

THE CIRCUIT

your connection to the beach

**COMMUNITY
WORKFORCE
EDUCATION
GOVERNMENT
PIER PARK
MEMBER NEWS
GRAND OPENINGS
CALENDAR OF EVENTS**

Health & Wellness Issue

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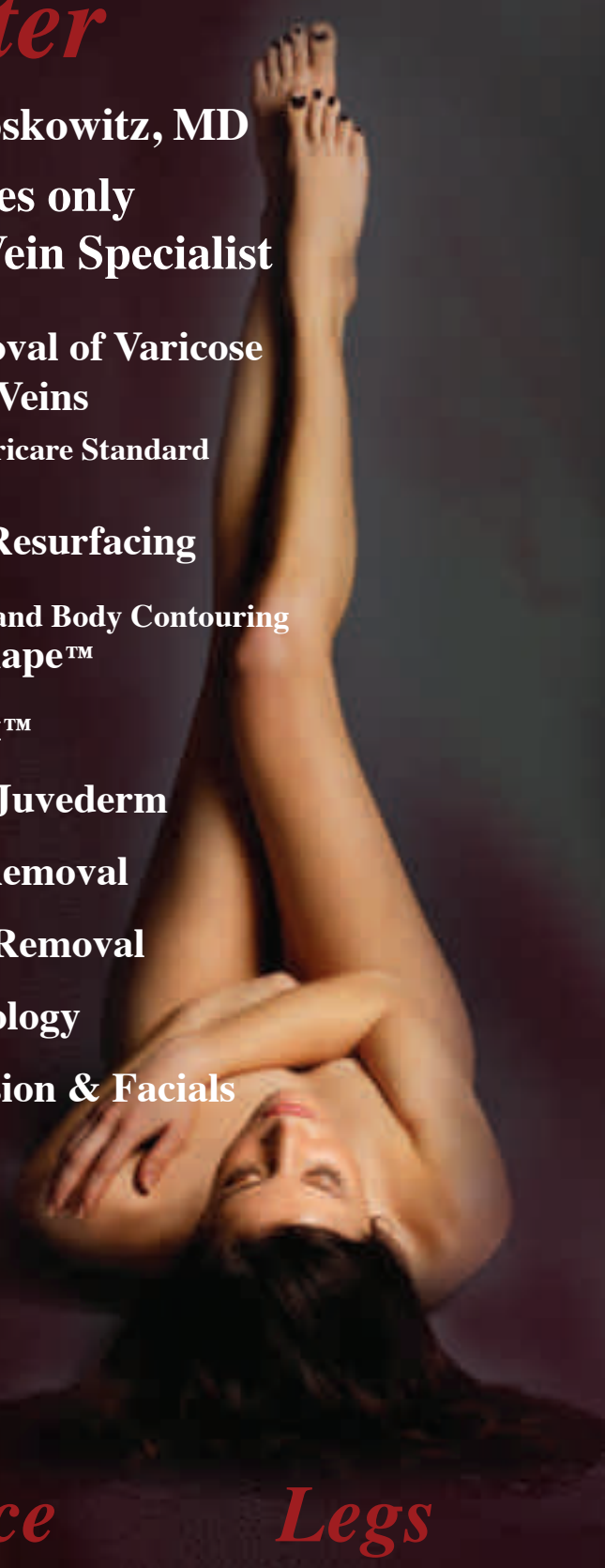
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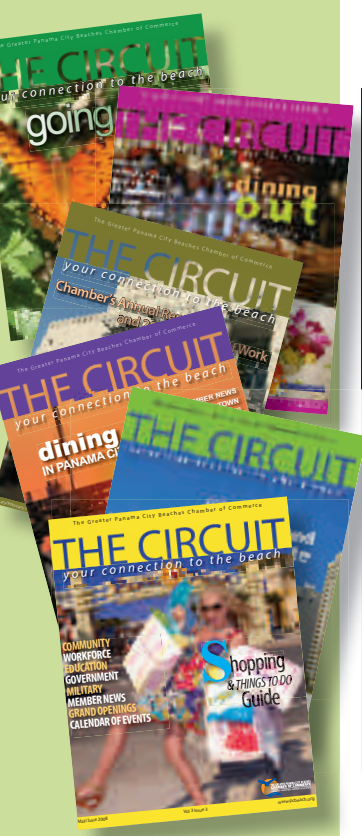
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Skin

Face

Legs





Are You Connected to the Beach?

Advertise your business in The Circuit!

2008 Spotlight Schedule:

- JAN/FEB Chamber's Annual Report
- MAR/APR Dining Out in PCB
- MAY/JUN Shopping & Things To Do
- JUL/AUG Resorts and Real Estate
- SEP/OCT Health & Wellness
- NOV/DEC EcoMania!

Rates & Information:

Cyndi Answorth
 (850) 691-6259
 Cyndi@PCBeach.org

chairman's report

Your Beaches Chamber has been busy attempting to meet your needs. That said, we plan to develop a survey asking you, our members, what is your expectation of the Chamber? As we look to the future, making sure we are in touch with our membership is very important. So keep a watchful eye for the upcoming survey.

During this political season, your Chamber worked with the Bay County Chamber to bring you two Candidates Forums during the month of August. We had one for the School Superintendent and School Board candidates, and a second forum for the County Commissioner races. Both forums were well attended, and I would like to thank the Bay County Chamber for working with us to make this



Al McCambry

A success. The upcoming races are very important to our community. Being able to provide a forum where we can assess the strengths and weaknesses of the candidates – and allow us to make an informed voting decision – is paramount to the community's and your Chamber's continued success.

We are also nearing the final stages of our Vacation Planner. Stay tuned, for I am sure this will not only be a Vacation Planner we are proud of but also one that heads us in the direction needed, and allows us to depict what we want our future visitors to know related to our beautiful area.

Your Chamber is here for you. Get involved and remember, your Chamber is an asset to you...use us!

message from the editor

Marta Rose

As summer slips into fall, our community is gearing up for a lineup of fun and entertaining events...for both locals and visitors. Here are a few dates to save on your calendars:

Beginning in September and throughout the fall, Comcast will sponsor **On-Stage at Pier Park**, a series of singing, acting and instrumental groups performing in the Promo Area of Pier Park. On September 25-28, the 8th Annual **Thunder Beach Autumn Rally** returns, taking place in six official venues up and down the beach (www.ThunderBeachProductions.com). On October 3-5, the **Grand Lagoon National (America's Saltwater Fishing Tournament)** takes place at Capt. Anderson's Marina. Festivities include live entertainment, food, parties and prize-winning fish (www.GrandLagoonNational.com). That same weekend the **Super Boat Florida National Championship** comes back to Panama City Beach with the Race Village based at Pier Park. Various fun events go on all weekend, ending with a three-



mile "super race" from pier to pier on Sunday (www.Superboat.com). On Columbus Day weekend, October 10-12, the **Seafood, Wine & Music Festival** comes to Frank Brown Park. This festival is a celebration of delicious local area seafood, prepared by local chefs, merged with local and nationally acclaimed wines, entertainment and vendors (www.PanamaCityBeachFest.com). On Friday, November 7th, Pier Park hosts the **International Wine & Food Experience**. Described as a "unique fusion of pure sophistication and southern charm combined with the fun and relaxed ambience of the seaside," day *Two* of the four-day **Taste of THE Beach** festival is produced by Coastal Vision 3000 (www.tasteofthebeachfla.com). **Emerald Coast Cruizin'** comes to Pier Park on November 3-9; the **Emerald Coast Triathlon** (October 11th) and **Ironman Florida** (November 1st) revisit the beach this fall, and **Madonnari**, the Visual Arts Center's Italian street painting exhibit, comes to Pier Park November 14-16. For details and updates, visit the Chamber's website at www.PCBeach.org.



The Greater Panama City Beaches Chamber of Commerce
 309 Beckrich Road, Panama City Beach, FL 32407
 Phone: (850) 235-1159 Fax: (850) 235-2301
 PCBeach.org

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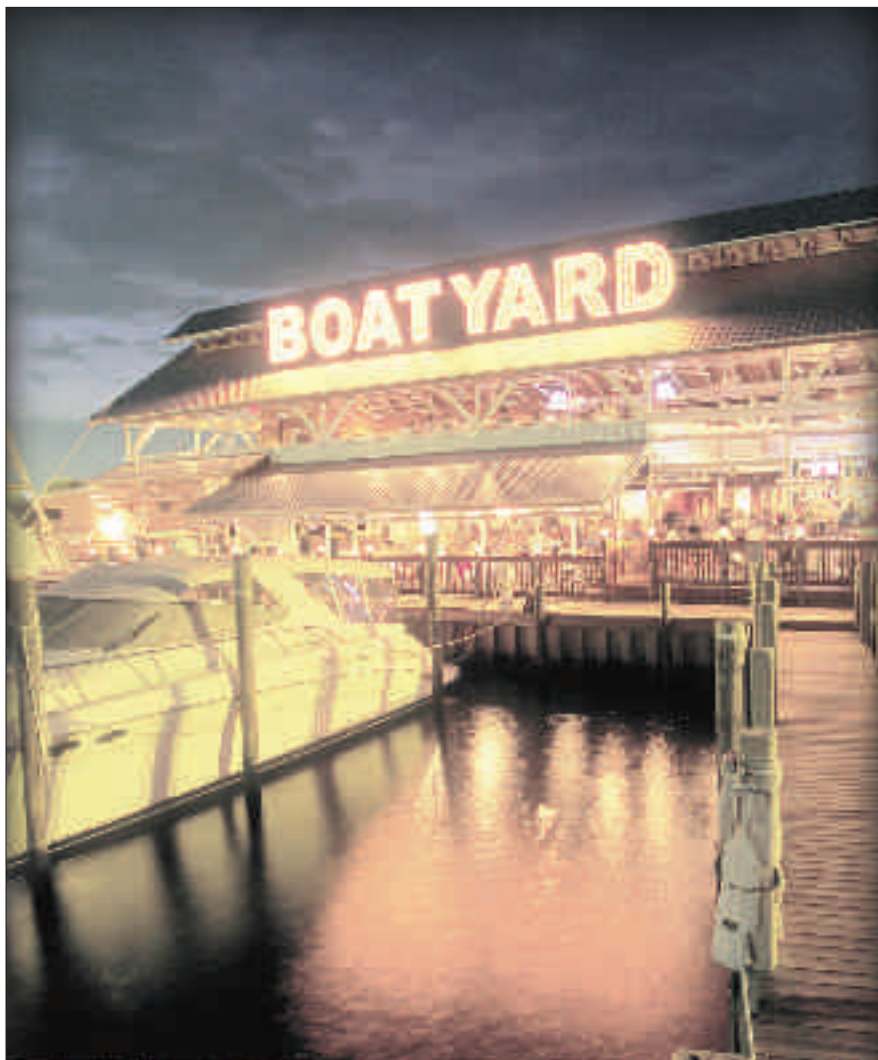
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PLAY HARD

Sept 18 LSD End of Season Celebration (Little Sun Dress goes out in a blaze of fun and festivity - will return next year, May 21)

Oct 16 LBD Kick Off Celebration (the return of the fabulous Little Black Dress!)

