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WEEK OF JULY 30-AUGUST 5, 2009

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BEYOND CREEPY

Diving into the minds of sexual predators, serial killers and psychopaths

BY BILL CORNWELL

bcornwell@floridaweekly.com

THEY ARE THE MONSTERS of modern mythology — the things that go bump in the night, the gnawing fear in the back of our brain

that tells us to crawl out of a warm bed and make sure the door is locked, the window secured. They prompt us to sprint through dimly lit parking lots and cavernous garages and cast over-the-shoulder glances as we walk dark, deserted streets. They are why we tell our children to shun strangers and stay close.

They represent a peculiar brand of evil that has spawned an enormous volume of literature, some of it grand but much of it unseemly or worse, reaching back centuries. The fictionalized villains of the greatest of these works, from Grendel in "Beowulf" to Hannibal Lecter in "The Silence

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FCCU professor knows what to look for
A8

SEE CREEPY, A8 ▶

745

NUMBER OF SEXUAL OFFENDERS LIVING IN LEE & COLLIER COUNTIES

47,000

NUMBER OF SEXUAL OFFENDERS LIVING IN FLORIDA

40

SUSPICIOUS PEOPLE SCHOOL BUS DRIVERS IDENTIFIED AFTER TRAINING



Celebrate National Farmers Market Week on Third Street South

SPECIAL TO FLORIDA WEEKLY

In celebration of National Farmers Market Week Aug. 2-8, the Third Street South Farmers Market will go above and beyond the usual colorful assortment of produce and products available from 7:30-11:30 a.m.

Saturday, Aug. 1. Vendor gift baskets will be raffled off, and music and children's activities including pony rides, face painting and a special Third Street South coloring book will be part of the fun.

Since the USDA began declaring National Farmers Market Week in 2000, the number of farmers markets across the United States has grown more than

60 percent, from 2,863 markets in 2000 to 4,685 in 2008.

The Third Street South Farmers Market began in 1990 and now has 50 vendors every week who sell a wide variety of products, including fresh fruits and vegetables, pastas, sauces, pastries, jellies, jams, prepared foods, fresh fish,

SEE MARKET, A12 ▶

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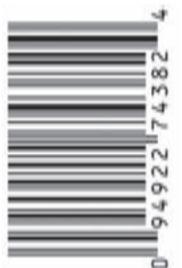
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COMMENTARY

Marking a trail home



Old, old-timer, old man, old woman, old fogey, oldest. ancient one, crusty old thing, old geezer, old codger, old fart. Geriatric, golden-ager, pensioner.

At the daily newspapers where I once worked — “family papers” they called them — writers were not supposed to use the term “old,” or any other term like it, to refer to people who had lived long enough to go over the hill. (Come to think of it, you weren’t supposed to call a dead person dead, either.)

Instead, the rules required us to use such words as “senior,” “elderly” and “mature,” or perhaps a euphemism like “seasoned.”

In Collier County those rules can get old quickly, since our population of 315,258 includes 78,815 people who are 65 or older, according to U.S. Census Bureau statistics for 2007 and 2008. If you’re telling Southwest Florida stories, you’re going to have to describe old people, in other words.

The look-away rules don’t apply just to newspapers, either. As everybody knows, there’s a tacit cultural imperative directed at all of us to look away from old age.

I’ve always wondered why. Why do we pussyfoot around “old” — both the term and the reality? Most or all of the old people I know aren’t deceived by

the face in the mirror or the ache in the back or the date on the calendar or the many harsher realities that come with surviving youth and middle age and moving on. (Middle age defined literally, by the way, would be roughly 38 for Anglo males in America and a little younger for black males. It would be three or four years older, say 42, for Anglo females, and a little younger for black females.)

Instead, younger people worry about “old” — either being it or becoming it. Baby boomers, for example, often tend to be hypersensitive about references to their age. But old people usually seem to be able to handle both the tag and the reality.

In general, our sensibilities about being old are riven with prejudice — prejudice meaning simply to pre-judge something. Younger people don’t have enough experience with older people, so they pre-judge them.

Fortunately for me, when I was very young my parents refused to look away from the notion or the reality of old. Even so, most old people passed through my days only occasionally, like stately ships or slow, grand cars that sputtered a lot. Sometimes I enjoyed it, and sometimes I didn’t.

I remember kissing my great aunts, three of them who came from Kentucky and lived together all their lives, only with reluctance. They powdered their cheeks and beamed at my approach, lining up to present those cheeks with a warm formality that had to end in lips (mine) on soft wrinkled flesh (theirs).

I used to go with my parents to a nursing home to visit Auntie Witherspoon, because my mother insisted. She won my admiration by dispensing with ceremonies of the cheek and asking me straight out, “Did you shoot any rabbits?”

The last time I saw her she lay flat on her back, a woman so old that the geography of her face had become canyons and gullies and arroyos, and the teeth in her mouth only memories. But that didn’t stop her from throwing up both her arms like a rifleman when she asked the rabbit question, grinning at me toothlessly. The place smelled like urine, of course, and it took me years to separate that reality from the wonderful woman she was.

One of the last times I saw my Uncle Billy Witherspoon (Auntie’s brother-in-law), he stepped out of his cabin and shot a rabbit with a slingshot, then gave me some hard candy. He was thin as a rail, brown as an Indian, old as the hills.

My grandmother, on the other hand (she came from Kentucky with her sisters but raised seven children on a cattle ranch), was too familiar for me to call old. When I climbed in her bed in the mornings, she made sounds old ladies make, then told me to quit rustling around. She chopped wood with an axe in her flower print dress, cooked trout I caught on a wood-burning stove, and sometimes roasted the grouse or rabbits we shot.

Later, my grandfather gone, she traveled overseas to see what they did there — to South America to visit ranchers, to

New Zealand, Greece, Japan and Israel. She was unsentimental and kind and broad-minded and eternally cheerful.

Somehow, those experiences and a herd of others have led to my present revulsion at the distance we’ve placed our own old from us — at the way we pretend not to see them, at the way we so frequently fail to slow down for them, thus squandering a measureless wealth of knowing. We might as well ignore a rich bank account sitting available in our names, or throw away our maps and compasses while wandering the deep woods.

We refuse to call them old when they are. We fail to celebrate their extraordinary beauty, both physically and mentally. We shield our children from them simply by making no extra effort to include old people in the lives of young people, no matter what they look like or smell like or sound like or think like. All of it’s just boneheaded and lazy and selfish, as I see it.

They’re old. And they’re beautiful — though not always easy to understand, not always right, not always companionable.

But here in this space, I can call them old. And feel grateful to know them today. And force my boys to spend time in their company, kissing their cheeks and looking at the lined leather of their faces and hearing their stories, whether they want to or not.

