

## CHAMBER ANNOUNCES CHAIRMAN OF THE BOARD AND NEW CEO

New leadership team is part of the Chamber's strategic plan and vision to elevate the Chamber to a new level of effectiveness for the Palm Beach County business community.

The Chamber of Commerce of the Palm Beaches Board of Directors is pleased to announce changes in key leadership positions. The changes are part of an overall plan to elevate the Chamber through a focus on our vision, core values, and strategic plan. In partnership with the CEO, the Board will work in an efficient and effective manner to better serve our members, municipal and county officials, and community stakeholders.

On Nov. 2, Michael Davis assumed the role of Chairman of the Board. Davis served on the Chamber's Executive Board for two years, leading its recent strategic planning efforts and the selection of the new CEO. He brings three decades of executive leadership experience to the chairmanship role, including more than 20 years in the infrastructure/environmental consulting business. For the last 10 years, Davis served as the senior vice president and chief strategy officer for West Palm Beach-based national planning and design firm WGI, Inc. During the Clinton administration, he also served in senior roles for the federal government, including deputy assistant secretary of the Army for Civil Works in the Pentagon, associate director of the White House Council on



Michael Davis, Chairman of the board

Environmental Quality, and director of Everglades Restoration.

On Nov. 4, the Chamber Board and staff welcomed Michael Zeff as president and chief executive officer. Zeff brings the Chamber more than two decades of experience in business development, strategic partnerships and community engagement, aimed at advancing Palm Beach County's economic future. While serving as senior director of the Palm Beach County Sports Commission, Zeff led key initiatives in marketing and business development, playing a critical role in



Michael Zeff, President and CEO

attracting major events that boosted tourism and significantly contributed to the local economy. His work helped strengthen Palm Beach County's position as a premier destination for sports and tourism.

Before his tenure at the Sports Commission, Zeff served as vice president with Major League Lacrosse, overseeing its marketing, sales and public relations in the Florida market. His leadership was instrumental in expanding the brand's presence and market influence. In addition to his business achievements, Zeff has extensive

experience collaborating with nonprofits to support youth initiatives, education and community engagement. He has partnered with numerous organizations to create lasting community impact.

Zeff also spent more than a decade as a successful entrepreneur and small business owner, leading an event management company before selling the business in 2014. He holds an MBA in Marketing from Lynn University and a Bachelor of Business Administration from Barry University.

The Chamber of Commerce of the Palm Beaches is a private, not-for-profit association of businesses that have been working together since 1913 to advance the economic, industrial, and civic interests of the Palm Beaches. The Chamber strives to support projects that lead to a stronger economy and an improved quality of life. The Chamber is a proactive organization that engages local business owners and professionals in meeting community needs. The Chamber has always been on the cutting edge of the community's critical concerns, working for new small business programs, representing business interests at all levels of government, promoting tourism, and recruiting new businesses and industries to the region.

### TRUSTEE SPOTLIGHT

#### Bret Hoffman

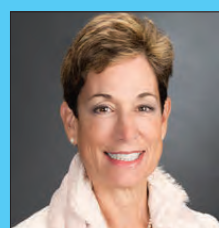
Bret Hoffman, MBA, FACHE, is the assistant vice president of business development at Northwell Health, a New York-based health care organization with a mission to deliver compassionate and comprehensive health care services while advancing medical research and education. They envision being a leader in the health care industry, setting standards for clinical excellence



and innovation, and fostering collaboration to create a healthier world with improved access to care for all. In addition to his role at Northwell Health, Hoffman is an adjunct college professor for undergraduate students at Cleary University in Howell, Michigan. Following his return to Florida, Hoffman is facilitating the expansion efforts of Northwell Health in West Palm Beach. He has a bachelor's in human resource management and an MBA in organizational leadership. Additionally, he is pursuing a doctorate in health care leadership.



### Maria Marino to speak at State of County Breakfast



Maria Marino



The Annual State of the County Breakfast is more than just another event, it is a vital gathering that unites the voices of our community with the insights of our leaders. Under the leadership of Vice Mayor Maria Marino, attendees will gain valuable perspectives on the county's progress and its future prospects for local businesses. Imagine the conversations you'll have, the partnerships you'll build, and the inspiration you'll receive!

#### Annual State of the County Breakfast

Tuesday, Dec. 10

When: 7:30-9 a.m.

Where: Kravis Center for the Performing Arts — Cohen Pavilion, 701 Okeechobee Blvd., West Palm Beach, FL 33401

Ticket Discount Deadline: Tuesday, Dec. 3 at 5 p.m.



Members: Individual ticket: \$55 with discount, \$60 without discount. Table of 10: \$650

Nonmembers: Individual ticket: \$75 with discount, \$80 without. Table of 10: \$800

Contact: Belinda Ocasio, 561-421-5129, bocasio@palmbeaches.org

### Chairman sworn in at annual dinner



The Chamber swore in its new Chairman of the board of directors Michael Davis and introduced its new President and CEO Michael Zeff at the Annual Chairman's Circle event on Nov. 2.

