

Support Our Troops Campaign - Christmas 2011

NEBA collected 33 large boxes of snacks, grooming items, toiletries, books/magazines, games and other personal articles for our troops in Afghanistan. NEBA Board Member Bruce Screws headed the project, assisted by the board and Miranda Madden of Hunt Insurance Group. The boxes were sent to Miranda's dad, Buddy, currently serving in Afghanistan. He reported the boxes were received around Christmas and distributed to the troops at FOB Wilson, Afghanistan.



Those who assisted with packing the boxes were: Mike Frieder, Bruce Screws, Cora Ann Chapman, Jerrell Lowery, Scott Hunt, Ted Thomas, Peggy Munroe, Mark Trafton, Mike Schmidt, Michelle Lynch, Carolyn Pippenger, Tom Napier, Maureen Thompson



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If you have not been receiving email notices for the NEBA meetings, please contact Peggy Munroe at peggy@talstar.com

North East Business Association
 c/o 2791 Capital Circle N.E.
 Tallahassee, FL 32308

Calendar

NEBA meetings are held on the 2nd Tuesday of each month from 12:00pm - 1:00pm. Food Line opens at 11:30am, \$12.00 / person, cash and check preferred.

Holiday Inn Hotel & Suites

2725 Graves Road

Mar. 12 - Ken Lawson, Secretary, DBPR

Apr. 10 - Candidate Forum, Leon Co. Sheriff's Race

Monroe Street Conference Center

2714 Graves Road

May 8 - Candidate Forum, City Commission Seat 1 Race (Mark Mustian's seat)

NEBA NEWS

North East Business Association

2012 Officers

Mark Trafton - President
 Armor Realty of Tallahassee
Mike Schmidt - President Elect
 The Egg Café and Eatery
Michelle Lynch - Treasurer
 Sunshine Savings Bank
Cora Ann Chapman - Secretary
Tom Napier - Past President
 ProBank

Board Members

Sgt. Nancy Burns
 Leon County Sheriff's Office
Howard Eisenman
 Howard Eisenman, EFS
Mike Frieder
 On Call Computer Solutions
Rebecca Hale
 Fox 49
Terry Madigan
 The Law Firm of Terry Madigan
Peggy Munroe
 Mays-Munroe, Inc.
Carolyn Pippenger
 Sign Printers
Mike Schmidt
 The Egg Café and Eatery
Bruce Screws
 Bill's Signs
Ted Thomas
 Thomas Mitchell Realty
Maureen Thompson
 Media Options, Inc.

NEBA News

Producer: Miranda Madden
Editors: Maureen Thompson
Sgt. Nancy Burns

NEBA News is published quarterly in March, June, September and December. Articles of interest are welcome. Publication of submitted materials is subject to review and space available. Article submission deadline is one week prior to the 1st day of the month of publication. Send articles, letters, photos or suggestions to NEBA News at the following email address:

NEBA_Tally@rocketmail.com



WELCOME, NEW NEBA MEMBERS!

Connie Stiles, A Dent in the Attic; Millard Noblin, Community Property Mgt.; Richard Tanner, Mediation; Ramona Brookins, New Genesis Financial; Roger Osborne, Osborne & Company; Everitt Drew, Southgroup

NEBA'S MISSION

To enhance Tallahassee's business climate by advancing the interests of small business owners with state and local government officials and to promote local commerce through networking with other business owners and education of our members.

2012 NEBA Officers & Board Members



From left to right: Sgt. Nancy Burns, Howard Eisenman, Mike Frieder, Cora Ann Chapman, Mark Trafton, Mike Schmidt, Ted Thomas, Carolyn Pippenger, Bruce Screws, Maureen Thompson, Terry Madigan, Tom Napier

PRESIDENT'S CORNER

Wow! What an excellent year for NEBA in 2011! I'd like to personally thank Tom Napier for the outstanding job he did as our President. Those are some big shoes to fill! Governor Rick Scott's visit to our October meeting was certainly a highlight of the year and brought NEBA tons of visibility. It's also a reason we grew to 170 paid members, a new record for our organization.

