



# GreaterNetwork NEWS

NOVEMBER 2006

A REPORT TO THE MEMBERSHIP OF THE GREATER FORT MYERS CHAMBER OF COMMERCE, INC.

## Mark Your Calendars:

[November 8](#)

Women in Business Meeting -  
Broadway Palm Dinner Theatre

[November 16](#)

General Membership Luncheon-  
and Tourism Expo - Nature Park  
at the Shell Factory

[November 29](#)

Women in Business Holiday  
Party- Edison Mall

[November 30](#)

Big Apple Raffle- City Pier

[December 5](#)

Annual Holiday Party- The  
Veranda

## CHAMBER CELEBRATES TOURISM

### November Event Compliments Area's Largest Industry

#### Membership Luncheon

We're having fun with a purpose this month as our Chamber Membership Luncheon this month will be held at the Shell Factory and Nature Park. Speakers will be presenting the latest trends and expectations in the world of tourism. The event will include a mini-trade show, so call now to reserve your space. Contact the Chamber at 332-2930.

#### Big Apple Raffle

It is that fabulous time of year again! **Big Apple Raffle** tickets are available. Tickets are \$100 and **only 125 will be sold.** Of course the \$100 includes admission for two to the private reception and reverse raffle at City Pier. This exciting event will be held the evening of Thursday, November 30 beginning at 5:30. (The party itself is worth the price of a ticket.)

We have added a new twist this year! Any member who **sells** ten tickets or more will receive a **FREE** ticket to be entered in the drawing!!!! Remember, the winner will receive **round trip airfare for two to New York City, three nights in Times Square, two Broadway Shows and \$300 spending money!!!!**

Get your tickets today! Call the Chamber at 332-2930.

## WELCOME NEW MEMBERS

3D Realty -We Buy Homes  
Mr. Dan Hussmann  
8695 College Parkway Suite  
107  
(239) 860-4744  
Referred by: CINDY KUCERA

A Real Estate Investment Co -  
RHL Holdings  
Mr. Ray Higdon  
P.O. Box 07028  
(239) 248-2182  
Referred by: CINDY KUCERA

ADP Small Business Services  
Mr. Alex Jimenez  
13120 Westlinks Terrace Unit 8  
(239) 332-8056  
Referred by: Rae Lynn Yanker

Ameriprise Financial / Darlene  
Wilkie  
Ms. Darlene A. Wilkie  
8695 College Parkway, Ste 220  
(239) 437-9300  
Referred by: Theresa Mitchell/  
RY

Architecture, Inc  
Mr. Ted Sottong  
9681 Gladiolus Dr. Suite 205  
(239) 476-8888  
Referred by: Rae Lynn Yanker

Baypoint Financial Services, Inc.  
Mr. Kevin M. Robbins  
34063-2 Hancock Bridge  
Parkway  
(239) 997-9200  
Referred by: CINDY KUCERA

Boy Scouts of America -  
Southwest Florida Council  
Mr. James Grant  
1815 Boy Scout Drive  
(239) 936-8072  
Referred by: CINDY KUCERA

Captivating Interiors  
Ms. Tina Chaphe  
24850 Old 41 Road, Suite 27  
Bonita Springs FL 34135  
(239) 948-8484  
Referred by: Rae Lynn Yanker

Center for Self Reliance  
Ms. Willo Uhl  
1939 Park Meadow Dr. Unit 9  
(239) 337-7333  
Referred by: Rae Lynn Yanker

Coe, Geoff  
Mr. Geoff Coe  
15221 Royal Windsor Lane #601  
(239) 482-5034  
Referred by: Rae Lynn Yanker

Comm. Prop.Management  
Mr. Allan Fox  
8359 Beacon Boulevard Suite  
205  
Beacon Executive Suites  
(239) 425-2654  
Referred by: CINDY KUCERA

CompuPay Inc.  
Ms. Yvette Hale  
877 Executive Center Drive  
West, Suite 102  
St. Petersburg FL 33702  
(512) 554-7479  
Referred by: Rae Lynn Yanker

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## President's Letter

Susan Johnson




Dear Chamber Members:

After what feels like a whirlwind of events in October, the Greater Fort Myers Chamber of Commerce is poised and ready for another season. We recently added a plasma screen in our lobby which will recognize Chamber members who donated to the capital campaign and offer our members an exciting and effective way to promote their businesses to our tens of thousand visitors – watch for more details on this opportunity. A special thanks to everyone who attended one of our many successful October events; the Allan Fox Golf Classic, the General Membership Luncheon with guest speaker Frank D'Alessandro and the debut of The Apex Awards. We appreciate your support and your sponsorships of these events.

