

# the BUSINESS JOURNAL

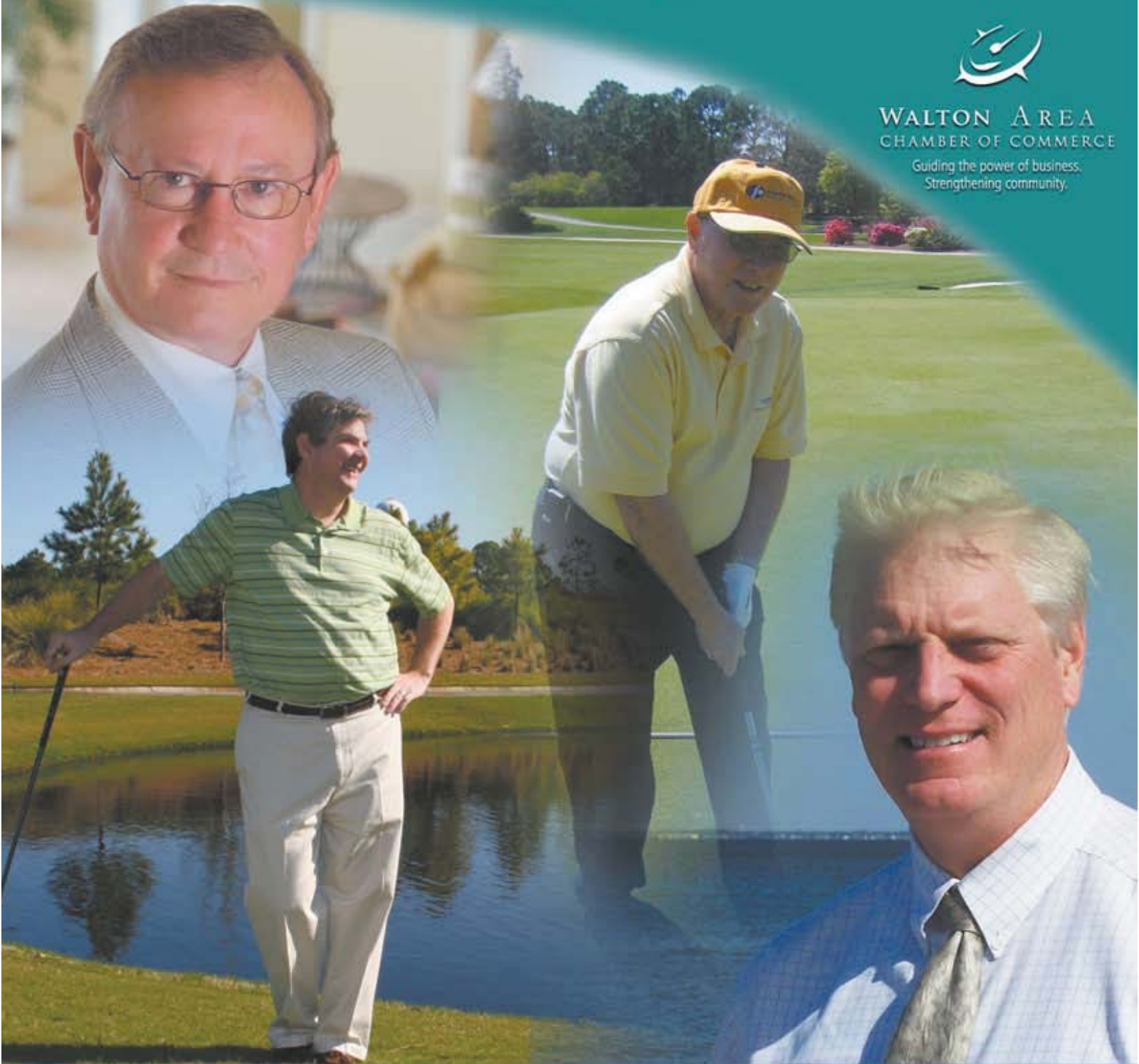
May 2008 Volume 3 Issue 5

*Serving the Greater Walton Region*



WALTON AREA  
CHAMBER OF COMMERCE

Guiding the power of business.  
Strengthening community.



