

Chamber Connection

915 N. Suncoast Blvd., Crystal River, FL 34429 · 352-795-3149 · 106 W. Main St., Inverness, FL 34450 · 352-726-2801

Coming Saturday! Mermaids & Margaritas

It's finally here! Mermaids & Margaritas lands on the beach at Fort Island Gulf Beach this Saturday, Sept. 9, from noon to 8 p.m. for one of the most unique events to take ever place in Citrus County.

Indulge your inner mermaid (or merman) and lavish yourself in all things merfolk, from custom tails by Citrus County's own Mertailor; to novel and unexpected water-related merchandise, mermaid/nautical-themed costume contests, the first-ever

Ms. Mermaid/Mr. Merman contest, paddleboarding, axe throwing and tons of FREE kids' activities on the beach, including face painting and bounce houses, and so much more.

Don't forget about the music! The stage is lively all day with shows by The "Amazing" Steel Drums; the popular Jimmy Buffett Tribute Band, The Landsharks Band from Orlando; and a return-to-Citrus-County-by-way-of-Daytona by Homosassa-bred Ashley Young. Interspersed between the stage acts, Citrus 95's DJ Trae will keep things lively as he spins tunes and serves as master of ceremonies for the two contests.

And then there are the margaritas. Made fresh on the beach by the Mexican Riviera Cantina, these special frosty drinks will have you singing your own versions of Jimmy Buffett's signature song.



Insight Credit Union is the Presenting Sponsor.

The Chamber thanks all of our sponsors to date for insuring that the inaugural Mermaids & Margaritas will be a wonderful experience! Presenting Sponsor: Insight Credit Union; Poseidon Sponsor: Nature Coast EMS; Siren Sponsor: Plantation on Crystal River; Merfolk Sponsors: Hunter Springs Kayaks, Specialty Gems, Crystal River Harley-Davidson, D&M Property Maintenance, Kona Ice, Suncoast Plumbing, Tania's House, Riviera Mexican Cantina and MezMer Eyes.

ture song.

So, join us this Saturday for a fun time on the beach! FREE shuttles will run continuously from U.S. 19 at Fort Island Trail, where there will be plenty of parking. For our guests with mobility needs, accessible buses will run from the paved parking lot of the Citrus County Welcome Center at 915 N. Suncoast Parkway.

RECENT RIBBON CUTTINGS

Welcome New Chamber Members: The Chamber continues to grow weekly! We welcome our new members and thank all of them for joining the Chamber. We encourage the community to patronize their businesses.

Mertailor

352-228-4934 • www.TheMertailor.com



The Chamber is pleased to welcome Eric Ducharme of Mertailor. Since 2009, Mertailor has been producing the worlds No. 1 selling swimmable mermaid tail. They offer an entire product line of all types of mermaid tails. Choose from affordable fabric mermaid tails or extravagant bespoke silicone tails. Their realistic and colorful designs bring the underwater world right to your door step with a few clicks! Whether you are an adult living your childhood dream or purchasing your child's first mermaid tail, you will enjoy our products. In addition to tails, they offer swimwear, active wear, accessories, gift cards and rentals. Several Ambassadors were on hand to assist with the ribbon cutting. Mertailor is at 1570 N. Meadowcrest Blvd. in Crystal River. Visit www.TheMertailor.com; call 352-228-4934.

KC Nayfield to speak at luncheon

Citrus County Blessings is sponsor

Dr. KC Nayfield, local veterinarian and member of the Board of Directors of the Conservation Trust for Florida, is the keynote speaker for the Sept. 8 luncheon at the Plantation.

Dr. Nayfield's presentation will focus on protecting

Florida's wild and working lands, and how preserving our environment is also good for business.

The luncheon is sponsored by Citrus County Blessings.

Make your reservations now to attend. To RSVP, call Janet at 352-795-3149.



Dr. KC Nayfield



■ **WHAT:** Mermaids and Margaritas Festival; www.CitrusCountyChamber.com and click on "Mermaids & Margaritas" or Facebook at "Mermaids and Margaritas Fest 2017"

■ **WHEN:** Saturday, Sept. 9, 12 noon – 8 p.m.

■ **WHERE:** Fort Island Gulf Beach, at the end of Fort Island Beach Trail, Crystal River

■ **ADMISSION:** \$5, children 12 and under are free

FREE parking with FREE shuttle to the beach. Continuous shuttles from the festival parking lot at U.S. 19 & Fort Island Trail. Handicapped parking with accessible shuttles will be at the Chamber's parking lot at 915 N. Suncoast Blvd. (Be aware that parking at Fort Island Gulf Beach is not offered and we encourage use of the shuttle.) ABSOLUTELY NO COOLERS and NO PETS/ANIMALS (with the exception of service animals)

Chamber New Image Award

Twisted Oaks Golf Club is the New Image Award recipient for August.

Tommy Lyman is a Class A PGA member with an extensive 45-year background as a PGA professional and in managing private golf clubs in Atlanta and Gainesville. When he began looking for new opportunities a few years ago, he learned about Twisted Oaks and came over to Citrus County to play the course that had been designed by renowned golf architect Karl Litten and opened in 1990.

