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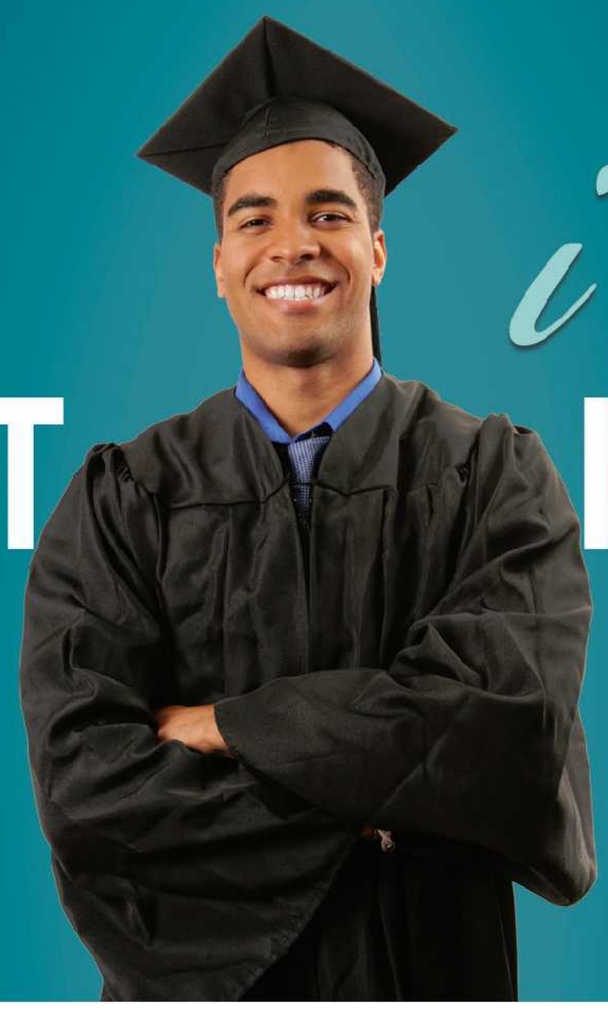
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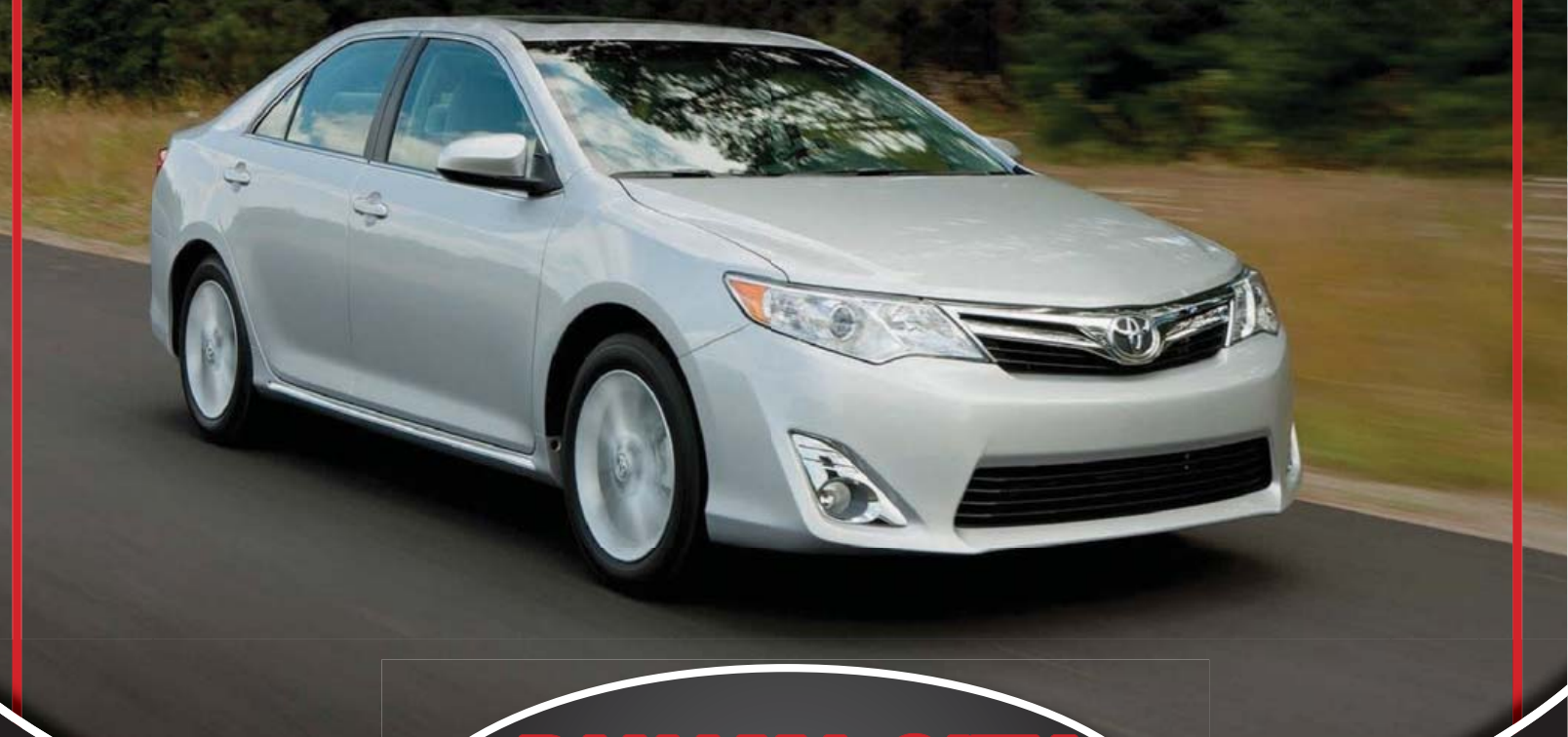

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Chairman's Message

What an exciting and busy Spring Break season we had on Panama City Beach. It's hard to believe we have already turned the corner and the summer season is in full swing. This issue of *The Circuit* is all about the great things Bay County has to offer visitors and locals alike. When you have visitors in town, what are the '*must do activities*' for your family? For me, it's definately time on the water, activities at Frank Brown Park or the concerts at Pier Park, and dining at our favorite local restaurants.

I hope you were in attendance for the Chamber's **3rd Annual Women's Work-Life Symposium**. Like previous events, we had a great turnout and our speakers shared practical solutions and strategies for creating a work-life balance. The symposium has become a signature event of the Chamber, and we are thankful for the support of all our sponsors and attendees.

As we approach the mid-year point, I would like to remind you to get the most of your Chamber membership. Are you attending events and getting our weekly Beach Buzz e-newsletter? Are you taking advantage of the member-to-member discounts or gaining exposure for your business online? I want you to be as engaged as you wish to be, and get the most out of your membership. If you have questions, please contact the Chamber staff and we will walk you through everything the Chamber has to offer.

As you flip the pages of this issue, make a plan to get out and enjoy a *staycation* right here in Bay County. We are lucky to live in paradise, and it is important to take the time to experience all there is right here in your own backyard.

Here's to a great summer season, and I look forward to seeing you at upcoming Chamber events.

Best regards,

Paul Wohlford

President's Message

I genuinely hope everyone's summer has been a busy and successful season. From what the Beach Chamber has seen, visitors from all over can't wait to come to Panama City Beach and take advantage of what all your businesses have to offer. Amusements like Shipwreck Island Water Park, Pier Park, Shell Island and St. Andrews State Park have families staying, playing and wanting more from our small community. Being a resident in Panama City Beach is a true privilege for families and business owners alike. My husband Brett, my daughters Mary Grace and Sadie, and I love living in this special place we get to call home.

Our **3rd Annual Women's Work-Life Symposium** was a tremendous success. Close to 200 women and 24 exhibitors attended this year's event making it by far the most rewarding Symposium to date. All of the speakers and vendors were absolutely incredible. I can't begin to say how thankful I am for all the hard work and time our task force and staff put into this event.

I had the privilege to travel to Tallahassee in May to speak, along with other leaders from across the Gulf Coast, at a press conference in support of the passage of the RESTORE Act. The passage of this act will guarantee that 80% of fines paid by BP from the Deepwater Horizon Oil Spill will go to those areas across the Gulf Coast who were most affected. I highly encourage everyone to contact your elected officials, urging them to support the passage of the RESTORE Act.

Vacation Guide sales have officially kicked off for 2013! Contact your membership representative to make sure your business has the opportunity to be in our most prominent publication. We also have our **3rd Annual Poker Tournament** and Business After Hours on July 19 at Ebro Greyhound Park. Come on out for an amazing time, and to see the dogs race.

The Beach Chamber always supports its members, and is grateful for each and every one of you. I hope you continue to have a flourishing summer, and please remember to take time to enjoy our beautiful paradise.

Respectfully,

Beth Oltman, IOM

Beth and her daughters Sadie *(left)* and Mary Grace enjoy a beach day.

Panama City Beach Chamber of Commerce
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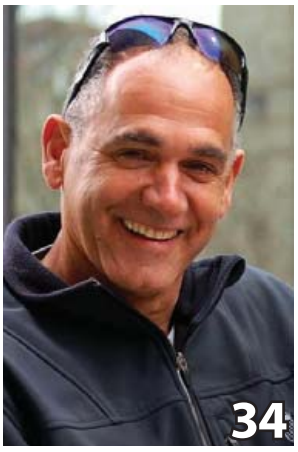
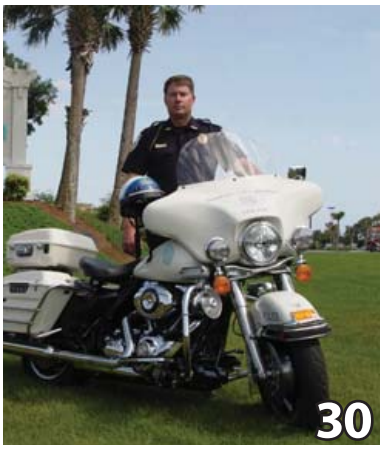
THE CIRCUIT

your connection to the beach & business

july • august 2012

Left: Fireworks over the Hathaway Bridge, 1988.
Courtesy of Tim Allen Photography.





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Air & Sea

Naval Surface Warfare Center Hosts Aerostat Demonstration

A New, Unlimited Computational Relay with Vision to Save Navy At-Sea Testing and Training Expenses

Naval Surface Warfare Center (NSWC) scientists and engineers successfully demonstrated the ability to maintain high bandwidth and continuous communication to offshore vehicles. From April 23 to 27, the Rapidly Elevated Aerostat Platform (REAP) XL B system test was conducted to demonstrate a command and control capability to reach unmanned vehicles within the operations area from the Littoral Warfare Systems Facility Mission Package Integration Laboratory.

"The test successfully demonstrated the ability to maintain high bandwidth continuous communications from dockside at NSWC through St. Andrew Bay to test ranges in the Gulf of Mexico," said Mike Grunden, Project Manager. "The REAP XL B system enables and enhances our ability to conduct fully integrated at-sea experimentation and testing from a shore-based facility."

Presently located on the Gulf of Mexico in Panama City, the AFTBMP includes a REAP XL B system, one of only three in the world, and NSWC has the only one in the United States. Their vision and planned implementation for this technical capability includes a plan to reduce Navy costs.

The primary purpose of this demonstration was to map the range and area within the Panama City Operations Area that a REAP XL B system can be effectively used as a repeater station, to extend the line of sight range for relaying data from a vessel offshore back to NSWC. The secondary purpose was to provide additional and refresh training on the launch and recovery of the system to NSWC personnel.

REAP XL B is a part of the Adaptive Force Package Mobile Test Bed used by NSWC personnel that may support of myriad of U.S. Navy Fleet projects.

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Habitability Simulation Test at the Navy

The Naval Surface Warfare Center Panama City Division (NSWC PCD) Human Systems Integration Team is supporting the U.S. Marine Corps in better understanding the effects of amphibious vehicle motion on human performance by conducting a 13-week-long Habitability Simulation Test (HST). Presently, the test is in week eight, and is scheduled to conclude in July 2012.

NSWC PCD is conducting the HST for Program Manager Advanced Amphibious Assault using 156 active duty U.S. Marines as test participants. The test is designed to evaluate three combat relevant functions potentially affected by exposure to craft motion. These functions are cognitive performance (the ability to assess the situation and communicate effectively), physical coordination (the ability to maneuver to an objective), and sensory perception (marksmanship). The HST exposes participants to simulated Expeditionary Fighting Vehicle or Amphibious Assault Vehicle motion over a range of sea states and durations representative of current and future CONOPs. The resulting human performance is measured using a battery of tests including running, throwing grenades, and shooting a demilitarized M4 rifle, modified to use a laser and compressed air.

"Combat effectiveness is defined by functions affecting the ability of personnel to conduct combat operations during an amphibious assault," said Program Manager Col. Keith Moore. "We seek to understand and ultimately identify preventative measures that will allow our Marines to maintain expeditionary and amphibious warfare combat effectiveness."

Pictured above, right: Marine from Camp LeJeune shoots an air-compressed rifle as part of a field exercise test at Naval Surface Warfare Center Panama City Division on June 6, 2012. The Habitability Simulation Test (HST) seeks to understand the effects of motion on combat effectiveness after transiting in an amphibious vehicle over land and various sea states for various time durations. *Photo by Ron Newsome, NSWC PCD/Released.*

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Air & Sea

Navy Volunteers at Breakfast Point For Junior Achievement

Naval Surface Warfare Center (NSWC) business professionals volunteered to teach the Junior Achievement "Our Nation" curriculum at Breakfast Point Academy on May 4.

"Six people volunteered from the warfare center," explained Jackie Brooks, Executive Director for Junior Achievement, Northwest Florida, Eastern Region. "These professionals have a wide spectrum of expertise from a variety of business backgrounds to help prepare and inspire students to succeed in today's global economy."

According to Brooks, Junior Achievement is the world's largest organization dedicated to educating students about work readiness, entrepreneurship and financial literacy through experiential, hands-on programs. It is a non-profit organization that brings the real world to students through a hands-on curriculum.

Junior Achievement is taught at the fifth, eighth, 11th- and 12th-grade levels in Bay, Gulf and Washington Counties in Florida. There are 110 classes offered in 32 schools that reach over 2,300 students each year in Bay County alone. All classes are taught by business community volunteers.

"We provided a six-person team of business professionals from NSWC to provide six breakout sessions, each one designed to teach key learning objectives critical for them to learn in order to succeed in today's high-growth, high-demand careers," said NSWC Public Affairs Officer Jeff Prater, one of the warfare center's six-member volunteer team. Prater said the warfare center's volunteers focused on teaching students key learning objectives specific to each breakout session.

Pictured above, left: Bill Logsdon, Naval Surface Warfare Center's (NSWC) Operations and Logistics division head, challenges students at Breakfast Point Academy to create a list of jobs for which they would write mock resumes. *Photo by Dan Broadstreet.*

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43rd AMU Set Historical Records at Tyndall

With each passing day, temperatures on the flightline begin to reach an almost unbearable heat, however teams of two to three Airmen are constantly working on each F-22 Raptor ensuring they are ready to fly. Their labors are not without reward.

For the first time in its history, the 43rd Fighter Squadron flew 22 sorties in a single day, with a sortie turn pattern of 12 flights in the morning followed by 10 in the afternoon on May 21. "This accomplishment was made possible by the diligent work of the men and women of the 43rd Auxiliary Maintenance Unit," said Lt. Col. Richard Koch, 43rd FS director of operations.

The continuous efforts from the 43rd AMU Airmen allowed for 15 jets to be able and ready to fly that morning. Twelve were used for sorties and three were on standby if there were any maintenance ground aborts.

"Creating a new standard made all the extra effort and time working on the aircraft worth it," said Senior Airman Marc Billings, 43rd AMU crew chief.

Airman Billing's first duty station is Tyndall and he has been a part of the 43rd AMU for just over a year. He said when the aircraft come in from a sortie, the maintenance Airmen have a pretty lengthy checklist of procedures that have to be accomplished before the F-22 is ready to fly again. "Our job can include refueling, fluids check, inspection of the overall jet, and many other core tasks," said Airman Billings.

The 12-turn-10 marks what will hopefully become the normal practice here at Tyndall Air Force Base. "I am proud of our AMU for their work," said Colonel Koch. "The more sorties they can provide will correlate to more trained F-22 pilots for the Combat Air Force."

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Business Spotlights

Over 25,000 Swimsuits to Choose from at Beach Scene

Bob and Mynette Ecker opened their first store, Jean Scene, in 1983 in Callaway. They carried trendy sportswear and many of the popular "back then" name brand denim jeans. In the spring of 1984, they bought their first swimsuit order. Mynette soon realized the knack that she had for fitting swimwear, and the business began growing and soon expanded to the beach. They opened their first beach store, Bahama Bob's, across from the Dunes of Panama in the spring of 1985 carrying swimwear, airbrushed tees, Jams and beach supplies.

