

The Greater Panama City Beaches Chamber of Commerce

THE CIRCUIT

your connection to the beach

COMMUNITY
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MEMBER NEWS
GRAND OPENINGS
CALENDAR OF EVENTS

Shopping & THINGS TO DO Guide

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▶ Member News



The Surf Rescue Team is made up of six full time members and one alternate (part time) member. The team includes Mike Hudson, EMT-P II Coordinator; David Bush, EMT-P II Pre-event Planning; Chris Connor, EMT-B Information Technology; Paul Hagan (alternate), EMT-B; Josh Galloway, EMT-P II PIO; Matt Poston, EMT-B Rookie; and Bruce Taylor, EMT-B Supply acquisition.

Bay Medical Center's New Surf Rescue Team

In December 2007, Bay Medical Center authorized the tentative formation of a specialized team of EMS professionals to assist with water rescue services throughout Bay County. This January, prospective team members began volunteering their time to prepare for the rigors of Open Water Surf Lifesaving training, hoping the activation of the Surf Rescue Team would be approved

Over the course of eight weeks, over 300 documented hours (off the clock) of pool and open water training were completed by these men. In February, the authorization was given for training of Bay Medical Center's EMS Surf Rescue Team, and on March 1st BMC activated the only 24 hour ALS Water Rescue unit on the Gulf Coast as well as the SE Region of the United States Lifesaving Association (USLA).

Beach Care Services

During the month of May, Beach Care Services will move its offices to 1717 Thomas Drive. Thanks to the Greater Panama City Beaches Chamber of Commerce, we will have some much needed office furniture. Office volunteers and the Board of Directors are very excited about this giant step forward. Once the dust settles, we'll announce the date for our Grand Opening ceremonies.

Last year, BCS saw 900 clients, all residents of the Beach, who needed a helping hand to pay for rent, utilities, prescriptions, transportation, and other miscellaneous financial emergencies. Client services expenditures in 2007 totaled over \$76,300, and hundreds of referrals were given for food, clothing, and household items. The generosity of our community makes it all happen, and we are grateful for your continued support.

Tom Sparks Named GM of Edgewater Beach Resort

The Resort Collection of Panama City Beach, the largest rental management company in Panama City Beach, has announced the appointment of Tom Sparks as General Manager of the Edgewater Beach & Golf Resort. Sparks has a 17-year history with the Edgewater Beach & Golf Resort, having served most recently as Vice President of Association Operations. In that capacity, he worked with the Board of Directors of the various associations and his responsibilities included overseeing the maintenance of the physical properties, buildings and grounds.

Sparks is a long-standing member of the area's hospitality industry. In 1981, he relocated from Fort Payne, Alabama to Panama City Beach where he and his family owned and operated a beach hotel property. He became active in the Bay County Hospitality Association (which later became The Greater Panama City Beaches Chamber of Commerce), serving as President and on its Board of Directors. Sparks was a founding director of The Greater Panama City Beaches Chamber of Commerce, and has served as President of that organization as well.

Along with other area hospitality leaders, he was instrumental in creating the present-day Tourist Development Council.

MEDIA MATTERS

HOW TO WRITE AN EFFECTIVE EMAIL

The purpose of e-mail, like all writing, is to communicate, but how often have you received an e-mail which you have to read, and re-read, before you can identify exactly what it is you are being asked to do? Poorly constructed emails can be frustrating at their best and time consuming at their worst. In order to maximize the effectiveness of your own communications, here are a few simple guidelines:

1. Write a concise subject line. Think of it this way - if you were writing a headline for a newspaper article, how would it read? Also, be sure to change the subject line when you are replying if it's no longer relevant.
2. Identify the reason for the e-mail in the first sentence as well as in the subject line. It's really important to point out any deadlines or actions required by the recipient at the beginning of your message.
3. Send separate messages for separate subjects. Seriously, even if means sending several different messages to the same person in a short period of time. It saves on confusion for everyone involved if one topic takes on a life of its own.
4. Spell check. This may sound remedial, but nothing gives a worse impression of you or your company if there are simple typographical errors.
5. Tell your recipient when you are sending an attachment. It's not always obvious, and we've all been known to forget our attachments from time to time. You should also indicate what type of document is attached.

Don't forget, e-mail is just a tool. It doesn't convey or discern emotion well and it's rarely private. If you want someone to engage and respond to your request immediately, pick up the phone.

Joanna Banks-Morgan is the President of Diva Productions, a firm which specializes in providing video production services and media training for clients throughout the Emerald Coast. She graduated Summa Cum Laude with a degree in Communication, and is a member of the Public Relations Society of America and Women in Communications. She can be reached at joanna@diva-productions.com.