

UPCOMING EVENTS

Women for Women 5K

Run – Rescheduled to Saturday, May 8, 2021

When: Saturday, May 8, 2021;

7-9 a.m.

Where: Currie Park

Cost: Early registration before April 18, 2021; ages 18 and younger, \$25; ages 19 and older, \$35; Club Members, \$30

VIRTUAL Business

Builder

When: Thursday, Dec. 17; 9-10 a.m.

Where: Virtual meeting

Cost: Free

Sponsor: iTHINK Financial

Young Professionals of the Palm Beaches (YPOP) Holiday Virtual MEETING – Ages 21-39 only

Leadership Stories from our YPOP Leadership Board – “Surviving and Thriving in a Crisis”!

When: Friday, Dec. 18; noon-1 p.m.

Where: Virtual meeting

Cost: YPOP members, free; nonmembers, \$10

Guest Speakers: YPOP Board Members

Observance of Christmas Holiday – Chamber Office Closed

When: Thursday, Dec. 24 and Friday, Dec. 25

Observance of New Year’s Holiday – Chamber Office Closed

When: Thursday, Dec. 31 and Friday, Jan. 1

Virtual Business Card Exchange – Networking Event

When: Wednesday, Jan. 13, 2021; noon-1 p.m.

Where: Virtual meeting

Cost: Members, \$5;

nonmembers, \$15

Sponsor: iTHINK Financial

60 in 60 – Obtain 60 New Marketing & Sales Ideas in 60 minutes!

When: Wednesday, Jan. 20, 2021; noon-1 p.m.

Where: Virtual meeting

Cost: Members, \$5;

nonmembers, \$15

Annual State of the City Corporate Breakfast with West Palm Beach Mayor, Keith James, Esq.

When: Thursday, Jan. 28, 2021; 9-10 a.m.

Where: Virtual meeting

Cost: Members, \$5;

nonmembers, \$15

Guest Speaker: City of West Palm Beach Mayor Keith James

Sponsors: GL Homes of Florida Corporation, Aqua Marketing & Communications, Reikens & Associates, Southwest Airlines, South University, Oxbridge Academy, Cooper Construction Management & Consulting, and Hedrick Brothers Construction

MAYOR’S STATE OF THE CITY VIRTUAL PROGRAM

Save the date for Thursday, Jan. 28, 2021.



Mayor Keith James

City of West Palm Beach Mayor Keith A. James will deliver the annual State of the City address virtually on Thursday, Jan. 28, 2021, from 9-10 a.m. Save the date! To help keep everyone safe, this program will be broadcast live on YouTube to allow guests to join from their home/work office. In delivering remarks, Mayor James will report on West Palm Beach’s successes, challenges and opportunities in the wake of sudden, catastrophic impacts to our community from COVID-19. To join this event, visit www.palmbeaches.org. Registration is limited.

CORPORATE LEADERSHIP SPONSORS



TRUSTEE SPOTLIGHT



George E. Dungee

George E. Dungee is the Campus Director of Nova Southeastern University’s Palm Beach Campus located in Palm Beach Gardens. For the past 19 years, he has guided faculty and staff members of the university, resulting in the phenomenal growth of numerous degree programs offered. He has always been concerned



about how the surrounding community would be impacted as a result of dynamic population demographics and local business objectives. Prior to joining Nova, Dungee operated as a private consultant for several local technology companies.

He also served in the United States Marine Corps – six years active duty and two years as a reserve. He has a bachelor’s degree from Greensboro College in North Carolina and received his MBA from Nova Southeastern University’s H. Wayne Huizenga School of Business and Entrepreneurship. Dungee currently serves as a Trustee of the Chamber of Commerce of the Palm Beaches.



Dr. Amit Rastogi

Dr. Amit Rastogi, MD, MHCM is president and chief executive officer of Jupiter Medical Center. He previously served as chief medical officer, chief operating officer and interim chief executive officer at Yale New Haven Health where he instituted numerous safety and quality initiatives and helped implement health care technology solutions.