In the fall of 1985, they opened the first **Beach Scene** in Beachwalk Center. The following year they moved to Edgewater and continued to grow and expand, taking four units at Edgewater. Bob expanded his men's lines to include popular surf lines such as Billabong and Quiksilver and eyewear from Oakley, Costa Del Mar and Maui Jim. Popular flip-flop lines such as Reef, Rainbow and Cobian, as well as nice men's silk shirts and walk shorts, have grown the men's department, and upon adding a kids department, Beach Scene meets the needs of the entire family.

Continuing to grow and expand, Bob and Mynette built a 12,000 sq. ft. store at their current location at 10059 Hutchison Blvd. They eventually carried over 25,000 name brand swimsuits including more than 15 high fashion designer lines such as Juicy Couture and Ralph Lauren, and at least 100 other name brand lines. Beach Scene also carries hats, sandals, eyewear and resort wear for both men and women.

When asked what is the most important aspect of building a business, Mynette answers, "Customer service, customer service, customer service. I've built my business one customer at a time. I am very thankful for my tourism business, and I am thankful for my local trade, too. It all works together."

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Gulf Coast State College Builds Military Park

Gulf Coast State College salutes our armed forces. Opening in August 2012, the new Gulf Coast State College Military Park will honor the bravery and sacrifice of those who have served and are currently serving in all branches of the armed forces: Army, Navy, Marines, Air Force and the Coast Guard, and all of those who serve within those branches in the Reserves, National Guard and Merchant Marines. A visual symbol of our patriotism and freedom, the GCSC Military Park will be a place for remembrance, honor and reflection.

Community members, organizations and businesses are invited to participate in this historic project by becoming a GCSC Military Park Sponsor. Sponsors may choose a plaque or paver within the park to honor or remember a loved one, or to show appreciation for our armed forces. Funds raised for the GCSC Military Park will help expand specialized outreach, advising and academic services to better serve veterans and members of the armed forces in their educational pursuits for years to come.

Please join Gulf Coast State College for the GCSC Military Park Ribbon Cutting Ceremony on August 14, 2012. For more information, contact the GCSC Development Office at **gulfcoast.edu/development** or **development@gulfcoast.edu**, or call at (850) 873-3583.

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Emerald Coast Audio Visual Solutions

Two local musical technicians have joined forces to create Panama City Beach's finest conference audio visual equipment and technical support provider, Emerald Coast Audio Visual Solutions (**EmeraldCoastAV.com**).

Crook Stewart, who serves as the tour manager for Crosby, Stills and Nash, Jackson Browne and others has brought his 25+ years of concert equipment experience together with Jesse Deese, a 25+ years veteran of the recording studio and conference audio visual world. "Our goal is to offer our unique area's clientele an affordable AV equipment and support option for their conference events, breakout meetings, weddings and other special events," says COO Jesse Deese. "We provide state-of-the-art projectors, screens, sound reinforcement, lighting and most importantly, technical support," says CEO Crook Stewart. "We love this area, and we want to provide the level of service that will keep companies and individuals returning to our beaches year after year."

The company's office is located at 19407 Panama City Beach Parkway. Call (850) 630-3032 to discuss your next event's needs.

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Opposite page, top: Jesse Deese and Crook Stewart of Emerald Coast Audio Visual Solutions.

SETCO Services

This spring brings many new additions to the SETCO Services team. SETCO keeps growing with six new hires this past year. In Panama City, Paco Schulz is a hard working closing agent and Brandy Randall is a closing assistant. Maureen Richardson rounds out the Panama City office with eight years of experience as a closing agent. Jan Morris and Katie Thompson are doing a wonderful job marketing 30-A and Destin. Lizmarie Serrano is our newest closing assistant and Allie Sanders is the new Director of Public Relations.

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Business Spotlights

Tim Allen Celebrates 30 Years

If you met Tim, you'd find a warm and friendly guy whose love of God and family is evident. After 30 years of being in business, Tim knows that he would not have made it without people who share this passion for family. Even in difficult times, people have still found the value in capturing these precious moments in the most perfect way. Dedicating his time to only one family a day, he guarantees that each family will walk away with a masterpiece. Life is precious, and having suffered the early loss of his brother, he knows the importance of this lifetime treasure. "I don't want anyone to live with the regret of never having captured your true love and relationships in a fine portrait. My promise to each family I am blessed to work with is to always bring a tear of joy to your eye as you look into the beautiful faces of those you love so much."

Tim feels truly blessed to have become the premier photographer of the South and to have families come from around the country, and even the world, to work with him. Tim started his business in 1982 with this high standard and plans to continue making families happy for a lifetime.

In addition to portraiture and weddings, Tim has also worked as a fashion and commercial photographer, enjoying world-wide publication and famous clients such as 7-Up, Westinghouse, MTV, American Greetings and recently, Readers Digest.

Tim has chosen this very special 30th anniversary to make the huge announcement of his all new line of limited edition signature fine art photography. He is extremely excited about saying, "I have always wanted to do this, in addition to my work with our precious families. Our fine art line will allow me to express my creativity and passion in many wonderful and unusual ways. For years, so many have asked if they can purchase our artistic work to decorate their homes and businesses, but we had to limit that. Now everyone will have the opportunity to own a real collectible work of art, hand signed and numbered by yours truly. In the years ahead we will release many wonderful series drawing upon 30 years of world travels, experiences and artistic ideas."

Tim has plans for lines that will feature the incredible beauty of God's creation, and other lines offering a combination of the real and imagined. All will be his own unique, intimate and personal creations. His first release is scheduled for later this year. Watch our website (**timallenphotograpy.com**) and Facebook (**facebook.com/photographybytimallen**) for more details.

Pictured top left & center: Tim Allen family photo and candid shot. ***Top right:*** Econfina Creek.

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Econfina Creek

The Econfina Livery, located in the heart of Econfina Creek, is known as Florida's most beautiful canoe trail. The Livery's "Go With the Flow" canoe trip (the Livery also offers one and two-person kayaks) is the most popular, where you can enjoy lush tropical vegetation, unique honeycomb limestone banks, and six major spring areas during your three to three-and-a-half hours of leisurely paddling.

At some stage in the excursion you can splash, swim and snorkel in crystal clear, sandy bottomed springs. Guests are encouraged to bring a picnic lunch to enjoy. At the end of the trip the Livery staff will pick you up and bring you back to your vehicle, and shuttle service is available for guests with their own vessels. The Econfina Creek Canue Livery is open seven days a week. For more information call (850) 722-9032 or visit **canoeeconfinacreek.net**.

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PCB Rotary Service Above Self School Awards

On June 5, Dave Johnson, President of the Beach Rotary, presented their Student of the Year award to Gloria Halsell at Surfside Middle School for her exceptional community service, as voted on by the Surfside faculty. This was the first of a new annual tradition of the Beach Rotary club, recognizing outstanding community service within our beach schools.

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One of America's
Top 50 Hospitals
Five Years in a Row

Bay Medical, now a part of Sacred Heart Health System, is once again listed among America's 50 Best Hospitals for 2012 by HealthGrades, a leading healthcare quality research organization. Bay Medical has received this recognition for the past five years in a row **(2008 – 2012)** which places Bay Medical among the top 1% of hospitals for overall clinical quality. HealthGrades reviews more than 130 million records from more than 5,000 hospitals to complete their quality studies. As a result, hospitals in the 50 Best demonstrate a commitment to quality across the spectrum of care. Unlike other awards, the data analyzed to determine America's 50 Best is based solely on clinical quality and patient outcomes such as reduced mortality and complications.

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Bay Medical Center
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a few minutes *with* Linda mugglin

Interview by Lauren Williams

The beautiful and always polished Linda Mugglin knows exactly how to turn heads with her exquisite taste and impeccable attention to detail. As the owner and founder of Tassels, Inc. in Panama City Beach, Linda takes time out of her hectic schedule to sit down and share with us her insights on everything from color to the White House to our biggest decorating "faux-pas." Some of us might just be guilty of this design disaster...

Tell us a little about you, Linda.

I am from Alabama, a true southern girl. I moved to Tallahassee in 1981 and began a career in banking and quickly decided that was not for me and accepted a job a with a flooring company. This began my career in design. I was fortunate to work with several designers and learn everything about design that I could. Decorating has always been a passion, and I enjoy coming up with out of the box ideas and seeing them come to life.

I moved to Panama City in 1998 and opened Tassels in 2000. I have had 12 great years here, and I feel like this is my home now and that I am a part of the community. It is a blessing to have a job that you love and I enjoy mine every day. This community has been good to me, and I am grateful.

Where do you start in redecorating if you have no experience? Is there a *Golden Rule* you go by?

The golden rule for a designer is to listen to your clients needs and desires and to do your best to make them happy. Design comes naturally for me but most people are very visual, so you have to paint them a picture to get them started. It takes time and patience but the end result is worth the challenge. What is the obstacle when you want to redo a room? Where do you begin?

I would start by picking a paint color if needed. Color is an essential part of our homes. Paint is an inexpensive way to make a change and it makes us feel good. We change when we are bored with the same thing that we have had forever or we have new surroundings to make our own. It is a domino effect, change one thing and then we want to keep on going. Change makes you feel good and excited. Start with one room and continue on if or when you can.

What would you consider someone's biggest decorating faux-pas?

Over decorating! Too many things in one room will make you crazy; you lose sight of the special pieces. Less is more. I want my clients to enjoy their homes and not get frustrated trying to fill every spot and lose sight of the feel that we are putting together. I look for the unusual and make it the focal point of the home, whether it be an abstract art piece, sculpture or unique faux painting. There are so many ideas and ways to achieve the different.

Do you have a signature style?

I'm just truly eclectic and contemporary in my style. I never buy the same item twice for my store and I never re-order the same product for the floor. Everything that comes in Tassels is something that I have not had before. There are just too many beautiful things out there, and the thrill in it for me is to find something unique. Each room I am asked to design is truly an original that way.

Besides interior design, what are some of your hobbies and interests?

I enjoy spending time with my family and friends. I love the turquoise waters of our beautiful beach. It is so peaceful. It is a stress reliever – my saving grace at times! I also enjoy traveling as often as possible. New York is one of my favorites – great design, food, shows, and of course shopping and people watching. Everyone is so interesting.

It is full of life and character. Italy is next on my bucket list!

Does Tassels do business outside of Panama City Beach?

Yes we do, I am working on a project in Hopetown, Bahamas, with a local client. We are furnishing an inn and doing some remodeling on exciting accommodations. It is exciting and challenging, and I am very grateful for the opportunity. We will travel where we are needed, so please ask.

If you had the chance to re-model or re-do any place in the world, where would it be?

The Inn in the Bahamas has definitely been an opportunity of a lifetime; I am very excited to be a part of it. Maybe a castle next, or the White House! Change it up a bit so it's not so stuffy. Who knows? We are always up for a challenge. We can work with any budget. Thank you for allowing Tassels to be a part of such a wonderful community. We look forward to many more years of making your homes and businesses beautiful and comfortable places to live and work.

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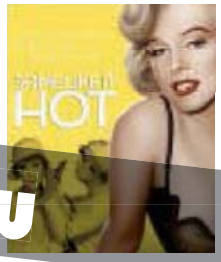

Wicked Wheel

Bringing Cool Back to the Beach

What one bar and grill is doing in Panama City Beach

The Wicked Wheel started putting together their one of a kind themed bar and restaurant in the beginning of 2011, and officially opened their doors to the public in April. This is a custom concept themed bar and restaurant for all ages to enjoy, with one thing in mind: To share a love for classic cars, custom bikes, and all things cool. Along with custom décor and a classic southern menu, which includes their perfectly seasoned fried chicken recipe, this location is sure to become a favorite spot in the south.

As you walk into the front doors, look up and you're greeted by a '67 Harley Chopper hanging from the ceiling. Once you're seated by the "Hot Rod Hostess" you're handed one of their "Owners Manuals," or as most other places commonly call them, a menu. Here you'll find all of the southern comfort foods you could ask for – fried chicken (which is probably the best you'll ever have), catfish, custom burnout burgers, and sides such as turnip greens, red beans and rice, sweet potato fries, and mac n' cheese. If you're up for a challenge, you'll have to check out the "Challenger Burger" which is two half-pound cheeseburgers and two sides. Finish it, sides and all in under nine minutes, and you get a free Challenger t-shirt!

Custom is one thing The Wicked Wheel is not lacking. Fram oil filters turned into track lights, T-Buckets hanging on the wall, handmade metal benches and bar stools. Their bar even features the world's first concept of real motorcycles as stools at the bar. Have a seat on one of their Harley Sportsters while you grab an ice cold "Gasoline Tea" or a frozen "Ethanol." After you're done eating, be sure to stop into their "Custom Top Shop" with the coolest t-shirts, hats, tank tops, jewelry, sunglasses and even old-fashioned candy that will make you feel like a kid again.

With anticipation of being a huge success in the South, The Wicked Wheel recently broke ground next door to start expansion on their next phase of the company, "The Big Block Bar." This bar is set to be a one off custom entertainment complex geared more towards the adult crowd. Large venue stages, a custom bar, and the best entertainment on the beach is what will set the Big Block Bar apart from others within hundreds of miles.

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THE

Wicked Wheel

BAR & GRILL

PANAMA CITY BEACH, FLORIDA

Wild Eyed & Southern Fried!

CLASSIC CARS - CUSTOM BIKES

ALL THINGS COOL

"BEST FRIED CHICKEN EVER!"

"BIGGEST BURGERS ON THE BEACH!"

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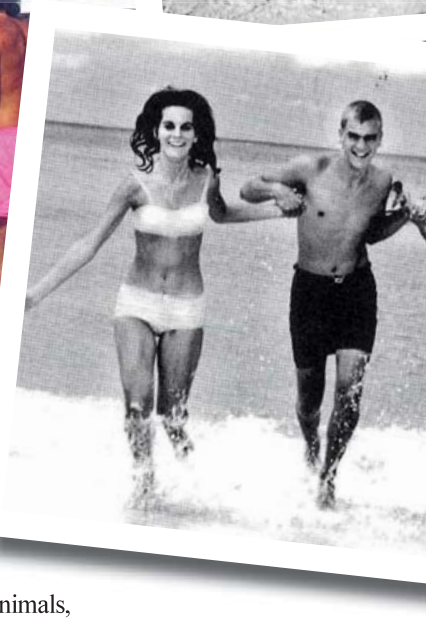

Spinnaker Beach Club during Spring Break 1993; *courtesy of Tim Allen Photography.*

Pamela Watson is a freelance writer and author of the Northwest Florida Wine Tour. She also publishes the online travel guide **ExploringNorthwestFlorida.com**.

Black & white photos, top: Acrobatics on Panama City Beach c. 1947; courtesy of Florida State archives. **Bottom:** Emerging from the Gulf in the sixties; courtesy of Bay County Library.

Did you know…

By Pamela Watson

- ...that Pine Log State Forest, north of Panama City Beach, was Florida's first state forest?
- ...that the Panama City Beach area is home to some of the world's rarest plants, animals and lakes?
- ...that prior to the Civil War, the popular resort of St. Andrew beckoned inland residents to come to the beach for fun and relaxation?

If you can't get enough trivia, then the Panama City Beach area is for you. There are many interesting and fun things to know about one of Florida's best beaches. In fact, in 1995, famed beach expert Dr. Beach named St. Andrew State Park the Best Beach in America.

Along with beautiful beaches, rare species of plants and animals, such as the gopher tortoise and the white-top pitcher-plant, can be found here. Lake Powell may look like a funny brown-water lake, but it is actually one of the rarest lake eco-systems in the world.

Do you like to dive? Panama City Beach is known as the *Wreck Capital of the South* due to the large number of historic wrecks for scuba divers to explore.

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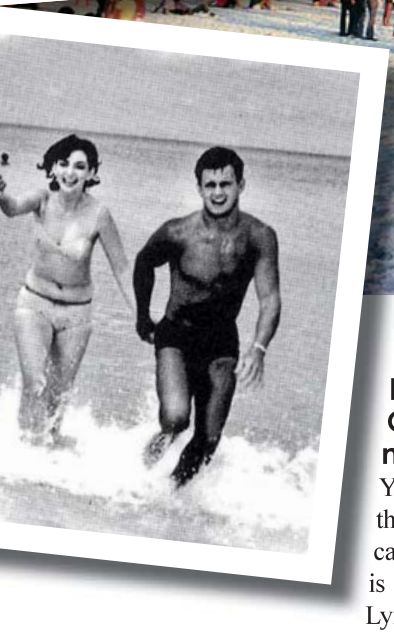


Hot air balloon contest on the beach in 1982; *courtesy of Tim Allen Photography.*

Do you brake for Civil War monuments?

You'll find one of the last ones dedicated in Florida is in the town of Lynn Haven, and it's the only monument in the south to honor Union soldiers. Can you imagine when salt was as precious as gold? It was during the Civil War. From 1861 to 1865 the shores of St. Andrew Bay were lined with salt works that extracted sea salt for the preservation of food for the Confederate army. During World War II, the port of Panama City was home to Wainwright Shipyard which built and launched a total of 102 cargo ships and six tankers.

