



## CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

### Chamber Members Hear From Congressional Candidates



The Key West Chamber of Commerce welcomed U.S. congressional candidates Congressman Carlos Curbelo, left, and Joe Garcia to its candidates' forum during the organization's October membership luncheon at the Westin Key West Resort & Marina.

The national campaign trail stopped in the Southernmost City on Oct. 26th, when the Key West Chamber of Commerce hosted and heard from the two congressional candidates seeking the District 26 seat in the U.S. House of Representatives.

Republican incumbent U.S. Rep. Carlos Curbelo squared off against Democrat Joe Garcia, who is both predecessor and challenger in the District 26 race.

Garcia held the seat from 2013 to 2015, but lost his re-election bid to Curbelo in 2014 by three percentage points.

Chamber moderator and President Kim Works asked each candidate the same questions, and requested that they save any rebuttals for their closing comments to keep things moving.

Works opened by asking each candidate whether they support their party's presidential candidate.

Curbelo, a Republican, declined to answer, as he has throughout the campaign, saying instead that he's focusing on the voters and on his own race, not the presidential one.

"Like most Americans, I'm very disappointed in the presidential election and feel let down by both candidates," Curbelo said, adding that the campaign between Donald Trump and Hillary Clinton "lacks substance and has had little focus on issues that matter."

Garcia stated emphatically that he supports the Democratic candidate Hillary Clinton.

"Let's be clear, I support Hillary Clinton, because if you don't support her, you support her opposition," Garcia said.

Works then turned the topic to sea level rise and asked each candidate about their plans to help Florida.

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### Message from President Kim Works



My how time flies, right? It's unbelievable that the Holidays are almost here!

No matter what's going on, you can rest assured that the Greater Key West Chamber of Commerce is still working very hard to keep its members at the top of our minds.

In fact, we'll be sitting down for our annual retreat just before Thanksgiving. This is when we plan for the upcoming year as far as our program of work, meetings, events, and most importantly issues facing our community. If you have an issue that you really think our chamber should deal with, then by all means contact the office and let Virginia know to put it on our agenda. Lord knows, we have PLENTY of issues facing us in 2017 but we want to make sure we look at the issues that you, our members, feel most strongly about.

Also, please think about joining a committee for 2017. We have openings in just about all committees and can really use the help in getting things done. Plus, it's a great way for you to get to know your fellow members and directors. As you know, we have many committees from Membership, to Economic Affairs, Education, Tourism and Image. If you can't make a long term commitment then consider helping with the Golf Tournament committee. But, if you can please consider signing

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## Spotlight Shines on ... Paul Glass, Coldwell Banker Real Estate



Each month, the Chamber of Commerce spotlights a business or professional person whose business card is drawn at the Business After Hours. This month's winner is Paul Glass, Coldwell Banker Real Estate.

Paul Glass was ready to drop everything, ditch his college degree and just stay in Key West the first time he visited, decades ago, during a winter break from Tulane University.

"I fell so in love with this place so quickly, my buddy and I were seriously talking, like everyone does, about dropping out of school, buying a fishing boat and just staying," Glass recalled recently with the enthusiasm of someone who finally managed to make it happen.

The students ultimately returned to their senses and completed their studies.

"Actually, our parents told us to sober up and get back to school," Glass said laughing. "It's not always fair. Sometimes you have the time to do something. Sometimes you have the money. And then finally, rarely, sometimes you have both."

After a successful career owning his own marketing firm in Birmingham, Alabama and

specializing in campaign consulting and political fundraising, Glass moved to Destin to be closer to his grown son.

"I met my wife Allie in Destin five years ago, and two years ago, we came down to Key West for a visit," he said. "I fell in love with this place all over again. Luckily, so did she. Within a year, we had packed everything up and moved down, and we're loving it."

Glass laughs when asked what he does for a living.

"I've been collecting degrees," he said. "I have a law degree; I was a licensed stockbroker for a while and a Realtor. I even got a bartending degree in New Orleans during college, but the one constant was always real estate."

Glass has joined the Coldwell Banker office as a buyer's agent.

"I don't pretend to know everything about the ins and outs of Keys real estate," he said. "But I've made enough mistakes myself to help my clients know what not to do."

He acknowledged the steep learning curve in the Keys with regard to properties, development restrictions and permitting issues.

"I get to know my clients, figure out what they want from their investment, whether it's a home or a rental property, or what," Glass said. "It's not like they can plan on tearing down a house on Fleming Street. They can't even count on taking out a tree."

But Glass was pleasantly surprised by how many helpful Realtors he has met on the island, considering the competition for sales and listings.

"Everyone has just been so gracious and welcoming," he said. "And that's not always the case. We're constantly reminded that we made the right decision in moving down here."

First it was manatees swimming in their canal the first day they arrived, and now that they've moved to Old Town, and have neighbors sharing homegrown mangoes and avocados, Paul and Allie Glass are exactly where they belong.

Contact Paul Glass at 305-619-4097.