November brings us the return of the the winter visitors. This month's luncheon theme is "Tourism". You'll hear about the latest trends in the tourism industry and what the experts are projecting for the upcoming "season" in Southwest Florida. The luncheon will be held on November 16, at the Shell Factory and includes a mini-expo.

It's hard to believe, but the holidays are right around the corner. Have a wonderful Thanksgiving and be sure to watch for your invitation in the next few weeks to the annual holiday party.



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### NEW MEMBERS (cont)

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Kim DeVito  
3461 Bonita Bay Blvd. Suite  
209  
Bonita Springs FL 34134  
(239) 992-1132  
Referred by: Keri Sisson

Cruiseone  
Mr. Tom Delaney  
11017 River Trent Court  
Lehigh Acres FL 33971  
(239) 332-3335  
Referred by: Rae Lynn Yanker

Czaia & Gallagher, P.A.  
Mr. Hal W. Mette  
4420 5th Street West  
Bradenton FL 34207  
(239) 226-1544  
Referred by: Rae Lynn Yanker

Devereux Family Care  
Ms. Keri Robison  
6314 Corporate Court, Suite B  
(239) 690-5200  
Referred by: Rae Lynn Yanker

Doreen Kline Photography  
Doreen Kline  
14841 Crystal Cove Court  
#1902  
(239) 823-7784  
Referred by: Patricia Dickey

Edward Don & Company  
Mr. David Gilby  
9096 Shadow Glen Way  
(800) 777-4366  
Referred by: Susan Johnson

Essential Endodontics  
Dr. Heather Adu-Sarkodie,  
DDS, PhD  
12711 McGregor Blvd  
(239) 728-3636  
Referred by: Rae Lynn Yanker

Farm Fresh Charities Inc.  
Mr. Tony Tolar  
P.O. Box 2828  
La Belle FL 33975  
(863) 673-5739  
Referred by: Randy Darrow

First Title of Southwest Florida  
Inc.  
Ms. Katie Rodenfels  
9001 Daniels Parkway, 201  
Fo (239) 947-6780  
Referred by: Tom Hoolihan

Florida Arts & Cultural Center  
Ms. Michele Patrick  
P.O. Box 1562  
(239) 337-1933  
Referred by: CINDY KUCERA

Floridian Gulf Coast Homes  
Mr. Gary Oben, Sr.  
26530 Mallard Way  
Punta Gorda FL 33950  
(941) 575-6492  
Referred by: Rae Lynn Yanker

Freedom Screening Corp.  
Mr. Jarrod Cothron  
1950 Custom Drive  
(239) 936-2827  
Referred by: CINDY KUCERA

Invest SW Title Services  
Mr. Ed Lopez  
12670 New Brittney Blvd., #203  
(239) 939-5575  
Referred by: Rae Lynn Yanker

Jack Roberts Courtyard Cafe  
Mr. Reiner Drygala  
1400 Colonial Blvd  
(239) 936-8118  
Referred by: Rae Lynn Yanker

Jaguar Computer Solutions, Inc.  
Mr. Ron Angeloff  
17520 Caloosa Trace  
(239) 690-0880  
Referred by: Tom Hoolihan

Jayne's Victorian Garden  
Jayne Baker  
12901 McGregor Blvd. #13  
(239) 482-0534  
Referred by: Rae Lynn Yanker

Jones Polish Pottery  
Ms. Michelle Jones  
P.O. Box 326  
Lehigh Acres FL 33970  
(239) 285-9142  
Referred by: Lynne Pietrzyk

LandMar Group at River Hall  
Ms. Carla Durand  
2401 River Hall Parkway  
Alva FL 33920  
(239) 274-0497  
Referred by: Rae Lynn Yanker

Libby's Flowers  
Greg Sander  
2040D Collier Ave.  
(239) 278-1500  
Referred by: John Heder

Mantis Mobile Media Inc.  
Ms. Carrie Todd  
4755 Summerlin Road Suite 1  
(239) 541-9991  
Referred by: CINDY KUCERA

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## Committee Corner

**The Ambassador Committee** has been very busy welcoming new members into the Chamber. Ribbon Cuttings, Grand Openings and Grand Re-Openings have filled their calendars in the last several months. The Ambassador Committee meets the first Wednesday of each month at 8:00 am at the Chamber Offices. Congratulations to David Yates of Geeks-r-Us, Inc. for being Ambassador of the month in September.



The Chamber Auction Committee meets the first Wednesday of each month at 9:00 am at the Chamber Offices. The Auction will be held in April 2007.

