



October 2003 • Volume XVI Number 10

THE GREATER BOCA RATON CHAMBER OF COMMERCE REPORTER

“Pillars of the Community” await you at the Chamber’s Annual Dinner Dance

It’s that time of year again! Get out your tuxedos and gowns for the Chamber’s Annual Dinner Dance! You are invited to join the “Pillars of the Community” on the evening of Friday, October 17, 2003 at 6:30pm at the Boca Raton Resort and Club’s Great Hall. Featuring music by Powerhaus, the evening will honor outgoing Chairman Greg Cryan of USI Florida and welcome incoming Chairman Richard Gold of North Ridge Medical Center.

In 2003, Richard became CEO of North Ridge Medical Center in Fort Lauderdale after spending the last eight years as CEO of West Boca Medical Center. Richard has a Masters Degree in Public Administration from the University of Southern California and a Bachelor of Arts Degree in Economics from the University of

See **GOLD** on Page 9



2003 Industry Appreciation Award Winners honored at Luncheon

The Chamber proudly honored its Industry Appreciation Award winners at its annual luncheon sponsored by Office Depot on September 18. Over 400 guests applauded the award winners as they enjoyed lunch at the Boca Raton Marriott.

Each year, the Chamber honors the outstanding Business of the Year, Business Leader of the Year, and International Business of the Year. The winners are chosen based upon their long-standing supportive presence and dedication to the community. This year’s winners are excellent examples of devotion and commitment to the city of Boca Raton and the Greater Boca Raton Chamber of Commerce.

Jet Turbine Service (JTS) was honored as the International Business of the Year in recognition of their outstanding contributions on behalf of Boca Raton



From Left: Tom Long of Océ Printing Systems USA, Thomas Lynch of Plastridge Insurance Agency, and Peter LoBello of Jet Turbine Systems (JTS)

in the international arena. JTS’ international business, concentrated in Latin America and Mexico, represents thirty percent of its total revenue sales, which reached \$16,500,000 in 2002. The award was presented by Chamber President M.J. “Mike” Arts and received by Peter LoBello, JTS Owner.

The Chamber recognized Océ Printing Systems USA as the Business of the Year for maintaining their commitment to the

local economy, the business community and quality of life in Boca Raton. In addition to their business accomplishments, Océ is involved with several local charities on a regular basis. The award was presented by Boca Raton City Councilman Bill Hager and received by Océ President and CEO Tom Long.

Chamber Chairman Greg Cryan presented the Business Leader of the Year award to Thomas Lynch of Plastridge Insurance Agency. Since taking the helm of the company in 1975, Lynch has helped Plastridge expand to four counties and presently has more than 20,000 clients. The company now grosses over \$100,000,000 per year.

Additionally, Lynch is the present Palm Beach County School Board Chairperson, where his efforts to help improve public education are appreciated by parents and students alike.

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THE SMALL BUSINESS UPDATE

VOL. XVI No. 10

October 2003

Boca Raton

TO BE OR NOT TO BE A CEO?

Survival and success as a leader in the corporate arena depends on your understanding and internalizing principle-based leadership wisdom. Regardless of your current position, start by becoming a leader of yourself, applying self-knowledge and mastery, and then become effective leading others to succeed as a corporate officer. In addition, pursue a continuous training program in principle-based leadership and all the technical areas most helpful in your current or future positions and create a career plan to manage your short and long-term training program.

Principle-based leadership is a must for long-lasting success. Therefore, which objective should you, the corporate executive choose?

a) Should you focus on keeping your executive position at all cost and maintaining stock prices and revenue at projected levels?

b) Should you move away from short-term stock prices and personal success and instead focus on efficiently streamlining the company to increase overall productivity?

Choice "b" creates an empowering environment conducive to wealth and prosperity for all because you, as a CEO or candidate, put your personal objectives last. Your gains must be a result of your performance. Also, you must become the most important coach of the organization to ensure maximum cooperation and productivity. In addition, you must fuse professional and personal convictions, walk the talk, and lead from the heart. Otherwise, all success will remain short term and relative, leading to a stressful and arduous climb up the corporate ladder.

