



SEMINOLE Chamber Chat

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Winter 2020

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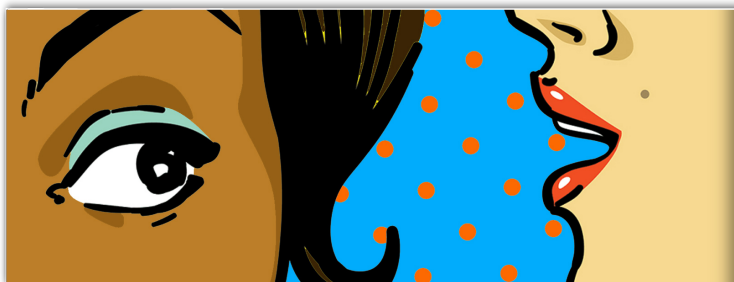
Upcoming Events & Guides

SEMINOLE LOST A TROPHY



A valued member for over 10 years, we are sad to announce the passing of Joe Lupacchino of Hottin's Trophies & Awards. Joe was not just a member, but also a friend—in fact, anyone who knew Joe would say he has never met a stranger. Over 30 years ago, Joe visited Hottin's Trophies to buy a medal for the golf league at the company he worked for at the time. The owner of Hottin's, John Hottin, was looking to sell. The next year, Joe decided it was time he owned his own business—and the new era of Hottin's Trophies began.

Since that day, Joe crafted trophies for Boy Scouts and Little Leaguers, engraved plaques for veterans and teachers, made awards for businesses and props for movie producers. He worked late and undercharged, if he charged at all. He loved watching people's faces when they saw what he'd made. Michele Abramo with Seminole Historical Society, and a friend of Joe, reminisced about the trophy maker's point to make every customer feel important. "Even with soccer, baseball and softball seasons wrapping up and (continue on page 4)



CAN YOU KEEP A SECRET?

You can keep up with the Chamber on our social sites, too!



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A NOTE FROM THE CHAIRMAN

DR. MARK STRICKLAND



2021 BOARD OF DIRECTORS

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FORREST FIELD
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PERI CRAVEN

THANK YOU TO

CHRISTINE O'NEIL
PAT ALEXANDER
REV. RICHARD LANDON
RICK GRIESHEIMER

My time has come to an end as Chairman of the Seminole Chamber of Commerce. I held the post for this past year and now I'm passing the baton to Ms. Jen Reynolds. I will stay on the board and my involvement with the Chamber will be ongoing even when I am no longer a board member. Like many of you, I was OK with turning the page on 2020 and welcoming in 2021.

Back in February/March (2020) it seemed the world flipped upside down. Many of us heard the news that was coming from overseas and like many of you I did not truly anticipate what would happen next. Much of the country went on lock-down and people (if they were able) began to work remotely. Suddenly the hustle and bustle of running to and from meetings, picking up and dropping off kids, running errands etc. came to a screeching halt.

In the college world, I was, and continue to be fortunate to work for St. Petersburg College. Our college family did not miss a beat when the lock-down occurred. The hustle and bustle of campus life turned into an on-line frenzy with zoom meetings and teaching. Our students were resilient and taught the college a thing or two.

Like many businesses, streaming/virtual technology kept our doors open. But beyond doors being kept open, I witnessed creativity and a willingness to help, in my case, students, and in the case of businesses, its customers. Even when the world, in the mist of political chaos, protests, and riots (particularly in the U.S.) there was still this approach to helping and bending over backwards to assist.

Now here we are, the beginning of 2021, and Ms. Jen Reynolds will be the new Chairwoman. Because the world and U.S. is still very much in a state of craziness, we will need the energy that Ms. Jen Reynolds and others bring to the table. We will need the southern hospitality that Ms. Tara Nichols uses to make others feel comfortable and we will need Ms. Alex Watson and her infectious smile and her customer service driven approach to handle all that is thrown her way.



2021, from a Seminole Chamber perspective, will be led by powerful women who will do an excellent job. I would argue and to fix the worlds craziness, there's a need for more women in positions of power to

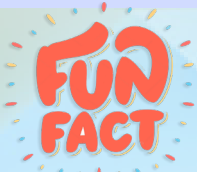
move us forward. Which brings me to the point that we now have a woman Vice President in Kamala Harris. Some folks are not happy about this election, I get it, but it's time to move on and support those who hold office. At the very least, we should all celebrate that there is a lady serving as a Vice President of the United States.

Personally, I look forward to supporting all these ladies because I know what they do is not driven by anything other than wanting to see Seminole and its businesses thrive. Lastly, thanks to everyone who assisted me this past year. I know the Seminole Chamber is in great shape and it's because of all the support and relationships that continue to thrive both in person and virtually!