5th Grand Landon in Panama City Beach + BOAT YARD (4372) + WWW.BOATYARDMALLOR.COM



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HAVE RESEARCHERS
FINALLY DISCOVERED THE
FOUNTAIN OF YOUTH?

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REGGAE & MORE



38 SPECIAL
FRIDAY, OCTOBER 10



BLUES TRAVELER
SATURDAY, OCTOBER 11



**COUNTRY SENSATION
CRAIG MORGAN**
SUNDAY, OCTOBER 12

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Front Row from left: Sha McGowan, Rosabelle Downs, Cynthia Mullen, Christy Mathis. Back Row: Bobby Ranger, Blaine Ashworth.



From left: Bobby Ranger, Market Executive; "Leo the Lion," Robert Seaborn, Jr., Market President.

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Corner



As a savvy business person you may have thought, "I wish I knew then what I know now about real estate." Take your cue, it is time for action. H2O Properties is a brokerage firm with a team of Real Estate Advisors who will help you determine the best opportunities in the market now, wherever you are in your cycle of life. Whether you are looking for residential investments, commercial space or a place to play, our advisors have the key.

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NOVEMBER
6-9
2008



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THURSDAY | NOVEMBER 6, 2008

Taste of THE Beach Reception | 7:00-10:00pm
6-8 pm

FRIDAY | NOVEMBER 7, 2008

International Wine & Food Experience | 11:00-5:00pm | Tickets \$75

Mountain Film on Tour at WaterColor | Wearable Movie Ties
7-10 am | Tickets \$25 (Optional Friday at \$40)

SATURDAY | NOVEMBER 8, 2008

Seafood Wine Festival | Seaside
12-3pm | Tickets \$100

"WineMaker & Shakers" Dinners | 400 Restaurants
6-9pm | Tickets \$100

Mountain Film on Tour at WaterColor | Wearable Movie Ties
7-10 am | Tickets \$25 (Optional Friday at \$40)

SUNDAY | NOVEMBER 9, 2008

Rosemary Jazz Brunch | Seaside | 10am-1:00pm
10am-1:00pm | Tickets \$10

Taste of THE Beach & Charity Auction | Hilton Seaside | 12:00-5:00pm and 5:00-9:00pm | Tickets \$100

Individual and package tickets available | call for more information

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Big Spotlight

A **NEW EXP
IN VACA**

Counts Oakes Resort Properties made a dynamic appearance on the Panama City Beach Resort Management scene in April of 2008. Steve Counts, a Bay County real estate icon and seasoned real estate mogul who helped shape the Bay County real estate industry, and his partner Jason Oakes, a third generation hotelier, purchased Coldwell Banker Resort Division in Panama City Beach and created Counts Oakes Resort Properties.

Steve Counts and Jason Oakes sought out one of the best resort industry professionals in the business to take the helm of their new venture. Andy Phillips was brought in as President of Counts Oakes Resort Properties and will oversee all aspects of the new company.

Phillips, a twenty-three year resort industry professional, brings a unique and highly successful leadership style to Counts Oakes. His background includes management positions with prestigious hotels and resorts throughout Bay County, New York City, San Diego, Los Angeles, Boston, Key West and Ponte Vedra Beach. Locally, Phillips was General Manager for the area's largest and most well respected resort management company, Edgewater Beach Resort and the Resort Collection of Panama City Beach. Under his guidance at Edgewater, Phillips expanded the resort portfolio from 1,400 rooms and two resorts to seven resorts and 3,000 rooms.

Currently Chairman of the Board of the Bay County Tourist Development Council/Panama City Beach Convention and Visitors Bureau, and Chairman of the Board of the Bay County Chamber of Commerce, Phillips has his finger on the pulse of the tourism industry and the business climate of Bay County.



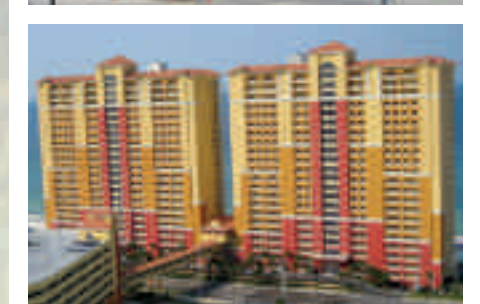
EXPERIENCE VACATION RENTALS...

As President of Counts Oakes Resort Properties, Phillips sees an incredible void in the resort management business in the local market. This company has the vision and the expertise to fill that empty space. Counts Oakes specializes in three core components: Vacation Rental Management, Long Term Rental Management and Home Owner Association/Condo Association Management.

With the recent opening of their newest Vacation Welcome Center in Pier Park, Counts Oakes Resort Properties is poised for incredible visibility not found with any other management company. We view our relationship with owners as a "Partnership." Offering owners impressive incentives and referral bonuses, unparalleled marketing, advertising and website support, Counts Oakes Resort properties will bring you, the owner, the highest return on your investment.

Today's travelers are looking for choices based on location, style and affordability. Counts Oakes Resort Properties offers more choices than any other rental management company in the area, featuring hundreds of units in over thirty resorts. Whatever your choice, we have you covered with eight convenient Vacation Welcome Centers throughout Panama City Beach. Counts Oakes Resort Properties also has properties throughout the Beaches of South Walton and has the unique distinction of being the only resort management company in the area to offer all its guests a "Free Amenities" package on all reservations.

For a new experience in vacation rentals, exceptional customer service and guaranteed satisfaction, contact Counts Oakes Resort Properties today. It's the best decision you'll ever make to maximize your vacation pleasure and to insure the success of your rental property venture. We look forward to working with you.



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Biz Spotlight

PANAMA CITY LIVING

THE ONE IN A MILLION!



We are pleased to announce that Panama City Living - Your City Magazine is now sold in nine Books-A-Million locations throughout northwest Florida and southern Alabama, and most recently, in four BORDERS Bookstores including Pier Park.

A lifestyle magazine of impeccable design quality and discriminating editorial standards, Panama City Living is the area's definitive county and regional magazine. Each month, Panama City Living informs, entertains and intrigues readers in an effort to provide relevant information, enrich lives and foster enthusiasm for our unique area.

Touching the heart and soul of a community goes much deeper than facts and figures. Stowed securely beneath the more obvious are a treasure of dreams and aspirations, human dramas and everyday experiences that, working together, engender community pride and common cause. That's what makes Panama City Living so special to our Bay County community.

This oversized, glossy, full-color lifestyle magazine brims with creative and intelligently written columns, personality profiles, useful resource guides and riveting features. Panama City Living captures the attention of our readers with insightful articles to keep them up-to-date. From stories and listings on events, fashion, shopping, dining, the arts and business to restaurant reviews and reflective personal essays, Panama City Living depicts our home.

In addition, we have created a Community Advisory Board (CAB) of very outstanding members of the community. The CAB convenes six times a year to ensure that we continue to provide local content which is of

interest to our readers.

We are a bi-monthly publication with an unquestionable shelf life of two months, and have a distribution area second to none. As a result of establishing relationships with the Chambers of Commerce and the Tourist Development Councils of Gulf and Franklin Counties, our distribution now extends throughout these counties. This is in addition to Bay County and the nine Books-A-Million locations of Panama City, Tallahassee, Pensacola, Destin, Fort Walton Beach, Dothan, Daphne, and Mobile (two locations), and four BORDERS Bookstores including Pier Park.

Our media partner, ABC affiliate WMBB-TV, regularly promotes Panama City Living to its viewers. Panama City Living is a sponsor of the "Senior Financial Survival Show" on Comcast Channel 56 and Mediacom Channel 5.

Panama City Living has experienced significant growth over the past three years, a reflection of the vision of Publisher Ashley Good and the team she has assembled: Rhonda Mayo, Editor; Meganne Huett, Art Director/Designer; Cristin Duren, Fashion Director; and Staff Writers Monica Banton; David Good; Carole Lapensohn; Valerie Lovett and Enocha Van Lierop. We will continue to publish the very best in quality and editorial standards. Panama City Living is "The One in a Million" magazine for "The One in a Million" community!

For advertising information please call us at (850) 527-4323. To ensure receipt of Your City Magazine, subscribe online today at www.panamacityliving.com or send a check for \$18 to AshGood Publishing, P.O. Box 1909, Lynn Haven, FL 32444.

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Health & Wellness Issue

Welcome to the Chamber's **2008 Health and Wellness Issue** of *The Circuit*. In this issue you will find a wealth of information and resources available within our community to help you lead a happy, healthy lifestyle.

In today's world, staying informed and maintaining a healthy body is not only a necessity, it can also be a luxury. Panama City Beach and the surrounding areas are rich in medical clinics and health spas that are sure to make choosing one that is right for your needs an easy task.

Whether you are looking to have a routine check-up, needing to treat a certain ailment or just wanting to treat yourself to a luxurious day at the spa, you are certain to find what you are looking for within a short distance of your neighborhood. We have taken the time to highlight and interview some of the members of our Chamber who offer a multitude of services that are essential in maintaining a healthier, happier you.

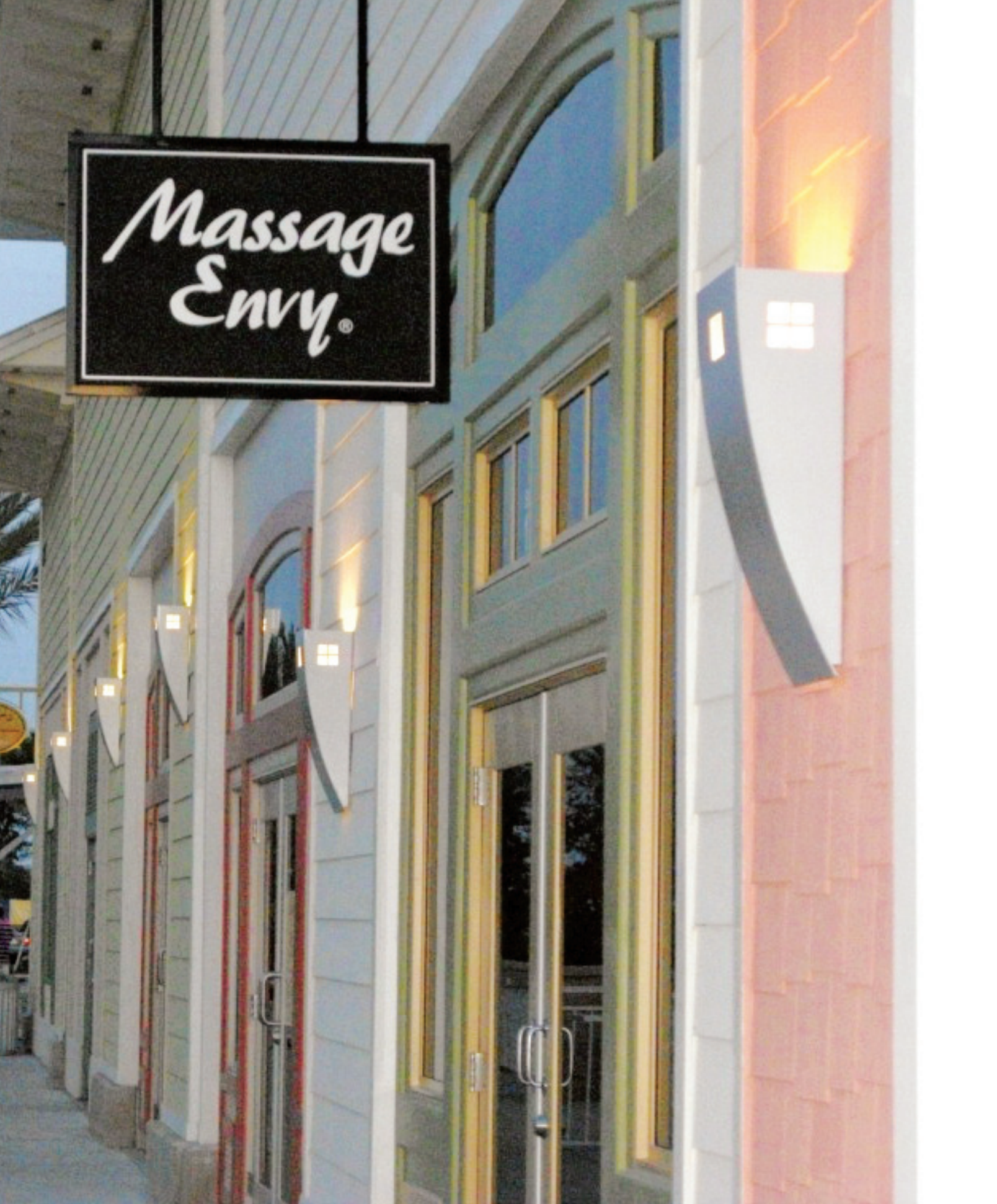
In addition to these mini features, we've included:

