DovesDeals grows in digital coupon field with higher payout

By Ken Datzman

Coupons in America have been around for a long time. More than 100 years ago, Coca-Cola and Post Grape Nuts issued the first coupons.

Fast forward, the industry has grown into a sophisticated giant marketer with national brands and local businesses targeting throngs of consumers, across a range of demographics and incomes, with discounts or rebates on all kinds of products and services.

Coupon sites typically see a collective 48 million people each month. When the recession hit in 2008, consumers looked for ways to save money and many turned to coupons. Redemption soared to its highest level in years.

For decades, print was the main and only coupon platform for consumers, until Internet technology came along and began to reshape the world of couponing, and shopping habits in general.

Today, increasingly savvy shoppers are adept at navigating both print and digital promotional media to save money.

Digital coupons have quickly gained mainstream acceptance and are a rapidly growing force that will likely take over as the primary distribution method of coupons in the next five to 10 years, according to the National Coupon Association.

Digital coupons boast higher redemption rates and often cost less to distribute.

Two years ago, roughly 92 million U.S. adults redeemed online coupons. The number is projected to grow to 124 million users in 2016, reports Statista, a statistics and facts organization that tracks market trends.

“One of best things about digital coupons is that if you are a merchant, a restaurant owner, for example, and you’re offering a $5 or more off discount this week only, as soon as the week is over that deal is gone,” said businessman Clay Sigurdson, the founder and chief executive officer of DovesDeals.com in Melbourne, which is part of the Sibran Media Group Inc.

He said having a mobile presence “is one of the biggest keys to being successful in this business. Our site is mobile. We don’t have

Clay Sigurdson is the founder and CEO of DovesDeals.com in Melbourne, part of the Sibran Media Group Inc. DovesDeals is a coupon marketplace where consumers go to find deals and discounts, from local businesses as well as national brands. Merchants sign up to have their deals and brands promoted to thousands of consumers. Local firm Blue Tangerine Solutions is its technology partner in the venture. Two years ago, DovesDeals became an ‘OfferWise Publisher Partner’ with giant merchant processor First Data Corp. It has greatly widened DovesDeals’ scope. Sigurdson was a director of officiating for the World Hockey Association in Florida for a number of years.
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FordHarrison receives the ‘Gold Standard’ award from Women in Law Empowerment Forum

FordHarrison LLP, a national labor and employment law firm, is a 2014 recipient of the Women in Law Empowerment Forum’s “Gold Standard” award. The firm has been certified four times, the last two of which it has met all six of the criteria.

The “Gold Standard” certification process focuses on whether women are represented in positions of power and are among the top-earning attorneys. Only 46 firms nationwide met the criteria for 2014 (42 did so last year), and just seven firms met all six of the criteria.

To receive this coveted award, firms must fulfill at least four of the following six standards:
- Women account for at least 20 percent of equity partners.
- Women represent at least 10 percent of firm chairs and office managing partners.
- Women make up at least 20 percent of the firm’s primary governance committee.
- Women represent 20 percent or more of the firm’s compensation committee.
- Women make up at least 25 percent of practice group leaders or department heads.
- Women represent at least 10 percent of the top half of the most highly compensated partners.

“FordHarrison is elated to be recognized as a “Gold Standard” firm by the Women in Law Empowerment Forum for a fourth consecutive year,” said Dawn Siler-Nixon, FordHarrison’s diversity and inclusion partner. “We have a strong commitment to our diversity initiatives, and it is rewarding to see acknowledgment of the women who are invaluable to this firm.”

The Women in Law Empowerment Forum’s vision is to create a dialogue for the purpose of educating women in law firms on how to become leaders in the workplace and in the community by building, exercising and implementing a strong sense of empowerment. For more information about the program, visit WILEF.com.

FordHarrison has more than 200 attorneys in 28 offices, including five affiliate firms. The firm says it is committed to providing clients with the “right response at the right time” in managing their workforce.

FordHarrison attorneys represent employers in labor, employment, immigration and employee benefits matters, including litigation.

Art Gallery of Viera to host event; first sale set

The Art Gallery of Viera at The Avenue will present “Black and White and Art All Over” from 6 to 9 p.m. on Saturday, July 12. The gallery’s featured artist will be photographer Gavin McDaniel, who will be displaying his black-and-white photography. Mimi Givens, one of the gallery’s teachers, will demonstrate the art of oil painting and guests can sign up to win a Bobbi Q Brown matted print. This show is open to members and guest artists.

During this show, the gallery will hold its first “Sizzling Hot Summer Sale.” Sale items will be marked with a red dot and will be found all over the gallery.
Appreciating the simple moments much more than the onslaught of technology

By Leandra Preston–Sidler
UCF Forum columnist

I admit it. I'm addicted. Social media, my phone, television, all things Internet — I would not want to live without them.

I turn 40 next month and I've had the luxury of growing up without the Internet, reading physical books in the library that I found using a card catalog, remembering the first time I saw a man in the mall using a (giant) cell phone — and was fascinated — and could never conceive how the video chat I first witnessed on "The Jetsons" was possible.

I loved "The Jetsons," by the way, and still think about the show when I see technology that never seemed imaginable. I now view my love for "The Jetsons" as a love for the possibilities their world represented, and I am still waiting for that machine that cooked food made to order, though today's microwave comes pretty close.

I am also equally into nature and the simple things in life such as sitting on the back porch looking at the sky and feeling the wind, walking on the beach, listening to music — and now, staring at my baby girl while she sleeps.

Looking at my daughter prompted me to write this column, as I realized one day when she was nursing that my reading the news on the phone was distracting her. She stopped eating and stared at my phone. I put it down and focused on her, but a minute or two later I found myself on my phone checking my Facebook.

She stopped eating and looked toward my phone again. "It's the light," I thought, and put it down. I had to actively focus on not picking it up again and recognized that I have an undeniable compulsion to look at my phone, to check my email, and perhaps most impulsively, to check my Facebook, even when I am doing something else that requires my mental focus, like writing.

But my baby changes every day and she requires my focus more than anything. So why would I spend these precious moments looking at my phone?

I like to think I'm a master multitasker but it has been proven that we actually do every individual thing worse when we multitask, even when we think we do better or "as good." For example, when I transitioned from breastfeeding to using a bottle, I soon realized I wasn't paying attention to her as much because the ease of using a bottle allowed more access to reading on my phone. I feel guilty admitting this, but acknowledging one's problem is an important part of recovery, right? And I want to recover.

