INDO-US CHAMBER AT 2011 INDIA FESTIVAL

The Indo-US Chamber of Commerce hosted a vendor booth at the India Festival on Nov. 12 at the Florida State Fairgrounds.

The chamber used the opportunity to promote its upcoming event, the 3rd Annual India International Film Festival (IIFF), to be held on Feb. 17-19, 2012 at the Channelside Cinemas in Tampa. Our Executive Committee members distributed promotional materials and answerd questions related to the festival and volunteer opportunities.

The IIFF event provides unique sponsorship levels and prospects for businesses and professionals within the state of Florida. The festival continues to grow with more than 100 film submissions expected from around the world, providing a great platform for sponsors to reach a targeted and captive audience.

For more information about our remaining sponsorship packages and to help support this local growing tradition, contact Francis Vayalumkal at 813.719.0303 or via e-mail francis@iifftampa.com

NOVEMBER MONTHLY NETWORKING MEETING

By Suraj Nayee, editor@indo-us.org

This month's business and networking meeting was held on Wednesday, Nov. 16, at the Wyndham Westshore, featuring a presentation from Hill Ward Henderson. The evening's keynote speaker, Brian C. Sparks, a shareholder in the firm's Trusts & Estates Group, spoke to our members about "Proactive Asset Protection Strategies."

As a board certified Wills, Trusts & Estates Law, and Tax Law Attorney, Sparks' practice includes tax, estate, asset protection, and privacy protection planning for wealthy individuals, business executives, professionals, and closely held businesses, and tax controversy matters against the Internal Revenue Service.

Sparks shared anecdotes from his 30-plus year career in the field of asset protection, leading his discussion with "what most people don't know about asset protection before its too late." Sparks offered simple, everyday personal steps chamber members can take to protect their personal, spousal, and business assets in a litigious society. The audience Q&A session centered on clarification of homestead exemptions and statute limitation protection from potential lawsuits.

For more information, Brian Sparks can be reached at 813.222.8515 or bspark@hwlaw.com

INDO-US CHAMBER MONTHLY MEMBER FOCUS

Each month, the Indo-Chamber of Commerce holds a raffle at our business networking event for the opportunity to be highlighted in this spot. This month's winner is **Nick Jawad, Licensed Agent/Partner at First Florida Insurance Network of Tampa Bay.**

Tell us about your business:
First Florida Insurance Network of Tampa Bay is a full lines/service insurance agency. We do life, health and comprehensive personal and commercial lines of property and casualty insurance through the highest ratted carriers in Florida. Property & casualty lines of insurance include but are not limited to:

- Personal lines: home, auto, boat, motorcycle, flood, personal umbrellas and more.
- Commercial lines: property, vehicles/fleets, business owners' policies, professional liability, worker's compensation and more. Of some extra interest to our members are great programs for hotels, motels, gas stations, manufacturing facilities, medical professionals and restaurants, just to name a few.
- Life insurance: permanent and term life insurance.
- Health insurance: individual and group, specializing in the small business segment.

How are you handling the challenges of the current economy?
Clients are the lifeblood of any business and never more so than today. Insurance products and underwriting expertise, access to the best insurance carriers, multiple and varied programs, great service, and a positive attitude has helped us be successful. All agents include their mobile phone numbers on their business cards and answer calls late into the evening to provide unparalleled service. Referrals from our delighted customers make up a high percentage of new and repeat business.

What differentiating service can you offer Indo-US members?
The objective is to always win over the client's loyalty for life. So in pursuit of that goal, we offer four qualities; Integrity, Communication, Commitment and Personal Service.

For more information, contact Nick Jawad at:
First Florida Insurance Network of Tampa Bay
1700 66th St. N., Suite 201, St. Petersburg, FL 33710
(727) 498-6551 (off) • (813) 340-1275 (cell)
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ADOPT THE MINDSET OF OPTIMIZATION

Dave Proffitt
CEO, The Growth Coach

As a leader, you need to elevate your mindset and obsess about getting more from your current resources and efforts.

You must ask yourself and others better questions. You must start to ask yourself, "How can our business get greater results from every action we take, every expenditure we make, every effort we expend, every relationship we have"? Avoid the status quo like a deadly virus. You must embrace fully the philosophies that, "good enough never is" and "we can always do better".

Optimization (also known as leverage) is a mindset of maximizing your results while simultaneously minimizing the amount of time, effort, risk, money, and energy you expend. It's all about getting greater productivity, performance, profitability, and payback from your ideas, assets, knowledge, systems, processes, practices, people, and opportunities. Overlook nothing; leverage opportunities are everywhere.

Optimization is all about using your mind and limited business resources in new and better ways. It's about using your creative intelligence as an incredible force to increase your sales, customer satisfaction, profits, quality, etc. Optimization is about freeing yourself and your organization from limiting beliefs, the "we've always done it this way" attitudes, and established industry practices.

Optimization is searching for opportunities within and without your company where the application of focus or force will yield substantially multiplied results. For example, if you start using telephone calls to follow-up your direct mail campaigns, you may multiply your sales results by staggering amounts.

Expand your mind and your leadership potential and your business and opportunities expand exponentially. The more you grow as a leader, the more your business grows as a market leader. Think optimization, not status quo.

Dave Proffitt, a member of the Indo-US Chamber, serves as CEO of The Growth Coach. For more information, he can be contacted directly at 727.230.9240 or D.Proffitt@TheGrowthCoach.com

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Driving Success. Balancing Life.™

INDO-US CHAMBER MISSION

"To provide an active forum in which Asian American professionals and business owners, through an exchange of ideas, with a unified voice, can communicate, interact, and secure a position within the business industry and become a source of inspiration by promoting professionalism and excellence through education and community involvement."

Attend the next Indo-US Chamber networking event for the opportunity to have your business highlighted in this space!

UPCOMING EVENTS

January Monthly Business and Networking Meeting

Date: Wednesday, Jan. 18, 2012
Time: 6:30 p.m. onward
Location: Wyndham Westshore
(700 N. Westshore Blvd., Tampa, FL 33609)
This is a FREE event. Dinner will be served. No RSVP required.

India International Film Festival (IIFF)

Feb. 17-19, 2012 • Channelside Cinemas
For more information go to http://iifftampa.com/

THANKS TO KABAB HOUSE, CATERER OF OUR NOVEMBER BUSINESS & NETWORKING EVENT.

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