### Visit Dan for FINANCING made easy!

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### The Chamber Chowder Heartily Thanks These Businesses for Their Generous Support of this Issue of the Newsletter

**Ernest Hemingway House Museum**  
 907 Whitehead Street  
 Key West, FL 33040  
 305-294-1136

**La Concha Crowne Plaza**  
 430 Duval Street  
 Key West, FL 33040  
 305-296-2991

**Horan, Wallace, & Higgins, L.L.P.**  
 608 Whitehead Street  
 Key West, FL 33040  
 (305)294-4585

**Porter Allen Insurance Company**  
 513 Southard Street  
 Key West, FL 33040  
 305-294-2542

**Old Town Key West Development**  
 201 Front Street, Suite 301  
 Key West, FL 33040  
 305-294-3225



*“Candidates” continued from page 1 ▶*

“I would do things like work for \$200 million in Everglades Restoration funding,” Garcia said. “It’s one thing to say it and another to actually do it and that’s where Carlos Curbelo is failing.”

Curbelo fired back by saying, “When my predecessor was in Congress, he did very little. With regard to sea level, we’re at the tip of the spear here in the Florida Keys. I try to bridge gaps in bi-partisan ways.”

Curbelo added that he had created the Bi-Partisan Climate Solutions Caucus and introduced the first legislation establishing a bi-partisan commission on climate change.

The candidates also disagreed about possible increases to the federal minimum wage.

“I think it’s too low, but drastic increases can really hurt the people we’re trying to help,” Curbelo said. “Low-income people get fired and the cost of goods and services goes up.”

Garcia told the chamber audience that he favors a fair and gradual increase to the minimum wage.

“I believe in increasing it,” Garcia said. “There’s no community where it’s harder to make a living than the Florida Keys and we’ve gotta do something to make a difference.”

Works then wanted to know what else the candidates want to do with their time in Congress. She asked both of them their top three concerns.

Garcia named sea level rise, identifying alternative energy sources and windstorm insurance rates that are crippling homeowners despite the Keys’ flood-free status for more than a decade.

“We need to work with the Democrats and the Republicans as well as with your folks down here from FIRM, who have been doing amazing things, but you guys are also paying some of the highest rates for electricity,” Garcia said.

Curbelo listed climate change, Zika and screwworm, and health care as South Florida’s top three issues.

“Obviously, the Affordable Care Act is not living up to its promises because it was written by hospitals, insurance companies and pharmaceutical companies,” Curbelo said. “It really needs to be revamped.”

The pair was significantly split on the question of whether to lift the trade embargo with Cuba.

“Yes,” Garcia said. “And doing so would require someone who engages for you as the place that stands to benefit the most from an open Cuba.”

Garcia then used the opportunity to criticize Curbelo.

“He blamed [President Barack] Obama when some Cuban rafters died on their way here,” Garcia said pointing to his opponent.

Curbelo called the embargo issue one of national security.

“I take the national security stance when it comes to lifting the Cuban embargo,” Curbelo said, comparing negotiations with the Cuban government to Obama’s agreement with Iran. “The Cuban government has gotten all that it wants and we’ve gotten nothing.”

Curbelo added that Cuba has long had a complex and advanced intelligence capability and the potential to sell national security information to the highest-bidding countries.

The incumbent Republican often called attention to his legislative record and the fact that he helped to pass seven bills while a freshman congressman.

“My opponent only passed one – to name a post office, and while that’s important, you need someone who will work with both political parties and fight for you in Washington.

“And at the height of the government shutdown, my predecessor went to the House floor and called the Republicans the Taliban,” Curbelo said.

In response, Garcia said, “His Trumpian rhetoric is unbelievable,” before reminding those present that when he was in office, he established a permanent office in the Florida Keys, and was the first U.S. representative to live in the Florida Keys.

“Even though my opponent thinks living in an efficiency isn’t living here,” Garcia said.

Curbelo fired back during his closing comments, saying, “My opponent does you all a great disservice by lying and exaggerating here today. There’s been so much hatred, rhetoric and demagoguery

in this election; we need someone who’s willing to work to heal these divisions.”

Garcia, in his closing, also pledged to work for unity and to cross party lines in the name of progress and protection for South Florida and the country.

Both candidates thanked the chamber for hosting the forum and thanked the audience for their interest and attendance.

The general election takes place on Nov. 8th, but early voting has started and is available in Key West from 8:30 a.m. to 5:00 p.m. at the Supervisor of Elections office, 530 Whitehead Street. 

*President’s Message cont. from page 1 ▶*

up. After all, you get out of the Chamber what you put in and everyone wins.

There are two other requests I have of you. Next time you’re driving around town, keep in mind that our December General Membership meeting will be the annual awards meeting. These awards are driven by our members submitting winning businesses. We have Business for Beauty, Venture Awards and more. Just call the chamber for details.

Another criteria that we ask of our members (and non members!) is nominations for our “Island of Lights” Christmas decorating contest. The façade of businesses that are nominated are judged just before the holidays and then we recognize the winners during a general membership meeting in January.

And, one more thing! Please nominate your choices for the Athena award. This prestigious award is not always given out but is earmarked for an outstanding woman in this community who not only is successful in business but is also tireless in giving back to her town, and mentoring women in business on our island. Again, just call the chamber office for an application to nominate the woman you think should receive this award.

I know this is a LOT to ask of you but, since time flies, why not contemplate this now and then you’ll be able to enjoy the holidays and all of our awards meetings with a good feeling that you did your part for your chamber and community. 



