



# SEMINOLE CHAMBER CHAT

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

Fall 2020

## IN THIS ISSUE

THE SUNCOAST FAMILY

A NOTE FROM THE CHAIRMAN

UPCOMING EVENTS

COVID CARE CORNER

EVENTS RECAP

#GOLOCALGOBIG WINNERS

WELCOME NEW MEMBERS

## THE SUNCOAST FAMILY

Owner passes, but the legacy continues

It is not often that you find a business with three generations of ownership and a legacy, certain to continue as generations of the Schmidt Family continue to make their debut.

The Schmidt's have been selling vehicles in Seminole since January 2, 1975. Wayne Jr., the son of the late Wayne Schmidt Sr., recalls opening the dealership (that was once Chrysler Plymouth) saying, "it was not an ideal situation, as it was surrounded by major construction on the two-laned Park Blvd and there were only a few businesses in the area." Nevertheless, the dealership became one of the most successful in the United States.

The now Suncoast Chrysler Jeep Dodge RAM (Suncoast), is where "You get Wayne Schmidt with every car"—the dealership motto. "The statement is true", says Wayne Schmidt Jr., "we strive to make sure every customer feels as they were dealing with the owner." Schmidt Jr. continues, "We are very hands on. It's

important for our clients to know that a Schmidt is always there when the store is open and you can always speak to us."

Wayne Schmidt Sr. was a sharp businessman who was able to build a business that survived many economic downturns, such as the fuel shortage and multiple recessions.

Schmidt's long career in the industry has won him numerous honors and awards. He was twice honored with the Walter P. Chrysler Award, which recognizes the top Chrysler Dealer in the United States. He was also nominated for Time magazine's 'Dealer of the Year'.

Wayne Sr. was a former president of the St. Petersburg Automotive Dealers Association and the Southeast Chrysler Dealers' Advertising Association. He also served on the Executive Committee of the Chrysler Corporation.

In January of..... (continue on page 4)



Place Your Ad Here

Ask us about all of our advertising options! | (727) 392-3245



WIN \$250



BINGO



Shop LOCAL Win PRIZES

# A NOTE FROM THE CHAIRMAN

DR. MARK STRICKLAND



2020 has been anything but normal for the Seminole Chamber of Commerce. Much like the country, the Chamber transitioned to a virtual, quarantine like environment, with a hiccup here and there, but persevered none the less. It has not been easy; however, the Chamber and its members continue to find unique ways to meet and support one another. Finding a path to assist area businesses and its citizens is what makes the Chamber, and the City of Seminole, such a great place to live, work, and play.

Now we head into local and national elections and 2020 continues to mess with our mental well-being. On social media platforms, the level of political toxic dialogue and hatred is at an all-time high. The same people who live, work, and play here in Seminole turn into different people on Facebook, Twitter, and Instagram (Don't even get me started on Tik Tok). We as a community and our frequent usage of Social Media have to do better. We can change the negative on-line interactions if we want to be the change we wish to see. I know this is rather strange coming from me, yet, I felt I was given this platform for a reason and I should take advantage of the opportunity.

The Chamber, the City of Seminole, and St. Petersburg College can play a role in ensuring positive and engaging dialogue is consistent with the idea that as a people, we're really very much more alike than we are different. I also believe that our local businesses can play a part in changing the negative vibes that has permeated this country, including Florida, and I hate to say it, but Seminole too. I further believe that our local businesses can post about their positive interactions with its customers and vice versa, despite which way a person may lean politically. It is up to our business and community leaders to find ways to change the negative narrative of spewing hatred online.

Perhaps, its time (with a mask on of course) to set out and visit our local businesses and just talk to the owners, managers, or employees with no agenda other than wishing to really find out how they're doing. Break the quarantine bubble, if you will; but also break your daily habit of seeing what so and so said on social media. Furthermore, break the habit on feeling the need to engage in online toxic conversations. There should be no strings attached when

## BOARD OF DIRECTORS

DR. MARK STRICKLAND

JENNIFER REYNOLDS

RICK GRIESHEIMER

CHRISTINE O'NEIL

CYNDI BOND

PAT ALEXANDER

ALISON BEAN

PERI CRAVEN

AMY HARTMAN

REV. RICHARD LANDON

DANIELLE LOWER

MICHAEL LURIE

MIKE MCQUILKIN



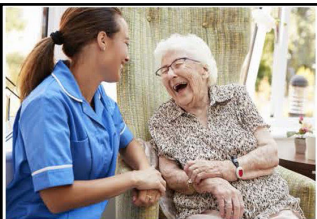
venturing out to support a local business and such experiences should always be positive. This shouldn't be about writing a review on Yelp or posting on Facebook either. With that being said, I want you to think about the businesses you wish to frequent and answer honestly: Have you ever been to a Chick-fil-A and been treated poorly?

