ADVERTISEMENT

CHAMBER OF COMMERCE OF THE PALM BEACHES

BUSINESS watch

401 N. Flagler Drive, West Palm Beach | 561-833-3711 | www.palmbeaches.org | July 2025

LETTER FROM THE CEO

The Business Community Is Evolving, and So Are We

By Michael Zeff
President and CEO, Chamber of Commerce of the Palm Beaches

In today's rapidly shifting landscape, business organizations can no longer rely on legacy alone. We must evolve to meet the moment, and at The Chamber of Commerce of the Palm Beaches, we are doing just that.

In the past six months, The Chamber has grown membership by nearly 15 percent, and event participation is up by more than 25 percent across the board. These are not just numbers. They reflect a Chamber that is active, energized, and re-engaging with the full breadth of our local business community.

We are not trying to recreate anyone else's playbook. Our focus is on building something modern, inclusive, and uniquely ours. The Chamber that meets the moment and helps shape the future.

We have launched new initiatives, expanded our reach, and begun laying the groundwork for deeper engagement and leadership. PBC Built, our countywide campaign to support and promote homegrown businesses rooted in Palm Beach County, whether founded here or relocated, is one example of how we are leading with clarity and purpose.

We believe in collaboration, but we are not waiting for permission to lead. We are setting a pace that reflects our members' ambition, and we are here to support every business ready to grow with us.

If you are a business leader, this is your moment to engage. Whether you have been here for decades or just arrived, we invite you to help write the next chapter with us. The Chamber is not just built for business. It is built for you.

THE WATCHLIST

TREND TO WATCH

Local Employment Ticks Up

Palm Beach County saw an increase of 836 employed residents over the past rolling 12 months, a modest 0.1% gain. The unemployment rate remains steady at 3.4%.

Note: This figure reflects the number of people living in the county who are employed. It comes from the Local Area Unemployment Statistics (LAUS) program.

What it means for your business:

This isn't a hiring surge, it's a sign of slow but positive progress in workforce participation. It's still a moment for cautious optimism, strong retention, and disciplined planning.

LEADER TO KNOW

Joseph Abruzzo

Joe Abruzzo, Palm Beach County Clerk and Comptroller, was selected as the new county administrator on June 17, 2025. He will oversee a staff of 7,100 employees and a budget that has now reached $9 billion.

Abruzzo was elected in 2020 to serve as the clerk of the Circuit Court and the county's comptroller. He was reelected in 2024. Prior to his position as clerk, Abruzzo served in both the Florida House and Senate. Now, 44, Abruzzo replaces Verdenia Baker. The Chamber welcomed him with a reception for Board Members and Trustees on July 1, 2025.

POLICY PULSE

Reminder: Minimum Wage will Increase This Fall

Florida's minimum wage will increase to $14.00/hour (and $10.98/hour for tipped employees) on September 30, 2025.

Employers must update payroll systems and workplace posters to remain in compliance.

As always, The Chamber is here to help you make sense of the data, connect with resources, and stay ahead of the curve.

Nominations Open for 34th Annual ATHENA Awards

Recognizing leaders who embody excellence, creativity, and actively assisting women in the community, the ATHENA Awards are a prestigious celebration of leadership and empowerment in the Palm Beaches.

DEADLINE TO SUBMIT NOMINATIONS: JULY 18 AT NOON

Categories include:

- Leadership Award
- Young Professional Leadership Award
- Organizational Leadership Award

Presenting Sponsor: UHealth University of Miami Health System

Host Sponsor: Related Ross

Heritage Sponsor: GL Homes

Leadership Awards Sponsor: Nicklaus Children's

Organizational Awards Sponsor: FPL

Diamond Sponsors: lemonlight, The Palm Beach Post LocaliQ

Packed with Insights: Real Estate, Construction, and Community Growth Breakfast

From skyline-transforming developments to revitalization in overlooked neighborhoods, our panelists brought powerful perspectives to the table. Hundreds of attendees heard firsthand how luxury condos, walkable hubs, affordable housing, and bold marketing strategies are shaping Palm Beach County's future. As the region prepares for unprecedented growth, one thing is clear: smart planning, inclusive development, and a strong local identity will define the path forward.