## Key West Chamber of Commerce Honors Extraordinary Educators



The Key West Chamber of Commerce honored seven area teachers during its October membership luncheon at the Westin Key West Resort & Marina. Pictured left to right, Angie Walterson of the chamber's Education Committee; teachers Eric Nelson, Danielle Gould, Alex Puffer, Melinda Montgomery, Lisa Bendall, Jessica Lockwood, Education Committee Co-Chair Billy Spottswood, and honored teacher Liana Blanco.

As part of its ongoing commitment to education and the future of the community, the Key West Chamber of Commerce regularly honors the area's best and brightest teachers.

These individuals, nominated by their peers and school principals, leave a legacy in each of the students they teach and contribute to a brighter outlook for everyone.

Each honoree receives a commemorative plaque and a gift bag of appreciation from chamber members who show their support of teachers through gift certificates, merchandise or cash donations. Plaques are sponsored by Local Awards and Engraving, and their lunch is sponsored by Royal Furniture/Royal Floors and Windows.

The Key West Chamber of Commerce, as always, is proud to honor the following Key West teachers for their tireless dedication to the island's youngest residents:

### **Lisa Bendall, Sigsbee Charter School**

- Lisa Bendall, a middle-school math teacher at Sigsbee Charter School makes math meaningful to her students and fellow teachers. She creates field experiences, geocache adventures and outdoor activities, said Principal Eli Jannes. Lisa, who has been teaching for nearly 20 years, was selected for this honor by her peers for her professionalism, instructional expertise and commitment to her field and her students. She is also a dedicated swimmer, swimming coach and speaker at national mathematics conferences.

Bendall is also a national finalist for the prestigious Rosenthal Math Prize for Innovative Mathematics Teaching.

### **Danielle Gould, The Basilica School of St. Mary Star of the Sea**

- Danielle Gould is a committed, dynamic and compassionate educator who has proudly served at The Basilica School since 2000, said Principal Robert Wright. "Her devotion to her students is rightly balanced with her role as a mother. She inspires in her students a love of learning and cultivates within them an intrinsic motivation to do their very best," he added.

### **Liana Blanco, Key West High School**

- Liana Blanco has taught all sorts of students in her 26-year career, but she is being honored this month for her work with English Language Learners at Key West High School. "Ms. Blanco is a highly effective veteran teacher who excels in teaching students English writing skills," said Principal Amber Acevedo. "She individualizes instruction, obtains resources and ensures that students new to our country and school feel supported and successful. The support they receive from Ms. Blanco makes a huge difference in their academics and school experience."

### **Eric Nelson, Horace O'Bryant School**

- Eric Nelson makes history happen at Horace O'Bryant School, where he teaches eighth-grade social studies. The school year is barely three months old, and already Mr. Nelson

has brought a movable exhibit from the Mel Fisher Maritime Museum into the school. Mr. Nelson is also preparing for his Historical Character assembly to introduce students to the lives and works of various, influential leaders.

### **Alexandria Puffer, Grace Lutheran School**

- Ms. Puffer is new to Grace Lutheran School, but not to the world of education. In her short time at Grace Lutheran, she has volunteered to mentor new teachers, and is always willing to share the benefits of her experience in owning her own tutoring company. "Her love of teaching and children is evident in her classroom and actions," said Principal Melinda Emert.

### **Jessica Lockwood, Poinciana Elementary School**

- Despite learning the ropes of a new grade level, Jessica Lockwood always finds time to help her students and colleagues. The 10-year teacher recently switched gears at Poinciana Elementary School and is teaching third grade after several years in kindergarten. "Jessica actively engages students in her classroom and is often seen going above and beyond for her students," said Principal Larry Schmiegel. "She always plans ahead and has a positive attitude."

Happy Thanksgiving!





## ATHENA Award Recognizes an Outstanding Professional Woman

Sponsored by: **NILES**  
sales & service  
of the keys



The Key West Chamber of Commerce is accepting applications to honor a woman who exemplifies leadership in her profession and industry by presenting her with the much-coveted ATHENA™ award, sponsored by Niles, Sales and Service.

The ATHENA™ award is a high honor given to a professional woman who demonstrates excellence in business or profession and provides valuable service to the community. The recipient will have exhibited initiative and creativity enhancing the efficacy of her business or profession and the stability and improvement of the community. Lastly, the recipient will have demonstrated support of the goals of professional women and have provided unselfish assistance on their behalf.

In 1980, the ATHENA™ awards program originated in Lansing, Michigan when Martha Mayhood Mertz, owner of her own real estate company, was asked to join the Lansing Chamber of Commerce Board of Directors. Mertz realized she was the only woman on the board and that the Lansing Chamber had recognized only one woman in its 75 years. This realization was the driving force in establishing the ATHENA™ foundation. Thus the first ATHENA™ award was given in 1982 to recognize an outstanding businesswoman and celebrate her achievements in community service and profession. Since its inception, the ATHENA™ award has grown into a national and international tradition with thousands of recipients in cities all over the country as well as in Moscow, Russia, and Canada, China and The United Arab Emirates, and the United Kingdom.

The ATHENA™ Foundation is a non-profit organization that is dedicated to providing leadership opportunities for women and recognizing those individuals who have given outstanding service to their profession and community. The foundation has been underwritten nationally by Oldsmobile Division of General Motors since 1985. National City Bank and Pontiac GMC, GM, and Buick are underwriters as well.