- Q & A with Vic Sellers from Gold's Gym...page 23;
- Sitting Down with Lynny Conklin from Massage Evny...page 25;
- Information on Photodynamic Therapy (PDT) from Dr. Kimberly Moskowitz...page 27; and
- A *Health & Wellness Directory* on page 30.

With this issue we hope that you become more aware of everything that is available to you within our community, and take with you the initiative to schedule that long awaited massage, find the specialist that is right for you, and make more healthy and educated medical decisions.

Here's to a new you!







GULF COAST MEDICAL

Gulf Coast Medical Center includes a 176-bed hospital, two diagnostic centers and three primary care clinics. There are more than 300 physicians on the hospital's medical staff who represent more than 30 specialties and subspecialties. The hospital, which opened its doors in 1977, employs more than 800. Gulf Coast Medical Center has the area's most comprehensive diagnostic technology. It has the region's only comprehensive Neonatal Intensive Care Unit and has the area's largest Pediatric Specialty Unit; more than 1,000 children a year are treated and more than 2,000 babies a year are delivered. In 2006, Gulf Coast Medical Center and the Gulf Coast Cancer Treatment Center developed a partnership that created the Gulf Coast Cancer Institute (GCCCI). GCCCI includes the medical oncologists on staff at the hospital and the radiation oncologists on staff at the Gulf Coast Cancer Treatment Center.



RETINA SPECIALISTS

Advances in the treatment of retinal eye diseases within the past couple of years have been dramatic. New medical and surgical care is available for diseases like diabetic retinopathy, vascular occlusions, macular degeneration, and other macular disorders. Dr. Maggie Shuler with Retina Specialists, PA is proud to offer these new and innovative advances to patients in Bay County. Most medical treatments are offered in the office setting and "sutureless" vitrectomy surgery is performed locally. Involvement in nationally recognized clinical trials is available through the main office in Pensacola. No referral is necessary for patients needing retinal care.



HEALTHSOUTH

Nearly 70 percent of people in the U.S. will face some form of rehabilitation in their lifetime, either through temporary or permanent disability. HealthSouth has helped thousand of patients return to daily activities, while regaining control of their lives after an injury or illness. HealthSouth Emerald Coast Rehabilitation Hospital is a 75-bed community based medical rehabilitation center. Our highly skilled physicians, nurses and therapists and the latest equipment and technology guarantee that all patients have high quality healthcare. HealthSouth provides comprehensive inpatient and outpatient services for a wide array of diagnoses including trauma, stroke, head injury, arthritis, chronic pain, neuromuscular disease, amputation, musculoskeletal conditions, burns, wounds, pulmonary diseases and other disabling conditions. Along with these services, HealthSouth has a Sleep Disorder Clinic, which is the only one in the area approved for Tricare beneficiaries.



SACRED HEART HEALTH SYSTEM

Since opening the area's first hospital in 1915, Sacred Heart Health System has grown into the regional leader for providing high-quality, compassionate health care to children and adults in Northwest Florida. More than 600 primary and specialty physicians practice at Sacred Heart. Our main services include: Sacred Heart Medical Group, a network of primary care physicians, a 24-hour Emergency Trauma Center, a Pediatric Trauma Referral Center, and centers of excellence specializing in women's health, cardiac care, orthopedics, cancer care, and the care of children. A member of the Ascension Health system, Sacred Heart practices its mission of care to the poor in many ways, providing comfort and healing to those in need spiritually, medically or financially. We also reach out to the needy with community services such as our mobile health unit serving the elderly, or our clinics which provide medical care and dental care to low-income children.



PANAMA INTERNAL MEDICINE

Dr. Ismail Zabih is the primary care physician at Panama Internal Medicine, located within Bay Medical Center. Specializing in internal medicine, Dr. Zabih treats everything from the common cold to heart disease. He provides treatment methods that include EKG tests, complete blood work, minor surgeries, suturing (sewing up an open wound), and an array of several other minor procedures. Dr. Zabih contributes his time at both Bay Medical Center and Gulf Coast Medical Center by actively participating as a member of the Board of Directors for each facility. In addition, he serves as the Medical Director of Hospice of Emerald Coast as well as Panama City Development Center, which focuses on special needs patients. Dr. Zabih is passionate about his line of work and strives to extend his services to as many people in need as possible.

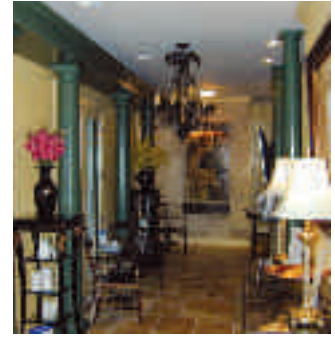
BELTONE

Did you know that hearing loss is the number one disability in the world? Over 30 million Americans are hearing impaired, which can cause more than just communication problems; it can affect your physical and mental health. Beltone was founded in 1940 and has nearly 1,400 offices nationwide. It is the most trusted name in hearing care among adults over fifty. Gregory and Sharon Yordon have 39 years of combined experience in the hearing aid field, and are Board Certified Hearing Instrument Specialists. Our offices have the most technologically advanced equipment for hearing, testing and servicing your hearing aids, with Customized Computer Programming and Beltone's own interactive fitting software. Beltone also offers service and repairs, assistive listening devices, hearing aid accessories and fresh batteries.



NOVA MEDICAL SPA

Nova Medical Spa, Dr. Jeff Baker's office, specializes in non-invasive cosmetic treatments. We offer clinical skin care including microdermabrasions, corrective skin peels, and facials using an advanced skin care line from Switzerland called Physiadermie. Non-surgical laser treatments are used to remove spider and varicose veins, pigmentation including age spots and sun damage, tattoos, and unwanted hair. Dr. Jeff Baker has perfected the art of facial sculpting using Botox, and dermal fillers such as Restylane, Radiesse and Juvederm. Educating our patients is what sets Nova Medical Spa apart from your ordinary medical spa. We give thorough consultations before every treatment so that the patient has a clear understanding of how the treatment works, any risks involved, results to expect, post-treatment care, and even other options to receive desired results.



COSMETIC VEIN & LASER CENTER

Don't let unsightly and uncomfortable varicose and spider veins rob you of your natural beauty. Dr. Kimberly Moskowitz is one of only 240 board-certified vein specialists (Phlebologists) in the United States, and as a leading expert in the field she has pioneered the safest and most up-to-date treatment options for varicose and spider veins. Those options include state-of-the-art, non-invasive technologies that allow patients to return to most normal activities the same day as treatment. Left untreated, abnormal veins can lead to serious health risks like blood clots, phlebitis (inflammation of the veins), cellulitis and leg ulcers. The Cosmetic Vein & Laser Center provides the most advanced non-surgical treatments for skin, face, legs, and cellulite reduction. Dr. Moskowitz also specializes in Fraxel™ Skin Resurfacing, Botox™, Restylane™, Juvederm™, Laser Hair Removal and Medical & Cosmetic Dermatology.



EYE CENTER OF NORTH FLORIDA

The Eye Center of North Florida is Northwest Florida's premier eye care facility. Our nine board certified physicians are all specialists. We offer expertise in all areas of optometry and ophthalmology, and have more than 100 highly trained Eye Center employees dedicated to serving all the specialty needs of our patients. Our facility offers the largest variety of glasses in the region, including highly sophisticated brand name designs. The Eye Center maintains eight licensed opticians who understand the science of optics and refraction, and have the desire to deliver personal and professional service. We also have a dedicated contact lens department, and stock and fit spherical designs, custom astigmatic and the latest corneal reshaping contact lenses that reduce your nearsighted refractive error by wearing lenses only while you sleep.



EXOTIC EXPOSURE TANNING

Exotic Exposure Tanning is a European salon dedicated to fulfilling your every tanning desire. Tanning is our passion and we will help you build that inner confidence and attractiveness that always gets that second look. We offer only the very best products and services available. Our 2008 Ergoline Beds, with the latest technology in Mystic Tanning, along with our professional staff, will help you look and feel your best for that special occasion. We offer misting and aroma therapy built into our tanning beds. Whether you're preparing for weddings, parties, job interviews, or just wanting to look great for that special someone in your life, we can help. So come and check us out, and feel that gleaming, confident feeling you can get by looking your absolute best.





BAY MEDICAL

Bay Medical received national media coverage on August 20, 2008 for being among a small number of hospitals who have better outcomes than the national average. Bay Medical was the only hospital in our region to be included on a list posted on USA Today.com that featured hospitals with a better than average death rate for three common conditions. In the USA Today feature article "Hospital Death Rates Unveiled," the national newspaper reported on a recent release of information from the U.S. Centers for Medicare and Medicaid Services (CMS) marking the first time hospital death rates have been available to the public. Bay Medical was one of only 41 hospitals in the nation with a better (lower) than average death rate for pneumonia during the 2006-07 time period and was one of only 38 hospitals with a better than average rate for heart failure during the 2005-06 time period.



