



MANAGING A CITY LIKE NO OTHER

Key West City Manager Jim Scholl likened the island's tough budget scenario to a tumultuous and challenging storm season.

That season began in earnest for the Florida Keys with the approach of Tropical Storm Fay in mid-August, when officials evacuated tourists and enacted emergency operations. The storm had a minimal impact on the Florida Keys.

"Acting on the side of caution, and given the speed with which the storm was traveling, there was a decision to be made," Scholl said during his update on city affairs at the Chamber's general membership luncheon on Aug. 27th at the DoubleTree Grand Key Resort.

With some business owners having lamented the tourist evacuation, Scholl emphasized at the luncheon, that "there are rules to be followed, and if we're going to err, we'll err on the side of safety."

Scholl, who took over as city manager in July 2008, highlighted the city's budget scenario, focusing on the \$38 million general fund.

Although the \$38 million comprises less than a quarter of the city's entire \$174 million budget, the general fund comes under the most scrutiny, Scholl said, because property tax is the biggest contributor to it.

Most city salaries come from the general fund, he said, adding that local government officials, in recent years, have "done a pretty good job of maintaining services with minimal increases in taxes."

This year, in order to limit tax increases and streamline city government, 34.5 positions were eliminated, Scholl said.

Seventeen of those positions already were vacant, and in other cases, when possible, employees were transferred to other departments.

Changes and improvements in city government

▶ "We're working on an evolutionary process, too," Scholl said. "And mak-

ing changes in certain areas to increase the capabilities of the city."

- ▶ The planning department, now fully staffed after being shorthanded for several months, is one such area, he said, crediting City Planner Amy Kimball-Murley with much of the department's progress.
- ▶ "I consider the planning department as important as the legal department when it comes to operating the city on a day-to-day basis," Scholl said. "It's also probably the most critical customer service office."
- ▶ Kimball-Murley has been focusing on improving customer service and making her department, which oversees building, development and renovation projects, more user-friendly.
- ▶ Additional staffing changes include the reorganization of the city's hierarchy to include two assistant city managers.
- ▶ Following the retirement of former Assistant City Manager John Jones, Scholl appointed two replacements in May of this year.
- ▶ David Fernandez, who formerly oversaw the city's general services department and has spearheaded wastewater improvements, now is the assistant city manager in charge of operations.
- ▶ Mark Finigan was the city's budget director several years ago and recently worked for the development company Cortex. He now oversees the administrative side of city management.
- ▶ "You've got to manage the money appropriately," Scholl said at the luncheon. "That is not always an easy task at any level of government."
- ▶ Another step forward is the decision to make Donie Lee the permanent chief of police.
- ▶ Lee, a Conch and former police captain, has been interim chief since Bill Mauldin resigned April 1, 2008. Lee's promotion will be finalized



Key West Chamber of Commerce President Elect Michael Knowles greets City Manager Jim Scholl, following Scholl's update on the state of the city during the August general membership meeting. Knowles, general manager of the Doubletree Grand Key Resort, hosted the August general membership meeting in the resort's conference room.

Oct. 1, 2008 the start of the city's new fiscal year, Scholl said.

Questions about the future

- ▶ Following his presentation, Scholl fielded questions from attorney and established business man Michael Browning about the future and profitability of the Truman Waterfront.
- ▶ "When can we get the numbers to see how we're going to pay for what's called for in the Truman Annex (waterfront) development plan?" Browning asked.
- ▶ Scholl pointed to the planned marina that is slated for the area. The city has issued a Request for Proposals from companies interested in either building the marina, operating it, or both.
- ▶ "The marina would become a revenue stream," Scholl said, acknowledging that much of the waterfront's future – an assisted-living facility for the elderly and a combination of housing, retail and meeting space for the Bahama Conch Community Land Trust – has been decided by voters in a citywide referendum. 

CHAMBER SPOTLIGHT SHINES ON SUSAN MILLER, HABITAT FOR HUMANITY

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 Susan Miller, Director of Operations, Habitat for Humanity of Key West and the Lower Keys.

Susan Miller spends a lot of time traversing the 30 miles of U.S. 1 between the Key West and Big Pine offices of Habitat for Humanity.

As director of operations for the non-profit housing organization, Susan oversees hundreds of daily tasks necessary to keep the wheels of progress moving.

The organization is in the process of building 18 townhouse-style homes on Big Coppitt Key, and then will work on an additional 12 just a few blocks up the road.

Habitat homeowners are selected by a thorough Family Selection Committee, which measures the family's need, income and willingness to partner with Habitat for Humanity and work long volunteer hours on their own, and their neighbors' homes.

"The families have to be able to afford the no-interest mortgage, but not be able to afford a market-rate home," said

Susan, who has been with Habitat for about two years. "We really are very effectively addressing the affordable housing shortage like no other organization is able to."

The land that Habitat builds homes on is part of a county-run land trust, meaning the land remains in the trust in perpetuity. Homeowners own the house, but not the land, which reverts back to the trust if the family decides to sell the home.

"I try to handle most of the day-to-day things so [Executive Director Bob Calhoun] can deal with the bigger picture," Susan said recently – while in her car.

She coordinates volunteers for various Habitat projects, ensures that the organization's truck and vehicles are properly maintained and accomplishes administrative priorities pertaining to building permits, invoices and contracts.

For the past several years, the organization, in addition to building new homes, has been helping Florida Keys residents repair their houses following hurricanes.