Each year, the ATHENA™ recipient receives a beautiful statue designed by sculptor Linda Ackley of Tampa, Florida. The statue represents Athena, the wise daughter of Zeus, in bronze. The head of the statue is a multi-faceted crystal ball and each statue has a protective acrylic coating and walnut base. Ackley has uniquely made each and every one of the ATHENA™ awards since 1982.

The 2015 Key West Chamber ATHENA™ award recipient was Piper Smith. Past recipients include Rita Irwin (2014), Diane Schmidt (2013), Joy Smatt (2012), Sandra Higgs (2011), Diane Gibson (2007), the late Merili McCoy (2005), Melissa Kendrick (2004), Elmira Leto (2003), Phyllis Allen (2002), the late Sharon Moore (2001), Amy Culver-Aversa (2000), the late Connie Rice (1999), Kim Works (1997), Sandra Taylor (1995), CeCe Roycraft (1992), the late Wilhemina Harvey (1991), Linda O'Brien (1990), Dee Von Quirolo (1989), the late Terry Horton (1988), Sue Barroso (1987), and Virginia Panico (1986).

The community is highly encouraged to nominate local individuals for the ATHENA™ award or to receive a nomination form, contact Kerry Baker at the Key West Chamber at 294-2587 or via email to [membership@keywestchamber.org](mailto:membership@keywestchamber.org). The Deadline to submit an application is December 9, 2016.

## Time To Shine!

Dear Valued Members,

Your input for nominations for our annual awards is requested. Below are the categories for our prestigious awards and their descriptions. The awards will be given at our December General Membership Meeting being held on Wednesday, December 21st, noon at the Waldorf Astoria Casa Marina Resort. To be eligible all nominations must have an explanation as to why the individual was nominated.

Please nominate in the appropriate awards category the individual or individuals and the reason that you feel they qualify for the award. Please email your list to the Chamber of Commerce by Friday, November 11, 2016. The Executive Committee will be making the final selections.

Thank you,  
Key West Chamber of Commerce

### Award Categories

- **Preservation Award**

The Historic Preservation Award acknowledges an individual, organization, business or government entity who has been instrumental in preserving our historic resources and plays an active role in preserving and protecting our historic structures through renovation, restoration, and preservation.

- **Key West "Stars"**

"Key West Stars" to be presented to individuals who go above and beyond volunteering their time to either the chamber or other community organizations and sports leagues, etc. We would like to show our appreciation to those who make Key West a better place to live.

- **Business For Beauty Award**

Awarded for major capital projects or extensive renovation that add to beauty and contribute to the overall attractiveness of Key West. May be awarded

to businesses, as well as non-business (government, civic, etc.) projects. To be eligible all nominations must have an explanation as to why the business/non business project is being nominated for the award.

- **Venture Award**

Awarded for bold investment in a new business or enterprise that exemplifies the entrepreneurial spirit and adds to the Key West atmosphere. Franchises are not eligible for this award. Business must have been open for a minimum of twelve (12) months to be considered. To be eligible all nominations must have an explanation as to why they are being nominated for the award.

- **Piece of the Rock**

Presented to dedicated individuals who have clearly gone above and beyond the scope of their normal responsibilities to help make Key West a better community through the years. To be eligible all nominations must have an explanation as to why the individual or individuals are being nominated for the award.

## SAVE THE DATE!

You are cordially invited to join us at the Installation of the Officers and Directors of the Board at the Annual Awards Dinner of the Greater Key West Chamber of Commerce on Saturday, January 21, 2017 at the Marriott Beachside Resort

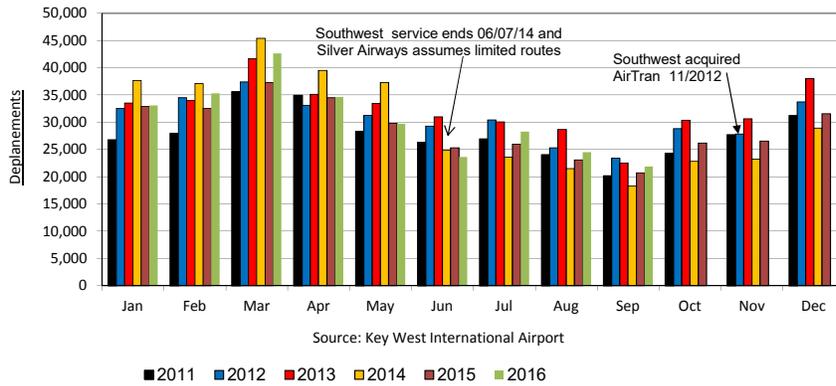
\$85 per person  
Black Tie Invited  
Complimentary Cocktail Hour 6:00 p.m.  
Dinner 7:00 p.m.  
Please RSVP by Friday, January 13, 2017

Following dinner, please join us for music and dancing.