And then I can become one myself, perhaps, with a sure sense of the direction home — having watched them mark the trail all my life. ■

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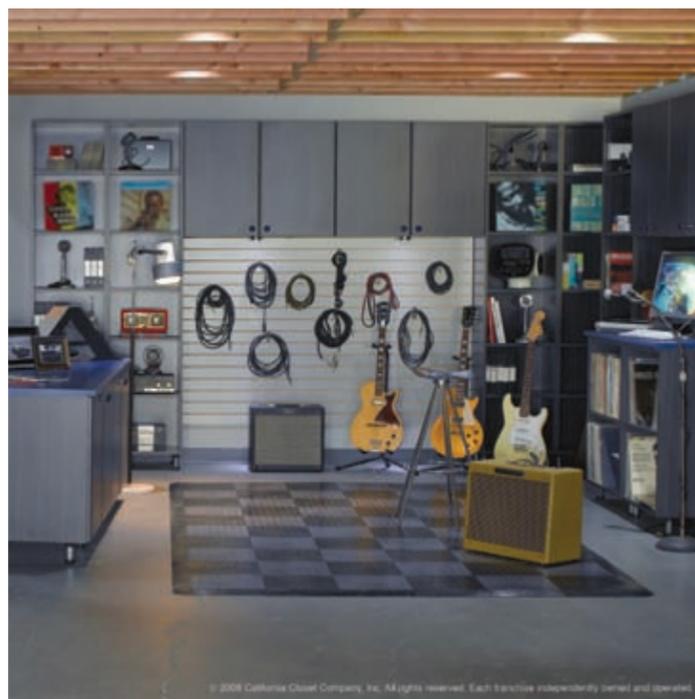
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OPINION

An ideologue in a hurry

BY RICH LOWRY

When Barack Obama pilfered Martin Luther King Jr.'s line about the "fierce urgency of now," he wasn't kidding. The line has come to define his presidency. His legislative strategy moves in two gears — heedlessly fast and recklessly faster.

As with the stimulus package, Obama's health-care plan depends on speed. More important than any given provision, more important than any principle, more important than sound legislating is the urgent imperative to Do It Now.

Do it now, before anyone can grasp what exactly it is that Congress is passing. Do it now, before the overpromising and the dishonest justifications can be exposed. Do it now, before Obama's poll numbers return to earth and make it impossible to slam through ramshackle government programs concocted on the run. Do it now, because simply growing government is more important than the practicalities of any new program.

Obama cultivated an image of cool during the campaign. Unrattled. Deliberate. Cerebral to a fault. Who knew

he'd be in a panic to remake one-sixth of the economy by the first week of August of his first year in office?

Normally, the larger and more complicated a bill is, the longer Congress takes to consider it. With the stimulus and cap-and-trade, Obama and the Democrats upended this rule of thumb by passing byzantine, 1,000-page bills that no one had the time to read. When the work product is indefensible, deliberation is dangerous.

There's a touch of the guilty conscience about Obama's terrible rush. As if he knows he was elected as a moderate-sounding deficit hawk last year, and if he's going to pass an ambitious left-wing program, he must do it before the opposition builds.

The longer Obama's health-care program marinates in the sun, the worse it smells. Obama's signature line that anyone who likes his current coverage gets to keep it has recently been shown to be untrue. His rationale of passing a \$1 trillion program to reduce costs is undermined every time the Congressional Budget Office analyzes a real Democratic proposal. No wonder Obama wants to close down the debate before

his rating on health care — down to 49 percent in the latest Washington Post/ABC News poll — drops any further.

Ramming through legislation without any assurance that it will work doesn't seem pragmatic or farsighted. But for Obama's purposes, it is. His goal is nothing short of an ideological reorientation of American government. Putting in place the structures to achieve this change in the power and role of government is more important than how precisely it is accomplished.

The stimulus might not do much to stimulate the economy during the recession, but its massive spending creates a new baseline for all future spending. The cap-and-trade bill might not reduce carbon emissions during the next decade, but it creates a mechanism for exerting government control over a huge swath of the economy. ObamaCare might not work as advertised, but it will tip more people into government care and create the predicate for rationing and price controls.

Barack Obama is an ideologue in a hurry. He wants to put American government on a radically different path. And he wants to Do It Now. ■

— Rich Lowry is editor of the *National Review*.

GUEST OPINION

The parliamentary president?



Last year, when it became clear that the Democratic nominee would be Barack Obama — the relative political newcomer with the bipartisan, unifying rhetoric — and not Hillary Clinton — the politically polarizing figure whose battles with the American right went back almost 20 years — Republicans sought to give Obama a makeover. In ads and in stump speeches, office seekers and issue advocates equated the popular Obama with "San Francisco liberal" Speaker of the House Nancy Pelosi. As a matter of pure political equivalency, one might question this campaign's accuracy. But as a reflection of domestic political reality, the association may yet stick.

The reason why has everything to do with the approach to governing that Obama has shown during his first six months in office. It's a pattern that was established even before Obama's inauguration when, not long after Election Day, Pelosi took the lead in talking about the need for a stimulus bill. That in itself was not particularly surprising, given that Pelosi was at that time continuing in a position she already held (with a

bigger House majority on its way), while Obama took care to show he appreciated that there could be only one president at a time, and at that time the president was George W. Bush.

What did raise some eyebrows, however, was the degree to which, after Inauguration Day, Obama let Congress shape the stimulus. There were, at the time, two not necessarily exclusive schools of thought about this. One held that while Obama recognized the need for stimulus legislation and didn't want to go against the Democratic Congress that was calling for it, such a big spending bill was not something he had campaigned on, and, with an ambitious domestic agenda ahead, he preferred to keep his fingerprints off it as much as possible. The other said that Obama, having learned the lesson of President Jimmy Carter's early presidency battle with then-Speaker Tip O'Neill over dam legislation, was inclined to let Congress have its way on this bill, so as to avoid making enemies in advance of more difficult legislation around health care and energy.

Well, now we're in the thick of the legislative process surrounding health care and climate change, and Obama — despite his highly visible push for health-care reform this week — still seems content to leave the details to Congress. As ever, it is in the details that the devil dwells.

On health care, where he faces a

powerful industry lobby and a largely unified Republican opposition, and with the lessons of the Clinton White House-dictated health-care reform effort in mind, Obama may have little choice but to defer to congressional Democrats. With Rahm Emanuel, former chairman of the House Democratic Caucus, as his chief of staff, one might reasonably infer that Obama's general reluctance to draw hard lines in the sand reflects a realistic understanding of where the votes are — and aren't.

But political realities aside, there seems to be a philosophy of governing at work here, one that on domestic matters relies on bottom-up pressure for reform — and uses congressional support for a given policy as the gauge of this pressure. Viewed more skeptically, one also could see this as a steadfast refusal by Obama to get ahead of public opinion — in this view, the president will act as cheerleader for his broad agenda, but will not risk cheering more loudly than the public at large.

Whatever his reasons, President Obama has so far let Congress dictate much of the fine and even large print of his domestic-policy proposals. Which leaves the American people with the question of how well today's Congress, on the left and on the right, represents the true, aggregate will of the American people. ■

MOMENTS IN TIME

► On **July 30, 1976**, singing star and radio personality Kate Smith makes her last public appearance. She sang her trademark number, "God Bless America," on a TV program honoring the U.S. Bicentennial. Smith launched her first radio show in 1931. She died in 1986.

► On **July 31, 1990**, Nolan Ryan wins the 300th game of his career, leading the Texas Rangers to an 11-3 victory over the

Milwaukee Brewers. Ryan believed that pitching power comes from the legs, not the arms, and he ran every day. He pitched for 27 years in the big leagues, with the Mets, Angels, Astros and Rangers.

► On **Aug. 3, 1958**, the U.S. nuclear submarine Nautilus accomplishes the first undersea voyage to the geographic North Pole. The world's first nuclear submarine, the Nautilus dived at Point Barrow, Alaska,

and traveled nearly 1,000 miles under the Arctic ice cap to reach the top of the world.