Volunteer crews from all over the country arrived en masse in Key West in October 2005 following the devastating



Susan Miller- Director of Operations, Habitat for Humanity of Key West and the Lower Keys

floods of Hurricane Wilma. The volunteers removed drywall, rebuilt walls and helped with mold eradication.

"Most recently, we've been focusing quite heavily on new builds," Susan said, excited about the 18 Big Coppitt homes, to be called Bayside Landing, which now have permits. 



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305-294-2587

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
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TIB Bank of the Keys
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305-294-6330

La Concha Crown Plaza
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305-296-2991

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Porter Allen Insurance Company
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Old Town Key West Development
201 Front Street, Suite 301
Key West, FL 33040
305-294-3225

MESSAGE FROM THE PRESIDENT



by Bascom Grooms

September is here and the 2nd annual "Dog Daze of Summer" We Love Locals Campaign has just come to a close at the end of August. Once again the program was a great success with 95 Chamber businesses participating this year. This is a great way to promote our local businesses during one of our slower months of the year. Thanks again to our Chamber staff and Image Committee for putting together such an incredible program.

Due to Tropical Storm Fay the Key West Chamber of Commerce re-scheduled the 20th Annual Trade Show "The Showcase of Key West Businesses". The program was originally scheduled to take place on August 20th, but now has been re-scheduled for September 10th. Presented by AT&T Real Yellow Pages and co-sponsored by Waste Management, the trade show is sold out with 42 vendors participating. The business trade show will take place at the Casa Marina Resort and is open to the public from 1-5 pm and starting at 5:30 pm the event will convert to our monthly Business After Hours which is open to members only. The Business After Hours sponsored by the Casa Marina Resort takes place from 5:30 to 7:30 pm and will feature complimentary beer, wine and hors d'oeuvres. This is one of the more popular Business After Hours so be sure to mark your calendars and

bring plenty of business cards as there will be tons of great prizes given away by our vendors. For more information on the tradeshow please visit the Key West Chamber of Commerce website at www.keywestchamber.org

Our August General Membership Meeting took place at the Grand Key Resort and our guest speaker was Jim "Dagwood" Scholl Key West City Manager who gave us an update on the City of Key West. Jim gave a very informative presentation about the City of Key West budget and discussed the recent cut of 34 1/2 positions as a measure of reducing costs and offsetting anticipated revenue declines. Jim also discussed mandatory visitor evacuations due to threatening hurricanes and how those are handled by the Emergency Operations Center. We thank Jim Scholl for taking time out of his busy schedule to update the Chamber membership on the budget and operations of our great city.

At this time all of our Chamber members should have received their ballots for our upcoming Board of Directors election. This year we have 19 candidates running for five elected positions. Please be sure to complete your ballots and mail them into the Key West Chamber of Commerce office no later than September 20, 2008, at 5:00 pm. This should prove to be a very exciting race this year and it is awesome to see this level of interest in serving on our Chamber Board.

With August behind us that means we are past the half way point of our season for Tropical Occurrences. Fortunately Tropical Storm Fay proved to be nothing out of the ordinary and hopefully Hannah will leave us alone. This is part of living in paradise. If you ask me the tradeoffs are well worth it. Don't you agree?



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KEY WEST CHAMBER AWARD CITY EMPLOYEE OF THE MONTH TO TONY BOZA

Age is just a number, and Tony Boza's supervisors are relieved they recognized this fact three years ago when interviewing an 18-year-old Conch who wanted to work for the City of Key West.

Boza started work as a temporary maintenance worker within the city's landscaping department, but quickly demonstrated a work ethic and integrity that garnered him a full-time position.

Not one to stand still, Boza attained his commercial driver's license as soon as he heard of an opening for a heavy equipment operator. He climbed behind the wheel of a tree-trimming bucket truck and never looked back.

"It's our crew that trims trees and removes coconuts before a storm, which is a really busy time," he said.

Cynthia Domenech-Coogle, one of Boza's supervisors, recalled at the Chamber's August General Membership meeting, her first introduction to the outstanding employee.

"I'm first in the line of interviewers," she said. "I saw this boy standing in front of me wanting a job, and thought to myself, 'Wow, he seems really young.'"

But Boza's willingness to work and work hard quickly won over Domenech-Coogle and others.

City Manager Jim Scholl pointed out that many of Boza's co-workers and subordinates, most of them much older than he, recommended him for this award – a testament to his ability to lead and earn respect.

Boza was recently promoted to foreman, meaning he oversees ongoing landscaping projects, and was heavily involved with the recent tree plantings on Duval Street.



From left to right: Deputy Director of Public Works Greg Veliz congratulates landscaping foreman and employee of the month Tony Boza. They are joined by Chamber President Bascom Grooms IV, Landscaping Coordinator Cynthia Domenech-Coogle and City Manager Jim Scholl.

