

**June Chamber  
Business Luncheon**

**Wednesday, June 22**

**11:30 AM to 1:00 PM**

**Sponsor: SCORE**

**Caterer:**

**Simply Desserts Shoppe**

**Tavares Civic Center**

**100 N. Caroline Street**

**Tavares**

**Please RSVP**

**Calendar of Events**

**Thursday, June 23**

**Ribbon Cutting/  
Business After Hours**

**The Duncan House  
426 Lake Dora Drive**

**Downtown Tavares**

**5:30 - 7:00 PM**

**Please RSVP**

**Tuesday, July 12**

**Networking Lunch**

**TBA**

**Noon - 1 PM**

**Please RSVP**

**Thursday, July 21**

**Ribbon Cutting**

**Scuba Ozzy Diving  
124 S Joanna St., Ste 2  
Downtown Tavares**

**5:30 - 7:00 PM**

**Please RSVP**



**go to  
www.TavaresChamber.com  
or call  
352.343.2531**



# Business Journal

**JUNE / JULY 2011**

Linda Bennett, President

## America's Seaplane City Prepares for a Red, White & Blues Independence Day

*Chamber and City continue to partner on Fourth of July event*

TAVARES –Coming Monday, July 4, Downtown Tavares will be filled to capacity as the afternoon kicks off with entertainment and fun in Wooton Park. Main Street becomes the focal point at 5 p.m. as the annual parade begins.

Following the parade, the crowds migrate to Ruby Street where family fun continues in Wooton Park and where the Ruby Street Entertainment District plays host to those wanting to quench hunger or thirst. The splash park is now open and will draw the kids, as will the marina and seaplane base draw the adults curious about all the new improvements along the lakefront.

The Fourth of July in America's Seaplane City will be as pure Americana as a local festival gets. Many places throughout the nation long for the type of Independence Day celebration experienced in Tavares. Families bond, friends reunite and the streets resonate with a sense of wholesome hometown.

The Tavares Chamber of Commerce is actively involved in this year's event, with the City of Tavares and the Chamber continuing to strengthen the ongoing partnership centering on the multitude of events now happening in Downtown Tavares.

*Please turn to page 6*



## Discount Coupons...Is Your Business Offering Them?

**On-Line Coupons** are now available on the Tavares Chamber of Commerce website. We are promoting more folks to the website and want to encourage all members to let EVERYONE know so they can take advantage of these coupons and visit our member businesses.

In these tough economic times, people are doing more coupon clipping. The Tavares Chamber of Commerce is the only Chamber in Lake County offering discount coupons. We want to support our community by offering this service and support the member businesses who are taking advantage of this free member benefit.

When potential customers browse the [www.TavaresChamber.com](http://www.TavaresChamber.com) web site, they will see a Discount Coupon button that will take them to a listing of all the members offering coupons. For each member listing it denotes "**CLICK HERE FOR COUPON**", once they find the coupon they wish to use, they can print it.

*Please turn to page 6*





**Colleen McGinley**  
*Executive Director*

### From the Executive Director:

The Business of the Year Gala is planned for September 15 and it is time to nominate a small, a medium and a large business for this event. We would like to do all we can to encourage participation from the community.

Last year Freddie Belton with Belton Bail Bonds, the small business of the year winner and G & T Conveyor, the large business of the year went on to win Lake County's business of the year awards as well.

We will continue with the "Red Carpet" theme since it was such a hit the last two years. At the Gala, businesses will be interviewed as they arrive on the red carpet. LakeE TV will be recording this event for our dinner viewing. Sponsorships, corporate tables and tickets are available now.

In the past four years this event was sold out well in advance and we are taking it to the next level so don't miss out. Contact us now for your sponsorship or corporate table.