The following are the day-to-day strategies that you or any executive climbing the corporate or leadership ladder must follow to be successful in the corporate arena:

Professionally:

1. Master Principle-Based Leadership, Strategy, Marketing, Branding, Business, Management, Entrepreneurial expertise, Finance, Family relationships and effective network building.
2. Lead from within by learning to lead yourself before leading others.
3. Become the best communicator within the company and walk the talk.
4. Empower subordinates to prime each other for high performance and development within an empowering work environment.
5. Keep the best talents and manage Human Resources as an asset.
6. Communicate overall corporation strategies and direction based on company core principles, vision, and mission vs. market forces.
7. Assistance to constituents in formulating proper conclusions and empowering them to act in the Now.
8. Streamline business and marketing processes to save or generate capital.
9. Build the brand to generate lasting value without depreciation that exceeds value of fixed assets.

Personally:

1. Live the Now with passion and happiness while leading the path of principle-based living and strategic thinking.
2. Make strategy-based decisions.
3. Live and act by universal principles.
4. Fuse, balance, and view your professional and personal convictions as a never-ending challenge.
5. Be constant and consistent to Universal Principles.
6. Maintain or otherwise establish a network of 100 influential people.
7. Live Balanced.

Finally, keep in mind Shakespeare: "Whether 'tis nobler in the mind to suffer the slings and arrows of outrageous fortune, or to take arms against a sea of troubles, and by opposing end them?"

Go ahead and make your choice, thus finding the answer to: To be or not to be a CEO?

This article was submitted by Luis Mago, founder of the Network 4 Leaders. For more details on the scope and reach of this article, Mr. Mago's 10 Laws of Success Book, Seminar or Personal Coaching, contact (561) 305-1642 or visit www.LuisMago.com.

IDENTIFYING THE TALENT YOU NEED TO SUCCEED

Former General Electric CEO Jack Welch has said the top 20 percent of a company's employees should be "rewarded in the soul and wallet because they are the ones who make magic happen." Losing one of these top performers, he said, is "a leadership sin."

But how do you recognize which employees are your star performers? Even more important, how do you identify the policies and cultural attributes that will help you keep them? Pinpointing these issues is a crucial step in the process of "employment branding," a fast-growing human resource discipline that applies contemporary marketing techniques to the task of attracting, retaining, and developing desirable employees.

The goal of employment branding is to establish an organization's reputation as an "employer of choice." Such branding differentiates winning organizations from those that struggle to find and keep talent. More important, it also makes good business sense. A recent Fast Company Magazine survey estimated the cost of replacing key employees is 100 to 300 percent of their annual salaries. With so much at stake it's crucial to identify your top performers and the "hot button" factors that affect their decision to stay with your company.

Employment branding begins by identifying and studying the profile of the person whose competencies and performance are critical to the organization. Seek this information from your existing top talent, those who have left your organization, and the ones you hope to attract.

Our model expands the definition of "essential talent" beyond top performers to include critically skilled employees – solid performers with unique skill sets crucial to the organization's success. They do what others cannot do, and they do it reliably. Also, do not discount the need for other good, solid performers – the 60 percent or so who "keep the oars in the water."

The next crucial step is to understand what motivates and attracts those who embody your ideal employee profile.

Survey your key talent base to determine how they define both their intellectual and emotional "fit" in your company. The intellectual components of the survey cover such areas as leadership, compensation, benefits, development opportunities and general work environment. Emotional topics include factors such as your company's values, culture and reputation.

In assessing general "work environment," an intellectual component, you might ask employees to consider the following statement: "This organization gives me the freedom to solve problems by myself." Ask employees to indicate how strongly they agree or disagree with that statement; then ask them to rank how important this is to them.

Similarly, to survey key employees' opinions regarding your company's "culture," an emotional component of the profile, you would ask them to assess the statement, "Working here feels like being on a winning team." The complete survey, addressing all elements of the profile, will tell you what matters to your key employees, and how well your organization is delivering.

Of course, acquiring this knowledge is only the first step in employment branding. The next phases include analyzing where changes are needed, and addressing areas where the company could do a better job of meeting key employees' expectations.

This article was written by Jennifer Thomas, Senior Vice President of Organizational Consulting for Right Management Consultants. She oversees RMC's Florida/Caribbean region. For more information, she can be reached at (561) 998-9494 or via email at jennifer@rightflorida.com.