"Now I oversee crews, but still step in and help out when the job just needs to get done," he said, with no plans to leave the city that has been his home for all of his 21 years. He turns 22 on Sept. 20th. "I'm going to stick it out here, this is my career." 🍌

COMMUNITY CALENDAR

September

- 9/2-7 Key West WomenFest 2008
www.womenfest.com Email:
info@womenfest.com 305-294-4603
- 9/5-7 Mercury Redbone Celebrity S.L.A.M. Celebrity Tournament Westin Resort/Conch Republic Seafood www.redbone.org/tourn_sched.html Email: redboneinc@aol.com 664-2002
- 9/6 Citywide Cleanup 8:00am, Bayview Park www.loveyourisland.com 305-797-0462 or 305-292-8920
- 9/10 20th Annual "Showcase of Key West Businesses" Trade Show Presented by AT&T Real Yellow Pages and Co-sponsored by Waste Management, Inc., 1:00pm-5:00pm, Casa Marina, www.keywestchamber.org Open to general public. Contact: Kerry Baker, Email: kbaker@keywestchamber.org 305-294-2587

- 9/19-21 Poker Run: www.petersonskeywestpokerrun.com
Contact: Chris Pare 305-393-4827 Vendors contact: Jamie Rodriguez at 305-304-4106
- 9/28 Art Behind Bars 14th Birthday Party 5-9pm Pier House www.artbehindbars.org 305-304-4772

October

- 10/4 Citywide Cleanup 8:00am, Bayview Park www.loveyourisland.com 305-797-0462 or 305-292-8920
- 10/17-26 Fantasy Fest, 30th Annual www.fantasyfest.net Contact: Fantasy Office 305-296-1817
- 10/17-18 Goombay Festival visit www.goombay-keywest.org or call Melissa Wallace 305-509-0015
- 10/17 Royal Coronation Ball – meet Key West's Royal Family and vote for the King and Queen of Fantasy Fest 2008; a benefit

- for AIDS Help Inc. LaTeDa, 1125 Duval 6-10pm, 305-296-6706, Suggested Donation
- 10/21 Fantasy Fest Headdress Ball 8:00pm Tickets: www.keystix.com 305-296-1520
- 10/22 Fantasy Fest Pet Masquerade & Parade, Casa Marina Resort www.fantasyfest.net or 305-296-1817
- 10/23 Fantasy Fest Pretenders in Paradise 8:00pm, Pier House www.pierhouse.com or 305-296-4600
- 10/24 Fantasy Fest Annual Street Fair noon-10pm, Duval St. www.fantasyfest.net or call 305-296-1817
- 10/25 Fantasy Fest Parade 7:00pm, sponsored by Captain Morgan, Whitehead, Front and Duval St. www.captainmorgan.com or 305-296-1817
- 10/26-31 7th Annual Haunted Fort, Fort Zachary Taylor. For times, prices, sponsorship, or non-profit opportunities contact Frank Everhart 305-879-0091

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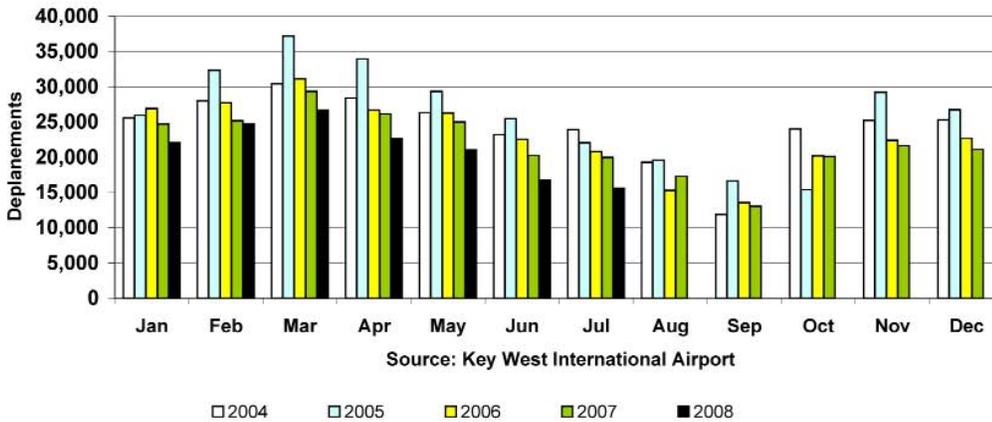
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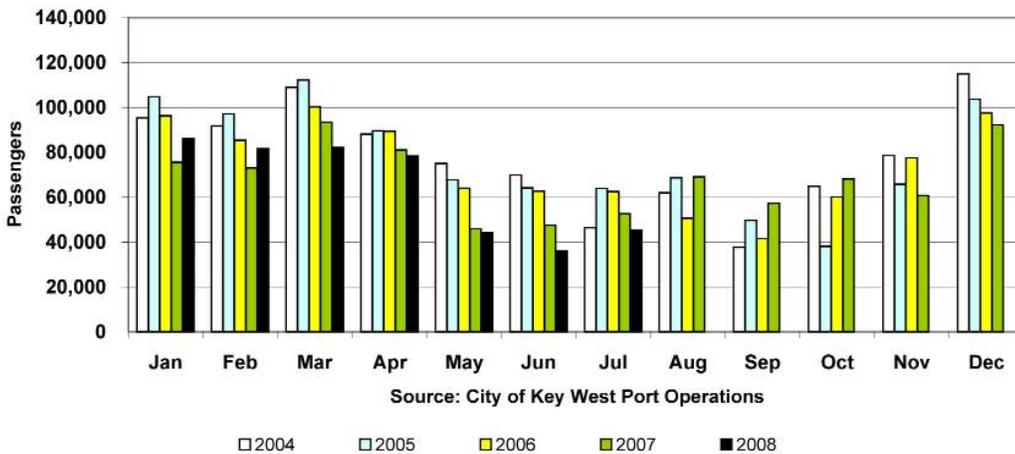
Key West International Airport Arrivals January 2004 - July 2008



Passenger arrivals in July 2008 totaled 15,610 which is down by 22% from July of last year. The graph to the left shows this to be the lowest July of the five years displayed. In fact, it is the lowest same-month volume since 1991 when 14,187 passengers were deplaned.

