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A CLOSER *look*

VOLUME 5 2015 FALL ISSUE

THE GREATER MULBERRY CHAMBER OF COMMERCE PRESENTS
THE 8TH ANNUAL

SPORTING CLAYS SHOOT

OCTOBER 24TH, 2015
TENOROC SHOOTING SPORTS
3755 TENOROC MINE ROAD, LAKELAND, FLORIDA



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- Shoot begins at 9:00 a.m.
- \$100 per Shooter
- \$400 per Team of Four
- Lunch provided by Mosaic



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CONTACT: (863)425-4414 OR CHAMBER@MULBERRYCHAMBER.ORG

THE GREATER MULBERRY CHAMBER OF COMMERCE PRESENTS

Chasin' Bacon 5K

OCTOBER 10TH, 2015
7:45 A.M.
(REGISTRATION BEGINS AT 7:00 A.M.)

FINE SWINE AT THE PIT
AMERICAN LEGION POST 72
1500 NORTH CHURCH STREET
MULBERRY, FL 33860

**RUN, JOG, OR WALK A 5K COURSE DURING
MULBERRY'S FAVORITE BBQ WEEKEND!**



- Register by Oct. 2nd - \$25.00
- Day of registration - \$30.00
- Ages 10 - 17 - \$20.00
- Kids - FREE!
- Winners by age group and overall male and female winners

For more information:
(863) 425-4414
or email
chamber@mulberrychamber.org

SAVE THE DATE

Chasin' Bacon 5k
October 10, 2015

Sporting Clay Shoot
October 24, 2015

Lunch and Learn w/ Chrissanne Long
December 8, 2015

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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2 Mulberry Chamber



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



Happy Fall y'all!! It is hard for me to believe this will be the last quarter of my term as President of the Chamber. I have served two years in this position and have truly benefited from the experience. Having said this I find it appropriate that my final article for the newsletter be on the benefits of being a Chamber member.

TANYA TILLIS According to a research study by the Shapiro Group, Inc. and Market Street Services, when consumers know that a small business is a member of their local chamber of commerce, they are 44 percent more likely to think favorably of it and 63 percent more likely to purchase goods or services from the company in the future.

A top ten list of reasons why you should join your local chamber of commerce supplied by 10 local chambers across the United States.

1. Membership brings credibility to your business.
2. Increase your visibility in the community.
3. Create networking opportunities.
4. Gain a voice in government.
5. Make business contacts.
6. Receive chamber newsletters.
7. Acquire customer referrals.
8. Chamber events and programs.
9. Promotion and publicity.
10. Access to members-only discounts and services.

The study also goes on to say, "If a firm is to gain maximum value of membership, it must be an active participant in chamber-sponsored events. Chambers plan events so that its members benefit. Only by participation, can a firm get maximum benefit."

I look forward to continuing my involvement in the chamber and getting to know more of you in the coming new year. It is my hope that together we will

THE WAY WE WORKED

A NEW SMITHSONIAN EXHIBITION



Young women deliver ice, 1918. National Archives, Records of the War Department, General and Special Staffs

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Mulberry Cultural Center
October 22nd - December 6th

103 S.E. 1st Street
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www.mulberryculturalcenter.org

A traveling exhibition brought to you by the Smithsonian Institution and your state humanities council, based on photographs from the National Archives



Sunday
Bible Study 9:30 am
Worship 10:30 am

Wednesday
Children & Youth Activities 6:00 pm
Adult Bible Study 6:00 pm

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18 Mulberry Chamber

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.

OCTOBER 2015

October 10th
Chasin' Bacon 5K Run
Fine Swine BBQ Event
American Legion Post 72
Check-in 7:00 a.m.
Race starts 7:45 a.m.

October 21st
Chamber Breakfast
Mulberry Civic Center
7:45 a.m. - 9:00 a.m.

October 24th
Sporting Clay Shoot
Tenoroc
3755 Tenoroc Mine Road
Registration 8:00 a.m.
Shooting 9:00 a.m.

NOVEMBER 2015

November 12th
Meat and Greet Business Expo
and Taste of Mulberry
Mulberry Civic Center
5:30 p.m. - 7:30 p.m.