Dr. Rastogi has also served as senior vice president of strategy, growth and innovation at Inova Health, Virginia’s leading health care system, where he led health system strategy, developed innovative care models and oversaw marketing and philanthropy. He earned his medical degree from the

University of Medicine and Dentistry of New Jersey and pursued postgraduate training at Brigham and Women’s Hospital-Harvard Medical School and St. Vincent’s Medical Center-Yale School of Medicine. Dr. Rastogi has a master’s degree in healthcare management from Harvard University and a certificate in artificial intelligence from Massachusetts Institute of Technology.

MULTIMILLION-DOLLAR MAKEOVER PLANNED FOR CITY GOLF COURSE

The City of West Palm Beach and the PGA of America have signed a term sheet that lays out the redevelopment of the city golf course. Seth Waugh, CEO of the PGA of America, provided a power point presentation to the Government Affairs Committee and Trustees of the Chamber.

The project will include an 18-hole golf course, a short course, putting course and practice range. There will be a clubhouse with many amenities for golfers and the public. Future plans may include a South Florida PGA headquarters building. Waugh estimated construction costs between \$20-\$25 million. He stressed that this project will be run and managed by a 501(C)(3) not-for-profit foundation comprised of local citizens, neighbors and business professionals with experience in golf management.

Proof of capital must be provided to the City by October of 2021 with construction completed by March 2023. The Committee endorsed the project and has recommended the Chamber support and work with the City and PGA in making it become a reality.

RIBBON CUTTINGS



Spina O'Rourke + Partners

Dec. 3, 2020

285 Banyan Blvd., West Palm Beach, FL 33401
561-684-6844

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spinaorourke.com

Spina O'Rourke + Partners is a full-service architecture and interior design firm operating in West Palm Beach. As a leading provider of commercial architecture and interior design, the Spina O'Rourke team uses a collaborative and results-oriented approach to guide their clients through the entire design-build process. In January, the company relocated its corporate office to the Flagler Banyan Square, a 435,000-square-foot mixed-use complex in downtown West Palm Beach overlooking the Intercoastal Waterway. You can visit them at 285 Banyan Blvd., West Palm Beach or online at spinaorourke.com.

Moving Minds

Dec. 8, 2020

700 S. Rosemary Ave. Suite 204
West Palm Beach, FL 33401
800-420-7026
info@movingminds.io
movingminds.io

Moving Minds is an award-winning on-demand marketing and technology agency enabling forward-thinking companies to get to market faster and smarter with “Growth as a Managed Service,” a fractional, more agile #martech model designed for CXOs.

From early-stage venture-backed start-ups to the



Fortune 500, companies rely on Moving Minds as a dedicated partner for driving growth and outsourcing their

multi-channel marketing and tech programs. Moving Minds’ global team brings a diverse range of skills on

demand, faster than internal resources associated with recruiting, hiring, and retaining a multi-channel marketing department, and at a fraction of the cost of full-time employees.

Headquartered in West Palm Beach, Florida, Moving Minds serves a global roster of clients in technology, healthcare, financial services and digital services, including Siemens, Citi, Schweiger Dermatology, MasterCard, HealthSouth, Axogen, and Norwest Venture Partners. To learn more about Moving Minds, call 800-420-7206 or visit www.movingminds.io.



Effects of COVID-19 discussed at Corporate Breakfast Series

More than 240 guests registered to join a Zoom meeting titled, "How COVID-19 Changed Corporate, Civic, & Community Engagement" on Wednesday, Dec. 9, to complete the chamber's monthly "Corporate Breakfast Series" for 2020.

The webinar focused on how and why the COVID-19 pandemic has shifted priorities for many local and national companies, and it also touched on interesting insights from a new survey by rbb Communications, which revealed that even in the face of a pandemic and economic crisis, business leaders say their belief in the value of civic and community engagement remains the same, but how they go about executing against their goals has had to change with the times.