► On **Aug. 4, 1753**, George Washington, a young Virginia planter, becomes a Master Mason, the highest basic rank in the secret fraternity of Freemasonry. Many other leaders of the American Revolution, including Paul Revere, John Hancock, the Marquis de Lafayette and the Boston Tea Party saboteurs, were also Freemasons. ■

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15 MINUTES

Pallas Diaz aims to end pet overpopulation

BY PAMELA V. KROL
Special to Florida Weekly

Pallas Diaz's dream of a low-cost spay and neuter clinic in Collier County is about to come true. The building on Immokalee Road east of the I-75 has freshly painted lobby walls and a back room filled to the ceiling with kennels that, as of Monday, Aug. 10, will hold cats and dogs awaiting or recovering from surgery.

Ms. Diaz became the driving force behind the new Collier Spay Neuter Clinic about 18 months ago, inspired after coming back from a short relocation in Shenandoah Valley, Va. In awe of the efficiency with which a clinic there treated a high volume of animals, Ms. Diaz thought Collier County could — and should — have a similar facility.

Back in Naples, she got to work on the fundraising and paperwork needed to found the nonprofit operation. In just over one year's time, she raised \$137,000 and used that money and a PetSmart grant to move ahead with her plans.

"I saw the need, and it's pretty hard to avoid the need," Ms. Diaz says.

The Collier Spay Neuter Clinic, as well as the one that impressed Ms. Diaz in Virginia, is modeled after a clinic operated by the Humane Alliance of Western North Carolina in Asheville. The alliance hopes to aid in the eventual opening of 250 model clinics nationwide and end the country's overpopulation of cats and dogs.

The new clinic will neuter and spay cats for \$40 and \$50, respectively; dogs will be neutered for \$65 and spayed for \$75. The clinic also will arrange free transport service for pet owners who cannot get their animals to the clinic.

The clinic has five full-time employees. Ms. Diaz is the executive director; others on staff are a veterinarian, a veterinary technician and assistant, and an office manager. There's also one paid part-time employee and nearly 100 volunteers. Ms. Diaz says partnerships with both Collier County Domestic Animal Services and the Naples Humane Society are being formed, as well as with local veterinarians.

Ms. Diaz doesn't limit her scope of animal advocacy to Collier County. She and her husband, Efrain Diaz, have made numerous trips to Nicaragua over the past two years to advocate pet care and the protection of indigenous species. They've also created a nonprofit agency to aid their cause in Latin America, where they hope to build a wildlife rehabilitation center.

In Nicaragua, Ms. Diaz and her husband helped rehabilitate an infant howler monkey whose mother had been killed. The dehydrated baby was stuffed in a bamboo shoot. After nearly two years of rehabilitation, there were high hopes for a reintroduction to the wild. Mr. Diaz, who owns Pura Vida Productions and had documented the monkey's progress, was able to film its return to the wild.

Solving the problem of pet overpopu-



COURTESY PHOTO

Pallas Diaz and HuChi, the border collie mix she adopted from Collier County Domestic Animal Services.

lation, whether in Collier County or in Nicaragua or anywhere else, starts with educating owners about the importance of spaying and neutering their pets. Making the operation accessible and affordable for pet owners is also key, Ms. Diaz knows.

While she works toward opening day of the Collier Spay Neuter Clinic, her husband is developing an education outreach program for pet owners in Collier

County and surrounding areas.

Originally from Baton Rouge, La., Ms. Diaz studied biology at Florida Atlantic University and has lived in Naples since 1984. She and her husband have two dogs, one of which is a rescue dog from a shelter. They also participate in a fostering program for pets; and she has volunteered for the Collier County Cat Coalition, a group working to reduce the population of feral cats and dogs through sterilization and trap/neuter/return programs.

While she's grateful for the community support and excitement that has swelled for the Collier Spay Neuter Clinic, Ms. Diaz says the clinic still needs basic supplies in order to be ready for opening day. Among the items needed for dogs and cats are: food, brushes and nail clippers, kitty litter and litter boxes, new or gently used bath towels, stuffed and rubber toys. General office supplies also are needed, including: clipboards, Post-it notes, scissors and Sharpies, clocks or watches with second hands, a step ladder and a medium-size fireproof safe. Cleaning supplies that will always come in handy include: buckets, brooms, 13- and 55-gallon garbage cans and bags, laundry baskets and laundry detergent.

The Collier Spay Neuter Clinic opens Monday, Aug. 10, at 2544 Northbrook Plaza Drive. For more information about donating items or to schedule an appointment, call 514-7647. ■

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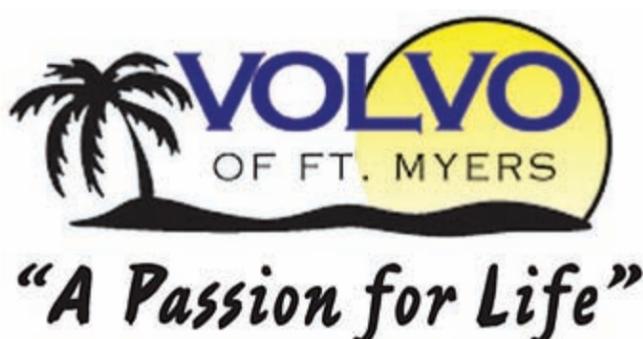
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CREEPY

From page 1

of the Lambs,” are mainstays of our collective folklore — icons, if you will.

The visitation of death and/or sexual violation delivered randomly, suddenly and with stunning brutality is the stuff that chills the blood and fires the imagination. It is an anomaly of the human condition: We are fascinated by and drawn to the very thing that frightens us the most.

We are talking here about serial killers and sexual predators. Few people know them better — what makes them tick and how and why they choose their unwitting victims — than Duane Dobbert.

Dangerous minds

Dr. Dobbert is professor of criminal forensic studies at Florida Gulf Coast University and author of the recently released book “Psychopathy, Perversion, and Lust Homicide: Recognizing the Mental Disorders that Power Serial Killers.” He’s also written “Halting the Sexual Predators Among Us: Preventing Attack, Rape, and Lust Homicide.”

After nearly four decades studying disordered and dangerous minds, he has concluded that Americans have an enduring “love affair with mystery and crime.”

“If I’m at a cocktail party and someone finds out what I do, I spend the rest of the evening answering questions,” he says, stating a fact, not airing a complaint. “I’ll be asked about everything from JonBenet Ramsey to Ted Bundy. People can’t get enough of this stuff.”

And neither, it seems, can the good doctor himself.

He earned his undergraduate degree in sociology, his M.A. in counseling and his Ph.D. in human services, with an emphasis on deviant sexual behavior and the etiology of violence.

He grew up a tough, inner-city Detroit kid who always had “a hockey stick in one hand and a baseball in the other.” He knew firsthand about mano-a-mano violence and street crime; fights, encounters with gangs and the constant specter of crime, both petty and substantial, were part of his daily upbringing.

His rough-and-tumble background made him well suited for work in the criminal justice system. Now 63 years old, beneath his academic cloak he retains a bit of his don’t-mess-with-me, street-smart, hockey-player swagger.

“I understood murder,” he says. “I’ve got a second cousin doing an all-day bit for Murder One. I know what that’s about. Breaking and entering, that’s nothing. Same for robbery. No big deal. Saw a lot of it.”

He worked in prisons in Michigan, counseling and evaluating inmates, consulted with law enforcement, taught and was comfortable dealing with what might be termed conventional criminality. Crimes of passion, offenses involving theft and property — these were things he knew from his own life experience.

“I actually enjoyed working with people in prisons who had committed these sorts of crimes,” he says. “I understood them. I knew what motivated them.”

