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# BROOKSVILLE BUSINESS ALLIANCE NEWSLETTER (OUR NEW NAME)

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[www.brooksvillemerchants.com](http://www.brooksvillemerchants.com) [brooksvillebusiness@earthlink.net](mailto:brooksvillebusiness@earthlink.net)

## *Letter from the President*

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As I have traveled around United States these last few years I have observed that it is a very different country than when I was growing up. The most pronounced is that our cultural makeup has changed.

As we continue to be the land of opportunity where dreams come true, we have also seen a swell of immigration from around the world into our neighborhoods, churches, workplaces and business communities.

When I spent my school years in New England I was surrounded by other

children who looked much like me. Today my children share their classroom and neighborhood with a blend of friends of all races and cultural backgrounds. This is the world they have grown up in and know no other. They rejoice in the similarities and differences which is cultivating and enriching their life's experience.

Today, the diverse fabric of America was woven from the threads of many people from differing cultures. In this month of July we celebrate our independence, let us embrace our roots and history that has

made this county the democracy it is.

Reminisce about a more carefree innocent time, enjoy our freedoms, be nostalgic remember the diner and soda fountains, watch an episode or two of Green Acres, take comfort in this.

I invite you to forget about worries of the world for a few moments and enjoy hot dogs, apple pie, and homemade ice cream with family and friends in your back yard, at the park or at your favorite swimming or fishing hole.

*Pierre Desjardins*  
*President*



*"embrace our roots and history"*

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## 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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## Brooksville Business Alliance, Our New Name

Brooksville Again Business Merchants Cooperative has since its inception been under the charter and umbrella of the Brooksville Historical Society.

In 2005 the Board of Directors of Brooksville Again discussed and recommended that there was no longer a need for the organization to remain un-

der the Historical Society and therefore should become its own identity. This was presented to the membership, voted upon and approved by a majority.

In June of this year, the Board discussed various names for our new organization. The name "Brooksville Business Alliance" was finally chosen as the Board felt it reflected a

broader picture of what the organization represented and what we were about.

Our federal EIN number, as a non-profit association, has been approved through the IRS. We have applied and submitted our paperwork for approval of the name and non-profit status with the State of Florida. Should hear back soon.

## www.brooksvillebusiness.com

There is no way that I can truly show my appreciation to you for your faith by electing me President. All that I can do is prove my gratitude in action. It will be left to you to judge in the end whether or not I have been successful.

We must work together, but on a new set of objectives that reflect the needs of our members today and tomorrow. We must determine what is important,

and 44 years old.

The BBA, has hired David Curtis of Brooksville Computers to put a website together for us. So far he has done an outstanding job. I invite you all to visit and explore the website at [www.brooksvillebusiness.com](http://www.brooksvillebusiness.com). Check out the Newsletter, Calendar, Brooksville, Applications and how to contact us.

After you have explored the website please feel free to contact us with any comments (positive and/or negative) and suggestions. We need everyone's input to make this a viable working

and stick to these issues.

The Board of Directors and I have set a number of priorities for ourselves and the Brooksville Business Alliance (BBA) for this upcoming year.

One of these priorities was to get the BBA on-line with a website. According to A.C. Neilson:

tool for all of us.

*"A Website is a business tool, not just an advertising banner in cyberspace."*

### What are the advantages and benefits for your business?

Exposure of your product, service, knowledge, message or whatever it is you want to successfully sell to a targeted, new audience of 30-50 million people worldwide.

It will put your very best sales story

Approximately 37 million Americans have Internet access, 25% of Web Users have household incomes exceeding \$80,000.00 per year. 64% of Web users hold college degrees. On-line usage of the Internet exceeds total rental video play time nationwide. The largest age group of Internet users is between 25



Visit our new web site

in front of that audience without any interruptions 24 hours a day.

You can gain a larger piece of your market as Internet transactions are expected to multiply 10-fold in a few years.

The ability to take orders, accept payment and ship your product without increasing your cost of advertising.

The internet is the most cost effective form of advertising.

If you do not go to the Internet, it will definitely come to you.

## Welcome New Members

Bill Geiger, Community Development Director, **City of Brooksville**, 544-5430. E-mail: [bgeiger@ci.brooksville.fl.us](mailto:bgeiger@ci.brooksville.fl.us) (Replacing Joe Murphy as a member)

Hettie Warner, Publisher, **Brooksville Belle**, P.O. Box 802 Brooksville, 34605, 799-3147. E-mail: [billebelle@tampabay.rr.com](mailto:billebelle@tampabay.rr.com).

Carol Comer, **Lucky Dog Pet Training**, 796-8213. E-mail: [lifeisgood@bellsouth.net](mailto:lifeisgood@bellsouth.net).

David Curtis, **Brooksville Computers**, 232-1678. E-mail: [davidcurtis014@msn.com](mailto:davidcurtis014@msn.com).

Keith Hancock, **Hot Wheels Paint, Body and Lube**, 799-1442, 820 S.

Broad St. Brooksville, 34601. E-mail: [chevy\\_1@bellsouth.net](mailto:chevy_1@bellsouth.net)

Patty Jacobs, **PJ's Army-Navy**, 754-1850, 712 Ponce De Leon Blvd., Brooksville, 34601.