Having butterflies?

The area gives new meaning to this term since it is a stopover for the yearly migration of Monarch butterflies. It is also home to the Butterfly House at Miracle Strip at Pier Park, one of only two such facilities in Northwest Florida.

Take a hike! If someone here tells you to do this, you *can*...at Conservation Park, which has 24 miles of hiking trails called Gayle's Trails.

Did you ever think about how Panama City got its name?

When Chicago developer G. M. West purchased land in the area in 1905 with the intention of selling real estate, the name was changed from Harrison because the town was in a direct line from Chicago to the Panama Canal.

So if you think Panama City Beach is just another pretty place, think again. There are lots of fun facts to learn about this fascinating beach resort.

VER BAY!

THROUGH THE EYES OF MIKE THOMAS

Interview by Marta Rose

Bay County Commissioner Mike Thomas has lived in Panama City Beach for most of his life, leaving only to serve in the U.S. Army in Panama and Vietnam during the Vietnam War. "My daddy was born here, and my mother is from Jackson County; I was born in Graceville, Florida," he says. Along with his wife Carmella, his three sons Ryan, Michael and Brandon, two daughters-in-law Kara and Jamie, four grandchildren, mother, two younger sisters and their families, the Thomas's all live within a few miles of one another. "I have a great family," he declares. "Life is good. I have been so lucky."

When Mike was in the third grade, Beach Elementary School had just opened. He then attended Jinks Middle School followed by Bay High – the typical circuit for beach students at that time. Back in the 'Good Old Days' at the beach, he claims, life was actually harder. "If you needed a loaf of bread, go see the doctor or buy gas…you had to go into town. After Labor Day everything died at the beach. People sold their stock back to vendors. The 'Good Old Days' were really tough." In the sixties, Mike was a lifeguard on Panama City Beach, overseeing Weldon Court, Laguna Beach Apartments and the Periwinkle Motel.

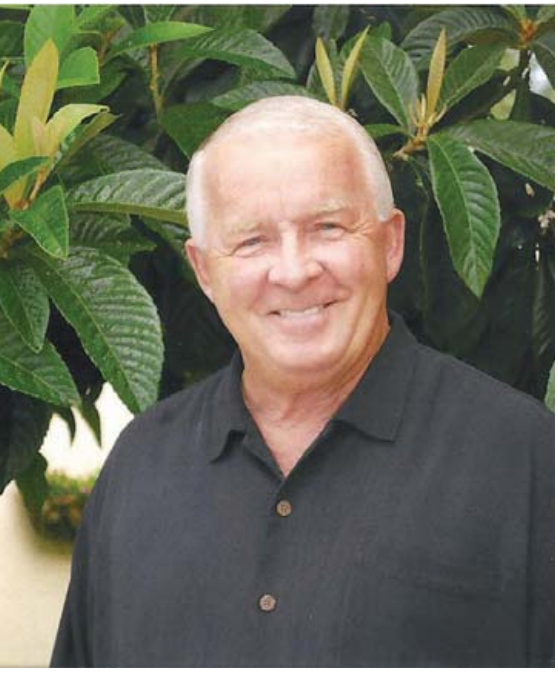
Things started changing in the early to mid seventies. "We got a Sunshine Grocery, a Piggly Wiggly, Carousel started staying open year-round, and utilities companies came to the beach," he remembers. The Navy base began to expand, increasing the number of permanent residents to the area and the development of new neighborhoods, including Woodlawn.

Back then people were more family-oriented, Mike maintains. The Miracle Strip Amusement Park and Petticoat Junction were in action in the sixties and seventies. Group vacations were popular, and at night, two and three generations of families would hang out on the beach with bonfires, flashlights, sand buckets and crab nets. Some of Mike's favorite dining options included the Wayside Restaurant (where Calypso Towers now sits) and the Anchor Inn (now a vacant convenience store). He also fondly remembers Jenkin's and Altman's, two drive-in burger joints. "There was always a party somewhere," he smiles. The Old Dutch and Old Hickory were two of his favorite dancing clubs, and of course the famous Hang Out, with its casino, carnival rides and roller skating rink. The beach was lined with 20-to-40-unit motels, all family-owned, like the Desert Palms, Shalimar, Rendez-Vous, Keeter's and Bel Mar Court, to name a few. The beach looked very different then. "In those days we didn't have a skyline," says Mike. "It was just the beach."

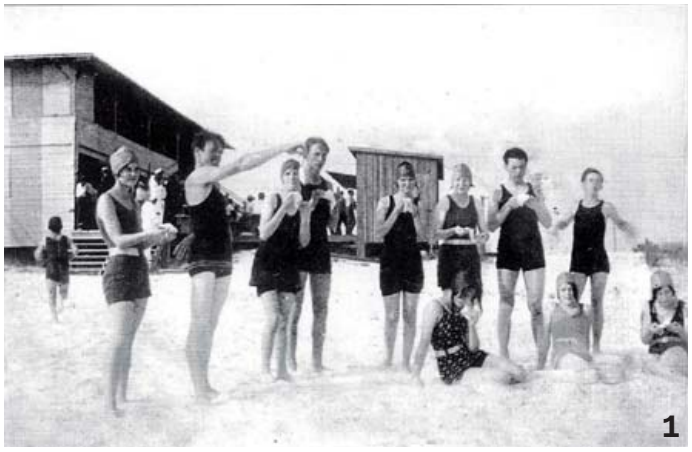
When disaster struck in 1975, with Hurricane Eloise demolishing Panama City Beach's beautiful coastline, a major transformation occurred. Post-hurricane construction was happening everywhere to rebuild the beach, and as a result, people saw for the first time that they could make a living at the beach during the winter. "Two types of situations make you realize how much you love an area," says Mike. "One is happy, and one is heartbreaking. Look down Front Beach Road on Fourth of July, and what do you see? A crowded beach and lots of smiles. It's beautiful! Now take a look at that same stretch, just after a hurricane. It's painful, and makes you understand how every minute we have here is precious."

Still passionate about Panama City Beach, Mike sees this area as a beautiful, multi-purpose destination that takes care of all types of groups: spring breakers, seniors, summer families and winter families alike. "You don't have to be a tourist to have fun here," he

Owner of Thomas Donuts, built in 1971 and Mike's Café & Oyster Bar (originally Mike's Diner), built in 1986, Mike Thomas always dreamed of building a little seafood place that was a change from all of the "dollar-on-the-wall oyster bars" at the beach. His Seafood Newburg, Au Gratin and casserole dishes set his eatery apart from the rest.



"I'd rather be Mike Thomas in Panama City Beach than anyone else, anywhere else."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The best $2 a person can spend is taking a walk on the pier. Every night, Mike rides the beach somewhere between 8:30 and midnight. "I look to see what we're doing," he says. "I don't want to be told. If I'm not there, I don't know what the tourists are seeing and what image we're portraying. *It's my job*."

First elected as a Bay County Commissioner in November 2004, Mike has also served as a member of the Bay County Planning Commission. He previously served from 1996 to 2000 as the Ward 4 Panama City Beach City Councilman, and as a member of the Panama City Beach Civil Service Board. Mike's past focus has included continuing to expand our sewer and wastewater treatment facilities to stay ahead of growth, development of the new library and administration complex, and the purchase of the Gulf Coast Electric Cooperative. His future goals include expanding parks and access to the bay and beaches; dedicating a portion of the millage to repavement and pavement of roads, and staying competitive in our search for new companies/jobs and industry for our area so that our children can raise their families in Bay County.

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Photos Opposite page: Commissioner Mike Thomas, 2012; young Mike's first catch at three years old. ***This page:*** **1.** Friends gather on Shell Island in the 1920s at the Pavilion, one of the first tourist attractions along the beach; courtesy of Florida State archives. **2.** Shell Island in 2012; photo by Teresa Tuno. **3.** Mike's mother Inez in 1947, sitting in front of Thomas Cottages on the property that is now Mike's Diner; this area used to be known as Wells Estates prior to PCB's incorporation. **4.** Receiving an award in the Army, c. 1960s. **5.** The old Ice House, c. 1960s, which the Thomas's opened in 1954. **6.** Mike's parents, George and Inez, at the Ice House; it would later become Thomas Donut Shop. **7.** Mike with his wife Carmella. **8.** Lifeguards' jeeps were outfitted by a rake to keep the beaches clean of driftwood and debris, c. early 1960s; courtesy of Dick Doerr. **9.** Hutchison Beach Elementary School in 1957/'58 *(young Mike is seated in the foreground).*

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THROUGH THE EYES OF BERTIE REYNOLDS

Interview by Marta Rose

Bertie Reynolds has lived in Panama City Beach since the age of two. She served as a councilwoman for the City of Panama City Beach where she made U.S. ambassador expeditions all over Canada, Cuba and Washington D.C. In the late seventies she worked for the PCB Hotel & Motel Association as Referral Coordinator. In 1987, this association became the Panama City Beach Chamber of Commerce, where Bertie currently serves as Information Specialist. In 2010 she received a *Chamber Lifelong Achievement* award from the Beach Chamber, the only one of its kind ever awarded.

Bertie Reynolds moved to Panama City when she was two years old – 81 years ago – from Birmingham, Alabama. Her father, James T. Peterson, helped open the Canal Zone in the early 1900s, and during the time he would come down from Birmingham to work, he got a taste of Panama City Beach. He thought the white sand was unbelievable, according to Bertie, and knew he eventually wanted to come back and live here. In 1931, he relocated his family to Airport Road in Panama City, about half a mile from the old airport.

Bertie attended St. Andrews Grammar School through the 8th grade, and later Bay High. As a teenager, Bertie was very into movie stars and read about them frequently. Her favorite actresses included Lana Turner, Vivian Leigh, Shirley Temple and Judy Garland. One of her favorite memories was when she was 14. It was 1942, and Clark Gable had left Hollywood, as a movie star, to serve his country, with his famous statement to the media, "There is a war to win, and I consider it my right to fight."

"Everyone was really excited because Clark Gable was stationed at Tyndall Air Force Base," Bertie says. "I saw him one time, walking into Walgreens drug store on Harrison Avenue. I saw him from afar, but I could see that he was handsome. I was shocked and couldn't speak!" In those days, Bertie's mother accompanied her beautiful young daughter on outings frequently. "The soldiers were everywhere, always looking at young ladies," Bertie remembers. "My mother was always with me when we went downtown."

In the forties, The 98 Club on Front Beach Road was the place to see and be seen. Although not quite old enough, Bertie went a couple of times and got in with the help of her older brother. Andy Griffith was there one night telling jokes and entertaining. Bertie remembers enjoying his dry sense of humor. "He was eloquent with clean humor." The 98 Club employed live bands playing love ballads of the day like 'Stardust' and 'Tenderly.' After the club closed in the fifties, the establishment re-opened as Angelo's Steak Pit.

In high school, she and her girlfriends frequented the famous Hang Out where they pitched pennies into the wishing well, danced the jitterbug and drank Coca-Colas. In 1948, Bertie graduated from Bay High. She took commercial art classes at the Art Academy in Memphis, Tennessee for two years. Afterward, Bertie moved back to Panama City Beach and worked for her family's business, The Shell Shop, on Front Beach Road (where Barron Furniture now sits). Other jobs included Lerner's and McCrory's 5 & 10 on Harrison.

When Bertie was 21, she met Olen Reynolds. "I was crossing the street to go to the drug store for lunch," she remembers. "Olen drove up in a little Coup, and asked me to go to the Bay High football game." They had been in the same grade at Bay High; during high school Olen had gone to war and served in Tokyo. He came back to Panama City and graduated before working at the dam in Chattahoochee. Bertie went to the game with Olen and "That was it…we ended up getting married a year later." The two were married in 1950, and were married for 23 years.

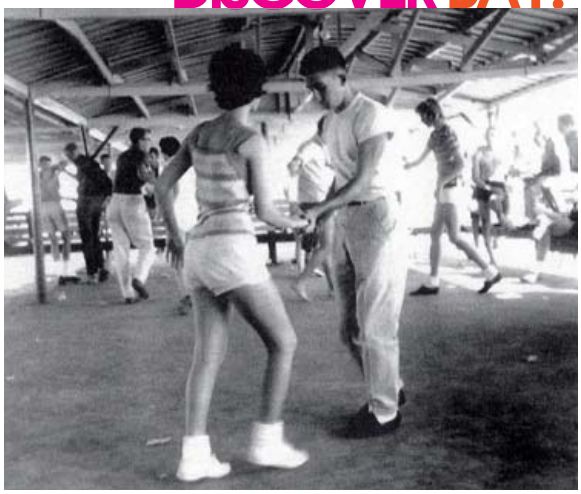
In those days, Bertie's most memorable times were the weekends. "Olen and I would take our three daughters, Debbie, Teresa and Denise, down to the Gulf and swim in the beautiful water," she smiles. "We lived in Long Beach on Beach Blvd., just off

Thomas Drive close to where Laketown Wharf now sits, in a thicket of cottages with a little post office up the street. "We'd lie in the sun, walk up and down the beach, and later come back to the house and barbecue steaks and hot dogs. The water was always beautiful, just like it is now."

In 1972, Bertie and her friends heard the news that Hollywood actor Ray Milland was in town filming Frogs, the "eco-horror" film directed by George McCowan and co-starring Sam Elliot. The film tells the story of an upper-class Southern family who was victimized by several animal species including snakes, birds, lizards and even the occasional butterfly. "My friends and I drove out to Eden State Gardens, where it was being filmed, and watched him," she remembers. "It was such a thrill!"

In the late seventies, she opened La Bon Appetite, a French café with an outside grapevine-entwined patio, serving quiches, French baguette sandwiches, crepes, beer and wine, and her famous Beer Cheese Soup on Tuesdays. Frequent customers included Rose Gheesling and Philip and Jerrilyn Griffitts. The popular café hosted numerous parties and gatherings throughout the year. Bertie recollects once serving a luncheon for 10 from the Navy Base with a dignitary they were hosting from Toronto, Canada. "After that, a number of the Navy officers repeatedly came back for lunch," she recalls. "They had been going to the Holiday Lodge but switched and came to my place. I was the first one that ever offered quiche and crepes." One year, the Hotel & Motel Association held their fall Business After Hours at La Bon Appetite. "We had a full house!" she remembers.

During those years, Bertie served on the City Council for Panama City Beach. She served four years while Dan Russell was Mayor. In 1976, there was a nationwide 10-day conference in Cuba that mayors and city councilmen from across the country were invited to attend. Bertie attended with Mayor Dan Russell and fellow councilmen William Gray and Bill Fields. "We flew into Havana," she remembers. "It was beautiful, just like people think it is. Banana trees, palm trees…most of the houses were open and didn't have windows. We saw the bunker that Castro lived in. There were guards on every corner. I have a Cuban dollar bill that he autographed for me." While there, Bertie shook Fidel Castro's hand and spoke with him for a moment. "Though he speaks beautiful English, he spoke Spanish. I told him his island was beautiful." One night, Bertie went to the famous Copacabana in Havana. "The bus dropped us off, and I danced all night until I had blisters on my feet!"



Above left: A young Bertie circa early 1930s. ***Right:*** Dancing to the beat of beach music, these young people may well have been perfecting the "PC," a dance that originated in Panama City Beach. Another popular dance, the "Shag," had its origins in Myrtle Beach, South Carolina, but quickly made its way to the Panhandle; circa 1950s courtesy Bay County Library.

Top: Bertie graduated from Bay High in 1948. ***Above:*** The Shell Shop, c. 1970s.

In the late seventies, Bertie worked for the PCB Hotel & Motel Association as Referral Coordinator. In 1987, this association became the Panama City Beach Chamber of Commerce, where Bertie served as Information Specialist. In 2010 she was awarded a Lifetime Achievement Award by the Chamber.

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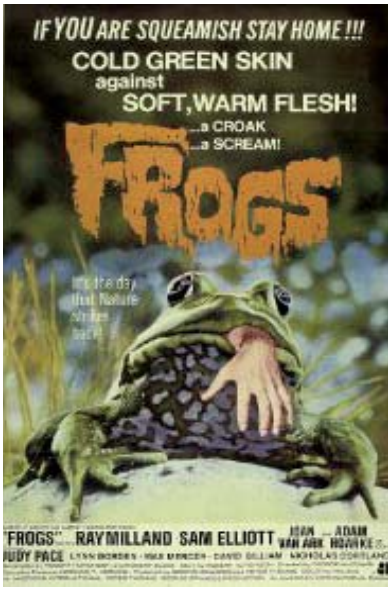
Opposite page: Bertie Reynolds in 2012; at the Chamber's 2010 Annual Awards Dinner Bertie received a Lifetime Achievement award. ***Right:*** *Frogs* (1972), featuring Ray Milland and Sam Elliott, was about a group of hapless victims invited to an island estate (filmed on-site at Eden Gardens) crawling with evil frogs.



