We welcome you to experience exceptional dentistry at Dr. Roxanne Malone’s practice in Sebastian, Florida. Dr. Malone and her handpicked team of dental professionals are passionately dedicated to creating outstanding smiles for patients of all ages. We believe that a bright new smile changes far more than your outward appearance. It renews your confidence. It changes the way you view yourself. What’s more, it changes the way others see you.

Simply put, we deliver the absolute highest quality dentistry in a warm friendly, and comfortable environment. We enjoy what we do, and it shows! Serving you by honing our technical expertise and undergoing extensive training is a top priority. But we also believe that elements like building lasting relationships and providing attentive patient care are every bit as important.

Whether you’re interested in routine dental care for the whole family or a complete smile makeover, we invite you to browse our website and give us a call. Discover the exciting possibilities and exceptional quality of dental care.

We know technology changes at an amazing pace, and the field of dentistry is no exception. In order for us to provide the best dentistry to our patients, we must have the best tools available and continuous education. Our state-of-the-art facility is equipped with the latest technology, and allows Dr. Malone to diagnose more accurately, communicate dental issues to patients more effectively, and treat problems more conservatively.

Digital X-Ray Equipment reduces your exposure to radiation by as much as 85%. It also allows us (and you) to view your x-rays on a large, high resolution monitor rather than a 2 inch piece of film.

Intraoral Cameras are in every room—these small cameras magnify the view from inside your mouth and display it on a chair side monitor to let you see what we are seeing.

CEREC is an advanced computer-aided design (CAD) system that allows us to create high quality porcelain crowns and other restorations in just one visit.

At Dr. Malone’s office we offer a full array of dental services, from routine family and children’s care to complete smile makeovers. No matter what kind of care you need, you can be rest assured that we are on the cutting edge of technology and training, and we only use the best laboratories and materials available.

We understand that a smile is a highly personal expression, so we’ll take time to truly listen and understand your individual needs and concerns. Give us a call—we’ll be happy to discuss how we can best serve you. Let us help you obtain the dazzling smile you’ve always wanted and maintain it for a lifetime.

Dr. Malone is a member of the America and Florida Dental Association, Atlantic Coast Dental Society, Academy of Cosmetic Dentistry, America Association of Women Dentists; she is involved with the Yellow Umbrella, Breast Cancer Awareness and Autism Society.

If you would like to “make the front page” of our newsletter, make sure you schedule time this month at one of our networking activities, and maybe your name will be drawn for the monthly spotlight! Check out our calendar inside!
DECEMBER CHAMBER EVENTS

Chamber Breakfast Hosted by Fast Action Towing

Volunteer Appreciation Luncheon at Disney’s Vero Beach

24th Annual Light Up Night

Visit our Facebook Page to see all of the pictures! Facebook.com/SebastianChamberVisitorsCenter
Take advantage of the Chamber Inquiry List!

We have had a total of 352 inquiries since January, from people looking to relocate and/or visit the Sebastian River Area!

Sign up to receive our Inquiry List on the 1st and 15th of every month for just $125 per year!

Contact Britney at 772-589-5969
January 2013
Chamber of Commerce
Calendar of Events

Jan. 3    Executive Committee
          8:00 a.m.  Chamber Main St Office

Jan. 4    Chamber Networking Breakfast
          8:00 a.m.  Dell’s Barber and Beauty

Jan. 8    Chamber Monthly Luncheon at Capt Hiram’s Tiffany Room
          Noon      Sponsored by Bay Street Pharmacy & Home Health Care
          Speaker: “State of the Chamber—Roll Out of New Chamber Website
          Reservations are requested, $15 for lunch with reservations, $20 at the door

Jan. 9    Chamber Full Board Mtg.
          8:00 a.m.  Chamber Main St. Office

Jan. 11   14th Annual Concert in the Park Series at Riverview Park
          5:30-8 pm  Featuring the Bobby Owen Band (Classic Rock)