Panel speakers included:

• Thomas Bean, *Director of Public and Community Engagement, FPL*

• Stephanie Glavin, *Palm Beach County Local Market Manager, Bank of America*

• Andrew Koenig, *President, City Furniture*

• Alex Price, *National Director of Community Investment, Office Depot*

• Christine Barney, *CEO, rbb Communications & Chamber Trustee; Panel Coordinator & Host*

In the wake of the Business Roundtable's statement that a corporation's purpose is to serve all stakeholders, not just shareholders, there is a renewed focus on highlighting a company's commitment to community.

"Doing good is in the DNA of the company culture of FPL. It is encouraged, supported, rewarded and modeled at every level of the company," said panelist Thomas Bean.

The panelists and survey results also shared why civic and community engagement still matters, even during the pandemic.

For example, 23% of respondents increased giving to community-based organizations and 61% agreed that the main benefit of civic and community engagement is building brand/reputation. The panelists shared best practices on how to design and promote a civic/community program and culture that resonates with all audiences while building a foundation that will pay off in the long term and for future generations.

Judith Dunn, Manager, HealthCare Partnerships, CareerSource Palm Beach County, attended the webinar and found value in hearing from the panelists. "I enjoyed the sharing and learning more about the generosity of businesses in our county, such as FPL, BOA, Office Depot, and City Furniture. We truly live in a kind and caring business community that genuinely cares for everyone no matter their circumstance. Very encouraging in a difficult and trying time. So positive. Thank you."

Visit [youtube.com/watch?v=ELv8G6f10Us](https://www.youtube.com/watch?v=ELv8G6f10Us) to watch the program or forward to your colleagues.

Thomas Bean

Stephanie Glavin

Andrew Koenig

Alex Price

Christine Barney

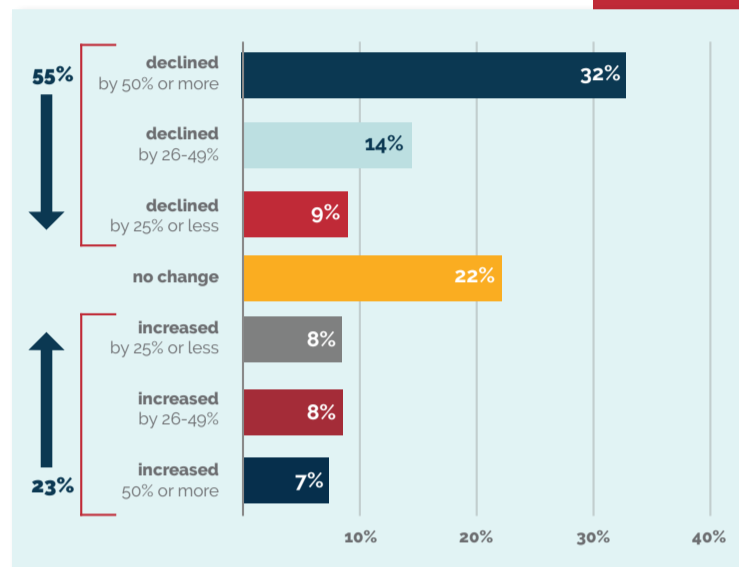
how COVID-19 changed corporate, civic & community engagement



Community relations and civic engagement have been part of the corporate playbook for decades. Do companies engage just because it's the right thing to do or because the business rationale makes sense? A new survey by rbb Communications revealed the answer as both. Even in the face of a pandemic and economic crisis, business leaders say their belief in the value of civic and community engagement remains the same, but how they go about executing against their goals has had to change with the times.

CIVIC + COMMUNITY ENGAGEMENT MATTERS

Let's start with why organizations invest time, treasure and talent in community and civic engagement. Over **61%** of respondents cited the main benefit as **building their brand/reputation**. In a tie for second place is **revenue generation/business development and customer satisfaction (9%)**.