### Community Vegetable Garden Opens at Aesop's Park

#### *Tavares Creates a Community Backyard*

The City of Tavares announces that a Community Vegetable Garden has been created at Aesop's Park on Caroline Street. City of Tavares residents may lease a 4' x 12' garden plot for only \$20 per year, which includes irrigation and compost materials. There are also a limited number of wheelchair accessible garden plots available.

The City of Tavares is developing Aesop's Park as a "community backyard" facility which offers exercise opportunities, a pond, space for vegetable gardens, special play areas for dogs, and other activities that would normally take place in a residential backyard environment.

Community vegetable gardens, which were common in cities during the Great Depression, are once again popular across the country. They allow people who live in apartments or homes with little outdoor space to grow their own vegetables at minimal cost. This is a wonderful family or group activity, or an excellent opportunity to teach kids about the joys of gardening and growing their own vegetables.

Vegetable Garden Plot Request Forms are available online at [www.Tavares.org](http://www.Tavares.org), or call the Tavares Community Services Department for more information (352) 742-6477.

### From the Chamber President

Here we are at the beginning of the summer – School winding down for the year, graduations, summer vacations – so much to look forward to in the coming months. While the Chambers activities slow down for the summer, it gives us a chance to catch our breath and enjoy our lives here in central Florida. Time to look forward to the Fireworks and Fourth of July Celebration here at Wooton Park – time to take the kids to the splash park – time to sip a refreshing beverage at one or all of our wonderful restaurants – time to go for a boat or seaplane ride. So much to do right here in Tavares!

We also have the time to get involved with the Chamber as we make plans for the second half of 2011. Volunteers and committee members are still needed for events coming later in the year, so give us a call and let us know what you can do for your Chamber!

Have a GREAT Summer and hope to see you at our monthly meetings, business after hours and the Fourth of July!



**Linda Bennett**  
*Chamber President*

### Ambassadors-Who Are We?

Ambassadors are goodwill representatives for the Tavares Chamber of Commerce. Ambassadors welcome new members at various chamber events, member functions, ribbon cuttings, after hours events and participate in Chamber activities as well.

As an ambassador you have opportunities to effectively network with others in the Chamber, build relationships of trust that lead to profitable business without having to hard sell anyone. By doing this you become more recognized in the Tavares Chamber community.

An ambassador must be a general member or be employed by a corporate member and have that employer's endorsement and support; be able to attend a meeting once a month. This meeting occurs directly following the Business Luncheon at the Civic Center. The meetings aren't time consuming and we discuss upcoming events where we may need to volunteer.

If an ambassador is unable to participate at a function they can send a representative from their company to take their place and give that person an opportunity to help out in their company's community. It is a great way to promote your business. Each time you help with Chamber events, you are helping your company with free advertising face to face! If this sounds like something you might be interested in, give us a call 352. 343. 2531.



**Deborah Cahill**  
*Ambassador Chair*



TIA BELTON, Agent  
Phone (352) 343-6555  
Fax (352) 343-8999

*Belton Insurance Agency, Inc.*

511 W. Main Street  
Tavares, Florida 32778

[www.TavaresChamber.com](http://www.TavaresChamber.com)

## Member Spotlights:

### Waterman Cove

“Living Your Best Life...” is what folks do at Waterman Cove, an affordable senior living community located in the rural countryside of Tavares, yet only minutes away from great shopping, restaurants, medical care, Lake Dora, Wooton Park, and downtown Tavares!

Waterman Cove is dedicated to helping those who reside in our community achieve their highest level of wellness and vitality.

We offer maintenance-free residential villa living, assisted living, and memory care with full amenities and activities such as daily exercise class, gardening, bingo, crafts, entertainment, and scheduled trips.

Residents can work out in the fitness center, cool off in the pool, or share a few laughs with neighbors as they explore the Wii® programs. A clubhouse is also available for more intimate social or recreational gatherings as well as educational seminars.

Stop by and check out our affordable lifestyle located in a pleasant hillside setting right here in Tavares!