Trustee Spotlight

*Chamber Proud of its
Trustee Members*



Cindy Cahill

Cindy Cahill, Fidelity Federal Bank and Trust - Cindy Cahill is the Branch Manager of Fidelity Federal Bank and Trust - Boca Raton East Branch. She graduated from the University of South Florida with a BS in Finance and an MBA., and is also a proud Leadership Boca 2003 Graduate. Fidelity Federal Bank and Trust has been serving the financial needs of Palm Beach County and the Treasure Coast for over 50 years. The bank is a community bank with \$2.8 billion in assets (as of July 15, 2003), 42 branches and two loan production offices. Fidelity Federal is currently operating in Palm Beach County and the three counties of the Treasure Coast - Martin, St. Lucie, and Indian River. The bank is Florida's third largest thrift and the seventh largest financial institution headquartered in Palm Beach County. In addition, expansion is just around the corner with additional offices opening in Delray Beach, Boca Raton, and Broward County. The bank offers a full line of mortgages, business, consumer and commercial loans, business and personal banking services, and trust, investment and insurance services. The bank is committed to maintaining a high standard of excellence in all that they do and establishing a firm relationship of trust and service with each client. As such, the bank's motto is "Here today, here to stay." **For more information about Fidelity Federal Bank and Trust, call (561) 393-6441 or visit www.fidelityfederal.com.**



Michael Kaufman

Michael Kaufman, Kaufman Lynn - Michael Kaufman incorporated Kaufman Lynn General Contractors in January 1989 and brings more than 25 years of construction experience to his present role of company president. He began operations with tenant build-out and small commercial projects in Broward, Dade and Palm Beach Counties. Today the company maintains a strong client base with many repeat clients such as Publix Supermarkets, LA Fitness, Holman Enterprises, Arvida, Florida Atlantic University, St. Andrew's School, Charles E. Smith Residential, Barnes & Noble Booksellers, Chrysler Realty Corporation, and The Centre for the Arts. Kaufman Lynn has a long-standing reputation within our community. The company recently completed the Mizner Park Amphitheatre, the Boca Raton Museum of Art and the Robb & Stucky furniture store all located in Mizner Park. Kaufman Lynn has also partnered with several non-profit organizations including the Florence Fuller Foundation and the Junior League of Boca Raton to build their new facilities. Kaufman Lynn was recently selected as South Florida Business Journal's 2003 Business of the Year for Real Estate, Construction and Design over \$10 million. **For more information about Kaufman Lynn, call (561) 361-6700 or visit their website at www.kaufmanlynn.com.**



J.C. Perrin

J.C. Perrin, 1st United Bank - J.C. Perrin, 2000-2001 Chairman of the Greater Boca Raton Chamber of Commerce and a present member of the Chamber's Board of Directors, recently joined 1st United with more than 18 years of senior banking experience in Palm Beach County. Most recently he was a Senior Vice President with SunTrust in Palm Beach, Martin, St. Lucie, and Indian River Counties. J.C.'s new position as Senior Vice President and Boca Raton/Delray Beach Market Executive for 1st United gives him direct responsibility for all banking operations and customer service standards in the Boca Raton and Delray Beach markets. Additionally, he will lead the team of 1st United in further developing the south Palm Beach County market for the bank. 1st United will be headquartered at One City Center - 1st United Center - 1 North Federal Highway in Boca Raton and currently operates a banking center in North Palm Beach. The 1st United team is comprised of experienced, empowered bankers with "high touch" attitudes - individual bankers providing solid counsel, products, and services to their customers - people to people. The bank has approximately 20 professionals on staff now and will grow that number quickly as the Boca Raton headquarters opens. **For more information about 1st United Bank, call (561) 840-7751 or visit www.1stunitedbankfl.com.**

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Do you want to learn more about the Trustee Program?

The Trustee Program offers an exclusive forum for senior level executives to meet one another, build relationships, and attend important political, civic, and business events to enhance the overall economic development of greater Boca Raton and South Florida. If you would like more information on how to become a Trustee, please contact Troy McLellan at tmm@bocaratonchamber.com or call (561) 395-4433.

