

TODAY'S AGENDA

- **Cocoa Beach Area Chamber of Commerce Rising Stars Leads Club** will meet at 8:30 a.m. at Murdock's Bistro & Char Bar, 600 Brevard Ave., Cocoa Village.
- **Cocoa Beach Area Chamber of Commerce Bread Winners Leads Club** will meet at 11 a.m. at the Duran Golf Club, 7032 Stadium Parkway, Viera.
- **Cocoa Beach Area Chamber of Commerce The Keys to Brevard Leads Club** will meet at noon at Conch Key Grill & Tiki Bar, 6533 S. U.S. 1, Rockledge.
- **Cocoa Beach Area Chamber of Commerce ribbon-cutting for Holiday Inn Viera** will be at 4 p.m. at 8298 N. Wickham Road, Viera.
- **Greater Palm Bay Chamber of Commerce Bayside Lakes Referral Group** will meet at 8 a.m. at The Majors Golf Club, Bayside Lakes Boulevard, Palm Bay. Call David Worth at 725-7215.
- **Greater Palm Bay Chamber of Commerce Power Partners Referral Group** will meet at noon at Community Educators Credit Union, 1325 Palm Bay Road, Palm Bay. Call Ralph Golson at 508-6102.
- **Greater Palm Bay Chamber of Commerce Committee of 100** will meet at noon at the chamber, 4100 Dixie Highway N.E., Palm Bay.
- **Florida Puerto Rican/Hispanic Chamber of Commerce Inc. Educational Forum and Business After Hours networking event** will be at 7 p.m. at the chamber, 2293 Aurora Road, Melbourne. Call 863-5165.
- **Melbourne-Palm Bay Area Chamber of Commerce Better Business Council Advisory Board** will meet at 8 a.m. at the chamber, 1005 Strawbridge Ave., Melbourne.
- **Business Networking International (NetWorth Chapter)** will meet from 7 to 8:30 a.m. at Royal Oak Country Club, 2150 Country Club Drive, Titusville. Call Cherise Czaban at 633-0501.
- **Business Networking International (Impact Chapter)** will meet from 7:30 to 9 a.m. at Duran Golf Club, 7032 Stadium Parkway, Viera. Call Daniel Gates at 368-6284.
- **SCORE business counseling** will be from 11 a.m. to 2 p.m. at the SCORE office, 1600 Sarno Road, Suite 205, Melbourne. Call 254-2288 for an appointment.

Compiled by Cara Stidham. A week-long calendar of events appears Mondays in the Business section.

THREE QUESTIONS

# Retailer caters to island living

## Island Mike's opens on U.S. 1 in Rockledge



Maria Sonnenberg, for FLORIDA TODAY

Gene Ford, together with Mike Sciacca, opened Island Mike's tropical lifestyle store in Rockledge late last year.

Ford and Sciacca are betting that plenty of Brevard County customers are eager to engage Island Mike's services and products to fuel their personal Florida fantasy.

Here's what Ford says about Island Mike's commitment to the Margaritaville life:

**QUESTION:** What is your business plan for Island Mike's and what market are you trying to reach?

**ANSWER:** We believe the Brevard market is perfect for our products and services.

We offer bamboo furniture and bars; custom, handcrafted art and bar signs; airbrushed murals; candles; over 60 carved tikis in stock; as well as rope and net rails and supplies.

We also carry bamboo poles and fencing and bamboo and palm matting and thatch umbrella covers.

We can custom carve poles and tikis, and we also carry a large assortment of pirate signs and products to complete our customers' tropical decorating needs.

Let's face it: In today's economy, with skyrocketing gas

**Island life.** Gene Ford, right, and Mike Sciacca opened Island Mike's tropical lifestyle store in Rockledge late last year.

prices, homeowners' insurance and taxes, as well as because of the real estate market, people are staying closer to home — their biggest investment.

We offer people an opportunity to vacation in their own backyards, while at the same time adding thousands of dollars in equity to their homes.

If you follow current design trends, the tiki, or tropical lifestyle, is bigger and better than it ever was and will be a timeless trend in Florida.

**Q:** What is your mix of retail

**and custom jobs?**

**A:** In addition to our tropical retail store one-quarter mile north of Rockledge Gardens on U.S. 1 in Rockledge, we also have a division of outside sales to round out our tropical wonderland.

In our outdoor product line, we custom make and install tiki huts and bars to order.

We encourage our customers to come in and share their thoughts and ideas so we can help them create their own personal paradise. The possibilities are virtually endless.

**Q:** What are some of the more

interesting custom jobs you've done?

**A:** Some of our customers have come up with some challenging designs of their own.

One couple wanted us to build a bar made and designed completely out of driftwood. We surpassed their expectations by gathering the wood, piece by piece, right here in our local waters, and made them a one of a kind of showpiece that they will enjoy for many years to come.

Thanks to their idea, we now offer custom driftwood bars and tables.

Another customer wanted us to design a louvered wall to block the wind and offer them additional privacy. We designed a custom 20-foot wall of fully functional working louvers out of pressure treated wood.

They liked it so much, they added an additional 20 feet on the other side of their hut.