Florida a haven for predators

What turned Dr. Dobbert’s professional world upside down was when a sheriff more than 35 years ago asked him to consult on a case involving a 15-year-old boy who had raped an 18-month-old toddler. The sheriff wanted an evaluation of the youthful rapist. Suddenly, the budding criminalist was stymied.

“This, I could not understand,” he recalls. “It was repugnant, so awful, so totally beyond understanding that I decided I had to study it. I decided to devote my life and my studies to learning why people do things we can barely comprehend.”

It would seem that Dr. Dobbert, who has

been at FGCU since 2000, chose the right place to continue and refine his research into people who commit unspeakable acts of depravity, for Florida appears, to the layman at least, to be a veritable petri dish for serial killers and sexual deviants of all stripes. Think about it. The list includes:

- Danny Rolling (“The Gainesville Ripper”)
- Bobby Joe Long (“The Classified Ad Rapist”)
- Ottis Toole (whose victims are believed to have included Adam Walsh, the son of missing-children crusader John Walsh)
- Gerard John Schaefer (the former police officer and teacher who may have killed more than 30 women and girls)
- Aileen Wuornos (one of the few documented female serial killers)
- Fort Myers’ own Arthur “Freddy” Goode (the child molester and murderer who until his execution in 1984 was known as “the most hated man on Death Row”)
- And, of course, the most famous of them all, the previously mentioned Theodore Robert Bundy.

Is it just our imagination, or does the Sunshine State really attract an inordinate number of these frightening characters?

“No, it is not your imagination,” the professor says. “Florida has become the poster child for the abduction of children by strangers and for serial killers.”

He has figures to bolster this assertion. Nationally, he points out, there are some 600,000 registered sex offenders (although experts believe the true number of sexual offenders, both registered and unregistered, might exceed 2 million). Of these 600,000 registered offenders, Florida is home to more than 47,000.

“We’re close to having a full 10 percent (of all registered offenders) living right here in our state,” he says.

Dr. Dobbert believes that pathological killers, rapists and child molesters find Florida attractive for the very reason the average tourist does: its warm, inviting climate.

It does make sense. “Many of these guys are low on funds. They can live in the bush here, something you can’t do up North in the snow and the ice,” he says, adding, “We caught a registered offender on Bonita Beach who had come down from Wisconsin and was living on the beach. He said he couldn’t do that back home.”

“Also, there are so many people here, coming and going. It’s very easy to get lost here, to blend in. That’s important. The last thing these people want is to stand out, to attract attention.”

‘Fantasy love group’

All sexual predators and serial killers have what Dr. Dobbert calls a “fantasy love group” — a collection of people, be it children of a particular age or women with certain physical characteristics, who are their ideal victims, their preference for sexual fantasy and violence.

Sexual psychopaths typically build “shrines” in their homes featuring their fantasy love group, and most of these shrines include photographs of potential victims, he explains. “If your fantasy love group, let’s say, is 18-year-old females, why would want to be at the University of Michigan, where the young women are walking around for most of the year bundled in clothes?” he asks. “You’d want to be here in Florida where your fantasy group is scantily clad because of the warm weather. It fuels their fantasies, keeps them fresh. They can readily photograph their fantasies.”

“Let’s be honest. Young women on the beaches of Florida and California are lying around in thongs and occasionally topless. You want to see what I’m talking about, go to Fort Myers Beach on spring break. Oh my God, there are men — lots of men — taking pictures, and their intentions are not good. Believe me, some of these pictures become parts of shrines in their homes.”

For some sexually disordered men, the behavior never goes past photography. For others, actions escalate. Some advance to peeping in windows and other forms of

voyeurism. A certain number will go on to commit rape. And for a very few, rape — specifically serial rape — becomes the final way station along the road that ends at serial killing, Dr. Dobbert says.

Beginning in childhood

The disordered thinking of a sexual psychopath generally surfaces in childhood.

“We can absolutely see these people coming from their behavior as children,” he says. Cruelty to animals and other children and acts of arson are strong indicators of brewing psychopathic behavior.

“When you see a child who burns another child with a cigarette, well, that kind of sadistic behavior should raise all sorts of red flags,” he says. “It’s not a case of boys being boys. It’s someone exhibiting at a young age that they enjoy inflicting pain and suffering and that they have no conscience.”

The study of serial killers and sexual predators is relatively new and continually evolving. Before joining the staff at FGCU nearly 10 years ago, Dr. Dobbert essentially designed his own doctoral program at Capella University in Minnesota to address his narrowly defined specialization.

In addition to his accomplishments as a scholar and author, he retains a real-world involvement in the field. He’s in demand as an expert witness and is a member of the Florida Department of Law Enforcement Child Abduction Response Team for Southwest Florida. The team assists local authorities in the investigation of child kidnappings.

Living within the heads of violent psychopaths is not for everyone, Dr. Dobbert says, stating what may seem to be readily obvious to most of us. What is less obvious, however, is who is drawn to this chilling discipline.

“I think the public would be surprised to know that women are attracted to this field,” he says, adding that about 70 percent of his undergraduate students and roughly 90 percent of his graduate students at FGCU are female. “I think they are attracted because it is an intellectual chess game, and also because they themselves are more likely to be victims simply because of their gender. I believe they feel that the more they know, the less fear they will have.”

“Men tend to have bravado and bluster, but women understand victimology.”

His students will go on to become researchers, teachers, counselors, profilers and consultants to law enforcement agencies.

Someone is watching

For a man whose life’s work is devoted to such serious and disturbing subjects, Dr. Dobbert retains an air of relaxed congeniality. Sharply dressed and starched, he is the antithesis of the rumpled academic. And, yes, he is contemplating a work of fiction that will further add to the bulging catalogue of serial-killer novels.

He and his wife, Joyce, who is a Realtor, live in Naples. They have four grown children (a daughter is a forensic psychologist) and seven grandchildren.

In deference to his wife, the professor leaves his grisly research at the office. And he does not preach a gospel of fear. But he has schooled his family on the importance of being aware of their surroundings, of looking for the odd stranger whose gaze may be unsettling or lingering.

“After living with me all these years, my wife knows how to walk in a parking lot — or anywhere, for that matter,” he says. “She knows what to look for. She can pick (potential predators) out of a crowd.”

While he acknowledges that the chance of dying at the hands of a serial killer or having a child abducted by a stranger is slight, he stresses that to dismiss the possibility out of hand is dangerously naive.

Sick, twisted people move among us daily, he says.

And he offers this test for skeptics.

“The next day it rains — and I mean a good rain so that people don’t want to be outside — take a trip to a mall and go to the food court. Stand off at a distance, and ob-

Teaching how to spot possible predators

>> Years of witnessing and studying violence led Dr. Duane Dobbert to seek ways to prevent children, the most vulnerable of our society, from becoming victims.

“I just couldn’t stand to see another child abducted or killed,” the author, consultant, expert witness and professor of criminal forensic studies at Florida Gulf Coast University says.

About five years ago, Dr. Dobbert began holding seminars on sexual predators and their behavior for law enforcement officials in a 10-county area that included Charlotte, Collier and Lee counties. From police officers and investigators, he branched out to instructing school superintendents in the same area.

Within a few months, he had a call from Jeff Stauring, director of transportation for the Collier County School District. Mr. Stauring suggested that Dr. Dobbert teach school bus drivers to spot sexual predators. The idea made perfect sense to the professor. “No matter how many



DOBBERT

law enforcement officers we can put on the road, school bus drivers are more aggregate eyes, and they have one mandate, which is the protection of the children in care,” he says.