NAMES IN THE NEWS

◆ Happenings & Such ◆

Computer Renaissance recently celebrated its grand opening with a ribbon cutting ceremony at their location on Glades Road just west of Lyons Road.

Congratulations to **Home Greetings**, as the company recently celebrated its 30th birthday!

EMI Group, a full-service Public Relations firm, has begun doing event planning. The organization plans events that succinctly correlate with a client's message, image and purpose. From grand conventions to employee parties, the events are unforgettable. For more information, please call (561) 909-0234.

Get It In Writing, a company that provides editorial services to non-profits and corporate entities, has been chosen to work with ARISE, a Miami foundation that teaches at-risk youth how to succeed in life. For more information, call (561) 487-3917.

Bob Hoose and his Orchestra will perform "A Celebration of Sinatra" from 7-10pm on Oct. 12 and Oct. 26 at **Tavern on the Greenery** (301 Yamato Road). For more information, call (561) 995-9090.

The Unicorn Children's Foundation is proud to announce the formation of "Friends of the Unicorn" South Florida Chapter to increase awareness about children with learning and communication disorders. For more information, please call (561) 620-9377.

Join **Southeast Realty Equities** for a 10th Anniversary celebration at their offices located at 21312 St. Andrews Blvd. Enjoy great Dixieland jazz and light refreshments as you meet one of Boca's best real estate offices. Festivities are from 5:10-7:10pm on Oct. 10. For more information, call (561) 210-0500.

Club Bow Wow offers doggy daycare, salon services, and overnight boarding for Five-Star pets. Chamber members can call to reserve complimentary one full day doggy daycare or one salon service for their special pet. For more information, call (561) 391-6454.

Mold Investigations LLC, which opened earlier this year, utilizes state-of-the-art equipment in collaboration with laboratory testing and top accredited microbiologists to seek out mold during home inspections. For more information, call (561) 395-4669.

The **Florence Fuller Child Development Center's** Designer Showhouse 2003 will open for public and group tours between Oct. 18-31. Admission for individual house tours is \$25 with group tour and student tickets sold at \$20. The Showhouse is located at 1301 Coconut Road. For more information, call (561) 391-7274 or visit their website at www.bocashowhouse.ffcdc.org.

The Adolph & Rose Levis JCC is publishing and distributing a Business and Professional Directory in November 2003. The deadline for your company to be included is October 24, 2003. For more information, call (561) 852-3264.

Slattery and Associates recently secured a Windwatch Condominium project on Long Island, NY and redevelopment of the Sunset Millennium located on Los Angeles' famous Sunset Strip.

Congratulations to Ioana Grigore, who was recently appointed Vice President, Marketing Manager at **First Southern Bank's** Palmetto Park Road branch.

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The 2004 Meet Me Downtown Poster Contest Deadline is Friday, November 14, 2003. All submissions must be in a 16 x 20 in. or 18 x 24 in. format. Please bring your entry to the office, and if possible, bring in EPS form. For more information about the contest, call Lois Niesen at (561) 395-4433 or e-mail to ln@bocaratonchamber.com. Good luck!

A little bit of Country...



...and little bit of Rock n' Roll

Honoring Randy and Mary Jo Nobles with the "2003 Community Service Award"

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Chamber's "Golden Bell" Education Foundation distributed over \$72,000 in grants to 17 recipients

The "Golden Bell" Education Foundation, a non-profit arm of the Greater Boca Raton Chamber of Commerce, recently awarded grants totaling more than \$72,000 to 15 local public schools, one scholarship fund, and one education commission! The awards were presented at the Chamber's Membership Breakfast, sponsored by JM Family Enterprises, on Thursday, September 11 at the Country Club at Boca Raton. A special thanks to Joanne Bayarri for her stirring rendition of "God Bless America" at the beginning of the breakfast to mark the second anniversary of our national tragedy.