Jan. 15   Building Committee Meeting
          8:15 a.m.  Chamber Main St. Office

Jan. 16   Business Development Committee
          8:00 a.m.  Chamber Main St. Office

Jan. 17/20 Fellsmere Frog Leg Festival
           On the Grounds of the Old School in Downtown Fellsmere

Jan 19/20  Sebastian Riverfront Fine Arts and Music Festival
           Riverview Park, Sebastian

Jan. 22   SRA Tourism Committee Meeting
          4 p.m.    The Inn at Capt Hiram’s in the NEW Conference Room
          1580 US Hwy 1, Sebastian
Know someone who is pregnant?  
Indian River County Healthy Start Coalition  
772-563-9118  

We can help answer your questions! Insurance, pregnancy support, nutrition, infant safety, child development, mom groups, and breastfeeding counseling.

THE LAW OFFICE OF RENE’ VANDEVOORDE  
1327 North Central Avenue  
Sebastian, Florida 32958  
Phone (772) 589-4353

Rene’ G. VaDeVoorde, Esq.  
Cynthia VaDeVoorde Hall, Esq.  
Mari Parsons, Esq. (Of Counsel)

Email: info@vandevoordelaw.com

This could be your business card ad for $200 a year! Call 589-5969 today!

GLENN A. STRUNK  
Funeral Director

916 - 17th Street  
Vero Beach, FL 32960  
(772) 562-2325  
glenn@sfh.us

1623 N. Central Avenue  
Sebastian, FL 32958  
(772) 589-1000

www.strunkfuneralhome.com

Primary Care of the Treasure Coast, Inc.  

Nancy M. Baker, M.D.  
Family Medicine Board Certified

801 Wellness Way, Suite 204  
Sebastian, Florida 32958  
(772) 567-6340 Ext. 2001  
Fax (772) 567-3564

PNC BANK

Eva Chapman  
Branch Manager  
T 772-388-5800  F 772-388-1119  
eva.chapman@pnc.com

Member of The PNC Financial Services Group  
816 US Highway 1  
Sebastian Florida 32958

Steven Salyer  
Chief Executive Officer  
13695 US Highway 1  
Sebastian, FL 32958  
Phone: 772-581-2040  
Fax: 772-388-3689  
steven.salyer@hmo.com

Licensed

WINDSTAR BUILDERS, INC.  
Nothing too big, Nothing too small

Cell (772) 643-7525  
Office (772) 589-5500  
Cell (772) 766-3380

Steven Rigel  
President/Owner  
License # CBC017136
Info to Know: By Britney Faulk

How are you staying informed of Chamber happenings? From newsletters and business alerts, to networking reminders and event and tourism information, we work hard to keep our members in the know! One of the fastest ways to inform you of all that the Chamber has going on is through our email service, Constant Contact.

Constant Contact is an easy to use program that offers the ability to track the success rate of our email campaigns. We can see who’s opening emails, who’s clicking on the links that may have been provided and more! No, we’re not spying on you, but it is a great way for us to know if you are staying informed! Constant Contact provides statistics of open rates and we’ve noticed that ours is a tad below average. With that in mind, we just like to remind all of our members of the informative emails we currently send out on a monthly basis. Take a look at our current email campaigns:

- Chamber Currents Newsletter
  Stay up to date on Member News, Networking Events, Chamber Happenings, and more with our electronic newsletter.

- New Member Notices
  Welcome our new Chamber Members that will be introduced at our Luncheon!

- Business Alerts and Notices
  Be informed! We notify you of police alerts, important emergency information and more.

- Special Events
  Get information on how you can be involved with some of our biggest festivals and fund-raisers!

- Member Email Blasts
  We help our members spread the word about their business events and important announcements! Ask us how we can assist you through Constant Contact!

If you do not currently receive our emails and would like to, let us know or take a moment to sign-up online at www.sebastianchamber.com! We promise that your email address remains safe and secure and is not distributed in any way. Thanks, and see you in the digital world!