In August 2005, Dr. Dobbert trained hundreds of school bus drivers in Collier County. The next summer he spent two weeks training 5,000 drivers from Southwest Florida and across the state in identifying potential predators who might be attracted to school bus stops. Now, he conducts seminars training school bus drivers from across the nation, and has also produced a DVD entitled “School Bus Drivers: First Line of Defense against Sexual Predators.”

As a next step, he hopes to have his students at FGCU look at ways to quantify the program’s success.

Although bus drivers have learned what to look for and have started to identify suspicious people, there is no mechanism in place to determine whether any of those who raise suspicion are actually registered sex offenders, he explains. “After just a couple of semesters in Collier County, about 40 suspicious people were identified by drivers. The next step is to collect data telling us how many of these people have been true offenders and real threats.”

School bus stops are not the only places where predators congregate. Swimming meets, youth soccer matches, women’s basketball games, all draw dangerous characters. In fact, Dr. Dobbert says, any gathering that attracts large numbers of young people is likely to draw the attention of predators, also.

“You see them at these places,” he says. “Men hanging on to chain link fences watching kids. Guys sitting up in the shadows watching girls play basketball... They sit alone, and they are not into the games... They try to remain inconspicuous, and many carry cameras. That’s a telling sign, cameras.”

“To be honest, many of them just look out of place, as if they don’t belong. And they don’t belong. They are not there for the reasons that others are there. They are not cheering. They are watching the participants. They are obsessed.”

serve the men who are sitting alone around the edges, reading a newspaper or magazine. Look closely, and you’ll see that many of them are not reading at all.

“They’re watching, and they will be there for hours. They’re not just watching the hot soccer moms. They’re watching kids, children, or whoever makes up their fantasy love group.

“Do this. You’ll be surprised.”

So, there you have it in from the expert. Don’t be paralyzed by fear and don’t obsessively cling to your loved ones.

But never let loose of this fact: Someone, somewhere, at sometime, may very well be watching — and waiting.

Still skeptical? Spend an afternoon with Duane Dobbert and report back. ■

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Excerpt from The News-Press Tell Me! Thursday, May 14, 2009

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Excerpt from The News-Press Tell Me! Thursday, May 14, 2009

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UNDERCOVER HISTORIAN

Economics will always play an important role in shaping our city

BY LOIS BOLIN

Special to Florida Weekly

Benjamin Disraeli, the famed author and British statesman in the mid-1800s, said there are three kinds of lies: lies, darned lies and statistics.

Adam Smith, the Scottish political philosopher, author of "The Wealth of Nations" (1776) and the father of economics, believed that individuals "should be allowed to pursue their own private economic interests as much as possible and so long as they do not violate basic principles of justice." He never mentioned statistics.

Naples has had its share of attention from esteemed economists recently.

Two came here as paid guests to offer their insights and advice about the economy of our city. As part of Project Innovation, a program of the Economic Development Council of Collier County. Richard Florida talked about moving toward a science-based economy and the kind of workers needed to make that happen. The Collier Building Industry Association brought in Elliot Eisenberg, a senior economist with the National Association of Home Builders, to talk about housing economics.

And last month, we were all a "twitter" (not the e-kind) over University of Michigan economist David Albouy's study that ranked Naples as one of the top 10 places in American to live. (BTW: His data about housing prices only went up to 2000.)

How we got to be

All the attention makes me wonder how our seaside city ever "got to be" what it "got to be" without the help of outside economists and other such experts chiming in on what

was best for Naples.

Did men like Barron Collier, Ed Frank, Ad Miller, Henry Watkins, Julius "Junkie" Fleischmann, Glen Sample, Jack Briggs or William Uihlein consult any economists before investing here? Or did they, as Mr. Smith professed, simply pursue their own private economic interests while minding the basic principles of justice?

If you don't know what Mr. Collier did for our area, go back and read the Undercover Historian's archives at www.floridaweekly.com. I think it's safe to say that had the Tamiami Trail not opened when it did (1928), Naples' economy would be quite different today.

Perhaps no one would have agreed with that more than Mr. Frank, inventor of the Swamp Buggy, who opened the first garage and strip mall on Fifth Avenue South in 1927 — one year before the Trail. Some say Mr. Frank's garage was the city's first "welcome center" (at least it was a welcome sight).

The Watkins family was third in line behind Walter Haldeman and Ed Crayton in owning the properties of the Naples Company. Mr. Watkins brought in Ad Miller who was, as Doris Reynolds dubbed him, "the spark plug who energized Naples." His energy was focused on selling lots and filling up the two hotels owned by the Naples Company.

When Mr. Watkins decided to move to Naples fulltime, Mr. Miller began his own real estate company and brought in Naples' first publicist, Rufus Bernam, who sent articles and photos about the town to magazines around the country.

Mr. Fleischmann was maybe one of Naples' best public relations artists. His investment in the town began with the Nehrling Gardens, later renamed Caribbean Gardens,

which eventually drew world-wide attention and our beloved Naples Zoo to town.

Mr. Sample's reputation for developing one of the most affluent neighborhoods in Southwest Florida is unprecedented. His mastery of marketing (he brought "the soaps" to radio) and his keen understanding of the mindset of a certain kind of American consumer was the force behind his vision for Port Royal.

Mr. Briggs of Briggs & Stratton motors brought a testing portion of the business to Naples. His son Jack later became a doctor, and now the NCH Wellness Center and Brigg Nature Center at The Conservancy of Southwest Florida bear the family name.

Perhaps the least known individual to whom we owe a debt of thanks — and who didn't need an outside economist to tell him what was good for Naples — was Mr. Uihlein of the Joseph Schlitz Brewing Company family, who grew up around filtration systems. He laid out the plans for Naples' water plant, purchased the bonds (part of the Naples Plan) with his own money and would not allow the city to pay him any interest.

One the one hand...

Historically, the success of Naples' economic development was in the hands of its citizens. Not much has changed on that front — nor should it.

There are those in the community who think that on one hand, economic development isn't necessary because we can keep on



ART ULLMAN / COURTESY PHOTO
An aerial photo showing the water plant at the corner of Fleischmann Boulevard and 10th Street North

as we have. History, some say, supports the other hand that indicates we must shift our economic model with the times or die a slow death becoming "Anyplace, USA."

Herbert Stein, a member of the American Enterprise Institute and author of "The Triumph of the Adaptive Society," said, "What the world needs is a good one-handed economist, because they are always saying 'on one hand it could be this, on the other hand it could be that.'"

In "Herbert Stein's Law," Mr. Stein also said, "If something cannot go on forever, it will stop."

Kind of like our local economy. Kind of like this article. ■

Lois Bolin is the co-founder of Naples Cultural Landscape, a fund at the Community Foundation of Collier County. Naples Backyard History is the fund's educational initiative. For more information, visit the NBYH Mini-Museum at 1300 Third St. S., call 594-2978 or visit www.naplesbackyardhistory.org.