Sitting outside one night after she went to bed, just me and the stars, I had a chance to think. I had unintentionally left my phone upstairs and, too lazy to retrieve it on a night too beautiful to resist, I thought about things. I should vow not to look at my phone or watch television while I feed her, and make that our time—these beautiful private moments that are so fleeting. I will regret not giving them my full attention one day. I know I will.

I think about it in the middle of the night when she wakes up and I feed her in the dim light and silence, because I don't want to create distraction or stimulation. I just watch her, so sweet and innocent, relatively unaffected by the media that will pollute her life every second of her existence before she knows it. Images that tell her how to look, television shows that hold her attention more than I will, the Internet I will ground her from using one day, and the cell phone that I will pry out of her little hands during dinner.

I know it is coming. I know this is her world and I am introducing her to it far too young. She already loves television though I strictly limit it and try to be conscientious of what she watches. I researched the impact of television on infant minds, but as a busy working mom with a husband who works just as much, you do what you've got to do.

Even if she doesn't get her "Yo Gabba Gabba" television time, she pays far too much attention when I am watching television. She is also captivated by the computer. Whether it's the light or color or a window into her future life, it simultaneously worries and amuses me. "Look at her look at the screen! She is so smart!"

As someone who researches digital media and identity, I overthink this, but recognize it warrants my thinking.

How is her brain development affected by her exposure to media so young? Is it impairing or preparing her for a life immersed in it? Is her brain wired differently from the start because of some evolutionary advancement (or devolution) based on our mediated culture? And do I need to seek help for my own preoccupation with media or am I just a savvy product of my own cultural moment?

Media is a crucial part of my life beyond the entertainment realm.

I don't just teach, I teach online. I am not just writing a dissertation, I am doing so in a program devoted to the convergence of texts and technologies where my research focuses on social media. So I am seriously immersed in digital media.

But my daughter doesn't have to be.

Not yet anyway — not if I can help it.

Leandra Preston–Sidler is an instructor in the University of Central Florida’s Women’s Studies. She can be reached at Leandra.Preston–Sidler@ucf.edu.

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Area attorneys among group recognized at the Florida Bar Convention in Boca Raton

The Florida Bar honored 203 attorneys for 50 years of dedication to the practice of law during a luncheon at The Florida Bar’s Annual Convention at the Boca Raton Resort & Club.

To be recognized, attorneys must be members in good standing of The Florida Bar and attain their 50th anniversary of admittance to the practice of law in 2014.

Senior counselors, who've practiced for 50 years or more but have not been members of The Florida Bar for the entire period, were also recognized at the luncheon.

The luncheon was sponsored by The Florida Bar's Young Lawyers Division and was held June 27. Former Florida Supreme Court Justice Harry Lee Anstead, a 50-year honoree, was the featured speaker.

The 18th Circuit attorneys honored were: Tom Burrows, Merritt Island; H. L. Clark III, Indialantic; Walter Rose Jr., Cocoa Beach; Nicholas Tsamoutales, Palm Bay; Herbert Morris Wasserman, Satellite Beach; and William Weller, Cocoa Beach.

Keiser representative to make presentation

A program titled “Career Trends and College Choices” will be presented at 6:30 p.m. on Wednesday, July 23, at the Cocoa Beach Public Library, 550 N. Brevard Ave. Representatives from Keiser University will help attendees “discover the career that best fits their personality.” Keiser professionals will talk about the requirements and educational standards for the in-demand positions organizations are looking to fill. The library’s phone number is 868–1104.
### Global Profile Sheet

**Name:** Joseph Pallante  
**Race:** W  
**Sex:** M  
**Education:** Bachelor

#### Employment

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#### Mandatory Firearms Qualification

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#### Topics

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#### Equivalency

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#### Training

- **Certificate Of Compliance-Law Enforcement:** 1993.11  
  - **Grade:** P  
  - **Hours Taught:** 800
- **Radar Speed Measurement Training Course For Law Enforcement Officers:** 1995.07  
  - **Grade:** P  
  - **Hours Taught:** 40

#### WMD/ICS Training for Certified Law Enforcement Officers

- **Weapons of Mass Destruction (WMD):** Not Completed  
- **Incident Command System (ICS):** Not Completed

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Dates, times, programs and featured artists are subject to change.
These programs are sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs
through the Florida Arts Council and the Brevard County Commissioners through the Brevard Cultural Alliance.

*Sorry, No Refunds.
Benevolent starts scholarship fund in name of fallen Palm Bay firefighter Jeff Burgin; awarded twice a year

The Palm Bay Firefighters Community Benevolent Inc. and the family of fallen firefighter Jeff Burgin have established a scholarship fund in his name to honor him on the second anniversary of his passing, and to help future generations wanting to become firefighters and paramedics.

The Jeffery Allan Burgin Scholarship Fund will provide $1,000 to qualified applicants meeting the criteria outlined in an application packet. The scholarship will be awarded twice a year to coincide with the spring and fall academy at Eastern Florida State College or the Florida Medical Training Institute.

The candidate must meet select criteria including a demonstration of financial need, residency in Palm Bay or Brevard County for a minimum of one year and a commitment to work in a local fire department not more than 50 miles outside of Palm Bay or Brevard County.

The application process also requires a written essay and two reference letters. A three-member selection committee comprised of one board member from the Benevolent and two members of the Burgin family will announce the first recipient around Aug. 1st for the fall academy and by Jan. 9 for the spring academy.

The packet can be accessed through the fire department’s page on the city’s website at www.palmbayflorida.org/fire or by contacting the Palm Bay Firefighters Community Benevolent Fund at 723–3036.

Burgin died on June 20, 2012, after serving 16 years with Palm Bay Fire–Rescue. He was a driver/engineer, paramedic and posthumously promoted to lieutenant. Before his service in Palm Bay, Burgin served in the Florida Forestry Service in South Florida for three years. His death was considered a “line–of–duty–death” under the U.S. Public Safety Officers Benefits program and Burgin’s name is on the International Association of Firefighters Fallen Firefighter Memorial in Colorado Springs, Colo.

“The family is happy and proud to help the firefighters establish this scholarship,” said Dick Burgin, Jeff’s father. “Hopefully it will help some young individual have a bright future, a job and have a wonderful career in firefighting.”

The Jeffery Allan Burgin Scholarship Fund is the Benevolent’s first scholarship program and the organization hopes to raise enough funds to expand opportunities for future firefighters and paramedics. “We’re sure there are a lot of people out there with financial constraints that if we were able to help the right individual to achieve the goal in firefighting, I think that truly exemplifies what Jeff would have wanted,” said Dave Ginsburg, president of the Palm Bay Firefighters Community Benevolent.

