

NAPLES FLORIDA WEEKLY™

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INSIDE



The Nordstrom gala
And other see-and-be-seen happenings around town. **C18, 20 & 21 ▶**



Naples' first mayor
Find out how Speed Menefee got his name. (Hint: It's not how you might think.) **A12 ▶**



A children's classic
National touring production of "Chitty Chitty Bang Bang" starts off in Fort Myers. **C1 ▶**



More at Mercato
Three new national retailers open for business at U.S. 41 and Vanderbilt Road. **B1 ▶**

playing,
dining,
living ...

WHY IT'S **better** ON THE **water**

BY BETSY CLAYTON
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When Jill and Glenn Jones lived in Texas, they were only 20 miles from the Gulf but never bought a boat. Then they moved to Southwest Florida, and five months later they were boaters.

"Here there are protected harbors, channels, rivers and places to go," said Jill Jones, 32, of Cape Coral. Plus, the Joneses live within 10 miles of at least two public boat ramps, where they launch the 17-foot Bayliner they bought at the Fort Myers Spring Boat Show earlier this year.

Southwest Florida's sandy barrier islands create a perfect coastline for boaters like the Joneses and thousands of others because rough water stays west of the islands in the Gulf. Boats of all sizes have destinations along back bays, rivers, sounds and creeks.

Pair the geography with the number of ramps and marinas open to the public, plus waterfront dining destinations and pristine parks, and it's easy to see why Collier and Lee counties are frequently mentioned as boating destinations in magazines. The nation's largest-circulation boating magazine, BoatU.S., for example, featured Picnic

SEE WATER, A8 ▶

"If you can swing it, you can get a boat for less now than you could two years ago."

— Ken Stead, executive director of the Southwest Florida Marine Industries Association.

Spend an evening out at the Bayfront Chef's Market

BY CINDY PIERCE
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When Gina Lucia was in California earlier this year, she discovered the nighttime farmers market in San Rafael. "It was definitely the thing to do on Thursday evenings," she said. "Everyone went for the local produce, the locally made products, the live entertainment... it was incredible."

When she came home to Naples, the marketing manager for Stoney's Steak-



house at Bayfront knew a similar concept would work here. Bayfront developer Kevin Stoneburner knew it, too. "A chef's market was something we had been thinking about as a way to make Bayfront part of the community," Mr. Stoneburner said.

While traditional farmers markets are great for early-morning weekend risers who just want to get their shopping done,

SEE MARKET, A20 ▶

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15 MINUTES	A6	NETWORKING	B9 & 10	SOCIETY	C18, 20 & 21
NAPLES' HISTORY	A12	REAL ESTATE	B13	CUISINE	C22 & 23

HEALTHY LIVING	A22	ARTS	C1
BUSINESS	B1	EVENTS	C6 & 7
NETWORKING	B9 & 10	SOCIETY	C18, 20 & 21
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