---

22nd Annual Fellsmere Frog Leg Festival
January 17-20, 2013
Thurs. & Fri.: 4-11 p.m., Sat. 10a-11p, Sun. 11a-6p
Downtown Fellsmere

Fun, food & entertainment for the entire family! Mouth-watering frog leg & gator tail dinners, hamburgers, hotdogs, pizza, fried dough, turkey legs, sandwiches, ice cream, candy apples, popcorn, beer, wine & more. Rides & games, contests and entertainment including great rock, country & blues bands. NBC's The Voice Finalist Casey Weston will be performing. Over 100 booths of unique crafts & artisans. FREE shuttle bus from Mesa Park to the festival.

Entertainment Themes:
1/17/13 Thursday - Opening night Springs into action
1/18/13 Friday A little bit of This & That
1/19/13 Saturday - Southern Rock & Country
1/20/13 Sunday - Blues & Americana

For the full line-up, visit www.froglegfestival.com

---

12th Annual Sebastian Riverfront Fine Art & Music Festival
January 19th & 20th —10 a.m.-5 p.m.
Along the Beautiful Indian River Lagoon at Riverview Park

130 Juried, Professional Artists and Craftsmen
Fabulous Local Food, Beer & Wine
Free parking and admission

Music Schedule:
Saturday 1/19
10:00-11:45 Penny Creek Band
12:00-1:45 Sleepin Dogz
2:00-5:00 Albert Castiglia

Sunday 1/20
10:00-11:45 Lost in Da Mail
12-1:45 Professor Pennygoode’s Mighty Flea Circus
2:00-5:00 Ben Prestage

www.sebastianartshow.com or 772-581-2626
Indian River Habitat for Humanity’s popular signature fundraiser, the Habitat Crack Hoe-down, will take place Saturday night, March 9, 2013. Thanks to the generosity of Sun Aviation, the event will take place in the jet Center at the Vero Beach Municipal Airport. Admission is $75 per person and will include a full meal; music for dancing by Dreamer; a silent auction, Jail and Bail with local celebs, LaPorte Farms famous Bodacious the Bull and all the fun and popular hoedown games you won’t find anywhere else! Tickets will be available soon for more info call 562-9860.

After the World Ends Let the SKYDIVE SEBASTIAN Invasion Begin! December 26th to January 2nd. The Best Winter Boogie in Sunny Florida, join us for the party of the year! For more information go to www.SkydiveSebastian.com.

All tennis enthusiasts mark your calendar for the 18th Annual King of the Hill Tennis Tournament starting Tuesday, January 15 for seven consecutive weeks, ending February 26, playtime at 6 pm. The tournament, benefitting Youth Guidance, will held at the Mooring Club, Vero Beach. General Admission is $5 and reserved seating is $10. This yearly competition involves professionals (U.S.P.T.A.) from Indian River and surrounding counties.

The Sebastian Area Historical Society will be presenting “LaPorte Farms” by Laura LaPorte on Wednesday, January 16, 2013 at 7:30 p.m. This presentation will be held at the North Indian River County Library at 1001 Sebastian Blvd. (CR 512 at Roseland Road) in Sebastian. Admission is free and refreshments will be served. The public is invited to come and listen to Laura tell us about her estate of five acres that has been described as Sebastian’s “best kept secret.”
Sebastian River Area Chamber of Commerce
Monthly Networking Opportunities
Just fax this back and we will take care of the rest!

Check the networking activity you will be attending
and tell us how many will be joining you!

Good Morning Referrals Breakfast – January 4, 2013 at 8am
Hosted at Del’s Barber & Beauty Salon
1413 North Central Avenue

Chamber Luncheon Speaker Series – January 8, 2013 at Noon
Capt. Hiram’s Tiffany Room – 1606 Indian River Drive
Sponsored By: Bay Street Pharmacy & Home Health Care
Speaker: “State of the Chamber” – Roll out of new Chamber Website
$15 with reservation; $20 at the door
Reservations must be made by Noon on Monday, January 7th

Don’t forget to join us at the Fellsmere Frog Leg Festival January 17-20, 2013
Volunteer spots are available! Call for more information!