We really amazed them when we made the middle two sections on each side French-door style so they could open the center 10 feet of each wall.

Every hut and bar we design is both beautiful and functional. There is nothing like coming home after a hard day at work or play and inviting some friends and family over and having a cool drink and some appetizers to listen to Jimmy Buffett and share some good conversation.

We recommend everyone try this relaxing therapy. ■

— Compiled by Maria Sonnenberg

# Yahoo hoping layoffs will win back investors

ASSOCIATED PRESS

SAN FRANCISCO — After seven months as chief executive, Yahoo Inc. co-founder Jerry Yang has concluded hundreds of employees will have to be fired to help the slumping Internet icon recover from years of misguided management.

The Sunnyvale-based company's biggest purge since the dot-bust most likely will be announced next week, a person familiar with the matter said Tuesday.

The person asked not to be identified because the exact number of jobs to be cut is still under discussion.

Yang and his management team already have committed to jettisoning at least several hundred jobs to help boost Yahoo's profits and placate investors demanding more action to reverse a steep decline in the company's stock price.

Securities analysts are betting Yahoo will trim its

14,000-employee payroll by about 5 percent — or 700 workers. If that many people are dumped, Yahoo could save about \$100 million, JP Morgan analyst Imran Khan estimated in a Tuesday note.

Besides trimming Yahoo's expenses, job cuts could help buy Yang more time to carry out his strategy to re-establish Yahoo as a main entry point to the Internet and create a more compelling on-line advertising network.

From Wall Street's perspective, the layoffs are long overdue. Through September, Yahoo generated just under \$364,000 per employee, well below an average of nearly \$565,000 per employee at six other major Internet companies, including Google Inc. and eBay Inc., Khan calculated.

News of the looming job cuts didn't lift Yahoo's stock Tuesday amid rising recession worries. Yahoo shares fell to \$19.92, down 86 cents. ■

# Economists predicting additional rate cuts

FED, from 1C

banks responded by cutting their prime rates, the benchmark for millions of business and consumer loans to 6.50 percent from 7.25 percent.

Tuesday's reversal is stunning, given how the Fed has been dealing with the financial crisis during the last year. For months, Bernanke and others downplayed the possibility that the collapse in housing would spread to other parts of the economy. Then as rising mortgage defaults caused lenders everywhere to start tightening borrowing standards, the Fed remained largely conservative in its action.

Before Tuesday's move, the Fed had cut interest rates three times, first in September, the month after a severe credit crunch had roiled Wall Street and global financial markets. That half-point rate cut was then followed by smaller quarter-point moves in October and December.

But the Fed's response to date has failed to keep this mess from intensifying and spreading into the broader economy. Falling housing prices have made it harder for homeowners to borrow against their properties, which is affecting consumer spending. That's spooking corporate America, with many companies already protectively holding back on hiring.

On top of that, the Fed has only created more uncertainty among investors and consumers by not looking like it was ahead of the curve in dealing with this mess.

It wasn't until Jan. 10 that the Bernanke publicly opened the door to "substantive" cuts in U.S. interest rates.

Most Wall Street economists see additional rate cuts coming. Some even think the Fed could make a 50 basis point cut in the fed funds rate to 3 percent at its policy-making committee meeting next week.

Lower rates can only be good news for the nation's banks, which have been hit on many fronts of this credit crunch. ■