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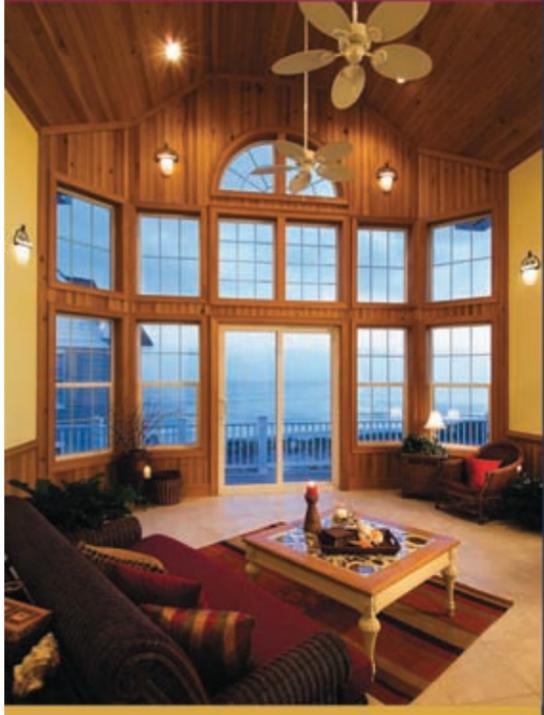


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Florida Trust for Historic Preservation trustees coming to Naples for retreat

The Naples Historical Society this week hosts the board of trustees of the Florida Trust for Historic Preservation for the board's 2009 strategic planning retreat. The meeting will be held Thursday and Friday, July 30-31, at the Naples Depot Museum and will culminate at the Naples Historical Society's landmark Palm Cottage with docent-led presentations of Naples history and heritage at 5 p.m. Friday, July 31.

Hosts for the gathering will include NHS board members as well as Penny Taylor, vice mayor of the City of Naples, who will officially welcome the Florida Trust for Historic Preservation board to Naples. Guests will include Nancy Maddox president of the

board, from New Smyrna Beach, and Leslee Keys, vice president, from St. Augustine.

"This is a wonderful opportunity to welcome the Florida Trust for Historic Preservation, and no better place than at historic Palm Cottage, Naples' oldest house," Elaine Reed, NHS executive director says. The society receives no government funding and relies on membership dues and donations.

Palm Cottage and the Norris Gardens, at 137 12th Avenue South, are open from 1-4 p.m. Wednesday and Saturday. A donation of \$8 per person is requested.

For more information, call 261-8164 or visit www.NaplesHistoricalSociety.org. ■



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NEWS OF THE WEIRD

BY CHUCK SHEPHERD
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Unconventional Medicine

British construction worker Martin Jones, 42, who lost one eye and was blinded in the other in a 1997 explosion, regained his sight this year as a result of surgery in which part of his tooth was implanted in the eye. Dr. Christopher Liu of the Sussex Eye Clinic used a piece of tooth because a "living" "anchor" was

necessary to hold a patch of Jones' skin underneath his eyelid, to generate blood supply while a new lens formed. When the lens was healthy enough, Dr. Liu made a hole in the cornea for light to pass, and Jones feasted his eye on his wife, whom he had married four years ago, sight unseen. ■

Can't possibly be true

► Until Mayor Sharon McShurley changed the protocol this year, fire stations in Muncie, Ind., had been delivering reports to department headquarters downtown by dropping them off in fire engines. McShurley ordered the department to learn how to send reports by e-mail.

► In June, the New York Police Department spent \$99,000 on a typewriter repair contract, which will take on increasing importance since last year NYPD bought thousands of new typewriters, manual and electric, costing the city almost \$1 million. The NYPD still is not even close to computerizing some of its daily-use forms, such as property and evidence reports.

► Hundreds of Los Angeles' down-and-out live not just underneath local freeways but inside their concrete structures, according to a June *Los Angeles Times* report. The largest "home" is a double-gymnasium-sized cavern under the Interstate 10 freeway in the suburb of Baldwin Park. That space is nearly inaccessible, requiring squeezing through a rusty grating, traversing a narrow ledge, and descending a ladder to reach "a vast, vault-like netherworld, strewn with garbage and syringes," with toys and rattles and a cat carcass visible on an upper platform marginally harder for rats to reach. Authorities shy away from the area, out of fear, but every few years, state officials try to seal the entrance (which the homeless quickly unseal as soon as the officials leave).

► New York City Mayor Michael Bloomberg was livid in June when he learned that inmate Tuvia Stern, housed in the city's notorious lockup The Tombs, had arranged a privately catered, 50-guest bar mitzvah for his son inside the facility's gym, officiated by a prominent rabbi and assisted by five jail guards. The caterers were even allowed to bring in knives for food preparation and dining. It was not surprising that it was Stern who pulled it off, because at the time he was awaiting sentencing for running two slick business scams. ■

Inexplicable

According to the Pentagon, there are only 566 surviving U.S. prisoners of war from the Vietnam era and 21 from the first Gulf War, but the Veterans Administration has been paying POW-labeled disability benefits to 966 and 286 people, respectively, according to an April Asso-

ciated Press investigation. The AP found that, even though the Pentagon POW list is posted online, the VA does not routinely check it when a veteran applies for POW status. (POW claimants go to the front of the VA disability-application line and receive various other privileges.) ■

Family values

► Thomas Stites, 25, was charged with first-degree sexual assault of a child in Manitowoc, Wis., in June, thus becoming the fourth Stites brother to face sex charges recently. (In addition, brother Michael Stites' wife and their son have also been charged with sexual assault.)

► Mykal Carberry, 13, was arrested in Hyannis, Mass., in March and charged with arranging for the murder of his 16-year-old half-brother, Jordan, so that, according to police, he could take Jordan's place atop the family's prosperous Cape Cod cocaine distribution ring. (The boss's job was open following the boys' father's recent imprisonment.) ■

More sci-fi movie ideas

► Researchers in Japan and Spain found recently that Argentine ants, normally highly aggressive and territorial, are actually one huge global colony with three expanding centers: a 3,700-mile-long stretch in Europe, a 560-mile strip in California, and a swath of Japan's west coast. Researchers hypothesized the kinship because, when members from those groups were thrown together, they became docile.

► A June article in the journal *Emerging Infectious Diseases* reported the worldwide reach of incidents of tapeworms that grow inside humans to nearly 40 feet in length. The most serious carrier, according to a *Scientific American* summary, is salmon sashimi. (Anthony Franz's 2008 lawsuit against a Chicago sushi restaurant, for a 9-foot-long tapeworm, is still pending.) ■

MARKET

From page 1

flowers and plants, herbs, soaps, dog treats and colorful weaved baskets.

"Farmers markets are good for everyone," says Stacy Miller, executive director of the Farmers Market Coalition, a non-profit organization that supports farmers markets across the country. "They're good for your health, good for your community and good for the economy. Not to mention they offer the freshest foods from America's most entrepreneurial farmers and preserve our country's agricultural traditions."

Other facts about farmers markets:

- California, New York, Iowa, Illinois, Pennsylvania, Wisconsin, Michigan, Massachusetts, Ohio and Kentucky are the states with the most farmers markets.
- The USDA estimates there are an average of 31 vendors per farmers market, providing opportunities for more than 130,000 direct-marketing farmers across the country.
- The USDA's Agriculture Census reported more than \$1.2 billion in direct farm-to-consumer sales in 2007, the majority of these at farmers markets.
- Farmers at farmers markets donate hundreds of thousands of pounds of fresh produce to local social service agencies across the country each year. ■

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(Must be kept a great distance from window or door)
Flammable: Yes - Highly Flammable
Durability: Product Has Deteriorated
Security Protection: None at all

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Product Weight: 2 lbs. per Sq. Ft.
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 Permanent Security Protection
Deployment: Easy to Deploy Anytime
Permanent Protection: Yes
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Intergenerational programs can bridge the needs of many with the resources and talents of others.

Does your organization promote programs involving intergenerational dynamics? Do you know of organizations or individuals in your community that support intergenerational programs? The local agency welcomes information about such programs and how they promote collaboration between generations.