The Spring Training Kickoff Committee meets the second Tuesday of each month at the Chamber Offices at 9:00 am.

If you would like to participate on a committee please contact the chamber office to be placed on our email list for meeting updates.

The Greater Fort Myers Chamber has two Professional Networking Groups. PNG 1 and PNG 2 each meet twice a month. For more information about our Professional Networking Groups call Cindy at 332-2930 ext 213 or email [cindy@fortmyers.org](mailto:cindy@fortmyers.org).

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239.332.3527

7580 WINKLER ROAD  
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8870 DANIELS PKWY  
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## NEW MEMBERS (cont)

Marbella on Cypress  
Ms. Whitney Halpern  
1005 Six Mile Cypress Parkway  
(239) 344-6991  
Referred by: CINDY KUCERA

Massage Envy of Southwest  
Florida  
Mr. Gordon Kaufman  
11054 Wine Palm Road  
(239) 939-7273  
Referred by: CINDY KUCERA

Metro Caulking &  
Waterproofing, LLC  
Mr. Eric Blomberg  
2180 Maravilla Lane Suite 105  
(239) 465-9182  
Referred by: Rae Lynn Yanker

Millennium Tile & Marble  
Ms. Jane Valerio  
2940 Walpear St. #3  
(239) 332-8990  
Referred by: Rae Lynn Yanker

Outdoor World/Bass Pro Shops  
(Ft. Myers)  
Mr. Chuck Lempereur  
10040 Gulf Center Drive  
(417) 873-5832  
Referred by: Janet Courtney

Paragon Flight Training  
Centers, LTD  
Mr. Justin Kelley  
11000 Metro Parkway Unit 2  
(239) 274-3170  
Referred by: CINDY KUCERA

Power Ads Mobile Media  
Mr. Dennis DuPont  
5060 Teak Wood Drive  
Naples FL 34119  
(239) 352-3311  
Referred by: CINDY KUCERA

RFB Inc.  
Mr. Michael A. Redburn  
5760 Youngquist Rd. #3  
(239) 337-2006  
Referred by: Rae Lynn Yanker

Sandals Realty  
Ms. Angela Florian  
1567 Hayley Lane Suite 205  
(239) 693-7263  
Referred by: CINDY KUCERA

ServiceMaster Commercial  
Cleaning Services  
Mr. Sam Black  
5100 S. Cleveland Ave. Suite 318,  
PMB 215  
(239) 939-3103  
Referred by: Rae Lynn Yanker

ShoreLine Lumber, Inc.  
Mr. Ron Paluck  
P.O. Box 6080  
Fort Myers Beach FL 33932  
(239) 463-6857  
Referred by: Rae Lynn Yanker

Sleeves Tees  
Mr. Karey Woolsey  
12451 Metro Parkway Unit 103  
(239) 939-7005  
Referred by: Paul Hill

Storia Mable & Granite  
Mr. Sergio Nunez  
6141 Mid-Metro Dr Unit 5  
(239) 939-0969  
Referred by: Rae Lynn Yanker

The Cristol Group  
Ms. Kelli Brauch  
841 Lagoon St.  
Fort Myers Beach FL 33931  
(239) 357-5054  
Referred by: Rae Lynn Yanker

U Salon and Day Spa  
Ms. Brandi Borg  
Fort Myers FL 33908  
(239) 415-8772  
Referred by: Rae Lynn Yanker

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## Members In The News

**Patio 33 Opens.** Dining and clubbing options in the River District are expanding with the addition of Patio 33, located on Patio de Leon between First Street and Hendry Street. The two-story building includes a full-service restaurant downstairs and a bar that serves as a nightclub Thursdays through Saturdays upstairs. Guests can also rent out the second floor of Patio 33 for private parties and catering.

Patio 33 is open for lunch Monday-Friday. Dinner is available Monday-Saturday. The upstairs club and bar is open Monday-Wednesday 4 p.m.-12 a.m. and Thursday-Saturday 4 p.m.-2 a.m.

**The Downtown Tobacco Shoppe and Cigar Bar Celebrates 10th Anniversary.** On Saturday, November 4, Hendry Street will shut down for their 10th Anniversary Street Party Celebration featuring Mario Infanti and the Catmandooz. The celebration will be highlighted by appearances by authentic cigar rollers, mojito makers and local food vendors. For more information call 332-4662.

