

Connections

February 2016



ST. JOHNS
COUNTY
CHAMBER
OF COMMERCE

Ponte Vedra
Recorder
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Chamber names Lin Jones PVB Division Director

New Leadership *in* Ponte Vedra Beach



President / CEO of the St. Johns County Chamber of Commerce Isabelle Rodriguez (left) stands with newly selected Ponte Vedra Beach Division Director Lin Jones (right).

Letter from the President

I am excited to be addressing you in our first-ever edition of Connections in the Ponte Vedra Recorder.

One element of our aggressive three-year plan, Elevate, Innovate, Accelerate, is to improve our communications tools and to expand our reach both to our members and the general public.

Today, this first quarterly edition published in partnership with the Ponte Vedra Recorder is an exciting step in our evolution.

The goal of this publication will be to share with you business news relevant to your community and to chamber members.

I would also like to recognize Sandy Kavanaugh, who retired this month, for her many years of service to the Chamber of Commerce and to Ponte Vedra Beach.

She has agreed to stay on with us while we transition Lin Jones into her role and to help plan and execute the Ponte Vedra Auto Show.

Sandy, thank you for your hard work and your talent and I wish you well in your next endeavors.

Lastly, I would also like to welcome Lin Jones to the team.

We look forward to our continued growth and achievement in Ponte Vedra Beach.



Isabelle Rodriguez

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Pictured: SJC Chamber Ponte Vedra Beach Division Board

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- Susan Griffin
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- Frances King
Shapiro Insurance Group
- Rob Schlingmann
The Plantation at Ponte Vedra Beach
- Michele Smith
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- Not pictured:**
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VyStar Credit Union
- Janet Collins
Sawgrass Country Club





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Source: Real Value of
 Joining a Local Chamber of
 Commerce
 Shapiro Group, 2012.

Chamber After Hours || Arbor Terrace Ponte Vedra

The Ponte Vedra Beach Division of the St. Johns County Chamber of Commerce hosted a Chamber After Hours event on Weds., Nov. 18 at Arbor Terrace.

The event, sponsored by Arbor Terrace, offered chamber members a chance for networking and socialization with complimentary hors d'oeuvres and refreshments.

Arbor Terrace, located at 5125 Palm Valley Road, in Ponte Vedra, is an assisted living and memory care community for seniors.

Visit www.arborcompany.com/location/ponte-vedra for more.



Photos by Susan Griffin

Robin Giddens-Sheppard, Lucia Miller, Melissa Landoll, Sandy Kavanaugh & Kari Zerrahn.



Dave Danzeisen and Margo Cleary.



Ricki Taylor and Dr. Rob Karol.



Ilene Thrasher and John Schaum.

Recurring Chamber Events || Ponte Vedra Beach Division

Ponte Vedra Beach Division Chamber Before Hours, Chamber Before Hours occurs the second Wednesday of the month. This networking event explores a new host business each month!

Chamber at Noon, Chamber At Noon is held on the third Wednesday of the month, beginning at 11:30 a.m. with registration. Members have the opportunity to network before enjoying lunch. Chamber at Noon includes an educational component i.e. Health Care Reform. Chamber At Noon provides time for the sponsoring company to be recognized before a captive audience. It is a cost-effective way to get your company known among members and guests.

Chamber After Hours, Chamber After Hours are held every fourth Wednesday of the month, from 5:30 to 7:30 PM. Each month has a different host location, making for a lively and enjoyable event. Most "After Hours" are

free or a nominal fee is charged to members and guests. Chamber After Hours is the perfect way to showcase your business location and amenities! For more information about Chamber events visit www.sjcchamber.com and click on the Upcoming events link.

Events and Council Meetings

Power Networking Luncheon (PNL), is held on the second Tuesday of every month. This business-to-business networking luncheon program allows participants to introduce their business to all attendees. Remember to bring a small gift or door prize to promote your business. The event is open exclusively to Chamber members, and seating is limited to the first 50 respondents each month.

Chamber Business Councils Agricultural & Environmental Council, Meets on the fourth Thursday of every other month. The purpose of the council is to promote, educate, and provide a

forum within the Chamber's structure to advance agricultural and environmental issues and show how these industries contribute to our quality of life. Council programs will focus on our agricultural heritage and the economic contribution that this industry brings to the county. Environmental programs will focus on promoting and addressing issues associated with our natural and environmental resources, sustainable development, permitting, conservation, and eco-tourism.