The Palm Bay Firefighters Community Benevolent is a nonprofit organization designed to provide community support through charitable events and contributions. Donations can be made at any Palm Bay Fire–Rescue station or by mail at P.O. Box 061776, Palm Bay, Fla., 32906.

Brevard Machinist Apprenticeship Program Offering Certification

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Bill W. Wood
Farm Bureau recognizes lawmakers for being ‘Champions for Agriculture’ — Montford plays a leading role

GAINESVILLE — Florida Farm Bureau, Florida’s largest statewide agricultural association, has announced its “Legislators of the Year” and “Champions for Agriculture.”

The Florida Farm Bureau’s Legislator of the Year award is presented to lawmakers who demonstrate excellent leadership on agricultural issues and work proactively to advance the interests of Florida’s farmers and ranchers. These leaders have demonstrated a sustained commitment to developing Florida’s economy and protecting the state’s natural resources.

Throughout the 2014 legislative session, Sen. Bill Montford played a leading role in supporting and promoting Florida agriculture as the chairman of the Senate Agriculture Committee. During the last two legislative sessions, Montford presided over a committee that heard and passed significant legislation important to Florida’s farm families.

In 2014, he sponsored two of Florida Farm Bureau’s legislative priorities: a bill that helped expand opportunities for agricultural education in schools and legislation that helped strengthen and improve Florida’s “Greenbelt” law by allowing farm land used for water storage to remain classified as agricultural property.

“We are very grateful for Sen. Montford’s leadership and dedication to strengthen agriculture in the 2014 session,” said Florida Farm Bureau President John Hoblick. “Senator Montford’s experience and passion for both education and agriculture helped us pass sound policy that benefits students and the environment.”

Rep. Jake Raburn has been an equally effective advocate for Florida’s farm families. During the 2014 session Raburn sponsored legislation that expanded the number of agricultural industry certifications included in the CAPE funding list.

He was also the primary co-sponsor of HB 575, a bill that would have saved farmers $2.4 million in sales tax exemptions on irrigation equipment and repairs. Although HB 575 did not pass, language updating and protecting the Greenbelt assessment on agricultural land was amended onto HB 7091 and passed the Legislature, giving farmers additional protections on their agricultural land.

“Representative Raburn is a superb advocate for agriculture,” said Hoblick. “His work ethic and effort as a bill sponsor are unmatched and we are grateful for all he has done to promote issues important to agriculture.

“We are excited about Rep. Raburn’s future in the Legislature and look forward to continuing our work with him during his time in the Florida House,” Hoblick added.

In addition to naming its Legislators of the Year, Florida Farm Bureau has named its second annual list of Champions for Agriculture, recognizing a group of legislators for their role in promoting an agriculture-friendly legislative agenda.

For 2014, Farm Bureau recognizes six Senators and 18 Representatives who took an active role in supporting our state’s farmers and ranchers by sponsoring and co-sponsoring priority legislation and by having a perfect voting record on the organization’s priority issues.

“Florida Farm Bureau is thankful to have a group of lawmakers in Tallahassee that continue to demonstrate strong leadership and advocacy on behalf of Florida agriculture,” stated Hoblick. “We are grateful for their efforts that allow agriculture to continue to benefit our state’s economy and its environment.”

The Champions for Agriculture, from the Florida Senate, are: Jeff Brandes, Charlie Dean, Bill Galvano, Denise Grimsley, Bill Montford and Wilton Simpson.


Florida Farm Bureau is the Sunshine State’s largest general agricultural organization with more than 147,000 member–families representing Farm Bureaus in 60 counties. Membership provides a multitude of benefits and you don’t have to be a farmer to be a member of Florida Farm Bureau.

Online tool Florida Food Connect lets producers, customers find each other

From farm gate to dinner plate, consumers are looking for more local food options. According to the latest “USDA Census of Agriculture,” industry estimates put local food sales at $7 billion in 2011, reflecting the market’s growing importance.

A revamped online tool, called Florida Food Connect, at www.FloridaFoodConnect.com, offers agricultural producers an easy–to–use way to reach new customers and offers consumers an easy way to find local growers of the freshest foods.

Florida Food Connect offers large and small producers and growers opportunities to diversify sales and build profitable relationships. The University of Florida’s Institute of Food and Agricultural Sciences and the Florida Department of Agriculture and Consumer Services worked together to make the site easier to use.

On the site, producers can create a profile with photographs and information about their offerings and what makes them unique; while consumers can easily search for the nearest producer of a particular crop, or search by county to see what's available. Consumers can also use the site to request products.

Job–search assistance program set at library

The Cocoa Beach Public Library will host a program titled “CareerSource Brevard: Job–Search Assistance” from 1:30 to 4:30 p.m. on Mondays throughout July. Veterans and other job–seekers will receive assistance in searching for work and entering the job market. For more information about the program, call Thomas Thompson at 394–0572 or Mary Hagan at 394–0560. The library’s address is 550 N. Brevard Ave.

CANCER CARE CENTERS OF BREVARD

From left: Giuseppe Palermo, M.D., Rahul Chopra, M.D., David L. Ross, M.D., Carl Tahn, M.D., Fe VSJ Pancito, M.D., Ravi Shankar, M.D., Diely Pichardo, M.D., Germaine Blaine, M.D., Gregory B. Hoang, M.D., Craig Badolato, M.D., Todd V. Panarese, M.D., and V. Pavan Kancharia, M.D.

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Brevard Symphony’s Confessore set to take audience on ‘Journey’ as the new season begins; state acknowledges BSO’s excellence with endowment grant

By Ken Datzman

The Brevard Symphony Orchestra has long been a cornerstone of cultural enrichment in the county. And two professionals who have played major roles guiding the organization, one administratively and the other musically, are both marking their 20th year this coming concert season, which is titled “Journey.”

Fran Delisle, the BSO’s executive director, and Christopher Confessore, the music director and principal conductor, have steered this valuable community asset for the past two decades through a barrage of up–and–down economic cycles, including the deep recession of late that sent a number of symphonies around the nation into bankruptcy reorganization while forcing others to close.

Recently, Florida’s Division of Cultural Affairs recognized the steady, smooth leadership of the BSO, providing it with full requested funding toward its operating budget, and with a prestigious endowment–matching grant. The latter is a program the state started years ago.

“First, you have to qualify as an organization to even be placed on the matching–grant list,” said Delisle. “You have to have $360,000 in your endowment fund in order to qualify for the $240,000 matching grant. I felt comfortable about our endowment and applied in 2007. We were placed on the list in the 2010–2011 legislative session and have been on it since.”