MASSAGE ENVY

Massage Envy opened its 342nd Therapeutic Massage Clinic at Pier Park in Panama City Beach this past March. "I am very excited with our new clinic," says owner Lynny Conklin, "because I offer an affordable massage in a beautiful clinic, but also because it is the pilot clinic for the Panhandle of Florida and Alabama. We are staffed with 20 Licensed Massage Therapists (including three RN's) and have 14 therapy rooms, which includes a double room for couples massage, making it possible for you to call or walk-in and get an appointment the same day." Massage Envy's Wellness Program provides members with a myriad of benefits including a monthly massage and additional massages at a reduced rate. Proven benefits of massage include lower heart rate and blood pressure, relief from and reduction in the frequency of stress-induced headaches, and muscle relaxation. Recent research shows that massage can aid in the treatment and recovery of depression, anxiety, arthritis, carpal tunnel syndrome, insomnia, fibromyalgia, chronic fatigue, as well as other conditions.



RENEGADE SPORTS CENTER

Renegade Sports Center is a 60,000 sq. ft. facility providing a multitude of indoor fitness and recreation activities for Bay County's youth, adults and families. Our facility includes two indoor state-of-the-art Turf fields that house flag football, soccer, and other relay and team building challenges. Our two indoor basketball courts offer a playing surface for both basketball and volleyball. Renegade also has a full fitness center and a skate park, as well as a full café. Renegade offers year-round skill-building clinics, camps and recreational leagues for youth and adults in indoor soccer, flag football, baseball, basketball, volleyball and more. Our youth NBA Basketball Leagues and NFL Flag Football Leagues are extremely successful and fun for the whole family. There is an opportunity for daily drop-in sessions where kids can get in the game – whether our Sports Hosts are facilitating dodgeball, soccer, flag football, wiffle ball, kick ball, basketball, volleyball, or whether they want to spend the day skateboarding in our skatepark.



SOLACE SALON-SPA

Established in 2002, Solace is an Aveda Lifestyle Salon-Spa, devoted to bringing visitors and locals back into balance with quality products and "high-touch" services. See and feel the Solace difference: signature treatments that go above and beyond, from stress-relieving massages, revitalizing hand and foot treatments, customized renewing facials to new haircuts and colours that will flatter and impress. Each service AND each client experience is infused with fresh style and soothing personal touches. Solace embraces a holistic philosophy to their services, including a natural approach to health, beauty and skincare, by using Aveda certified organically grown products. Aveda is a pioneer in environmental conservation and awareness and ensures our products will not only benefit our customers through exceptional performance, but will positively impact the people and economies from which the product's ingredients are sourced.



Q & A With

VIC SELLERS

What is Gold's Gym's mission and focus for its members?

Our mission at Gold's Gym is to provide a safe, clean, and well maintained facility that will strive to be responsive to our member's suggestions and needs at all times. To provide a comfortable and motivating atmosphere for people to achieve their fitness goals in a welcoming environment.

Gold's seems to always keep up with the latest fitness trends. What type of classes do you offer?

Our Group Fitness Classes are incredible, from our world renowned *Les Mills Classes* to our personalized *Bootcamp*. We strive to bring the very best to each and every class. With consistent monthly updates, our classes never get old and boring. The *Bootcamp* class is taught by Navy Master Divers, simulating some of the basic conditioning and cardiovascular exercises one would experience if they were going through a Navy Bootcamp regimen. *Body Flow* combines Yoga, Pilates and Tai Chi for a complete body and mind release. *Body Pump* is by far our most popular class, a strength and conditioning workout with weights, while listening to fast energetic music that keeps you going hard to the end. *RPM* is a virtual indoor bike ride experience, climbing imaginary mountains and sprinting to the finishline (you're going to burn some major calories in this sixty-minute class!). *ZUMBA* is a hot new latin-based dance fitness class. Women of all ages come and enjoy this fun fitness dance party. *Body Step* is a high/low impact step class that will leave you completely exhausted when you're done. Last "butt" not least is the famous *Butts-n-Guts*. The name says it all, with the main focus on flattening your stomach and rounding out your rear. Class schedules can be found online at www.golds gym.com (go to gym locator and select 'Panama City Beach' or 'Panama City Florida'), or you can stop by either location to pick up a schedule and speak to a staff member for membership details.

What new cardio equipment and weights are at Gold's?

Both facilities (at the beach on Hutchison Blvd. and in town at 15th and Lisenby) provide a large variety of updated strength

and cardiovascular equipment. We've got StarTrac, LifeFitness and Precore to round out our cardiovascular selection. Hammer Strength, Icarin, BodyMaster, Cybex and Strive sets up the strength sections.

Does Gold's provide meal and dietary planning programs?

Yes, for all our new and old members we offer nutritional advice and creative eating lifestyle plans, which are very popular. They consist of reasonable schedules with great tasting recipes, so our eating lifestyle plans end up as permanent staples, not a temporary diet.

What type of personal training does Gold's offer?

Wow! I could talk about this one for hours; there is so much to say about our training programs. We cover a large variety of needs. Our younger members enjoy sports specific training techniques, all the way to 'general knowledge' strength, longevity and flexibility that appeals to our older generation with their daily activities. We've also got years of experience in training figure and fitness competitors, so we pretty much have it all covered. I encourage anyone who is having a hard time making progress in his or her workout to come see one of our Certified Trainers for a free session.

What sets Gold's apart from other gyms and fitness centers?

I would have to say it's our true passion for Health and Fitness. We have a great staff of fitness professionals that eat and breathe the fitness industry. We enjoy coming to work each and every day, knowing we have an opportunity to change someone's life in a positive way through nutrition and exercise.

Are there plans for expansion at the beach and/or city locations?

Yes, there are some plans to expand in the near future. With the popularity of our group fitness classes, personal training and customer service, we must expand to service and continue to help more people in the community.



Offering state-of-the-art diagnostic services including:

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- • • X-ray
- CT
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PARKWAY DENTAL ASSOCIATES

Cosmetic and General Dentistry



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Russell T. Richardson D.M.D.
Melanie G. Walters D.D.S.

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Sitting Down With

LYNNY CONKLIN

How did you come to Panama City Beach?

Bobby and I moved to Panama City Beach from Menomonee Falls, Wisconsin, where we have family living throughout the state. Back in Wisconsin Bobby was in the heating, cooling and refrigeration business, and I retired in 1999, after thirty years with AT&T. We have owned a home in Santa Rosa Beach for eleven years. We always knew that we would move down to the Emerald Coast one day, we just did not know that we would end up opening a business! It will be two years this Halloween that we have actually lived here full time.

In 2005, I had a very serious accident, which resulted with me having two spinal surgeries, two years of rehab, many medications and continuing hospital treatments. This was one of the most challenging times of my life. I am very lucky to be married to the greatest person on earth. Therefore, for my birthday that year, Bobby took me out to see the Grand Canyon, and we visited his brother Dennis in San Diego, California. It is there that Bobby discovered **Massage Envy** on an outing with Dennis, a Massage Envy Owner and Regional Developer. After coming back to the house that evening he told me, ***"I know what you're going to do with the rest of your life!"*** Of course I thought he meant get massages (which I do now, and thanks to our great therapists I'm off all medications and done with doctors!).

We applied for a franchise but no one owned in the Panhandle Region, so we did the only thing we could do: We became not only an owner but also the Regional Developers for the entire Florida Panhandle – as well as the state of Alabama – totaling 24 franchises. All of this happened in two weeks. Of the 24, we have three Massage Envy's already open with five others pending.

We came back after spending ten days of training at our Corporate Offices in Phoenix, AZ, and first explored Destin as a possible venue. We later met with Simon Property Group, who was familiar with the franchise and very interested in having a Massage Envy in Pier Park. Our Pier Park clinic opened in March of this year, and was the 342nd clinic to open – the first in the Panhandle (there are currently 459 open Massage Envy's across the United States). We feel very blessed to be a part of the growth in Panama City Beach.

Why Massage Envy?

From the very beginning, I was so impressed with Massage Envy's whole concept. Making massage affordable, so everyone can make it part of their wellness program. The first Massage Envy clinic opened in 2003, and by January 2007 *Entrepreneur Magazine* had ranked the franchise #149 out of the **Top 500 Franchises** nationally. Massage Envy employs the most (and the best) Licensed Massage Therapists in the *World*. Massage Envy has also donated more than \$160,000 to the Susan G. Komen cancer foundation "Massage for the Cure."

What are some of Massage Envy's benefits?

For customers, we offer an Introductory \$39 Rate for an hour massage session. We also have a great Membership Program: For \$20 per month you get all the \$39 massages, you want (with a one-year contract) and the second family member pays only \$10 per month. *If you are unable to make it in that month, you do not lose your massage, it simply rolls over until you use it.*

Our Therapists and Staff who work here are so wonderful I think of them as our extended family. Our Therapists work here because they believe in the Massage Envy concept and care about healing each individual. They customize the massage to the client's needs, for only \$39. There are no hidden charges for different services. We also make it convenient for our clients by being open 7 days a week: M-F: 8am-10pm; Sat: 8am-6pm; Sun: 10am-6pm.

How does it feel to be the owners of a top franchise?

I am blessed with the most rewarding position that I have ever held! We live in the most beautiful part of the world, and provide a reasonably priced service that the average person can afford. We get to help every single human being that walks through the door. Every person leaves a changed and healthier person.

"It's the feeling Every Body wants."



OCTOBER 3-5, 2008

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SUPER BOAT FLORIDA
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OPEN TO THE PUBLIC



RACE DAY

October 5th
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PHOTODYNAMIC THERAPY (PDT)

HAVE RESEARCHERS FINALLY DISCOVERED THE FOUNTAIN OF YOUTH?

Photodynamic Therapy (PDT) is today's leading non-surgical miracle for aging skin, acne and skin cancer. A small vial of clear, painless liquid that brilliantly erases decades of aging skin including sun damage, wrinkles, dilated capillaries, and early skin cancers. This "youth serum" is also a God-send for teens as it cures even the most stubborn cases of moderate to severe Acne.

The treatment, known as Photodynamic Therapy, relies on the use of a naturally occurring enzyme, 5-Aminolevulinic Acid (5-ALA). When applied directly to the skin, ALA (Levulan™) is selectively absorbed by rapidly growing cells such as cancers, pre-cancers and sun spots, as well as acne-causing bacteria and sebaceous glands. Within these cells, ALA reacts with oxygen and becomes highly excitable when exposed to specific wavelengths of light energy. In this excitable state, ALA destroys the targeted cells and simultaneously stimulates collagen formation that fills in acne scars and leaves skin firmer, tighter, and more youthful.

More than 5 million cases of skin cancer, mostly Basal cell and Squamous cell carcinoma, affect Americans each year. These non-melanoma skin cancers attack sun-exposed skin on the face, hands, arms, shoulders, chest and back. For every visible skin cancer, there are often hundreds of pre-cancerous lesions (actinic keratoses) lurking beneath the surface. Left untreated, these scaly brown or reddish growths can evolve into invasive squamous cell carcinomas. Actinic Keratoses are by far the most common lesions with malignant potential to arise on the skin. Traditionally, these growths have required freezing (cryotherapy), scraping (curettage), or surgical procedures that result in scarring or loss of pigment.

Newer therapies involve topical chemotherapy creams that are applied daily for several weeks to months. These creams are effective when used correctly, but treated areas develop painful ulcerations and crusting that lasts as long as 4-12 weeks. Because of this, patient compliance is difficult, and it is nearly impossible to treat large areas at a time.

