



Since 1989

Wilton Manors Business Association

www.wiltonmanorsbusinessassociation.com

Wilton Manors - A Great Place To Do Business

December 2002

President's Message

The options reflected in the below message, are strictly personal and do not necessarily reflect the views of the Wilton Manors Business Association.

The holiday season is upon us. For most of our businesses, this is a time of increased customer traffic, sales and longer work hours. For others, the holidays allow for vacations, parties and planning for the new year. Whichever situation you may be in, please have a safe, prosperous and joyous season.

Over the past year, WMBA has remained a very positive force in the City of Wilton Manors by promoting our small town image with the advantages of big city surroundings. Be sure to notice the holiday banners along Wilton Drive. WMBA contributed \$1000 toward the purchase and maintenance of these signs. I believe this helps our city continue to thrive and emerge as one of the best places to live and shop.

I'm looking forward to 2003 and the development of a strategic plan for WMBA. In November, your Board of Directors discussed preliminary initiatives to increase our visibility in the community and a greater involvement in civic activities. We will be outlining this plan at our monthly board meeting in January.

I'm pleased to announce the addition of King Wilkinson of Island City Realty to our Board of Directors. King is a former Mayor of Wilton Manors and long time resident of our city. He brings a great deal of experience to our association.

I would also like to express my gratitude to Lou Strennen of Sunlight, Inc. Landscape Supplies. Lou has been WMBA's treasurer for many years and she has decided to pass the torch to Bob Schinlever of Anchor Embroidery. I thank Lou for her many years of faithful service and her commitment to WMBA.

This month's meeting is a special "Holiday Meet and Greet" party! We're meeting at Georgie's Alibi on Wilton Drive on December 9th between 6 and 8 PM. Bring plenty of business cards and invite your business associates and friends. We look forward to seeing you there.

Happy Holidays

Bill Mattax
President

Next Meeting

Monday, December 9, 2002

PLACE

**Georgie's Alibi Bar/Party Room
2266 Wilton Drive, Wilton Manors, Florida**



TIME

6:00 pm - 8:00 pm



PROGRAM

**2nd Annual Membership Social
\$5.00 payable at door,
covers 2 drinks and appetizers
Members & Guests Are Welcome**

Purpose

To Attract and Promote Businesses within Wilton Manors.

GOALS:

- Attract new and more customers to existing Wilton Manors area shopping.
- Attract new types of business to existing storefronts.
- Promote inter-commerce trade between Wilton Manors businesses.
- Encourage interaction between city officials and business leaders
- Help promote the small town image with advantages of big city surroundings.

Board of Directors

BILL MATTAX

President

DePalma-Mattax Enterprises
954-767-0559

AUDREY ARBUCKLE

Sergeant at Arms

Realtor • 954-564-5765

LEN DATO

Past President

Sun Trust • 766-2002

BETH COOPER

Vice President Programs

Sunshine Chiropractic Center
954-390-0818

BOB SCHINLEVER

Secretary / Treasurer

Anchor Embroidery
954-568-9726

RICK MILLER

Barton & Miller • 954-566-4314

ALAN MENDEL

Dolphin Travel • 954-351-2002

VIRGINIA FLAHERTY

About Town Lock & Safe
954-566-8957

JR "JOCK" CROCKETT

J R Crockett Pool Contractor
954-565-1654

WYNN FESPERMAN

Tri-Square Building &

Construction • 954-630-8958

KING WILKINSON

Island City Realty • 954-564-4004

LOU STRENNEN

Sunlight, Inc. • 954-566-8815

JOHN P JACK SEILER

Florida House Representative,
District 92

954-467-4510 or 850-488-0880
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EX-OFFICIO BOARD MEMBER

JIM STORK

Mayor • 954-390-2100

JOE GALLEGOS

City Manager • 954-390-2100

MAILING ADDRESS

W.M.B.A.

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MESSAGE FROM THE MAYOR

Balancing being a Mayor, being a business owner and having a personal life

Even before running for Mayor, I knew that one of my biggest challenges would be managing my time between business owner and Mayor. I love both jobs, but as you can expect, it is a constant challenge to balance both. Stork's is open 18 hours a day 7 days per week and the city is open 24 hours 7 days per week. A few weeks ago, Stork's got busy (hooray!) so I jumped behind the register to help out and the customer said "Hi, I'd like a medium cafe latte, a biscotti and my garbage wasn't picked up on Thursday" all in one breath. The scene was almost out of a Seinfeld episode. I said "Would you like whipped cream on your latte and was it tree trimmings or regular garbage?" He said "Regular garbage and no, I'd like my latte without whipped cream". I then said "Is that for here or to go and can you give me your name and number and I'll have BFI contact you". He then said "To go, but don't you want me to pay for this?". I said jokingly "The garbage? Yes, of course you have to pay for garbage, you get billed by the city each month". I was waiting for Elaine and Kramer to walk through the door at any time. What I have learned to do is juggle both at the same time. At first, I compartmentalized each by setting aside hours of work time, then hours of city time. But life just isn't that easy, both restaurants and cities constantly have unexpected occurrences, so that approach just didn't work.