For the first seven months of 2008 passenger deplanements total 149,504 down 12% from the first seven months of last year.

Key West Cruise Ship Passengers January 2004 - July 2008

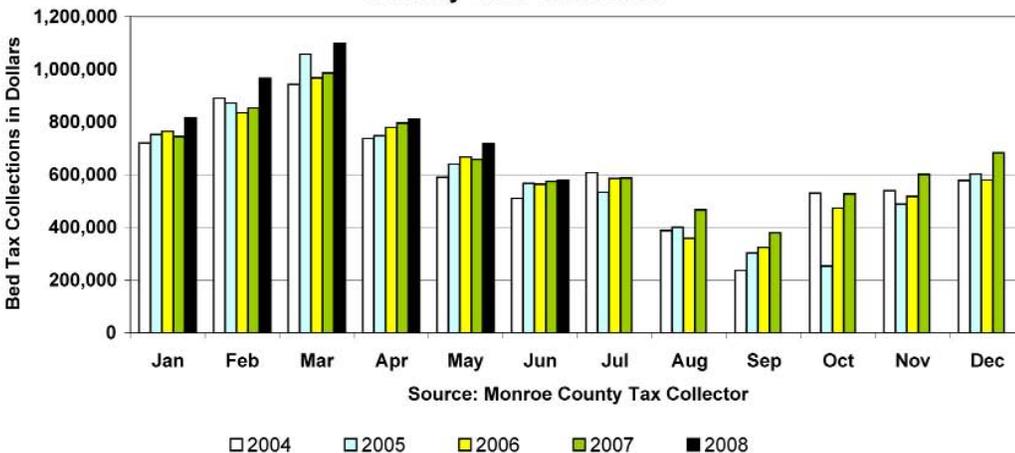


There were 45,265 cruise ship passengers disembarking into Key West in July, down 14% from July 2007. Key West welcomed 453,820 cruise ship passengers during the first seven months of 2008 down 3.3% from the same period in 2007.

The cruise ship schedule for the next three months compared with the same months in 2007 show a continuation of the trend begun in March at least in so far as the number of ships is concerned:

	Number of Ships	
	2008	2007
August	15	28
September	17	26
October	21	35

Key West Bed Tax Collections January 2004 - June 2008

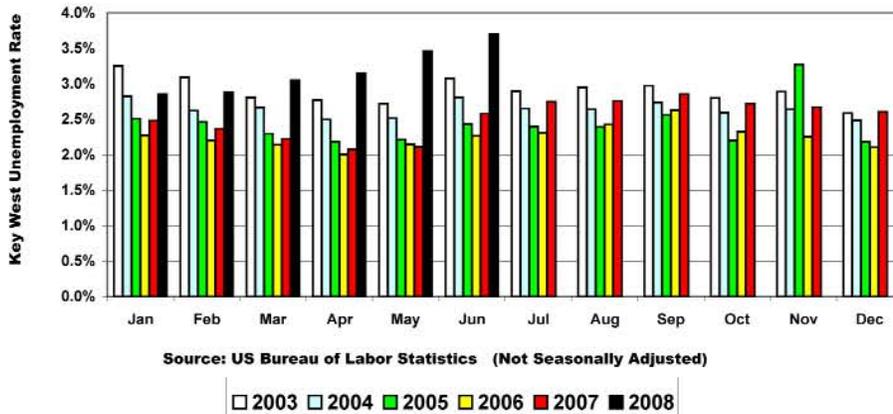


Reported bed tax collections for Key West were \$578,322 for June 2008 up by almost one percentage point from June 2007. However, for the first six months of this year collections total \$5 million up 8.2% from last year.

According to Smith Travel Research, occupancy for the first six months of 2008 was 84.2%, up from 81.7% from the first six months of 2007. Again, recall that last year, the inventory of available rooms did not include several properties now online so that the actual **number** of rooms-nights occupied is even greater than the higher rate would indicate.

The Average Daily Rate was reported at \$222.02 for the first six months, down 3.4% from the ADR of \$219.41 posted during the same period in 2007.

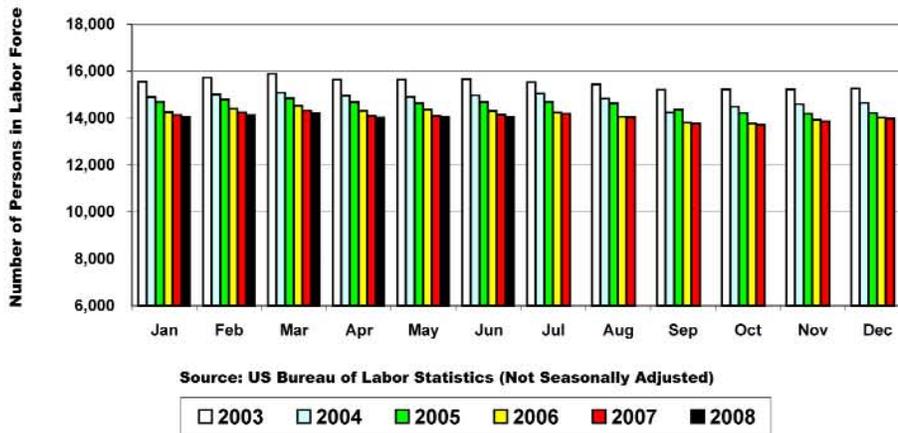
**Key West Unemployment Rate
January 2003 - June 2008**



This month we turn our attention to the employment situation in Key West. Throughout the first six months of 2008, unemployment rates in Key West have risen dramatically compared with the rates for the same months in 2007. In fact, from March through June of this year the rate has risen above 3%, a level that has not been seen for the Key West labor market since 2002-2003.