There's a reason Chick-fil-A continues to lead the way in customer service and that's because they only care about your experience. Now, of course there will be some who question the reference of Chick-fil-A and how they may or may not be affiliated with specific political leanings. This is not the point, rather, the idea is for the customer to remember the positive interaction and return because they feel welcome. It has nothing to do with Trump, Biden, kneeling during the anthem, standing for the anthem, supporting or not supporting Black Lives Matter, Planned Parenthood, your right to carry a gun etc. Just go to the local business and enjoy the experience for what it is.

We have a long way to go in making everyone in this country feel welcome. However, I know the City of Seminole prides itself on being a place where people wish to raise their families, shop, and enjoy life. I believe the Chamber can play a part in positive interactions with its members. I know this because I see it every day.

Please remember, all is not lost in these elections, whatever the outcome(s). We, the people of Seminole, can do our part to eliminate online toxic behaviors towards one another by setting our political ideologies aside for a moment and treating each other with love and respect. It's not that difficult, just go by Chick-fil-A and see for yourself.

Sincerely,  
 Dr. Mark F. Strickland, Jr.  
 President, Chairman  
 Seminole Chamber of Commerce

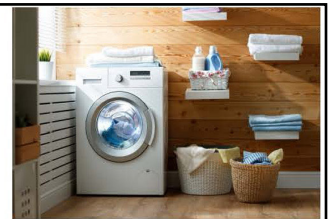


Winslinhomecare.com

License #29994940 & Insured



*Winslin Home Care LLC*  
 Caregivers You Can Count On.



Service Minimum 1 hour  
 Up to 24/7 Care

Services include but not limited to:

**ADL Supportive Care**

- Grooming
- Hygiene
- Dressing
- Toileting
- Hospital to Home
- Ambulation
- Med Reminders
- Showers
- Respite

**Companion Care**

- House Keeping
- Shopping
- Pet care
- Meal Prep
- Laundry
- Errands
- Escorts to doctor appointments
- Socialization
- Organization of closets
- Travel



Call Today for your Free care assessment

**727-687-0041**

Available 24/7 for your convenience



# THE SUNCOAST FAMILY

continued...



...2020, Mr. Schmidt passed away at 88 years old. He was a Largo resident, but grew up in Millville, NJ and served in the Marine Corps from 1948-1952. Mr. Schmidt became a household name in the community and his family continues to serve generation after generation of greater Seminole area residents. Mr. Schmidt is survived by his wife, Joyce, four children, Philip, Wayne, Elizabeth, and Tom, seven grandchildren, and three great-grandchildren. Sons Philip and Wayne Jr. now operate the dealership. Wayne Jr is currently the General Manager of the dealership. And as noted, there are always Schmidt family members around, including several of the grandchildren who will continue in the legacy and livelihood of their parents and grandfather—Each starting

off by washing cars in high school and working their way up.

The dealership is family owned and operated, but also employs more than 100 employees, which makes them one of Seminole's largest employers. Further, the dealership will be growing! Within a year, Suncoast is slated to add a 'Truck Center,' offering a full line of full-size trucks. They currently offer a full line of Chrysler, Dodge, Jeep and RAM models, used cars, in-store and online purchase and delivery, as well as a service department, body shop, and financing. Suncoast has been a Seminole Chamber member since the opening of their business and have been generous over the many years to support the Chamber and other local and regional causes. They are located at 8755 Park Blvd. Visit them online! [www. https://www.suncoastjd.com](https://www.suncoastjd.com).



**SUNSHINE**  
Health Foods  
Seminole | Est. 1979

Hand Sanitizers & Homemade Masks available!

All mask proceeds go directly to RCS Food bank.

