

Dr. Amunategui Answers Our Questions

New HB CC President 'Meets the Press'

BY TERRI DILLARD

(This special feature was prepared by Digest Columnist Terri Dillard upon the inauguration of Dr. Joseph Amunategui as the new president of Hallandale Beach Chamber of Commerce).

Q. Can you tell us something about your career?

A. As a professional chiropractic physician, I've had many opportunities to be of service to many people in this community, just as my father, Dr. Joseph Amunategui, Sr., an active Chamber member and just the second chiropractor to practice here. The first, Dr. Hartman, also active in the Chamber, passed away but his 1932 adjusting table still exists, given to me by his wife and still used at my father's home today.

BEING A second generation business owner in this city, I feel a certain kinship not only to residents of more than a half century but to all the long-standing and the new business owners, many still in business after 25 to 40 years in the community.

I have lived here since 1982 but have been here and around since 1973 with the flavor in Hallandale Beach always being the "city of choice", as coined by people who owned a business within the town. I have felt a need to participate in helping promote the type of atmosphere in which both the business and the residential communities can prosper and feel proud to call "home".

Q: And your work with the Chamber?

I started attending Chamber events as a member soon after graduation from chiropractic school in 1993, and after many "business card" exchanges, was invited by Josylin Moffitt Perkins, a founding family member of Hallandale Beach and past Chamber president, to a Board of Directors meeting and I accepted. When invited to serve on the Board of Directors,

then as Vice President, President elect and then now as President, I felt privileged and honored to accept.

Q. What does HB Chamber do and what are its benefits, and those of becoming a member?

A. Being a member of the Chamber lends to a business the same credibility as being a member of the Better Business Bureau with the prestige associated with this great city. The Chamber has many free networking tools, such as a monthly "business card" exchanges, free web listings on its internet site linked to the City's, participation in area maps, a free directory listing, a live person (opposed to automated) answering our Chamber office phone and able to direct people to your business.

We also freely offer members assistance in matters affecting their businesses and the community, such as occurred with the Forest City project at Gulfstream Race track; we provide free ribbon-cutting ceremonies and coordinate for city commissioners or our Mayor's presence for grand openings or new additions (as was recently seen at Braverman Eye Center).

WE HELP promote a business through the use of balloons and floats, act as a voice/liason for business owner concerns and City Commissioners, give awards and recognitions to business owner, coordinate fund-raising events, offer a free monthly mailer with a President's Message and a list of past and upcoming events. We also help coordinate administrative efforts for the Hallandale Beach Scholarship Committee.

Q. Who finances the HB Chamber of Commerce and its program initiatives?

A. The majority of the financial fuel comes from five major sources: a generous stipend from the City, Chamber fund-raisers and events, membership fees, bus bench advertising and donations.

Q What are three strategic ini-



Kimberly and Dr Joseph Amunategui

tiatives you would like to implemented as president?

A. Increase membership through education as well as a public display of how the Chamber can benefit everyone by bringing together consumers and their business relationship in a positive and profitable light". In the future, a new flagship event at the R.K. Diplomat center will showcase restaurants while providing civic and business community advantages available today in what we once thought of as a "sleepy community". We'll also have a rebirth of our annual golf tournament at the prestigious Diplomat Country Club and Spa. Several monthly Business Card Exchanges have had attendances that meet room capacity allowed, the big reason for that success being the amount of new commerce of our town today as well as the outstanding surrounding cities support.

THE MONTHLY breakfast meeting was changed to a quarterly luncheon, increased the quality of attendance. The Chamber installation Dinner has been re-established to a Hallandale beach location (Joey's on the Bay in the Hemispheres) Condo property, lending a spirited evening for

all. An updated Internet web site helps our communication and support with the City, our Mayor Joy Cooper, Vice-Mayor, City Commissioners, City Manager Mike Good, Police Chief Thomas Magil and all police services, Fire Chief Dan Sullivan and his department resources.

Most important is the current dedication and enthusiasm of the Chamber members and staff, plus the creative minds of our Executive Board and Board of Directors: an incredibly-progressive and active force!

For further information on Chamber membership, tel. Cynthia Hibbitts at 954-454-0541.

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