Business Name:__________________________________________

Contact Person:_________________________________________

Contact Number:_________________________________________

Chamber Fax # (772) 589-5993

Twenty four hours in advance of all functions the Chamber must notify the host of the number of reservations, and must guarantee that number. **We can accept calls or faxes for reservations up until twenty four hours prior to the event.** If, for some reason, you are not able to attend a function for which you have made reservations, please call us at 589-5969. Your reservation for any functions or event is considered a commitment to pay.
You're invited to participate in our 3rd Annual photo contest!

Sebastian River Area "Snapshots"

Win a Sebastian River Area "On the Land" Gift Basket Valued at $120!

Contest Dates & Winner Information

Contest begins Saturday, December 1st, 2012 and ends Thursday, February 7th, 2013. The winner will be announced Friday, February 8th, 2013 on the official Sebastian River Area Chamber of Commerce & Visitors Center Facebook page and at our Chamber Luncheon on Tuesday, February 12th! The winner will receive a Sebastian River Area "On the Land" Snapshots Gift Basket valued at $120!

What to Enter

We are looking for striking digital images of hiking, biking, birding, horseback riding, and land-based recreational activities in the Sebastian River Area. Photos can be present day or historical! The Chamber will use submitted photos to continue promoting our beautiful area. Judging will be based on originality, color, and composition.

Submitting Your Entry

Post your photo on the wall of the official Sebastian River Area Chamber of Commerce & Visitors Center Facebook page. To be considered in the judging, please also email original hi-res photos to bfaulk@SebastianChamber.com. Please be sure to include the caption "SRA Snapshot" in your message/post along with the location of the photo.

Please see back for rules, terms and conditions before submitting any photos!

Call (772) 589-5969 for more information
Eligibility

Fans of the Sebastian River Area Chamber of Commerce & Visitors Center Facebook page who are 18 years of age or older at the time of entry. There is no entry fee. The contest is void where prohibited by law, or where the registration or filing requirements of any state or local jurisdiction have not been complied with. The contest is not open to employees of the Sebastian River Area Chamber of Commerce.

Terms/Agreement

If you include people in your submission, you are responsible for obtaining the necessary releases from the individuals depicted, and must be able to provide copies of those releases to The Sebastian River Area Chamber of Commerce.

All photos must be the original work of the entrants and must not infringe upon the copyrights, trademarks, rights of privacy, publicity, or other intellectual property or other rights of any person or entity. If the photo contains any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to submission of the photo, any and all releases and consents necessary to permit use of the photo by The Sebastian River Area Chamber of Commerce.

The Sebastian Chamber reserves the right to remove fan photos from the Facebook page if the content of the photos does not promote the Chamber’s core values, is offensive, or encourages conduct that would be considered a criminal offense, give rise to civil liability, violate any law, or is otherwise inappropriate.

Each entrant agrees and grants The Sebastian River Area Chamber of Commerce permission to make available and display/perform and otherwise distribute entrants’ names and photo submission in all media in perpetuity without compensation. Except where legally prohibited, submission of an entry into this contest constitutes permission for the Chamber to use the entrants’ names, photograph, likeness, school, address (city and state), and testimonials, in printed, broadcast media, or new media, in perpetuity, in any manner they deem appropriate in connection with promoting the photo submission itself or this contest, without further compensation in connection with this contest or the prize awarded.
Our Counseling Program:

Offers the most effective form of holistic, innovative treatment for the following reasons:

- Your treatment will be divided between group and private one-on-one sessions.
- You will have an individual team of therapists throughout your treatment program.
- Each therapist, specializing in his or her respective field, offers a different approach and a unique way of promoting growth and healing of underlying issues.
- The counselors of Counseling Center in Indian River are always looking for the latest, most cutting edge modalities to heal addiction, and when they find something new and effective they incorporate it into the program. In this way, our program is tailored to meet your individual needs as they become evident through the progression of growth and healing.
- Our counselors have a combined experience of fifteen years working with addiction. In addition, included with our program and team of counselors, you will have the benefit of more than a dozen different types of modalities.