She said being awarded the matching–grant money by the state “shows the stability of our organization, that we are a viable organization and are worthy of receiving the grant funds. When you look at the list of who’s getting these funds, it’s the major organizations in the state. So it feels good to be in that company.”

Delisle said with the matching grant, the BSO’s endowment is now “a little over $1 million. It helps ensure the future of the BSO.” Attorney Charles Nash is the endowment fund’s chairman. The fund is managed by Morgan Stanley.

The BSO will open its 61st subscription concert series Oct. 25 at the Maxwell C. King Center for the Performing Arts on the campus of Eastern Florida State College, where it is the orchestra–in–residence. The BSO is following up on its blockbuster 60th anniversary season with a well–balanced program of concerts for 2014–2015.

“As an organization, most of the time you want to be looking forward, but during the BSO’s big 60th anniversary we took a little time to reflect,” said Confessore. “As we were doing that, we thought about where the organization has gone, the journey it has taken over six decades. At one of our concerts last season, we were able to bring together three previous conductors of the BSO, which was great. Before the concert, we had them come up on stage and we recognized them.”

Joseph Kreines, Maria Tunicka, and Kypros Markou, who preceded Confessore as BSO conductor, were honored for their dedication and contributions to the organization. The four conductors represent more than 45 years of the BSO’s 60–year history. Now, the organization is set to begin its new “Journey” of concerts.

“Journey can mean many things, and it does in the context of this coming season,” said Confessore, whose organization will kick off the season with its annual free–of–charge “Symphony Under the Stars” concert at 8 p.m. on July 4 at Riverfront Park in Cocoa.

Here is an overview of the six Journey concerts from October through April, all with performances on Saturdays.

CONCERT 1, Oct. 25, 8 p.m. The opening concert will include Antonin Dvorak’s “Symphony No. 9 from the New World.” Confessore said the BSO has not performed this piece in 11 seasons. “This is a well–known piece, an audience favorite. We decided we would devise an American–themed program to open our ‘Journey’ season.”

The program will also feature Howard Hanson’s “Piano Concerto,” with pianist Scott Watkins, who lives in Jacksonville. Hanson was the dean of the Eastman School of Music for many years. The concert was composed in the mid–1940s.

“It’s hardly ever played. It’s a very romantic concerto and Scott is passionate about this composer’s music. He has a CD coming out around the time of the concert. It’s solo piano music by Hanson and other American composers. I thought it would be a good tie–in.”

This year is the 200th anniversary of the Star–
With its wide inventory of parts and equipment, MRAM Engineering Surplus is a haven for engineers, technicians, inventors; state-approved e-scrap recycler.

By Ken Datzman

PALM BAY — One of the unique and interesting family businesses in South Brevard County is MRAM Engineering Surplus.

The store, situated on a 2.5-acre site, is a haven for engineers, technicians, tradesman, inventors, students, and other types of people who are attracted to an inventory of goods that resembles a technology “treasure hunt.”

Just one aspect of the venture is appliance parts. “We carry the top 500 SKUs (stock keeping unit) of the most current appliance parts,” said businessman John Sessa, who heads MRAM Engineering Surplus at 3060 Dixie Highway.

On this day, a student was among the customers shopping at the store. She was looking to buy power resistors for her senior design project, and Sessa, an electrical engineer, pointed her to a sizable selection of those components.

The business carries fasteners, electronic power supplies, computer power supplies, noise filters, connectors, cable and video components, “simple fixes for people’s air conditioners,” test equipment, wire by the foot, and the list goes on and on.

“This whole wall will be semiconductors. We just haven’t gotten to it yet,” said Sessa, as he walked through the store identifying the various merchandise for sale.

The firm provides a range of repair services to the public. These include laptop, personal computer, and printer repair. It also does vintage—radio and electronic—equipment repair.

The store, open Monday through Saturday, even has what looks to be World War II B–17 radios. “We got them from an engineer who moved away and wanted to see them live on. There are a lot of retired engineers in the area who like to refurbish and bring things back to life. We have technology from tubes to transistors to surface–mount components. We have quite a variety of stuff,” he said.

The MRAM Engineering Surplus team, for example, will take an RF assembly, disassemble it, identify the components that are still good, attach a value to them, and put them on the store’s shelves for sale.

When technology–oriented businesses in the region close and there is inventory available, Sessa’s company checks the goods to see how and if they would fit into MRAM Engineering Surplus’ growing stable of products.

“The items we sell are either reclaimed or they are surplus. We’ve purchased several warehouses full of merchandise — a lot of it is new, it’s just surplus. We like to call it NOS — new old stuff,” said Sessa, who took over the business, which was called Astro Too, in May of 2013.

The legacy company had more than a 20–year history in South Brevard and built a large base of costumers. “We purchased most of the assets of Astro Too and are now our own entity, MRAM Engineering Surplus. We are in the process of reviving the business. We have been doing a lot of organizing of the merchandise within the store and we’re getting a lot of positive comments from customers."

The company’s slogan is “technology repurposed.” Refurbishing computers is another piece of the business, said Sessa, who works alongside his son–in–law, Raphael Martin, a network engineer.

In addition to repurposing, recycling is a growing segment for MRAM Engineering Surplus. The items that cannot be repackaged are separated for recycling and sold to smelters. “They have specialized machines that separate plastics from metals, cooper from steel and so forth. We are like the second tier up in the recycling industry,” he said, adding, “Some of the things we have to pay to recycle, such as CRTs, or cathode ray tubes.”

Sessa, who is a 37–year resident of Brevard County, is positioning his firm to grow in the recycling industry. “We think there is a good future in recycling and in repurposing of all types of technology.” He added, “For instance, recycled tantalum is $100 and change per pound. It’s like a commodity. It’s a rare–earth metal.”

The major use of tantalum, as a metal powder, is in the production of electronic components, mainly capacitors and some high–powered resistors, said Sessa, who has started a number of businesses over the decades and has also worked as an engineer for corporations, including DRS Optronics.

He says a lot of companies in Brevard are “conscious
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Leasha Flammio-Watson, CFP®
Private Wealth Advisor

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Aging Matters in Brevard in need of summer volunteers for ‘Meals–on–Wheels’ program

COCOA — Do you have the summer “off?” Would you like to make a difference in the lives of the frailest of our county’s elder citizens by delivering a meal? Whether you can volunteer once a week for a couple of hours or a couple of days each week, if you are 18 or older, Aging Matters in Brevard could use your help this summer.

It needs “Meals–on–Wheels” drivers to cover for the regular volunteers who take their summer vacations.

Each volunteer delivers a “hot nutritious meal, a warm hello, and provides a safety check.” All volunteers use their own vehicles to deliver eight to 10 meals on their route. For the protection of the elder citizens, all volunteers receive a background screening.

