**OPEN FOR BUSINESS**

President, Reikenis & Young professionals only. $10, non-YPOP members.

Cost: Free
Speaker: Brett Spodak, VP-Executive Director, HSS

**Managing Your Business & Personal Wealth Through COVID-19**

Where: Tuesday, June 9; 11 a.m.
Where: Online
Cost: Free
Speaker: David McCombe, Founder & CEO, McCombe Group; Ramte A. Ortiz, Senior Advisor, Financial Services; Jay Pelham, CFPA, Principal, Pelham, BA, Financial Services, Kaufman Rossin

**The Florida Scorecard**

- **Be Our Guest Member for a Day at Breakers West!**
- **THE FLORIDA SCORECARD**
- **OPEN FOR BUSINESS**
- **Business Watch**
- **UPCOMING EVENTS**
  - Health & Human Services Webinars
  - Virtual Business Card Exchange
  - Annual Golf Tournament
  - Virtual Business Builders
  - Foundation’s Virtual Business Committee Meeting
  - Annual Chamber Golf Tournament
  - Reintroducing Yourself in a Crisis (Part 2)

**THE FLORIDA SCORECARD**

The Florida Chamber Foundation’s daily COVID-19 Tracker shows that Palm Beach County is moving in the right direction when it comes to meeting benchmarks for opening up America again.

The tracker provides a snapshot of life, visit TheFloridaScorecard.org.

Chair of the Board of Governors for State University System to Address Business Leaders

Syd Kitson, Chairman and CEO of Kitson & Partners, a Florida-based real estate company specializing in the creation and development of master planned communities and commercial properties. In 2006, Kitson completed the historic purchase of Bal Harbour Shops in Southwest Florida, encompassing more than 90,000 acres.

Kitson is especially thankful for the Florida Chamber of Commerce and guidelines from the Florida Department of Health, the CDC and our elected officials so that we remain up to date on the latest information and safety protocols, which we will also share with you.

For the time being, we will continue to use online platforms to stay engaged, but there is something to be said for in-person meetings and we look forward to resuming those as soon as it becomes possible.

The Chamber of Commerce of the Palm Beaches is open for business. In keeping with the governor’s executive order, we locked our doors on April 9. However, we’ve never stopped serving our members and the broader business community. Our hardworking employees showed up every day to ensure that services were not interrupted and that you were kept informed and engaged.

The doors have been unlocked as of June 1, and we look forward to welcoming you back. We are also hoping to see some new faces. As we slowly emerge from the COVID-19 restrictions, please be assured that the health and safety of our employees, members, visitors and communities are our primary concern, and number of measures have been instituted with that in mind. Visitors to the building will be required to wear a mask while on the premises and may also be subject to a touch-free temperature screening. If necessary, masks will be provided. Hand sanitizers have been placed in various locations, we encourage frequent washing of hands and the observation of social distancing rules. We will continue to monitor recommendations and

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**Virtual Business Builders**

- Where: Tuesday, June 9; 11 a.m.
- Where: Online
- Cost: Free

**Network @ Lunch**

- Where: Wednesday, June 10; 11 a.m.
- Where: Online
- Cost: Free

**Virtual Business Card Exchange**

- Where: Wednesday, June 10; 11 a.m.
- Where: Online
- Cost: Free

**Virtual Science & Technology Committee Meeting**

- Where: Thursday, June 11; 11 a.m.
- Where: Online
- Cost: Free

**Virtual Business Builders**

- Where: Thursday, June 11; 11 a.m.
- Where: Online
- Cost: Free

**Annual Chamber Golf Tournament**

- Where: Friday, June 26; 7 a.m. - 2 p.m.
- Where: Breakers West Country Club
- Cost: $215, Individual (includes $150 cart fee) for nonmembers; $225. Fee waived for first 25 entries. Tee times available: $900, member foursome $950, nonmember foursome $1,000

**Reintroducing Yourself in a Crisis (Part 2)**

- Where: Tuesday, June 9; 12 p.m.
- Where: Online
- Cost: Free

**ANNUAL GOLF TOURNAMENT**

- Be Our Guest Member for a Day at Breakers West!
- All club staff will wear masks and gloves
- Competitions along the course: Longest drive (men's and women's)
- Closest to the pin
- Putt-putt in one
- Foursomes will be competing for the honor of having their name engraved on the Chamber Cup that 10-year-old Camila Sacher, at mcCombie@palmbeaches.org.