We Help You Overcome
Counseling needs are often related. An addict is often using drugs or alcohol to cope with trauma while frustrated couples may be letting their inner emotional turmoil affect their relationship. Whether it be depression, anxiety, anger management—our counselors will help you overcome and address mental health counseling issues that often accommodate substance abuse and/or addiction.

Taking the Time to Listen
Providing help, resources, along with care and consideration is our core philosophy at Counseling Center in Indian River. We see personal care as a vital part of the renewal process, and all of our clients are given the level of attention necessary for their individual needs and assessment. Our team will take the time to listen, in a safe environment that promotes hope and renewal.

Absolute Discretion, Guaranteed
At Counseling Center in Indian River, we guarantee absolute discretion. We have full and total respect for your privacy and the trust you place in us when you share information. We adhere to the highest ethical standards set by the American Counseling Association. Your trust is well placed in Counseling Center in Indian River.
Giuseppe’s Pizzeria & Italian Cuisine
935 Sebastian Blvd. Sebastian, FL 32958
772-589-8508
Dine In  Take Out  Delivery

$5.00 Lunch Specials
Spaghetti and Meatball  Meatball Sliders  Steak-n-cheese Sliders
Single Cheeseburger  Personal Pizza w/ 1 Topping

Earl Bird Entrees
We serve Early Bird Entrees every day from 4pm – 6pm Monday thru Sat., and Sunday from Noon – 6pm. Entrée includes choice of: Spaghetti and Meatball or Sausage, Chicken Cacciatore, Lasagna, Chicken Parmigiana, Eggplant Parmigiana, Meat or Cheese Ravioli, Baked Ziti, Meatball or Sausage and Pepper Dinner… along with homemade bread, salad, beverage choice of coffee, tea or soda, and spumoni dessert. All for $10.75

NEW . . . GLUTEN FREE MENU
After feedback from many of our customers and a little research, we discovered the need to create a Gluten Free Menu. In doing so, we brought in Gluten Free products and put our creative cooks to work in the kitchen to bring you a menu that we feel reflects taste, experience, and selection (pastas, entrees, pizza casseroles). If you or someone you know has Celiac Disease or you are allergic to Gluten, remember, Giuseppe’s now has many Gluten Free menu items to choose from.

Did You Know . . .

Giuseppe’s has an E-Mail Member Club newsletter that’s sent out every month! It has coupons just for e-mail club member’s, recipes, a community corner that will give you the latest updates on our efforts to give back to the community, and alert you to the daily/weekly specials before anyone else. You can join by visiting our website @ www.giuseppespizzasebastian.com or sending us an email with your name request to join @ giuseppespizza@bellsouth.net. Lastly, you can like and follow us on Facebook.
Welcome New Members!!!

Quit Doc Research & Education Foundation
Leslie Spurlock
1940 10th Ave Ste. C3
Vero Beach, FL 32960
772-577-3701
Community Tobacco Prevention

Trav's Tire & Auto LLC
Travis Hendricksen
16 N. Oleander St
Fellsmere, FL 32948
772-571-1851
Full Service Automotive, New/Used Tires

Quantum Shift Foundation
Craig R. Wilkinson
166 Caprona St.
Sebastian, FL 32958
772-228-8381
Non-Profit Organization

Premier Services Incorporated
David Becker
107 Lancaster St.
Sebastian, FL 32958
772-559-2639
Painting Contractor

Wabasso Tackle Shop
Steve & Barbara Parsons
4720 85th St
Vero Beach, FL 32967
772-581-9474
Full Service Tackle, Bait & Repairs

