



**WILTON MANORS
BUSINESS ASSOCIATION**
Reflecting Good Taste

WILTON MANORS BUSINESS ASSOCIATION

June 2009 Newsletter

WMBA June Meeting

Monday, 6/8, Noon
Tropics Restaurant
2000 Wilton Dr.
\$15 (Includes limited menu,
salad bar, tax and gratuity)
Members/Guests Welcome

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

Don't Be Fooled, there is only one WMBA



Now, more than ever before, is your most important time to engage in the Wilton Manors Business Community, by showing up to events and by renewing your membership in WMBA.

The Wilton Manors Business Association, has been around for over 20 years, and our purpose and goals remain the same. We attract and promote businesses within Wilton Manors. We have many new and exciting programs planned for the coming year.

Through your support and participation, WMBA continues to attract new customers, new businesses, promotes inter-commerce trade between the businesses, encourages interac-

tion with city officials, and promotes the small town image with the advantages of the big city that surrounds it.

I wish to congratulate the following members who have volunteered to serve on our next Board. In addition to the members already listed in our newsletter. Wade Shrack of Florida Drapery, Celeste Ellich of First Service Realty, Ed Kalis Jr. of Edwards Cremation & Funeral Services, Karen Scotti D.C. Animal Chiropractor. Their support and participation will enable us to continue our emphasis to promote business throughout the surroundings.

Don't be fooled there is only one WMBA.

On Behalf of the Board,
Alan Renzer

Mayor's Message



As businesses have undoubtedly realized, this is a very good time to re-evaluate your ongoing contracts and suppliers to determine whether you can obtain the same or better services and supplies at lower prices. The same is true for Wilton Manors. When I became Mayor, I realized that the City has not evaluated some long-term contracts in many years and thus, may not be taking advantage of better opportunities. In particular, our contract with URS Corp. for engineering services has been in place for some nine years.

With the downturn in the economy, I have learned that many cities and counties were reevaluating their contracts with engineering firms and obtaining excellent proposals from companies eager to obtain new business.

With direction to our staff, the City issued an RFP (Request for Proposals) from engineering firms interested in providing services to the City. Our engineers work on everything from road projects to water and sewer projects, to traffic calming, and other engineering projects in the City.

I am pleased to report that we received an amazing twenty two (22) responses to the RFP from highly

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info@wiltonmanorsbusinessassociation.com
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Board of Directors



Alan Renzer

alan.renzer@turnberrybank.com
305-931-7100

Beth Cooper

Sunshine Chiropractic Center
954-390-0818

Victoria N. Garcia

Treasurer

Bookkeeping Services
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

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

New Board Members

Wade Shrack, Florida Drapery;
Celeste Ellich, First Service
Realty; Ed Kalis Jr., Edwards Cre-
mation & Funeral Services; Karen
Scotti, D.C. Animal Chiropractor



Ex-Officio Board Members

Joe Gallegos

City Manager · 954-390-2100

Bill Mattax

Past President

Mattax.Net · 954-560-2631

Mayor's Message, Continued

qualified, experienced engineering firms. Our staff is currently evaluating the proposals and will narrow the list and provide recommendations to the City Commission for further review. The new RFP for engineering services will allow us to obtain excellent services at reasonable costs. We will continue to look for ways for the City to obtain needed services and supplies at reduced expenses.

As always, I welcome your questions and comments. Thank you for your continued input and support.

May Meeting Recap

Tim Price and his associates at ABC Web Services hosted an informative WMBA meeting at their offices on Dixie Highway. Members and guests enjoyed networking and learning more about computers and the web services available to enhance their businesses.

Members and guests who attended included Sandra Steen, Pampered Chef; Eric Reink and Andy Harrison, PC Lauderdale; Eugene Andresen, Sunrise Travel; Marcos Darosa, Alpha Glass and Mirror; Wade and Beth Shrack, Florida Drapery; Celeste Ellich, First Service Realty; Tami and Rob Kretzschmar, WMBA Ad sales; Justin Latona, Batch Out and Point Pleasant Wellness Spa; Tanya Simpson, The Manors Law Firm; Chris Schlenker, City County Credit Union; Todd Stolfa, Chi Spa, Patricia Carino and Karen Scotti, PAWS (Pet Alternative & Wellness Spa), Ed Kalis, Edwards Cremation & Funeral Services; Maggie Gunther, Maggie Gunther Creative Services; Karl Lentzer and Andrew Lobyak, Landscape Solutions; Susan Kissinger, Kissinger Promotions; Kathy Schklair and Vanessa Koutalidis, Island City Chiropractic; Cathy Cerniglia, The Over Easy Café; Mayor Gary Resnick, Attorney; Alan Renzer, WMBA President; and Tim Price and Nick, ABC Web Services.

