



THE ADVISOR

JANUARY 19, 2012 * Volume 16 * Issue 02

Mission Statement: "Connecting Ocala Business Leaders with everyone we meet."



**Call to Order by T.J. Moon
Invocation Given By James Giannetta
Pledge Led By T.J. Moon
50 in Attendance**



Ocala Fire Rescue Thanks Local Businesses

This month members of Ocala Fire Rescue will be delivering certificates of appreciation to local businesses. Body & Soul, located at 1107 East Silver Springs Boulevard, is just one of dozens of businesses that have contributed money to help support fire education programs in Ocala.

"This partnership with friends in our business community allow us to distribute fire safety pamphlets to thousands of our citizens each year" states Fire Chief James Ganter. All donations are tax deductible, and 100% of the funds received go directly towards purchasing materials to promote fire safety. Businesses that are interested in contributing may contact fire administration at 629-8306.

In the inserted photo, Laura Bradford (owner of Body & Soul) receives a framed certificate from Battalion Chief Brian Stoothoff. *(Photo by, Charles Gordon Photography)*



**2012 OBL President
T.J. Moon**

**Ocala Fire Rescue
Thanks Local Businesses**

**Ten Minute Infomercial
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**OBL Officers,
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Source:www.manta.com**

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Ten Minute Infomercial: Camelot Chateau Assisted Living

Speaker Elizabeth Sukys

MARION COUNTY STATISTICS

- 85,000 Marion County residents are aged 65 up over. This number is expected to increase to 1 1/2 million in 2013. Oh
- The population of seniors over the age of 80 is the fastest growing population and Marion County
- More than 28,000 current residents of Marion County over 65 have a disability.
- More than 9000 seniors and Marion County over the age of 65 have Alzheimer's.
- Approximately 17,000 people 65 + live alone

SENIOR SERVICE PROGRAMS RECEIVE NO LOCAL COUNTY FUNDING

- There is one of the day care facility with a capacity of 30
- Physical and mental house deterioration
- Increased demands on local Healthcare Systems including nursing homes
- Difficulty in placing others into care



Elizabeth Sukys

(Cont. Pg. 3)

ANNOUNCEMENTS

OFFICERS

President	Thomas Moon
President Elect	James Giannetta
VP/Marketing	Charles Gordon
VP/Membership	Howard Moon
Secretary	Ronee Giannetta
Treasurer	Linda Gyax
Past President	Tom Loury

DIRECTORS

ONEYEAR TWOYEAR

Karen Wiessner	Audrey Johns
Russ Moore	Paul Joranlien
Earl Arnett	Doug Moore
Cathy Ranges	Wayne Hunter

Lifetime Director	David Liner
OBL Ambassador	Les Singleton

Visioning Committee

James Giannetta, Chairman

MARKETING COMMITTEE

C. Gordon, Chairman	671-9292
Paul Joranlien	236-1010
Dave Liner	
James Giannetta	

MEMBERSHIP COMMITTEE

H. Moon, Chairman	427-5935
Mike McKee	368-1044
Cathy Cook	
Adam Woods	427-3038

SCHOLARSHIP COMMITTEE

T.J. Moon	427-5935
Dr. Charles Simpson	732-2745

SPECIAL POSITIONS

News, Typeset & Print:

Charles Gordon	671-9292
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IMPORTANT NUMBERS

HOT LINE	804-3700
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WEB SITE

www.ocalabusinessleaders.com

352-804-3700

OBL BUSINESS

OBL Board Meeting

February 13, 2012
7:00AM Elks Lodge

OBL Marketing Meeting

February 7, 2012
Wolfy's
352-671-9292
7:00 AM.

OBL Membership Meeting

January 23, 2012
Chelsea Coffee Company
3217 E. Silver Springs Blvd.
7:00 AM.

Vision Committee

James Giannetta

Need a Ten minute infomercial.

Contact Mike McKee
at the next breakfast meeting
to set your date.

Ocala Business Leaders, Inc.

Directory

Wanted! OBL Members to buy their ad in the new OBL Directory.

There are a few spots left so hurry and get yours this week. Ads are sold on first come first served. You won't find this type of advertising for so little cost. The new Directory will be delivered to 175+ locations in Marion County. For more info call:

David Liner at 353-804-3700
Charles Gordon at 352-671-9292

Note from the Editor:

Not responsible for misspelled words or names on information sent to the OBL Newsletter Editor. Please make sure that all information given is correct. Thanks.

Ocala Business Leaders Networking Events

Need help planning your Networking Event?

Contact

Diane Leaf

352-401-3916

dleaf@ocalafl.org



GUESTS

Lee Niblock
Marion County BCC
Ocala

Ben Duke
Snappy tax
2323 NE 18 Ter.
Ocala, FL 34470
954-749-2701
Invited by T.J. Moon



Thoughts of the Week

From Mike McKee

"If no is opposite of can, then what is opposite of Progress?"