November 18th
Chamber Breakfast
7:45 a.m. - 9:00 a.m.
Mulberry Civic Center

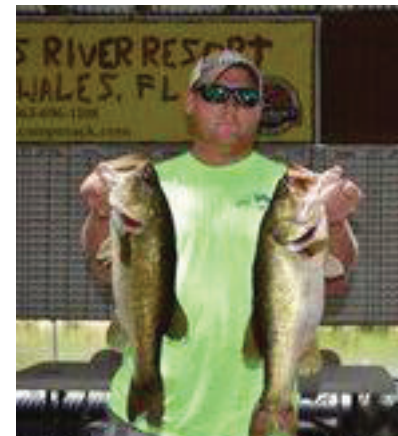
DECEMBER 2015

December 8th
Lunch and Learn
Mulberry Civic Center
11:30 a.m. - 1:00 p.m.

December 16th
Chamber Breakfast
7:45 a.m. - 9:00 a.m.
Mulberry Civic Center



ALL ABOUT THE BASS fishing tournament



Mulberry Chamber of Commerce had a great time fishing out at Camp Mack for our July 18th tournament. It was an early morning, and our volunteers were out at Camp Mack setting up an hour and a half before the sunrise. We made sure each fisherman got a t-shirt and goody bag with their registrations. Thank you to our various photo contributors, including Fishing Tournament Report. A special thank you to our title sponsor: Edgen Murray. Thank you as well to the following

business who donated raffle prizes: D. Wayne Shoupe Construction, Walmart, T.A. Mahoney, Burk's Financial Group, and Breathe Like a Fish. Our tournament's costs were covered in part with help from our t-shirt sponsors: Badcock Home Furnishings, Classy & Sassy Salon, Central Florida Health Care, Center State Bank, Rita Staffing, and Safety Solutions & Supply.



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CONGRATULATIONS!
Bobby Wooten and Chad Stewart were the top place finishers with a 28 pound total turn-in. Stewart won the big bass pot with a 10.65 bass.



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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
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for details

3 Mulberry Chamber

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Congratulations! **RIBBON CUTTING**



Congratulations to Brewlands Bar and Billards on a fantastic ribbon cutting on July 31st. Thank you to everyone who joined us for this fun event. The chamber is excited to have this new business as an active part of the Mulberry Chamber.

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meanwhile, **AT CITY HALL**



by Chelsea Young

We did it again! The city has cut the mileage rate for the third time in a row. At the end of September, the city commission unanimously passed the budget for FY 15/16. It was noted that all commissioners support the direction that the city is heading in and added that it is due, in large part, to the leadership of city manager, Rick Johnson.



If you have not been by the new library recently, you might be one of the only ones. Attendance has more than doubled since the move, and new programs are joining the already full roster of activities provided by library staff. Such programs include Creative kids club and Adult Bible Journaling class. The library is also home to new playground equipment that adds another element of fun to the much-enjoyed facility. If you are interested in joining the excitement, library staff encourages everyone to become a Friend of the Mulberry Library. Quarterly meetings occur on the fourth Tuesday of January, April, July, and October at the library.

The Mulberry Phosphate Museum is another busy city facility. Its annual National Fossil Day celebration will be hosted on October 17th from 10:00 a.m. until 2:00 p.m. The fossil filled day includes guest artifact displays, on-site geologists to help identify private collections, face painting, food, and a shark-tooth dig contest. It is sure to be a fun day

for the whole family.

The museum is excited to announce a new event for guests to enjoy. On November 1st, the Imperial Symphony will be traveling to the Mulberry Phosphate Museum to present a family concert, "Fossils!". The orchestra will be playing selections from Jurassic Park, Jaws, and more. Kid-friendly activities and refreshments will be available during the event, which begins at 3:00 p.m.



Directly across the street, the city is thrilled to present the brand new Mulberry Cultural Center! The old library has been converted into gallery and classroom space for arts and culture themed exhibits and activities. We open the exhibit season with the Smithsonian's traveling exhibit, "The Way We Worked."

This exhibit focuses on industry and work in the American life and is filled with historic photos, interviews, and multimedia presentations. For more information, please visit www.mulberryculturalcenter.org.

The city staff would like to thank everyone for their support of the Mulberry community and to wish everyone a happy

and safe holiday season!

from our members

FRIENDS OF THE LIBRARY

Join us for our general meeting on October 27th at 6:00 p.m. at the Mulberry Civic Center. Learn about opportunities to become involved and support the new library.