# NISSAN OF MELBOURNE — THE VOLUME GIANT

**THE BIG ONE ON US!**

## NISSAN Of MELBOURNE

the **VOLUME GIANT**

## NEW YEAR'S SALES EVENT!

**OVER 400 NEW NISSANS**

<p><b>NISSAN</b></p> <p><b>NEW 2008 NISSAN VERSA 1.8 S</b></p> <p>35 MPG! 30 IN STOCK</p> <p>1.8L DOHC Engine w/Great Gas Mileage, A/C, CD, 5-Star Crash Rating, MSRP \$13,950, Model #22268, Stock #890101, 1A282822, Price Includes \$500 Recent College Grad Rebate if Quality, \$750 Nissan Customer Cash</p> <p>BUY FOR ONLY</p> <p><b>\$149 PER MO. \$11,988</b></p> <p>LEASE FOR \$3779 Due At Inception</p>	<p><b>NISSAN</b></p> <p><b>NEW 2008 NISSAN SENTRA 2.0</b></p> <p>AUTOMATIC 40 IN STOCK</p> <p>2.0L DOHC Engine w/Great Gas Mileage, Power Windows, Locks &amp; Mirrors MSRP \$16,800, Model #42718, Stock #6167, 81015, Price Includes \$1250 Nissan Customer Cash &amp; \$500 Recent College Grad Rebate if Quality</p> <p>BUY FOR ONLY</p> <p><b>\$159 PER MO. \$13,988</b></p> <p>LEASE FOR \$3659 Due At Inception</p>	<p><b>NISSAN</b></p> <p><b>NEW 2008 NISSAN FRONTIER CREW CAB</b></p> <p>4.0L High Torque V6, Auto, A/C, Alloy, CD, Model #73318, S/N#87026, 87025, Price Includes Nissan Customer Cash \$2500 &amp; \$500 Recent College Grad Rebate if Quality</p> <p>BUY FOR ONLY</p> <p><b>\$219 PER MO. \$18,988</b></p> <p>LEASE FOR \$3719 Due At Inception</p>	<p><b>NISSAN</b></p> <p><b>NEW 2008 NISSAN ALTIMA 2.5 S</b></p> <p>35 MPG! 25 IN STOCK</p> <p>2.5L DOHC Engine w/Great Gas Mileage, CVT Auto, Pwr. Pkg. CD, MSRP \$21,015, Model #05768, Stock #82172, 82205, Price Includes \$500 College Grad Rebate if Quality, &amp; \$1000 Nissan Customer Cash</p> <p>BUY FOR ONLY</p> <p><b>\$199 PER MO. \$17,988</b></p> <p>LEASE FOR \$3199 Due At Inception</p>	<p><b>NISSAN</b></p> <p><b>NEW 2008 NISSAN PATHFINDER</b></p> <p>4.0L High Torque V6, Auto, Front &amp; Rear A/C, Alloy, 7 Passenger Seating, Model #9218, MSRP \$26,785, S/N#60011, 80025, Price Includes \$1750 Nissan Customer Cash</p> <p>BUY FOR ONLY</p> <p><b>\$269 PER MO. \$23,988</b></p> <p>LEASE FOR \$3769 Due At Inception No Seat Belt</p>
<p><b>NISSAN</b></p> <p><b>NEW 2007 NISSAN MURANO</b></p> <p>17 IN STOCK</p> <p>3.5L DOHC Engine w/Great Gas Mileage, CVT Auto, A/C, Pwr. Pkg. 18" Alloys, MSRP \$28,770, Model #07217, S/N #75116, #75114, Price Includes \$1500 Nissan Customer Cash</p> <p>BUY FOR ONLY</p> <p><b>\$279 PER MO. \$24,988</b></p> <p>LEASE FOR \$3779 Due At Inception</p>	<p><b>NISSAN</b></p> <p><b>NEW 2008 NISSAN FRONTIER KING CAB</b></p> <p>30 IN STOCK</p> <p>2.5L High Torque Great Gas Mileage Engine, A/C, AM/FM CD, 4 Doors, Rear Jump Seat, Bedliner, MSRP \$19,530, Model #13358, S/N#97026, #97025, Includes \$1750 Nissan Customer Cash &amp; \$500 Recent College Grad if Quality</p> <p>BUY FOR ONLY</p> <p><b>\$189 PER MO. \$15,988</b></p> <p>LEASE FOR \$3689 Due At Inception</p>	<p><b>NISSAN</b></p> <p><b>NEW 2008 NISSAN MAXIMA SE</b></p> <p>20 IN STOCK</p> <p>3.5L V6, Automatic CVT Transmission, All Power, Alloy Wheels, MSRP \$29,075, Model #82218, S/N#83008, 83011 Price Includes \$2500 Nissan Customer Cash</p> <p>BUY FOR ONLY</p> <p><b>\$269 PER MO. \$23,988</b></p> <p>LEASE FOR \$3769 Due At Inception</p>	<p><b>NISSAN</b></p> <p><b>'08 TITAN KING CAB XE</b></p> <p>BUY FOR ONLY</p> <p><b>\$16,988</b></p> <p><b>'08 TITAN CREW CAB XE</b></p> <p>BUY FOR ONLY</p> <p><b>\$19,988</b></p> <p>Nissan Customer Cash \$5,000, XE King Cab Model #91518, S/N#9024, XE Crew Cab Model #41518, S/N#90038</p>	<p><b>NISSAN</b></p> <p><b>NEW 2008 NISSAN QUEST</b></p> <p>15 IN STOCK</p> <p>3.5L Great Gas Mileage V6, Auto, Front &amp; Rear A/C, Power Equipment Pkg, Dual Sliding Doors, ABS, Front &amp; Side Airbags, MSRP \$26,050, Model #10218, S/N#9006, #90025, Includes \$2000 Nissan Customer Cash</p> <p>BUY FOR ONLY</p> <p><b>\$289 PER MO. \$21,988</b></p> <p>LEASE FOR \$3789 Due At Inception</p>

**THE BIG ONE ON US!**

## NISSAN Of MELBOURNE

440 South Harbor City Boulevard

**SE HABLA ESPAÑOL**

SALES HOURS: Monday - Thursday 9-8, Friday & Saturday 9-7, Sunday 11-5  
SERVICE HOURS: Monday - Friday 7:30-6, Saturday 8-2

**OVER 500 NEW & USED CARS, TRUCKS & SUVs IN STOCK!**

Hurry In Today For Best Selection!

ON US-1 BETWEEN THE CAUSEWAYS

www.nissanofmelbourne.com

# 866.984.RIDE

(7433)

Sale Prices & Discounts are not in conjunction with any other Sales Event and good only on Day of Advertisement. Pictures are for display purposes only and not the actual vehicle. Discounts apply to stock units only. All prices are subject to Sales Tax, Tag, Title and Dealer Handling fee of \$499.50. Nissan of Melbourne is not responsible for typographical errors.