Directory Delivery

Look for the 2009 WMBA

“At Your Service “ Directory in early July. The first 6,000 copies will be delivered by Wilton Manors Kiwanis Club members along with the “Town Crier.” They are hung on the doors of most of the residents in Wilton Manors. Extra copies will be available at City Hall and the library. You can call Virginia at About Town Lock to get copies to distribute in your own business after July 15th. Call 954-566-8957.

Welcome New Members!

City County Credit Union

New address Fall 2009
2242 Wilton Drive
Wilton Manors, FL 33305

Marjee Nathaniel Insurance Agency

1881 NE 26th Street Suite 20
Wilton Manors, FL 33305
954-566-2216

Sozo Sushi Bar

Moe Kurihara-Felt
2362 Wilton Drive
Wilton Manors, FL 33305
954-630-1916
info@sozosushibar.com
www.sozosushibar.com

Don's Plumbing

Michelle Hoekstra
526 NE 33rd St
Oakland Park, FL 33334
954-568-0555

Royale Management (Condominium) Services

Steven Weil
2319 N Andrews Ave.
Wilton Manors, FL 33311
954-563-1269
www.RoyaleManagement.com
cam@RMSaccounting.com

The Green Hopper LLC

2631 NE 14th Ave Suite R215
Wilton Manors, FL 33334
954-496-9000
www.thegreenhopper.com

Batch (Out) Credit Card Processing

Justin Latona
1732 NE 26th St # 202
Wilton Manors, FL 33305
954-740-0616
www.batchout.com

PC Lauderdale

2424 Wilton Drive
Wilton Manors, FL 33305
954-283-8607
sales@pclauderdale.com
www.pclauderdale.com

Morgan Keegan & Company, New York Stock Exchange

Carmelita Singh-Mayer
1200 E Las Olas Blvd
Ft Lauderdale, FL 33301
954-728-2898
www.carmelita.singh-
mayermkadvisor.com

Avon Shop

Patrick Toner, Daniel Keller
2705 E Oakland Park Blvd
Ft Lauderdale, FL 33306
954-561-3511
Fax 954-561-3515
www.youravon.com/ptoner

The Pelican Wilton Manors Newspaper

Michael d'Oliviera
1500-A E Atlantic Blvd
Pompano Beach, FL 33060
954-783-8700
www.pompanopelican.com

A Place for Healing

Barry S Weinberg, Chiropractor
1732 NE 26th St
Wilton Manors, FL 33305
954-202-7477
www.placeforhealing.com

Rowan Tree Medical

Dr. Jennifer Bartczak
Dr. Myron Davidson
2500 NE 15th Ave
Wilton Manors, FL 33305
954-533-5382
Fax 954-533-8350
www.rowantreemmedical.com

The Gay Yellow Pages.com

Madison Strauss
300 E Oakland Park Blvd # 315
Wilton Manors, FL 33334
954-274-6115
www.TheGayyellowpages.com

M. J. H. Tree Service

Mark Hogan
520 NE 34th Ct
Oakland Park, FL 33334
954-275-6380
Fax 954-565-1470

Welcome Back

Congregation Etz Chaim

Sherry Davidson, Administrator
1881 NE 26th Street Suite 100
Wilton Manors, FL 33305
954-564-9232
www.EtzChaimFlorida.org

Ilene Schnall

Ilene@schnallcadogan.com
www.schnallcadogan.com

www.

wilton
manors
business
association

.com

Spending your Summertime Wisely

by Maggie Gunther

Often we in South Florida business consider summer the "slow" time. Now that the snowbirds have left, don't just sit around... here are some ideas to increase business and take care of matters that are neglected during the busy season.

- Reevaluate your marketing strategy, evaluate which marketing methods are working for you
- Write a marketing plan, review or write a business plan
- Create a hurricane/disaster plan, back up files on an external hard drive, gather everything you need to quickly resume business in the event of a disaster and store it off-site
- Beautify your storefront, consider landscaping with native plants that require less water
- Freshen up/create your logo and brand, purchase giveaway goodies
- Run a "locals only" summer special to reward your year-round customers
- Hire a college student/intern- they get work experience, you get reasonably priced labor

Need help with any of the above? Hire a WMBA member!

- Partner with other WMBA members refer business and plan joint events
- Have a business open house to showcase your products and services
- Clean house, reorganize, shred old files, clear the dust, repair/replace old equipment
- Investigate upcoming trade shows to participate in
- Start an e-mail marketing list and campaign
- Revise/create/build your website

Maggie is a former Small Business Development Center Certified Business Analyst and owner of Maggie Gunther Creative Services mgcreativeservices.com



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