Tourism & Golf  
In The Northwest Florida Gulf Coast

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\$1,000. A Hero can be an individual, business, organization, school, civic group, faith based organization, etc., the possibilities are endless. If you are interested in learning more about the Heroes Campaign please contact Tammy at 850-586-0501 or Leigh at the Red Cross at 850-432-7601 or visit the South Okaloosa Heroes Campaign webpage at <http://www.active.com/donate/southokaloosaheroes>.

**SANDESTIN NAMED TO GOLF MAGAZINE'S 75 GREATEST GOLF DESTINATIONS**

Sandestin Golf and Beach Resort has achieved national recognition once again, this time as one of Golf Magazine's "75 Greatest Golf Destinations." The April issue of Golf Magazine named Sandestin to its biennial list as a Silver Award winner. The 2008-09 rankings mark the 20th anniversary for the list and the third consecutive time Sandestin has been recognized by Golf Magazine's selection of the best golf resorts in the United States, Mexico, Canada and the Caribbean.

Sandestin was selected as one of the "75 Greatest Golf Destinations" based, among other criteria, on the outstanding golf offerings at the resort. Sandestin is home to four championship golf courses: Raven Golf Club (Robert Trent Jones Jr. '00); Burnt Pine Golf Club (Rees Jones '94); Baytowne Golf Club (Tom Jackson '86); and The Links Course (Tom Jackson '73). This year Golf Magazine added a new category for the best of the best called the Platinum Awards. Ten Platinum Award winners, 20 Gold Award Winners and 45 Silver Award winners were chosen.

**COPY PRODUCTS COMPANY IS PLEASED TO ANNOUNCE A STRATEGIC PARTNER AGREEMENT WITH VIRCO SOFT**

Copy Products Company is pleased to announce a Strategic Partner Agreement with VircoSoft, an internationally acclaimed developer/distributor of electronic document management software.

VircoSoft was founded in 2000 by Steven Breault, Chief Executive Officer. Steve relocated his family and the company's main office to Blue Water Bay, Florida

. VircoSoft's premier product is called the Pinnacle Knowledge Management System™.

Pinnacle™ is an easily affordable business knowledge management system - a powerful tool that allows your organization to automatically file, secure, share, track, and manage the documents, records and business intelligence you depend on.

If you are ready to save money and rest easy knowing all of your paper is safe and secure for less than you are spending right now...Pinnacle is the answer.

**MOTHER OF LOCAL FALLEN SOLDIER FIRST TO RECEIVE GOLD STAR PLATE IN WALTON COUNTY**



Glenda Penton, mother of fallen soldier Army Sergeant Timothy Padgett, was the first Walton County resident to be issued the Gold Star Specialty License Plate, a plate honoring the family members of service members who have been killed while serving in the Armed Forces of the United States.

The plate was approved by the Florida legislature last year and began being issued this month.

Upon receiving the first Gold Star License Plates, employees of the Walton County Tax Collector's Office wanted to make sure that Penton was the first recipient in Walton County.

"Glenda is a friend to many of us and our staff automatically thought of her when we learned of the new specialty plate. We wanted to honor Timothy's sacrifice for our country," said Rhonda Skipper, Tax Collector.

The Gold Star License Plate is available to any Florida motor vehicle owner whose spouse or child has been killed while serving in the Armed Forces of the United States. By Florida Statute, the plate is only available to family members of a service member who resided in Florida at the time of death of the service member.

Upon application and proof of eligibility, a Gold Star License plate is issued for one vehicle per household free of charge.

Citizens who would like to learn more about the Gold Star License plate are encouraged to contact the Walton County Tax Collector's Office or visit the website at [wالتontaxcollector.com](http://wالتontaxcollector.com).

**SANDESTIN GOLF AND BEACH RESORT REACHES MIRACLE MAKER LEVEL WITH SACRED HEART FOUNDATION**

Sandestin Golf and Beach Resort recently pledged over \$166,000 to the Heart and Vascular Campaign at Sacred Heart Hospital on the Emerald Coast. Since 1999, Sandestin Golf and Beach Resort has contributed over \$1 million to Sacred Heart Foundation, reaching the Miracle Maker level within the Foundation's prestigious Order of the Cornette donor recognition society.