THROUGH THE EYES OF WES BURNHAM

Interview by Marta Rose

Though he hails from Birmingham, Wes Burnham spent a lot of time in Panama City Beach as a child, frequently coming down during AEA (Alabama Education Association a.k.a. Spring Break) with his mom, dad and sister Ann, where the family stayed at Kiska Cabins on the west end of the beach. "We'd come down, charter a boat from a little St. Andrew marina just east of the Shrimp Boat, and go fishing," reminisces Wes, who has always loved fishing and wildlife. "But really, we came for the Gulf of Mexico!"

Wes attended Auburn University from 1953 through '57 and received his bachelor's degree in Business Administration. "I originally wanted to be an architect," he says, though he later moved into construction. His first job out of college was working in the Lost & Found department at Baggett Transportation in Birmingham. After two years, Wes left the transportation industry to get into building. He developed Altadena Valley Golf Course, just south of Birmingham. He was later employed by Richard Cox and flew airplanes with Richard, who was also a pilot. They flew around the southeast, building thirteen Jack's hamburger stores. Two of the stores were in Panama City Beach.

During this time Wes continued to vacation on the Florida Panhandle. He liked the Gulfarium Marine Park in Ft. Walton Beach, which had been built in 1955, and wanted to build something similar in Panama City Beach. In 1969, he and his business partner Wally Nall flew to Panama City Beach to discuss the beginnings of a new attraction, Gulf World Marine Park. Julian Bennett, an attorney in town, had heard there was new industry coming into town and had taken an interest; he rolled out the welcome wagon for Wes and Wally, picking them up at the airport, driving them around town and introducing them everywhere. Wes moved to Panama City to build Gulf World in late 1969, then moved back to Birmingham to develop four condominiums. At their completion, he returned to Panama City Beach. "I could not get the white sand from my shoes," he says.

During that time Wes met a man who would become one of his best friends to this day, Tommy Cooley. The two were neighbors at Landmark Apartments on Beach Drive, a beautiful area of Panama City on St. Andrew Bay. In the seventies, Wes began developing and building a host of condominiums on Thomas Drive including Gulf Gate Condos, Mariner East and Mariner West. "Thomas Drive was just sand dunes," recalls Wes. "We used to drive dirt bikes up in those dunes." Additional projects spanning Thomas Drive to the "Y" and Laguna Beach, the oldest areas of the beach, included High Pointe (on 30A), Long Beach Resort, Hombre Golf Club and The Glades, En Soleil and Marina Landing.

In 1981, Wes, Wally and another business partner from Canada, John Bassett, bought 120 acres of land for sale in an area of the beach then called the City of Edgewater, which was a fully incorporated city. His intent was to build more condos; today 999 condos comprise Edgewater Beach & Golf Resort. "We moved Highway 98 back about 50 yards so we could build," he recollects. Originally the resort included a thatched hut bar & grill called Palapa. It later became Oceans. Today the Shoppes at Edgewater also sits on that land.

Through the years, Wes has partnered in developing several of Panama City Beach's most high-end and popular dining establishments: Canopies, Saltwater Grill and Firefly. His love for the game of golf, coupled with his ardent talent for design, has produced yet another local treasure for golf enthusiasts: the Hombre Golf Club. Currently, Wes is developing Homes

The Top O The Strip served as an iconic landmark on Panama City Beach for decades. Opening in April of 1966, it served millions until ultimately facing destruction damage in 1995 from Hurricane Opal. The base of the Tower housed both a restaurant and gift shop where one could get their Panama City Beach, Miracle Strip or Miracle Mile t-shirts, inflatable rafts, swimwear, swimming gear such as masks to see in the clear water, swim fins, snorkels and various beach gear. *Courtesy of Tim Allen Photography.*

A landmark since the seventies, **The Treasure Ship** was a three-story Spanish inspired replica of Sir Francis Drake's 17th-century Golden Hind galleon. This iconic fixture towered over Thomas Drive and the Grand Lagoon Marina area for 33 years, housing three separate restaurants. In 2010 the Treasure Ship burned down. *Courtesy of Tim Allen Photography.*

of Antigua in Panama City Beach adjacent to the Hombre, a project he began developing in 2008 which was originally envisioned as an upscale beach neighborhood for "empty-nesters and young professionals." Today this collection of Mediterranean-inspired carriage and bungalow-style homes has been revisualized as an upscale apartment complex.

In 2008, Wes was honored as a special member of our community by the Panama City Beach Chamber of Commerce with the prestigious "Pioneer of the Year" award. During the award ceremony, a collection of excerpts from friends, family and employees was read, describing Wes as "the poster child for a positive attitude 24 hours a day; a local hero, outstanding role model and champion for those in need; and truly a Founding Father of our community, whose enthusiasm, passion and energy is infectious."

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Above: Twenty-eight years ago a group of local Panama City fishing enthusiasts proposed a billfishing contest to the owners of the Bay Point Yacht & Country Club, and the **Bay Point Invitational Billfish Tournament** was born. The largest blue marlin ever weighed in Florida, 1,046.0 lbs., was caught by Conrad Hawkins on the Lucky 2 in 2001; the second largest blue marlin ever weighed in Florida, 998.6 lbs., was caught by Barry Carr on the Sea Wolf in 2006. Both fish were weighed at the Bay Point Invitational Billfish Tournament. *Photo 1994, courtesy of Tim Allen Photography.*

Opposite page: Golf is a passion of Wes's; on the Hombre course. ***Far left:*** Wes built Gulf World Marine Park in 1969. ***Left:*** Landmark Apartments on St. Andrew Bay, Wes's first Bay County home in the late sixties. ***Above:*** Wes received the Pioneer of the Year Award in 2008.

The Man in the Sea Museum

By Lauren Williams

"I've been playing in the water for 30 years, and I get paid for it. What a great job!"

Mike Zinszer is a Professor of Criminology and Criminal Justice at Florida State University Panama City, specializing in underwater crime scene investigation. He is a former board member and currently President of the Man in the Sea Museum.

A retired Navy diver and Underwater Crime Scene professor at FSU PC, Mike Zinszer has a passion for the dive history in Panama City Beach. "People don't understand the multi-million dollar industry that Bay County is sitting on," he says. "We have a very unique area. SeaLab-1 is the first habitat in which man lived in the ocean, and it was built and tested right on the Naval Base in Panama City Beach. They towed it all the way to Bermuda, and sunk it to the very bottom where four guys lived there for eleven days."

Panama City Beach is a unique area for diving. There are opportunities to dive in bays, caves and creeks, not to mention the numerous wrecks and dive shops we have to offer. "I consider Bay County, especially Panama City Beach, the hub for diving worldwide," Mike says. The only thing left to accomplish is to get our residents and tourists to recognize Panama City Beach as a prime diving location. According to Mike, that is exactly what the Man in the Sea Museum is striving to do. "What we want to do is get people aware of the museum, the importance of the rich history of ocean diving, and research that Bay County has that affected the world and still affects the world."

The building of the Man in the Sea Museum is rich with history and interesting artifacts. Diving suits, masks, sunken treasures, submarine exhibits and a gift shop are just a few of the amazing findings you can see at Man in the Sea. The Museum is always looking for more items to add. Any donations, cash or material, are tax deductible.

A former board member, and now the President of Man in the Sea Museum, Mike diligently works to keep Panama City Beach's historical influence in our city. He believes that if our history slips away, we'll lose part of our community's soul that we can never get back.

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a few minutes *with* Drew whitman

Interview by Marta Rose

Drew Whitman moved to Panama City Beach in 1988, when he had just turned 19, from Byron, Michigan, a little town between Flint and Detroit. After high school he went straight into the Air Force and was stationed at Tyndall where he entered as Security Police. During his four years he served one overseas tour, Desert Shield and Desert Storm (a.k.a. the First Gulf War). Overseas, Drew was part of the Air Base Ground Defense Team. "I loved the Air Force, and I was proud to serve my country," he says. At one point he was hand-picked and assigned to security detail for Major General Charles A. Horner, for one month. His job was to act as a personal body guard and keep the General safe. This was a great honor, as only two out of 44 men were picked for the assignment.

During his military service, Drew had started to do some civilian law enforcement, "and I got hooked." He had started part-time with the Panama City Beach Police Department in 1989, and by 1991, as soon as he left the Air Force, he began full time as a patrol officer. "(Former) Police Chief Lee Sullivan hired me," says Drew. "He's a former Marine; I was in the Air Force. I never asked him why he hired me, but it probably had something to do with my attitude toward police work and wanting to serve the community. He offered me the job, and I never looked back."

Before Drew first applied for the Chief of Police position, he met with numerous community leaders. "My goal was to see what they needed, and where they wanted the Panama City Beach Police Department to go in the future. I also wanted to make sure they knew my door would always be open." He first went to see Commissioner Mike Thomas. "I knew he would honestly tell me what was right and what was wrong." He also met with (former) Mayor Philip Griffitts and his family, Billy Alam, the Hundley family, Kevin Brackins, Jack Bishop, Sparky Sparkman and the Gheesling family, among others. As Chief of Police, Drew says it's all about communication. "Tell me what you want, tell me what you need. I have an open door policy. You can come talk to me about anything."

Drew is clearly a family man who adores his wife and children, spending as much quality time with them as possible. Lisa, his wife, is one of the few people who was born and raised on Panama City Beach. Theirs is a union of 'opposites attract,' as Drew admits he's the shy one while Lisa's the personality and the life of the party. He recounts their first meeting in 1988. "I was with my friend from the military, and we stopped by the Panama City Mall," he recalls. Lisa was working at T-Shirts Plus inside the mall, and upon noticing her, Drew went in to meet her. "I bought a t-shirt and asked her out." Their first date, a double date, consisted of going through the Gran Maze at Coconut Creek together. "That was it. Later that year we got engaged and were married in 1989. We've been married for 23 years."

Drew's 20-year-old son, Drake, "a great kid who takes after his mom," is following in his father's footsteps. This fall he will attend the Law Enforcement Standards program at Gulf Coast State College. His daughter, Kyra, who is "12 going on 30," according to

Opposite page: Chief Drew Whitman at the Panama City Beach Convention & Visitors Bureau at Highway 79. ***This page:*** The Panama City Beach Police Department's officers of the year are voted on by their peers. ***Clockwise from bottom left:*** Civilian Employee of the Year Wendy Windham (with the PCBPD for six years); Reserve Officer of the Year Christopher Bow; Officer of the Year Zackary Rose (with the PCBPD for three years) with his wife, son and president of the Beach Optimist Club. ***Right:*** Chief Whitman visited the Panama City Beach Chamber of Commerce on R Jackson Boulevard on May 31, 2012.

Drew, is an angel who has her dad wrapped around her pinkie, and also takes after her mom. "She's a great communicator, does well in school and is a social butterfly," he says. "Also, she doesn't forget anything; she's got a mind that holds on to information." Kyra will attend seventh grade at Surfside Middle School in the fall.

On the weekends the Whitman's like going out to dinner, shopping and seeing movies at Pier Park. "We used to love Shades (now Great Southern) in Seaside, an old house that was converted into a restaurant. I'd go there with (now retired) Chief Harding for wings." He sometimes rides motorcycles with his son, and Drew also spends a lot of time with his little brother Brad, and his two daughters. His parents moved to Panama City Beach in 1995, just before Hurricane Opal; the entire family lives within a half mile of each other.

"If I could take my family anywhere in the world, it would be Panama City Beach," he says with a smile. "Sometimes we take a staycation, rent a condo at Splash or Calypso and have fun on the weekends. Why would you want to leave this place and go somewhere else? You have the best hospitality, the best restaurants and the world's most beautiful beaches. This is one of the safest places around."

Drew really enjoys outside activities such as jogging, golfing, fishing and working in the yard. He loves barbecuing with the family. Every Thursday in the summertime, the whole family and friends go to the Pier Park concerts. "Five officers and our families go together," he says. "We take golf carts there; we let the kids run around and play and don't talk about work or politics."

Drew's love of Panama City Beach focuses on the community. "Everyone's friendly and personable, and I like to give back to that," he says. "My wife and kids were born and raised on this beach, so this is home. I've been places before where the community doesn't try to work together like we do. Our City Manager, Richard Jackson, is a devoted, caring, passionate person. You couldn't ask for a better ambassador than him. From Mayor Gayle Oberst to our Fire Chief John Daley and City Clerk Holly White, we've got a wonderful team in place."

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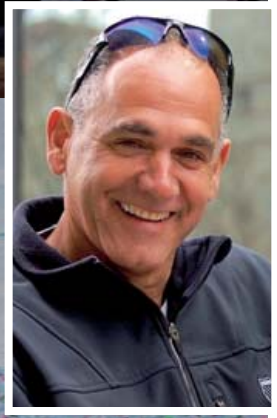
a few minutes *with* ben rausa



Interview by Lauren Williams

When we called Ben Rausa, Race Director for IRONMAN Florida, to set up this interview, he was riding on his Harley Davidson en route to Washington D.C. for the Rolling Thunder Vietnam Memorial Ride. This was an obvious indication about his thrill seeking tendencies and necessary need for excitement. We learned that Ben is an extraordinary man that exuberates passion for this community, business success and his race, Ironman Florida.

Ben, tell us a little about you? How did you get started working with IRONMAN Florida?

I was still active duty military when I started out as a volunteer back in 1999. Being the bike course guy for several years, I became more involved with IRONMAN in other areas. I worked the bike course here and soon became familiar with every facet and every area of the race. All of the pieces of the race come together and makes you just want to go 'WOW.' Once I became close to retirement after 25 years of service, I became assistant race director in 2007 and race director in 2008.

So how many times have you been a participant in IRONMAN?

None, actually. I have participated in three marathons, but never a triathlon.

That's surprising! Tell us, what exactly is an IRONMAN?

The race started in 1978. John Collins issued a challenge in Waikiki, HI, combing an open rough water swim, a bike race and a run. Collins said, "The gun will go off at about 7 a.m., the clock will keep running and whoever finishes first, we'll call the IRONMAN." Thus, the race was born and people have been competing for the title ever since. IRONMAN Florida now consists of a 2.4 mile swim, 112 mile bike ride and a 26.2 mile run. The race begins at 6:50 a.m. for the pro athletes and 7 a.m. for the age group athletes.

Why would you say IRONMAN Florida is a great asset for our community?

Somebody somewhere saw something with IRONMAN. Panama City Beach was chosen because of the beauty of the location. The water creates an open-water challenge swim, a lot like the IRONMAN World Championship swim, set each October in Kailua-Kona, HI. If you think about it, IRONMAN Florida is really a win-win situation. The economic impact from nearly 20,000 combined athletes and spectators is a significant boost to our local community and the support that the region along with the beauty of the location really makes this a one-of-a-kind event and an atmosphere that lasts throughout November.

How many participants, volunteers and staff make up IRONMAN Florida?

There are over 2,800 participants and approximately 4,000 volunteers. The beauty of it really is the staff from all over the county. Of the 50-70 people on staff, 6-10 of them are race directors from other IRONMAN events. The quality of people behind this race is amazing and the amount of pride that they put into their work really helps to garner the respect of the community. One example of that was when my father passed away the Tuesday before my first IRONMAN Florida as race director. My staff was so well prepared and professional, we did not miss a beat that race and that really meant a lot to me and more importantly to the athletes participating.

What is your favorite part of the race? Why do you continue to support IRONMAN year after year?

You can't begin to imagine the adrenaline at 4:30 in the morning when the athletes are getting marked up and going through their routines. The atmosphere is really unbelievable!

Continued on Page 60

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SEE & be seen

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3rd Annual Women's Work-Life Symposium *on* **June 8, 2012**

1. Attendees of the 3rd Annual Women's Work-Life Symposium were treated to an entire day of "mental pampering." **2**. An Exhibitor Showcase featured businesses displaying products and services for the professional woman. **3**. The bright green goody bags were a hit! **4**. Vickie Gainer, Beth Oltman and Representative Marti Coley.

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... and Forever Young

Older Americans Month

We were pleased to join in the Bay County Council On Aging's Older Americans Month celebration by sending a "precision grill team" to the event.

www.doralbankflorida.com

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SEE & BE SEEN 3rd Annual Women's Work-Life Symposium *on* June 8, 2012

1. Gulf Coast Chiropractic & Rehab was one of the Symposium's presenting sponsors. **2**. The 3rd Annual Women's Work-Life Symposium task force *(from left)*: Catherine Collins, Marta Rose, Rebecca Spann, Jayna Leach, Beth Oltman, Vickie Gainer, Susan Estler, Pam George, Lauren Williams, Karen Blackerby and Nancy Luther *(not pictured: Nancy Dodson)*. **3**. Gulf Coast Medical Center also presented the event. **4**. James Johnson, Catherine Collins, Nicole VanShoick. **5**. Vickie Gainer chaired this year's task force and MC/hosted the event. **6**. Representative Marti Coley gave a warm morning welcome. **7**. Jill Nichols, Executive Vice President of Vera Bradley, addressed attendees at lunchtime. **8**. Lorna Owens delivered the morning keynote session. **9**. Jennifer Webb's entertaining afternoon session included magic tricks. **10**. Alison Lewis whipped up a healthy snack in her workshop. **11**. Martha Lanier shared her uplifting story during her workshop. **12**. Charlotte Steill shared the 'Organization Triangle' in her workshop. **13**. Lunch was catered by the Boatyard. **14**. Attendees gathered for a keynote session in the Lecture Hall. **15**. Attendees strolled the Exhibitor Showcase in between sessions.