The AAA for Southwest Florida and the Florida Department of Elder Affairs will recognize outstanding examples of intergenerational relationships during nationally recognized Intergenerational Awareness Month in October.

As the state-designated aging resource center serving Collier, Lee, Charlotte, Desoto, Glades, Hendry and Sarasota counties, AAA for Southwest Florida provides a wide range of programs for people 60 years of age and older.

For more information, or to obtain a nomination form, contact Marilyn Gregory at gregorym@elderaffairs.org or Christine Welton at weltonc@elderaffairs.org, or call 332-4233. ■

Ways to prevent elder abuse

Elder abuse manifests itself in many forms, including sexual, physical, emotional and self-neglect. One form that looms as a pervasive problem but that is not often regarded as elder abuse is financial exploitation.

Here are some tips to secure your financial and personal information to prevent you from being a victim of cybercrime, fraud and financial exploitation:

- NEVER carry your Social Security card or multiple credit cards in your purse or wallet.
- NEVER give personal information over the telephone.
- NEVER answer unsolicited e-mail that requests personal information.
- ALWAYS review credit card and financial statements to verify accuracy.
- ALWAYS remove mail promptly from your mailbox, and stop mail delivery when

you are away.

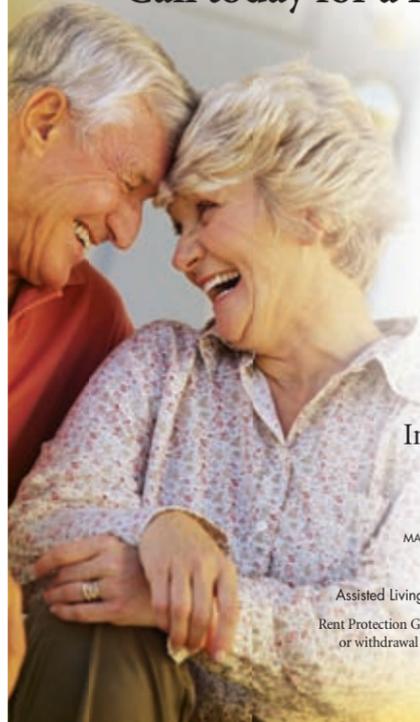
- ALWAYS shred personal mail and information with scissors or shredder.
 - Make copies of everything in your wallet and keep with personal papers in a safe place.
 - Conduct online shopping only at secure sites. A graphic (typically a lock) should appear in the bottom right corner of your browser bar and the site address should be preceded with https: (the "s" signifies a secure site).
 - Have checks printed with your initials only and no street address. Pick up your checks at the bank if possible.
- If you suspect identify theft, report it to local police and request a copy of the report. File a complaint with the Federal Trade Commission toll-free at (877) 438-4338. ■

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HEALTHY LIVING

A workout that's uplifting

Gospel music provides lively background for aerobics, line dancing

BY NEDRA RHONE
Special To Florida Weekly

On a recent Wednesday evening in a back room of a suburban Atlanta recreation center, the women of the Word of Faith Family Worship Cathedral in Austell, Ga., are learning a new way to shake off the devil.

"There are no notes on this one, it's so easy," Carolyn Patterson says as she demonstrates a shoulder-shimmy-and-foot-stomping routine known as the sanctified slide.

This slide isn't electric, but it is the perfect send off for the 30 women dressed in T-shirts, sweats and gym shoes who have come for the spiritual sweatfest that is gospelcise. The hour-long, biweekly class is a combination of line dancing and aerobic moves set to gospel music. It is designed to provide a spiritual lift and a 200- to 600-calorie-burning workout.

"It's a great stress reliever," says Delores Lee-Furlow, 45. "I knew it would be churchy because it is called gospelcise, but I wasn't really sure what it was. I've been pleasantly surprised. We have great fun, and it has been great fellowship."

When gospelcise first appeared in the early part of the decade, it popped up at trendy gyms such as Crunch Fitness. It had a fairly short run before other dance-based workouts such as pole dancing and Bollywood bhangra squeezed it out of rotation. Recently, gospelcise has resurfaced in churches across the country — its growth fueled by women in predominantly African-American congregations looking for a fun way to get fit.

"The purpose is to burn calories, but also to inspire a spiritual environment and bring nonbelievers of the community into the church," said Ms. Patterson, founder of Takin' It Step by Step. She has been teaching gospelcise for four years since linking up with Cleveland, Ohio-based instructor Belinda Haywood. Ms. Patterson advertised at Word of Faith, but she opted to hold the class at a nearby community center for space reasons and to provide a welcoming atmosphere to nonchurchgoers.

Each session begins with a warm-up of routines from the previous week. One evening, Ms. Patterson announces they will videotape the next session for her



ELISSA EUBANKS / COX NEWSPAPERS

"It's a great stress reliever," says Delores Lee-Furlow of her gospelcise class. "We have great fun, and it has been great fellowship." With about 30 other women, Ms. Lee-Furlow attends class biweekly.

Web site. "The Lord says always be ready, so that's why we want to do this," Ms. Patterson reassures the class as some get a wide-eyed look that says they would prefer to do anything other than have their missteps documented on video.

The women, just back from a holiday break, are a little rusty, stumbling over steps and giggling when they miss. But by the second run, they're on track. When they switch to the Baltimore, a dance set to "You Don't Know" by gospel singer Kierra Kiki Sheard, their confidence is high.

"Oh, that's easy," one student says as Ms. Patterson breaks down the steps.

"We got this one," another student confirms.

Ms. Patterson mixes up the music between gospel and secular to keep things balanced. After each class, she distributes handouts of the steps and

song selections. In the first week, she also gave out nutritional guidelines from a local fitness consultant.

"I think it is important to remember that a combination of diet and exercise is the key to good health," Ms. Patterson says. "You can't have one without the other."

For about 60 percent of the women, her class is the only workout and fitness plan they are getting, she says.

The end of the warm-up sends several women rushing to sip water and cool down before learning the Obama shuffle, a routine named in honor of the president. A pivot turn into a cha-cha keeps tripping them up.

"Do not stop!" Ms. Patterson says. "Keep going. Keep going with the flow with a smile."

The class is headed into overtime, but the women don't seem to notice as they

move into the final routine of the evening. They finish several near-flawless executions of the sanctified slide, for which the only direction, spoken in the lyrics of the music, is to "walk in the spirit, shake the devil off, stomp Satan lower, and dance like David danced."

Uplifted by their success, the women applaud, then gather in a circle at the center of the room. Ms. Patterson invites prayer requests. Two women ask for support in finding jobs. One asks that prayers be said for her pregnant daughter. Another asks the same for a father who has fallen ill.

Ms. Lee-Furlow volunteers to lead the prayer. The women bow their heads and finish with an emphatic "Amen."