**Celebrating**

over **40 years**

**20% OFF** in the Seminole community!  
Your Purchase Expires on 10/31/20

**“Live Healthy, Be Happy”**

NATURAL VITAMINS • CBD • HERBS • ESSENTIAL OILS • LOCAL HONEY

Mon-Fri 10am-6pm Sat 10am-4pm  
[SunshineHealthFoods.net](http://SunshineHealthFoods.net) | 727-397-5333  
6989 Seminole Blvd., Suite 4

In conjunction with the City of Seminole's **50<sup>TH</sup> ANNIVERSARY**

**ANNUAL Seminole STAMPEDE**

**Saturday, November 14th | 8 AM\***

**Seminole City Park Pinellas Trail**  
7464 Ridge Rd

**5K RUN • RACE WALK • POWER WALK** **\$25** REGISTRATION INCLUDES: SWAG BAG • T-SHIRT thru Oct 30

**1 MILE FUN RUN** **\$10** REGISTRATION INCLUDES: T-SHIRT thru Oct 30

\*Start times will vary based on personal running time

SPONSORSHIPS AVAILABLE | VENDOR TABLES AVAILABLE | PROCEEDS BENEFIT SEMINOLE CHAMBER

Register at [MySeminoleChamber.com](http://MySeminoleChamber.com) | (727) 392-3245 | [f](#) [i](#) [in](#) [t](#)



**IBIX**  
NORTH AMERICA  
Surface Technologies

Contact us  
727.322.4611  
[sales@ibixusa.com](mailto:sales@ibixusa.com)

**Portable Surface Prep and Coating Systems**  
Serving USA, Canada, Mexico and the Carribean  
[www.IBIXUSA.com](http://www.IBIXUSA.com)

# Upcoming Events

5

Visit [MySeminoleChamber.com](http://MySeminoleChamber.com) to see more events and to register!



Friday, October 23rd

## **35th Annual Golf Tournament**

Seminole Lake Country Club | 1 pm Shotgun Start

Wednesday, October 28th

## **Business Breakfast: Republic Bank**

Seminole Chamber | 8 to 9 am

Thursday, November 5th

## **1st Thursday Networking Mixer: SPC Seminole & Marriott**

Courtyard by Marriott | 5 to 7 pm



Saturday, November 14th

## **Annual Seminole Stampede & 5K**

Seminole City Park | 8 am Shotgun Start

Tuesday, November 17th

## **Chamber 101**

Seminole Chamber | 8 to 9:15 am

December TBD

## **Chamber Holiday Mixer**

Seminole Chamber | 5 to 7 pm

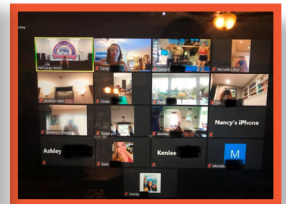
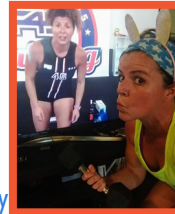
**1st Thursday Networking Mixers**  
**Business Breakfast every 4th Wednesday**

# COVID Care CORNER

**A Highlight Showcasing Our Chamber Members & How They Aided Those Impacted By The Recent Pandemic**  
 Stories submitted by members



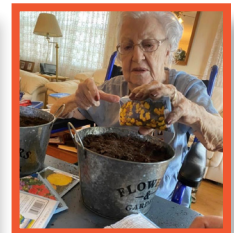
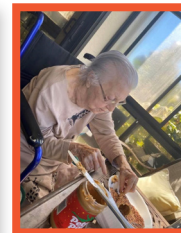
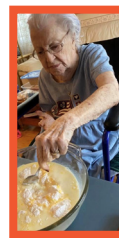
Many of F45 Training Largo East's members lost their jobs or had their hours drastically cut during COVID. We consider our members family, so when we were mandated to close and switched to At Home Zoom workouts (which we still offer in addition to our in studio experience!), we gave gift memberships to those who could no longer afford payment. Exercise and a sense of community strongly impact mental wellness, and we all need that more than ever now.



F45 Training Largo East offers three ways to workout with our Certified Personal Trainers: In studio, F45Live via Zoom, and F45 Outdoors at Harbor Bluffs Park. Call 727-362-6408 to get started!



As The owner of Winslin home care, and a essential business, I provided my caregivers with weekly creative crafts. We made home feel fun, and kept our clients belly's full. We are the caregivers you can count on.



Anona United Methodist Church of Largo has always been a church that reaches beyond its walls to impact the community. Throughout the COVID-19 global pandemic, Anona has found new ways to stay connected with local schools and other mission partners.

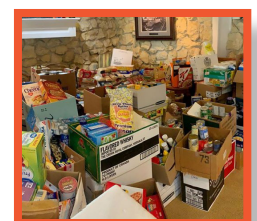
In May and July, Anona hosted POP The Trunk events in which the church congregation and community partners organized food drives, which brought in over 17 tons of food and approximately \$100,000 in monetary donations. Anona also decided to host their first Drivethru Appreciation Breakfast in June. 300+ school teachers and staff were thanked and given a gift card, iced coffee, and Chick-fil-A chicken biscuit sandwich. Fast-forward to August, when schools were about to open, Anona brought baskets to 9 local schools.