Parry Donze, **Saturn Studios**, 428-6376, Printing and Graphics, 314 E. Liberty St., Brooksville, 34601.

## Business Briefs

Our Guest Speakers at this months meeting will be David Pugh, Vice-Mayor for the City of Brooksville and Augustino Peretti, Republican Candidate for County Commissioner District 2.

**Sally Ann's** will be closed from June 29th to July 10th.

**Home at Sea** will be featured in the Coastal Living 2006 Idea Home. The home will be presented in the October issue of Coastal Living. The premiere Home at Sea catalog will be published and distributed the week of July 11.

**Jo's Country Corner** will be celebrating her one year anniversary by having a Christmas in July sale with 20% to 50% discounts.

Bill Chapman, **Rogers Christmas House**, is our official photographer. He will be taking pictures for our web site and archives. He will be coming around taking pictures of each of your business's.

**Rogers Christmas House** will be having Christmas in July and will be giving a \$10.00 gas card with any purchase over \$100.00 between July

1st to July 31st. Santa will be there July 22-23rd and July 29 - 30th from 12:00—3:00pm. Also, on July 20th Rogers will be hosting a Chamber mixer from 5:30-7:30pm.

**St. Francis Carriage Services**, horse and buggy tours through downtown Brooksville began the week of June 18th. Rides originate at the old Brooksville Lumber Co., 158 S. Main Street, Tuesday - Saturday, 11am - 4:00pm. The tours will cover Main Street, Fort Dade, Liberty and Brooksville Avenue. Listen for Miss Molly's clippy clopping.

## Comedy Corner

After every flight, pilots fill out a form called a gripe sheet, which conveys to the mechanics problems encountered with the aircraft during the flight that need repair or correction. The mechanics read and correct the problem, and

then respond in writing on the lower half of the form what remedial action was taken, and the pilot reviews the gripe sheets before the next flight. Never let it be said that ground crews and engineers lack a sense of humor. Here are some ac-

tual logged maintenance complaints and problems as submitted by Qantas pilots and the solution recorded by maintenance engineers. By the way, Qantas is the only major airline that has never had an accident.

The **P**roblem logged by the pilot. The **S**olution and action taken by the engineers.

**S:** Auto-land not installed on this aircraft.

**P:** Autopilot in altitude-hold mode produces a 200 feet per minute descent.

**S:** Cannot reproduce problem on ground.

**P:** Left inside main tire almost needs replacement.

**S:** Almost replaced left inside main tire.

**P:** Something loose in cockpit.

**S:** Something tightened in cockpit

**P:** Evidence of leak on right main landing gear.

**S:** Evidence removed.

**P:** Test flight OK, except auto-land very rough.

**P:** Dead bugs on windshield.

**S:** Live bugs on back-order.

**P:** DME volume unbelievably loud.

(comedy corner cont.)



Visit Sally Ann's Ponce De Leon Blvd.

Brooksville Business Alliance  
P.O. Box 524  
Brooksville, Florida 34605

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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.*

S: DME volume set to more believable level.

P: Friction locks cause throttle levers to stick.

S: That's what they're there for.

P: IFF inoperative.

S: IFF always inoperative in OFF mode.

P: Suspected crack in windshield.

S: Suspect you're right.

P: Number 3 engine missing.

S: Engine found on right wing after brief search.

P: Aircraft handles funny.

S: Aircraft warned to straighten up, fly right, and be serious.

P: Target radar hums.

S: Reprogrammed target radar with lyrics.

P: Mouse in cockpit.

S: Cat installed.

P: Noise coming from under instrument panel. Sounds like a midget

pounding on something with a hammer.

S: Took hammer away from midget.

## Business Profile: Easy Street Home Decor

Maria Greene and Pierre Desjardins, co-owners of Easy Street Home Décor have combined their love for art and interior decorating to fill their shop full of unique furniture, accessories and ever-changing art.

Vintage, retro, contemporary, art nouveau, art deco and their specialty, shabby chic fills the store creating a quaint ambiance.

Each piece is individually selected from estate sales, auctions and local artists.

In addition to furniture the store features custom florals and a line of personal care products called Easy Street Home Botanicals.

“Because we believe there is no substitute for the wonderful bounty Mother Nature has already provided for us we carry our own line of personal care items made from the highest quality and most expensive pure botanical ingredients that are earth-friendly and animal free of testing”. Choose from aroma therapy items, natural mineral bath salts, foam bath crystals, exotic soaps, pure essential oils, soy candles, or luscious hand and body lotions. As a matter of fact, their products are so good employees of some of the major cosmetic houses, such as Lacombe, use their products.

If visiting, Easy Street Home Dé-

cor is located in Historic downtown Brooksville on the Courthouse Square across from the old clock on E. Jefferson Street They are open M-F 10am - 5pm and Saturdays 10am - 3pm. Telephone: 352-848-0177, web site [www.easystreethomedecor.com](http://www.easystreethomedecor.com) or E-mail at [easystreethome@earthlink.net](mailto:easystreethome@earthlink.net). Ample customer parking is available.

This is a new section of the newsletter where each month we will feature a business member and their store. If you would like your business featured here in the newsletter, please E-mail your story to us as they will be taken on a first come first serve basis. E-mail: [brooksvillebusiness@earthlink.net](mailto:brooksvillebusiness@earthlink.net).