

HOT DATES

JULY 10-12 Professional development

Everything you wanted to know about work-based learning and development

Event: NAF Next 2013 Annual Conference

Time: All day

Where: Marriott World Center, 8701 World Center Drive, Orlando

More: www.naf.org

JULY 11 What's the buzz?

A look at what's in store for Central Florida retail centers

Event: What's Happening with Malls in Central Florida

Time: 11:30 a.m.-1 p.m.

Where: Community Room at the Mall at Millenia, 4200 Conroy Road, Orlando

More: www.naiopcfl.org

BIG NUMBER

57 million

Tourists and business travelers Orlando welcomed in 2012

Source: Visit Orlando

OVERHEARD

"Food today is kind of like what rock 'n' roll was in the '60s."

— Kaleb Harrell, co-owner of Hawks Asian Street Fare restaurant in Orlando, on how foodies are affecting culture nationwide



O-TOWN LOWDOWN

Virtual phone company offering free service to small biz

BYSTEPHANIE GARCIA

Traditionally, a phone system and phone services are separate entities. CallRingTalk.com combines both into an Internet-based virtual phone system that requires an Internet connection and a Web browser, making a company's data and voice-mail messages accessible from anywhere.

The computer phone service is free for businesses with up to three extensions. For additional extensions, features and numbers, CallRingTalk.com charges \$23 per user. The revenue model is advertising-based, where free users occasionally hear ads before they place a call.

Kevin Lee, 30, owner of Orlando-based CallRingTalk.com, started the company in 2006 to provide a phone service that was Web-based and targeted small and medium-size businesses. Lee previously was director of Centrix Networks, an Orlando-based organization that designs telecommunication systems.

"The organization came about because the manufacturers of phone systems were overpriced and did not have the functionality to meet people's needs," said Lee.

Hosted on a cloud network, the Web-based phone service offers features such as automated attendants and email notifications for missed calls.

CallRingTalk.com, which has 10 employees, currently has 10,000 users and branches in Tampa and Atlanta. The target number of users is 50,000 for 2013 and 150,000 for 2014. Lee declined to reveal startup costs or revenue.

Chad Tomlinson, CEO of Green Day Cafe, turned to CallRingTalk.com when expanding his eco-friendly restaurant franchise, and uses that phone service at three locations. "CallRingTalk.com cut our phone bill in half and was more efficient than previous phone services," he said. "CallRingTalk.com is instant and easy for man-



PHOTO | JIM CARCHIDI

Kevin Lee's company, CallRingTalk.com, is offering a new Web-based phone service that will be free for businesses.

ning a restaurant. Everything is remote: Voice mails are routed to email addresses, we are always in contact and have access to our data."

specialreports@bizjournals.com | (407) 649-8470

CallRingTalk.com

Address: 7512 Dr. Phillips Blvd., Suite 50-241, Orlando 32819

Contact: (855) 818-8180; info@callringtalk.com



CAST OF CHARACTERS

The latest intel on Central Florida's movers and shakers:



Stacey and Bryce Kelly

► New McAlister's Deli franchisees **Stacey and Bryce Kelly** are interested in growing the fast-casual chain beyond the five Orlando locations they currently are planning — may be up to 15 to 20 stores. They are looking for areas with nice daytime traffic for their first five locations, particularly areas able to service office buildings. <http://biz.us/skeep>

► Travel expert and MMGY Global Vice Chairman **Peter Yesawich** said businesses should get used to the growing number of visitors coming to Orlando each year, as there are no indicators that this is going to slow down. <http://biz.us/sjxpb>

► **Anthony Catanese**, president of Florida Institute of Technology, is in talks to bring three degrees to Valencia College's Lake Nona campus. <http://biz.us/sjekp>

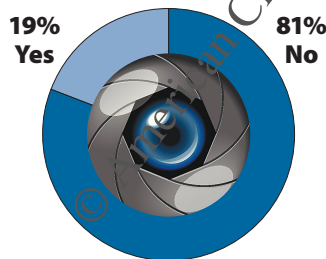
► **Noranne Downs**, District 5 secretary for the Florida Department of Transportation, said SunRail coaches and cars will hit the rails later this month or in early July. <http://biz.us/siouu>



Catanese

BIZ PULSE

Should the government be able to secretly obtain your phone records?



What you said:

Elia Matos: I have nothing to hide and do not think it is such a big deal. The times we live in are scary since there are so many hiding among us who hate us.

Mark Munsey: For me, the question is that limitations on government, like speed limits on the highway, get violated by an "acceptable" amount. Therefore, the question isn't about the exact limitation on privacy intrusion, but, rather, about what is the effect of it being violated to the next step.

Next week's question:

Are you in favor of comprehensive immigration reform legislation?

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