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**THE FLORIDA SCORECARD**

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Chairman of the Board Rick Reikenis gives virtual presentation to Young Professionals of the Palm Beaches

The first virtual YPOP meeting was held on Thursday, May 21. "Reinventing Yourself: Growing stronger in a Crisis with Creative Marketing, " was presented by Rick Reikenis, President, Reikenis & Associates, LLC and Chairman of the Board at the Chamber. The meeting was attended by our young professionals leadership committee members as a call to arms to serve the Chamber over the last year to help plan monthly YPOP educational and networking events and quarterly community service projects. They enjoyed learning strategies and tactics from Reikenis for navigating unforeseen change and moving forward and growing successfully through a crisis. Reikenis also shared real-life stories from his career, including his work in the former Soviet Union and Eastern European block.

Virtual seminar teaches sales teams practical skills for selling remotely

Sales managers, entrepreneurs, and independent sales representatives from across industries, including those representing national brands, seeking new ideas and practical skills joined our Zoom webinar – "How to Sell Virtually: How you can Quickly Transform your Sales Team to Sell from home" on Thursday, May 28. Since restrictions were put in place as a result of COVID-19, in-person meetings have been less of an option, if at all, and companies are being forced to strategically rethink their entire sales processes and how they manage the traditional sales cycle. Christine Barney, CEO, YPOP Communications, presented a panel of speakers including Patty Templeton-Jones, CEO, Wright Flood and Janet Altman, Marketing Principal, Kaufman Rossin. The panel talked about how critical it is to provide specific training and give new tools to sales teams to increase "virtual" skills to professionally use social media daily. They also discussed balancing the art and science of sales – finding the critical balance of presenting both personal communications, yet with thoughtful intention, to specific audiences. Some are the days of small blasts that lack resources for your clients and prospects. Communications now must include empathy, presenting your organization as a thought leader that offers ongoing information that is educational and helpful, replacing traditional sales messages of product features and benefits. They concluded by sharing, "without the right tools, your company may be missing opportunities with prospects and impacting your bottom line" and that it is critical now to continue to learn more about "How to create immediate and strategic virtual sales tools" to give your teams new and additional resources to help them create lasting relationships, resulting in new client loyalty.

We at the South Florida Business Council — along with our partners at the Greater Miami Chamber of Commerce, the Greater Fort Lauderdale Chamber of Commerce and the Chamber of Commerce of the Palm Beaches — found ourselves in uncharted waters of discrimination and injustice. We may be living through a time of unknowns, but one thing is absolutely clear: we must come together and refuse to normalize racial violence in all of its forms, always combating ignorance and hate with understanding and acceptance. The business community must not stand on the sidelines. The impact on our employees as they see their communities in turmoil may be hard to measure, but we know it is profound. We need to be a supportive voice for our team members as well as leaders for change. Embracing diversity must become more than a tagline — it should be a road we build and travel upon every day.

We are hopeful that justice will be served for Mr. Floyd and that he will not be just another statistic too soon followed by yet another senseless tragedy. We are also hopeful that there are voices rising every day to make a difference. Most men and women in police uniforms do their jobs the right way, and try to understand those they serve and protect as evidenced by the news photos of Coral Gables Police officers kneeling with peaceful protestors. There are athletes, political leaders, entertainers and people of all ages, colors and creeds speaking out to condemn, inspire and incite right way, and try to understand those they serve and protect as evidenced by the news photos of Coral Gables Police officers kneeling with peaceful protestors. There are athletes, political leaders, entertainers and people of all ages, colors and creeds speaking out to condemn, inspire and incite positive dialogue to eliminate discrimination and most of all, be a safe, respectful haven for the millions of people who spend more time at work than they do anywhere else. Together we have the power to build a stronger, more unified South Florida.