Thank you to all our sponsors for making this event a success.



### WELCOME NEW MEMBERS

#### TRUSTEE MEMBERSHIP

**Northwell Health**  
Bret Hoffman, AVP, Business Development & Ambulatory Strategy  
222 Lakeview Ave., Suite 900  
West Palm Beach, FL 33401  
northwell.edu  
516-310-1294  
HEALTH CARE  
bhoffman3@northwell.edu

#### GOLD MEMBERSHIP

**Chamber Music Society of Palm Beach**  
Ahmad Mayes  
340 Royal Poinciana Way, Suite 317-171  
Palm Beach, FL 33480  
561-379-6773  
ARTS, CULTURE & ENTERTAINMENT  
ahmadmayes@cmspb.org  
ENCHANCED MEMBERSHIP  
**Crazy Games, LLC**  
Nancy Zepeda  
4200 San Marino Blvd., Unit 208

West Palm Beach, FL 33409  
CrazyGamesFL.com  
561-386-9703  
RENTAL EQUIPMENT  
nancy.zepeda@CrazyGamesFL.com

#### Grant and Funding Solutions Company (GAFS Co.)

Maghan Barber  
1107 Key Plaza, #281  
Key West, FL 33040  
gafsc.com  
954-707-7404  
CONSULTANTS  
maghan@gafsc.com

**Marie Birdie**  
Ellen Breighner  
7170 S. Dixie Hwy.  
West Palm Beach, FL 33405  
561-664-5454  
CLOTHING  
ellenb@mariebirdie.com  
**Presidential Advertising**  
Charlene Joyce, CEO/COO  
133 Island Drive

Boynton Beach, FL 33435  
mypresidentialadvertising.com  
813-598-0136  
ADVERTISING - OUTDOOR  
presidentialadsmobile@gmail.com

#### BASIC MEMBERSHIP

**American Lighting & Electrical Services LLC**  
Armin Heidari  
7535 Garden Road, #34  
Riviera Beach, FL 33404  
561-812-0707  
ELECTRIC CONTRACTORS  
Armin@americanlightingusa.com

**Brooksource**  
Maryena Besner  
700 S. Rosemary Ave., Unit 204, Suite 115  
West Palm Beach, FL 33406  
IT SOLUTIONS  
mbesner@brooksource.com

**Caring People**  
Christina Wilson  
Home Care Consultant

7152-A Beracasa Way  
Boca Raton, FL 33401  
561-391-0005  
HOME HEALTH CARE - PRIVATE,  
CAREGIVERS, HOUSEKEEPING,  
PERSONAL ASSISTANTS  
christina.wilson@caringpeople.com

**Edward Jones**  
Jamie Kearley  
1232 W. Indiantown Road, Suite 103  
Jupiter, FL 33458  
561-741-1173  
FINANCIAL ADVISORS, PLANNERS &  
CONSULTANTS  
jamie.kearley@edwardjones.com

**Friends of MacArthur Beach State Park**  
Veronica Frehm  
10900 Jack Nicklaus Drive  
North Palm Beach, FL 33408  
macarthurbeach.org  
561-776-7449  
NON-PROFIT ORGANIZATION  
friends@macarthurbeach.org

**Gina Sisti**  
Gina Sisti  
550 Okeechobee Blvd., #509  
West Palm Beach, FL 33401  
914-629-0049  
REAL ESTATE - BROKER  
Gsisti@bhspalmbeach.com

#### Professional Firefighters and Paramedics of Palm Beach County, IAFF Local 2928

DJ Manger, 2nd Legislative Vice President  
2328 S. Congress Ave., Suite 2C  
West Palm Beach, FL 33406  
561-436-0183  
ASSOCIATIONS  
LVP2@iaff2928.com

**Season Travel**  
Andrea Szabo  
1805 N. Flagler Drive, # 305  
West Palm Beach, FL 33407  
561-541-5743  
TRAVEL AGENCIES & BUREAUS  
andrea@seasuncruises.com

### UPCOMING EVENTS

Thursday  
NOV. 14

#### R.E.Con

When: 9-10 a.m. Where: Chamber Boardroom, 401 N. Flagler Drive, West Palm Beach, FL 33401 Cost: Free to members only Contact: Belinda Ocasio at bocasio@palmbeaches.org

Wednesday  
NOV. 20

#### Coffee & Chat w/Deborah Johnson, President & CEO of Trustbridge Hospice Foundation

When: 9-10 a.m. Where: Chamber Boardroom, 401 N. Flagler Drive, West Palm Beach, FL 33401 Cost: Free to Chamber members and YPOP members only (must be a woman to attend) Contact: Belinda Ocasio at bocasio@palmbeaches.org