For more information or to make reservations contact the chamber at 305-294-2587 or email: [membership@keywestchamber.org](mailto:membership@keywestchamber.org)  
Special Appreciation to our Cocktail Hour Sponsors:  
Appelrouth & Farr Family  
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Key West International Airport Arrivals  
January 2011 - September 2016

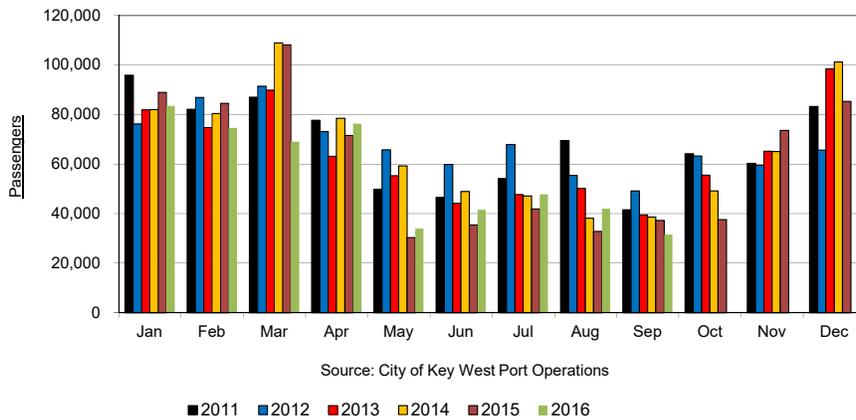


Passenger arrivals to Key West International Airport in September 2016 totaled 21,869. **This is an increase of 5.5% when compared to September 2015.**

Total passenger arrivals for the nine months of 2016 were 273,423. That is a 4.3% increase over the same period in 2015.

With this year's airport arrivals producing marked highs and marked lows, September's deplanements marked a third straight month of steady year over year increases. And with the addition of flights by United, this season is set to see new records made.

Key West Cruise Ship Passengers  
January 2011 - September 2016



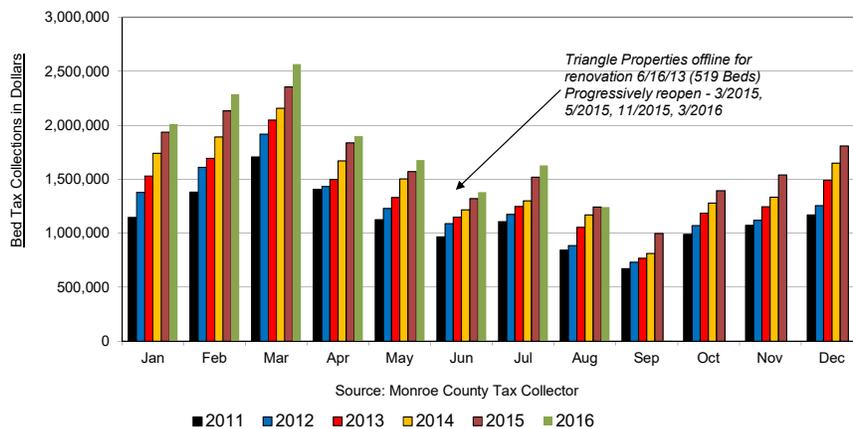
A total of 31,467 cruise ship passengers disembarked in Key West during September 2016. **This was 15.5% lower than September 2015,** which saw 37,244 passengers disembark.

For the nine months of 2016, cruise ship arrivals saw 499,818 passengers disembark from 222 port calls. While port calls are flat so far for 2016, passenger counts are down 5.8% over the same period in 2015.

The cruise ship schedule for November to January compared to the same three months in 2015 & 2016 is shown below:

	Number of Ships	
	2015/16	2016/17
November	29	22
December	40	50
January	43	52

Key West Bed Tax Collections  
January 2011 - August 2016



Reported Bed Tax Collections for Key West were **\$1,242,149 for August 2016, flat compared to August 2015.**

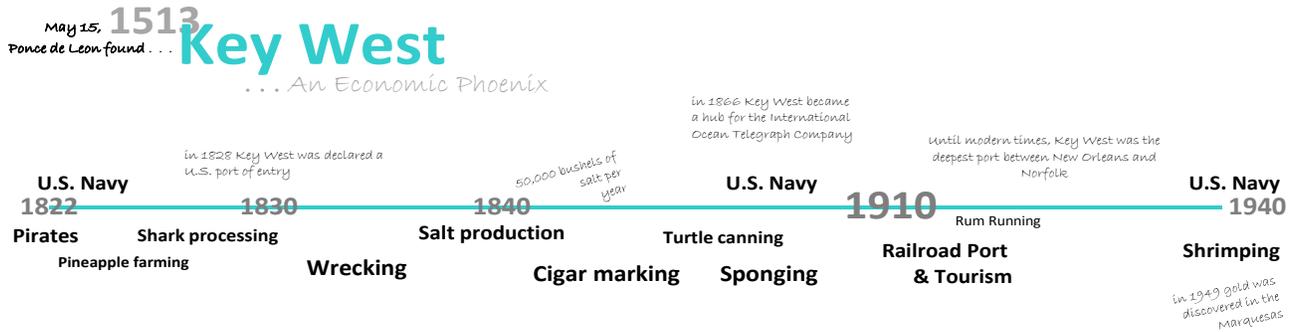
**According to Smith Travel, August 2016 occupancy was 79.1%, a 0.5 percentage point decrease from the August 2015 occupancy rate of 79.6%.**

