

BROOKSVILLE BUSINESS ALLIANCE NEWSLETTER

www.brooksvillebusiness.com brooksvillebusiness@earthlink.net

Letter from the President

Volume 1, Issue 3
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Small Town Pleasures

On a daily basis we are bombarded with information, messages, exhortations, solicitations and images, so much so that it is easy to lose site of the simple beauty that abounds all around us in our small town.

Brooksville, the jewel of Hernando County, with its rich heritage and unique characteristics is also one of the counties best kept secrets. If you have never been here discover it for the first time. If you live here or have been here before rediscover its peaceful calming beauty and its

wholesome charm.

Take the walking tour and see the architectural character of antebellum southern mansions and turn of the century gingerbread cottages along tree canopied cobblestone streets. Enjoy the blossoms and fragrances coming from their formal English gardens and informally arranged beds of wild flowers.

Coffee lovers can stop at the coffee house, do the wi-fi and get yourself a cup of exotic flavorful java. When its time for lunch visit the local eateries for some good down

home southern cooking.

Your shopping experience can begin at the quaint and unique shops located on the fringes of the downtown area on highways 41,50 and 98. Then head to the heart and soul of Brooksville, downtown. The charming downtown, boasts retail shops and service establishments, featuring a number of exciting and decidedly different shops.

End the day under the stately old oaks in one of several parks in and around town.

Pierre Desjardins
President



"It has been an honor and pleasure"

EXECUTIVE BOARD

- *Pierre Desjardins, President*
- *Sally Petrie, Vice President*
- *Beth Crenshaw, Secretary*
- *Kathleen Barnes, Treasurer*
- *Evelyn Duncan, Past President*
- *Ann Chapman, Board Member At-Large*
- *Monique Swann, Board Member At-Large*

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Welcome New Members

Nicole Sensale, **Town and Country Realty**, 352-397-9500, 10 W. Early Street, Brooksville, 34601. E-mail: B34602@aol.com. Web site www.townandcountrysoldit.com.

Blair Hensley, **Coney Island Drive-Inn**, 352-

796-9141, 1112 E. Jefferson Street, Brooksville, 34601. E mail- blair@malielylas.com.



Visit "Creative Porch and Garden"
151 S. Main Street

Business Briefs

Home At Sea Announces

Nautical Senses Partnership
Home at Sea is excited to an-



Visit "Home At Sea"
5 North Main Street

nounce a unique partnership with custom furniture builder Nautical Senses. Nautical Senses goal is to become *the* top-quality nautical furniture maker in the country. They set out to find nautical antiques and collectibles from all over the world to incorporate in their furniture line.

Home at Sea is helping to make Nautical Senses products available to the general public. Home at Sea has become the premiere and sole web store to feature Nautical Senses furniture and accessories. A select group of items is also showcased and available for sale in their Brooksville retail store.

Easy Street Home Decor Announces

New Store Opening, Tucson Arizona
Easy Street Home Decor is excited to announce that it will be opening a new store in Tucson Arizona. Business partners Pierre Desjardins and Maria Greene will be expanding their market out west in Tucson. Pierre will be moving there to open the

new location and Maria will continue the day to day operations at their Brooksville store. No location has been selected in Tucson as of yet. "We are very excited about expanding and branching out." said Pierre and Maria.



Visit "Easy Street Home Decor"
100 N. Brooksville Ave.

Unfortunately because of this Pierre has resigned as President of the Brooksville Business Alliance. "It has been an honor and privilege and I wish the organization continued success" said Pierre.

August Birthday Celebrations

Patricia Springstead, Springstead Crafters Art Mall, 797-0510.

Blair Hensley, Coney Island Drive-Inn, 796-9141.

Jeanette Coker, Sunshine Antiques 799-6799.

Carol Comer, Lucky Dog Pet Training, 796-8213.

Mikel Hannigan, 797-6330.

Kathleen Barnes, Cane Weavers, 796-2871.

Sally Petrie, Sally Ann's, 650-8948.



Visit Sally Ann's Ponce De Leon Blvd.

Brooksville Business Alliance
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Brooksville Business Alliance is a group of local business' and interested citizens who have organized to promote and help the City of Brooksville and its business's, to stimulate public interest and participation, as well as promote civic well-being and extend a helping hand to the Brooksville community while continuing to preserve the heritage and dignity of our community.

Business Profile: The Broken Mold

The Broken Mold was established in 1993 in Brooksville, Florida.

The Broken Mold has custom Florida gift baskets, silk florals, shabby chic furniture and many other great items of interest and beauty. Our store is located in Historic downtown Brooksville on the Courthouse Square.

We offer convenient parking and shopping via our extensive showroom or through our online web sites. Our staff of personable experienced decorators, artists, custom furniture makers and floral designers are at your disposal. Whether you're furnishing a home, remodeling a room or just looking for one piece, no project is too large or too small for our

dedicated professionals. We take enormous pride in offering you unique Florida gift baskets and products with great service, and hope you enjoy your shopping experience with us.

We started as a wholesale business with clients such as nine Central Florida Target Stores and Rooms to Go. The initial focus of the business

was small home decor items.

Over the years we have opened and still staff a retail shop on the Courthouse Square in downtown Brooksville. We feature an eclectic mix of small furniture items, Florida gift baskets, vases silk florals

and trees, kitchen items and more in a variety of themes such as nautical, shabby chic, tropical, neo-classic, southwest, gift baskets and Mexican pottery. Of all the gift baskets in Hernando County Florida, our gift baskets stand out above the rest.

We look forward to doing business with you by offering a new gift line geared to professionals with restraints on their time. Our goal is to simplify your life, while filling a need.

Laura Wever, Owner.

If visiting, The Broken Mold is located at 100 N. Brooksville Avenue. The web site is www.thebrokenmold.com or call 352-796-6979.



Visit "The Broken Mold"
100 N. Brooksville Ave.

Purple Leopard Goes Pink For Breast Cancer

T.L. Diaz, owner of the **Purple Leopard**, 400 South Broad Street, 796-1980, is teaming up with Carol Sanek, a breast cancer survivor to hosting a fund raiser for breast cancer awareness on August 11th at the Purple Leopard from

3pm– 8pm. There will be a wine tasting, door prizes, Chinese auction and Hors d'oeuvres will be served by Waters Edge Restaurant.

Carol's goal is to raise \$3,000 from the event for the Susan G. Kamen

Breast Cancer Foundation through a suggested donation at the door of \$10 and through the Chinese auction. The auction items have been donated by local restaurants and merchants. This should be a lot of fun for a worthwhile cause.