“I truly enjoyed the people I delivered to. One of my favorite deliveries was to a resident from the time she was 100 till she turned 107. I delivered for eight or nine years before I retired. I always told myself I would quit when I turned 85. So now, I’ve been promoted to the monthly bulk–mail team,” said Edna Zurawinski, as she laughingly shares her memories.

She previously was a Meals–on–Wheels’ volunteer driver and currently serves on the bulk–mail team at Aging Matters. Zurawinski has been an Aging Matters volunteer for more than 14 years.

“We rely on volunteers so we can feed as many people as possible. Their service is vital to our program and truly saves lives,” said Tom Kammerdener, director of the Brevard Senior Nutrition Program.

Call 639–8770 for additional information or to join the Aging Matters in Brevard volunteer team.

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BonWorth Ladies Wear in Melbourne to be purchased by international firm

BonWorth Ladies Wear in Melbourne, in business for more than 40 years, recently announced that SAN USA purchased the stock of the company.

“This gives the company the opportunity to provide an exciting new era for long–standing traditions and values as a retailer to the mature woman shopper,” said Sharon Calvert, the BonWorth Ladies Wear store manager at 3202 Lake Washington Road. She said the company “will continue to bring quality, styling, value and easy–care garments to our loyal customer base.”

The principles of SAN USA have a “wealth of experience in design and marketing” in the U.S., Europe and around the globe “along with a powerful presence in manufacturing, sourcing and vertical–manufacturing operations.” Calvert said BonWorth will be “unveiling many exciting programs in the near future to better serve our loyal and dedicated customers and we will look forward to another 40 years of business.” For more information about the business, call 255–3088.

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Palm Bay Library to host teen–club meeting

The Palm Bay Library will host the first meeting of the new book club for teens, “Come to the Dark Side,” at 6:30 p.m. on Wednesday, July 16. The library is at 1520 Port Malabar Blvd., NE. Light refreshments will be served. For details about the club, call Julie Bryant at 952–4519.
March of Dimes, American College of Obstetricians and Gynecologists recognize hospitals across Florida

MAITLAND — March of Dimes and the American College of Obstetricians and Gynecologists District XII in Florida are recognizing more than 40 hospitals across Florida for successfully reducing their rates of early elective deliveries, including inductions of labor and cesarean sections scheduled without a medical reason before 39 completed weeks of pregnancy.

To acknowledge this achievement, both maternal health organizations will present a joint special-recognition banner to each hospital that meets specific criteria, highlighting its commitment to improving the quality of care for moms and babies. The banner recognition program is another element of the March of Dimes national campaign, “Healthy Babies are Worth the Wait.”

One of the campaign’s national goals is to reduce the rate of elective deliveries before 39 weeks of pregnancy to 5 percent or less. In addition to the hospitals that have already qualified in Florida, many other hospitals are in the process of qualifying or have signed a pledge to reduce early elective deliveries by the end of 2014.

“Studies have shown that deliveries that are scheduled for non–medical reasons may increase harm to infants, increase health care costs, and worsen medical outcomes,” said Dr. Robert Yelverton, chairman of ACOG District XII. “We are extremely pleased with the participation from the hospitals across Florida and with the results this collaborative effort is seeing.”

“We are delighted to present to each hospital with this commemorative banner for adhering to standards that directly benefit the health of babies,” said Dr. Karen Harris, chairwoman of the Program Services Committee for the March of Dimes Florida Chapter. “The last few weeks of pregnancy are extremely important for the baby’s brain and lung development, among other organs, so we want to commend this momentous achievement.”

In 2013, the journal “Obstetrics & Gynecology” published a study showing that multistate, hospital–based quality improvement programs can be “remarkably effective” at reducing the rate of early elective deliveries.

Among the 25 participating hospitals — the programs were piloted in California, Florida, Illinois, New York and Texas, which together account for an estimated 38 percent of all births in the U.S. Six of these hospitals were in Florida. During the one–year project period the rates in the 25 hospitals fell from 27.8 percent to 4.8 percent — an 83 percent decline.

The criteria for hospitals applying for the distinction includes confirmation that their rate of non–medically indicated deliveries of less than 39 weeks gestational age was below 5 percent for at least the past six months prior to application, and that they have policies in place to prevent such deliveries.

“When hospitals subscribe to our quality standards and start measuring and tracking the rate of these deliveries, we’re able to document perinatal outcomes and the progress toward that target rate,” said Dr. Harris. “The recent positive response points to great progress on the horizon for the health of the community.”

This statewide accomplishment is the result of the collaboration between the March of Dimes, ACOG District XII, the Florida Perinatal Quality Collaborative, the Florida Hospital Association, and the Florida Department of Health, who joined together in 2010 to improve birth outcomes and the health of moms and babies.

“Reducing unnecessary early deliveries should be a top priority for birthing hospitals,” said Dr. Harris. “With every baby that is born full term we accomplish our collective mission for healthier moms and babies in Florida.”

For a list of hospitals that qualified for the special recognition banner and of those that have pledged to eliminate non–medically indicated deliveries before 39 weeks, visit www.MarchOfDimes.com/Florida or www.ACOG12.org.

North Brevard Sharing Center fund–raiser set

North Brevard Charities Sharing Center Inc. will host its fifth annual “Main Artery Fund–raiser” at 7 p.m. on Saturday, Sept. 27, at the Space Coast Convention Center in Cocoa. Live music and other entertainment will provided. Individual tickets are $75. There are also sponsorship opportunities available at individual and corporate levels. For ticket and sponsorship information, call Corey McMillen, the Sharing Center’s public relations coordinator, at 383–3026. All proceeds from the event will be allocated for services that support families and individuals in Brevard County.

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Surfside Players in Cocoa Beach to hold auditions for the farce ‘Lend Me a Tenor’

Surfside Players at Surfside Playhouse in Cocoa Beach will hold auditions for the play “Lend Me a Tenor” at 7 p.m. on Sunday, July 13, and Monday, July 14. “Lend Me a Tenor” is a farce by Ken Ludwig. It’s directed by Bryan Bergeron and presented by special arrangement with Samuel French. This will be the 200th mainstage show Bergeron has directed at Surfside Playhouse.

Surfside Players is looking to recruit four men and four women of varying ages for the play, which opens Surfside Playhouse’s 56th season.

Performances will be Sept. 5–21 (three weekends). For more details about the play and audition requirements, visit www.SurfsidePlayers.com.