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business
SPOTLIGHT

**Mulberry
Pharmacy**



Mulberry Pharmacy has had a presence for over 100 years in Mulberry, Florida. Jerold Slaughter, RPh purchased Mulberry Pharmacy in 1960 shortly after graduating from the University of Florida with a BS in Pharmacy. He also served as an officer in the United States Army. Jerold's motto is "we don't just fill prescriptions, we take care of people". This is evidenced by the fact he has fills prescriptions on holidays and weekends and has also been known to make deliveries himself.



Jerold Slaughter, RPh

In 2004 Jerold ventured into the Long-Term-Care pharmacy business to take care of those people residing in long-term care facilities such as Assisted Living, Adult Family Care, Group Homes, and Psychiatric Care. This is in addition to the retail pharmacy he has operated for nearly sixty years. In addition he also has a compounding and infusion pharmacy that is run by his son, Thomas, who is also their Vice President. Thomas Slaughter, PharmD., grew up in the pharmacy and eventually graduated from Mercer College of Pharmacy with a Doctor of Pharmacy degree.

Jerold has remained active in the community and has donated food, money and services to the surrounding communities for the past fifty-five years. In the past he has served on the Mulberry Chamber of Commerce and continues to involve Mulberry Pharmacy in different events that may help people such that his pharmacy has become a Florida Medicaid Access point which can assist those in need of Medicaid services from the state.

Jerold is currently spending his "retirement" in the same spot he has spent so many years, in his office chair conducting business each and every day.

Please visit Mulberry Pharmacy's website at www.mulberrypharmacy.com or email them at info@mulberrypharmacy.com for more information. You can reach them by phone at 863-425-1101.



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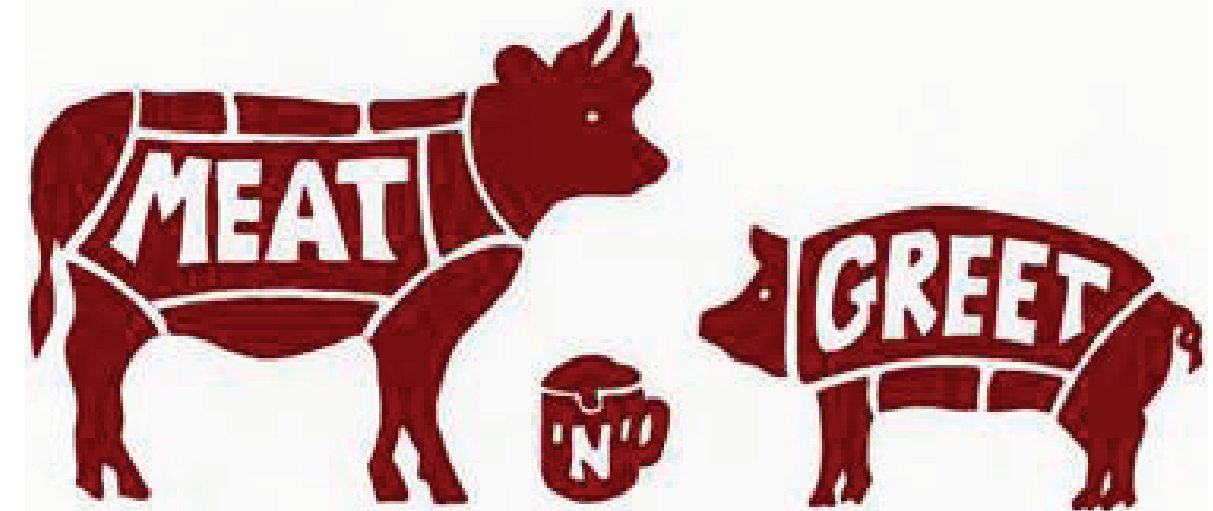
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MEAT AND GREET BUSINESS EXPO &

Taste of Mulberry Event



The Greater Mulberry Chamber of Commerce will be presenting our annual expo a little differently this year. If you have been a fan of our popular Mulberry Mixers but lack the space or resources to host one yourself, this is the event for you! We invite chamber members to participate in the new “Meat and Greet Business Expo” on November 12th from 5:30 p.m. until 7:30 p.m. Participants can set-up a station to represent your company in a fun way. Mix and mingle with other participants and guests while enjoying food and drinks provided by local restaurants. Just like a Mulberry mixer, admission is \$10.00 and free for chamber members. As in previous years, we are excited to present an opportunity for local restaurants to showcase their offerings to attendees. We hope that the new concept of the business expo creates a better networking opportunity for local businesses in a fun and engaging setting. If you are interested in participating in this year’s event, please contact the Chamber at (863) 425-4414 or email chamber@mulberrychamber.org. We welcome any suggestions as to how we can make this year’s “Meat and Greet Business Expo” and “Taste of Mulberry” a great success!

