

Business/Faith

Gulf Breeze NEWS

Avoid the pinch of a weak economy

BY ESTREA DWORKIN JANOSON
Special to Gulf Breeze News
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The dreaded "R" word is making the suppetime news, the dollar is in a free-fall and consumer spending is slowing to a crawl -- a bad-news combination that has struck fear into business owners across the nation.

The good news is that there's a silver lining in all the doom-and-gloom statistics; studies of previous recessions have shown that smart businesses can turn a bad economy into an advantage. The trick is not to panic.

Here's how you can recession-proof your small business:

■ Use high-return marketing techniques. While your competitors are slashing their

advertising budgets, you are redirecting your resources to results-oriented campaigns such as public relations. Publicists will work to get your business in print, on radio and on TV at a fraction of the cost of an ad agency campaign. For example, Publicity Guaranteed (<http://www.publicityguaranteed.com/>) pioneered the pay-for-results-only PR system, saving small business owners thousands of dollars in fees they would have paid an ad agency for a campaign that failed to bring results.

■ Spend smart. Look for innovative ways you can buy the services you need to succeed. For example, Stock4Services.com, a "services for cash" facilitator, gives emerging businesses a vehicle with which to boost

their profile -- and their profits -- without spending cash. Save money by using your company's stock to acquire the nationwide advertising you need through the Stock4Services.com.

■ Increase conversion rates on your website. Advertising and publicity make your company noticed, but what happens once you get customers to your online site? Try increasing its effectiveness by adding interactive components to your website. For example, KMGi.com shows business owners how they can turn their websites into their dynamic multimedia presentations of how your product works.

■ Create a distinct advantage. In marketing terms, it's called a Unique Selling Proposition, something that sets you apart from your com-

petitor. Once you've decided which product or service would be considered an essential during bad economic times -- remember, consumers will cut out non-essentials -- target your marketing efforts to your USP.

■ Be an optimist. According to an old Chinese adage, "When strong winds are blowing, some hide behind walls and other build windmills." Remember that many smart businesses became successful during market shake-downs caused by recessions.

This advice is provided by Estrea Dworkin Janoson, president of ProAd Solutions Inc.

Estrea has held senior account management positions at major advertising agencies such as Saatchi & Saatchi, overseeing creative, media and marketing for key clients.

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BUSINESS BRIEFS

Baptist promotes McGuyre

Candy McGuyre has been promoted to regional marketing manager for Baptist Health Care. She will lead and implement marketing, advertising and public relations initiatives for Baptist Health Care's regional facilities including



Atlanta McGuyre Community Hospital, Jay Hospital, Gulf Breeze Hospital, Baptist Medical Park Pensacola, Baptist Medical Park Navarre, Baptist Manor and Baptist Home Health. McGuyre joined Baptist in June 1998 and most recently served as public relations manager.

McGuyre earned her bachelor's degree in communications with an emphasis in public relations at the University of West Florida. She is a member of the

Florida Public Relations Association and serves as the executive board secretary for the Baptist Health Care Foundation Women's Board.

Rotary seeks exemplary individuals

The Gulf Breeze Rotary Club is soliciting nominations for its annual Teacher of the Year and Police Officer of the Year awards.

The Object of Rotary International is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

The development of acquaintance as an opportunity for service;

High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

The application of the ideal of service in each Rotarian's personal, business, and community life;

The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

Those nominated for the awards should model some or most of the standards listed above. Do you know someone who builds good will and better friendships, who regularly serves others, who has a high level of integrity in his or her personal and professional life and who largely goes unrecognized? The Rotary Teacher of the Year and Police Officer of the Year awards granted by the Gulf Breeze Club are a way to afford that individual proper thanks for all they do!

Contact Vici Papajohn at 932-8986 or email her at vici@gulfbreezenews.com to nominate someone.

Jurkovich inducted to Master Sales Society

Karen Jurkovich, a local realtor with Levin and Rinke Resort Realty, has been inducted into the Master Sales Society with the designation of Master Sales Professional, or MSP.

On Jan. 13 Jurkovich completed three days of training and took an oath to uphold the high standards and code of conduct that the Master Sales Society demands.

