



A CLOSER *look*

VOLUME 5 2015 SUMMER ISSUE

THE GREATER MULBERRY CHAMBER OF COMMERCE PRESENTS

All About the Bass!

Fishing Tournament

Camp Mack's River Resort
Saturday, July 18th, 2015

\$75 admission for two participants
Registration begins at 6:00 a.m.
Fishing - Safe light until 2:00 p.m.
Awards - 3:00 p.m.



EDGEN MURRAY

1st Place - \$500
2nd Place - \$ 250
3rd Place - \$100



For more information, contact the chamber at
chamber@mulberrychamber.org or call (863)425-4414

SAVE THE DATE

July 21st, 2015 - Lunch and Learn
featuring Rich Bishop
11:30 a.m. - 1:00 p.m.
Mulberry Civic Center

July 31st - Ribbon Cutting
7:00 p.m.
Brewlands Bar and Billards

Greater Mulberry Chamber of Commerce

400 N. Church Ave. • PO Box 254
Mulberry, FL 33860
Ph. 863.425.4414

Email: Chamber@MulberryChamber.org
Website: MulberryChamber.org

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IMPERIAL DIAMOND CLUB



The purpose of the Chamber is to foster and enhance the economic growth, development, civic and general interest of Mulberry and the surrounding community.

MESSAGE FROM OUR PRESIDENT



TANYA TILLIS

"If your business is not a brand it is a commodity" - Donald Trump

The recent announcement that Donald Trump will be running for President of the United States caused much discussion during a recent "dinner table talk". I do not have any opinion of Mr. Trump's political ventures but I must say I do enjoy watching his Celebrity Apprentice series shown on television. One large component of the competition on the show is branding, which team displays the best brand. The Small Business Encyclopedia has simple yet very resourceful information on the subject of branding that I have included in my article. I hope you will enjoy the read as I did.

BRANDING

Definition: The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.

An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors. Your brand is derived from who you are, who you want to be and who people perceive you to be.

What is your company's mission?

What are the benefits and features of your products or services?

What do your customers and prospects already think of your company?

What qualities do you want them to associate with your company?

Do your research. Learn the needs, habits and desires of your current and prospective customers. And don't rely on what you think they think. Know what they think.

Once you've defined your brand, how do you get the word out? Here are a few simple, time-tested tips:

Get a great logo. Place it everywhere.

Write down your brand messaging. What are the key messages you want to communicate about your brand? Every employee should be aware of your brand attributes.

Integrate your brand. Branding extends to every aspect of your business--how you answer your phones, what you or your salespeople wear on sales calls, your e-mail signature, everything.

Create a "voice" for your company that reflects your brand. This voice should be applied to all written communication and incorporated in the visual imagery of all materials, online and off. Is your brand friendly? Be conversational. Is it ritzy? Be more formal. You get the gist.

Develop a tagline. Write a memorable, meaningful and concise statement that captures the essence of your brand.

Design templates and create brand standards for your marketing materials. Use the same color scheme, logo placement, look and feel throughout. You don't need to be fancy, just consistent.

Be true to your brand. Customers won't return to you--or refer you to someone else--if you don't deliver on your brand promise.

Be consistent. This tip involves all the above and is the most important tip on this list. If you can't do this, your attempts at establishing a brand will fail.

CHAMBER *golf tournament*



On April 24th, the Greater Mulberry Chamber of Commerce hosted its annual Chamber Golf Tournament and Scramble. This year the event was held at the Bartow Golf Course. It was a great day with a wonderful turnout. Teams of four players enjoyed the tournament, as

well as a hot dog lunch and barbecue supper. Participants also had the opportunity to try their luck in a 50/50 raffle and door prize drawings. Door prizes included golf accessories, gift cards, and mini grills. The chamber would like to thank our wonderful sponsors: Mosaic New Wales, Mosaic Bartow, Badcock, More Trench, Commanco, Mid-State, Clark Environmental, Friends of the Mulberry Library, Trans-Phos Inc., Custom Drilling Services, Inc., TECO, D.Wayne Shouppe Construction, Southern Salvage, Inc., Pen Pro, DCR, American Legion #72, ibuycardboard.com, Specialty Fence Wholesale, and Pallet One, Inc. We can't wait to see everyone next year!