American's BEST Coupon Book
Joe Keilbasa
9611 N. US Hwy 1, #242
Sebastian, FL 32958
772-202-8644
Direct Mail Advertising

Indian River County Airboat Association Inc.
Chad Smalley
PO Box 291
Fellsmere, FL 32948
772-633-4988
Non-Profit Organization

Counseling Center in Indian River
Tina, Rochelle, or Carl
9436 N. US Hwy 1
Sebastian, FL 32958
772-581-4790
Mental Health Counseling

2013 Concerts in the Park
5:30-8:00 p.m.
Riverview Park, Sebastian

January 11th
Bobby Owen Band
(Classic Rock)

February 15th
Remember When
(Oldies)

March 8th
Good Gravy
(Rock/Classic/Newer)

March 22nd
23 Treez
(Rock Reggae)

April 5th
Andrew Morris Band
(Country)

April 19th
SRHS Jazz Ensemble & Steel Drum Band
(Jazz & Steel Drum Band)

May 17th
Atlantic Bluegrass Band
(Bluegrass)

June 7th
Swampfox
(Southern Rock/R&B)

In partnership with the Sebastian River Area Chamber of Commerce and the City of Sebastian. Sponsored by Bay Street Pharmacy & Home Health Care, Indian River Medical Center, Oculina Bank, & Sebastian River Exterminating.
**Tourism Business Spotlight**

**ELC’s Celebrates 25th Anniversary**

Founded in 1988 by a group of environmentally conscious pioneers, the Board of Trustees, members, volunteers, and staff at the 64-acre Environmental Learning Center (ELC) on Wabasso Island are looking forward to celebrating a very special 25th anniversary in 2013.

In recognition of this landmark event, the community will be bustling from points north and south with Indian River Lagoon-themed activities from January through April. The events include a Lagoon Treasures Photo Contest, Wild & Scenic Film Festival, Beach Clean Up, Polo Charity Match, Eco-Quiz, Fishing Tournament, and Junior Golf Tournament. EcoFest, ELC’s annual open house extravaganza on March 3, will be greatly expanded in honor of the 25th celebration.

The ELC is a nonprofit nature center located in the Sebastian area off CR510 between US#1 and A-1-A. It offers year-round ecological explorations of the area’s natural resources via pontoon boat, canoe, and kayak excursions, as well as walks and talks. Its campus including exhibits, gift shop, and picnic pavilions is open for visitation Tuesdays through Sundays. Visit the Discovery Station housing large aquariums, touch tank, informative exhibits and even a replica of a life size manatee’s head. Elevated boardwalks allow visitors to explore a mangrove forest. Field guides, activity filled backpacks, and cell phone audio tour aid visitors in expanding their nature knowledge.

Admission to ELC is $5/person. Children 12 and under and ELC members are free. The first Saturday of every month is free to all. A complete listing of ELC’s programs may be found at [www.DiscoverELC.org](http://www.DiscoverELC.org) or call (772) 589-5050. Follow updates at Facebook.com/DiscoverELC.

---

**Tourism Tidbits**

_by Nicole Capp Holbrook_

Happy 2013! To kick off the new season, we will be having a Tourism Committee Meeting on Tuesday, January 22nd at 4 p.m. The meeting will be held at the Inn at Capt Hiram’s in their new conference room.

For those of you that are new to the Chamber, we have a Tourism Committee that meets on a quarterly basis and it is comprised of Chamber members that are in the tourism industry (hotels, restaurants, attractions, shops, boat tours, fishing charters, etc). The purpose of the committee is to create new ideas on how to promote tourism in the Sebastian River Area that will benefit our community. The meetings are also an opportunity to brainstorm ideas and network with other tourism businesses throughout the community.