In June 2008 the unemployment rate in Key West jumped to 3.7% compared with the 2.6% posted for June 2007. You should be aware that a 3.7% rate equates to 520 persons actively seeking work who have not found it. Nonetheless, these higher rates support the comments of those responding to the last two Quarterly *Business Environment Surveys* conducted by the Chamber wherein respondents began to term the task of recruiting new employees as "moderately difficult", down from "very difficult."

**Key West Labor Force Size
January 2003 - June 2008**

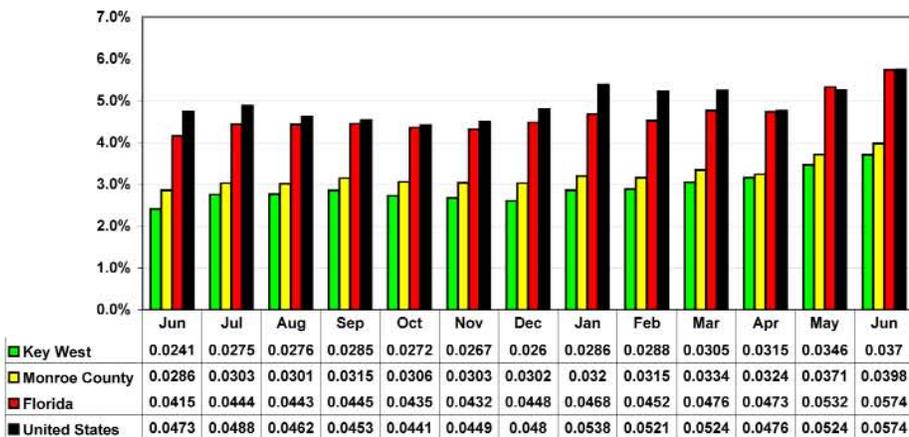


The size of our labor force has declined from an average of 15,691 persons during the first six months of 2003, the highest level shown on this chart, to an average of 14,079 during the first six months of 2008 a loss of 1,612 persons from the labor force in five years (a compound annual rate of loss of 2.2% per year).

Key West ended the first half of 2008 with 14,036 persons in the labor force, down less than one percent from the 14,144 persons in the labor force at the end of the first half of last year. This is a slow-down in the exodus of workers to its lowest level since 2004 and, hopefully, shows progress in worker retention factors (affordable housing).

The size of our labor pool affects our ability to maintain high service standards for both our visitors and year-round residents. Therefore, slowing the exodus of the workforce is of great importance to us all.

**Key West, Monroe County, State of Florida, United States
June 2007 - June 2008 Unemployment Rate**



The average unemployment rate for Key West during the period beginning June 2007 through June 2008 period was 2.9%. This compares with seasonally unadjusted rates of 3.2% for Monroe County and 4.6% for all of Florida during the same period.

The United States average for the June 2007 through June 2008 period was 4.9% as a basis of comparison.

This is not to imply that Key West is the tightest labor market in the United States, however, the 3.7% unemployment for Key West result for June 2008 shown is still very low. Nonetheless, a change of 1.3 percentage points is significant in a market that has been at such low levels of unemployment and bears close watching to see if a trend develops.

**CHAMBER CALENDAR
OF EVENTS**

SEPTEMBER

Wednesday, September 10, 2008

**20th Annual Key West
Chamber of Commerce
"Showcase of Key West Businesses"**

Community and Business Exposition
Location: The Casa Marina Resort
Keys Ballroom

Presented by: AT&T Real Yellow Pages and
the Key West Chamber of Commerce,
Co-sponsored by: Waste Management, Inc.
1:00 p.m. – 5:00 p.m., Open to the Public
5:30p.m. – 7:30p.m., Members only
Business After Hours
Sponsored by: The Casa Marina Resort

Wednesday, September 24, 2008

General Membership Meeting

"Expose Yourself"
NOON

Location: The Casa Marina Resort

OCTOBER

Business After Hours

To Be Announced

Wednesday, October 22, 2008

General Membership Meeting

General Election – Candidates Forum
NOON

Location: Westin Key West Resort & Marina

20TH ANNUAL TRADE SHOW

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Present:



THE **20**TH
"SHOWCASE OF KEY WEST
BUSINESSES"
TRADE SHOW



THE CASA MARINA RESORT

Wednesday, September 10, 2008

1:00p.m. to 5:00p.m.

(General Public)

Business After Hours

5:30p.m. to 7:30p.m.

(Members Only)

For more information contact the Chamber at 305-294-2587.

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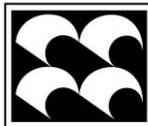
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Candidates for election to the Board of Directors for the Greater Key West Chamber of Commerce are profiled below. Five positions are available for up to a three-year term, beginning in January, 2009.

As members of the chamber board, directors are to attend all board meetings and general membership meetings. Also to participate actively through committees and serve as a committee chairperson when needed, and attend various events; Business After Hours networking events, trade shows, and seminars.

Board members make a commitment to the Key West Chamber of Commerce and its mission to support the local business community. Board members must take their commitment seriously, acting as a bridge between the local business community and the Key West Chamber. Through hours of service to the chamber, board members work to help the chamber meet its goal of better serving Key West Businesses.