Assisted Living Facility License # AL8948



### Tavares Splash Park Now Available For Private Parties

TAVARES - Looking for a unique place to hold the perfect kid's party? Summer is just around the corner and the Tavares Splash Park is the place to be! The City of Tavares is happy to announce that the Splash Park is now available for private parties. Located within Wooton Park in downtown Tavares, the Splash Park is the ideal spot for a no-fuss party experience for groups large and small.



The Splash Park Party Package includes exclusive use of the Splash Park and the large picnic pavilion. Children will also have access to Wooton Wonderland. The Party Package is available any evening from 6:00 p.m. to 9:00 p.m. for \$125 per hour, with a two hour minimum. The capacity of the Splash Park is 59 people within the enclosed splash pad at one time. The use of the picnic pavilion includes eight picnic tables.

Whether it's a birthday party, a Scout gathering, or just a special treat for your favorite kid's group, create unforgettable summer memories with the Splash Park Party Package!

For more information and to make reservations for the Splash Park Party Package, call the Tavares Prop Shop at 352.742.6267.

### Floating Ghosts Séance Tour of Downtown Tavares...

is produced by locally-owned theatrical company, Dreamland Productions. Owners, Connie and Jeff Gay, are well known as the creators of the award-winning MurderWatch®Mystery Theatre. Their “alter-egos” of Ben Franklin and Betsy Ross are also well known to Lake County residents performing historical presentations in many communities and fundraisers for years.

Connie and Jeff Gay have designed entertainment events for over 20 years for Walt Disney World, Hewlett-Packard, the FBI, The Villages, Leland Management, Price-Waterhouse, Georgia-Pacific, Coca-Cola, Quaker Oats, Hard Rock Café, the Orlando Magic, The Club at Hammock Beach, and hundreds of other corporations and communities. Dreamland Productions is not an agency but rather a production company that creates events designed specifically for each client location. The owners of Dreamland Productions are also licensed Community Association Managers and members of Mystery Writers of America.

The 1+ hour theatrical tours will begin at the Railway Station at Wooton Park. Walking, minor stair climbing & ghost appearances are involved. Advance reservations are recommended; stragglers will be able to join a tour if space permits. This tour is not suitable for young children or scaredy-cats. Well-behaved children and pets in strollers will be allowed to join the tour at no charge. Ill-behaved children and pets will need to pay double.

For information & reservations, go online at [www.FloatingGhosts.com](http://www.FloatingGhosts.com) or to speak to a ghost host, call (352) 617-8808.

### SunriseArc to Benefit from Designer Showcase

HOWEY-IN-THE-HILLS, FL — Experience more than just the runway, fashions and models at this year's Annual Designer Showcase 2011 while showing your support for SunriseArc. “This Showcase is particularly special because all proceeds during the VIP Soiree's Silent Auction will benefit SunriseArc. The Silent Auction will feature Original Motown photographs taken in the 60s featuring The Beatles, Diana Ross, Stevie Wonder and more.

It all takes place August 6 at Mission Inn Resort, Howey-in-the-Hills to benefit Sunrise Arc, a local non-profit organization that provides opportunities for people with developmental disabilities.

The night will start with a VIP Soiree held from 7-8 p.m. and the Showcase featuring several clothing designers from 8:30-10:30 p.m. The highly anticipated charity event will feature a luxury fashion show with music, dancing, live performances, red carpet, silent auction, exhibits, a VIP Soiree, art and voting for best designs in swimwear, formal wear, most unique and casual fashions.

