

*Marketing and Communications*

Glen Peak (Peak Biety, Inc.)

*Membership Development*

John Streitmatter (Trusted Advisor Group)

*Public Policy*

Fred McClure (Piper Rudnick, LLP)

*Small Business Enterprise*

Karen Arnold (Interior Design Services, Inc.)

*Workforce Development*

Joli Cooper (Cooper Nelson & Associates, Inc.)

**THE InsideVIEW**

The **Inside View** is a quarterly publication of the Greater Tampa Chamber of Commerce, whose mission is to enhance the economic well being of Hillsborough County. This publication is intended to be an informational source for all Chamber members. For questions or concerns regarding this newsletter, please contact Entela Balliu at (813) 276-9463 or e-mail: eballiu@tampachamber.com

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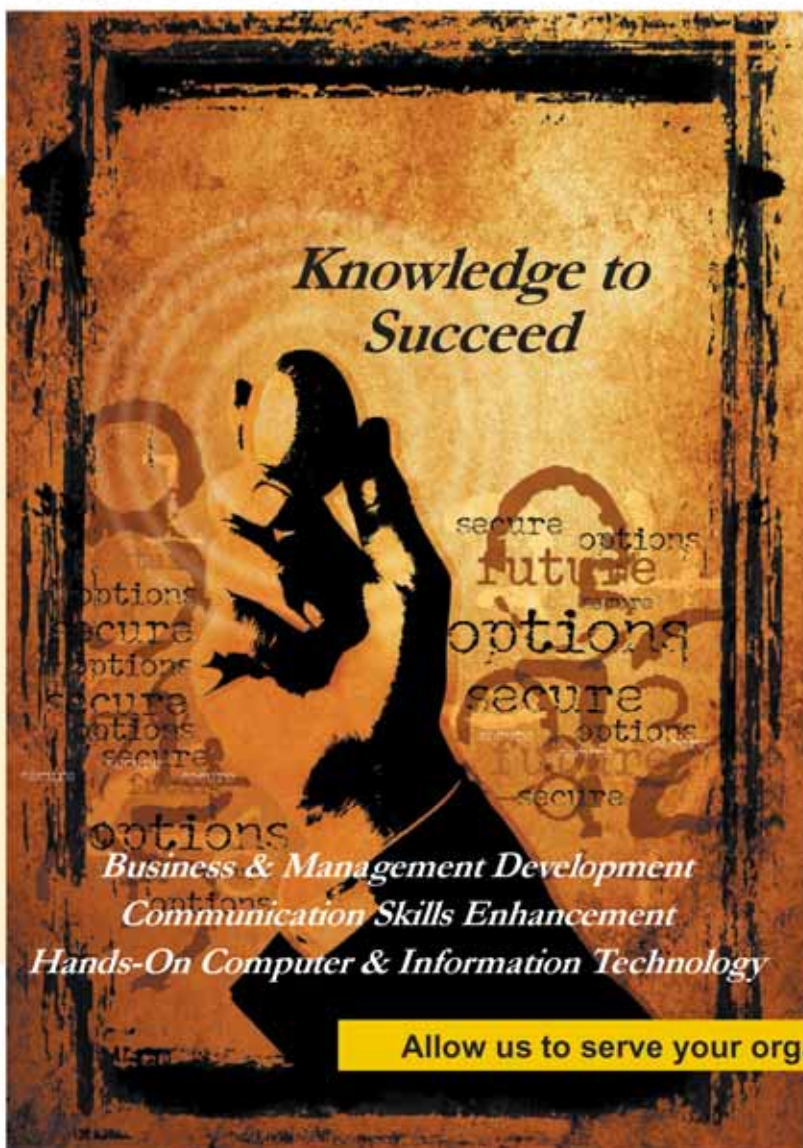
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- Coast Dental
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- CYPREXX Services
- Dolphin Constructors, Inc.
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- FLA Community Cancer & Imaging Center
- Florida Credit Union
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- Gasmasters, Inc.
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- Gunn Merlin, P.A.
- HDR Engineering
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- Quality Distribution
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