**Hideaway Sports Bar Opens** Football fans will have a new place to watch their favorite teams kick-off this season while enjoying cold draft beer, authentic Baltimore crab cakes and wings, thanks to the opening of Hideaway Sports Bar in the River District. The new establishment is located at 1418 Dean Street. Hideaway Sports Bar is the latest of a growing number of businesses who are choosing to make the River District home as residential development in the area burgeons. Hideaway features four TVs, including a 100-inch projection screen, comfy sofas, 10 beers on draft, a menu with everything from crab cakes to deli sandwiches, outside dining and live musical entertainment five nights a week. For more information on Hideaway, visit [www.hideawaysportsbar.com](http://www.hideawaysportsbar.com).

**The Horizon Council** recognized five local companies and one individual during the 2006 Industry Appreciation Week luncheon on Sept. 22 at the Harborside Event Center in the River District. The event recognized the following Business Leadership Award winners: **Norman**

**Love Confections (manufacturing); Tween Waters Inn (tourism); HSA Engineers and Scientists (general business); CRS Technology** Special recognition was also given to **Raymond Building Supply Corporation**, which won the Business Expansion Award, and David Barton, the first chairman of the Horizon Council, who received the Horizon Council Lifetime Achievement Award.

**Commerce Bank of Southwest Florida** is proud to announce that it is celebrating its first anniversary of service. Since opening its doors in September of 2005, the bank has doubled its staff and the size of its operational facilities, and senior management projects continued growth and success in the Fort Myers market. Commerce Bank of Southwest Florida is a locally owned and operated community bank with full-service offices located at 1520 Royal Palm Square Boulevard, Suite 100. For more information, call the bank at (239)274-1900 or visit [www.cbswf.com](http://www.cbswf.com).

**Priority Marketing**, a full service public relations and marketing firm in Fort Myers, received two Judges' Awards at the 19th Annual Florida Print Association Awards competition, the state's largest and most prestigious competition for graphic arts. Priority Marketing received a Judges Award for outstanding achievement in the Corporate Communication category for its design of Vineyards' Vista Pointe Sales Brochure. The firm also earned an award for its design of the "Luxury Knows No Bounds" presentation kit for Rails End Estates. Established in 1992, Priority Marketing is a full-service marketing firm, offering advertising, public relations, special events, creative design, media buying and all associated services to clients in a variety of industries. The firm is located at 8191 College Pkwy., Suite 303 in Fort Myers. For more information call (239) 267-2638 or visit [www.prioritymarketing.com](http://www.prioritymarketing.com).

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**Peoples Mortgage - Located at 1617 Hendry Street. Suite 102.**



**Palm Peterbuilt-GMC Trucks - Located at 5313 Dr. Martin Luther King Jr. Blvd. 337-0101**

## E-Mazing Email

We can't survive without email however I think you would agree it is frequently misused and abused. Recently I read an article by Monte Enbysk that I found very helpful. He is a lead editor for the Microsoft.com network and writes occasionally about technology for small businesses. Here are his 10 basic tips for better e-mail use and management.

1. **Use e-mail as one channel of communication, but not your only one.** It's fast and easy. It can document discussions. It enables high-impact messages to be sent around the world with the click of a mouse. But it also misleads bosses into thinking they can manage large groups of people through regular group e-mails.
2. **Keep it short and sweet and don't allow e-mail threads longer than a football field.** Know that e-mails longer than one screen-full often aren't read right away; they get shoved to the end of the day or the next morning. Know also when it's time to put down the mouse and go talk to someone, or pick up the

phone. There comes a point when further e-mailing eats up time unnecessarily.

3. **De-code your messages as much as possible.** Say what you really want to have happen. Start with the subject line: Make it clear and compelling (and be willing to change it when the subject in a thread changes). Be certain about who really needs to be on the "to:" and the "cc:" line. Be clear about action items and priorities. Spell them out, as lists or bulleted items. Include a response button or some other mechanism if you must know that everyone has read and understood your message.
4. **Encourage people to respond with questions.** That's akin to keeping your office door open.
5. **Save your wrath for face-to-face meetings.** "Flame mails," or e-mails dripping with criticism or venom, often backfire. Terse e-mails, because they are not accompanied by the writer's facial expression or body language, can easily come across more harsh than intended. You control the message — and the

emotions on the other end — much better by delivering it in person or over the phone.

6. **Likewise, inject humor, but keep emoticons, smiley faces and joke mails to a minimum.** The smiley faces do help clarify when you are being facetious. But too many facetious mails will erode at your attempts to write serious ones. What about joke e-mails? Some companies forbid them. Send them or pass them on at your own risk.
7. **Consider setting a 5-minute buffer between when you send and when it goes out.** There is value in managers being able to retract poorly written messages before they even go out. In Microsoft Outlook, you can delay the delivery of messages for a specified time through the "Rules Wizard." If you're angry when you're about to write, take a step further. Get up and walk around or do something else before you write the mail.
8. **Work in time each day to answer your e-mails, or get help.** If you can't keep up during a normal day, build time into your work day

or delegate some of the responsibility. When is it too late to respond to someone? Never. Just make sure you have a good explanation.