Monday  
NOV. 25

#### YPOP Philanthropy

When: 11:30 a.m.-1 p.m. Where: Opportunity Early Childhood Education and Family Center, 4171 Westgate Ave., West Palm Beach, FL 33409 Cost: Free to YPOP members (must be 21-39 to register for this event) Contact: Belinda Ocasio at bocasio@palmbeaches.org

## West Palm Beach, Palm Beach County recognize first responders



On Thursday, Oct. 24, business leaders gathered to recognize first responders in West Palm Beach and Palm Beach County for their amazing service and dedication to the community. St. Mary's Medical Center and Palm Beach County Children's Hospital served as the presenting sponsors. We are also thankful for our Parking Sponsor, the Hanley Foundation, and our community sponsors Bill Bone Bike Law and Tanger Outlet Palm Beach.





## NEW BOARD MEMBERS

The following are officially incoming members of the Board of Directors of the Chamber of Commerce of the Palm Beaches.

 <b>Bill Bone</b> <i>Larmoyeux &amp; Bone</i>	 <b>Brandon Cabrera</b> <i>The Brand X Company</i>	 <b>Dr. Debra Schwinn</b> <i>Palm Beach Atlantic University</i>	 <b>Don Kiselewski</b> <i>Florida Power and Light Company</i>	 <b>Grasford Smith</b> <i>Akerman</i>	 <b>Eileen O'Malley</b> <i>Nelson Mullins</i>
 <b>Ken Tuma</b> <i>Urban Design Studio</i>	 <b>Rex Kirby</b> <i>Verdex Construction</i>	 <b>Sean Denyse</b> <i>Hedrick Brothers Construction</i>	 <b>Tara Duhy</b> <i>Lewis Longman Walker</i>	 <b>William Edgar</b> <i>Florida Crystals</i>	 <b>Zachary Jacobson</b> <i>Gunster</i>

## JOIN THE 2025 CLASS OF LEADERSHIP WEST PALM BEACH TODAY



**Investment:** Chamber Members \$1,300; Nonmembers, \$1,500. Tuition is nonrefundable

### 2025 Class Dates

**Orientation:** Tuesday, Jan. 14, 2025, 3:30-6 p.m.  
**City Center Day:** Wednesday, Jan. 15, 2025, 8 a.m.-5 p.m.  
**Cityplace Day:** Thursday, Jan. 30, 2025, 7 a.m.-4 p.m.  
**The South End Day:** Wednesday, Feb. 12, 2025, 8 a.m.-5 p.m.  
**Western Communities:** Wednesday, March 5, 2025, 8 a.m.-5 p.m.  
**The North End:** Wednesday, April 2, 2025, 8 a.m.-5 p.m.



**Community & Culture:** Wednesday, May 7, 2025, 8 a.m.-5 p.m.  
**Health & Human Services:** Wednesday, May 28, 2025, 8 a.m.-5 p.m.  
**Graduation:** June (date TBD)

For more information on Leadership West Palm Beach, contact Teri Page at 561-833-3711, ext. 228 or tpage@palmbeaches.org



## 'One Breach Away' addressed importance of cybersecurity

On Wednesday, Oct. 30 the Chamber and Jones Foster hosted the One Breach Away Cyber Security Seminar where a highly experienced panel of experts addressed attendees.

Thank you To Jones Foster, Robert Wilkins, PalmTech's Chuck Poole, Boardroom PR's Don Silver, and Special Agent Travis Jones for sharing their knowledge and making this event possible.



JONES FOSTER

### RIBBON CUTTINGS



#### Signature Barber Academy Oct. 18, 2024

3111 45th St., Suite 8, West Palm Beach, FL 33407  
561-788-5449; signaturebarberacademy.com  
signaturebarberacademy@gmail.com



#### Storm Smart Oct. 23, 2024

1939 7th Avenue N., Lake Worth, FL 33461  
561-229-0048  
info@stormsmart.com



## Trustees hear from Federal Reserve at October lunch

Shari Bower, Federal Reserve, addressed Chamber Trustees and Board of Directors at the Trustee lunch in October. Ms. Bower shared key insights from the Fed and listened keenly to feedback and concerns from the business community in Palm Beach County.

## JOIN NOW TO APPEAR IN THE 2025 GUIDE TO THE PALM BEACHES! DEADLINE NOV. 30



Looking to attract business? Increase your visibility and your sales by appearing in the Chamber's 2025 Guide to the Palm Beaches. This award-winning, full-color publication is used as a buying guide for products and services by Chamber members as well as residents, tourists and visitors to Palm Beach County. The Chamber prints 4,000 copies of the guide and each member of the Chamber receives two free listings – one alphabetical and one by business category. The Guide will debut at the Mayor's State of the City Address on Jan. 30, 2025. It will also be available in the Chamber's lobby and online at palmbeaches.org directly after the State of the City.



Scan the QR code to see which tier is right for you.