I'd also like to thank Ben Graybar, Scott Hunt, Jerrell Lowery, and Steve Stewart for their service to our board of directors in 2011. We appreciate all the time and assistance they contributed throughout the year.

A big "welcome" goes out to new board members, Howard Eisenman and Terry Madigan and a "welcome back" goes out to Sgt. Nancy Burns who is a past NEBA president and is returning to the board.

2012 promises to be another critical year for NEBA. Many agree that this election cycle will be the most important during our lifetime. Our candidate debates will surely attract lots of attention and could prove to be pivotal moments during the local election process.

As always, we will continue to monitor the "happenings" in local government that will impact our businesses. We've hit the ground running in 2012 with a focus on the city's attempt to restrict the traffic flow on Tennessee St, one of the most important east-west arteries in our community as well as the city's attempt to modify the sign code with new regulations that would hurt business.

Thank you for your time and HAPPY NEW YEAR!!

- Mark Trafton, NEBA President, Armor Realty of Tallahassee, Inc.

2012 NEBA Meetings January & February

NEBA started the year off with a bang, bringing in Dr. Catherine Kunst, Director of Innovation Park for the first program of 2012. Dr. Kunst discussed Innovation Park's progress in its strategy to coordinate efforts with area universities, high tech businesses and city/county governments. Additionally, she addressed the park's budgeting and staffing levels.



Above: Ted Thomas with Dr. Catherine Kunst; Right: Dr. Catherine Kunst

NEBA's February meeting was also hugely successful. The meeting was a set in a "town hall" format where City Commissioners Mark Mustian, Nancy Miller, Gil Ziffer and Andrew Gillum answered member questions regarding a wide variety of subjects. Topics included the proposal to restrict traffic flow on West Tennessee St, the deferred compensation plan, the performing arts center, the budget, Tallahassee's airport and city government pension reform.



Left to right: Mark Trafton, Mark Mustian, Nancy Miller, Gil Ziffer, Andrew Gillum

NEBA FEATURED IN THE *TALLAHASSEE DEMOCRAT*, FEBRUARY 15, 2012

City Leaders Do Lunch With Business Folks

They Talk Traffic and Taxes

By Jeff Burlew,
Senior government editor

Tallahassee city commissioners took their show on the road Tuesday, meeting with north-side business leaders in a roundtable discussion on issues from bus/bike lanes on West Tennessee Street to their own priorities.

Taking part in the luncheon meeting at the Monroe Street Conference Center with the North East Business Association were Commissioners Andrew Gillum, Nancy Miller, Mark Mustian and Gil Ziffer. Mayor John Marks did not attend.

NEBA has been known for criticizing City Hall over tax hikes and other issues. But the meeting began with a thank-you from Mark Trafton, president of NEBA, for the city's recent return of millions of dollars in utility deposits to commercial customers.

"We all know that in this business climate, a lot of folks are in a tough financial position," Trafton said. "It was a great gesture, and we needed it."

Commissioners expressed general support for a pilot project to convert outside lanes of West Tennessee from Monroe to Ocala streets to bicycle and bus lanes. They said the proposal for the six-lane road is designed to slow down traffic near Florida State University and make the area safer and more efficient for walkers, bikers and drivers.

But some NEBA members were skeptical.

"Somebody will get killed — you just wait and see," said Ray Munroe of Mays-Munroe appliances.

Ziffer said he supports the change because he believes it will speed up bus traffic and improve pedestrian safety. However, he said he's worried about bicyclist safety under the change.

"Typically, cars don't look for bikes, and that concerns me," he said.

Monthly meeting information and newsletters available 24/7 at www.NEBATallahassee.org.