Historic St. Augustine Council, Meets on the second Friday of every month. Meetings are designed to bring members the most current information on tourism trends, local and state initiatives that have economic impact on business in the historic district, and work to make the nation's oldest city a better place for residents and visitors.

Small Business Council, Meets on the fourth Tuesday of every

month. The mission of the Small Business Council is to support small businesses throughout St. Johns County. The Council will strive to increase commerce, educate and to be a resource to small business owners and managers.

South Beaches Council, Meets on the third Thursday of every month. South Beach Council meetings are designed for chamber members with a professional or general interest in the South Beaches area. The council is characterized by their dedication to the community and advocacy for local business issues.

Tourism & Hospitality Council, Meets on the first Wednesday of every month. The goal of the Chamber Tourism & Hospitality Council is to further enhance the abilities of our St. Johns County tourism businesses to provide first-class service to their visitors. The council aims to achieve this by being a resource for industry-specific training and educational opportunities.

Chamber Before Hours || Shapiro Insurance Group

On Jan. 13, members of the Ponte Vedra Beach Division met for a Chamber Before Hours breakfast event at Shapiro Insurance Group, located at 150 Professional Dr., Unit 200, in Ponte Vedra Beach. The event was free to preregistered members and guests, and cost \$5 at the door for those who did not register.

Shapiro Insurance Group has served the Jacksonville area for 20 years, offering auto insurance, homeowners' insurance, life insurance and business insurance. Shapiro Insurance Group is a recognized Trusted Choice independent insurance agent, providing options for customized coverage from a variety of insurance companies. Shapiro Insurance Group now has a staff of 75 employees throughout the Jacksonville, Amelia Island, Ponte Vedra Beach, Palm Beach, Lakeland and Cape Coral/Fort Myers locations.

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— Kelly H. McDermott



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PVB Ambassador of the Quarter

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As a real estate advisor, I am committed to helping families and individuals transition to their next phase in life, and minimize any stress in the process.

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Sarah Hewett

separates us from the rest.”

Sarah is a proud member, Ambassador and Communications Chair of the Ponte Vedra Beach Division of the St. Johns County Chamber.

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Chamber After Hours || Dance Alday Dance Studio

The St. Johns Chamber of Commerce Ponte Vedra Beach Division's Chamber After Hours event took place Jan. 27 at Dance Alday Dance Studio in Ponte Vedra Beach. Dance Alday, a locally owned and operated Ballroom & Latin studio, was established 15 years ago by Allan Alday. The studio just celebrated its three-year anniversary in its current location in Ponte Vedra Beach.

Alday said they were honored

to host the Chamber After Hours event and celebrate their anniversary with Chamber board members and ambassadors.

Dance Alday offers private lessons, group classes, practice parties and other dance options at their studio, located at 820 A1A N., E17 in Ponte Vedra Beach. For more information, visit www.dancealday.com or call (904) 270-1020.

— Kelly H. McDermott



Ribbon Cutting

Photos by Susan Griffin



Adam Horna, Carolyn Morris, Megan Wallace and Allan Alday.



Cindy Bishop, Carol Maurer and Jeanell Wilson.



Allan Alday, owner of Dance Alday



Dr. Erika Hamer



Michael Lenahen and Mary Price.

Chamber selects Lin Jones to lead in Ponte Vedra Beach

ST. JOHNS COUNTY — Lin Jones, the new Ponte Vedra Beach (PVB) Division director for the St. Johns County Chamber of Commerce is no stranger to the Atlantic coastline. She grew up in Howell, New Jersey, not far from the ocean, and graduated from Rowan University, just a short car ride from the famed Jersey shore.

Jones, who has formerly held positions as the director of marketing and media at Warm Glow Candle

Company and as the executive director of Tour Indiana, succeeds Sandy Kavanaugh, who retired on February 16.

The director will oversee operation of the Chamber's PVB Division that serves many of the chamber's 1100 business members that have professional interests in the northeastern most part of St. Johns County. She will also be charged with operating the Ponte Vedra Beach Visitors Information Center,

the coastal town's only brick and mortar visitor's center.

"Her extensive expertise in marketing strategies and sales, membership organizations and event management will prove to be an asset to the division director's position and her knowledge of the tourism industry will enhance the efforts of our Visitor Information Center at the PVB Division" said Chamber president / CEO, Isabelle Rodriguez.