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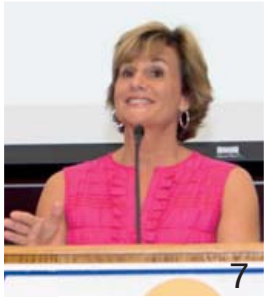
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Kandi Gardiner, MSc.

Enhancing Life Experiences from the Board Room to the Bedroom

their work, relationships, and leisure time. Kandi is an expert in human dynamics and through re-alignment of cognitive beliefs, helps individuals enhance their life experiences and work performance.

Kandi holds a Master's Degree in Performance Psychology from the University of Edinburgh, Scotland, United Kingdom, and a Bachelor's Degree in Psychology from the University of Tennessee. She has continued training in Clinical Research, Post-Traumatic Stress Disorder, Critical Incident Stress Management, Life Coaching and Child and Family Practices.

Kandi is a member of the American Psychological Association and the British Psychological Society. She is a relationship coach and inspires individuals and couples to enhance their love relationships. She has served as a speaker and presenter for the Walton and Panama City Beach Chambers of Commerce. She has also conducted teacher training seminars and workshops for teens to promote academic excellence. Kandi is a Partner in Human Resource Solutions, Inc., offering Personal and Professional Development.

kandigardinermsc@gmail.com
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Kandi stimulates and enhances love relationships and explores the possibilities in her clients who desire richer life experiences. She inspires creativity, improves performance and increases motivation.

"What is my purpose in life?"
"What will make me truly happy?"
"How can we ignite our love relationship?"
or
"How do I attract the love of my life?"

Kandi can be an essential guide through the process of self-discovery and help establish an enjoyable and productive love and life plan. Are you here on holiday? Book a private consultation or gather a few friends and enjoy a Love or Life Coaching Workshop.

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Kandi Gardiner is a personal and professional development consultant who inspires individuals to realize their unbounded potential. Kandi helps individuals and groups explore their personal Values and Vision, and creates strategies to integrate these into

"The Leadership Development Program has created a positive energy and atmosphere among the team. There is more enthusiasm and an eagerness to learn and understand the mission of the organization and grow into leaders."

— Rhonda Skipper, Walton County Tax Collector

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Contraception Update: Less need to worry when you are "DONE!"

Dr. Samuel Wolf

When a couple has decided that the family has enough mouths to feed, and want to stop having children, they have traditionally gone with tubal sterilization (having your tubes tied) or vasectomy for permanent birth control. Each year about 700,000 women in the U.S. undergo laparoscopic tubal ligation. This technique is performed as outpatient surgery, but requires general anesthesia, 3 to 7 days recovery, and the associated costs.

On the other hand, vasectomy for the male can be performed in the office setting under local anesthesia. Unfortunately, women have on occasion been frustrated by unwillingness of their spouse to have this procedure done. Like men, women today finally have a less invasive option with in-office hysteroscopic tubal occlusion (The Essure Procedure).

Essure is an FDA approved incision-free, hormone-free procedure that can be performed comfortably in the office setting, and has essentially no down time. The Essure procedure on average takes about 5 to 10 minutes to perform. Essentially, the Essure-certified doctor uses a small camera and slides small, soft inserts through the cervix and into the tubal openings. The inserts are made out of the same silicone-free material used in heart stents so they bend and conform to the shape of the fallopian tubes while remaining securely in place. After insertion, scar tissue forms around the inserts, blocking off the fallopian tubes and preventing sperm from reaching the egg. Patients are usually pre-medicated with an oral pain medication since most patients experience some cramping during and shortly after the procedure. Patients usually have the procedure in the morning after breakfast, and can then conveniently go about their day. One of the most positive attributes of this procedure is that there is no need to miss work and there is minimal interference with childcare.

Unlike tubal ligation, Essure is not immediately effective. Patients are required to use back up contraception for three months while the tubes seal shut. After this time a confirmation procedure using an x-ray is performed to assure that the tubes are blocked. Essure has the lowest contraception failure rate of any method currently available. The procedure cannot be reversed like a traditional tubal ligation, and does not offer protection from sexually transmitted infections. Essure is covered by most insurance carriers and often only involves little out-of-pocket expense depending on the plan.

For more information you can visit **emeraldcoastobgyn.com** or **allaboutwomen.com.**

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Dr. Samuel Wolf is a native of Panama City and the current Board President of The Bays Medical Society. He received a B.S. in biology at Florida State University. He earned his doctorate (D.O.) at Nova Southeastern University College of Osteopathic Medicine. He completed a traditional rotating internship at Genesys Medical Center associated with the Michigan State University Health System, where he was awarded Intern of the year. He did his ob/gyn residency at the University of Florida Health Science Center / Shands Jacksonville. During his residency, Dr. Wolf served as administrative chief resident and was the recipient of many awards for teaching and research, including the prestigious Jelks Award for outstanding resident clinician of the year. He has had extensive formal training in urogynecology, pelvic floor reconstruction, and minimally invasive gynecological surgery. He joined Emerald Coast Ob-Gyn in August of 2005 and received his board certification from the American Board of Obstetrics and Gynecology in December of 2007. He is a Fellow of the American College of Obstetricians and Gynecologists.

THE BAYS MEDICAL SOCIETY

"Helping Our Physicians Help Patients"

The Bays Medical Society is both a professional and scientific organization of medical and osteopathic physicians, and the local affiliate of the Florida Medical Association (FMA). Although membership is voluntary, many physicians choose to join because they know they are most effective in attaining quality medical care with a strong team surrounding them. Our members value superior relations between physicians and patients. Therefore, our Board of Directors and members routinely take time out of their busy schedules to advocate for patients and physicians at the local, State, and Federal level. Our goal is to continue our mission of *"Helping Our Physicians Help Patients"* for a very long time.

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Best Kept Marketing Secrets

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Did you ever notice that it seems everyone is always more interested in the things they are *not* supposed to know, things such as secrets? It's true—people love "insider information!" So here it is: If your business involves marketing on any level, *(and what business doesn't?)* then we've got some best kept marketing secrets for you...

IN GENERAL...

■ **Make promises and keep them!** So obvious, it's become a secret.

■ **It's strongly about word of mouth.** This is the least-visible and least-examined principle behind most companies today that are growing quickly.

SELLING

■ **Decide whether you want to feed your ego or your family.** Sexy, expensive image-building campaigns might win an award, but with rare exceptions they don't put money in your bank, at least at the level small businesses can afford. Drive your branding efforts with free PR in the early days and spend your money on measurable, direct-response marketing that delivers X dollars of revenue for every dollar spent on marketing.

■ **All sales start with a simple conversation.** An effective sales cycle is based on turning these conversations into relationships of trust over time; people buy from those they like and trust. As Winston Churchill said, 'It is a mistake to look too far ahead. Only one link in the chain of destiny can be handled at a time.'

■ In striving to please their customers, **too many marketers believe they must exceed expectations**. Better yet, marketers should just ask and listen, for what they will learn and hear is often a different, more modest need, which when fulfilled, will profitably delight the customer.

MARKETING STRATEGY

■ **Forget what your mama taught you.** The Golden Rule does *not* work for developing marketing strategy. Your customers don't want to be treated "as you would like to be treated." In understanding them, you might discover that ***their*** **values, needs and** expectations differ from yours. New Golden Rule For Marketers: Do Unto Your Customers As *They* Would Like To Be Treated.

■ Most entrepreneurs compete on price, but doing this leads companies to perform worse. New companies are better off **competing on service, quality or some other dimension**.

■ **100% consistency. 100% relevancy. Do less.** But do them better.

COMMUNICATING & MESSAGING

■ **Don't have a business card.** Have a philosophy card. Ask yourself the question, 'If everybody did exactly what I said, what would the world look like?' Come up with 5-10 answers, then print them on a nice, thick, laminated card. Include your contact info, picture, branding, etc. Give it to *everybody*. It will be the only card they will not throw away.

■ **Show enthusiasm.** Blog, attend networking events offline, answer your email, speak publicly...and in all of this present a focused, happy, enthusiastic face. Feel excited about people: what they're doing, how they're doing it, why they're doing it. Take more business cards than you give – the better to connect with a personal note later on.

■ **People don't like to be sold.** People want to be informed and educated. You'll find your best customers are those you educate about your product or service and who then decide to purchase it because it's a good fit for them.

■ **Invest your time in eliciting and responding to your customer's feedback**, even if it's negative. It's the secret to building a network of evangelists who keep on giving back to your business.

ONLINE MARKETING

■ **The best promotion is to promote other people.** Promote your customers, their friends, and yours. Always be looking for what other folks do well and be the first to talk about it. Be the first to point people in their direction. There's no better way to show that you're a generous team player, a great judge of skill and character, and completely confident about the work that you do.

SOCIAL MEDIA

■ **Success in blogging is dependent upon having a built-in direct benefit to others.** Many companies want to approach blogging as a way to sell products to customers, but the key is to first provide a *benefit* to readers. Create content and a community that offers them value. Your company will benefit indirectly by seeing sales increase as a result of these blogging efforts. If you instead try to directly promote yourself, readers will see no value and the blog will die.

BUILDING YOUR BUSINESS

■ **Keep adding something new.** Every time you add something new to your business you create an opportunity to get more sales. Something as simple as adding new information on your website creates another selling opportunity when prospects and customers visit your site to see the new information.

■ **Anticipate change.** Gone are the days when a business could grow by repeating what it did successfully in the past. Aggressive, innovative competitors and rapidly changing technology make it impossible. Develop the habit of looking for early signs that something is changing, then confront it before you start to lose business. Insulate yourself against the impact of change by increasing the number of products and services you offer and by using a variety of different marketing methods. Only a small portion of your total business will be affected if the sales of one product decline or the response to one marketing method drops.

MORE BEST KEPT MARKETING SECRETS *From Local Chamber Members*

JENNIFER REALE

Marketing and Advertising Director
The Eye Center of North Florida

■ **Being "Seen & Heard" in the community is a must.** The Eye Center of North Florida comprises doctors and staff who live, work, and play in Panama City and the Beach. We've found that hosting events such as the Thanksgiving Assistance Fund, LASIK For Local Heroes/Teachers, and sponsoring various events, charities, and youth programs allows The Eye Center to be recognized for its efforts to better the community in which we live. Sponsorships and logos can only go so far; it is necessary to be *heard* as well.

■ **eyecarenow.com**

DAVID SOUTHALL

President / CEO
Innovations Federal Credit Union

■ **"We are here – you are here – let's do this!"** Our best kept marketing secret is that we are local. We pride ourselves on providing service to our members that *exceeds* their expectations through all stages of their lives. We've created a branch design like no other; we've taken away the old, boring traditional teller lines and replaced them with state of the art Dialogue Towers and by utilizing leading edge technologies, we have the competitive advantage over other financial service providers in Bay County. ***Spark Change!***

■ **innovationsfcu.org**

LEE ANN LEONARD

Account Exec, Gulf Coast Area, AL.com

■ It may sound counterintuitive, but **Don't get too creative when developing packages or special offers**. In our quest to invent the most unique couplings and standout offers, marketing gurus forget that budget-conscious consumers often just want to know what a trip or product is going to cost. Not everyone is lured by a seaweed body wrap with their seaside escape, and savvy consumers know when an added value's cost is passed on. Leading with a compelling price point appeals to the masses plus wins potential customers' trust and business. "Think inside the box" occasionally, and leave that free set of steak knives in there, too.

■ **al.com/Advance Digital**

DARREN HAIMAN

Broker Associate, Nations Real Estate

■ **Information, consistency & involvement.** There is more raw data available to consumers than ever before. Your customer needs to know that you can help decipher the facts for them. Also, there have been more changes in the real estate industry than ever, and consumers need the assurance that you're in it for the long haul; they need to know that you have roots and permanence in the community. Finally, the best way to promote yourself is to get involved. The Chamber provides numerous opportunities to meet other business leaders and potential customers.

■ **darren@donnations.com**

CIL SCHNITKER

Business Sales Manager
Knology

■ **The best marketing secret I've found over the years is networking.** It doesn't really matter what your product or service is, *referrals* – establishing those relationships and that networking culture – are what will be the most beneficial to your business. Chambers of commerce, Leads groups, BNI groups and others allow you to network with other business people.

■ **knology.com**

KEN KOESTLER II

Account Exec, Coastal Communications

■ **I strive to to establish myself as our customers' marketing partner, not a vendor, always looking to build long-term relationships rather than one-time transactions.** I'm the single source in assisting them with the refinement & implementation of their marketing. I establish *defined goals* and provide tools to measure the action throughout the process. It is imperative to gain an understanding of my customers' business, their services and products, and their competition in the marketplace before starting the above process. Once established, we can drive the entire process for our client.

■ **ken@coastalcom.com**

Committee Updates

Navigator

On Wednesday, July 25 the Beach Chamber's Navigator Committee is hosting a Lunch & Learn workshop, ***"A Values Driven Life,"*** presented by Love & Life Coach Kandi Gardiner. This workshop will be held from 11:30 am to 1:00 pm at Gulf Coast State College's Conference Room at Student Union East, 2nd floor, and is presented by Southwest Airlines and sponsored by Gulf Coast Chiropractic & Rehab.

Sometimes our achievements are influenced by the expectations of others, acts of duty, or social expectations. The activities in this session will help attendees gain a better understanding of why you make the decisions you do. You will explore why you are more fulfilled in some work environments than others. You will learn how to become more self-motivated and understand what may be in the way of your success across systems in your life.

On June 27, Jason Crowe, Senior Vice President and Advisory Director at Community Bank, presented ***"Don't Grow Broke."*** His session helped business owners identify ways to fund the growth of their business, know when it's appropriate to borrow and how to avoid the wrong kind of debt. Jason also gave attendees a better understanding of the cash cycle, financing solutions and SBA programs.

Cost for these workshops is $15 for Students and HYPE members; $20 for Beach Chamber members; and $25 for non-members. Lunch & Learn workshops include a catered lunch; pre-registration is required by calling the Beach Chamber at (850) 235-1159.

Pictured above left: Kandi Gardiner. ***Right:*** HYPE professional development luncheon with Neal Wade on May 31.

Education Partnership

As the fall season quickly approaches, the Education Partnership Committee is looking for Beach Chamber members to get involved in our plans for the new school year. We have several exciting programs including our School Supply Drive on July 13 (at the *First Friday with the Beach* morning meeting), CTE Classroom Mentoring Program, and several other collaborative business and education programs to be announced in the near future.

Donations of student supplies will be distributed to local schools; please bring them to the next Business After Hours.

The Chamber will be reviewing and selecting scholarship recipients for GCSC and FSU Foundation Scholarships. These are funded through the Chamber's 501(c)3 Foundation in which funds are raised through Chamber functions including the Annual Poker and Golf Tournaments, raffle ticket sales, and Chamber members' donations. We thank all of you for these contributions and support of the Beach Chamber.

To join the committee and become a Champion for Education, contact Kristopher at the Beach Chamber, (850) 235-1159 or **Kristopher@pcbeach.org**.

Presidential Award For Excellence

President Obama recently named 97 mathematics and science teachers as recipients of the prestigious Presidential Award for Excellence in Mathematics and Science Teaching. The educators will receive their awards in Washington D.C. later this month. The Presidential Award for Excellence in Mathematics and Science Teaching is awarded annually to outstanding K-12 science and mathematics teachers from across the country. The winners are selected by a panel of distinguished scientists, mathematicians and educators following an initial selection process done at the state level.

The local recipient of the 2011 Presidential Award for Excellence in Mathematics and Science Teaching is math instructor **Kathleen Jones** from Surfside Middle School in Panama City Beach.

YOUNG PROFESSIONALS

HYPE: Helping Young Professionals Evolve

On May 31, the HYPE Committee held a professional devlopment luncheon with Neal Wade, Director of Bay EDA. Wade spoke about his journey and how he ended up with the Bay EDA. He discussed the complexity and difference of economic development in Panama City Beach, Florida compared to Alabama. He listed the many benefits of our area and the reasons businesses would want to relocate here. At the end he held a Q&A.

HYPE also conducted a tour of Boyd Brothers Printing in Panama City on June 28, and held a social following the tour.

HYPE is a new approach for young professionals (21-40) in Bay and surrounding counties to network and grow professionally through monthly socials, luncheons and tours. To learn more, contact **Kristopher@PCBeach.org**. HYPE events are free for members and $5 for non-members.

Announcing!

al.com/beaches

Your guide to sun and fun on the Gulf Coast. Featuring restaurant reviews, local festival and concerts updates plus other beach happenings.