Panelists (from left to right): Rick Baxter, Digital Marketing Consultant at LocaliQ/USA Today Network, Jordan Rathlev, Executive Vice President at Related Ross, Brandon Cabrera, Owner and CEO of The BrandX Company, Al Adelson, developer of The Berkeley and The Bristol, moderated by Michael Zeff, President and CEO of The Chamber.

Presenting Sponsor: BrandX

Silver Sponsor: The Berkeley west palm beach

Coffee Sponsor: Haynes Scaffolding & Supply, Inc.

Photobooth Sponsor: Nicklaus Children's

Pre-Event Activation: COX Science Center and Aquarium

Centerpiece Sponsor: SHOPTROPICALS live the jungle

ADVERTISEMENT

CHAMBER OF COMMERCE OF THE PALM BEACHES

BUSINESS watch

401 N. Flagler Drive, West Palm Beach | 561-833-3711 | www.palmbeaches.org | July 2025

TRUSTEE SPOTLIGHT

Liz Perillo

Liz Perillo is the owner and founder of Integrated Document Technologies (IDT), a woman-owned Xerox and Konica Minolta dealership based in Florida and New Jersey. Inspired by her father, a tech entrepreneur who helped pioneer the first word processor, Liz began her own career at Xerox in the 1980s. In 1995, she launched IDT to bring customized document and technology solutions to businesses across the country. Liz grew the company from a small operation into a national provider serving clients coast to coast. Under her leadership, IDT expanded beyond hardware to include managed IT, security, and AI-driven services. Liz credits her success to hard work, adaptability, and a deep commitment to customer service. As a long-time advocate for women in business, she prioritizes mentorship and inclusive hiring at IDT.

Website: https://www.idtofficesolutions.com

WELCOME NEW MEMBERS

J. Zollo & Associates
5114 Okeechobee Blvd., Suite 203
West Palm Beach, FL 33417
(561) 969-7088
Janice@jzolloinc.com

Renaissance Charter School at Cypress
8151 Okeechobee Blvd.
West Palm Beach, FL 33411
(561) 282-5860
asweet@cypresscharter.org

Lost City Golf Club
301 Orange Tree Drive
Atlantis, FL 33462
(561) 966-7600
Membership@lostcitygolf.com

Gang Alternative Inc
12000 Biscayne Blvd., Suite 402
Miami, FL 33181
(786) 391-2375
Media@myga.org

Madrelle
9100 Belvedere Road, Suite 214
Royal Palm Beach, FL 33401
(561) 469-6717
rachelle@madrelle.com

Three Rivers Dental Group
950 Greentree Road, Suite 300
Royal Palm Beach, FL 15200
(724) 961-4363
anabianca@threeriversdental group.com

SKR Home & Health Care Solutions
6501 Park of Commerce Blvd.
Suite 200, Boca Raton, FL 33401
(610) 488-2193
lisa@skrhomehealth.com

Mindful V - Meditation for Children
333 Fern St., Apt. 914
West Palm Beach, FL 33401
(646) 592-0125
info@veronicamoya.com

Kerry LLC
1105 6th Ave S., 1201
Lake Worth, FL 33460
(772) 203-1016
kerry@kerrysecure.com

Embroidme/Fully Promoted
398 North Congress Ave., 105
Boynton Beach, FL 33426
(561) 563-3089
boyntonbeach.fl@fullypromoted.com

Pennoni Associates Inc.
220 Congress Park Drive, Suite 232
Delray Beach, FL 33445
(561) 270-0164
jmalanos@pennoni.com

Forvis Mazars
120 E Palmetto Park Rd., Suite 403
Boca Raton, FL 33432
(907) 796-9487
caleb@calebbyers.com

Access DMC
2305 Historic Decatur Road
Suite 100, San Diego CA 92106
(954) 544-7783
joseph.garcia@accessdmc.com