Jones began her career in tourism and marketing after moving to the Midwest, where, including Tour Indiana, she worked at four destination marketing organizations promoting three different cities in varying positions. During her 15-years in the industry she also served as the marketing manager of the Columbus, Indiana Visitors Center and the group leisure sales manager of Visit Indy.

"I am excited to be here and I look forward to showcasing Ponte Vedra Beach and its great enterprising businesses," said Jones.

The Rowan University Graduate

also has extensive event planning experience. She was responsible for event staff in a 5000 seat arena; was the event manager for Celebrate Science, a one day children's science event with over 4000 in attendance and has planned several retail events during her time with Glow Candle Company that saw over 5000 customers during a 3 day weekend.

Kavanaugh, the former director, will stay on part time as a resource during the leadership transition and will remain working with the Chamber to plan and execute the Ponte Vedra Auto Show in September.

"Sandy (Kavanaugh) has done a phenomenal job, and I consider the opportunity to build on the successes and the strong foundation she has built a privilege," said Jones.

To find out more about the St. Johns County Chamber of Commerce or to become a member visit www.sjcchamber.com, call the Ponte Vedra Beach Division at 904.285.2004, or find them on facebook at www.facebook.com/sjcchamber.



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Balanced Physician Care



Photo by Susan Griffin

Balanced Physician Care officially opened Feb. 10 with a St. Johns County Chamber of Commerce Ponte Vedra Beach Division ribbon cutting ceremony. Dr. Sharyl Truty, MD founded BPC to offer the community a unique health care option based on whole-body wellness in a relaxing, non-traditional setting.

Balanced Physician Care is located at 115 Professional Drive, Suite 104, Ponte Vedra Beach. For more information, call (904) 930-4774 or visit www.balancedphysiciancare.com.

— Carrie Resch

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St. Johns County is Strong



Chamber Chairman Michael Scine, Speaker Jerry Parrish PhD, Chamber Pres Isabelle Rodriguez, VP of Economic Development Declan Reiley

The St. Johns County Chamber of Commerce (SJCCC) hosted Dr. Jerry Parrish, the chief economist and director of research at the Florida Chamber foundation during the Economic Development Council's (EDC) Quarterly Breakfast on Friday, January 29.

According to Dr. Parrish St. Johns County is strong. "With the second lowest unemployment rate in the state and nearly 150,000 new residents expected by 2030, St. Johns County is thriving. Through continued focus on high-wage job creation and diversifying the economy, community leaders can maintain a sustainable and vibrant community for future residents," said Parrish. The featured speaker also suggested that St. Johns could need as many as 45,000 more jobs by the year 2030.

To find out more about the membership benefits, programs and events of the SJCCC visit www.sjccchamber.com or call 904.829.5681.



Chamber President CEO Isabelle Rodriguez and Mike Jones Northrop Grumman.



EDC Chairman Jason Barrett and Larry Lake, EDC Executive Committee Member



Joint Luncheon || Featuring R.J. Larizza

On Thursday, Jan. 14, State Attorney RJ Larizza joined chamber members to discuss the operations of the 7th Circuit State Attorney's office, its cases, legislation and current issues impacting the criminal justice system. The 7th Circuit State Attorney's office serves Flagler, Putnam, St. Johns and Volusia Counties. Larizza is a Jacksonville native, and

holds and extensive background working with the Florida Department of Corrections. Larizza acted as the Assistant State Attorney before pursuing a private practice. Following his successful private practice endeavor, Larizza successfully ran for the office of State

LUNCHEON continues on Page 31



Dave Danzeisen, Sandy Kavanaugh, Mark Lebel, Barry McDonald, Vince McCormack and Amanda Patch.

Photos by Susan Griffin

Luncheon Continued from 30

Attorney for the Seventh Judicial Circuit, the Office which he currently holds.

The event was hosted as a joint luncheon with the Ponte Vedra Beach Division of the St. Johns County Chamber of Commerce and the JAX Chamber Beaches Division. The joint luncheon was hosted at the Sawgrass Golf Club and sponsored by Perdue Office Furniture.

— *Kelly H. McDermott*



Photos by Susan Griffin
Guest Speaker State Attorney R.J. Larizza.



Dr. Erika Hamer, Suzanne Green and Geri Price.