"Sandestin is honored to provide moral and financial support for Sacred Heart Hospital on the Emerald Coast," said Mike Stange, senior vice president of Intrawest Hospitality Management and president of Sandestin Golf and Beach Resort. "We certainly believe in the hospital and look forward to a long-term relationship."

**DESTIN FIRST BANK PRESENTS CD TO WINNER AT THE CHAMBER LUNCHEON**



Freddy Carr, CEO/President of Destin First Bank, presents Laurie Hollowell-Meeker, Realtor at Keller Williams, with a \$1,000 CD she won at the February Power-of-Business Luncheon.

**SEASIDE HIRES NEW DIRECTOR OF MARKETING AND PUBLIC RELATIONS**

Seaside, an award-winning holiday town on the Gulf of Mexico in Northwest Florida, announced today that Zandra Wolfgram has joined its management team as

Director of Marketing and Public Relations.



**Zandra Wolfgram**

In this role, Wolfgram will lead the marketing and public relations programs, publications, policies and processes to support the town's overall vision.

Wolfgram will work with Seaside merchants, operating partners and homeowner groups in order to maintain consistent branding and messaging.

"We are thrilled to welcome Zandra. Her experience, passion and commitment to excellence will be great for Seaside," said Pam Avera, vice president and general manager for the Seaside Community Development Corporation. "Without a doubt, she will bring vision, consistency and strategy to our marketing and PR efforts."

**CORNERSTONE MARKETING & ADVERTISING, INC. WINS ACCOUNT FROM ZIMMERMAN, A TALLAHASSEE-BASED AGENCY.**



Cornerstone Marketing & Advertising, Inc., a full-service advertising and public relations agency based in Grayton Beach, Florida announces the addition of The Resort Collection of Panama City Beach, including Edgewater Beach & Golf Resort, Majestic Beach Resort, Emerald Beach Resort, Hombre Golf Village, Long Beach Resort, En Soleil, and Marina Landing, to their client roster for 2008. "The Zimmerman Agency, located in Tallahassee, Florida, represented The Resort Collection for the past

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eight years, and we are thrilled to have secured this account as we understand the market better than most, since we live and work here," said Lisa Burwell, President and Owner of Cornerstone Marketing & Advertising, Inc.

Andy Phillips, General Manager for The Resort Collection of Panama City Beach, commented, "We are excited to partner with Cornerstone Marketing and Advertising, Inc. in our marketing endeavors for The Resort Collection of Panama City Beach and look forward to working closely with them as our marketing liaison as we continue to develop our marketing strategies and brand."

#### ALAUQUA ANIMAL REFUGE MOVES AHEAD WITH WALTON COUNTY CONTRACT

The Refuge began intercepting Walton County's lost and stray animals this month

Alauqua Animal Refuge, a non-profit animal welfare rescue providing a safe, tranquil refuge for Walton County's lost and stray animals, announced today it has begun officially intercepting some of the county's lost and stray animals picked up by Animal Control. Previously, Walton County solely contracted with a facility in Chipley, Florida where the animals were held for seven days and most were then euthanized.

This month, the refuge began intercepting animals picked up by Walton County's Animal Control in order to provide a safe, hygienic, cost-effective and efficient facility for lost, stray and abandoned animals. This location allows hundreds of stray or lost animals to remain within Walton County while waiting for adoption or their owners to locate and retrieve their pets.

#### FONVILLE PRESS DESIGN WINS ARCHITECTURE AWARD

Local architects Erik Vogt and Marianne Khoury-Vogt received a 2008 Palladio Award for their design of Fonville Press, a popular coffee shop, newsstand and wine bar located on Scenic 30A in

Alys Beach.

The design captured the award for "Commercial, Institutional & Public Projects – New Design & Construction – Less Than 30,000 Square Feet."