Message from Jen

Hello Seminole Chamber Family! 2020 has been quite the year and I am glad that it is behind us. I am honored to begin our new year 2021, as the Chairwoman of the Board of the Seminole Chamber of Commerce. As a long time member with a lot of history with this Chamber and the City of Seminole, I am excited that I get to bring my brand of enthusiasm and my love for networking to you all as we take the year on and grow our businesses together. After the year we had last year, 2021 can only get better. I look forward to seeing all of your smiling faces in person (or on a Zoom screen) and I encourage you to get involved in any capacity that you can. Involvement is the best way you can make the most of your membership! I look forward to a year of fun and flexibility as we navigate our "new normal" and learn how to make the most of it, together!



Jen is a classically trained opera singer, black belt in Tae Kwon Do and, for fun, does professional bodybuilding shows occasionally. Can you say "GOAL GETTER"?

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his store stuffed to the ceiling with trophies, he was always available to take care of our 'little job'. For Joe, this was a 'Big Deal,'" Ms. Abramo tells us. "From Bauder Elementary fishing medals to the Seminole Historical Society, Joe left his mark on me and on our community. And, like our community, I miss Joe."

Joe never got an award for his ability to be on time (something he struggled with) or his organizational skills (though he knew where everything in that shop was), and he might have made more money if he'd stayed in corporate America, but at Hottin's, Mr. Lupacchino became a fixture in the community.

"He was just a regular Joe," says Wayne Madascy, a longtime friend of Joe. Mr. Madascy continues, "I first met him after he bought the business from John Hottin. Joe was very prideful in his work, did beautiful custom pieces, and never missed a deadline even when pressed for time. Joe and I had many conversations that spanned many topics, including his love of the Rays and baseball in general. Joe will be missed by me and so many others in Seminole and beyond."

Though Joe did not receive much recognition, he did deserve them for being a good friend and neighbor.

Excerpts from <https://www.tampabay.com/news/pinellas/2021/01/25/the-trophy-maker-also-was-great-at-making-friends/>



Mark ran away from home. He ran a ways and then turned left, ran the same distance and turned left again, ran the same distance and turned left again. But, when he got home, there were two masked men. Who were they?

(Don't get it? Answer on bottom of page 8)

<https://www.rd.com/list/brain-teasers/>



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2021 CHAMBER GOALS



Business and Entrepreneur Development

Foster existing business development opportunities and further incorporate new resources and education for small business and entrepreneur development through Chamber and Foundation initiatives.



Communication & Marketing

To continue current strategies and improve upon them by fostering interaction with prospective members, members, and the community.



Business & Community Development & Civic Partnerships

Continue to host, when possible, safe, meaningful, well attended networking opportunities and community events, via in person or virtual, in order to increase support of local businesses and organizations.



Membership & Retention

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I CAN'T GO TO THE MOVIE THEATER OR PIZZA PARLOR! I MISS MY CLASSMATES

ANNE FRANK AND HER FAMILY SPENT TWO YEARS IN AN ATTIC

4-7



4 BUSINESS SURVIVAL TIPS

This past year, we have had to stay in the house, wear masks and keep our distance. It's been tough for everyone, but especially for small businesses. According to Yelp, permanent business closures have reached 97,966, representing 60% of closed businesses that won't be reopening.

Now it's a new year, and we still don't know what the future holds. But as a business owner, you have to do everything you can to make it through these rough patches. 2021 is a different year and would most likely have new challenges, so here are four survival tips for your business:

ADVERTISE

Marketing is very crucial for any business. 2020 was the year that no business was operating normally. Between the lock-downs and individual isolation, everyone saw lower revenues than usual at some point. Some opted to offset this drop by completely eliminating their marketing and advertising budget, instead of just decreasing it. Though the idea behind this makes sense in the short-run, it will further negatively impact your business in the long-run.

Marketing is how you understand your customers' needs, educate them, attract new ones, and get them to keep doing business with you. All marketing strategies may not lead to outright sales, but sales will happen eventually if you're consistent enough.

Part of staying on your customers' minds is being around where they can see you, and social media marketing is a marketing strategy that gives you that leverage. Studies show that nearly 50% of the world's population uses social media. That's over 3 billion users worldwide.

GOOD HELP

Great employees mean great business, because your customers won't get the best if you don't have the best staff. But it's not just about who you hire. It's about how you foster your employees. Do you effectively train them? Are they happy? Creating a healthy work environment means giving



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WonderWink

HPI

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Identity

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Forbes 2021

Top 10 Best Small Companies

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your employees purpose that contributes to their job fulfillment.