**The Average Daily Rate (ADR) was reported at \$226.22 for August 2016, a decrease of 5.8% from the ADR of \$240.08 posted for August 2015.**

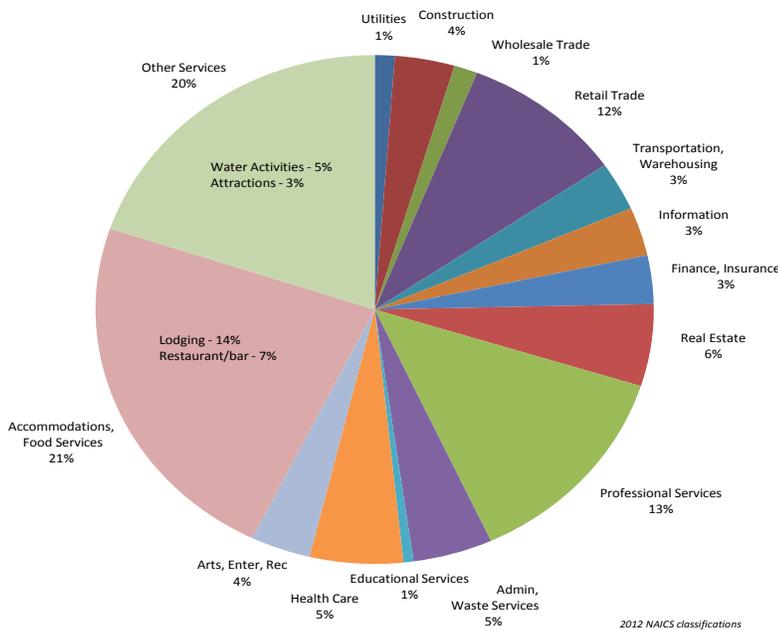
February broke the six year trend in which the monthly ADR had been higher than the previous year. With the number of hotel rooms available returning to normal, increasing by about 7% over the past year, occupied room nights have begun the climb back to historical levels.



## Local Industry in Review



Key West Chamber Membership, circa 2016



U.S. Coast Guard & Navy

## Tourism 2016

On April 22, 1982 the Conch Republic was formed. Tourism was critical for the survival of Key West residents; as the Navy had dramatically reduced its presence a decade before, leaving the private sector to fill the lost jobs and infrastructure funding necessary to sustain the modern community that Key West had become in the four and a half centuries since Ponce de Leon fittingly memorialized the chain of islands as Los Martires.

Key West exists because of its resources, whether it has been because of wrecking, sponging, fishing, or trading given its unique location in respect to trade between the colonies and the old world, the US and Cuba, or the new trade routes provisioned by the Panama Canal. However, our unemployment rate evidences that if families can't make a living here, they do not stay here. Part of the increased value of land is due to the increase of residents and property owners that no longer make a living from the resources provided within the Keys. Consider that, while unemployment and income has not equalized with the rest of the nation, housing has gotten tighter and the population has declined. Growth in trade imports out paced exports for Monroe county by 2/3rds, increasing 18% compared to 11%, respectively for 2001-2010. For the same period, Monroe County saw an 11.9% growth in Gross Domestic Production (GDP) compared to 12.8% and 9.6% for Boward and Miami-Dade, respectively, while Florida in total saw 23.6%.

Time periods of economic uncertainty are perhaps the more significant times to understand for Key West since the viability of an economic (working) Key West is critically dependent on a *sustainable* economic strategy. And yet, perhaps the most culturally significant genetic of the Key West community is its ability to be reborn; though as a phoenix it sometimes must die in order to experience that never-ending youth. This rock Ponce de Leon found in 1513, may indeed be the fountain of youth he was searching for.

Monroe County's major employers account for 20% of the area's employment, yet represent only two net producing industries (military & tourism). However, commercial fishing is still a strong industry, continuing to rank Monroe County ports high in terms of dollar value of landings.

Major employers in Monroe county include:

1. US Armed Services
2. Monroe County Schools
3. Ocean Reef Club
4. Monroe County Sheriff's Office
5. Monroe County Government
6. Community Health Care & LK Medical Center
7. Publix
8. City of Key West
9. Hawk's Cay Resort
10. Casa Marina/Reach Resort
11. Historic Tours of America
12. Westin Resort & Marina/Sunset Key
13. Spottswood Properties
14. Cheeca Lodge
15. Florida Keys Aqueduct Authority
16. Southernmost Resorts
17. First State Bank of the Keys
18. Remington Properties
19. Keys Energy Service
20. The Keys Collection
21. Winn Dixie
22. Fury Water Adventures



## HR and Employee Benefits Concerns?

Check all that apply to your business

- Expensive
- Complicated
- Time Consuming
- Family Medical Leave
- ERISA
- Affordable Care Act
- AFLAC
- 401(k) plans
- MEC (minimum essential coverage)
- MIN (minimum value plan)
- PEOs (professional employer organizations)
- IRS Fines
- Dept. of Labor Penalties
- HELP!!!**

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“We partner with our clients to help them provide their employees with the best benefits possible at a cost affordable for the employer,” says Marlo DeMoss, CEO. “Let us make your life easier with human resource management and technology support, and long-term strategies that will reduce costs and improve business operations.”