Timothy R. Atwell

Tim is a graduate of the University of South Florida with a Bachelor's degree in Business Administration. Tim has been employed with Historic Tours of America, Inc. (HTA) since 2003 working in the Finance Department as Accounts Payable Manager and in 2007 moving to the Risk Management Department where he now handles insurance claims for HTA. Tim has held a Mortgage Brokers License since 1998. Tim has served on the Lower Keys Heart Counsel, Key West Hotel/Motel Association, Key West Business Guild and was a member of the Lower Keys Chamber of Commerce in 1999 representing First State Bank. Tim is presently a member representing Old Town Key West Development.

Clinton J. Barras

Clinton received a B.A. in Political Science from Boston College. I feel that the greatest purpose is Truth and live a life that is in accordance with this philosophy. I am the Director of Sales and Marketing for FloridaKeys.com, the largest Internet Marketing firm in the Florida Keys and chamber member since 1995. I am very driven to success and strive to excel at everything I undertake. I have a relatively high Intelligence Quotient, can solve problems independently, yet work well in a team environment. I have served on the Board of Directors for: Easter Seals, HSMIAI, and

National Marine Sanctuary Eco-Discovery Center. I feel that my strengths and aptitude, leveraged as a member of the Board, can benefit the Chamber in furthering its Mission.

Gregory Barroso

My public service started in 1987 when I volunteered in the Army. I was honorably discharged in 1992 and returned home. I met my wife of fifteen years, JoLynn. I have volunteered my time to my parish as a Religious Education Teacher for the last 7 years, and as a member of the Knights of Columbus, helped with the homeless and the soup kitchen. With three 5th generation conch children of my own, I volunteer as a mentor, and coach. As a 12 year member of Key West Firefighters Local 1424 I have volunteered as an Honor Guard and have helped raise money for local charities. As a Veteran I belong to the American Legion Post 28, Veterans of Foreign Wars (VFW) Post 3911, BCCLT, FIRM, and GLEE.

Jason E. Beeman

Beeman is a 1989 graduate of Key West High School and a 1991 graduate of Florida Keys Community College. After serving his country in the U.S. Army for 3 years, he returned to school attending Florida State University. After a 10 year career with Citigroup, Jason joined Orion Bank in 2007 as their Residential Lender. Jason is active in the Key West community. He is a member of the Rotary Club of Key West. He joined the Key West Chamber of Commerce in 2004 and was appointed to the Board of Directors in 2008. He has also coached in the Key West Little Conch Baseball League for several years. Jason was born and raised in Key West and is a sixth generation conch. He is the father of 3 boys 11, 7 and 3.

Aaron Jose Castillo, Sr.

Aaron is a third generation Conch who graduated from Key West High School with the Class of 1981. I received my AS degree in Business Administration from Gupton Jones College of Funeral Services. My wife of 21 years, Shelly Mya and I together have three children. I am a member of St. Mary's Star of the Sea Catholic Church, The Knights of Columbus, and Union Lodge #47 F. & A.M.P.H.A. I currently serve as Vice-Chairman for the Monroe County Housing Authority. I am a board member for AIDS Help, Inc., past board member

for the City of Key West Outreach Program, and past Vice-Chairman of the Board for Florida Keys Community College. I am part owner and manager of Castillo & Thurston's Key West Mortuary located at 328 Truman Avenue.

Lissette Cuervo

This July I have submitted my intent to run for the Board of Directors of the Key West Chamber of Commerce. It is with sincere intent that I ask for your support. At a glance, here is some of the experience that I can bring to the board: Key West Chamber of Commerce Membership Committee 2004-Present, Board of Directors, Cuban American Heritage Festival 2004-Present, Mayor's Green Task Force, Clean & Green Committee, City of Key West, Currently employed with 104.1 US1 Radio & 98.7 Conch Country, Campaign Manager for county wide election. It would be my honor to serve your business as a Director of the Board of the Chamber. Please contact me at any time at 305-797-6800 if you have any questions while considering my candidacy.

Michelle Cates Deal

My name is Michelle Cates Deal and I am running for a seat on the Key West Chamber of Commerce Board of Directors. Since 1996, I have been a sole practitioner attorney with Michelle I. Cates, P.A.. I am a Stetson Law School Graduate (1993) and proud alumni from Florida State University (1990) and Key West High School (1985). I hold a Florida Realtor's and Community Association Management License and am a Teen Court Judge. I am a member of the Key West Woman's Club, Inc. the Florida Bar Unauthorized Practice of Law Committee, Key West Chamber of Commerce, Keys Family Alliance, Inc., and previous member of the Monroe County Planning Commission. With your vote, I can continue my dedication and commitment to our home. Thank you for your support!

Javier Garrido

A Key West native since inception, I have more than just my residence here in the Conch Republic. Graduate of Key West High with Honors, Bachelors from the University of Florida, and more recently an MBA in Hospitality from FIU have provided for a sustainable life in "Paradise". Civic Involvements: 2003-'08: Key West Gator Club President*,

2003-'08: Sunset Rotary, 2005-'06: Sunset Rotary President**, 2003-'08: San Carlos Institute Board, 2005-'08: De Marco Foundation Board (benefiting families of handicap children). I'll sum up in saying that I am a believer of the 80/20 rule (20% of the people do 80% of the work). I fall into the 20% and believe my peers would agree.

* #1 In-State Club '04, '05, '06, '07 **
Presidential Citation

Sam Holland, Jr.