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Chamber Before Hours || Palm Valley Family Dentistry



The Ponte Vedra Beach Division of the St. Johns County Chamber hosted a special Chamber Before Hours event on Feb. 10 from 8 to 9 a.m.

The event offered members a chance to enjoy breakfast while networking among members and

guests, and was offered for free to preregistered members and guests with \$5 charged at the door for those who didn't register.

The event was hosted at and sponsored by Palm Valley Dentistry, 3791 Palm Valley Rd., in Ponte Vedra.

Palm Valley Dentistry offers comprehensive dentistry for the entire family with office procedures, modern facilities, an infection control program, up to date technology and a staff with a commitment to continuing education.

The office has options for cos-

metic dentistry, crowns and tooth whitening as well as implants, veneers and same-day care for dental emergencies. For more information, call (904) 834-2736 or visit www.palmvalleyfamilydentistry.com.

— Kelly H. McDermott



Chamber At Noon || Allstate Insurance & Pusser's



Isabelle Rodriguez, Lin Jones, Dave Danzeisen, Kari Zerrahn, John Anderson, Dr.Erika Hamer, Felicia Cox & David Amato.

Photos by Susan Griffin



Speaker Greg Leonard

On Feb 17, the Ponte Vedra Beach Division of the St. Johns County Chamber of Commerce hosted an informative Chamber at Noon meeting at Pusser's Bar & Grill. The event was sponsored by Allstate Insurance: John Anderson.

At the meeting, speaker Greg Leonard of the Citizens Traffic Task Force presented information about the perceived traffic con-

gestion facing residents in the near future, and the task force's request that was recently presented to the county.

The Chamber at Noon event was \$25 with advanced online registration (\$30 at the door) for chamber members and included lunch from Pusser's Bar & Grill. Pusser's is located at 816 A1A N., in Ponte Vedra Beach.

— Kelly H. McDermott



Dave Danzeisen

Merriment at annual Chamber Party



From Left: Michelle Nemeth ñ FirstAtlantic Bank, Jasmine Hoye, Matthew Bennett, David Morgan ñ ADT Security Services, Donna Day ñ Ponte Vedra Plastic Surgery, Kathleen Floryan ñ Ponte Vedra Club Realty, Christine Adams ñ Rogers Towers, P.A., Janet Collins ñ Sawgrass Country Club, Brett Duncan ñ The UPS Store in Ponte Vedra.



Geri Price & Donna Day

The Ponte Vedra Beach Division of the St. Johns County Chamber of Commerce hosted its Holiday Merriment Party this month at the TPC Clubhouse Champions Room. This premier networking event featured door prizes, hors d'oeuvres and drinks. Friends and spouses joined Chamber members at the event to celebrate the special meeting. St. Johns County Chamber of Commerce Ponte Vedra Beach Division Ambassadors also participated in the St. Johns CARES Giving Tree initiative at the event. This benefits multiple charity organizations in St. Johns County, focusing specifically on seniors and medical.

The holiday sponsors for the event included Oceanside Cleaners, Rogers Towers, P.A., ADT Security Services, The UPS Store at Ponte Vedra, Ponte Vedra Club Realty - Kathleen Floryan, Ponte Vedra Plastic Surgery, FirstAtlantic Bank and the Sawgrass Country Club.

— Kelly H. McDermott

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More Photos, **Page 35**

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Brett and Liz Duncan and Malcolm Anthony.



Isabelle Rodriguez, Rep Cyndi Stevenson and Michael Diaz.



Frances King, Alan Alday and April Hart.



INNOVATE

Annual Membership Breakfast

Date: Friday, March 4 **Time:** 8 a.m. Registration, 8:30 - 9:30 a.m. Program **Location:** The Renaissance World Golf Village Resort **Featured Speaker:** Jerry Ross, President, National Entrepreneur Center **Cost:** \$30 per member (\$40 @ the door, \$40 non-members)

"The Power of Collaboration - How Business will be Done in the Future". Speaker, Jerry Ross is a nationally recognized commentator and author on small business, entrepreneurship, and economic development. His corporate experience includes AT&T, Ohio Bell and Goal Systems Software. His successful entrepreneurial ventures range from publishing to entertainment lighting, where he attracted clients as diverse as the Walt Disney Company, Coca Cola, the Olympics, and NASA. He currently serves as the President of the National Entrepreneur Center and speaks at conventions and corporate events nationwide.



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