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14 Mulberry Chamber

Lunch & LEARN

AT MULBERRY CHAMBER UNIVERSITY
PRESENTS

CHRISSANNE LONG'S "DIGITAL MARKETING"



On December 8th, the Greater Mulberry Chamber of Commerce will present our next installment of Mulberry Chamber University with a Lunch and Learn. The event begins at 11:30 a.m. at the Mulberry Civic Center. This catered lunch featuring a guest speaker is a perfect opportunity for businesses to learn how to improve their professional world.

Chrissanne Long is the CEO of Maximize Digital Media, a digital marketing company specializing in helping small businesses and entrepreneurs with the creation of measurable, meaningful marketing strategies that keep people at the forefront of every campaign, because, as she frequently reminds the team and her clients –

"Marketing, no matter where it is, is about people. If we forget the people, we might as well forget marketing."

Chrissanne is passionate about helping people and businesses find success online. With a Bachelor's Degree in English from Florida State University (Go Noles!) and a Master's Degree in Internet Marketing from Full Sail University, she has found her own success in helping clients develop marketing campaigns that put their customers first. She believes, at the core of every successful business transaction, a relationship exists.

For more information and to register for this event, please contact the chamber at (863)425-4414 or email chamber@mulberrychamber.org.



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NEW GREATER MULBERRY *chamber members*

Welcome to our new chamber members!

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NEW CHAMBER DIRECTOR

Diana Simmons



As you might have heard, the Greater Mulberry Chamber has a new executive director. Although she is no stranger to the chamber, Diana Simmons has come onboard with a love of the Mulberry community and a great deal of enthusiasm for the position. Her previous experience comes from a variety of ventures, most notably as owner of Butterfly Bistro. The chamber board is excited for her vision and ideas of how to better serve the greater Mulberry area. She is eager to hear suggestions and comments from our members. We are excited to have Diana as our new director and hope you will help us welcome her to her new role.

Save the Date!

**THE
WAY
WE
WORKED**

Smithsonian Exhibit Opening Reception
October 22nd, 2015
5:30p.m.-7:30p.m.

Mulberry Cultural Center
103 East Canal Street
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 THE GREATER MULBERRY CHAMBER OF COMMERCE PRESENTS

Chasin' Bacon 5K

OCTOBER 10TH, 2015

7:45 A.M.

(REGISTRATION BEGINS AT 7:00 A.M.)

FINE SWINE AT THE PIT
AMERICAN LEGION POST 72

1500 NORTH CHURCH STREET
MULBERRY, FL 33860

RUN, JOG, OR WALK A 5K COURSE DURING
MULBERRY'S FAVORITE BBQ WEEKEND!



- Register by Oct. 2nd -\$25.00
- Day of registration - \$30.00
- Ages 10 - 17 - \$20.00
- Kids - FREE!
- Winners by age group and overall male and female winners

For more information:
 (863) 425-4414
 or email
chamber@mulberrychamber.org

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
12:00 p.m.

Friends Annual Luncheon

Mulberry Civic Center

April 26th, 2016
6:00 p.m.

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THE GREATER MULBERRY CHAMBER OF COMMERCE PRESENTS

THE 8TH ANNUAL

SPORTING CLAYS SHOOT

OCTOBER 24TH, 2015

TENOROC SHOOTING SPORTS

3755 TENOROC MINE ROAD, LAKELAND, FLORIDA



- Registration begins at 8:00 a.m.
- Shoot begins at 9:00 a.m.
- \$100 per Shooter
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- Lunch provided by Mosaic



SPONSORSHIP OPPORTUNITIES

Magnum Sponsor- \$1000 (Includes four shooter entries, recognition on sponsor sign, mentioned in all advertisements, and four extra Gun Raffle Tickets)

Gunsmoke Sponsor- \$750 ("Super Size" your team entry! Includes four shooter entries and recognition on sponsor sign)

Bullseye Sponsor- \$500 (Includes four shooter entries and a sign with your company name placed at a shooting station)

Buckshot Sponsor - \$100.00 (A sign with your company name placed at a shooting station)

Beverage Sponsor- \$300.00

T-Shirt Sponsor- \$150

CONTACT: (863)425-4414 OR CHAMBER@MULBERRYCHAMBER.ORG