THE PANDEMIC EFFECT

So if organizations see the value, how did the pandemic impact their thinking about engaging over the last year? **First, we asked for a priority score of how this activity ranked both before and after the pandemic hit. The priority score remained exactly the same. However, what was impacted was budget.**

More than half of respondents (**55%**) said that the pandemic caused a decline in contributions. (The impact on charities alone has significantly declined nationwide. In fact, a survey by Independent Sector recorded an 83% drop in revenue). Surprisingly, in the rbb survey, **23%** of respondents increased contributions. In a recent panel discussion on the topic, panelists from FPL, Bank of America, Office Depot and City Furniture all cited the long-term partnership nature of their relationships being the rationale to up the ante in their support during these hard times.

The move to virtual events also impacted participation.

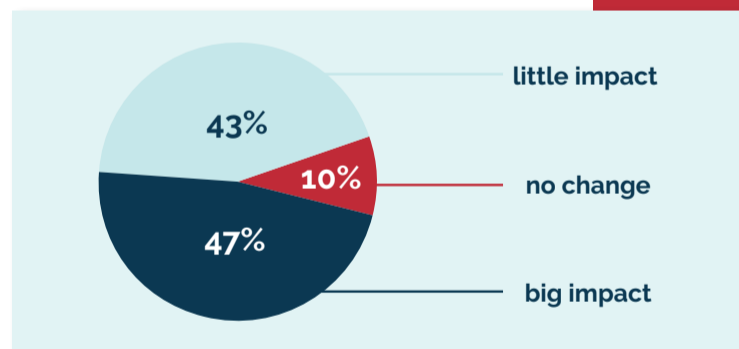
57% of respondents say they go to fewer events than before the pandemic now that events are virtual. There was interesting commentary on how they view the changes. Here is a sampling of their thoughts.

ZOOM has allowed greater participation for many... almost made it too easy...true engagement may be more challenging.

Virtual is a nice technology but **nothing** replaces interpersonal conversations.

When virtual events are done well, I love them more. They give me a **healthier work-life balance**.

I think long term we will continue to be very supportive. It **may change the model for how and what civic/community engagement looks like** from a purely operational perspective, but it hasn't changed our desire to help improve quality of life in our community.



WHAT DOES 2021 HOLD IN STORE?

Well, just like on many other issues, the country seems to be divided. **47%** of respondents say the pandemic will have a big impact. **43%** say little impact; and **10%** say no change. This interruption has the potential to break relationship and business habits. Whether the new normal will be good or bad is yet to be seen and may depend on the length of continued pandemic related social distancing needs and the economy.

Clearly, civic and community engagement is a valuable tool in the marketing arsenal because it builds brand reputation, generates leads and motivates employees and customers. More importantly, as the Business Roundtable recently redefined the purpose of a company as serving all stakeholders, not just shareholders, there is a renewed focus on highlighting a company's commitment to community and avoiding "cancel culture". What will your company stand for? How are you showcasing your values? Does your plan work in good times and bad? How are you tracking your efforts? Answering these questions and more ensures you get maximum impact from civic and community relations. **Oh, and it's still the right thing to do.**

NEW MEMBERS

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INSURANCE - SUPPLEMENTAL

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REAL ESTATE - DEVELOPERS

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GLASS ENGRAVING & ETCHING

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Chief Marketing Officer
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Mortgage Loan Originator
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Boynton Beach, FL 33435
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Doral, FL 33172
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Anderson & Carr, Inc.
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Borders Co., HF Realtors
Broward Factory Service

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Larmoyeux & Bone
Law Offices of Paul J. Burkhardt
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Lesser, Lesser, Landy & Smith, PLLC
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MD Beauty Labs
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Oxbridge Academy
Palm Beach Atlantic University
Palm Beach Metal Recycling, Inc.
Pioneer Linens
Potentia Academy
Publix Super Markets Inc. Store #848 at Rosemary Square
Real Life Insurance Solutions | AgentsNET Agency
Sewell Hardware Co.

Solid Waste Authority of Palm Beach County
St. Ann Catholic School
SunTrust Investment Services, Inc.
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Tricera Capital
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VIP Very Important Paws
WPBF 25
YMCA of the Palm Beaches