Although the course had been bank-owned for a number of years and in need of work, Tommy liked what he saw and knew that with good management and some renovation and updates, it could be returned to a desirable course. So, he and his wife, Chris, purchased Twisted Oaks Golf Club in October 2014 and began work. Tommy said his goal was to "bring the private club experience and hospitality" to the public venue, and create a place where golfers can enjoy "quality golf at an affordable price."

Tommy and Chris began by giving the club a clean, inviting look with a new parking lot, updated landscaping and a spruced-up interior.

Twisted Oaks currently



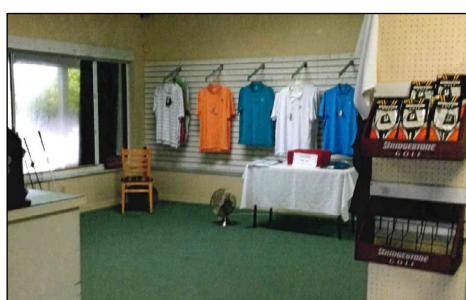
Twisted Oaks Golf Club received the New Image Award at the Chamber luncheon on Aug. 11. From left are: Jennifer Duca, Chair of the Chamber Ambassadors New Image Committee; Tommy Lyman, Twisted Oaks Golf Club; Clayton Jeck, Chamber Board Chair; and Josh Wooten, Chamber President/CEO.

maintains a staff of 29 full- and part-time employees, six of whom have been at the club for over 15 years. Their knowledge of the club and players — even knowing what drinks they like and how they like their burgers cooked — helps to personalize the experience for the players. Twisted Oaks' philosophy is that every player is important, and Tommy, Chris and their staff know them on a first-name basis.

Today, Twisted Oaks is one of the busiest golf courses in Citrus County,

attracting local golfers as well as those from surrounding areas. With the 18-hole course, putting and chipping greens, practice bunkers, a golf shop, golf lessons, club repair and the Oaks Grill that serves breakfast and lunch seven days a week and dinner on Fridays, this new and improved club has indeed earned the Chamber's New Image Award.

Twisted Oaks Golf Club, 4801 N. Forest Ridge Blvd., Beverly Hills; www.TwistedOaksGC.com; 352-746-6257.



The Twisted Oaks Pro Shop before its facelift, and showing its new image today.

'Chamber Report' on WYKE

Watch the weekly "Chamber Report" show on WYKE-TV to stay abreast of Chamber events, issues and member spotlights with host Josh Wooten. "Chamber Report" is broadcast on Tuesdays at 4:30 p.m. on Bright House Channel 16 and Channel 47 (digital antenna).

It can also be accessed on Live Stream.com by searching for WYKE. This week's program features Debbie Selsavage, executive



Debbie Selsavage

director of Coping with Dementia, who talks with Josh about the inaugural Citrus County Walk Aware for Alzheimer's slated for Oct. 21 in Floral City. The walk supports the Alzheimer's Family Foundation, but the event has expanded to a host of events all around Citrus County during the month of October to help raise awareness. "Chamber Report" is your ticket to the many happenings in Citrus County!



Mission of the Citrus County Chamber of Commerce

The Citrus County Chamber of Commerce is an organization of businesses unified in efforts to advance the economic growth of the region, promote the interests of the business community, provide key leadership on key commerce issues and preserve the county's quality of life.

Chamber events calendar

- Sept. 8 — Chamber Luncheon at The Plantation on Crystal River, speaker KC Nayfield; Sponsor is Citrus County Blessings
 - Sept. 9 — Mermaids & Margaritas, Fort Island Gulf Beach
 - Sept. 21 — Mixer, King's Bay Rotary and George Washington Carver Center at George Washington Carver Center, Crystal River
 - Sept. 23 — BWA Women's Health & Fitness Expo at National Guard Armory, Crystal River
 - Oct. 5 — Fire Up Citrus! at Tuscany on the Meadows
 - Oct. 13 — Business Appreciation Month Annual Luncheon, Black Diamond
 - Oct. 19 — BAM BBQ!, M&B Dairy
 - Oct. 26 — BAM mixer, Insight Credit Union, Crystal River
 - Nov. 3 — Chamber Luncheon at Seven Rivers Presbyterian Church; Poverty Simulation Project by United Way; Sponsor is Hospice of Citrus County
 - Nov. 11 — Lake Hernando Dragon Boat Festival
 - Dec. 2 — Crystal River Christmas Parade
 - Dec. 9 — Inverness Christmas Parade
 - Jan. 13 & 14 — Florida Manatee Festival
 - Jan. 24 & 25 — Legislative Days in Tallahassee
- For more information on all Chamber events, call 352-795-3149 or go to www.CitrusCountyChamber.com.

Chamber Legacy Partners The Chamber recognizes our Legacy Partners that have made a special investment in the Chamber to support the programs and mission of the Chamber. For information on becoming a Legacy Partner, please contact the Chamber at 352-795-3149.