The play’s plot: The Cleveland Grand Opera Company is primed to welcome world-famous Tito Morelli, Il Stupendo, the greatest tenor of his generation, to appear for one night only as Otello. But through a series of mishaps, Morelli is given a double-dose of tranquilizers and passes out one hour before curtain; his pulse so low that he appears to be dead. In a frantic attempt to salvage the evening, general manager Saunders persuades his assistant Max to get into costume and fool the audience into thinking he’s Il Stupendo.”

For more information about future Surfside events, visit the website, its Twitter feed (@surfsideplayers), or its Facebook group (Surfside Players).

Also, people interested in community theater can sign up to receive reminders by e-mail or postcard by calling 783–3127, e-mailing surfside_info@yahoo.com, or visiting the Playhouse.

Singing sensation Susan Boyle to perform at King Center in Melbourne as part of tour

NEW YORK — Grammy-nominated singer Susan Boyle will be embarking on her first U.S. tour in October, and the schedule includes a local show.

She will be performing a contemporary repertoire of iconic album tracks and “never-heard-before songs that will captivate and enthrall her audiences.”

The exclusive 21-date city tour includes a stop at the Maxwell C. King Center for the Performing Arts in Melbourne. Her performance is scheduled for 7 p.m. on Sunday, Nov. 2.

Commenting on her tour, Boyle said, “This is a brilliant moment for me. I am so very proud to be announcing that I will be performing in my very own tour in the USA. This really is fantastic. The past five years have been incredible and it just keeps getting better. I have spoken so often about wanting to tour America and be able to visit different cities for the first time, I’m so excited.”

Boyle earned “rave reviews” for her sellout Scottish and UK tours in 2013 and 2014, and now begins the first part of her world tour in America.

Presented by AEG Live, tickets are now on sale for her U.S. dates. They start at $47.50 and may be purchased by visiting KingCenter.com or by calling the ticket office at 242–2219. Tickets can also be purchased at www.AXS.com. Further information and exciting updates can be found on www.SusanBoyleMusic.com.
Continued from page 10

Spangled Banner and Dudley Buck’s “Festival Overture on the National Air” is part of the concert as well.

CONCERT 2: Nov. 22, at 8 p.m. “The first half of this concert will be all Romanian music,” said Confessore, who made his international debut in 2004, conducting the Sibiu Philharmonic Orchestra in Romania. The guest soloist will be violinist Daniel Szasz, a Romanian. He is concertmaster for the Alabama Symphony Orchestra in Birmingham, where Confessore is the resident conductor. One of the pieces Szasz will play is a world premiere arrangement of Georges Enescu’s “Romanian Rhapsody.”

The second half of the program will feature two great ballets, Tchaikovsky’s ‘Selections from Swan Lake’ and Stravinsky’s ‘Suite from The Firebird’ — the first ballets for each of those composers.” Confessore added, “Another element to our Journey theme is catching some composers at the beginning of their careers and some at the end of their careers.”

CONCERT 3: Jan. 17, 2 p.m. and 8 p.m. This concert will showcase the world premiere of “Fanfare in a Continuum of Gradual Momentum” by Steve Kornicki, a composer who lives in Melbourne.

“In planning programs, I keep my wish-list. We have an artistic committee on the board that I meet with, and the members provide their input of the wish-lists of pieces they would like to hear the orchestra play. We receive suggestions from the orchestra members, from the audience and from others,” said Confessore. More than a year ago, Kornicki sent two scores to Confessore. “I really liked his work. It’s kind of minimalist in style. We’ve done one other piece in that style and it was well received by the audience. Steve’s music focuses more on rhythm than on melody. It’s a fascinating piece.”

CONCERT 4: Feb. 21, 2 p.m. and 8 p.m. This is the BSO’s annual pops performance. It will highlight pops and light classical music, from Tchaikovsky’s “Waltz of the Flowers” to Wagner’s “Ride of the Valkyries” and music from “The King and I” and “The Wizard of Oz.” Confessore said that perhaps “half of the music on the program we have not performed in more than 20 years.”

CONCERT 5: March 14, 2 p.m. and 8 p.m. Part of the performance centers on Franz Schubert’s “Symphony No. 9 in C Major Great.” Confessore said it was Schubert’s “final work, a huge piece. Other than Beethoven’s 9th, this is probably the largest–scale symphony that had been composed up to that point, and he never got to hear it play.” Another “great showpiece” on this program is Sergei Prokofiev’s “Piano Concerto No. 3,” with pianist Joyce Yang.

CONCERT 6: April 18, 8 p.m. “To close the season, we have a concert that is in a slightly different format. It centers on Charles Ives ‘Symphony No. 2’ Ives, an American composer, was definitely ahead of his time.” This program will also showcase folk musician Bobby Horton, of the Alabama Symphony Orchestra. “Bobby is an amazing folk musician. He’ll sing, demonstrate, and tell us some of the stories behind his well–known songs. It’s a very effective presentation. We did the piece together in Birmingham and it was well received.”

BSO season tickets are on sale at www.BrevardSymphony.com. Single tickets will go on sale Sept. 1. To view the various ticket options, the full schedule of BSO events, and community–outreach activities for youngsters, visit the website.

“Chris Confessore and the very talented musicians of the BSO will take our audience on a variety of musical Journeys in 2014–2015. As we embark on this new and exciting season, we hope that everyone finds our music inspiring and truly personal,” said Delisle.

Wells Fargo’s Jason McCloy named to Leaders Club

Wells Fargo Home Mortgage recently named Jason McCloy, a home mortgage consultant, to its 2013 Leaders Club. This distinguished recognition is based on “exceeding sales” in 2013 and for providing “outstanding customer service.” McCloy has worked in the financial–services industry for 11 years, all of which have been with Wells Fargo. McCloy has been a home mortgage consultant with the company’s top sales producers. Wells Fargo Home Mortgage annually recognizes team members who provide exceptional customer service and rank among the company’s top sales producers. Wells Fargo & Company (NYSE: WFC) is a nationwide, diversified, community–based financial services company with $1.5 trillion in assets.

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Space Symposium in Colorado set records with 11,000 participants, 3,000 vendors

COLORADO SPRINGS, Colo. — The Space Foundation recently announced that the 30th Space Symposium held May 19–22 here at The Broadmoor Hotel set records for participation.

The Space Foundation reported that some 11,000 people participated in the 30th Space Symposium. Included in that number are 8,000 delegates and guests, and 3,000 vendors, volunteers and support staff. The numbers include representatives of more than 600 participating companies and organizations from 26 countries.

The Space Foundation has held the Space Symposium at The Broadmoor every year since 1984. The 31st Space Symposium is scheduled there for April 13–16.