For more information contact Vonda Parker at 352-254-0281

# May Chamber Happenings



**United Southern Bank in Tavares earned the 3rd Quarter Business Beautification Award**



*Tavares Chamber Ambassador Rachel Graves - Quality Indoor Environmental Solutions and Tavares Chamber Board Director Deborah Cahill - Lyn Terrace Apartments with May Business Luncheon Sponsor Jerry Miller of Progress Energy, Tavares Chamber Ambassador Sharon Keith - Mary Kay Consultant and Tavares Chamber Treasurer Janet Noack - United Southern Bank.*



**Tavares Chamber May Networking Lunch at Ruby Street Grille on May 10, 2011**



**Simply Desserts Shoppe Business After Hours June 8, 2011**

**Simply Desserts Shoppe**  
 Breakfast All Day ~ Seating Available  
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 Catering ~ Gift Baskets  
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 124 S. Joanna Street ~ Tavares, FL  
[www.simplydessertsshoppe.com](http://www.simplydessertsshoppe.com)



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**Simply Desserts Shoppe Business After Hours June 8, 2011**

# ART Around Town

SUMMER, 2011



National Aviation Week August 15-21

# Summer Skies ART WALK Downtown Tavares

Friday, August 19th

5:30 - 8:30 pm

**WALK & WIN**  
More prizes than ever!

Hosted by the Business Development Committee of the Tavares Chamber of Commerce  
912 N. Sinclair Ave. Tavares, FL 32778 (352) 343-2531 [www.tavareschamber.com](http://www.tavareschamber.com)

Logo Design by Mary Ramirez Poster by Celebration Marketing

**July 4th Festivities** ————— **from page 1**

The Tavares Chamber is providing volunteer support to the kids' activities in Wooton Park, which include a huge 18' high water slide, an obstacle course, a dual lane water slide, a bounce house with a slide and princess castle bounce house. Tickets for each item are sold individually or an all-day-pass wristband can be purchased. Proceeds will benefit the community event efforts of the Tavares Chamber.

The splash park will also be open with the entrance controlled for safety and capacity requirements. The Tavares Chamber is seeking volunteers and sponsors to assist in the Wooton Park festivities. To volunteer or sponsor please call 352.343.2531 or go to TavaresChamber.com.

**July 4th Festivities:**

- 3-9pm**      **Tavares Chamber Kids Activities**
- 3-3:45pm**   **OpenWater Ski Exhibition**
- 3-9pm**      **Rotary Club of Tavares**  
**Red, White & Blues Wine Tasting Tent**  
**\$12 per person**
- 4-9pm**      **Music Entertainment)**  
**Nightly Blues, Jimmy Sparks Band,**  
**Dixieland Band**
- 4-5pm**      **Face Painter's on Main Street**
- 4:15-5pm**   **Water Ski Exhibition**
- 5pm**        **Parade**  
*(Begins at Sinclair/Ruby heading east, turns at St. Clair Abrams then Main Street heading west ending at Sinclair)*
- 6-9pm**      **Activities in the Park**
- 9pm**        **Fireworks over the Lake**

*Following the Fireworks a light show in the park will begin.*

**Discount Coupons** ————— **from page 1**

Members who have not sent us their discount, can do so now. Please email us with a 25 word or less description of your coupon and an expiration date and we will place it on the website as soon as we receive it. On-line coupons can only be changed once per quarter. This is a free service provided to all Tavares Chamber of Commerce members.

**Tavares Chamber of Commerce**

**Adventure Cove Miniature Golf**  
4900 Lake Park Court  
Mount Dora, FL 32757-  
PH: 352-735-6464

**18 Holes of Golf ONLY \$5.00 Second Round ONLY \$3.00**

Valid Until: 06/30/2011





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**BRENT C. MILLER**  
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**RACHEL GRAVES**  
Quality Indoor Environmental Solutions, Inc.