ALA, on the other hand, is easily applied to diffuse areas such as the entire face, hands, arms or back. A single one hour treatment of PDT is as effective and much easier to tolerate than 4-12 weeks of the other topical regimens. PDT is non-invasive, virtually painless and you leave the office feeling like you have a mild to medium sunburn. Over the next several days the unhealthy cells rapidly crust and peel off, leaving healthy new skin behind.

This short recovery time (1-2 weeks of redness and mild swelling) is less painful than other treatments and results so far have been excellent. Studies report between 85 -100% clearance for actinic keratoses, superficial basal cell and some early squamous cell cancers.



Whereas traditional therapies rely on lesions being visible at the time of treatment, PDT precisely destroys abnormal cells even before they are visible on the skin's surface. In addition to being both curative and preventative for most early skin cancers, patients achieve amazing cosmetic benefits from only one or two treatments. Research shows that 94% of patients have significant reduction in fine lines, deep wrinkles, skin tightening, sun-spots, pore size, dilated facial veins, redness and rosacea. PDT is also a major breakthrough in treating moderate to severe acne and sebaceous hyperplasia. Typically, one to four treatments reduces acne breakouts and acne scarring in more than 85% of patients.

PDT is has become one of the most exciting and versatile therapeutic modalities for dermatologists, laser specialists, and patients in all decades of life. It allows us to wipe the slate clean, leaving skin healthy, younger, and cancer-free. You may not be able to drink from the elusive Fountain of Youth, but research shows that you can drench your aging skin in this miraculous serum to reverse the ravages of time. Ponce De Leon may not have found exactly what he was looking for, but we are getting very close.

Dr. Moskowitz is board certified in Phlebology and Internal Medicine. She received her medical degree from Georgetown University and residency from Georgetown University Hospital. She has attended the American Vein Institute, Harvard's Brigham & Women's Hospital, American College of Phlebology, and American Society for Laser Medicine and Surgery.



PARKWAY DENTAL ASSOCIATES

Health, confidence and career success. What do these things have to do with each other? And what in the world do they have to do with dentistry? Scientific polls show that a smile is one of the first things people notice about you. Research also shows that we make quick and immediate judgments about people's social and intellectual abilities just by the appearance of their teeth, and that 74% of adults feel an unattractive smile can hurt a person's chances for career success. An open smile is inviting and appreciative. It releases endorphins, can turn negative emotions into positive ones and can actually improve your health. Smiling makes you look more confident and makes others feel good about themselves, making them eager to be with you. Parkway Dental Associates can give you the career building confidence you have been looking for, quickly and easily with anything from a dramatic whitening to a total smile makeover. Your career – and your smile – are waiting.



INDULGENCE SALON & MEDI-SPA

Indulgence Salon & Medi-Spa is a blend of allurements and wellness redefining the beauty ritual. Located in the Village of Grand Panama, we have created an inviting environment where time seems to stand still. The epitome of grace and elegance, Indulgence Salon & Medi-Spa is home to some of the most celebrated stylists, aestheticians, massage therapists, and nail specialists from around the area. Our professionally trained staff strives to provide our clientele with the highest level of service. We offer an outstanding array of nail, skin and body treatments, as well as the art of hair design and color. Not sure where to begin? Our spa day packages are specifically designed to make your time with us extraordinary. Everyone deserves to indulge themselves from time to time, and we make it easy for you to leave feeling relaxed and rejuvenated.



THE VEIN CENTER AT VASCULAR ASSOCIATES

Are your legs bothered by aching, cramping or swelling at the end of a long day on your feet? Do you wear long pants all summer long because of unsightly spider veins? The Vein Center at Vascular Associates, the Panhandle's premier Vein Center, specializes in providing cosmetic and symptomatic leg vein care. You can easily make appointments with no referral, and experience virtually no down time after procedures. We are the most extensively trained and experienced vein specialists in the area, using near-painless techniques to treat spider veins and varicose veins. Dr. Bud Shuler is a board-certified vascular surgeon treating varicose veins. At the Vein Center we help treat varicose veins, DVTs (blood clots in the legs), lower leg swelling, ulcers and spider veins. Our team at the Vein Center at Vascular Associates are members of the American College of Phlebology.



SERENITY SPA AT BAY POINT

Serenity Spa at Bay Point, Panama City's premier full-service spa, salon & fitness center, is celebrating its one-year anniversary! With a new management team in place and under the direction of Hardie Williams, Spa Director, Serenity Spa at Bay Point is focused on achieving another successful year. The 12,000 square foot oasis has private women's and men's facilities, with 11 treatment rooms offering rejuvenating massage, facial and body treatments. The fitness center is complete with state-of-the-art equipment by Life Fitness and boasts a panoramic view of the reflections pool and bay. The full service beauty salon provides a full range of pampering services set in a tranquil atmosphere. The level of service is incomparable to any other spa in Panama City, and is the only spa that is a combination of salon, fitness, and body therapies with a fabulous facility to encompass the full scope of "Spa."



ESSENTIALS SALON & BOUTIQUE

Essentials Salon & Boutique in the Shoppes at Lyndell Centre is considered by many to be one of the most unique salons around; you will notice the difference from the moment you walk in the door. Everyone is busy and the energy is high, yet you are greeted with friendly smiles and personalities and quickly made to feel welcome and comfortable. No matter your need or pleasure to pamper yourself, Essentials is experienced, ready and willing to accommodate you. Whether you're looking for the latest trend in hairstyles, hand, foot and nail treatments, skin care procedures or are craving the euphoria of a massage treatment, you've come to the right place. Because you will want others to know what a delightful experience you had at Essentials, gift certificates are also available. You'll find that place you've been looking for at Essentials Salon & Boutique.

DR. MYRA REED & ASSOCIATES

Dr. Myra Reed and her associates, Barbara Lubin, MD and Carol Andersen, ARNP, specialize in internal medicine and total health care, including treatment of hypertension, hyperlipidemia, diabetes, heart and lung disease and depression. All practitioners also provide physical exams, pap smear and yearly exams for women, and prostate exams for men. They provide a new state of the art Bone Density DEXA Scans to screen for osteoporosis. Dr. Myra Reed performs Botox, Restylane, Radiesse and Juvederm. Her two aestheticians provide an array of cosmetic procedures including microdermabrasions, facials, waxings, glycolic acid peels and organic grain oxygen procedures. There are several medical grade skin care product lines available including Obagi, Glytone and SkinCeuticals. Extended hours begin on September 18th: Thursdays open until 7:00pm, Fridays open until 4:00pm, and Saturdays open until 12:00 noon.



TARA WALLING, DMD, PA

At the practice of Tara Walling DMD, PA we have over 37 years of combined experience in the field of dentistry and provide our patients with the best comprehensive dentistry available today. Our office is equipped with advanced technology such as digital radiology to ensure patient comfort and precise diagnosis of every patient's needs. Our patients enjoy being pampered with complimentary paraffin hand wax treatments to reduce the stress commonly associated with dental treatment. We offer various cosmetic treatments and smile makeovers, including porcelain crowns, veneers, one hour whitening, implants, cosmetic fillings and esix orthodontic treatment just to name a few. To complement your cosmetic dental treatment we also offer Botox Cosmetic and dermal fillers such as Juvederm. These non-invasive cosmetic procedures take years off your appearance by reducing fine lines and wrinkles.



DAVITA WEST BEACH DIALYSIS

Since opening in March of this year DaVita West Beach Dialysis has provided dialysis treatments for over 90 vacationers to the Bay County area. We are proud to offer the reassurance to the traveler of receiving the best medical care possible at one of the highest rated dialysis companies in the United States. Our core values are service excellence, integrity, team, continuous improvement, accountability, fulfillment and fun. Here at West Beach we use our combined thirty-three years of dialysis experience to make sure that this is the type of care our patients always receive. We do more than provide dialysis; we give life.



NICHOLS & ASSOCIATES

Nichols & Associates Physical Therapy Specialists is conveniently located on the beach on Thomas Drive across from Hidden Dunes Condos. Specializing in physical therapy, manual therapy, massage, back and neck pain, total hip and knee replacements, shoulder repair, stroke rehab and head injuries, cardiac rehab as well as other surgical repairs. Donna Nichols, MS, PT has over 24 years of outpatient physical therapy experience and has certifications in Adult Neurology and Orthopedics. She is also NDT and Saebo trained. Donna Nichols has taught continuing education courses for over 10 years and is the local Breast Cancer representative for the National Sister Study. All patients receive one-on-one specialized treatment and hands-on therapy. Patients can also transition to our wellness program and continue to utilize the gym services.



ALPHA AUDIOLOGY

In a 250-mile radius, Alpha Audiology remains unsurpassed in hearing testing capability. Dr. Anne Marie Taylor, Audiologist, educates that hearing aids may not always be the best answer. Clear recommendations include Meniere's, Tinnitus, Sudden Hearing Loss, Syndromes, Auditory Processing Disorder, Physical Abnormalities, OSHA, legal, and other hearing and balance needs. Dr. Taylor is also a leader in Cochlear Implant protocols, including infants. She has served major hearing health efforts and is among an elite group of Audiologists with true experience testing Newborn, Autistic, Head Trauma, Syndrome, Dementia and other concerns.



Where to Find...

AUDIOLOGISTS

Alpha Audiology, Inc.
1047 Jenks Avenue
Panama City, FL 32401
(850) 763-7707

ASSISTED LIVING

Benton Village
6012 Magnolia Beach Road
Panama City Beach, FL 32408
(850) 236-0510

Home Instead Senior Care
284 Forest Park Circle
Panama City, FL 32405
(850) 522-1919

BEACH WHEELCHAIRS/ HANDICAP ACCESS

Beach Scoot
Panama City Beach
(850) 625-5419

CHIROPRACTORS

Calhoun Chiropractic Center, PA
16600 Panama City Beach Pkwy.
Panama City Beach, FL 32413
(850) 230-1288

Panama City Chiropractic
8406 Panama City Beach Pkwy. #D
Panama City Beach, FL 32407
(850) 249-9355

DENTISTS

Panama City Dental Studio
2410 St. Andrews Blvd., Suite C
Panama City, FL 32405
(850) 784-0700

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Panama City Beach, FL 32413
(850) 230-3364

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(850) 234-7080

Tara G. Walling DMD, PA
3135 Thomas Drive
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(850) 249-9311

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World Gym Fitness Center
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(850) 249-6753

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Panama City, FL 32405
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(850) 234-8511

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(850) 233-0264

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Pensacola, FL 32504
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Panama City Beach, FL 32413
(850) 233-8379

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(850) 249-5000

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Panama City, FL 32405
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Panama City Beach, FL 32407
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(850) 769-8341

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(850) 747-0400

Panama City Surgery Center, LLC
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(850) 769-3191

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Panama City Beach, FL 32407
(850) 234-5151

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Panama City, FL 32401
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Emerald Coast
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Sacred Heart Medical Group
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(850) 233-6922

Southern Orthopedic
Specialists, PA
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(850) 785-9972

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Panama City, FL 32405
(850) 747-3999

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Panama City, FL 32405
(850) 872-8510