Founded in 1983, the Space Foundation is the “foremost advocate” for all sectors of space, and is a global, nonprofit leader in space awareness activities, educational programs and major industry events, including the annual Space Symposium.

Its world headquarters building showcases a public Discovery Center including the El Pomar Space Gallery and the Northrop Grumman Science Center featuring Science On A Sphere. The Space Foundation also has a field office in Houston, and from its Washington, D.C., office, conducts government affairs, publishes “The Space Report: The Authoritative Guide to Global Space Activity” and provides three indexes that track daily U.S. stock market performance of the space industry.

Through its Space Certification and Space Technology Hall of Fame programs, the Space Foundation recognizes space–based technologies and innovations that have been adapted to improve life on Earth.

For more information about the organization, visit www.SpaceFoundation.org, and follow on Facebook, LinkedIn and Twitter.

Hospice of St. Francis to host caregiver education classes starting on Aug. 11

Hospice of St. Francis will be offering Caregiving Education and Resource classes for current and future caregivers, their family and friend helpers at the Cancer Care Center, 215 Cone Road, on Merritt Island.

The training program consists of six 90–minute classes. The series begins on Monday, Aug. 11, and concludes on Thursday, Aug. 28. Classes will be held for Mondays and Thursdays from 4:30 to 6 p.m.

All classes were developed nationally in response to the issues caregivers, themselves, identified. Each class focuses on different issues a caregiver will face. Hospice of St. Francis’ programs and training classes are offered free of charge to Brevard County residents.

To register for the program, contact Barbara Borman at 269–4240, extension 3452, or toll–free at (866) 269–4240. The e–mail address is caregiving@HospiceofStFrancis.com.

Hospice of St. Francis was founded in 1977 and serves all of Brevard County with offices in Titusville and Melbourne. It is an independent, nonprofit hospice serving the pain relief and symptom management needs of patients.
of recycling. It’s not yet mandated in the state of Florida, but I think we are moving in that direction, especially with fluorescent bulbs and with other things that can be reused and not put in the landfill.”

MRAM Engineering Surplus just received its state registration number from the Florida Department of Environmental Protection as an “electronics-scrap recycler of non–hazardous waste. This is the first level in the system and it opens doors for us in the recycling industry, which is growing by leaps.”

Florida businesses dealing with more than 600 tons per year of any recovered material (paper, glass, plastic, metals/aluminum, textiles or non–tire rubber) are required by law to apply for annual certification and report their recovered materials.

The Institute of Scrap Recycling Industries in Washington, D.C., released a new Economic Impact Study revealing that the industry accounts for nearly $87 billion annually in economic activity. According to the Consumer Electronics Association, Americans now own more than 20 electronic products per household.

The use of electronic products has grown substantially over the past two decades, changing the way in which we communicate and how we get information. According to the Consumer Electronics Association, Americans now own more than 20 electronic products per household.

Donating used electronics for reuse extends the lives of valuable products. Recycling electronics prevents valuable materials from going into the waste system, said Sessa, MRAM’s chief technologist. “There are a lot of electronics in Brevard County that are discarded.”

MRAM Engineering Surplus offers free-of-charge electronic/technical scrap recycling bins to any e-scrap generator in the county. MRAM provides the mobile bin. When the bin is full, MRAM swaps it out with an empty bin. This is done on a scheduled basis or as requested by the customer, said Sessa.

Electro–technical scrap can be old laptops and personal computers, flat screens, unused or obsolete floppy discs and media, old lead batteries, rechargeable batteries, switches, wire, cables, PC boards, components, motors, and other items.

Glass–tube monitors, televisions, and non–rechargeable batteries are not included in the collections. MRAM can still process these commodities but there are mandated disposal fees associated with them, he said.

In addition to its retail store and recycling division, MRAM Engineering Surplus plans to launch an e-commerce site in the future. “We see a lot of opportunity to grow this business over the long term. This is a family venture and we’re using all of our expertise,” said Sessa.

Merritt Island–based Fidelity Bank of Florida named an ICBA ‘Top Performer’

Fidelity Bank of Florida, N.A, with offices in Merritt Island and Longwood, was recognized as a top–performing bank for 2013 by the Independent Community Bankers of America (ICBA).

As part of its annual recognition of high–performing ICBA member institutions, the “ICBA Independent Banker” magazine utilized year–end FDIC data to identify the community banks with the highest performance metrics, those with the best return on average asset ratios and the best return on average equity ratios, in six asset–size categories.

“Fidelity Bank is pleased to be recognized as an ICBA Top Performer,” said J. Lamar Roberts, the president and chief executive officer of Fidelity Bank of Florida.

“As proud residents of Central Florida, we look forward to serving the unique needs of our communities and helping them grow and prosper for years to come.”

The ICBA Top Performers listing shows Fidelity Bank of Florida as the highest–performing financial institution in the U.S. in the $150 million to $300 million category.

The ICBA is the nation’s voice for more than 6,500 community banks of all sizes and charter types. The organization is dedicated exclusively to representing the interests of the community–banking industry and its membership through “effective advocacy, best–in–class education and high–quality products and services.” For more information about the association, visit www.icba.org.
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an app yet because we really don’t need one. But we are looking in that direction as we grow.”

More than 28 percent of people who own a mobile device redeemed a coupon last year, according to eMarketer. Nearly 70 percent of mobile coupon users will access coupons with their smartphone.

Sigurdson says he has long embraced the business of couponing.

“I have always been interested in coupon books, and toyed with them for some time. Marketing for businesses is a passion of mine. In 2009, it kind of hit me to do something in the coupon field a little bit different. The business we have today has completely morphed from a discount card to a full–fledged marketplace where consumers go to find deals and discounts,” Sigurdson says.

Sigurdson has held various management positions in sales and marketing for more than 20 years. He became a partner in two “prepaid” debt–card companies in 2002–2003. In 2007, he liquidated his ownership in those entities.

He originally moved to Florida from Green Bay, Wis., to become the director of officiating for the World Hockey Association. “I was better at officiating than playing the sport so I concentrated on moving up the ranks in officiating. I love hockey.”

After working for eight years in professional hockey, he opened Sigurdson Marketing LLC, an insurance brokerage and marketing firm with more than 20 agents in four states.

For the last five years, Sigurdson has worked to develop and make DovesDeals.com the “premier online family friendly marketplace” for both local and national merchants.

“People are always looking for deals, and we have them,” said Sigurdson, whose company sends out an e–mail deal once a week to its registrants.

Nearly eight in 10 consumers consider themselves value–seekers, self–described as promotion–sensitive or price–conscious, according to the new Valassis Shopper Marketing Report.