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[jarpgraves77@gmail.com](mailto:jarpgraves77@gmail.com)  
[www.myVollara.com/JGraves](http://www.myVollara.com/JGraves)  
[www.jarp.millionfriends.info](http://www.jarp.millionfriends.info)

## Welcome New Members

**A Plus Printing & Copy Zone**  
Rick Rojas • (352) 742-0077

**Butch's Italian Delights**  
Richard Moulton • (352) 742-7030

**Central Florida Business Professionals, Inc.**  
Crystal Leady • (352) 343-0044

**Crosby & Associates, Inc.**  
Rick Gonzalez • (352) 343-1464

**Lake Sumter SCORE Chapter 414**  
Gayle Teerman • (352) 589-2250

**Sweet Pea Kid's Store**  
Melissa Ward • (352) 575-1942

## Membership Renewals

**Business Masters.Net**  
Kevin Robson • (352) 589-0051

**Employer Benefits Consulting LLC**  
Donald Marx • (352) 729-3948

**ERA Tom Grizzard, Inc.**  
April Kearney • (352) 343-5500

**Forever Ballroom, LLC**  
Charles & Joanne Bolly • (352) 742-9461

**Graves & Spivey PA**  
Michael Graves • (352) 742-9090

**Harris Oil & A/C Inc**  
Nancy Burford • (352) 383-2322

**Hillcrest Insurance Agency, Inc.**  
Kevin McEwen • (352) 383-8164

**Hofmeister Design and Construction, Inc.**  
Tom Hofmeister • (352) 589-2700

**Lake Tire & Auto**  
Ralph Smith • (352) 343-0041

**Molly Maid**  
Steve Hoffman • (407) 877-0184

**Rotary Club of Tavares**  
Dee Johns • (352) 343-2361

**T Scott Roofing Inc.**  
Tommy and JoAnna Scott • (352) 343-7788

**Triangle Industrial Park, G Smith Prop.**  
Gene Smith • (352) 343-7712

**United Southern Bank - Tavares**  
Bob Speaks • (352) 343-1110

**Wells Fargo Advisors**  
Fred Lipp • (352) 357-6363

**Hibiscus Mobile Home Park**  
Beverly Redick • (352) 357-6363

**The Green K9**  
Lewis • (352) 357-6363

## Trustee Members

### Signature Trustee:



### Trustee:



## Tavares Chamber Board of Directors

### Officers

President	Linda Bennett	Ameriprise Financial .....	742-3331
Vice President	Jacquelyn Coval	BankFIRST .....	483-3999
Secretary	Cheryl Crisp	Waterman Communities.....	383-0051
Treasurer	Janet Noack	United Southern Bank .....	589-4663
Past President	Kelly Pisciotta		

### Board Members

Deborah Cahill	Lyn Terrace Apartments .....	729-2782
Beth Ann Gause	Gause & Hargrove, PLLC .....	343-7424
T.J. Fish	Lake~Sumter MPO .....	315-0170
Rick Golab	Florida Hospital Waterman.....	253-3381
Heather Graham	Focus Magazine .....	377-8953
Julie Hall	Barbara L. Johnson Realty.....	669-3244
Bill Hartman	Early Learning Coalition of Lake Co.....	435-0566
Stephen Jennelle	Stephen D. Jennelle, C.P.A. ....	357-4782
Andrew O'Keefe	O'Keefe's Irish Restaurant & Pub.....	343-2157
Ralph Smith	Lake Tire & Auto .....	343-0041
Ron Wallace	Daily Commercial .....	365-8200

### Liaisons to Chamber Board:

John Drury	City of Tavares - City Administrator.....	742-6209
Robert Grenier	City of Tavares - City Council .....	343-9326

### Staff

Colleen McGinley	Executive Director.....	343-2531
Jeff Smith	Executive Assistant.....	343-2531

## TAVARES CHAMBER AMBASSADORS

**Deborah Cahill, Chair** — Lyn Terrace Apartments

**Rachel Graves**  
Quality Indoor Environmental Solutions, Inc.

**Bill Hartman**  
Early Learning Coalition of Lake County

**Judy Stewart**  
Law Office of Judy A. Stewart, PA

**Sharon Keith** — Mary Kay Cosmetics

## Central Florida Lake County Focus With Ralph Smith

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