

the BUSINESS JOURNAL

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Serving the Greater Walton Region



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CHAMBER OF COMMERCE

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Real Estate 2008

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As a special benefit this year, Fleming's Prime Steakhouse & Wine Bar at Grand Boulevard will host a "Taste of Paradise" on the Sunday evening before the tournament. All players, sponsors and their guests will be invited to enjoy this celebration.

Walton County School Psychologist Named Florida's School Psychologist Of The Year

Walton County School District's School Psychologist Susan Hudson was named as Florida's School Psychologist of the Year by the Florida



Department of Education at the 34th Annual Conference of the Florida Association of School Psychologist in November. Walton County School District's Superintendent Carlene Anderson recognized Mrs. Hudson's award and achievements at the School Board meeting on December 11, 2007.

"We are honored to have

Mrs. Hudson on our team," said Supt. Anderson. "She is a shining star for the Walton County School District and the students she serves."

New Lifestyle Magazine Launch Spring 2008

First lifestyle magazine to bridge the gap for the region Cornerstone Marketing & Advertising, Inc. announces the upcoming launch of its inaugural issue of a lifestyle magazine called VIE -people + places (www.vie-peopleandplaces.com) this April. Vie is a French word when translated to English means, 'life' and 'live'. VIE-people + places sets itself apart as a Northwest Florida regional, high-gloss publication focusing on human interest stories and celebrating the 'people and places' by spanning the region from Pensacola to Apalachicola. In addition to regional features, the magazine will include national stories on fashion, food and travel with a distribution of 20,000 copies for the first issue to be distributed in all of the Tourist Development Center's and Chamber of Commerce offices from Pensacola to Apalachicola.

"With Northwest Florida poised for exponential growth in the next 10 years as evidenced by census statistics and the

impending opening of the new International Airport in Panama City, Florida in 2009, a branding of the region, comprised of Pensacola to Apalachicola, as one place and not compartmentalized into counties is what will catapult the brand," said Lisa Marie Burwell, President of Cornerstone Marketing & Advertising, Inc. and Owner and Publisher of VIE- people + places.

VIE will be distributed locally, regionally and nationally, as Cornerstone Marketing and Advertising will be the exclusive sponsor of the Walton Area Chamber 2008 relocation and vacation information packets. The packets are distributed to approximately 5,000 people across the nation requesting information about Walton County. "We view this sponsorship as a positive move for both VIE Magazine and the Walton Area Chamber and beyond as we begin to package both our area and the region," said Michelle Tommey, Vice President of Walton Area Chamber of Commerce. "VIE will provide a fresh image for the region and will be a product to solidify the surrounding areas as one community," added Burwell.

Pre-paid Legal Has Launched Its Own Monthly TV Show

After over 35 years in business, Pre-Paid Legal has launched its own monthly TV show on TruTV (formerly Court TV).

Harland Stonecipher, Founder and CEO of Pre-Paid Legal was recently quoted as saying, "... we are fighting a moral war against the inequities in the legal system...".

The more laws that are passed, the harder it is for individuals and business to comply without proper legal guidance, and that guidance is not affordable to the majority.

The TV show is hosted by none other than Mike Moore, former 4-term Attorney General for the state of Mississippi who won the biggest lawsuit in the history of our country, with a multi-billion dollar settlement against the tobacco industry.

The programs also feature several other former Attorneys General, along with guests such as Tom Donahue (President and CEO of the National Chamber of Commerce), Harry Alford (President and CEO of the National Black Chamber of Commerce), the National Better Business Bureau, as these orga-

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