



WILTON MANORS BUSINESS ASSOCIATION

February 2009 Newsletter



WILTON MANORS BUSINESS ASSOCIATION
Reflecting Good Taste

WMBA February Meeting

Monday, 2/9 12—1 p.m.
Galanga Restaurant
2389 Wilton Drive;
\$15 incl. Selected Entrees,
Beverage Tax & Tip
Meet WM Commission
Candidates

Members/Guests Welcome
For more info visit our website
RSVP to Alan Renzer
954-328-0528

WMBA Purpose & Goals

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 the
advantages of big city
surroundings

Getting Back to Basics - Your Business Playbook



So how are you supposed to keep your businesses competitive edge in this economic environment? There never has been a more important time to go back to the basics of business.

In football the basics are tackling, blocking, and passing.

In business, it's all about how you execute sound business practices-**Prospect identification**; the amount of time a business owner spends with new prospects is a key driver of growth. The owners of fast-growing businesses spend almost 50% more time with prospects. While penetrating existing customer relationships is four times as cost-effective as finding

new customers.

Customer service; through development of staff. Your business will see the greatest returns from investing in the people whose will make the biggest difference in terms of sales, service, and operations.

And **follow up**. Communicate. Pretty easy? Yet, these best practices are what separate the most successful business owners in our markets. As the Wilton Manors business Association embarks on its 20th year we hope you will utilize the assets we have to offer your business.

On behalf of the board,

Alan Renzer
President, WMBA

Mayor Gary Resnick's Message



First, I hope everyone had a happy holiday season and Happy New Year. We had a very full meeting at our Commission meeting January 13. I am pleased to report that the City Commission is working

together very cohesively and as a good team to move the City forward. To that end, there are number of initiatives we launched that will lead to long term benefits.

County Funding for Trees

The City is pursuing funding from Broward County to purchase and to plant

trees on City-owned property. The County holds approximately \$100,000 that we can use to purchase and plant trees. The County's funds come from permit funds it has received from our residents, as well as fines and other mitigation paid by our residents and businesses. At our Jan. 13, meeting, my fellow Commissioners approved my desire to create a plan through a committee of resident and city staff experts to look at appropriate locations for additional trees on public property. Once we formulate a plan, we will submit to the Commission and ultimately the County for approval. This can truly benefit our City and re-

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info@wiltonmanorsbusinessassociation.com
WiltonManorsBusinessAssociation.com

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on next page*

Board of Directors



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alan_renzer@hotmail.com

Beth Cooper

Vice President/Secretary
Sunshine Chiropractic Center
954-390-0818

Victoria N. Garcia
Treasurer

VNG Accounting
954-564-5983

Virginia Flaherty
Newsletter

About Town Lock & Safe
954-566-8957

Maggie Gunther

MG Creative Services
954-224-2825

Rick Miller

Barton & Miller Cleaners
954-566-4314

Wynn Fesperman

Tri-Square Building &
Construction 954-630-8958

King Wilkinson

Island City Realty
954-564-4004

Sandra Mahadeo

Overseas Traders Co.
WoodTrends 954-567-1000

Dr Vanessa Koutalidis

Island City Chiropractic Center
954-566-1349



Ex-Officio Board Members

Joe Gallegos

City Manager · 954-390-2100

Bill Mattax

Past President

Mattax.Net · 954-560-2631



Mayor's Message Continued

place much of tree canopy lost to storms as well as significantly enhance our entrances, rights of way, streets and parks.

Initiative with WM Elementary School

I and the City Manager met with Wilton Manors Elementary School Principal Mark Narkier to discuss how the City could partner with the school to expand its wonderful "Character Initiative" throughout the City. He was very supportive and enthusiastic about our assistance. The City Commission has close ties to our school. Commissioner Ted Galatis' children attended Wilton Manors Elementary and Commissioner Julie Carson's nephew attends the school now. We will bring forth a more defined plan for expanding the School of Character initiative to embrace the diversity within the City. There will opportu-

nities for residents, businesses, clergy, and others wishing to support this program.

Renewal of Contracts For Recreational Activities

The Commission renewed agreements with our tennis pro, jazzercise instructor, and after school and summer camp programs. I am pleased that we are able to continue to offer such popular programs for our residents. These are all wonderful activities for everyone to enjoy. Further, the City actually receives revenue from these programs, making these a "win win win" for the City, our vendors, and residents.

As always, if you have any questions or comments, please feel free to contact me and thank you for your continued support.

January Meeting Recap

WMBA members and guests met at Hagan Park on Monday, January 12 for a very informative meeting. Steve Weil, from RMS Accounting presented many ideas to help our small businesses keep afloat in 2009 and deal with upcoming tax filings. Refreshments were provided by WMBA.