Anona continues to foster these school connections by offering financial support and counseling to those same schools. Helping the schools' helps the teachers, the kids, and ultimately the community and world. They are also excited to announce their third event, POPtoberFest, on Saturday, October 17. If you are interested in learning more about the hunger needs of our community, visit <https://www.anona.com/popthetrunk>.



The Rotary Club of Seminole, Seminole Chamber of Commerce, SLCC HOA and Seminole Lake Country Club all came together for a "STOP, DROP and FEED" event. The organizations asked for non-perishable, high protein food donations where all donators had to do was drive up, drop off and leave. Donations went to Interfaith Food Pantry, a Seminole-based food pantry that helps people in need.





As small businesses continue to reopen, owners are faced with a whole new list of challenges. There is a networking group helping these businesses make the comeback together.

The Revenue Generating Activity network brought small businesses together online to help network and reopen amid COVID-19. RGA holds Zoom conference calls on a daily basis with dozens of local business owners, constantly sharing ideas and resources when it comes to reopening. They have more than 800 members.



Everyone loves a parade! And so do the Residents of Seminole Gardens and Freedom Square, Seminole City Council Members, City Management, Staff and employees.

The "Seminole Cares, Stronger Together Parade" of Friday, May 15, 2020, was like no other parade that ever rolled through the city streets. This Parade had no festive floats...no marching bands.

The Seminole Cares Parade was a City-Specific Salute and Shout-out to the Residents of Seminole Gardens and Freedom Square. Both, usually vibrant 55+ living communities, with hundreds of residents, now pretty much sheltering-in-place for way too long due to the COVID-19 virus, and were in need and appreciation of a parade!



The Greater Seminole Chamber collected funds to support various individuals and groups during the safer-at-home order brought on by the COVID-19 pandemic. It was brought to our attention that displaced workers from local businesses and low income communities were greatly affected by the shut down of businesses and elderly individuals who were unable to get out of their homes. The Chamber purchased over 700lbs of food which were distributed to those in need.



When COVID-19 forced closures and stay-at-home orders in Spring 2020, SPC responded quickly to make sure that student learning and business operations weren't interrupted, campuses were secured and community needs were met. 1,800 classes were moved online in two days, 150+ computers were deployed to students, 500+ computers were deployed to staff, 26,000 pieces of personal protective equipment (PPE) were donated to local facilities, \$4.18M in federal Cares Act funds were distributed to 8,091 students, \$158,000 in funds were distributed to students impacted by COVID-19 through the college's Student Emergency Fund, and \$300,000 in funds were distributed to 320 students who dropped classes in spring due to COVID-19.

Our COVID-19 resource hub can be found here: <https://www.spcollege.edu/spc-updates>  
Our SPC Comeback Plan can be found here: <https://www.spcollege.edu/spc-updates>



Our mission is to "help people, serve others, and be a part of the community". During the stay at home order we chose to remain open to do just that. We had access to materials that were scarce within the community, such as paper towels, toilet paper, exc. We set up a pantry of those items along with different food programs like, Biscuits for Hero's which helped feed our frontline workers and Neighbors Helping Neighbors which helped feed some of the families in our community. We wanted to be able to provide to our community with what they needed most. Our main concern was not with profiting but ensuring our community was able to have access to those things in time of need because without all of you, there would be no us.



# EVENTS RECAP

COVID has definitely put a pin in many events going on, not only for the Chamber, but around the world. However, we have begun moving towards engaging once again with the community and our members through virtual, hybrid, and in-person events!

Since our last Chamber Chat issue, we have had a couple of virtual 1st Thursday Networking Mixers. We thank our hosts for these mixers: ActionCOACH TampaBay and Barnhorn & Chambers Financial. We have also had a handful of Business Breakfast's (sponsored by Florida Central Credit Union), with the various topics being Ask The Experts with Scarr Insurance Group and CPA Partners; Chamber Member Web Tools Workshop; and Selling Your Brand In Times of Uncertainty with ActionCOACH Tampa Bay.

Aside from our monthly events, we have also held a few other events, including hosting our annual--back by popular demand, Shred-a-thon! We have even participated in the grand reopening & ribbon cuttings' of Joella's Hot Chicken and Fluff's Animal Rescue. And lets not forget to mention our Chamber 101's! The Chamber has also pushed initiatives in order to counter the impact of the recent pandemic. One being collecting and donating mental health needs, toiletries and food to various 55+ communities. We also recently launched our Go Local Go BIG campaign, where we aim to encourage the Seminole community to revitalize our businesses through shopping local.