9. **If you can't write e-mails effectively, get some training.** Or at least get help from a secretary or subordinate. E-mail should have some role in your communication with employees, partners and others — there is really no valid reason to avoid it. But know that any remote workers and others who don't see you regularly may judge you largely on your e-mails.

10. **Use spell-check — and a thesaurus.** Avoid typos and mangled sentences. They make you look bad. Avoid clichés, too.

*Carol Conway is the President of CRS Technology. Carol will be writing a monthly technology column for the Greater Network News. If you have comments or suggestions for articles, please contact Carol: [carol@crsonline.net](mailto:carol@crsonline.net) or call 542.8450 x 801.*

# MEMBER Renewals...

## Members 10 + Years

Charles Flanjack  
George E.Reilly Brothers, Inc.  
Alliance for The Arts  
Edison College  
Sun Splash Family Water Park

The Foundation For Lee County  
Public Schools, Inc.  
Mancan Temporary Services  
Dick Pritchett Real Estate  
Adams, Inc.

## Members 6-9 Years

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County Florida, Inc.  
Sutter Roofing Co. of SW Fl.  
Ronald L. Davis & Associates, Inc  
A.G. Edwards & Sons, Inc.  
Fairfield Inn By Marriott  
Fireservice Disaster Kleenup  
Target Builders, Inc.  
Useppa Island Club  
Big Brothers Big Sisters of  
Southwest Florida, Inc.

Big M Casino  
Passarella and Associates, Inc.  
Costco Wholesale  
Downtown Management Corp  
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Best Western Suites and  
Inn at Coral Bridge  
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## Members 1-5 Years

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Adams, Feichthaler & Brinson  
Fastsigns  
Evangelical Christian School  
Christopher J. Lee Architects,  
Inc.  
Heritage Institute  
Retina Consultants of  
Southwest Florida  
Snydermans Shoes/New Balance  
Fort Myers  
Century 21 Tri Power Realty  
Mercedes Homes, Inc.  
Gulfstream Homes, Inc.  
The Palms of Fort Myers  
Cameratta Properties. L.P.  
Thomas C. Chase P.A.  
Kitchen Magician

Law Firm of Scott T. Moorey  
Housing Connection, Inc.  
BTS Monterrey Holdings, LLC  
ECM Marketing Solutions  
Suncoast Records Management  
Solutions, Inc.  
Reynolds,Smith and Hills, Inc.  
Dr. Todd Atkinson Orthopedics  
& Sports Medicine  
Sun RV Resorts  
NAMI Lee County, Inc.  
Paradise Preserve, LLC  
Core Title Services, Inc.  
Wildcat Run Golf & County Club  
Arbonne International  
Helping Hands For Seniors, Inc.  
PBS&J  
Jennifer Craig LCSW,BCD  
RW Plummer, DMD

## THANK YOU!

### A MESSAGE FROM MICHAEL GOODY

Marietta,

As you know I am moving back to United Kingdom at the end of October. and I would like to say 'au revoir' to all the friends I met in the Chamber during my ten years here in Fort Myers.

When I arrived here in 1996, one of the first things I did was join your Chamber, and the success I had in building Insta-Print into a successful business was mainly due to the contacts I made with your members. I have tried to say goodbye personally to everybody, but I met so many people over the years that I am sure to have missed some.

To you personally, thank you for your kindness and guidance.

Michael Goody  
[welshgoody@gmail.com](mailto:welshgoody@gmail.com)

## Greater Fort Myers Chamber of Commerce, Inc.

### 2006-2007 OFFICERS

#### President

Ms. Susan Johnson (Broadway Palm Dinner Theatre)

#### First Vice President

Ms. Pam Cronin (The Shell Factory)

#### Second Vice President

Mr. Thomas Hoolihan (HRG Realty, Inc./Coconut Shores)

#### Treasurer

Mr. Greg Frith (Fireservice Disaster Kleenup)

#### Immediate Past President

Mr. John Pollock (Oswald, Trippe & Company)

### 2006-2007 BOARD OF DIRECTORS

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Mr. William Blevins (Wachovia Corporation)

Ms. Dodie Booher (Individual)

Mr. Skip Camp (Camp-Rigby Roofing Sheetmetal, Inc.)

Mr. Mike Cannington (Hooters)

Mr. Phil Croke (Information Network)

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## The Allan Fox Golf Classic held on October 11 at the Fort Myers Country Club.



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