Members and guests who attended included Virginia Flaherty, About Town Lock & Safe; Sandra Mahadeo, Wood Trends; Wilton Manors Commission Candidate John Fiore: Doug McClane, self-employed; Ilene Schnall, Schnall & Cadagon, Attorney; Bob Magnatte, The BedPost; Commissioner Ted Galatis, Attorney; Rick and Sherry Miller, Barton & Miller Cleaners; Ed Lugo, Ed Lugo Resort; Rob & Poco French, Ed French Painting; Celeste Ellich, First Service Realty; Shekar Reddy, Wilton Discount Liquor; Lou Gori, RockHard; Diane Cline, Wilton Manors Historical Society; Frank Carter; Vanessa Koutalidis and Kathy Schklair, Island City Chiropractic Center; Chuck Poole; City Manager Joseph Gallegos and Hope; Eugene Andresen, Sunrise Travel; John Albert, Waste Management; Wilton Manors Commission Candidate Scott Newton, Quality Interiors, and Alan Renzer, President.

Welcome New Member: Alpha Glass & Mirror

Marcos Darosa
3201 NE 2nd Ave.
Oakland Park, FL 33334
954-564-6610
www.alphaautoglass.com



Member Spotlight:



At Ed Lugo Resort, our goal is to provide World Class Service to our guests in a beautiful natural setting. Ed Lugo Resort has large collections of orchids and exotic plants, fresh flower décor inside the suites and beautiful candles lit every night by the pool area. My goal is to make this resort the best place to stay and we are getting there already, and the best part is

it's in Wilton Manors.

TripAdvisor.com, the largest travel review web site in the world, with millions of travelers visiting every day has named our resort the number 1 Specialty Hotel in the Fort Lauderdale Area and the only resort in the whole Fort Lauderdale area with 5-Star Rating.

Expedia and Hotels.com have given us 4-star rating, also the only hotel in Wilton Manors with this rating.

Our commitment goes beyond the guest. One of the priorities of this company is to bring tourists to the city, to stay here and shop here. I am an advocate of diversity in the city, my goal had been always to integrate families, hetero couples with the city's gay population.

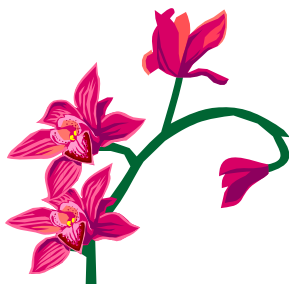
Ed Lugo Resort is just one of many places in the area when everybody is welcome to stay and have a good time, the resort is located on NE 8th Ave and Wilton Drive right in the middle of downtown convenient to all the restaurants, bars and shops.

One of my ideas is to keep the look of the small neighborhood and the character of the bungalow houses part of the development of the tourist industry in the city. We expand the tourist hospitality section of the city to allow more small resort type business that everybody can be proud to stay and play in our wonderful Wilton Manors.

Ed Lugo Resort has also developed a program with a lot of the businesses on the drive to offer discount to the travelers who visit these establishments. We do not do breakfast, we refer our guest to have breakfast a different restaurants in the city, if they need a haircut, we refer them. Our main goal is to help other businesses in town to get ahead with tourism revenues.

Please join me in this crusade to make Wilton Manors the best place in the world to stay and have a safe, relaxing vacation. We will do it together!

Ed Lugo, Owner Ed Lugo Resort
2404 NE 8th Ave. Wilton Manors
954-275-8299



2009 WMBA Membership

It's time to renew your WMBA membership for the 2009 20th Anniversary directory. Details will be coming out soon so check the web site for further information.



Ad Salesperson

The WMBA Board is looking for a sales person to sell ads for the 2009 WMBA "At Your Service Directory." This is a part-time commission position. For further information visit the WMBA website or call Virginia Flaherty at 954-566-8957.

Indoor Book Sale

Mark your calendars for the semi-annual indoor Friends of the Library Book Sale. This event will be held on Saturday, February 14th, in conjunction with the Wilton Manors Yard Sale at Hagen Park. The entire collection of used books, CD's and audio tapes will be available inside the Hagen Park Community Center from 8AM - 2 PM. Most items are \$.25 - \$ 1.00. For further information, call Virginia Flaherty at 954-566-8957.



If you are a registered voter in Wilton Manors, please remember to vote on Tuesday, February 10 for the Wilton Manors commission seat. Candidates are Julie Carson, John Fiore and Scott Newton.



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BUSINESS ASSOCIATION**

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Ft. Lauderdale, FL 33307

Upcoming Meetings

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12—1 p.m.

Meet the Commission Candidates

Members and guests welcome

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