The 2003-2004 "Golden Bell" grant recipients included: A.D. Henderson University, Addison Mizner Elementary, Boca Raton Community Middle, Boca Raton Community High, Boca Raton Elementary, Calusa Elementary, Coral Sunset Elementary, Del



Richard Murdoch (left), Adorno & Yoss, presents a \$4,000 "Golden Bell" grant to Tim Snow, Executive Director of the George Snow Scholarship Fund

Prado Elementary, Eagles Landing Middle, Hammock Pointe Elementary, J.C. Mitchell Elementary, Loggers Run Community Middle, Omni Middle, Sandpiper Shores Elementary, Sunrise Park Elementary, the George Snow Scholarship Fund, and Palm Beach County Education Commission.

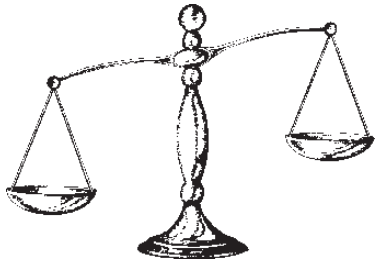
The Chamber firmly believes that a quality education is monumental to the success of the business community in all indus-

tries. The "Golden Bell" Education Foundation was created by the Chamber 12 years ago with the goal of providing grants for innovative educational programs to local public schools. Through this foundation, the Chamber has contributed over \$670,000 in cash and in-kind donations to benefit over 40,000 students in 20 area schools.

The Chamber's next Membership Breakfast will be Thursday October 9th from 7:45-9:00 a.m at the Boca Raton Marriott (5150 Town Center Circle). The October breakfast is sponsored by Boca Raton Community Hospital. Tickets are \$10 for members and \$20 for non-members and can be purchased online at www.bocaratonchamber.com, faxed to (561) 392-3780, or reserved via e-mail to beverly@bocaratonchamber.com. For more information, please contact Renee Phillips at (561) 395-4433 or email to renee@bocaratonchamber.com.

Daniel R. Levine, Esq.

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GOLD continued from Page 1



Richard Gold is ready to lead!

California - Irvine. He has been a member of the Chamber's Board of Directors since 1995 and the Chamber is fortunate to have him as its Chairman for the upcoming 2003-2004 year.

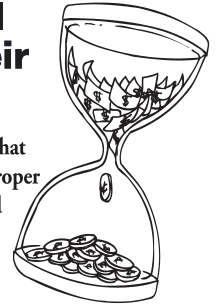
Tickets to this black-tie affair are \$150 per person and corporate tables of 10 are also available. In addition, tickets can be purchased online at

www.bocaratonchamber.com. Tickets can also be reserved via email to Sylvia Craig at sc@bocaratonchamber.com or faxed to (561) 392-3780. If you need more information or have any questions, please call Sylvia at (561) 395-4433. Please make all reservations by Tuesday, October 14.

Sponsorship opportunities for this event are still available. If you are interested in becoming a sponsor, please call Lois Niesen at the Chamber office or email to ln@bocaratonchamber.com.

Last year's festivities attracted over 500 guests, so reserve your tickets now for the most awaited event of the year! You certainly don't want to miss it.

Are Your Employees Still On The Clock When Their Computers Go Down?









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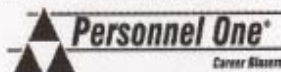
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October 28 After-Hours Network at Hilton Deerfield Beach/Boca Raton

- ⇒ Tuesday, October 28, 5:30-7:30pm
- ⇒ Hilton Dfld. Bch./Boca Raton (100 Fairway Drive, Dfld. Bch.)
- ⇒ Hosted by 
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- ⇒ \$10 for members, \$25 for non-members (includes two drinks & hors d'oeuvres) and can be purchased online, at the door, or reserved via fax to (561) 392-3780.
- ⇒ Mini trade-show format; booths available for \$150
- ⇒ Email noah@bocaratonchamber.com for more information

From the August 2003 Network at the Radisson Suite Hotel:



Susan Bantang, Olympic Heights High School, and Fran Giblin, Principal of the new High School under construction in west Boca Raton, enjoyed themselves at the August 26 After-Hours Network at the Radisson Suite Hotel (7920 Glades Road).

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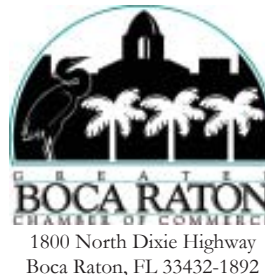
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Annual Dinner Dance
October 17, 2003
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