Khoury-Vogt. Fonville Press' interior measures roughly 650 square feet.

At the awards ceremony held in Boston last week, the husband and wife team were presented with a "Palladium," a custom-cast bronze sculpture. The award-winning Fonville Press design will also be featured in the June 2008 issue of Traditional Building magazine.

#### WIN MULTIMEDIA A DIVISION OF WIN CONSULTING, INC. ESTABLISHED 1996

WIN Multimedia is a digital media company focused on developing next generation communication tools for all mediums.

WIN's professional staff is committed to designing, producing and implementing products that are adaptable for a Multi-Platform World. WIN's team Motto is "Change is Constant"—we remain evolutionary by continually updating our skills, software and equipment to serve our clients in this ever-changing field of technology.

Our services include:

- High-Definition and Standard Definition Video Production
- Web Design, Development and Web Hosting
- Video/ Audio Streaming
- Duplication Services-All formats
- Educational and Promotional DVD design and production

WIN Multimedia has opened a new Studio at: 37 Logan Lane Unit 1, Grayton Beach, Florida 32459, also the home of your 30Guide.com

Contact Billy Johnson at (850) 933-3383 or [billy@30aguide.com](mailto:billy@30aguide.com)

for further information, sponsor inquiries etc.

#### LEGENDARY SERVICE AT THE RITZ-CARLTON AND BUSINESS OPTIMIZATION EXPLORED AT HALF-DAY BUSINESS OWNERS CONFERENCE

"I am absolutely committed to providing exceptional customer service to my clients here in Northwest Florida Gulf Coast, as well as through my Twin Cities office," said Brett Machtig, a Walton Area Chamber of Commerce member and seasoned investment advisor for Investors Capital Corporation. "If more companies knew the secrets to providing noteworthy customer service, they would be in better financial shape all-around."

Machtig is so committed to this endeavor, he is sponsoring a half-day presentation and workshop featuring a trainer from The Leadership Center – the resource center for leading organizations interested in benchmarking many of the business practices that led to The Ritz-Carlton Hotel Company, L.L.C. becoming a two-time recipient of the coveted Malcolm Baldrige National Quality Award.

In today's economic environment, employers in all industries are looking for new and creative ways to retain, train, lead and inspire employees to provide exceptional customer service as a way to stand out against the competition. Since opening its doors in 1999, more than 10,000 senior executives and mid-managers have benefited from the diverse mix of benchmarking seminars and leadership development workshops offered by the Leadership Center. Organizations from multiple sectors, including the automobile, manufacturing, restaurant, medical, financial and property management industries have sent their leaders to Ritz-Carlton courses.

The course for the May 20th event, Legendary Service at The Ritz-Carlton, is designed spe-

cifically for outside companies. Topics for discussion include The Ritz-Carlton philosophy and "mystique"; how to create customer loyalty; total quality management; and becoming the "employer of choice." This class typically costs \$2,000 for a two-day course at The Ritz-Carlton global headquarters in Maryland, however, Machtig is sponsoring a half-day seminar May 20th at the Sandestin Beach and Golf Resort, for just \$42.00 per participant.

In addition to The Ritz-Carlton trainer-led presentation on maximizing customer service, business owner attendees will also gather a wealth of information focusing on financially optimizing their business with topics and breakout sessions on subjects such as:

- Increasing the value of your business and preparing a business for sale
- Finding potential buyers for a business
- Risk management
- Retirement plans
- Tips for working with business brokers, advisory boards and business attorneys

As the author of two best-selling finance books, *Wealth in a Decade* and *The Corporate Guide to Profit & Wealth*, Brett Machtig and his team will also present several breakout sessions dealing with personal finances, improving cash flow, and learning to live from the returns on investments.

"In just half a day's time, attendees will not only walk away with information from one of the leading business education centers around, they'll also gain a wealth of knowledge on financial strategies for business and personal situations," said Machtig. "I can't think of a better use of time than that."

Registration for this event is limited and must be received by May 15th. To register call the Walton Area Chamber at 850-267-0683 or [info@waltoncountychamber.com](mailto:info@waltoncountychamber.com).