How do you create that positive work environment? Everyone likes to feel heard. So, it's your job as the business owner to create an environment that allows everyone to share their opinions and ideas about certain things. Implementing this can significantly increase their productivity, which in turn helps your business.

BUDGET

Everyone is in business to make money. Even non-profits want to make money--just not a profit. Well, you have to have money to make money in most cases. Financial planning ensures every part of your business has a budget to operate with. Not only that, but budgeting helps keep small businesses focused and financially healthy.

Budgeting decides whether your marketing, asset acquisition, employee remuneration, and other parts of your business can go smoothly. You should anticipate all your long and short term financial needs. This may require hiring an accountant who will keep records of all the money going in and out of business.

ADAPT

Do you have the capacity to cope with and capitalize on change, and the ability to recover when unforeseen events alter life plans?

No one saw 2020 coming, but it came, and it was like everyone had to "adapt or die." The usual nature of work we were all used to halted for apparent reasons. Everyone had to adapt to zoom meetings, online education, and social distancing. This alone affected many brick and mortar businesses whose primary service delivery was in-person.

2021 is uncertain, but what is absolute should be your ability to adapt to anything. Whether it's in your service/product delivery, marketing, or engaging with your customers, you have to be ready to dance to the tune of whatever the market throws at you and attack it creatively.

Source: <https://www.entrepreneur.com/article/362611>



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2020 IN REVIEW



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- Cold Stone Creamery of Seminole
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- Cornerstone Veterinary Hospital, LLC
- Courtyard by Marriott-Madeira Beach
- DEX Imaging
- Edward Jones
- Elizabeth O'Neachtain
- Evergreen Life Services
- F45
- Fifth Third Bank
- Florida Kayak Outfitter
- FLUFF Animal Rescue Inc
- Harbor Lights Mobile Home Community
- Healthcare Solutions Team
- Herman Remodeling and Construction
- Jet's Pizzas
- Liberate Physician Centers Tampa Bay
- Looking So Long Photography
- Maple Street Biscuit Company
- Moonlight Swan Boutique
- My Style Reinvented
- N & J Consultation Group
- Party Cube Live, LLC
- Paxton Medical Management
- PHDermatology
- Platinum Moving & Storage
- Plumlee Gulf Beach Realty - Beverly Schroeder
- Portobello Nails and Spa
- Realty Experts Inc
- Salt Therapy
- Scott Goldberg & Associates
- Seminole-SPC Toastmasters
- Smith Valuation Services
- Solid To The Core
- Stiles
- The Fran Haasch Law Group
- The Max Challenge Gym
- TRAVELIN' DREAMZ
- Winslin Home Care LLC





UPCOMING EVENTS

To Learn More and Register, visit MySeminoleChamber.com

For the Chamber to continue to grow and better serve the membership and community, we seek your active participation in our programs and events. Through a shared effort between the Chamber, our members and community, we can continue to increase our membership services and provide additional credibility, marketing and promotional opportunities for you and your business.

Join a Committee!

Chamber volunteers help the heart of the organization beat. There are over a dozen committees or groups you can join to help organize and grow the Chamber and your business. Committee members plan, negotiate and brainstorm new ideas while maintaining traditions found in Greater Seminole.

To learn more about the Chamber's committee opportunities, dive into our 2021 Volunteer Guide, give us a call at (727) 392-3245 or email us at admin@myseminolechamber.com

Sponsor an Event!

The 2021 Sponsorship Guide outlines the many sponsorship and marketing avenues available to promote and advertise your business all year long.

To learn more about the Chamber's sponsorship opportunities, dive into our 2021 Sponsorship Guide or visit MySeminoleChamber.com/sponsorship-guide

Promote Your Business!

Last year, the City of Seminole turned 50! This new Community Guide will be highlighting the history of Seminole, and celebrating where we are today. As a Seminole business, you are a part of that history! Let the +20,000 Seminole residents and surrounding communities know about your business through advertising or advertorials!

To learn more about the Chamber's Community Guide magazine, dive into our 2021 Community Guide, give us a call at (727) 392-3245

1st Thursday Networking Mixer

Jenergy Air Services

Thursday, March 4

5 pm to 7 pm

Shred-a-thon

Friday, March 19

9 am to 12 pm

Business Breakfast

Wednesday, March 24

8 am to 9:15 am

1st Thursday Networking Mixer

Gator Haven

Thursday, April 1

5 pm to 7 pm

Annual Awards Banquet

Saturday, May 1

6 pm to 8 pm





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“The Seminole Chamber of Commerce is a fantastic chamber. Not only with opportunities for business members for educational sessions and networking events, but also being highly active in the community.”

-Billie Jo Grassinger

Hello Chamber Members!
Your Winter Newsletter Is Here!