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WEALTH MANAGEMENT**

## “Shell Out Less”



For discounts & coupons visit: [www.keywestchamber.org](http://www.keywestchamber.org)

Everyone gets more... with the Chamber’s “Shell Out Less” coupon program. The Key West Chamber of Commerce is excited to once again offer its members – and their customers – a FREE online coupon program to benefit everyone.

Local businesses get more exposure when their customers “Shell Out Less” for a variety of products and services.

“Shell Out Less” enables all Chamber members to add a FREE online coupon or promotion to their existing, FREE online business link on the Chamber’s website at [www.keywestchamber.org](http://www.keywestchamber.org).

The “Shell Out Less” webpage includes a categorized listing of all participating businesses, along with an online coupon promoting a special offer or discount.

- ½ price Happy Hour?
- 15 % off all books by local authors?
- Free framing with the purchase of artwork?

YOU choose the offer, and let your customers click, print and save.

As always, members can track the effectiveness of the Chamber’s online marketing opportunities – at no cost to them.

For more information, call the Key West Chamber of Commerce at 305-294-2587 or visit the “Shell Out Less” page at [www.keywestchamber.org](http://www.keywestchamber.org) for sample coupons and promotional offers.



## “ISLAND OF LIGHTS” © HOLIDAY DECORATING CONTEST FOR KEY WEST BUSINESSES!

Pull out your decorations for our annual holiday decorating contest!

The holiday decorating contest offers businesses the perfect opportunity to demonstrate your holiday cheer and enhance our island with Greetings of the Season for the citizens and visitors of Key West.

Awards will be presented for first, second, and third place in two categories:

- ▶ small business outdoor or single window display.
- ▶ large business outdoor or multiple window display.

**THERE IS NO ENTRY FEE.**

The deadline for entering is 5PM, Friday, December 9th  
To enter contact the Chamber office at: (305) 294-2587  
or email: [committees@keywestchamber.org](mailto:committees@keywestchamber.org).



BUSINESS AFTER HOURS | THURSDAY, OCTOBER 20, 2016

Hosted by: *The Studios of Key West, 533 Eaton Street*



## Cruise Ship Schedule

### November 2016

11/1	Fantasy	7:30a.m.-1:30p.m.
11/1	AidaVita	8:00a.m.- 4:00p.m.
11/1	Brilliance	11:30a.m.-7:00p.m.
11/2	No Ships	
11/3	Enchantment	9:30a.m.-6:00p.m.
11/4	No Ships	
11/5	No Ships	
11/6	Brilliance	11:30a.m.-5:30p.m.
11/7	No Ships	
11/8	No Ships	
11/9	Harbor Closed Boat Races	
11/10	Enchantment	9:30a.m. -6:00p.m.
11/11	Harbor Closed Boat Races	
11/12	No Ships	
11/13	Harbor Closed Boat Races	
11/14	No Ships	
11/15	Carnival Victory	7:30a.m.-1:30p.m.
11/16	Seven Seas Navigator	7:30a.m.-3:00p.m.
11/17	Enchantment	9:30a.m.-6:00p.m.
11/18	Regatta	7:00a.m.-2:00p.m.
11/18	Carnival Sensation	7:30a.m.-1:30p.m.
11/18	Empress	8:00a.m.-5:00p.m.
11/19	N. Amsterdam	8:00a.m.-5:00p.m.
11/19	Oosterdam	11:00a.m.-6:00p.m.
11/20	Brilliance	11:30a.m.-5:30p.m.
11/20	Disney Wonder	11:30a.m.-5:00p.m.
11/21	Disney Magic	7:00a.m.-5:00p.m.
11/22	Carnival Victory	7:30a.m.-1:30p.m.
11/23	No Ships	
11/24	Enchantment	9:30a.m.-6:00p.m.
11/25	No Ships	
11/26	Oosterdam	11:00a.m.-6:00p.m.
11/27	Disney Wonder	11:30a.m.-5:00p.m.
11/28	No Ships	
11/29	Carnival Victory	7:30a.m.-1:30p.m.
11/30	AidaVita	7:30a.m.-4:00p.m.

## Welcome October 2016 New Members!



The Key West Chamber of Commerce welcomed four new members during its October luncheon. Pictured, left to right, Membership Chair Kim Works; Lauren Gonzalez-Pazo of Total Home Health; Dana Schultz of Rural Health Network of Monroe County and Cody Morgan of Lucy's Retired Surfers Bar. (Not pictured: New member All Central Public Adjusters.)

### All Central Public Adjusters, Inc.

8720 SW 82nd Street  
Miami, FL 33173  
305-763-6132  
Contact: Jose Sanchez  
Public Adjuster

### Lucy's Retired Surfers Bar and Restaurant

320 Grinnell Street  
Key West, FL 33040  
305-922-2616  
<http://keywest.lucysretiredsurfers.com>  
Contact: Cody Morgan  
Restaurant and Bar

### Rural Health Network of Monroe County

3706 No. Roosevelt Blvd.  
Key West, FL 33040  
305-517-6613  
[www.rhnmc.org](http://www.rhnmc.org)  
Contact: Dana Schultz  
Medical and Dental Non-Profit

### Total Home Health

5450 MacDonald Ave., Suite 11  
Key West, FL 33040  
305-296-3937  
[www.totalhomehealthinc.com](http://www.totalhomehealthinc.com)  
Contact: Lauren Gonzalez- Pazo  
Home Health Services



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The Key West Chamber of Commerce  
Presents a seminar on:

## Exceptional Customer Service

Wednesday, December 7, 2016

Key West Marriott Beachside

8:30a.m. to 11:30a.m.