A few of the topics that will be discussed include: the 2012-2013 advertising campaign, 2013 festivals and concerts in the park, the new Chamber website, and possible hotel search engines for the website. Allison McNeal, the new Tourism Director at the Indian River County Chamber of Commerce, will be attending and it will be a great opportunity to meet her and learn about what she is doing to promote tourism in Indian River County. Rich Nalbandian with Treasure Coast Sports Commission will also be attending and discussing upcoming North County sporting events and opportunities for hoteliers to get their properties listed on their website, www.treasurecoastsports.org. We will also be doing a drawing for a chance to win the "Tourism Business Spotlight" featured in the Chamber Currents. You must be present to win this FREE opportunity!

I encourage all of our tourism businesses to attend. If you would like more information, please contact me at (772) 589-5969 or email [info@SebastianChamber.com](mailto:info@SebastianChamber.com).

On another note, we are looking for volunteers to work the Chamber booth at the Fellsmere Frog Leg Festival. It is a great way to promote your business and network with the community. If you are interested, please call the Chamber at 772-589-5969 for availability.
**Membership Matters**  
*By Debbie Lloyd-Lee*

It’s the Holidays, and we’ve all been running around planning and preparing for special gatherings with family and friends! It’s a wonderful time of year!

At the Chamber office, we’ve been in “Holiday Mode”! Welcoming visitors and Members alike, asking for information on all sorts of things! It’s been like Grand Central Station, and we love it! Even with all the excitement, your Chamber continues to work behind the scenes, planning events, advertising, and special offerings to help to promote your business!

I’m excited to tell you that we will now be offering **Constant Contact** to our Members at a **25% discount**! **Constant Contact** is an innovative way to reach your current customers and grow your customer base! Consisting of four powerful tools built for small business success, including email marketing, event marketing, social campaigns and online surveys. **Constant Contact** is a great way to help grow your business and keep you connected with your customers! Give me a call, and I’ll stop by with more information!

In about a week, we will be beginning a brand new year! A lot of us will be making our “New Year’s Resolutions”! I’ve started mine already, and I’m asking you to join me! My New Year’s Resolution is to “SHOP LOCAL”!

I have had such a great time visiting Members and doing some Christmas Shopping with them at the same time! (Don’t tell anyone”!)

Our Chamber is full of wonderful and talented people. Give them a call or stop in to shop or ask about their service. If you get to know your fellow Chamber Members, you might find a fantastic business partner, and maybe even a friend! So when you’re sitting in front of the tube, and there’s nothing on, pick up your Member Directory and page through it. You may be surprised who you find!

Happy Holidays everyone, and best wishes for a prosperous New Year! I’ll see you around town! Debbie

**Sebastian River Area Chamber of Commerce**  
**Board of Directors, 2012-2013**

**Executive Team**  
Debbi Vickers, Scripps Treasure Coast Newspapers – Chair  
Theresa Tolle, Bay Street Pharmacy – Vice Chair  
Bob Daberkow, Southern Fulfillment Services – Treasurer  
Sandi Gehrke, TD Bank – Secretary

**Elected Directors**  
Betty Lollio, Seacoast National Bank  
Michelle Napier, Esq.  
Maggie Sammons, Custom Air Systems  
Kim Ellis, Kim Ellis Insurance Agency  
Cynthia Hall, Esq., Law Office VandeVoorde, Hall

**Appointed Directors**  
Capt. Christy Lenz, “Casual Cruisin”  
Chuck Mechling, Collier Club  
Ali Qizalbash, Cemco Construction  
Patti Jamar, Park Place  
Sue Tyson Parker, Christie Dental  
Margie Duffell, Wells Fargo, Past President

**Ex Officio**  
Wesley Davis, Indian River County Commissioner  
Susan Adams, Mayor, City of Fellsmere  
Don Wright, Vice mayor, City of Sebastian  
Jason Nunemaker, City Manager, City of Fellsmere

**Chamber Team**  
Beth L. Mitchell, President/CEO  
Nicole Capp Holbrook, Tourism Director  
Britney Faulk, Operations Director  
Debbi Lloyd Lee, Membership Director  
Mandy Karst, Accounting
January 2013  
Beth L. Mitchell, President & CEO