After attending the University of Central Florida as a student/athlete and receiving a degree in Communications in 1986 I was employed by Key West native Jack Katz of Panama Jack International. Resigned as national sales manager to return to Key West and renovate the family home known today as The Conch House Heritage Inn. In 1993, with renovations complete, joined the Chamber and opened for business. He is a member of the Board of Directors of the Key West Innkeepers Association, The Lodging Association, a licensed charter boat captain, president of the Key West Touchdown Club and the owner/operator of Suncrest and Keys Mini-Self Storage facilities located on Stock Island.

Melissa Kendrick

Melissa has been with the Mel Fisher Maritime Museum since 1991, where she is the CEO. Melissa has served the community on the Chamber Board since 1993, serving 3 years as Vice President and as Chamber President in 2001 and 2006. She served three-terms as President of the KW Attractions Association; served on the TDC/DAC I Board for 9 years, three times as Chairman; the Historic Florida Keys Preservation Board, Big Brothers/Big Sisters, & the Founders Society. Melissa is a tireless worker for the community serving on the City's Tour Bus Committee; and the KW Resident/Visitor Committee. Among her service awards are the Appelrouth Award; and Athena Award and the Chamber's Piece of the Rock. Before coming to KW Melissa was a banking officer at Citibank in NYC.

Benjamin N. McPherson

Ben has been employed in various positions with Historic Tours of America, Inc. since 1986. Benjamin is a graduate of Florida State University. In 1997, he was appointed the Company's Treasurer. In 2002, Ben was named Historic Tours of America's Chief Financial Officer. Mr. McPherson is responsible for Historic Tours of America, Inc. and subsidiaries

accounting department, budgets, financial statements, tax returns, and financing. Ben's community involvements include being a member of the 16th judicial circuit unlicensed practice of law committee, founding member of the Key West Police Department's Love Fund, Event coordinator for Children's Day since 2000, and a member of the Key West Yacht Club's Finance Committee.

Crystal Ruffo

I opened Paradise Staffing Solutions, Inc. in 2002 and immediately joined the Chamber and the Education Committee. The nature of my employment business gives me the prospective of both the employer and the employees. I have worked with several non-profit organizations such as Zonta to ensure health care assistance to uninsured women in Key West and Sunrise Rotary on several community projects. Serving on the Board this year has provided me with the opportunity to participate in looking for solutions to the problems facing Key West Business owners. As Chair of the Education Committee, I have the pleasure of interviewing the candidates for the scholarship and witness firsthand the wonderful, talented and dedicated young people this community produces. Thank you

Catherine Smiley

I moved to Key West in 1995 to accept a position as the Director of Sales and Marketing at Pier House. In 1997, I took a position as Sales Manager for the Monroe County Tourist Development Council representing the Florida Keys domestically and internationally. I returned to Pier House in 1999 as Director of Sales and Marketing. My Chamber involvement over the last 13 years includes membership on the Government Affairs Committee, (now Economic Development), Marketing Committee, Tourism Committee, Election Committee, and Candidates Forum Committee. I have proudly served on the board for 3 years and now hold the position of Secretary on the Executive Committee. Other business community involvement includes membership in the Lodging Association, Hospitality Sales and Marketing Association International, Florida Keys Attractions Association, and the Innkeepers Association.

Robert A. Spottswood

Robert was born in Key West, Florida in 1957. Mr. Spottswood graduated from Key West High School in 1975, the University of Florida in 1979 and

University of Miami, School of Law in 1982. Mr. Spottswood is President of Spottswood Companies, Inc., Vice Chairman of Hyatt Vacation Ownership, Inc., Director of First State Bank, Principal of JL Woode Ltd., of counsel to the law firm of Spottswood, Spottswood & Spottswood, and has served on many civic, community and charitable boards including the Key West Bight Board, Greater Miami and Florida Keys Chapter of the American Red Cross, Police Athletic League, Community Foundation of the Florida Keys and Key West Art & Historical Society. Mr. Spottswood is an attorney, a certified public accountant and Licensed Real Estate Broker.

Andy Straube

Andy is currently serving on the Education Committee since 2006 and recent appointee to the chamber board of directors ending December, 2008. I'm a financial advisor with Edward Jones Investments, and have been a chamber member since 2004. I graduated from USF and I'm series 7, 63 & 66 securities licensed, with an AAMS designation. I'm proud to act as President of the Sunset Rotary Club of Key West this year until July, 2009. I believe in and use the ethical "Four-Way Test" when approaching simple and challenging situations. I also believe, by working with business leaders who take action, together we can improve more than just our community. Thank you for the honor and privilege of serving on your chamber of commerce board. Please vote for me.

Greg Sullivan

Chamber Member since 1995, I am the District Manager for Waste Management, which serves Key West to the Seven Mile Bridge. Past President of the Key West Chamber (2007), prior committees served on for the Chamber include Golf Committee, Beautification, Marathon Airport, Leadership Monroe County Selection Committee, Affordable Housing, City Manager Selection Committee and presently a current Board Member. I am Past President of Sunrise Rotary, prior board member of United Way, Past Chair Clean Florida Keys, a member of The Lodging Association, Military Affairs Committee Chair 2008, and Lower Keys Chamber of Commerce member.