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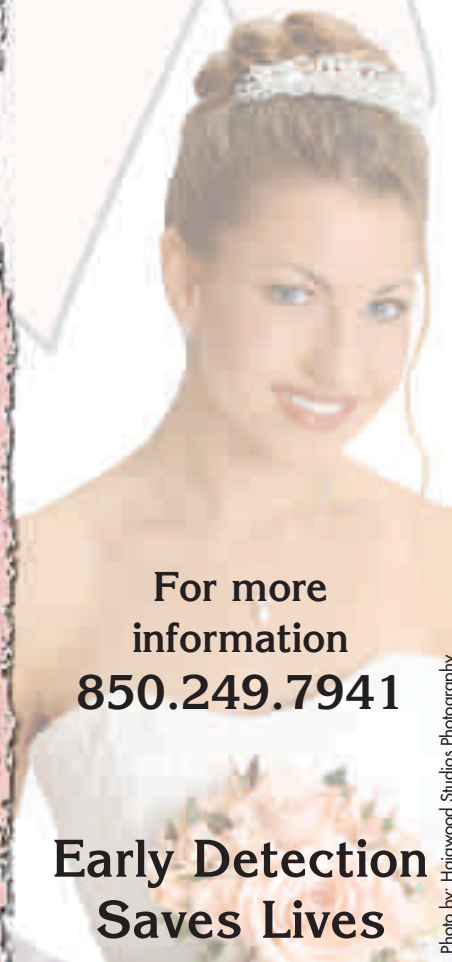
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A Few Minutes With

EDY RIVARD

I cannot believe the actual temperature is -40 degrees. My Dad was career Air Force, so I lived in many different places growing up. He was a “man’s man” that loved to hunt and fish and needed a son to do all those things with. Considering he had three daughters, you can see the problem. I was his “pal.” Yes, it really is -45 degrees. We are in Goose Bay, Labrador and we are ice fishing. There are a couple of obvious issues you don’t give much thought to until it happens. First...you use a really little fishing pole, second...you don’t cast, you just unwind the line with the bait through a hole in the ice which I remember being five or six feet thick. Last, there is no need for a fish stringer because once you bring your catch through the ice and into the air it quick freezes in motion. You just pile ‘em up. And most important, if you are a lady fisherman and your hair slips out from your parka hood, don’t toss it back into the hood because it breaks off...it’s frozen.



My life is ruined, it’s over, here she comes. I am seventeen years old and in nursing school. We all know the stories, that part of succeeding in nursing school is being able to make a patient’s bed with square corners and sheets so tight that a quarter will bounce. I just cannot seem to make that happen. I am fearful that I am going to bring total disgrace to my family when I am asked to leave school. You see, I was the first ever in my family to go to college. As long as I can remember, when my Dad introduced my sisters and me, he would say, “these are my daughters Edy, Bobbie and Terry. Edy’s going to be a nurse when she grows up.” I actually never thought to consider other career options. Much to my amazement and utter delight, the quarter bounced.



After the quarter bounced, I have gone on to enjoy a successful career in healthcare. My current position as an Administrative Director on the senior leadership team at Gulf Coast Medical Center affords me the opportunity to offer input and affect change. A career that was chosen for me became a passion driven by the desire to make healthcare better for patients, their families and our community. I have lived a very happy 28 years in Panama City, and my husband, Adrien Rivard, and I have been fortunate in being able to share six children, fifteen grandchildren (more on the way) and three dogs. We have attended and been members of Forest Park United Methodist for twenty-five years. Life is really good.



Gulf Coast
Medical Center

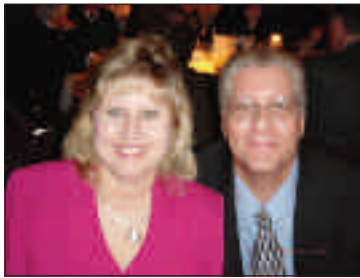
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Champions

HAVE A PASSION EVERY DAY

At the ACCE (American Chamber of Commerce Executives) Conference in early August, this year held in Pittsburgh, a very dynamic motivational speaker by the name of Aaron Davis gave a keynote presentation at one of the sessions. From the moment I entered the room until exiting it 90 minutes later, the electricity was supercharged. The subject of Aaron's program was *Performing like a Champion*.

Aaron was a member of the '94 National Championship Nebraska football team, and understands firsthand what it takes to perform like a champion and experience incredible results, both personally and professionally. During the session he gave us a list of things we should all do, every day, to operate and feel more like a Champion. You might have heard some of these recommendations before, but they are powerful decrees and deserve reiteration.

1. Champions have a passion every day. They don't move through life in a monotone motion, they FEEL things, EXPERIENCE things and enthusiastically dive into their day.

2. Champions understand the importance of teammates. They know

who the people are that watch their back; they take time to thank the team and show their sincere appreciation.

3. Champions take the time to listen. They listen to the team; they listen to their members. As Aaron says, we have two ears and one mouth for a reason.

4. When you mess up, fess up. Champions don't delegate the blame, they take full responsibility.

5. Champions understand and accept their roles. They are constantly making room for improvement. They also know when to let go and go to the next play.

6. Champions know that they need time for themselves...time to renew, revitalize, rejuvenate. "If the office gets the best of you, and your family gets the rest of you, it's time to change it up!"

Aaron has written three inspiring articles, *The Power of Listening*, *What's Your Definition of Success?* and *It is Impossible to Live a Good Life Without Integrity* (you don't have to have a great memory, he says, just tell the truth). More information on Aaron Davis' articles, books, newsletter and speaking engagements are available at www.AaronDavisSpeaks.com.

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Florida Retailer of the Year

The Florida Retail Federation (FRF) has recognized John Shepard, president of **Carpet One Floor & Home**, as one of three winners of the prestigious 2008 Florida Retailer of the Year Award for Leadership (ROYAL).

Outstanding ROYAL recipients represent retailers who are dedicated to helping people in their communities. Three recipients from different sales volume categories were chosen based on their ability to blend astute business skills with a commitment to their customers, communities, employees and the state's retail industry. Shepard, awarded Retailer of the Year in the "\$1 million to \$10 million" category, was honored at a luncheon held in conjunction with the University of Florida's nationally acclaimed Retailing Smarter symposium in June.

Carpet One Floor & Home was established in 1981 in Panama City by Cliff and Cheryl Whitaker. In 2006, their son, John Shepard, purchased the company and pursued an aggressive retail sales invigoration program. Under Shepard's leadership, the company has become an Installation Excellence 5 Diamond member, one of only 100 stores nationwide to receive this designation.

"We are identifying ways to bring added value to our customers by offering top of the line customer service," said Shepard. "We are pleased to staff our store with the area's only certified sales consultants."

Shepard regularly supports the Marine Toys for Tots Foundation, the American Cancer Society and the Breast Cancer Research Foundation (BCRF).

Pictured left: John Shepard and wife Shanda.

Beach Care Services

August and September have been exciting times at BCS. In August we received a grant from the Pineapple Willy's Foundation, which will pay the rent and all office expenses, allowing 100% of all other donations to go directly to client needs. A mass mailing was done, seeking corporate support of BCS' mission to help local citizens in need. So far this year, several local businesses have signed on for monthly donations, and we are excited by this show of support from the community. Also in August we were honored with a very nice article in "Panama City Living" magazine.

By proclamation of Mayor Gayle Oberst and the PCB City Council, September will be Beach Care Services month, and we are honored by this recognition. The grand opening ceremony celebrating our new location at 1717 Thomas Drive will be held during September. Plans are in full swing for our Annual Duck Race on Tuesday, November 18 at Grand Panama Beach Resort.

By the end of July, 567 locals had been given assistance for shelter, utilities, medical and dental appointments, and transportation to get to work or to the doctor.

Pictured right: Ann Henry and Jodi Harless promote the 2007 BCS Annual Duck Race.

⇒ Joanna Banks-Morgan is the President of Diva Productions, a firm specializing in providing video production services and media training for clients throughout the Emerald Coast. She graduated Summa Cum Laude with a degree in Communication, and is a member of the Public Relations Society of America and Women in Communications.

MEDIA MATTERS

CREATING YOUR OWN DIGITAL VIDEO

The Web clip culture inspired by YouTube and Google Video has paved the way for businesses to create their own high-quality content. These outlets have changed how people access information. Used correctly it can build the loyalty of current customers and educate potential clients about the benefits of their products and services. Try thinking of it as your company's own TV network which is broadcast in offices and homes worldwide. Additionally, it's a broadcast medium which is less cost prohibitive than advertising via traditional broadcast outlets.

Digital video can be created from existing marketing materials. For example, video from commercials and product demonstrations can be redeployed for Web distribution. Even better, without the constraints of traditional broadcast requirements, companies have the opportunity to provide viewers with a greater level of detail and interactivity. However, some of the strategies of traditional video production still apply:

- 1. Keep it short.** Segments should be between 30 seconds and 3 minutes. Why? Because laptop computers and mobile phones are a natural way for consumers to pass the time of day while they waiting for their latte at Starbucks or sit in the lobby of their dentist's office.
- 2. Keep it real.** Real life examples bring authenticity and humanity to your message or product. If people can relate, they will react. Storytelling holds the interest of your audience.
- 3. Keep it visual.** Only use talking heads in segments where there aren't images available to illustrate products or services.
- 4. Keep it clear.** Don't let poor audio distract from your message.

According to ComScore, 10.1 billion online videos were viewed in February 2008. And if you're concerned that online video won't reach the demographic you are looking to attract to your business, consider the Pew Research report titled "Online Videos go Mainstream" from July 2007 which found that 57% of US adults watch Internet video.

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Four Day Work Week

This summer **Cornerstone Marketing & Advertising**, based in Grayton Beach, FL, has been experimenting with a four-day work week in the interest of reducing its carbon footprint, spending less on fuel and offering refreshing three-day weekends for its staff. The new schedule has proved to be beneficial and will be in place until further notice.

The standard work week in America has remained relatively constant since the Fair Labor Standards Act was passed in 1938, standardizing the eight-hour work day and the 40-hour work week. The idea of switching to a four-day work week for conservation purposes dates back to the 1970s oil crisis, but with today's skyrocketing gas prices, many companies and institutions are implementing it.

According to The Oil Drum, an evidence-based discussion forum on energy, there are approximately 133 million workers in America, 80% of whom commute to work

alone by car, covering an average commute of 16 miles each way. Their statistics show that shifting to a four-day work week nationally would reduce the commuter-related gasoline consumption normally used for the fifth day of work by 162,133,333 gallons which translates to 8,314,530 barrels of oil. This statistic assumes that workers spend their free time at home not driving to and from leisure activities; however, the required energy used to get to work is sharply reduced.

All over the country, businesses and government offices are considering the shift, citing reasons like reduced energy consumption and costs, taking better care of the environment and improving quality of life for employees who are able to enjoy a better work-life balance. Those who have experimented with this concept find that the same amount of work can be done in a 10-hour per day, four-day work week as is accomplished in the more traditional 8-hour per day, five-day week.

Pictured right: The staff of Cornerstone Marketing.