Getting ready for 2013? Here’s a check list for business owners that we use every year at the Chamber. In case you’ve been dwelling on weight loss, or other personal resolutions, here are some things to do in 2013 for your business:

- Set SMART business goals: Make sure your goals for 2013 are specific, measurable, attainable, realistic and based on time. Many of us have lists of millions of things to do, but it is helpful to set aside time to think about why are you performing those tasks, what’s the ultimate goal? Include your employees in the discussions. Are your goals the same? Is everybody on the same page?

- Once again, review your expenses: Most of us went through this exercise painfully during the last couple of years. Even if you are feeling more optimistic, now is not the time to let your guard down. Look at your phone bills, electric bills, internet contracts, get quotes on your major expenses, like insurance, and take a look at your bank statement for banking fees and interest.

- Update your prices: Are your profit margins eroding due to increased costs? Are you providing additional value to your customers and should you be receiving more for the value you provide?

- Calculate your break even number: Just like the “National Tax Day”, how many days a month do you work before you break even and start making a profit? What is your bottom line?

- Develop a simple marketing plan: How much money is your marketing budget and who are your target customers? Research the many opportunities out there to get your message across, and consider some time honored ways to brand yourself. Sponsor an elementary sports team, become active in a non profit, donate your time to fix something in your community.

- Develop a cash flow forecast: You should know how much money is coming in and out of your business every month. Cash flow includes monthly sales projections, cost of sales and operating expenses. Find out if there are months that you are always negative, and then plan for them, with cash leftover from the positive months.

We are excited about 2013, a fresh start to another year. While business is not crazy booming, we see very positive signs. Our membership is growing again, homes are being built in several developments, and the tourism season has begun! It may be some time for us to regain what we have lost in the last five years, but there are reasons to be optimistic. My glass is half full this year, hope yours is as well!

Come join us at one of our Chamber events this month, or visit with us at the Fellsmere Frog Leg Festival or the Sebastian River Fine Arts and Music Festival. Or join us at our first concert in the park of the season, there’s plenty to do to stay connected and enjoy our beautiful communities!

Have a prosperous month and 
Happy New Year!
Let us help you spread the word!

Share your upcoming events, exciting announcements, or informative press releases with over 450 business owners and community leaders as well as over 800 Facebook followers for just $125!

Ask us about our Email Blast Service!

Your email blast can include copy, links, pictures, and downloadable documents.

Contact Britney at bfauk@sebastianchamber.com
Or call 772-589-5969
This could be your color business card ad for just $250 per year! Call Britney at 772-589-5969 for more information!

New Lower Business Auto Rates!
Call for A Quote 24/7
794-7777
Tim Modesitt Insurance
The Chamber Currents
Sebastian River Area Chamber of Commerce
700 Main Street
Sebastian, Florida 32958

DEAN BABCOCK HOME INSPECTION L.L.C.
FEEL GOOD ABOUT YOUR HOME
HOME INSPECTION'S
WIND MITIGATION
(772) 589-2114
DEAN BABCOCK
OWNER
denab83@aol.com

NEEKS PLUMBING & SEPTIC SERVICE
388-2285
“if it leaks, call Meeks”
Commercial • Residential
Services include:
• Backflow Tests
• Leak Detector
• Lift Station Maintenance
• Drainfield/Septic

If Something’s Bugging You!
SEBASTIAN RIVER EXTERMINATING
Can Help!
(772) 228-9969 • Sebastian / Vero / Barefoot Bay
Locally Owned & Operated • Over 22 Years Experience
Specializing In All Insect • Rodent • Bee & Wasp Control • Snake Removal
Residential • Emergency Service Available
Commercial
Money Back Guarantee If Pests Not Controlled*
Bill Forte
Owner / Certified Operator
124 Salazar Lane, Sebastian, FL 32958
*(Prorated)