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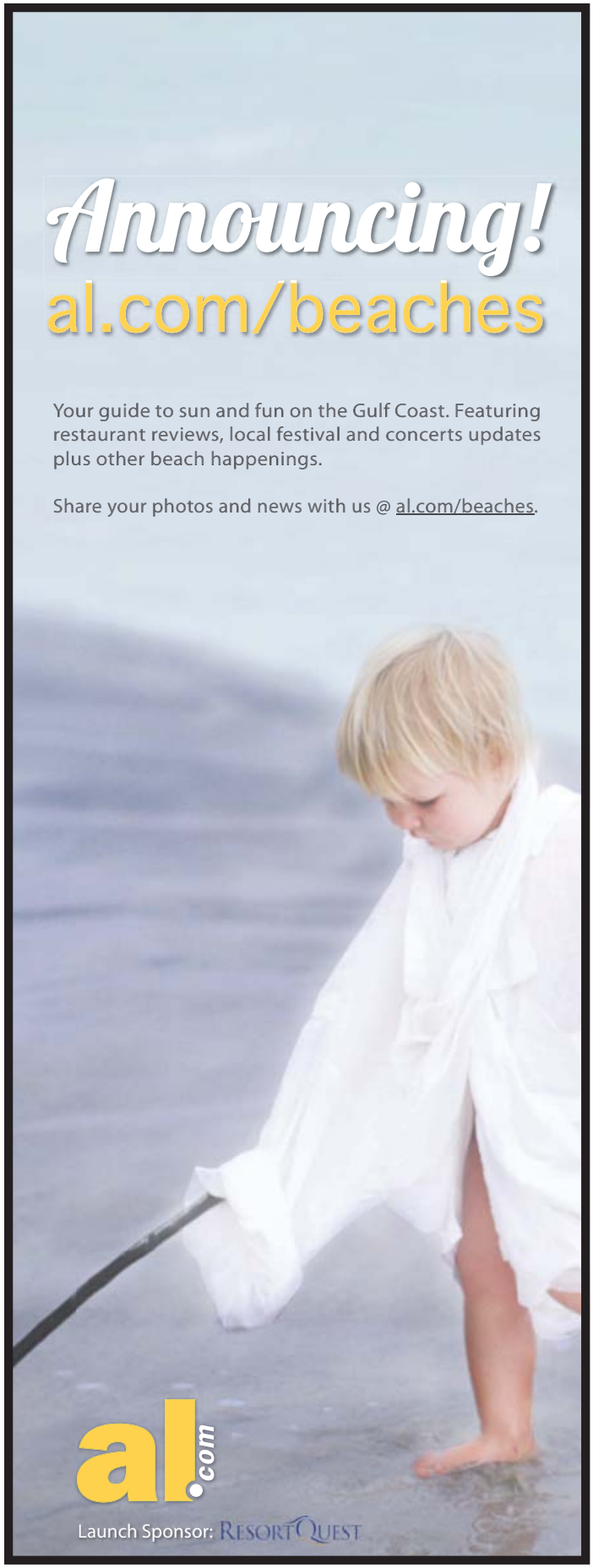

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WORK-LIFE BALANCE

The Third Annual Women's Work-Life Symposium on June 8, presented by Gulf Coast Medical Center and Gulf Coast Chiropractic & Rehab, was yet another success. The Beach Chamber's sensational annual event just keeps expanding and evolving; its vogue theme of *"work-life balance"* seems to be the trend *du jour*, growing in both recognition and interest. After all, who doesn't want to have it all, be it all and do it all?

Taking place at FSU Panama City's Holley Center for the third year in a row, a venue that both attendees and exhibitors love and find condusive to learning, absorbing and connecting with other like-minded women, this daylong event focused on the art of achieving a healthy work-life balance with a formula that has worked for the third year in a row.

Three keynote speakers shared "their story" with the whole group; their challenges, epiphanies and triumphs, and the wisdom they have gained along the way. Twice during the day, guests attended a breakout workshop, presented by a knowledgable professional who shared her best tools, suggestions and trade secrets for improving the quality of ones life. The information gained from attending this symposium is beneficial for anyone attempting to balance a personal life with job, career, family, passions and projects.

Six top-notch, inspirational speakers from around the country spoke at the Women's Symposium this year. Lorna Owens, international motivational speaker, life strategist and author, kicked off the symposium. A former criminal attorney, Lorna's epiphany at her father's funeral led to a major transformation in her life, and to her becoming a specialist on "massive change." Her morning session, **"A Place Called Work: A Kinder, Gentler Workplace,"** discussed the workplace culture, focusing energy on the things we do best and creating win-win situations. At lunchtime, Jill Nichols, Executive Vice President of Vera Bradley, shared **"The Vera Bradley Story."** In 30 years, Vera Bradley has grown from a company of two co-founders to one with more than 2,000 employees,

and annual sales (2011) of $366 million. Jill discussed Vera Bradley's core values and caring culture which led to the creation of the Vera Bradley Foundation for Breast Cancer. In the afternoon, author, speaker and human performance coach Jennifer Webb closed the symposium with **"If You Want to Set the World on Fire, Make Sure Your Matches are Lit!"** Jennifer's powerful message focused on attitude. How many times have we heard "It's not what happens, it's how you handle it?" Misery is optional! She spoke on visualization—focusing on what you want—and reminded us that imagination is more important than knowledge. Jennifer also touched on forgiveness and moving on, how to set the example and be a model, and seeing the part of ourselves that shines.

This year's symposium included three powerful breakout sessions that attendees could choose two to attend; one in the morning and one in the afternoon. These featured healthy lifestyles, the power of balance, and getting organized. Alison Lewis, nationally known food, travel, fitness and lifestyle journalist, presented **"Leading a Healthy Lifestyle,"** an interactive session sharing ideas and tips for serving healthy, easy meals. Martha Lanier, cancer and heart attack survivor, triathlete and author, presented **"The Power of Balance: Managing Life's Stresses,"** an entertaining session demonstrating how to regain control and enjoy living a recharged, refocused and balanced life. Charlotte Steill, certified professional organizer (CPO) presented **"The Organizing Triangle: Three Essential Points to Get and Stay Organized For Life,"** where she showed how to create a tailored organizational system, select products to enhance that system, and what habits are needed to maintain it.

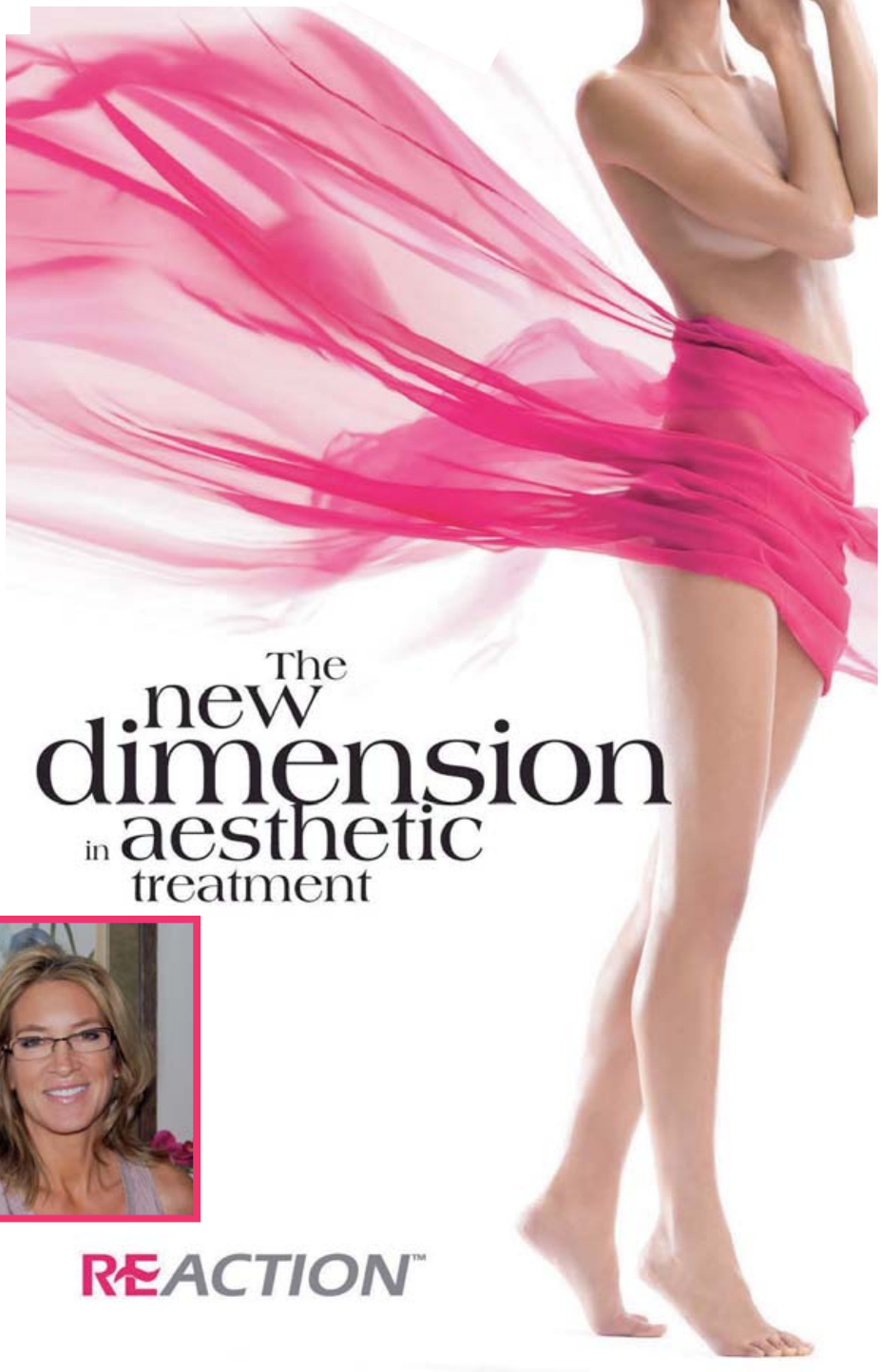
An enhanced Exhibitor Showcase stayed open throughout the day, featuring products and services relevant to the professional woman seeking a healthy work-life balance. Another element that has continued to raise the bar of this event is the colorful, chic symposium goody bags, packed with high-end treats to indulge and delight, and the lofty giveaways given throughout the day including artwork, Vera Bradley gifts, Coach sunglasses, Pandora jewelry, Brighton jewelry, European facials, microdermabrasions, local two-night resort stays, Life is Good gear and sun tanning packages. The Passport Drawing, drawn from stamped "passports" by attendees who visited every exhibitor, yielded the most luxurious giveaway of the day: a breathtaking Charles Krypell blue topaz and diamond pendant, courtesy of Maharaja's.

The Chamber would like to extend a special thanks to the businesses that helped make this day special: our presenters Gulf Coast Medical Center and Gulf Coast Chiropractic & Rehab, our sponsors Comcast, Gulf Coast Dermatology, Bay Medical Sacred Heart Health System, Dr. Myra Reed & Associates,

Continued on Page 60

Take action with Reaction

Gulf Coast CHIROPRACTIC & Rehab, P.A.



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Reaction is your proactive way to treat cellulite. Childbirth, diet, exercise and surgical procedures can leave you with loose draping skin. Have you noticed that orange peel texture on your tummy, thighs, underarms and buttocks? You're not alone. Treatments are performed no matter how weight loss has occurred, and is designed to treat those stubborn cellulite marks at the core while strengthening existing collagen fibers, rendering a more toned, and firmer appearance to your skin.

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Facial treatments are suitable for the jowls, cheeks, crows feet, and the sensitive zones of the forehead as well as the neck, décolleté and underarms.

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Reaction eliminates the typical down side of aesthetic treatments. No needles, downtime, toxins, animal products or testing, or additional medication.

Safe and effective.

Reaction works with the body's natural regeneration process using a combination of multi-frequency radio waves, vacuum therapy and heat through a series of treatments. ***Reaction*** is a clean way to stimulate the body's own production of collagen, while flushing out toxins and reducing bacteria causing acne.

For revitalized skin resulting in a more rejuvenated, younger looking you, come meet our licensed aesthetician, **Janie Prothro**, at **Gulf Coast Chiropractic & Rehab**; call **(850) 215-3000** for a free consultation.

Out & About

Real Mexican Food & Killer Margaritas

By Pat Bunker

Killer Margaritas? That's the promise that originally inspired my visit. But I quickly realize that it's about more than great drinks. The beautiful entrance, massive mahogany and iron doors makes a great first impression, transporting me from the beach to another world. I suspect that the vintage Mexican décor is a hint of the authentic dining experience to come.

My friendly hostess leads me to my requested seat, inside at the tequila bar. I'll sit outside on the deck next time. Heck, next time I'll bring my aviator sunglasses and dazzle them on Karaoke night. On this visit, I'm here for the food and a close-up of the 130+ tequila choices.

The bartender, Danny, asks my choice of *bebida* (refreshment). I peruse the specialty margaritas. Easy math for a man with ten fingers. There are nine choices, six on the rocks and three frozen. I'm torn between "La Perfecta" and "The Cadillac." The Cadillac wins. Danny, it turns out, is quickly becoming the local "sommelier" of tequila. He's passionate about his craft—and he knows his stuff. "The Cadillac," he explains, is made with Gran Centenario Rose Angel Tequila. "The only hibiscus-infused tequila on the market." I critique the drink with a 16 oz. curl. "Wow, that's smooth," I say with a smile.

Next up: dinner. Since my bartender got the drink right, I follow his lead on La Comida. The guacamole, prepared tableside with seven fresh ingredients, is a rite of passage at Marina Cantina. And for eight bucks, it's a no-brainer. "Guacamole Fresco" calls for a full avocado and a half, plus fresh lime, garlic, jalapeño, tomato, cilantro, red onion, salt and pepper. Made by hand with mortar and pestle, the finished product merits nothing short of a Facebook Instagram.

I'm tempted by the Sopa and Ensalados, but since I'm flying solo this evening I file the Cheesy Poblano soup in my mental rolodex for a later date. I'm generally a carnivorous steak lover, but the restaurant's scenic backdrop with the docks and Grand Lagoon steer me toward the Del Mar section of the menu. Sopa de Siete Mares is my choice. It's a delicious seafood cioppino of shrimp, scallops, mussels, clams, tomatoes and the "catch of the day." My spoon and I do most of the damage, aided by a generous supply of fresh-baked tortillas to sop up any evidence of my summer's favorite meal.

I consider the Vanilla bean crème brûlée for desert, but opt for "The Top Tequila Flight"—another brilliant recommendation from Danny—three high-end tequilas, measuring 3/4 of an ounce each, served with an orange slice and cinnamon. "They can be sipped or thrown back in the traditional shot method," he explains. "Most Americans never experience the sipping method."

Not wanting to miss an "experience," I sip the Gran Centenario. It's S.M.O.O.T.H. and rich—nothing like I expect. The Don Julio 1942 is equally wonderful but totally different. It's more like a candy with flavors of butterscotch and vanilla.

In the end, I decide I'm more of a "shot man" and revert to my old college form for the third and final tequila. It's the Herradura Seleccion Suprema and is the new kid on the block, recently created in 1990. This one's all oak and smoke. It reminds me of a cognac, loads of cherry and dried fruit.

Danny reappears on the scene. "You didn't like any of 'em?" he grins. "Man, I've been missing out," I say, placing the orange wedge between my teeth for a quick self portrait and another Facebook Instagram. "I've been missing out..."

Marina Cantina is located at Capt. Anderson's Marina. (850) 249-5500 / **MarinaCantainPCB.com**.

SAVE THE DATES...

chamber business **After Hours**

August
Fishale Taphouse & Grill
Thursday, August 16
5:00 – 7:00 PM

September
Shores of Panama Pool Deck
Thursday, September 20
5:00 – 7:00 PM
Sponsored by Emerald Coast Dental Spa

October
Saltwater Grill
Thursday, October 18
5:00 – 7:00 PM

November
Marina Cantina
Thursday, November 15
5:00 – 7:00 PM

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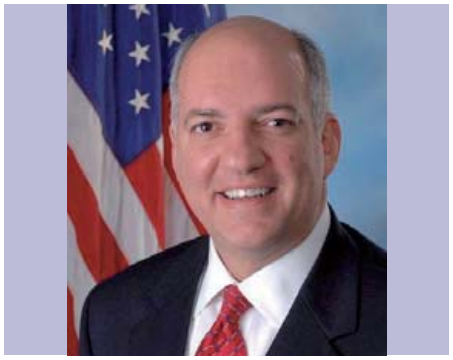


First Friday with the Beach

On Friday, July 13 the Beach and Bay County Chambers join forces for a dual morning meeting at FSU PC's Holley Academic Center, from 7:30 to 9:00 a.m. Guest speaker is Steve Southerland. *Sponsored by Knology and Cadence Bank.*

KNOLOGY CADENCE BANK

3rd Annual Golf Tournament

On Friday, October 26 the Beach Chamber brings back its unique Golf Tournament at Hombre Golf Club, where golfers get to graze their way through the course! Area restaurants provide the treats and beer. Shotgun start at 11:00 a.m.