Now, we're looking forward to all of our upcoming events! Including two of our annual events: 35th Annual Seminole Chamber Golf Tournament and our Annual Stampede & 5K!

## THRIVING LOCAL BUSINESSES KEEP SMALL ECONOMIES HUMMING



# BINGO

Shop LOCAL  
Win PRIZES

Want to win **\$250**?

It's easy! Play a game and you'll be entered to win!

GET YOUR  
**FREE BOARD**  
TODAY!

sponsored by **Minuteman Press, Largo**

Go Local Go BIG Buy In Greater Seminole When spending, spend local!

Shop LOCAL Win PRIZES

SCAN ME


Scared of losing me? Or do you need the number and address to a business on the board?

SCAN ME

Or visit the Seminole Chamber website!

MySeminoleChamber.com | (727) 392-3245 | f @ in t



Seminole Garden Florist

To Learn More, give us a call or visit

MySeminoleChamber.com | (727) 392-3245 | f @ in t



# EVENTS RECAP



## Past #GoLocalGoBIG BUSINESS OF THE *Week* Winners



Watch their interviews on our Youtube page!



search **Greater Seminole Chamber**

The Kiwanis Breakfast Club of Seminole and the City of Seminole are proud to host



The Kiwanis Breakfast Club of Seminole  
**FIELD of HONOR**  
*honoring our veterans*

*Sponsor a flag for a veteran*  
*with your service member's information*

This spectacular display of patriotism will honor and recognize veterans who have dedicated their lives to protecting our freedom

- ★ The Field of Honor flag will be a 3' x 5' American flag mounted on an 8' pole, placed in precision rows on the front lawns of Seminole City Hall and adjacent Post Office. Each flag you sponsor will have a color custom-printed streamer with your service member's information. You may pick up your streamer(s) from December 3 – 17, 2020 at Extreme Signage, 10525 Park Blvd N, Seminole, FL 33772. **\*\*\*\*Deadline for flag sponsorship is 10/20/20\*\*\*\*** **Cost: \$35**
- ★ **Flags to be put up:** November 1, 2020
- ★ **Flags come down:** December 1, 2020
- ★ A Field of Honor ceremony will be held on Tuesday, 11/3/20 from 10-11 AM in the council chambers at Seminole City Hall. All flag honorees and sponsors will be featured on the Kiwanis Breakfast Club of Seminole's website rolling banner. For more information go to: [www.KiwanisSeminoleBreakfast.com](http://www.KiwanisSeminoleBreakfast.com)



To sponsor a flag for a veteran you wish to honor, visit  
**[www.KiwanisSeminoleBreakfast.com](http://www.KiwanisSeminoleBreakfast.com)**

For more info call Wayne @ 813-767-4682 or Leah @ 727-873-7852

**GET LEGAL, GET HELP, GET STARTED!**

**At Liberate Medical Marijuana Physician Centers**



**OCTOBER IS *BREAST CANCER* AWARENESS MONTH!**

We would like to show support to those diagnosed with **BREAST CANCER** by giving

**\$25 OFF**

any of our certifications in October.

*Who are we?*

The Liberate team are local to the Tampa Bay area and are experienced, knowledgeable, caring professionals who will treat you with respect and who know how to get results fast!

-  **CUSTOMIZED CANNABIS PROGRAMS**
-  **PROFESSIONAL GUIDANCE ON MARIJUANA PRODUCTS**
-  **FAST RESULTS, COMPASSIONATE CARE & PERSONALIZED TREATMENT**

**[liberatetampabay.com](http://liberatetampabay.com)**

**12679 Seminole Blvd, Largo, FL 33778 | 727-306-4673**



9200 113th St  
Seminole, FL 33772  
(727) 392-3245

STANDARD  
US POSTAGE PAID  
ST PETERSBURG FL  
PERMIT# 8014

Remember to update our address in your databases

Place Your Ad Here

Ask us about all of our advertising options! | (727) 392-3245

WIN \$250

GO BIG BINGO

Shop LOCAL Win PRIZES

sponsored by Minuteman Press Largo

**WELCOME NEW MEMBERS!**

Maple Street Biscuit Company  
Party Cube Live, LLC  
Portobello Nails and Spa  
Seminole-SPC Toastmasters  
The Fran Haasch Law Group

Commercial Safety Systems, LLC  
Cornerstone Veterinary Hospital, LLC  
Evergreen Life Services  
Healthcare Solutions Team  
Liberate Physician Centers Tampa Bay

Winslin Home Care LLC

**Hello Chamber Members!**

Your Fall Newsletter Is Here!