Smoothie King

Smoothie King offers more than 40 smoothies made to order with real fruit, all-natural juices, and a functional mix of vitamins and nutrients to fit every need or lifestyle. Whether a guest is looking to gain or lose weight, build muscle, boost immunity or complement a workout, Smoothie King's trained team members can help educate and help guests choose a smoothie right for them. The new Smoothie King offers an array of healthy living products, including energy bars, snacks and vitamin supplements.

To date, more than 200 million Smoothie King smoothies have been served at more than 500 locations in 32 states across the U.S and in South Korea. Smoothie King is consistently ranked number one in its category and number 109 in the Top 500 Franchises by *Entrepreneur Magazine*, as well as ranked number 99 as a top global franchise. For more information visit www.SmoothieKing.com.

WORKPLACE

IMPROVING HUMAN POTENTIAL

Thrive Partnership, LLC, an organizational development firm, has recently launched their services to the Panhandle of Florida. They specialize in helping small business owners and their employees strategically plan their future successes. As a business coach, they help the company's leaders create a clear vision for the future of the company, and then work with the whole organization to create a strategic plan and action steps to reach their full potential as a company and as individuals.

"We believe in the philosophy that if each individual is working to improve their potential, they are becoming healthier, happier and more productive in the workplace," says Lisa Adams, senior partner of Thrive Partnership.

Each individual in the organization has the opportunity to gain a deeper understanding of who they are as a person. By evaluating the different areas of their personal life - and how they are currently living their life - it is possible to discover what areas they would like to improve. The whole process teaches everyone to be a leader by first leading themselves to define goals and accomplishing the results, and then working as a team to accomplish the declared business results.

Imagine the incredible changes to the Panhandle of Florida if every company helped their employees reach their greatest potential through a process such as this! Thrive Partnership, LLC offers group classes to individual business owners, one-on-one coaching, and in-house services for organizations. Call (850) 230-2756 or visit www.mythrivecoach.com for more information.

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Daniel S. Minkey Memorial Scholarship

In late June Comcast of Panama City presented the Daniel S. Minkey Memorial Scholarship in the amount of \$1,000 to Sierra Seaman, a 2008 graduate of Mosley High School.

Sierra was awarded the scholarship based on her outstanding academic and community achievements. She is a student athlete, the president of Mu Alpha Theta and a volunteer at Anchorage Children's Home. Sierra is attending the University of Florida to pursue a career in medicine.

"Danny was a 17 year old senior at Rutherford High School when he died tragically in an automobile accident on November 28, 1999. He loved fishing, and

swimming and was a lifeguard at Shipwreck Island Waterpark. During his senior year at Rutherford, he was a member of the film crew for the football team. Danny attended every practice and game, filming the Rutherford football team as they made their way toward the State Championship. Danny will always be remembered for his wonderful smile and kind and loving nature. He was a friend to all and would do anything he could to help anyone in need," says Joanne Minkey Crouch, Danny's mother; and also a Comcast employee.

In honor of Danny, Comcast teamed up with Fox Sports Net to fund a scholarship to be awarded in his name each year.

Pictured left: Joanne Minkey Crouch and Sierra Seaman.

Emerald Coast Hospice

Volunteers Give a Whole New Meaning to "Quality Time"

Emerald Coast Hospice Volunteers are an extraordinary group of individuals who give tirelessly to patients, families and organization. Volunteers generously provide a myriad of services including caregiver respite, help with errands, companionship, spiritual and emotional support, light housekeeping, massage therapy, sewing, clerical and administrative assistance and community education. They dedicate hours to a comprehensive training program, and attend regular in-services to hone their specific talents. Emerald Coast Hospice also offers a select group of specially trained individuals dedicated to its 11th hour program for patients who need extra support at the end of life.

What's the best way to find out more about Volunteer Services? Well, you might consider asking one of your neighbors. Emerald Coast Hospice Volunteers are active members of the community, serving in churches, Guadian Ad Litem, the Gayle and Brian Foundation, Kiwanis, VFW, and the Masonic Community just to name a few. Volunteers come from all walks of life. Social workers, Veterans, nurses, students, office managers, lawyers, educators, counselors, scientists, artists, authors and homemakers offer an eclectic variety of life experiences to our patients and families. If you are seeking a life enhancing opportunity, consider volunteering – call (850) 769-0055 for more information.

GOING GREEN

PANAMA CITY RESCUE MISSION

by Beth Oltman

One of the first questions for transplanted families and businesses in the area is "Where are the recycling bins?" Not too big a stretch for a community with "the world's most beautiful beaches," right? Needless to say, it took a little entrepreneurial genius and great vision to begin a recycling program in our community, and Reverend Billy Fox, Executive Director of the Panama City Rescue Mission for two years, was just the person to do it.

Rev. Fox knew that the private, non-profit Rescue Mission would have to find a resource to effectively create revenue... and the one resource the Mission does have is Human Resources! An idea was born. The Rescue Mission trucks were already driving around town picking up donations for the thrift shops, so with a plan and a prayer, the trucks began driving the same miles - and adding many more stops.

As a community grows and flourishes, unfortunately so does the homeless. One of the Mission's goals is to expand Bethel Village on Transmitter Road, and move all the women to this location. **A sad fact in society is that single women with children are the number one fastest growing segment of the Homeless in this country, with elder women being a close second.** Bethel Village will be built by the revenue from the Recycling Program. This Program will additionally give our homeless citizens an actual job, and a sense of purpose.

The Rescue Mission receives no monies from the Government and relies upon private donations, four thrift shops and now the profits from the garbage. In the past four weeks, the Rescue Mission has turned literally tons of trash into \$10,000. Whether your purpose is Community Awareness, Social Concerns or completely environmental, please remember the Rescue Mission. If you would like more information, donate or volunteer your time, visit www.PCRmission.org.

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Community Update

Mayor Gayle Oberst, City of PCB



A City budget workshop was conducted in July and the final approval of the 2008-2009 budget takes place in August. The City, with a full time population of 14,000 to 15,000 residents, has a budget of approximately

\$170 million which includes the general fund, utilities fund and Front Beach Road CRA. In the declining economy, the City's 1% occupational license fee and franchise fees continue to be strong.

While other cities are suffering cut backs due to the property tax caps and cuts, Panama City Beach's revenues are holding their own...the City has no property tax therefore the cuts do not affect the general and utilities funds.

The construction of Dan Russell Pier (city pier) at Pier Park is progressing and the anticipated completion date is July 2009. The Pier is being built primarily with FEMA mitigation funds and when completed will be more substantial during hurricanes. It will be one foot wider and will extend over 1,200 feet into the Gulf.

The ordinance requiring posting of flag warning system and rip tide definitions has been altered to include not only public beach accesses but also those accesses on private property (resorts). The City is gearing up to have lifeguards at the City Pier and the County has agreed to provide lifeguards at the County Pier (MB Miller). The lifeguards and equipment should be in place for the spring season.

Fire Chief John Daly is working with Federal and State agencies to develop a Comprehensive Fire Working Plan and to designate the City as a fire wise community. With this plan and designation the City will qualify for various grants and support, and it will make our community safer.

Nursing at FSU PC

Dr. George DePuy, FSU PC Dean



Florida State University-Panama City offers a Bachelor of Science degree program in nursing for students already holding a Registered Nurse (RN) license. Programs of this type are commonly

referred to as "RN to BSN" programs. Most of the students entering the program have completed an associate's degree in nursing at a community college. Almost all of the students work full time as RNs while pursuing their studies as part-time students.

This junior and senior year degree program includes courses such as: Advanced Health Assessment, Multicultural Factors & Health, Nursing Concepts, Nursing the Aging Family, Public Health Nursing, Research Process for Professional Practice, and Professional Nursing Leadership and Management.

Several of the graduates have gone on for graduate study, either at FSU or other higher education institutions. Graduate programs for Advanced Nurse Practitioners or Nurse Anesthetists seem to be popular options.

Many of the other graduates have moved into leadership positions as directors of nursing units within local health care organizations. Still others have gone into education, either teaching nursing at GCCC or other institutions or coordinating an organization's internal education activities.

In times past, nurses were grossly underpaid for the contributions they made. That has changed. Nurses now make some of the highest salaries for new college graduates, right up there with engineering graduates. Market conditions have corrected the inequities of the past.

Nearly every state in the country seems to be suffering a shortage of nurses. FSU-Panama City is doing its part to address this issue.

Mike Barbour is a faculty member in the RN to BSN program. For more information on the program contact him at (850) 770-2246 or mbarbour@pc.fsu.edu.

The New GCCC Alumni Association

Dr. Jim Kerley, GCCC President



We are always moving forward and upward at Gulf Coast Community College, and our Foundation is delighted to announce the new GCCC Alumni Association.

After many requests from our alumni, and with the support and positive feedback from the community and the College, the Foundation laid the groundwork for the association in July. The overall mission of the Alumni Association is to ignite interest, build loyalty, and engage alumni, students, supporters, and friends of the college while supporting the College's strategic plan. It will keep communication flowing and keep the community involved in the life of the institution. Membership is offered to individuals who have completed 12 credit hours or more at Gulf Coast, with no distinction between degree course work and continuing education courses.

Having an active Alumni Association plays a key role in educating the community about campus news and events as well as mentoring and encouraging students through workshops and networking opportunities. Alumni will also find opportunities for volunteering in the community, re-connecting classmates and friends, and recognizing their personal and professional accomplishments.

Most community colleges do not have alumni associations, but Gulf Coast has had an amazing relationship with the citizens of Bay, Gulf and Franklin counties over the last half century. We truly wanted to give something back to all of our students. I recently had a chance to talk with a non-traditional

around Town

Updates on Community, Education, Workforce & Government

aged student whose life was absolutely changed because of his experience here. Another graduate, a single mother of six children, gained the confidence to enroll and eventually achieved her goal of becoming an elementary school teacher. Stories like these are the reason why we exist at GCCC, and we look forward to seeing you at future alumni events.

Governmental Affairs Update

Robert Carroll, Governmental Affairs Committee Chairman



After weeks of preparation, the governmental affairs committees from the Bay County Chamber and The Greater Panama City Beaches Chamber co-hosted two candidate forums.

Both events took place at the FSU – Panama City Campus auditorium and were moderated by Ms. Missy Jones.

On August 19, candidates for Bay District Schools School Board and Superintendent participated in the event. The candidates were asked to state their views on topics such as the current uniform policy, closed campuses and the never ending appointed versus elected superintendent.

Two days after the school debate, we had the opportunity to host a forum for the candidates for Bay County Commissioner Districts 1, 3 and 5. The incumbents and their challengers discussed their views on the incinerator, increased bed tax, capitol improvement priorities and much more.

All of candidates that qualified for the election were in attendance and well prepared for the forums. These forums were a great opportunity for both chambers to work together to educate our members on the issues Bay County faces and to hear the platforms of our future leaders.



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Gulf Coast Workforce Board

Kimberly Bodine, Executive Director
Gulf Coast Workforce Board



In tough economic times, the workforce system provides programs to assist both employers and individuals alike. One such program is the Extended Unemployment Compensation program which was

signed into law on June 30, 2008. Through the program, extended unemployment compensation of up to 13 weeks will be provided to unemployed workers who have exhausted their regular unemployment benefits.