SPECIAL THANKS

Thank you to Joy Hall and the Chamber Golf Committee for creating a successful event for over 70 enthusiastic golfers!



WHY SHOULD I BECOME A CHAMBER MEMBER?

Advantages:

Publicity Boost

Networking Opportunities

Assistance in Creating Business Solutions

Educational Opportunities Available

Value Added Marketing

Community Involvement

When consumers know that a small business is a member of its local chamber, the business enjoys a 44% increase in its consumer favorability rating, a 51% increase in consumer awareness, a 57% increase in its local reputation, and a 63% increase in the likelihood that they will patronize the business in the future.

**Call 863.425.4414 or
email chamber@mulberrychamber.org
for details**

Mulberry Chamber 3

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Mulberry, FL

Congratulations! RIBBON CUTTINGS



Central Florida Health Care celebrated the new Mulberry clinic with a ribbon cutting and refreshments.



The new Mulberry Public Library commemorated their move with a ribbon cutting and open house.



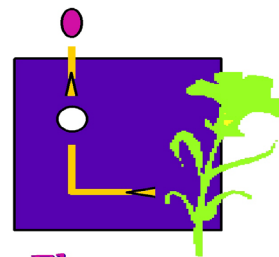
Congratulations to Trillium CNG for the opening of their new station!

Butterfly Bistro



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business SPOTLIGHT

American Legion Post 72



A brief story of who we are: Our Post received its original charter on October 29, 1920 and has served the Mulberry/Lakeland area since that time. Our Post Motto is "We are veterans serving veterans and their families." We are a not-for-profit organization. All members are volunteers and we depend upon our volunteer base to promote our goals.

As members of the Mulberry and south Lakeland communities, we work together with elected and appointed officials, law enforcement officers, as well as teachers, guidance counselors, and administrators from our local schools to promote activities that benefit our communities. We offer our time, labor, experience, and skills, not to receive accolades or formal recognition, but to contribute to our community. Mulberry Post 72 offers college scholarships to graduates of Mulberry High School and to the descendants of Post 72 Family as well as to graduates of the Mulberry High School ROTC program. We provide help for needy families, and veterans where the cause arises. We can provide a benefits advocate for our veterans when they need assistance, and routinely direct those in need to places of help.

There are 4 families that make up Post 72. The Post, the Auxiliary, the SAL (Sons of the American Legion) and the Legion Riders.

The Auxiliary Unit 72 offers nursing scholarships, Girls State, Thanksgiving and Christmas food Baskets, makes donations to Liberty Manor, Mulberry Community Center and the Mulberry Library, and helps with the Christmas gifts to families who have military personal deployed during the holidays.

They also raise funds for Relay for Life.

They also have cut and sent coupons totaling nearly \$500,000 to Troops and their families who are stationed overseas.

The SAL helps with the Christmas gifts to families who have military personal deployed during the holidays and donates money to the other Post families to support their programs.

The Riders support Liberty Manor a nonprofit group that help rehabilitate homeless Veterans The Wreaths Across America.

In order to support our various programs we have many fund raisers on a regular basis. There are bingos every Monday and the first Saturday of every month. We also have dinner - dances every Friday night. On the 4th Saturday of the month we have a rib sale in front of the building. All of fund raisers are open to the public but please call ahead so we can prepare enough food for everybody. We also rent out our banquet hall and our seven acre grounds. There are electrical and water hookups on the grounds.

If you are a member of the American Legion, the American Legion Auxiliary, or the Sons of the American Legion and are in our area, stop by for a visit. Guests are always welcome. We welcome new members and volunteers with open arms. Please contact our Post Adjutant if you would like to join our Post family.

Please visit our web site at www.mmpost72fl.org/ and our Face book page at www.facebook.com/AmericanLegionPost72MulberryFlorida.



IMAGINE
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WITH HALF AS
MUCH FOOD.

*Without crop
nutrients, that
would be our
reality*

*Source: Agronomy Journal

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NEW GREATER MULBERRY *chamber members*

Welcome to our new chamber members!



CenterState
BANK



DETROIT FLYING TIGERS *Mulberry night*



Chamber members had a great time cheering for the Detroit Flying Tigers Baseball Team on Mulberry Night. Participating business received 100 tickets for \$100 and a chance to promote their services at this fun event.