CURRENT NEBA MEMBERS

A Dent in the Attic; ABOBCO; Action Coach; Advisors Real Estate Group; AIG; Lawn and Landscape; Air Control Heating & Cooling; American Classifieds Thrifty Nickel; American Real Estate Agency, Inc; Arc Horizon LLC; Arco Realty; Arcpoint of Tallahassee; Armor Realty of Tallahassee; Ashlock, Jim; Awards4U; B B & T Home Mortgage; B B & T-Landrum Yaeger Insurance; Barkley Consulting Engineers, Inc; Barney Bishop Consulting LLC; Bartlett Tree Experts; Beggs Funeral Homes; Beidel Co & Company PA; Bert Bevis Realty; Bevis Funeral Home; Bill's Signs; Bookkeepers Onsite & Feathered Pony Boutique; Boost HR, LLC; Boyd, Durant & Sliger, PA; Brad Burns Insurance; Browning United Van Lines; Budget Blinds; Calton & Assoc; Capital City Bank; Capital City Chamber of Commerce; Carpet One Floor & Home; Cassidy & Company; Chandler Hospitality Sales; Changing Times Realty Co; Chapman Produce; Chief of Staff, Mayor's Office; Clements Financial Services, Inc; Coastal Computer Products; Coldwell Banker Hartung & Noblin; Colonial Life; Comcast Cable; Commercial Print & Copy; Community Property Mgt; Coppins Monroe Adkins Dinchman; Coton Colors; Daktronics; Dale Tadlock Roofing; Dan Vollmer, Realtor; Dave Lang; Desloge; Home Oxygen & Medical Equip.; Donald L Bell, PA; Douglas M Croley, Inc.; Dr Lawrence Weaver DDS; Eagle Cleaners; Enhanced Financial Services; Esposito Gardening; Farm Bureau Insurance; Farmers and Merchants Bank; FIGA; Florida First Capital Finance Corp.; Fonville, Lewis, Foote & Messer; Fritz; Fun Station; Garnet & Gold; Geleta & Associates; Georgio's Fine Food & Spirits; Get Dirty Corp DBA Junk King; Go Small BizTallahassee; GPI Southeast Inc; Greater Tallahassee Chamber of ; Commerce; Hancock Bank; Harry Hooper, Atty.; Holiday Cruises & Tours; Hollifield Real Estate Group; Hoy & Stark Architects; Hunt Insurance Group, LLC; Ingram Enterprises; Jackson Properties & Financial Services; James Campbell & Assoc.; Jerrell Lowery State Farm Insurance; Keller Williams Realty;

Ketcham Realty Group; Kevin's Guns & Sporting Goods; L. Ray McCallister, Jr., CPA; Law Office of Allen Turnage; Leon County Property Appraiser; Leon County Sheriff's Office; Linkages; Local Senior Discounts.com; M W Land Investments; Mac Business Systems; Madigan Law Firm; MarketDone; Mays-Munroe; McKee, Grover Insurance; Media Options; Mediation; Messer Insurance Group; MFM Sales; Mike's Jewelry Care Center, LLC; Minardi Investments; Morgan Stanley Smith Barney; Nation One Financial; New Genesis Financial; Nic's Toggery; North Florida Financial; O'Brien's Shamrock Cleaners; Oliver Renovation & Construction, Inc; On Call Computer Solutions, LLC; Panhandle Windstorm Inspections; Pittman Law Group; Premier Bank; Prime Meridian Bank; Prime South Properties; Pro Bank; ProCom Realty; Professional Consultant, LLC; Proforma Anchor Printing & Promotions; Ray Gordon Brake Service; Raymond James Financial Services; RB Oppenheim Assoc.; Regional Property Services; Richard E Blankenship CPA; Riedel & Associates; Rogers, Gunter, Vaughn Ins.; Sanders, Holloway & Ryan, PA; Sanrose Information Services, Inc.; Saxon Real Estate Consulting, LLC; ServPro of Tallahassee; Shannon Stoutamire, CPA; Sherman Traps; Sign Printers; South Georgia Brick Company; South Vest Land Group; Southgroup; Sperry & Assoc; Sprague Consulting & Investigations; St. James Certified Property Mgmt.; Sunrise Carpet Cleaning; Sunshine Car Care DBA SuperLube; Sunshine Savings Bank; SureGrip Floor Safety Solutions; Tallahassee Board of Realtors; Tallahassee Democrat; Tallahassee Land Co; Tallahassee State Bank; Tallahassee Technology Group Inc/Xerox; The Egg Café and Eatery; The Focal Pointe; The Gem Collection; The Party Line; Thomas Mitchell Realty; Thomson, Brock, Luger & Co. PLC; Timberlane Appraisal Assoc; Tallahassee Police Department; Trusteria Services, Inc.; Vernon Graphics & Promotions; Waddell & Reed Inc; WCTV—TV; Whites Plumbing; Williams Orthodic-Prosthetic, Inc.; Wood You; WTLH Fox 49; WTXL—TV