Karen Jurkovich can be reached at 850-384-5767 or www.welcomehomepensacola-beach.com

More information about The Master Sales Society and the Master Sales Professional designation can be found at www.mastersalesacademy.com.



FAITH BRIEFS

GB Methodist offers Mid East study

A study on the Israel/Palestine situation will be sponsored by the Gulf Breeze United Methodist Women on Saturday, Feb. 9 from 8 a.m. until 12 p.m. in the Gulf Breeze United Methodist Church Fellowship Hall.

The featured presenter is Larry D. Mosley, who has done extensive traveling in both areas. He served on the World Methodist Council fact finding trip to the West Bank and Gaza and also on the Christian Peacemaker Team (Jerusalem and Hebron).

All interested persons are welcome. A brunch will be served for \$6. Contact Terrie Diamond at Gulf Breeze United Methodist Church for reservations.

Calvary Chapel announces schedule

Calvary Chapel Gulf Breeze announced the following events:

■ Father Daughter Valentine Dance, Friday, Feb. 15, from 6 p.m. to 8:30 p.m.

Tickets are on sale for \$2 through the church.

■ Iron on Iron Men's Discipleship, Sunday, Feb. 17, at 6 p.m.

Participants may sign up by calling or emailing the church office. information@ccgulfbreeze.com

■ Men's Breakfast, Saturday, Feb. 2, at 3:00 p.m.

Participants may sign up for by calling or emailing the church office at information@ccgulfbreeze.com.

For more information, contact Calvary Chapel Gulf Breeze at (850) 932-8197 or visit

www.ccgulfbreeze.com.

Navajo Reservation Priest to speak at St. Ann

Brother John Hotstream, who runs the St. Anne mission on the Navajo Reservation in Klagetoh, Az., will come for a visit March 9, and speak at all Masses at St. Ann in Gulf Breeze.

He was a high school teacher for 35 years at St. Stanislaus, Bishop Toolen School in Mobile, and other high schools before becoming director at St. Anne's Mission 15 years ago.

Cathy and Chuck Porter are among the parishioners who have taken mission trips to Klagetoh to help Brother John with various projects, including spiritual growth and development based on the 12 steps of AA, with an emphasis on scripture. Other programs at

the mission include a food bank, rummage sales, AA counseling, a youth program, programs for senior citizens such as Meals on Wheels, and many Catholic church programs, including Search, Cursillo, Lay Ministry Training, RCIA, and others. The Mission is also linked to Faith in Action, Heifer International, St. Vincent de Paul, and other support groups.

Information, bulletins and newsletters are available on the web at www.Stanngulfbreeze.org.

Lent schedule announced

St. Ann Catholic Church and Our Lady of the Assumption Mission have planned several activities and services for the season of Lent 2008, including:

At St. Ann, 100 Daniel Drive, Gulf Breeze

■ Ash Wednesday February 6,

Mass with Distribution of Ashes, 6:30 a.m., 8:30 a.m., 6:30 p.m.

■ Every Weekday Morning Mass, 6:30 a.m., 8:30 a.m. from February 6 to March 19.

■ Every Saturday morning, Mass, 8:30 a.m. from February 9 to March 22.

■ Every Friday, Knights of Columbus Fish Fry \$6 Adults \$4 kids, 5:00 p.m. (February 8, 15, 22, 29 and March 7, 14, and 21)

■ Every Friday, Stations of the Cross, 6:30 p.m. (February 8, 15, 22, 29 and March 7, 14, and 21)

■ Every Saturday starting March 15 (Daylight Saving Time) Vigil Mass moves to 5:00 p.m., Reconciliation, to 4:00 p.m.

■ March 12, Parish Reconciliation Service, 6:30 p.m. At Our Lady, 920 Via de Luna Drive, Pensacola Beach

■ Every Friday, Stations of the Cross, 5:00 p.m. (February 8, 15, 22, 29 and March 7, 14, and 21)



Submitted photo

Fr. John Kelly, pastor of St. Sylvester Catholic Church, blesses the many crosses placed in front of the church by Columbiettes to mourn the anniversary of Roe vs. Wade. Each cross represents 50 abortions performed in Santa Rosa and Escambia Counties within a year period.

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