UPCOMING *events*

One of our new members have two great opportunities to show your support!

RIBBON CUTTING
BREWLANDS BAR AND BILLARDS
JULY 31ST, 2015
7:00 P.M.
5733 SOUTH FLORIDA AVENUE
LAKELAND, FL 33813



CHAMBER MIXER
AUGUST 6TH
5:30 P.M. - 7:30 P.M.
BREWLANDS BAR AND BILLARDS
5733 SOUTH FLORIDA AVENUE
LAKELAND, FL 33813

Explore the world of color.

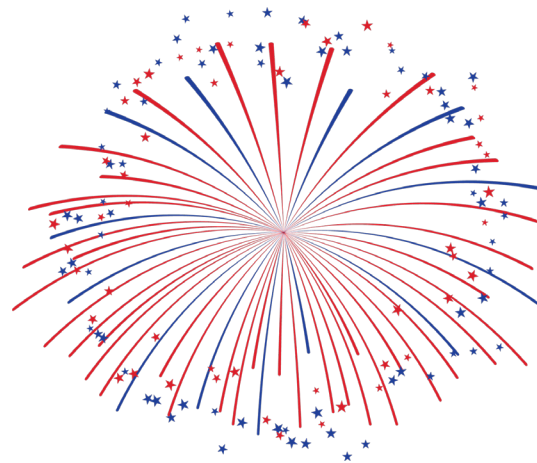
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THE GREATER MULBERRY CHAMBER OF COMMERCE PRESENTS

All About the Bass!

Fishing Tournament

Camp Mack's River Resort

Saturday, July 18th, 2015

\$75 admission for two participants

Registration begins at 6:00 a.m.

Fishing - Safe light until 2:00 p.m.

Awards - 3:00 p.m.