Mustian emphasized that cars will still be able to make right turns into businesses. And Miller said traffic analyses show the change would probably move vehicles through more efficiently. Gillum said he hopes to create a vital university atmosphere that people don't "race through." Commissioners are expected to vote on the proposal next month.

NEBA member Peggy Munroe asked about deferred compensation, a retirement benefit the City Commission voted to give itself in 2005 before Miller or Ziffer took office. Several former and current commissioners got between \$80,000 and \$105,000 in their retirement accounts before the commission later voted to end the practice. Ziffer got a much smaller amount, about \$7,600. Miller got none.

Mustian said he'll be giving his to charity once he leaves office at the end of his term later this year. Ziffer said he'll be giving his back, too. Gillum suggested he would make a charitable donation once he reaches retirement age or leaves city government. He and Mustian said the money can't be returned before then without facing a tax penalty.

On their priorities, Mustian said his goal is to leave the government in better financial shape than when he became a commissioner, something he's not sure will happen given project deficits.

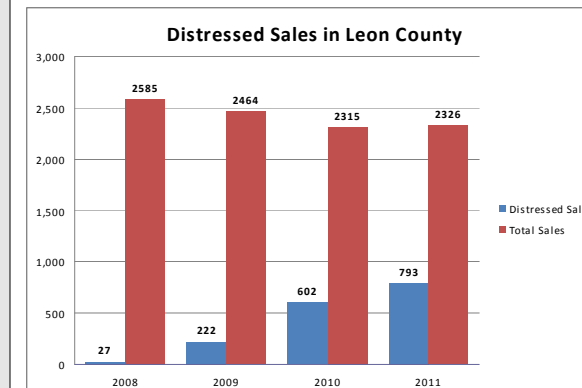
"We're going to have to do some things — either cut some programs people like or raise taxes," Mustian said. "And I think I know where you guys are on that and that's kind of where I am, too."

Gillum said his priority is economic development, particularly downtown. Miller said hers is infrastructure, from roads to water and sewer. Ziffer said in addition to transportation, he wants to focus on arts and culture, which he said were important economic-development drivers.

Ziffer said inclusion of a proposed performing-arts center on a list of projects to receive sales-tax proceeds is iffy. He said he wants to work on a new cultural plan that doesn't have "extremely expensive" proposals.

"Distressed" Residential Real Estate Sales in Leon County

Distressed sales in Leon County have skyrocketed since 2008. A "distressed" sale is defined as a short sale (where seller's lender accepts a payoff that is less than the amount owed on the property), foreclosure sale or the sale of a bank owned property. These types of sales have increased from 27 in 2008 to 793 in 2011. The percentages of "distressed" sales have increased accordingly, 1% of total sales were distressed in 2008, 9% in 2009, 26% in 2010 and a whopping 34% in 2011!



Source: Tallahassee Board of Realtors MLS, Residential Sales

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Identity Theft: Protecting Yourself

How it Happens

Identity thieves get information in a variety of ways, including:

- Stealing personal items such as a wallet, purse, laptop, personal digital assistant and/or mail.
- Picking through garbage for discarded credit card statements, bank statements, and pre-approved credit card offers, etc.
- Hacking into computers.
- Posing as someone else to obtain personal information from a bank, credit card company, etc.
- Conducting telephone and e-mail scams.

Report Identity Theft

If your wallet or some of its contents are stolen:

- Determine what's been stolen, and call all creditors immediately to cancel your accounts.
- File a police report. This will help provide proof of immediate action to your credit card providers.
- Call the three national credit reporting bureaus, as well as the Social Security Administration, so that a fraud alert can be placed on your name and Social Security number.

The U.S. Federal Trade Commission reports that over 12 million people are victims of identity theft every year.