Integrated Document Technologies
4362 Northlake Blvd.
Palm Beach Gardens, FL 33401
(561) 764-3833
Liz@idtoffice.com

Storia Flooring
3638 S. Dixie Hwy., Palm Beach, FL 33401
(561) 589-6760
denise@storiaflooring.com

RIBBON CUTTINGS

Children's Rainbow Fund 1st Year Anniversary

May 30, 2025

7725 S. Dixie Highway, West Palm Beach, FL 33405
http://www.childrensrainbowfund.org

The Soulful Creatrix — Grand Opening

June 4, 2025

https://iamalyassia.com

Palm Beach Cosmetic Surgery

June 5, 2025

11211 Prosperity Farms Rd., Suite B104, Palm Beach Gardens, FL 33410
https://palmbeachcosmeticsurgery.com

Men's Only Medical Grand Opening

June 18, 2025

116 North Dixie Highway, West Palm Beach, FL 33401
https://mensonlymedical.com

UPCOMING EVENTS

Thursday JULY 17
Business After Hours: AKA West Palm Beach
When: 5:30 PM – 7:30 PM
Where: AKA West Palm, 695 S Olive Ave West Palm Beach, FL 33401

Wednesday JULY 30
YPOP: Johan's Joe
When: 5:30 PM – 7:30 PM
Where: Johan's Joe 401 S Dixie Hwy Ste 3 West Palm Beach, FL 33401

Thursday JULY 31
Power Networking
When: 11:30 AM – 2:00 PM
Where: Hilton Palm Beach Airport, 150 Australian Ave West Palm Beach, FL 33406

SCAN TO SEE MORE EVENTS

BACK TO SCHOOL

Workforce Readiness Breakfast

Join The Chamber for one of the most anticipated events of the year with an insightful morning focused on the future of education and the workforce to kick off the academic season.

Keynote Presentation: Superintendent Michael J. Burke of the School District of Palm Beach County will deliver the Annual Back to School Breakfast address. He'll reflect on the district's performance and achievements from 2023-2024 and provide a forward-looking overview of how Palm Beach schools are evolving to meet the needs of a rapidly changing world.

Panelists include:
- J. Nathan Green, Vice Chancellor for Government & Community Relations, Vanderbilt University
- Dr. Jennifer Illes, President, Keiser University
- Michael J. Burke, Superintendent, School District of Palm Beach County

Michael J. Burke

SCAN TO REGISTER

Presenting Sponsor
KEISER UNIVERSITY SEAHAWKS

Community Partner
PALM HARBOR MARINA
THE PALM BEACHES, FLORIDA

Principals Sponsor
CloudLabs Learning

Platinum Sponsor
Nicklaus Children's

Silver Sponsor
FLORIDA ATLANTIC UNIVERSITY
Executive Education
College of Business

Renovo Financial
222 Lakeview Ave., Suite 800
West Palm Beach, FL 33401
(561) 951-8531
Felix@renovofinancial.com

FAE Consulting - MEP Engineers
300 Lock Road, Suite 302
Deerfield Beach, FL 33442
(561) 391-9292

Dary Living
3506 S. Dixie Hwy.
West Palm Beach, FL 33405
(561) 875-5550
hello@daryliving.com

RC Wine Company
3545 Ocean Blvd.
West Palm Beach, FL 33480
(848) 333-3234

Palm Beach County Sports Commission
1555 Palm Beach Lakes Blvd., #1410
West Palm Beach, FL 33401
(561) 233-3180
glinley@palmbeachsports.com

O'Hara Legal
501 E Las Olas Blvd., #300
Fort Lauderdale, FL 33301
(954) 998-5955
jesse@oharalegal.com

Gentle Water Cremation
1112 48th Street, Unit 2
Mangonia Park, FL 33409
(561) 899-0008
dan@gentlewater.com

Socially Funded
1837 Owen Dr., Clearwater, FL 33759
(813) 446-5897
zach@sociallyfunded.org

Custom Cleaning & Management Services Corp.
21 North Hepburn Ave., Suite 24
Jupiter, FL 33458
(561) 305-0041
info@ccmspb.com