EDGEN MURRAY

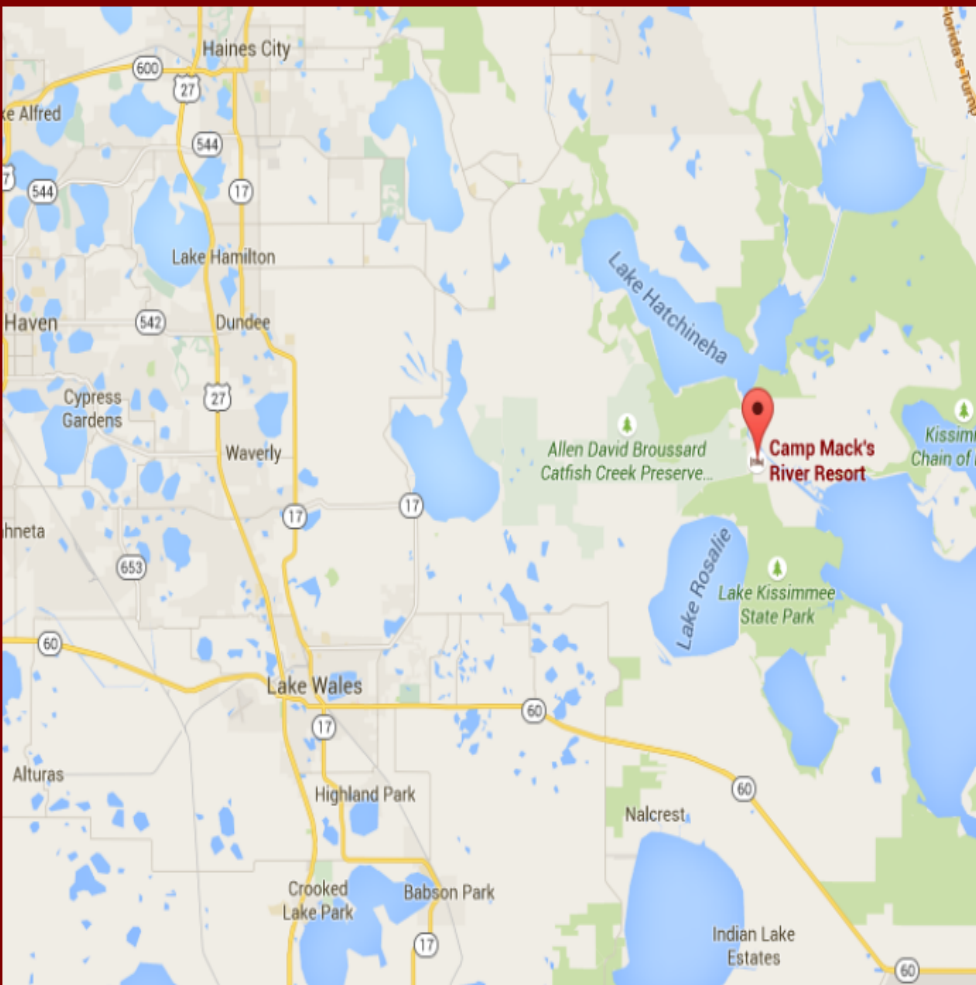
1st Place - \$500

2nd Place - \$250

3rd Place - \$100



For more information, contact the chamber at
chamber@mulberrychamber.org or call (863)425-4414



Come out ot fish on Saturday,
July 18th from safe light - 2:00
p.m. at Camp Mack's River
Resort in Lake Wales.

Do you have what it takes
to claim the top \$500 prize?
What about the Biggest Bass
Pot? There will be goody
bags and T-shirts, plus raffle
prize opportunities, for all
participants.

All proceeds go to benefit the
functioning of the Greater
Mulberry Chamber of
Commerce, a Not for Profit.

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SALON



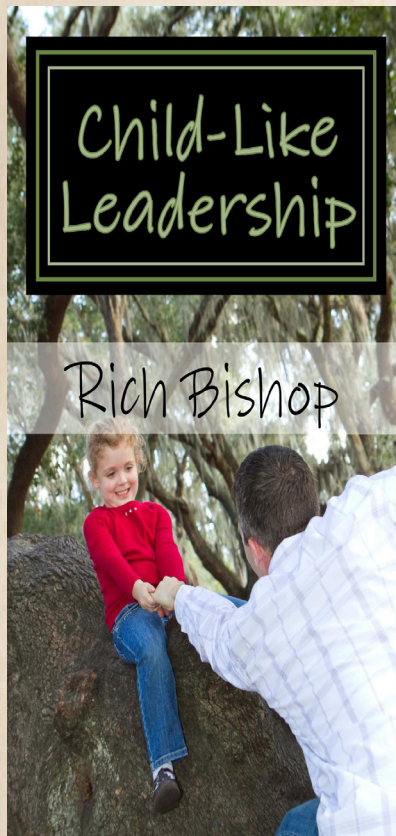
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Lunch & LEARN

AT MULBERRY CHAMBER UNIVERSITY
PRESENTS

“CHILD-LIKE LEADERSHIP”
PRESENTED BY RICH BISHOP



Discover the importance of child-like enthusiasm and how to incorporate that into your managerial style.

JULY 21ST, 2015
11:30 A.M. - 1:00 P.M.
MULBERRY CIVIC CENTER
901 N.E. 5TH STREET
MULBERRY, FL 33860
\$25.00 ADMISSION AND LUNCH

Register for this event by calling the chamber at (863) 425-4414
or by visiting www.mulberrychamber.org



The Smithsonian is coming!



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ABWA, IWLA and numerous Chamber of Commerce's



meanwhile, AT CITY HALL



by Chelsea Young

Summer is a time of busy activities: beach vacations, family road trips, and extra workouts for swimsuit season. Over at City Hall, we have embraced the industrious spirit and are tackling our summer goals with full force.

The library is open and business is booming. Library numbers have already risen as the new location proves to be a perfect spot for students and families. The library's summer theme is all about heroes. Spiderman paid a visit to greet library patrons and show off his "Spidey senses". Summer programs at the library include summer reading challenges for kids, summer reading bingo, and "Escape the Ordinary" – an opportunity to take a library book on your summer vacation to see who traveled the farthest. Check out the library's website at www.mulberrylibrary.com for more information on the summer fun.



Speaking of the library, the library's old location is undergoing major changes. Soon to be known as the Mulberry Cultural Center, the old library is full of activity. It's very exciting to watch the transformation that should be completed

by fall. Be sure to mark your calendars for October 22nd for the arrival of the Smithsonian's traveling exhibit, "The

Way We Worked", which will be the first exhibit featured at the new Mulberry Cultural Center.