Shoppers are embracing digital, social, and mobile promotional media by increasingly downloading coupons onto their retailer–shopping cards, searching for coupons online, and combining print and digital offers to maximize their savings.

“They are still a lot of people who do not know these deals are available,” said Sigurdson about DovesDeals. “We actually started before Groupon. We have built up the technology in our backbone through Blue Tangerine Solutions and now provide merchants with all the bells and whistles. We are kind of a cross between Groupon and RetailMeNot.”

He added, “As a company, we are trying to be the merchant–friendly alternative as well as the consumer–friendly alternative in this industry.”

DovesDeals’ technology partner in the venture is Blue Tangerine Solutions Inc. in Melbourne, which has been developing business websites since the company was founded in 1995. Today, it also provides customers with a full range of information–technology services and has expertise in related areas, such as helping firms enhance their online sales and marketing efforts. Blue Tangerine Solutions is owned by businessman Greg Bray, who is the firm’s president.

DovesDeals promotes merchants and their brands to thousands of consumers looking for great values — locally, nationally, and worldwide. Shoppers access DovesDeals at home and on the–go through smartphones and tablets.

Merchants benefit in a number of ways using the DovesDeals.com platform.

“We provide them with a full–page site where they can advertise their business and their location,” said Sigurdson. “The site includes their logo, pictures, and a little blurb about their business. And, of course, it shows what deals they have to offer. So it’s more than just a static search engine.”

At DovesDealsMerchants.com, businesses create their free merchant page and define their offer.

DovesDeals distributes and promotes the offer through its website–deals platform and its network of distribution partners. Customers visit the business to redeem the offers.

“Our advantage over the competitors on the ‘Daily Deals’ side, is we pay 70 to 80 percent of the deal (revenue share). And we pay every 15 days.”

Groupon, for example, pays out over 90 days. “They pay 50 percent in 30 days, and a little bit more and little bit more. With us, the merchants are getting their money a lot quicker. We are providing that service. The merchants like the faster turnaround. That is the key.”

He said most merchants don’t have the time to track “how effective a campaign is. With us, there is no mystery. We bring the merchant a paying customer — they know it and we know it. And the merchant likes it that way.”

The process of a transaction looks like this: As a businessowner, you decide what offer to list at DovesDeals.com on your personalized merchant page. The user shops at “your store” to get the deal. He or she then pays with a debit or credit card previously registered with DovesDeals.com. The system recognizes the transaction and gives the discount you have offered. Then an e–mail is generated to the customer with your message.

Sigurdson cites a “Super Saver Deal” at DovesDeals.com for Fishlips Waterfront Bar and Grill in Cape Canaveral. Fishlips is offering a $25 voucher for $12.50. The consumer pays $12.50 to DovesDeals for the $25 value and “we pay Fishlips 70 to 80 percent of the $12.50. We pay them quicker and we pay them more money than the competitors,” he said.

He added, “But we have a bigger story than just DovesDeals. Almost two years ago, we became an ‘OfferWise Publisher Partner’ with First Data Corp., the largest merchandise processor in the world.”

DovesDeals was added as a partner at FirstData.com, which enables DovesDeals.com’s card–linked offer platform to potentially reach the more than 3 million merchants that First Data services in the merchant–processing industry. “And they are starting to promote it heavily,” he said.

The card–linked offer platform allows consumers to register their Visa, MasterCard, Discover, and American Express credit or debit cards at DovesDeals.com and receive automatic discounts at participating merchants across the nation.

“When you register your card with us, the information is digitized as a ‘token’ and destroyed immediately. We think we can really grow the Publisher Partner segment of our business. Consumers love the idea. The great thing about the First Data relationship is their sales representatives. Their marketing teams are like our sales reps because they bring us business,” said Sigurdson.

A piece of his company’s business model revolves around benefiting charitable groups and organizations in the community. DovesDeals.com has a “Give–Back–to–the Community Program.”

“When we built this company, one of the long–term goals was to reach out to schools, churches, charities, and other nonprofit entities in the region through our Give–Back Program, and we’re doing that,” he said.

DovesDeals.com began with the commitment of giving 10 percent of its corporate profits to area charities. The Brevard Schools Foundation and the American Veterans Employment Team are some of its charitable partners.

For more information about participating in the nonprofit program, send an e–mail request to corporate@DovesDeals.com.

Soon, DovesDeals will be tapping the fast–growing Hispanic market. “The Hispanic market in our industry is underserved,” said Sigurdson, whose company has formed a deals partnership with a Spanish media company in South Florida.

The Hispanic shopper is one with formidable buying power. These consumers are tech–savvy and value–conscious shoppers. The Valassis Shopper Marketing Report found that there are clear differences among Hispanic shoppers especially in their engagement with digital, mobile, and social media.

Ninety–five percent of Hispanic Internet users download coupons from retailer websites or mobile apps before shopping, and 70 percent have used coupons found on social media.

A recent Pew Survey found that 86 percent of U.S. Hispanics own a cellphone, compared to 84 percent of the U.S. white population. Seventy–six percent of U.S. Hispanics said they use a mobile device to shop online, compared to 60 of the population in general.

“We really want to reach this market and have built a Spanish deal site in partnership with a media company in Miami,” said Sigurdson, whose company’s new partnership is with the Americas Media Group LLC in Miami. Their holdings include the newspaper “Diario Las Americas.”

“It will be launching very shortly. It is the only Spanish language deal–site in South Florida, and that is amazing in and of itself. We are very excited about the partnership. As we grow and get bigger, we want more people to work with us. This is going to be a big liftoff for us,” said Sigurdson.
We hope that you will join us as we celebrate the announcing of our upcoming 25th Season of Broadway on Brevard, as well as, our Stars of Tomorrow and Broadway Bonus series!

The Historic Cocoa Village Playhouse
Broadway on Brevard
25th Anniversary Season Announcement Party

Saturday, July 12, 7:30 p.m.
At the King Center for the Performing Arts
3865 N. Wickham Rd, Melbourne, FL 32935

Doors open at 6:30 p.m. for reception. Entertainment starts at 7:30 p.m.

To purchase tickets, please visit www.KingCenter.com or phone the King Center at (321) 242-2219

Visit us at CocoaVillagePlayhouse.com to sign up on our email list to recieve notifications about our upcoming events!

Tickets: $12 to $17
Now Available at www.kingcenter.com or call (321) 242-2219

July 18 at 7:30 p.m.
July 19 at 2 p.m. & 7:30 p.m. at The King Center for the Performing Arts

Presented through special arrangements with Music Theater International N.Y. N.Y.