Answer: **Congress**

From the Editor

Talk of nothing but business, and dispatch that business quickly.

Aldus Manutius (1449 - 1515), Placard on the door of the Aldine Press

Drive thy business or it will drive thee.
Benjamin Franklin (1706 - 1790)

The chief business of the American people is business.

Calvin Coolidge (1872 - 1933), Speech in Washington, Jan. 17, 1925

Source: <http://www.quotationspage.com/subjects/business/>

Ten Minute Infomercial: Camelot Chateau Assisted Living

Speaker Elizabeth Sukys

SENIOR SERVICE PROGRAMS RECEIVE NO LOCAL COUNTY FUNDING (CONT. FROM PG. 1)

- Increased Medicaid enrollment
- The need for alternate transportation
- Resources to respond to the mentality/physically incapacitated who have no support systems.

WHAT AN AGENCY'S, IF ANY ARE ALREADY ADDRESSING THE ISSUES?

- Marin County Senior Services
- Interfaith Emergency Services room
- Area Agency on Aging
- Department of Elder Affairs
- Ocala Police Department/Sheriff Office
- The Salvation Army

MEETING OF BASIC NEEDS

All of us have basic and needs in order to live a good life. It really comes down to three major needs.

- Nutrition and Hydration
- Socialization
- Being able to get the things we need to live.

THIS IS WHERE ASSISTED LIVING COMES IN:

Camelot Chateau can offer these basic needs to the Seniors attempt to in and Marion County. Our services include and are not limited to the following:

EMERGENCY CALL SYSTEM, WEEKLY HOUSEKEEPING AND FRESH LINENS, PERSONAL LAUNDRY SERVICES, ACCESS TO MEDICAL STAFF-24 C.N.A. STAFFING, RN AS DIRECTOR OF NURSING, MEDICATION MANAGEMENT PROGRAMS, PRIMARY CARE PHYSICIAN VISITS, BEAUTY PARLOR, ACTIVITIES PROGRAM, TRANSPORTATION, THREE DELICIOUS MEALS DAILY, UTILITIES, CABLE TV INCLUDES 70 CHANNELS, THAT'S PETS WELCOME, LEASES ARE MONTH TO MONTH, OUR MONTHLY RATES ARE AFFORDABLE, (25% to 40% less than our competition)

About Camelot Chateau Assisted Living

Camelot Chateau is a privately owned state-of-the-art retreat where caring about residents — physically, mentally, spiritually and emotionally — is as much our priority as we hope it would be for anyone assisting us. Our warm and sincere greetings, caring attitude and genuine smile lend to the feeling of community and camaraderie that you will find at Camelot Chateau.

Stop by for a Personal Visit Today!

1831 SE Lake Weir Ave Ocala, FL 34471-5407

352.629.6077

<http://www.camelotchateau.com/index>



Come Join OBL for our Installation Banquet

Friday January 20 - 6 PM

Mojos Ballroom

Located in Sovereign Building — the old Ocala National Bank building on North Magnolia.

Price is \$15 per person. Call Howard Moon to reserve 352 427 5935

Come Join us as We Begin a new year at OBL and
welcome in our new Officers and Board



Menu:

Appetizers

Creamy spinach dip w/ tortillas
Marsala meatballs
Seasonal vegetable display



Dinner:

Seared pork tenderloin w/ voodoo cabernet sauce
Chicken louisiana
Alfredo pasta
Grilled vegetables
Caesar salad
Garlic rolls



Dessert:

Four berry cheese cake

Beverages:

Tea and water service & coffee

Cash Bar



Note: Pictures are for show only, not representing the menu for the OBL Banquet.



Small Business Tip of the Day

Source: www.manta.com

Don't Use Email When You're Angry

While most of the time email does not convey your emotions, particularly humor, it somehow seems to transmit anger--even when you don't intend it to come through. So, take a deep breath and wait until the anger subsides before responding to any business situation.

Hold On to Those Electronic Files

If you decide to have your logo, sales collateral or website designed by a professional, be sure to ask if you can keep a copy of the files after the project is complete. If you decide to make edits later, and you can't track down the original designer, you may have to pay to rebuild the files somewhere else.

Participate in Web Communities

Try to set aside some time every day to actively participate in online communities relating to your field or running a business. (Manta Connect is a great place to do this!) Simply getting your voice out there and talking with others who have similar concerns to yours is a powerful way to make contacts.

Go the Extra Mile in Thanking Customers

When you ship out a product, include a hand-written thank-you note to your customers. Call a client to see how they liked your service earlier that day. They'll be shocked you did it. These customers might spread the word about this amazing thing you did and potentially bring you more business.

Advice for Keeping Your Customers

By Janine Popick, CEO of VerticalResponse

Retaining customers in this economy is key not only to survival, but growth. It's far cheaper to sell to an existing customer than to try to get a new one. So after you've taken the preceding measures to get customers and grow your email list, you'll need to think about the steps you need to take to keep them coming back.