The extension became effective July 6, 2008, and is scheduled to end March 31, 2009. Individuals currently receiving benefits and who subsequently exhaust their benefits will receive the extension automatically whereas individuals not in current claim status and who may be eligible for the extension will be mailed a notice/application advising them of the availability of extended benefits.

Another program that may be beneficial for employers and individuals is the Short Term Compensation (STC) program. This voluntary employer program is designed to help businesses keep their staff by reducing the weekly hours of their employees, instead of temporarily laying off employees. The program permits prorated unemployment compensation benefits to employees whose work hours and earnings are reduced as part of an STC plan to avoid total layoff of some employees. The program encourages work sharing as an alternative to layoff and eases the financial burden of unemployment.

Employees retained during a temporary slowdown are able to quickly resume high production levels when business conditions improve. Employers are spared the expense of recruiting, hiring, and training new workers. In turn, the employees are spared the hardships of full unemployment.

Employers who must permanently reduce their workforce may use the program as a transition to layoff. Affected employees may continue to work at reduced levels with an opportunity to find other employment before the expected layoff.

For more information on the Extended Unemployment Compensation or the Short Term Compensation programs, contact the Agency for Workforce Innovation at (850) 245-7105 or visit www.floridajobs.org.

Pier Park Events

Pier Park is ablaze with activity this fall! Here is a calendar of upcoming events. For more details please visit www.Simon.com.

September all month:

Comcast Presents On-Stage at Pier Park

Local singing, acting, instrumentals and dancing groups to perform in the Pier Park promo area, *sponsored by Comcast*.

4 Dine United Kick-Off

Some of the Pier Park restaurants will be donating 5% of sales to United Way.

October all month:

Comcast Presents On-Stage at Pier Park

Local singing, acting, instrumentals and dancing groups to perform in the Pier Park promo area, *sponsored by Comcast*.

Breast Cancer Awareness

Ribbon Celebration in combination with Vera Bradley and Irene & Co. Large pink bows on palm trees in the promo area; Irene & Co. will

add ribbons purchased by those donating to the fund.

Oktoberfest at Pier Park - *date to come*

A fall celebration for families.

3-5 Super Boat Race

11 Emerald Coast Triathlon

17 American Heart Association Heartwalk
Charity walk through Pier Park.

18 Girls Inc. Half Marathon

Charity marathon involving Pier Park.

31 "Boo in the Park" Halloween

Pier Park activities such as costume contest, crafts, and more.

November all month:

Food Drive - Benefitting a local food bank.

1 Ironman Florida Triathlon

3-9 Emerald Coast Cruizin'

Classic cars and the 35th Anniversary of American Graffiti, with the movie's cast members, parade of cars, car competitions, "50's Dress Up Night" and more.

7 Taste of THE Beach

A multi regional initiative spearheaded by Coastal Vision 3000 to promote and brand the region as "The Beach." Pier Park will represent Bay County by hosting one of the four "Taste of the Beach" events planned to promote this new initiative.

14-16 Madonnari

Pier Park will host the Visual Arts Center "Madonnari" Italian Street Painting Exhibit.

21 Bay Medical Society Gala

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C H A M B E R After Hours

Thursday, September 18, 2008
5:30 to 7:30 PM

Carrabba's Italian Grill


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H2O Properties

Thursday, October 16, 2008
5:30 to 7:30 PM

Graffiti at Carillon Beach Resort



R.S.V.P. to Bertie@PCBeach.org
or Joyce@PCBeach.org



Friday at the Beach

with Chris Marchon of WMBB News 13
& Paris Janos of WJHG News 7

September 12, 2008
7:30-9:00AM
Edgewater Beach Resort
Featuring
Dan Rowe, Executive Director
of the TDC/CVB

*Sponsored by
Mr. Trash LLC, Edward Jones Investments,
Thunder Beach Productions and Comcast*

October 10, 2008
7:30-9:00AM
Edgewater Beach Resort
Featuring
Dr. Kerley, President of Gulf
Coast Community College

*Sponsored by Panhandle Educators FCU,
Thrive Partnership and Beach Care Services*

**RSVP Joyce@PCBeach.org
or Bertie@PCBeach.org**

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Bay Bank, 7/11



Carlyle & Co., 7/16



Freedom Sports, 7/18



TravelTravel.us, 7/22



Laguna Beach Memoires, 7/29



Sterling Breeze, 7/31



Innovations FCU, 8/7



Eye Center of North Florida, 8/8



Thomas Lee Photography
Publix, 8/26

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Blue Heron Salon
Nostalgic 1950's Bed & Breakfast
Vision Payment Solutions
Washington County Tourist Development
Press Print Graphics, LLC
Southeast 1st National Bank
Panhandle Pioneer Settlement Museum
Shimmering Seas
Ava Blue Boutique
Ocean Reef Resort Properties
Jos A. Bank

Renewals - 1 Year

Alpha Audiology, Inc.
Bay City Financial, LLC
Bowers Construction Services, Inc.
Casa Blanca
Cellular Sales
DQ Grill & Chill
Executive Office Furniture, Inc.
The Grand Theatres (Southern Theatres, LLC)
Maharaja's
Ogden Sports
Panama City Surgery Center, LLC
Snowbirds Gulf Coast
Sunjammer's Watersports
Thomas Lee Photography

Renewals - 2 Years

Big Airbrush, Inc.
Carrabbas Italian Grill
Gail Force Protection, Inc.
Johnene Marcum, CPA, PC
Pacesetter Personnel Service
Panhandle Bch Realty LLC/Real Estate Radio
Show, Inc.

Renewals - 3 Years

Emerald Waters Realty, Inc.
Grand Cayman Motel
GulfView Properties
Interspace Airport Advertising
Laguna Beach Christian Retreat
McInnis Builders, LLC
Murphy Brokers & Professional Services
Penguin Parlor
Ripley's Believe It Not Museum
Shores Townhouse #115 Rent From Owner

Waterstone Resorts & Vacation Homes

Renewals - 4 Years

Hatch Mott MacDonald
Medical Cosmetic Center
Mike's Diner
United Rentals (North America), Inc.

Renewals - 5 Years

Boatyard
Rock'It Lanes
St. Andrews Waterfront Project

Renewals - 6 Years

Bay Credit Union
C Dennis Evans Architect
Coastal Community Bank
Dunn Realty at Panama City Beach
Golf Depot, Inc.
Lumley Plumbing
Mortensen, Keith
Nature Walk Golf Club
Sandcastle Designs, Inc.
ShoreHouse Furniture
Stroud, Thomas
UCI Communications

Renewals - 7 Years

ACE America's Cash Express
Charles Haines, Jr.
Corporate Accommodations of N.W. Florida
Dunes of Panama A Rental Association, Inc.
Hidden Dunes Condominiums

Renewals - 8 Years

Bay Arts Alliance
Beach Scene
Burg Management Company
CYber SYtes, Inc.
J. R. Arnold High School
Sam's Club
Sterling Companies, LLC

Renewals - 9 Years

Boys & Girls Club of Bay County
Compass Marketing, Inc.

Renewals - 10 Years

11 Condos at Regency Towers
170 Condos at Regency Towers
BankTrust Bank
Cash Register Systems, Inc.
ERA Neubauer Real Estate, Inc.
Panama City Bch. Convention & Visitors Bureau

Renewals - 11 Years

Beach Weddings & Renewals, Inc.
Calhoun Chiropractic Center, P. A.
Florida Linen
Musgrove Florist
The News Herald
Panama City Mall
The Talking Phone Book

Renewals - 12 Years

Clear Channel Radio
Prism Ticket Advertising, Inc.

Renewals - 13 Years

Bay Medical Center
Copy Products
Holiday Inn Sunspree Resort

Renewals - 14 Years

Cher's Hallmark Shop
Leitz Office Products

Renewals - 15 Years

Beachbreak By The Sea
Breaker's Restaurant
Express Lane, Inc.
Naval Support Activity Panama City
Naval Surface Warfare Center Panama City
Public Affairs Office
Sweet Basils Bistro, Inc.

Renewals - 16 Years

Pompanos Restaurant
WMBB TV Channel 13
WPGX TV Fox 28

Renewals - 17 Years

Buffalo Rock Pepsi

Renewals - 18 Years

Ebro/Washington Co Kennel Club
Schooner's
Spinnaker Beach Club & Paradise Grill

Renewals - 19 Years

Waste Management
Wendy's
WJHG TV Channel 7

Renewals - 21 Years

170 Condos at Regency Towers
Capt. Anderson's Restaurant &
Water Front Market
Continental Condominiums
Dunes Of Panama Management
Association, Inc.
Edgewater Beach Realty, Inc.
Eloise Poole
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Palmetto Motel
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Signal Hill Golf Course

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Take Your Membership to the Next Level

Congratulations to all of you who have taken the first step in making your business more successful by becoming an active member of our wonderful Chamber. We are very proud of our extraordinary city, and are very pleased to welcome all of our new members to a membership that is “high voltage.”

Networking is the art of building relationships—People do business with those they know and trust. It is so important that you become involved and attend as many events as possible. Chamber events are a great place to relax and mingle with other local businesses and their employees, and begin building relationships within the community. Here are a few networking tips that may help make the process easier and change the way that you do business.

■ Discover what you can do for someone else. Networking is about opening a relationship and building trust, not closing a sale.

■ Great networkers are aware of their conversation style. They are focused, listen carefully and treat others with kindness and respect.

■ Make sure to have several of your business cards on hand to exchange with other members and ask for them in return. This is a great way to remember the people who you meet.

■ Most importantly, have fun and smile! A great smile opens the door to friendly conversation.

We look forward to seeing you at our next event! As always, be sure to check the *Monday Morning Report* and refer to our website for a schedule of events.



Cyndi Ainsworth
850.691.6259
Cyndi@PCBeach.org

ambassador Update

& Happenings Around Town

A busy summer for our Ambassador Team is coming to a close, and thanks are due to all of you who showed your support for our community by participating in so many events. You have been there, in the heat and in the rain, celebrating with new members and new business owners and showing them that you care. This is what makes being an Ambassador special, and each one of you bring your unique gifts and abilities to our team. Seeing your smiling faces at events reminds me of the many benefits of being a part of The Greater Panama City Beaches Chamber of Commerce, the greatest of which is knowing you.

As we move forward into an eventful fall, keep your calendars and PDA's updated with the latest information on Ambassador events. Check your email for the *Monday Morning Report*. If you are not receiving the

Monday Morning Report, contact our Web Manager Jessica Summers at (850) 235-1159 or Jsummers@PCBeach.org. She will be happy to make sure you are receiving regular communication. Ambassador Bobby Lee also keeps an unofficial calendar of events on his website www.beachambassadors.com.

If you or your employer are a member of the Chamber, then you are qualified to be an Ambassador. Stop by the Chamber office and fill out an application, or just come to one of our many events and we'll sign you up. Being an Ambassador is one of the many benefits provided by your Chamber membership, and will provide you many business-networking opportunities. In addition, you will meet a caring group of people and perhaps find a friend – or two – or three – the possibilities are unlimited!



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