PANAMA CITY BEACH chamber of commerce

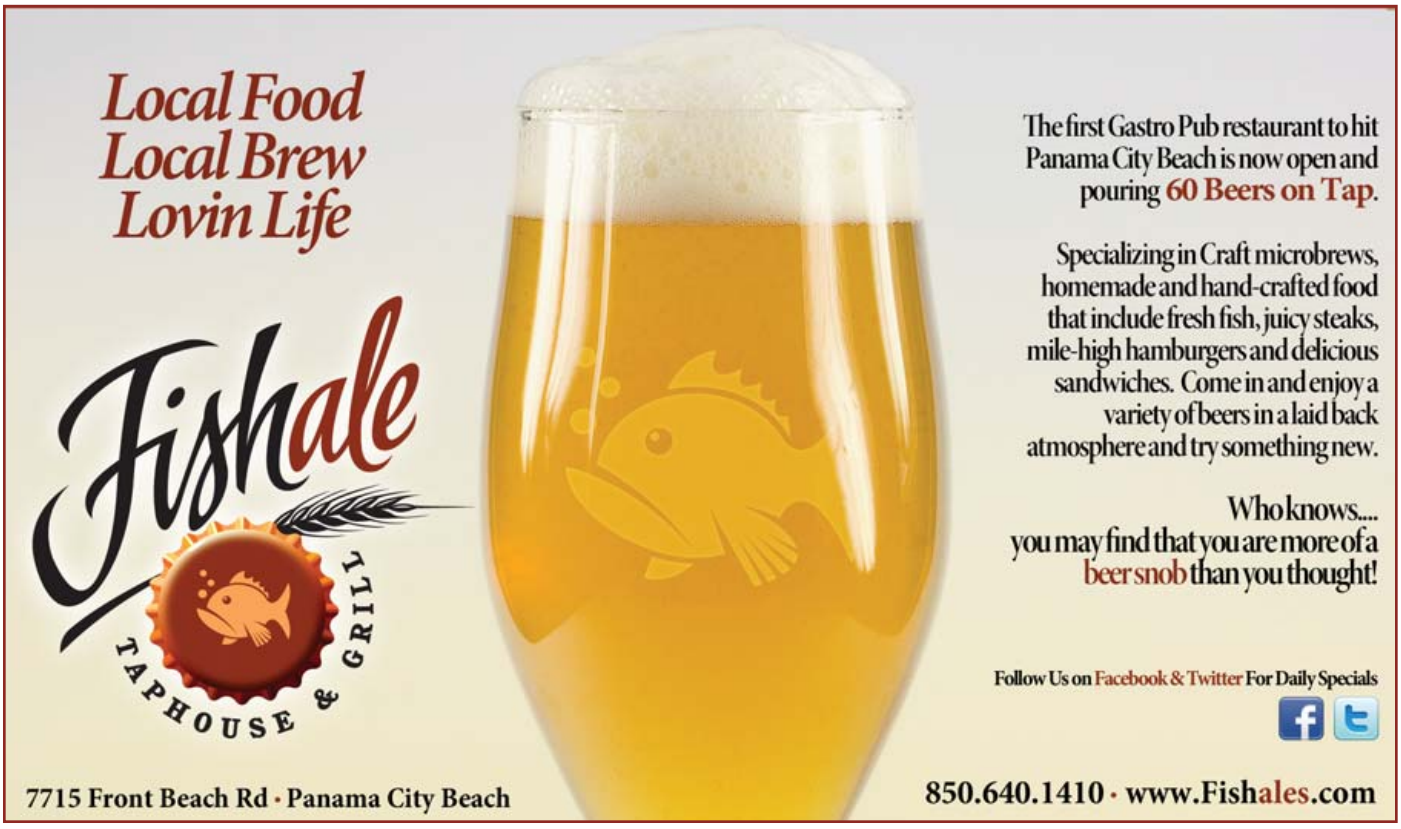
POKER TOURNEY + DERBY

Chamber Holds 3rd Annual Poker Tournament with Beach Chamber Derby

On Thursday, July 19 the Beach Chamber will hold its 3rd Annual Poker Tournament & Business After Hours at Ebro Greyhound Park. At 5:30 p.m. guests will enjoy live music, great food and networking. At 6:30 p.m. the tournament begins; the $100 registration fee includes hors d'oeuvres & drinks, participant prize package, and entry into the tournament including chips.

At 7:00 p.m. as the tournament continues, After Hours guests will enjoy a special race with eight sponsored greyhounds; *sponsors include A Superior Air Conditioning, The Egg & I, Dippin' Dots, TCI Builders, Carrabba's and Rock Pile.*

For more information, contact **Catherine@PCBeach.org**. Proceeds benefit the Chamber's Education Foundation.



HEALTH UPDATE

By Kristy McKinney

Discover (what you can accomplish in) Bay

As I write this, I am sitting at a very prestigious fitness event, the NPC Junior Nationals. The athletes at this level are in tip top condition. They have certainly "discovered" what their bodies can accomplish. When we are in our teens, twenties and even early thirties, we unfortunately take our bodies for granted. We then have older people constantly reminding us that it will be harder to stay in good physical shape as we age, but it goes in one ear and right out the other.

Native Tan contest in Panama City Beach, c. 1970s.

But there comes that day when we have to get real and admit to ourselves that they were right. However, with just a few small lifestyle changes, we can become our best at *any* age. There are plenty of professionals right here in our area to help us reach that goal. Right here in Panama City Beach, you will find some of the best personal trainers in the entire country. Trainers that love their jobs and walk the walk are busy keeping locals and visitors "beach-ready."

Our Bay area also hosts the Gulf Coast Triathlon and Ironman Florida every year. What a discovery that would be—to train for an event like that and discover that your body truly can finish such a goal. How about a group fitness class or group training class? Let's suppose you join a class and decide you *love* the class; maybe you would even like to get certified to *teach* a class! What a discovery that would be. Now you would actually get a paycheck for coming to the gym and doing the class you love.

There are so many positive fitness discoveries we can make for ourselves as we get older. Unfortunately, the majority of folks in this day and age discover as they age, that they are in poor physical condition. Statistics are entirely too high for people with high blood pressure, diabetes, obesity, and high cholesterol. These things can all be prevented or controlled through proper nutrition and exercise.

So take the right steps to make sure you aren't part of that sad statistic. Push yourself to the fitness limit and you will probably be pleasantly surprised at the discoveries you make. Feel free to contact me with any fitness questions or comments at **kristy@mckinneyfitness.com**.

WHAT'S THE BUZZ?

Call the Beach Chamber and sign up to receive the **Beach Buzz**, the Chamber's weekly electronic newsletter covering Business and Charity Events, Workshops, Social Outings and Community Meetings.

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DISCOVER GOLD'S

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Bay EDA Update

Neal Wade, Executive Director
Bay Economic Development Alliance

Defining economic development in the broadest terms is the pathway to a successful job creation strategy. Panama City Beach is especially blessed to be able to create jobs in several business sectors – retail, tourism, commercial, call centers and information technology. Each sector contributes to the local economy at varying wage levels. Economic diversity is important to a vibrant economy.

Successful economic development is also centered around key partnerships. While BayEDA may have county responsibility for developing a working job creation strategy, by no means can it be successful alone. In partnership with the local chambers, elected officials and corporate leaders, the city and county have the potential to expand and grow the workforce and, thus, the tax revenue stream that is the lifeblood for improved government services.

Years ago I learned a valuable lesson when it comes to economic development. I had always focused on the numbers – how many new jobs, how much investment did the company make and so on. But at a grand opening event for a new company, a lady walked up to me and said, "Thank you for bringing this company here. I am now able to make enough salary to send my children to college." I realized that the true benefit from good economic development is the impact it has on people's lives – more earning capacity, more spending capacity and more wealth.

It's time to refocus our attention to quality economic development in Panama City Beach. The nation's economy is showing signs of life and companies are beginning to consider expanding their operations. And, we have great partnerships right here in Bay County to make this area the region's new hot spot for job creation.

Florida Film Commission

Julie Gordon
Florida Film Commission

Commercials, print, television series, reality series and a film. This is just a sample of what producers are looking for right here in Bay County. Panama City Beach and the surrounding area pulls a lot of interest for a wide variety of projects.

Since the last edition of *The Circuit*, we here at the Film Office have been asked to seek out the gorgeous and pristine for a lawn and garden product. "Green lawns a must, with a hint of ivy or topiary framing the garage," said the lead. That was easy, just a drive through any one of the beautiful subdivisions, and there it is. But it's not that easy. The director was hoping for a pink house, but not too pink; then the trim on the selected house wasn't the right contrast. So we keep on looking.

Pictured above and below: Production of a television commercial for the TDC's summer 2012 campaign at Shores of Panama and a beach location, late 2011.

Now we are scouting for the outrageous "Lawn Battles" coming soon on CMT. They want the lawn that is over-the-top and makes drivers turn around for another look, like the house in St. Andrews painted like a diver down flag, for example. They want a "story" to go with the "lawn." The East Side Story feature is now looking for some additional locations for the feature, which is already in production. Dance studios, boxing arenas and grand lobbys are only a few locations on this wish-list of over 60 desired perfect spots for this 50th anniversary tribute piece to West Side Story.

And finally, a horror tale with intellect, written by our own Michael Goldcraft. This vampyre film is the first in the Dark Lyfe Trilogy and was scripted with the Panhandle in mind. With each page, I was scribbling ideas in each section on locations for the homes, the docks, shorelines and empty buildings. Then the reality shows call. While we don't entertain the masses of reality shows, there are a few that pull at our heart strings.

We've been working with "Waiting for Baby," a docu-reality on parents going through the long process of adoption. We appreciate the opportunity to peek inside this family's home and experience the roller coaster of emotions with them as they finally receive their long awaited baby.

TV and film isn't all glitz and glam, in fact it's very little of that. It's mostly long days, odd hours and an infinite amount of wonder and surprise that comes with the territory. But I wouldn't trade it for the world. Thanks

Continued on Page 56

A Legendary Private Room

For your next private function... remember, waterfront meeting space makes a statement, and Capt. Anderson's waterfront private dining room is located right on the water, with giant picture windows overlooking Grand Lagoon. The waterfront private dining room at Capt. Anderson's offers 124 seats and is the ideal place for professional presentations, important meetings, private parties... wedding rehearsal dinners.

There is a built in drop down screen with an overhead LED projector which can be used for computer projections, DVD, or even cable TV. A state of the art wireless microphone system makes the room ideal for speaker presentations. So, the next time you are planning a personal or professional gathering, remember the waterfront private dining room at Capt. Anderson's restaurant... without a doubt, the finest private meeting space on the Gulf Coast.

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Bay County for the opportunity to put you in front of the camera. If you have a location or work in the production field, on either side of the camera, please contact me at **floridafilmoffice@knology.net**. See you *IN* the movies!

Looking Back and Looking Forward

Susan Estler, Vice President Marketing
Panama City Beach CVB

Summer 2011 was a great season, no denying that! We were thrilled to welcome the record number of visitors anticipated the year the airport opened, 2010. This year, we asked ourselves, "What do we do for an encore of this success with less funds for marketing?" The answer is: We must target visitors very carefully and try to maximize their experience while they are in the destination.

To achieve this goal, the TDC has decided to make the REAL.FUN.BEACH.Club Card a year-round program. Through our advertising outreach the program has garnered an impressive click-through rate of .52% (tourism industry average is .11%).

Additionally, we are launching our official Panama City Beach mobile application in coming weeks. This tool has been designed to customize each traveler's experience in the community. Visitors won't find just simple business listings, but will have access to helpful suggestions based on personality. Eco-Seeker? No problem. Member of the Sandy Bottom Bunch? There are endless options to enjoy. Also included are themed games and a postcard creator to send a note to friends and family. Look out for the app launch for Androids, iPhones and iPad soon.

If you have any questions about this or any other program, please feel free to call (850) 233-5070 or send an email to me at **sestler@visitpanamacitybeach.com**.

Educational Adventures

Bill Husfelt, Superintendent
Bay District Schools

You are never too old to get a smile on your face when you hear "school's out for the summer." This is especially true when you live in a place where every day can be a vacation. With a diverse set of activities, adventures, and learning experiences available, most of us will discover something new to do this summer, even if we've lived here all our lives.

Even though school is out, people are sometimes surprised to learn school is never really completely out for many students. Many of our older kids spend a lot of time taking summer classes, training in weight rooms, or attending band camp, preparing for next year's activities. Many of our younger kids enroll in summer programs, either at their schools or with community/church groups, and continue to grow and learn. A listing of some of these programs can be found at **bay.k12.fl.us**.

Our administrators kick off summer with a summit to learn about new mandates and plan for the next school year. Most instructional employees spend a large part of their summers developing curriculum, studying new teaching methods, or learning to use new technology. Whether the training is formal or informal, teachers are always focused on improving their instruction, so that beachcomber you see in a school t-shirt is probably gathering some shells for a science class. (That same person sipping a cool drink on a beachside deck is probably NOT doing school work.)

Even though school isn't really out for most of us, I have no doubt that everyone in the Bay District Schools' family will find some time for fun. In my family, my wife is lobbying for the new Tame Duck Tour, which I'm sure we will do. At the top of my list is golf, especially the Doral Golf FORE Education tournament on August 25 at the Panama Country Club. I hope to see you there.

Proud to Honor Those Who Serve

Dr. Jim Kerley, President
Gulf Coast State College

At Gulf Coast State College, we're proud of our connection to and involvement with those who serve in the United States Armed Forces. We eagerly welcome students who are stationed at Tyndall Air Force Base and the Naval Support Activity Panama City as well as those who pass through our programs and go on to military careers elsewhere.

We understand the special relationship this community shares with the military, and we're blessed that a unique part of our identity always has and always will revolve around our service men and women. Because of our unending involvement and gratitude, Gulf Coast State College intends to honor those who serve with the creation of a Military Park on our Panama City Campus, and we want everyone in our community to enjoy it.

Please join us for the ribbon cutting on Tuesday, August 14. With five concrete points reaching into the waterline of the adjacent pond, the Park honors the Army, Navy, Marines, Air Force and Coast Guard and those who serve within those branches in the Reserves and National Guard. The symbolism in stone reminds us all of their protection that knows no boundaries. The circular path around the timeless oak tree and hundred-foot tall flagpole in the center of the Park is a testament to the eternal dedication of each military member.

We thought about this Park, this symbol of strength and freedom, a long time, breaking ground on our 50th anniversary in 2007 and beginning construction in February of this year. Now, we have a permanent monument in an accessible location where military personnel, family members and

Continued on Page 58

EXPERIENCE TACKY JACKS RESTAURANT & BAR

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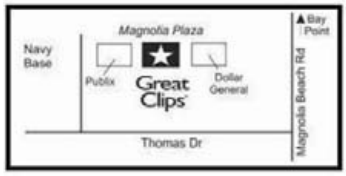

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others can take a few moments to reflect and remember our brave patriots.

We welcome members of the community to become sponsors of the Military Park by honoring veterans or active duty members of the Armed Forces with an engraved plaque or paver. The funds raised through your generosity will improve and expand services we provide our military students, and sponsorships from Patriot to Platinum level allow everyone to join in.

We're happy to meet the unique demands of our military students and help them excel in every way. Our e-Learning classes provide great flexibility for their complex schedules and distant deployments. Our satellite campus on the grounds of Tyndall Air Force Base offers active duty military, their spouses and families the classes they need in a convenient location.

As a veteran myself, I understand the challenge of a military life and I'm especially pleased that in this place so strongly bonded to our Armed Forces, we can provide a permanent symbol and ongoing service to honor the bravest among us.

Workforce Training Scholarships

Kim Bodine, Executive Director
Gulf Coast Workforce Board

Building world class talent is critical to the economic vitality of Bay County. To ensure that new, existing and emerging businesses have access to skilled workers and to help citizens find jobs and advance in the workplace, the Gulf Coast Workforce Board is committed to providing workforce training and resources for individuals in the region.

Using federal funds under the Workforce Investment Act (WIA), the Gulf Coast Workforce Board provides adults, dislocated workers and youth with training scholarships for in-demand occupations.

Those eligible for the workforce training scholarship include individuals that meet one of the following criteria:

- Have been laid off from your job or have received notice you will be permanently laid off due to business closure
- Have lost your primary source of income as a result of a divorce or death
- Were self-employed and lost your source of income due to economic conditions or natural disasters
- Are classified as low income

In addition to covering the tuition expenses for training, the Workforce Board also provides:

- Individual career counseling
- Job required equipment, uniforms, testing and licensing
- Supportive services for qualifying students (based on income)
- Employment assistance after training is completed

To make certain that the job training is based on needs of area business, the Gulf Coast Workforce Board only sponsors training for occupations listed on the region's Targeted Occupations List (TOL). The TOL is produced annually using current labor market information to identify which jobs are in high demand based on occupational wages, job openings, and growth projections. Registered Nurses, Respiratory Therapists, Aircraft Mechanics, Surgical Technologists, Heating/AC, Mechanics, Welders are just a few occupations included on the current list.