The Mulberry Phosphate Museum's summer program, "The Magic School Bus at the Museum" features an episode of the popular PBS show and a complimentary hands-on science activity. The sessions are every Tuesday through the summer at 2:00 p.m. Admission is free. The museum will also be bringing back a favorite from last year – "SharkWeek Comes Ashore!" For the entire week of Discovery Channel's Shark Week, the museum will be featuring shark related activities for guests to enjoy. Check out www.mulberryphosphatemuseum.org for more information on this and all museum activities.



The finance department, along with City Manager, Rick Johnson, are working hard on creating the budget for FY 15/16. Although nothing is final yet, expect another year of positive economic growth. The city is pleased to announce that after much hard work, the city's CRA master plan passed unanimously by the Board of County Commissioners. This is a wonderful opportunity for Mulberry's growth and potential in the coming years.

As you can see, city staff is hard to work to serve the citizens of Mulberry as best we can. From all of us at City Hall, have an enjoyable and safe summer!



from our members

FRIENDS OF THE LIBRARY

Join us for our general meeting on July 28th at 6:00 p.m. at the Mulberry Civic Center. Learn about opportunities to become involved and support the new library.

Sunday

Bible Study 9:30 am

Worship 10:30 am

Wednesday

Children & Youth Activities 6:00 pm

Adult Bible Study 6:00 pm

First Baptist Church of Mulberry

Pastor Greg Wilkerson

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Mon-Sat 6:00 am-8:00pm • Sun 7:00am-3:00pm

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chamber HAPPENINGS

Does your business have a public event you would like to promote in the next Chamber Happening Calendar and on our website? Email your event to chamber@mulberrychamber.org or call 863.425.4414. We would love to promote your event.

JULY 2015

July 15th

Chamber Breakfast

7:45 a.m. - 9:00 a.m.

Mulberry Civic Center

July 18th

All About the Bass

Fishing Tournament

Registration - 6:00 a.m.

Camp Mack Resort

July 21st

Lunch and Learn

11:30 a.m. - 1:00 p.m.

Mulberry Civic Center

July 31st

Ribbon Cutting

7:00 p.m.

Brewlands Bar and Billiards

AUGUST 2015

August 6th

Mulberry Mixer

5:30 p.m. - 7:30 p.m.

Brewlands Bar and Billiards

August 19th

Chamber Breakfast

7:45 a.m. - 9:00 a.m.

Mulberry Civic Center

SEPTEMBER 2015

September 16th

Chamber Breakfast

7:45 a.m. - 9:00 a.m.

Mulberry Civic Center

Visit MulberryChamber.org or



Events are updated DAILY!

save the date! **NEW EVENT**

Save the Date! Join the chamber for our first annual "Chasin' Bacon" 5K Run. This event will occur in conjunction with Mulberry's "Fine Swine at the Pit" bar-beque competition. There are plenty of opportunities to get involved and promote your business at what will be a great event.

THE GREATER MULBERRY CHAMBER OF COMMERCE PRESENTS

Chasin' Bacon 5K Run

**FINE SWINE WEEKEND
SATURDAY OCTOBER 10TH, 2015**

For more information on Sponsorships and
Event Information, please call (863) 425-4414 or
email chamber@mulberrychamber.org



AMERICAN LEGION COMMANDER
POST #72

MULBERRY, FL 33860

RACE BEGINS AT 7:30 A.M.

EARLY REGISTRATION - \$25

ADULTS (18 AND OVER) - \$30

STUDENTS (11-17) - \$20

CHILDREN (10 AND UNDER) - FREE!

Book mark your calendars!!!

Friends of the Mulberry Library
General Meetings

July 28th, 2015

6:00 p.m.

Mulberry Public Library

October 27th, 2015

6:00 p.m.

Mulberry Public Library

January 26th, 2016

Friends Annual Luncheon

12:00 p.m.

Mulberry Civic Center

April 26th, 2016

6:00 p.m.

Mulberry Public Library

*A great opportunity to get involved,
meet new people, and support the
Mulberry Library*





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