You'll want to have a solid marketing plan as well as a superb customer service plan so here are some steps to get you on your way to great customer retention. Don't forget, your customers are in control these days, not you. If your customer service levels are dipping, there are many online outlets that your customers can use to voice their opinions about you on, so be careful.

1. A Well Thought Out Plan

Make sure you put all of your communications to your customers in a calendar. This will keep you on point with what you have to do each week in addition to all of the things you need to do to run your business.

2. Survey Your Customers

Listening to your customers can always give you a reality-check. It's easy to listen to good news, but what happens when a customer gives you bad news? Acting on bad news might just be the best thing you can do to make your business better. And if you think you won't get any "suggestions

for improvement", you're wrong, no matter how great business is going. Everyone has his or her own opinions. So be brave, and learn what these opinions are, by simply asking.

3. Email Testing

Don't be complacent about your open and click rates in your email campaigns. Split your list in two and test different subject lines or different pieces of content and offers in your campaigns. There is always room to improve; you'll just need to keep testing to get there.

4. Market to Your Non Responders

If you're lucky, 30-50% of the people you send email to open your email campaign. What about the balance? You still want to reach out and touch those folks. Why not send a campaign out to those who neither clicked, opened, bounced nor unsubscribed and change up the subject line. Maybe you'll catch them at a better time with a better message.

5. Pick Up the Phone

It's really important in these tough times to pick up the phone and answer customer questions as much as you can. Truth be told, consumers are jaded these days and really don't expect to talk to a "live" human when they call a toll-free number. You'll be amazed at how far a simple task like this can take you.

6. Answer Live Chats

If you've got an online business and are lucky enough to have someone answering a live chat from a customer, fantastic! Many online consumers don't really want to take the time to pick up the phone if they don't have to, so if they can pop into a quick chat and get their questions answered fast, you'll have a customer for life.

7. Support by Email

Answering a customer's email in a quick fashion can go a long way if that's how your customers want to interact with you. Doing this in 24 hours or less will go a long way with your customers. It doesn't matter if you're selling to businesses or consumers, we all have expectations, and we all want them to be met.

8. Go the Extra Mile

When you ship out a product, include a nice thank-you note that you hand-write to your customers. Call a client to see how they liked your service earlier that day. They'll be shocked you did it. Then your customers could tell their friends about this amazing thing you did and could potentially spread positive word of mouth.

9. Loyalty Programs

We've seen a lot of shops be very successful with printed rewards cards. It's nothing more than a business card with 8 or 10 boxes to be stamped. Each time a customer buys a product or certain dollar amount, they get one of the boxes "punched" or "stamped". When they reach 8 they get a free gift. It might not seem like much, but loyal customers come back. We've even seen businesses store the cards on behalf of the customer, this way they don't need to remember to bring it each time they come in.

Even in tough times you can do a lot on very little to get new customers and keep them.

Source: http://www.manta.com/marketing/keep_your_customers_pt10?referid=11010

IMPORTANT ADVERTISING INFO FOR OBL MEMBERS

All members have the opportunity to advertise in the OBL Business Directory. 30,000 will be printed per year starting in January 2012 and distributed throughout the area bimonthly.

The full color ads in the directory must be paid up front for a year as follows:

SIX MONTH AD

1/4 page - \$300.00
1/2 page - \$525.00

ONE YEAR AD

1/8 page - \$140.00
1/4 page - \$450.00
1/2 page - \$750.00
Full page - \$1200.00

If you are interested in having an ad in the OBL Directory, contact Charles Gordon OBL V.P. Marketing 352-671-9292 or cgordon589@embarqmail.com



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9 to 5 by Harley Schwadron

"Sims, is it you who's responsible for this mug?"

Ocala Business Leaders Businesses

Chiropractic
Fakhoury Chiropractic Clinic
Contact: Riadh A. Fakhoury, D.C.,
D.A.B.C.O.
1009 SW 17th St.
Ocala FL 34471
Phone: 352-351-3413

Cleaning Services/Residential
Gladys Cleaning Service
Contact: Gladys Marchadie
PO Box 6006
Ocala FL 34478
Phone: 352-861-0665

Commercial Lending
Alarion Bank
Contact: Adam Woods
2510 SE Maricamp Rd.
Ocala FL 34470
Phone: 352-547-1223
www.alarionbank.com

Chiropractic
Pitts Chiropractic Office
Contact: Jeffrey Pitts, D.C.
801 NE 25th Ave.
Ocala FL 34470
Phone: 352-732-0200

Coffee Shop
Chelsea Coffee Company
Contact: Greg Rose
3217 E Silver Springs Blvd
Ocala FL 34470
Phone: 352-351-5282

Computer Sales & Service/Business
Howard Moon & Son
Contact: Howard Moon
PO Box 787
Ocala FL 34478
Phone: 352-427-5935
www.howmoon.com