The multi tasking approach works. Former Mayor King Wilkinson said it could take him 3 hours to go to the grocery store when he was Mayor. I have found that being accessible like that is the best way to communicate to your constituents. They feel more comfortable talking to you and having that access either at Storks, the gas station or at the grocery store is one of the things that makes a small city like Wilton Manors so great. So the next time you see me at Stork's or at the gym, feel free to discuss city issues. Like the guy from Dragnet says "It's my job man".

Have a great holiday!

Jim Stork

Membership Update

As this year of 2002 comes to a close, plan to enjoy yourself socializing with other members at our end of the year social on December 9th at Georgie's. The WMBA list in the December Town Crier will be the last complete 2002 membership list. Plan to

renew your membership for the 2003 year, starting in January, to continue your membership coverage on the Town Crier list. Check the web page for further details. Membership renewal forms will be available in the January newsletter.

Veteran's Day Program

At our special Veteran's Day meeting, November 11th, WMBA members and guests made more aware of how the war could affect our own business community when reservists are called to serve. Lt. Robert Falk, USNR, United States Naval Reserve, recently returned from serving a year in Cuba, guarding the questionable terrorist suspects housed there. Lt. Falk and State Representative Jack Seiler discussed how the government protects reservists finances and what business owners can anticipate to protect their jobs. Members and guests who attended included *Audrey Arbuckle*, Realtor; *Alan Mendel*, Dolphin Travel; *Bill Mattax*, DePalma/Mattax Enterprises; *Bob Schinlever*, Anchor Embroidery; *Dick Hamill*, Hamill's Firestone Store; *Virginia Flaherty*, About Town Lock & Safe; *Steve Allen*, Trailer Haven; *Joseph & Hope Gallegos*, City of Wilton Manors; *Lou Strennen*, Sunlight, Inc; *Nancy Tisdall*, Marrinson Group; *King Wilkinson*, Island City Realty; State Representative *Jack Seiler*, Attorney; *Virginia Howard*, Psychotherapist; *Luis A DeGracia*, Realtor; *Jock Crocket*, Pool Contractor; *Susan Kin*, Optometrist; and *Lynda Brown*, Realtor.

SPOTLIGHT

HAMILL'S FIRESTONE STORE

2425 North Andrews Avenue,

Wilton Manors, FL 33311

Tel: 954-564-6361

Hamill's Firestone Store is a second generation family business, owned and operated by brothers Fred and Dick Hamill. They have been serving Broward County for the past 49 years. Hamill's Store primarily sells Bridgestone, Firestone, and Dayton tires as a direct dealer of Bridgestone/Firestone. In addition to tire sales and maintenance, they have a complete auto and small truck repair service. New vehicle manufacturer scheduled maintenance, brakes, tune-ups, suspension, and cooling system repairs are a large part of Hamill's business. Many long-time repeat customers can attest to their quality service in clean, well managed facilities. Fred and Dick are grateful for being able to be a part of this community. Service hours are 7:30AM to 5:30 PM Monday through Friday and 7:30 AM to 1:30PM on Saturdays.

Garbage Contract Negotiations

Wilton Manors is in the final stages of negotiations for the city's refuse service. Plan to attend our January 13th meeting to find out how the new contract

affects us, as business owners, and what services we can expect from the new provider. The January meeting will be held at Independence Hall.

Holiday Banners

As you drive around Wilton Manors over the holidays, check out the colorful holiday banners hanging in many of the commercial areas. These banners have been a joint venture between the City of Wilton Manors and our Business Association for many

years. David Archacki and his crew in the Department of Public Services match our banner contribution and also provide the manpower to maintain and hang them throughout the city. They certainly add a festive touch to our city streets.

Welcome FLHS Principal

The Wilton Manors Business Association would like to welcome Dr. Gina Eyerman, newly appointed principal of Ft. Lauderdale High School, to our business Community. Dr. Eyerman was most recently an assistant principal at South Plantation High School and comes highly recommended. She will be continuing and expanding many of the excellent training and advanced placement programs initiated by JoAnne Boggus during her four and 1/2 years at FLHS. Both Oracle and Cisco training programs are available, in addition to the

Pre-Law program, Dental program, debate, and many advanced level classes. FLHS is the main high school for all of our local Wilton Manors children and is an excellent facility for training our future employees. JoAnne Boggus will be missed but she has earned her retirement and she can feel comfortable that she has done a great job building FLHS to the quality school it is.

WMBA Board Positions Available

If you are interested in serving on our WMBA Board of Directors, please contact Bill Mattax, President at 954-767-0559 or click on our web-site at www.wiltonmanorsbusinessassociation.com.

WMBA Promote Your Business

Check the recent Town Crier for the current listing of our business members. Also don't forget to check our web page periodically to see the most current information regarding WMBA listings, directory, newsletter and meetings. Check out our web page www.wiltonmanorsbusinessassociation.com



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