Clif Taylor

Clif began his hospitality career with Radisson Hotels as a hotel controller. In 1992 he was promoted to hotel general

Continued on Page 12

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- Michael Knowles, 1st Vice President**
DoubleTree Grand Key Resort/293-1818
- Diane Gibson, 2nd Vice President**
First State Bank/293-6800
- Randy Moore, Treasurer**
Moore & Spottswood, CPAs/294-5234
- Catherine Smiley, Secretary**
The Pier House Resort & Caribbean Spa/295-3230
- Michael Browning, Appointee**
New Moon Management, Inc./293-8888
- Greg Sullivan, Past President**
Waste Management/296-8297
- Virginia A. Panico, Executive Vice President**
Key West Chamber of Commerce/294-5988

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Virginia A. Panico
- Director of Research*
Buzz Wagner
- Executive Assistant*
Dagmar Piegler
- Membership Director/Special Events Coordinator*
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- Tourist Information Receptionist*
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Do you have important news to share?

The Key West Chamber of Commerce provides mailing lists to our members for a nominal fee.

- ▶ **Hard Copy Mailing List**
\$20 + tax
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The Chamber can share your information with other members through our weekly email called the "Chamber Chatter" or if you would prefer we could also do a customized email.

- ▶ **50 words or less weekly blast email** \$25
- ▶ **Individual/customized email** \$65

For more information contact the Chamber at 305-294-2587

Chamber Board Candidates: Continued from Page 10

manager. In 2001 the Radisson Hotel achieved the President's Award; also in 2001, Mr. Taylor was promoted to Area General Manager, and oversaw four properties. In 2005 he moved to Key West and assumed the management of the Radisson and Comfort Inn hotels. During 2007, he was promoted to the position of Assistant VP & Area GM for Spottswood Management, Inc. He twice served as Chair of the Convention and Visitors Bureau and is on the Board of Visitors of High Point University. He served four terms as VP of the Guilford County Lodging Association and five terms on the board of the High Point Economic Development Corporation. He is currently the treasurer of The Florida Keys Lodging Association.

Lynne E. Tejada

Lynne is a currently completing her first three-year term on the chamber board of Directors and is seeking re-election. She is the General Manager & CEO of Keys Energy Services since December 2005 and has been employed by the utility since January 1989. Mrs. Tejada is active in the Florida Municipal Power Agency (FMPA) and the Florida Municipal Electric Association (FMEA). She currently serves as the President of FMEA. Mrs. Tejada holds a Bachelor of Arts degree, with a major in Journalism, from the University of North Carolina at Chapel Hill, and a Master of Business Administration degree from Regis University in Denver, Colorado. Mrs. Tejada is currently serving on the Board of the United Way of Monroe County.

James E. Wilson

I have been a resident of South Florida since 1976 and Key West/Key Haven 14 years. I received a BS in Business Administration with a Major in Economics from the University of Florida in 1991. I am a member of the Key West Board of Realtors, Past President of the Key West Gator Club, Class VIII Leadership Monroe County, Board member of the Rotary Club of Sunset Key West, State Certified General Real Estate Appraiser and a General Associate Member of the Appraisal Institute. My wife, Maria and I purchased the Appraisal Company of Key West from Richard Padron in April, 2004. I believe my real estate and business background can be an asset to the Key Chamber Board of Directors. Thank you for considering me as a candidate for the Board of Directors.

CRUISE SHIP SCHEDULE

September, 2008

9/2	Enchantment	7:00a.m.-2:00p.m.
9/2	Fascination	7:30a.m.-2:00p.m.
9/4	Majesty	8:15a.m.-6:00p.m.
9/5	Imagination	7:30a.m.-2:00p.m.
9/9	Fascination	7:30a.m.-2:00p.m.
9/11	Majesty	8:15a.m.-6:00p.m.
9/12	Enchantment	7:00a.m.-2:00p.m.
9/16	Enchantment	7:00a.m.-2:00p.m.
9/16	Fascination	7:30a.m.-2:00p.m.
9/18	Majesty	8:15a.m.-6:00p.m.
9/19	Imagination	7:30a.m.-2:00p.m.
9/22	Destiny	8:00a.m.-5:00p.m.
9/23	Imagination	7:30a.m.-2:00p.m.
9/25	Majesty	8:15a.m.-6:00p.m.
9/26	Enchantment	7:00a.m.-2:00p.m.
9/30	Enchantment	7:00a.m.-2:00p.m.
9/30	Imagination	7:30a.m.-2:00p.m.

October, 2008

10/1	Fascination	7:00a.m.-3:00p.m.
10/2	Majesty	8:15a.m.-6:00p.m.
10/3	Destiny	7:30a.m.-2:00p.m.
10/5	Disney	11:30a.m.-7:45p.m.
10/7	Imagination	7:30a.m.-2:00p.m.
10/9	Majesty	8:15a.m.-6:00p.m.
10/10	Enchantment	7:00a.m.-2:00p.m.
10/14	Enchantment	7:00a.m.-2:00p.m.
10/14	Imagination	7:30a.m.-2:00p.m.
10/15	Fascination	7:00a.m.-3:00p.m.
10/16	Majesty	8:15a.m.-6:00p.m.
10/17	Destiny	7:30a.m.-2:00p.m.
10/19	Disney	11:30a.m.-7:45p.m.
10/21	Imagination	7:30a.m.-2:00p.m.
10/23	Majesty	8:15a.m.-6:00p.m.
10/24	Enchantment	7:00a.m.-2:00p.m.
10/28	Enchantment	7:00a.m.-2:00p.m.
10/28	Imagination	7:30a.m.-2:00p.m.
10/29	Fascination	7:00a.m.-3:00p.m.
10/30	Majesty	8:15a.m.-6:00p.m.
10/31	Destiny	7:30a.m.-2:00p.m.

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