For more information on workforce scholarships please contact the Workforce Training Center at (850) 872-3853.

FSU PC - Soaring to New Heights

Dr. Ken Shaw, Dean
FSU Panama City

April 29, 2012 was a day of celebration when 420 baccalaureate and master's degrees were conferred to well-deserving and hard-working students during FSU Panama City's annual graduation ceremony. The faculty and staff of FSU Panama City are extremely proud of each one of our graduates.

One of these graduates, Albert J. (A.J.) Bacon was recently recognized with the very prestigious Humanitarian of the Year award from the College of Social Work. The award is given to students who exhibit tremendous commitment to service. A.J. graduated in April with a bachelor's degree in Social Work and was recently hired by the Children's Home Society of Florida Emerald Coast Division as a Dependency Case Manager. A former NCO with the U.S. Air Force, Bacon found his calling in serving others. Five years after his retirement from the Air Force, he had the opportunity to attend college which was made possible financially through the Veterans Administration. Guided by his faith, Bacon chose social work because of his desire to help the less fortunate and improve the lives of others.

Currently, he dedicates over 30 hours a month to mentoring youth and working to prevent youth alcohol and drug abuse volunteering with the Panama City Faith and Community Based Prevention Coalition, Big Brothers and Big Sisters of

Continued on Page 60

FSU President Eric Barron ***(left)*** presents FSU Panama City student A.J. Bacon with the College of Social Work Humanitarian of the Year Award on May 28, 2012. *Photo Provided by FSU Panama City.*

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A Few Minutes With Ben Rausa
Continued from Page 34

The race sounds like it couldn't be more perfect for our area.

We try very hard to educate the community about the event, but I would rather have everyone come out and watch! I promise if I got people out there at 4:30 a.m. to see this race, they might not want to participate, but they would definitely feel inspired.

What are some plans you have coming up in the future? Any new ventures you're taking on?

I have taken on another race this year, which happens to be in Panama City, Panama at the IRONMAN 70.3 Panama. I go to IRONMAN Canada and work on the run course there. I am the assistant bike course coordinator at the Memorial Hermann IRONMAN 70.3 Texas in Galveston, Texas, the run course coordinator at the Jeep IRONMAN 70.3 San Juan in Puerto Rico, and also the run course guy at the IRONMAN 70.3 Florida in Haines City, FL. You just learn to jump around and get involved in different areas.

IRONMAN Florida and our community seem to be a great fit. What is one way it could only get better?

I would really love to have our residents get more involved with the event. I want them to come out and enjoy all this incredible event has to offer.

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Work-Life Balance
Continued from Page 48

Knology, Tassels Inc., Emerald Coast Dental Spa and Laketown Wharf. A special thank you to Boatyard, Donna's Deli & Catering, the News Herald, Clear Channel, Magic Broadcasting, Panama City Radio Group, Lamar Advertising, Boyd Brothers, Executive Beach Services, Wyndham Bay Point Resort, Maharaja's, Coastal Communications, our Exhibitors and all businesses who donated items for gifts and giveaways. Also a BIG thanks to FSU PC and all the amazing staff who were there to help all day long.

We look forward to bringing you another "Day of Mental Pampering" in 2013!

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Around Town
Continued from Page 58

Northwest Florida, and at Everitt Middle School in Panama City.

Bacon also participated in the FSU International Study Program in Durban South Africa. For 21 days he studied international disaster relief and recovery and the dilemmas of assisting refugee populations consisting of mixed languages and cultures. "It was an opportunity for me to enhance my skills in disaster relief," he said. "It was a lot of fun but also a lot of hard work and long days."

In addition to receiving the Humanitarian of the Year award, A.J. was presented with the Emerald Coast National Association of Social Workers Student Social Worker of the Year award. FSU Social Work faculty member Claire Calohan commented, "A.J. Bacon is a person who inspires others by his words and actions. He pursues excellence in everything he does, whether it is academics or community service. He is an outstanding example of someone who upholds the values of the social work profession."

We are very proud of A.J. for the service he provides our community and we are very proud of all the outstanding FSU Panama City graduates who will be giving back to the community in so many ways.

If you see FSU Panama City in your future, please give us a call; we would love the opportunity to talk with you about how we might be able to serve you. Check us out at **pc.fsu.edu**.

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Members & Ambassadors

Membership Update

Cyndi Ainsworth
Membership Services

Southern hospitality is about good manners, being a gracious host, and making those around you feel comfortable. Are your employees exhibiting these qualities?

Summer has arrived and it's time for Panama City Beach businesses to thrive! These are the months that our community plans and prepares for all year long. While returning home to Panama City Beach from the east coast on an extremely full flight, I couldn't help noticing the anticipation and excitement of the vacationing passengers who chose Panama City Beach as their destination. These happy vacationers are not only coming from the southeast states, but from all over the globe. Is it the beautiful white sandy beaches and clear blue water, or that famous southern hospitality which is urging them here?

The TDC has been promoting our area through trade shows and specifically targeted marketing campaigns, while the Beach Chamber has been working closely with our members to help grow and define their businesses by keeping them informed, connected, and promoted through our publications, website, Beach Buzz, and the Chamber lobby. We receive thousands of phone calls and visits from inquiring tourists each week searching for accommodations, restaurants, and entertainment, take advantage of this Beach Chamber membership benefit by bringing in your business cards, rack cards and other promotional materials.

The membership team is often asked by future members regarding the benefits of joining the Panama City Beach Chamber. Here are some of the benefits that you are currently receiving:

▶ **Business After-Hours Mixers**—Scheduled the third Thursday of each month with sponsorship opportunities available.

▶ **Brochure Display**—Members may display business cards and promotional material in *The Chamber Centre*.

▶ **Business Promotion**—The Chamber refers only members when responding to inquires. Promotion through our *Business at the Beach* directory, *The Circuit* magazine, and the Chamber website: pcbeach.org.

▶ **Groundbreakings, Grand Openings, Ribbon Cuttings, Anniversary Celebrations**—Arranged for new and expanding businesses.

Ambassador Lunch at Schooner's on May 25, 2012.

▶ **Membership Plaque** and **Window Decal**—Identifies your business as one that supports your community.

▶ **Member-to-Member Deals**—Offer and receive discounts from fellow Chamber members. Members want to do business with other Beach Chamber members.

▶ **New Member Recognition**—New members are announced in the Beach Buzz, *The Circuit* magazine, First Friday with the Beach morning networking events, and quarterly D.I.N.E. Luncheons.

▶ **The Beach Buzz**—Keeps you informed of activities, including Chamber and community events.

For a complete list of member benefits, contact your Member Services Representative.

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Ambassador Update

Ramon Duvall
Ambassador Chairman

The summer is heating up with many opportunities for our Ambassador team to support the mission of the Panama City Beach Chamber of Commerce. Even though many businesses are experiencing uncertain economic times, there is still a sense of optimism and expectancy that things will turn around and more prosperous days are ahead. The Ambassadors are hard at work conducting Grand Openings and Ground Breakings, and calling on our members to bring words of encouragement.

The Ambassador activity schedule is filled with many opportunities to network and let others know about the services we provide. In addition to the promotional activities we participate in, our luncheons and monthly meetings add the ability to grow relationships with fellow ambassadors. Attending as many events as possible assures that the Chamber works for us as we work for the Chamber. If you cutting back on attending events because of your busy schedule, consider arranging your business calls in the same area as the events of that day. Your attendance is always appreciated.

Our Ambassador Team is a great asset to the Panama City Beach Chamber of Commerce, and to our community. If you are looking for a way to promote your business, make new contacts, and have a wonderful time with some of the best people you will ever meet, join the Ambassador Team. To find out how you can sign up today, call the Chamber office at (850) 235-1159, or email me at **ramon@beachsidefellowship.com**. Enjoy your summer on Panama City Beach!

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Members

New & Renewing Chamber Members

New Members

Budget Blinds of PCB
Coastal Mobile Apps LLC
Donna's Deli & Catering Service
Elliott Vocal Studios
Expedia
Express Oil Change & Service Center
Flooring Concepts
Honda of Bay County/VW of Panama City
Human Resource Solutions
Lifeguard Ambulance
MaceTech Security Solutions
Marina Cantina
Mark S. Swartz
Menchie's Frozen Yogurt
North Florida Financial
Panama City Beach Luxury Properties
Rum Runners
The Egg & I
Thirty-one Gifts

Renewing Members

Renewals - 1 Year
Bay County Bullet
Covered Airport Parking
Dead Eye Dick's Steakhouse
Digestive Diseases Center
Direct Auto Insurance
Florida Film Office
Fresenius Medical Care - PC
Front Beach Laundry
Great Clips (JALR Enterprises)
Gulf Coast Utility Contractors
Navy Gateway Inns & Suites
Paradise Furniture
Resort Vacation Properties
Snelling Staffing Services
Star Real Estate Group

Renewals - 2 Years
Capt. Anderson III
Doral Bank
Girls Inc.
Gulf Coast State College Foundation
Mathis Insurance & Financial Service
Southern Roots Landscape
State Representative Jimmy Patronis
Wind Creek Casino & Hotel

Renewals - 3 Years
Bay County Audubon Society
Bayou on the Beach Cafe & Oyster Bar
Blue Sun Properties, LLC
Bookit.com
Castaway's Coastal Furniture Consignment
Gymnastics Plus
Junior Service League of PC
Miracle Strip Carousel
Regions Bank @ Pier Park
Shrimp Boat Restaurant/Gracie Rae/St. Andrews Seafood Mkt.

Renewals - 4 Years
DnA Services, LLC
Econfina Creek Canoe Livery, LLC
Ernest M. House
Jubilee Foods
Oaseas Resorts
Panama City POPS Orchestra
Red Brick Pizza
Tuffy Auto Service Center

Renewals - 5 Years
Bright Beginnings
Cellular Sales/Verizon Wireless
Disaster Response Team (DRT)
The Grand Theatres
Panama City Community Redevelopment Agency
Panama City Surgery Center, LLC
Toys for Kids Foundation
Treasure Island Resort Rentals
Viamedia

Renewals - 6 Years
Bonefish Grill
Charles Heyman
Emerald Coast Beach Weddings
Gift Basket Designs
Jimmy Phelps
Keller Williams Success Realty
Stephen Wilson
Sunglass World of NW Florida

Renewals - 7 Years
The Associates Architects
McInnis Builders, LLC
Penguin Parlor
Whatley & Darty Real Estate & Development

Renewals - 8 Years
Capt's Table Fish House Restaurant
Chick-fil-A PCB Parkway
CK's Secrets
McDonald's/David Costa Enterprises

Renewals - 9 Years
Boatyard
Carr, Riggs & Ingram, LLC
Dale E. Peterson Vacations
Labor Ready
Rock'It Lanes

Renewals - 10 Years
Bay Credit Union
Brown Fire Protection
Merrimac Resort
Noah's Ark
Optimist Club of the Beaches
Pelican Real Estate
ShoreHouse Furniture
Spicy Noodle Italian Bistro

Renewals - 11 Years
Coastal Parasail
Peaden Air Conditioning, Heating & Plumbing
Science & Discovery Center
Sonny's Bar-B-Q

Renewals - 12 Years
Capt. Jack's Family Buffet
Coral Reef Condominium
Emerald Coast Bingo
Home Instead Senior Care
Sterling Companies, LLC

Renewals - 13 Years
Better Business Bureau of NW FL
Segers, Sowell, Stewart, Johnson & Brill P.A.

Renewals - 14 Years
ERA Neubauer Real Estate
Glass Center
Panama City Beach TDC/CVB

Renewals - 15 Years
Burke, Blue, Hutchison, Walters & Smith, P.A.
Calhoun Chiropractic Center, P. A.
Emerald Coast RV Beach Resort
The Original J. Michael's Restaurant
Plumb Better
TRIPLE J
ZooWorld

Renewals - 16 Years
Ms. Newby's Liquors

Renewals - 17 Years
Brian D. Hess Attorney at Law
Mariner West Owner's Association

Renewals - 18 Years
Coastal Communications
Early Education and Care

Renewals - 19 Years
Beachbreak By The Sea
Coldwell Banker-Carroll Realty
First National Bank of NW FL
Gulf Coast Medical Center
Half Hitch Tackle Co.
KLW Enterprises
Naval Support Activity PC
Seltzer Management Group

Renewals - 20 Years
Billy's Oyster Bar
Blowin-N-The Wind Management
Cook - Whitehead Ford
Sea Dragon Pirate Cruise

Renewals - 21 Years
Ace Home Helpers
Buffalo Rock Pepsi
Club La Vela
Hooter's/Gulf Coast Wings

Renewals - 22 Years
Beach Mosquito Control District
Breeze Animal Hospital
Capt. Anderson's Marina
CET Management
Commodore Condominiums
Goodwill Industries
Gulf Power Company
Jubilee & Treasure Island Deep Sea Fishing
Schooner's
Spinnaker Beach Club & Paradise Grill
United Way of Northwest Florida
Wyndham Bay Point Resort

Renewals - 23 Years
Fisher Brown Bottrell Insurance
Gulf Highlands Beach Resort Homeowners Association
Waste Management
WJHG TV Channel 7

Renewals - 24 Years
Coconut Creek Mini Golf
Shipwreck Island Waterpark
Walmart Super Center

Renewals - 25 Years
Chateau Motel
Continental Condominiums
Dunes of Panama Management Assoc.
Edgewater Beach Realty, Inc.
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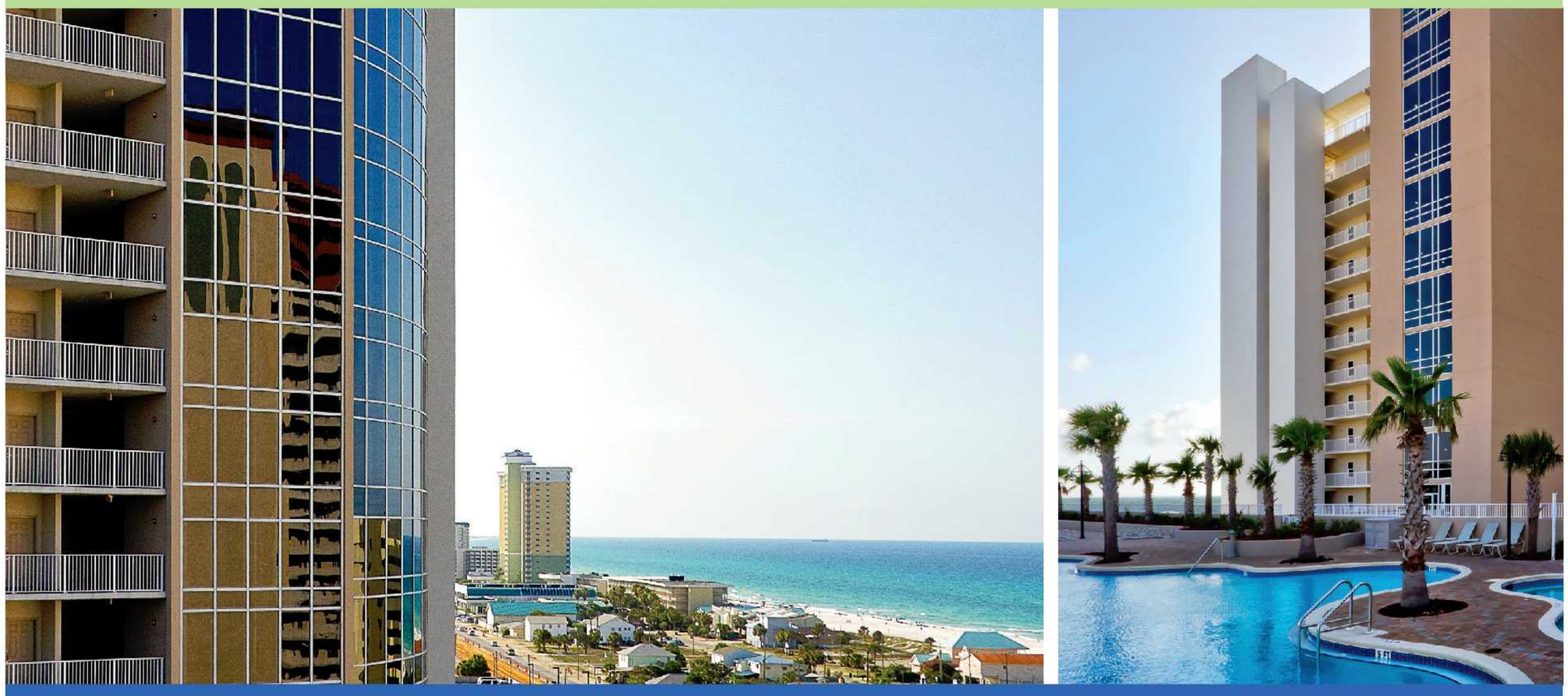

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