Elisa Levy is an internationally known speaker and author who specializes in conflict resolution, team building, leadership and customer service. For the last 16 years, she has been working with organizations and individuals to improve their businesses and working relationships. Her clients run the gamut, from the United Nations, to Fortune 500 companies, hotel chains, restaurants and non-profit organizations. Elisa travels the world teaching, and has authored two books and countless articles on conflict resolution.

### Learn easy-to-use tools to:

- ♦ "Wow" every customer that walks through the door.
- ♦ Communicate effectively with people from other cultures.
- ♦ Understand what your customers want and need from you.
  - ♦ Turn an unhappy customer around in seconds.
  - ♦ Handle even the most difficult customers.
  - ♦ Have a great attitude every day.

Customer service is imperative because a dissatisfied customer will tell between 9 – 15 people about their experience. Around 13% of dissatisfied customers tell more than 20 people.

**\*65% of business comes from repeat customers, and 72% of the reason people stay loyal to a business is due to customer service**

Enrollment forms and payment must be received in the Chamber's Office by  
Noon, Friday, December 2, 2016 to guarantee seating.

Email to: [committees@keywestchamber.org](mailto:committees@keywestchamber.org)

Both chamber members and non-members are urged to attend.

**Complete and email your enrollment form today!**

Cost: Members—\$72.00 per person, Non-Members—\$96.00 per person

(\*Price includes continental breakfast)

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Please contact the Key West Chamber of Commerce with credit card information or bring in registration and payment to the Chamber office. **SPACE IS LIMITED**, no refunds will be offered after Noon on Friday, December 2, 2016. Include the names, job title & email of additional attendees on a separate piece of paper.

Greater Key West Chamber of Commerce—510 Greene Street—Key West, FL 33040—305-294-2587



## CHAMBER CHOWDER®

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www.keywestchamber.org

### EXECUTIVE COMMITTEE

Kim Works, President  
*Pirate Radio/294-1017*

Cara Higgins/Secretary  
*Horan, Wallace & Higgins, LLP/294-4585*

Greg Sullivan, Treasurer  
*Waste Management/434-9140*

Robin Lockwood MD, Past President  
*Robin Lockwood, MD/304-7777*

Melissa Kendrick, Appointee  
*Mel Fisher Maritime Museum/294-2633x24*

Randy Moore, Appointee  
*Spottswood Companies, 294-6100*

Sam Holland, Appointee  
*The Conch House/293-0020*

Virginia A. Panico, Executive Vice President  
*Key West Chamber of Commerce/294-2587*

### CHAMBER STAFF

Virginia A. Panico  
*Executive Vice President*

Steven Weed  
*Director of Research*

Claudia Wilson  
*Executive Assistant/Bookkeeper*

Kerry Baker  
*Membership Director  
Special Events Coordinator*

Dorothy Schmida  
*Administrative Assistant*

Nancy Carruthers and Krista Hodges  
*Office Assistants/Tourist Information Operators*

Gladys Clarks  
*Tourist Information Receptionist*

Virginia A. Panico  
*Newsletter Editor*

Cindy Jefferson  
*Art Director*

### Key West Chamber Calendar of Events

#### November 2016

**Business After Hours**  
Wednesday, November 9, 2016  
5:30 p.m. – 7:30 p.m.  
Sponsored by: Croissants de France  
Location: 816 Duval Street  
*Members Only Networking Event*

**General Membership Meeting**  
*\*Change of Date due to Holiday!\**  
Wednesday, November 16, 2016  
Noon  
Speaker: Mr. Mel Montagne,  
President of FIRM  
Topic: Update on FIRM  
Location: Key West Marriott Beachside  
Please RSVP to the Chamber  
at 305-294-2587 or  
Email: [info@keywestchamber.org](mailto:info@keywestchamber.org)

#### December 2016

**Holiday Business After Hours**  
Tuesday, December 6, 2016  
5:30 p.m. – 7:30 p.m.  
Sponsored by: Ricks Bar  
Location: 202 Duval Street, Downstairs  
*Members Only Networking Event*

**General Membership Meeting**  
*\*Change of Date due to Holiday!\**  
Wednesday, December 21, 2016  
Noon  
Program: Holiday Awards Luncheon  
Location: Waldorf Astoria  
Casa Marina Resort  
1500 Reynolds Street  
Please RSVP to the Chamber  
at 305-294-2587 or  
Email: [info@keywestchamber.org](mailto:info@keywestchamber.org)

### Community Calendar

#### November 2016

2-6 25th Annual Parrot Heads "Meeting of the Minds"  
305-292-1435

6-13 Super Powerboat Races, [www.superboat.com](http://www.superboat.com), 305-296-6166

16-20 Key West Film Festival, <http://kwfilmfest.com>

18-19 The Smart Ride 2016 bike Miami – Key West,  
[info@thesmartride.org](mailto:info@thesmartride.org), 866-696-7701



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