For more information on gospelcise, contact Carolyn Patterson at 1-866-457-7837 or visit the Web at www.letstep.com. ■

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- Cookie's Place boutique for cancer patients
- Caregiver support group

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Naples Bay Resort hosts events to wage 'War Against Cancer'

"Collier & Lee Counties Declare War Against Cancer" takes place from 9 a.m. to 5 p.m. Saturday, Aug. 1, at Naples Bay Resort. Candlelighters of Southwest Florida, Avow Hospice, Cancer Alliance of Naples, Locks of Love and Susan G. Komen for the Cure of Southwest Florida will present free seminars and information. Salon International of Naples and Indulgence Salon of Fort Myers will sponsor a cut-a-thon. The Shoppes at Naples Bay Resort, Olio restaurant, Blue Water Grill and Bonefish Grille will donate a portion of the day's sales to the participating charities. A silent auction will also benefit the charities. Local experts will discuss cancer preven-

tion and detection, health and nutrition, restorative surgery and caregiver services. Here is the schedule of events:
9 a.m. to 5 p.m.: Haircut-a-thon and wishing well
10 a.m. to noon: Kids pool games
10 a.m. to 4 p.m.: Exhibits and children's activities including face painting, balloon magic, a dunk tank and visits from the Everblades hockey and Miracle baseball mascots
11 a.m. to 3 p.m.: Seminars
Noon: Magic show, silent auction opens
3:30 p.m.: Silent auction closes
 For more information, call Naples Bay Resort at 530-1199. ■



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OUTDOORS

AT COLLIER-SEMINOLE STATE PARK

From fighting conchs to 'sea fingernails,' mollusks aplenty dot our beaches

BY LEE BELANGER
Special to Florida Weekly

What walks on its stomach, has eyes on stalks and uses a sharp foot for defense? No, it isn't a creepy alien. It's the beautiful saltwater shell known as the Florida fighting conch (*Strombus alatus*).

This peaceful plant-eating animal earned its name from the way it "fights" with its pointed foot when threatened. It belongs to a group of animals called gastropods (stomach-footed) and is actually a saltwater snail.

The adult shell covering the animal can be various shades of red to orange-brown with a purple glossy flared lip. The smaller juveniles, often a lighter color, have no flare but sometimes display a natural white cross on the surface of their shell.

Florida fighting conchs live in colonies and lurch along sandy bottoms, cleaning up algae as they go. You can often see them stranded on Gulf beaches at low tide, hopping and jumping toward the water. They must quickly bury themselves or reach the water before drying out. Many do not succeed and become the next meal for hungry shorebirds.

Can you name another predator in the mollusk world that grabs prey with its foot? This one uses a toothed tongue (radula) to saw into its victims. Something out of science fiction, you say? Hardly. This scene happens daily as part of the balance of nature along the Gulf Coast. It's a lightning whelk (*Busycon contrarium*) simply eating a clam.



LEE BELANGER / COURTESY PHOTO

A fighting conch

Unlike its benign cousin the fighting conch, the lightning whelk is very much a carnivore. This beautiful shell is brightly streaked with 10 or more dark stripes running its length. Its name comes from these striking markings, not its speed. Shell colors vary from white to almost black due to differences in the animal's diet and the sediment where it lives.

Like the fighting conch, the lightning whelk has only one shell; unlike most univalves, however, this shell is left-handed (if you hold it point-down, the opening is on the left).

Beachcombers are likely familiar with the egg case it lays. The spiral cream-colored case can be more than 12 inches, and each of its many compartments can hold more than two dozen tiny whelks.

Egg cases attach to the ocean bottom until the whelks mature, at which time

they emerge through a small hole at the top of each compartment. More than half become food for larger animals, but some survive to add beauty to our waters and later decorate our beaches.

The zebra ark (*Arca zebra*) is a hinged bi-valve that's also known as a turkey wing. It grows to be 1-3 inches long and has a feather-like zigzag pattern of white and brown stripes.

Collectors and crafters often use the jingle shell (*Anomia simplex*) to make wind chimes. Live jingles attach to hard objects, and sometimes to other shells,

using threads released from their lower valve. The object holding them also shapes them because jingle shells are both soft and thin (with a texture and translucence resembling fingernails). Children delight in collecting hard, dried jingle shells and often call them "sea fingernails." Most jingle shells are a pale yellow color; less common jingles are orange or black.

Perhaps the most appropriate shell at Lee County's Lovers Key State Park is the 9-inch bivalve that when opened forms a perfect heart. The inside shines with a pearly pink and deep lavender iridescence. The fragile stiff pen (*Atrina rigida*) resembles an old-fashioned writing quill.

Along the miles and miles of Gulf beaches, these and dozens more varieties of shells just wait for you to enjoy. Just remember: It is against the law to collect live shells, including sand dollars, in Col-

lier and Lee counties. We all want our shells to be here for years to come. ■

Lee Belanger is a seasonal volunteer trail and canoe guide at Collier-Seminole State Park. To contact her, e-mail Lungwort@aol.com.

Take a hike or grab a paddle (and bring bug spray)

Although guided canoe tours and hikes have ended for the summer, there's much to discover on your own at Collier-Seminole State Park:

>>Rent a canoe - Paddle down the Blackwater River through a mangrove forest toward the Gulf of Mexico. Enjoy birding, fishing (salt water license required) or just a relaxing paddle in this outdoor wonderland. Rentals available from 8 a.m. to 3 p.m. daily.

>>Hike 11 miles of trails - Experience pine flatwoods, cypress areas and rare royal palm hammocks. One of three trails is interpretative, another allows for off-road biking, and a third has a remote campsite. Be sure to stop to register at the ranger station for the two longer trails and call ahead to reserve the campsite. Trails are open from 8 a.m. to 5 p.m. daily.

The park also offers picnicking, birding, fishing, camping, a boat ramp and a chance to see the historic "walking dredge" that was used to build the Tamiami Trail.

The entrance to Collier-Seminole State Park is at 20200 U.S. 41 East, eight miles east of Highway 951. Park entrance fee is \$4 for up to eight people in a car; there is an additional fee for camping.

Call 392-3397 for more information.

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PET TALES

Dog daze

Sharing bite-sized information for summer fun

BY DR. MARTY BECKER & GINA SPADAFORI
Universal Press Syndicate

The term “dog days” has more to do with astrology and the constellation Sirius than with our canine companions here on Earth. Still, we thought we’d celebrate the warm dog days of summer by offering up some cool facts from one of our books, “Bow-WOW! Curiously Compelling Facts, True Tales and Trivia Even Your Dog Won’t Know.” Enjoy!

- The problem with panting: Compared to their owners, dogs have very few sweat glands. There are some in the paw pads, so dogs do sweat from their feet and from other relatively less furry regions of their bodies. But the primary way dogs cool off is by panting.

Panting is very rapid, shallow breathing that enhances the evaporation of water from the tongue, mouth and upper respiratory tract. Evaporation dissipates heat as water vapor.

Panting can reach frequencies of 300 to 400 breaths per minute (the normal canine breathing rate is 30 to 40 breaths per minute). Yet it requires surprisingly little effort. Because of the natural elasticity of the lungs and airways, panting does not expend much energy nor create additional heat.

And that’s a good thing, because dogs are very easily overheated, prone to

heat stroke in hot weather, especially when the humidity is also high, which minimizes the effectiveness of panting.

- Follow the bouncing ball, with caution: A golden retriever named Augie holds the record for the most tennis balls held in the mouth at one time — five, according to the Guinness World Records book.

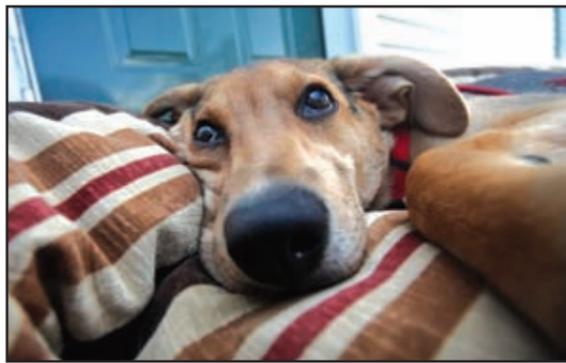
Even when a dog can hold only one tennis ball, though, owners need to take care. Veterinarians warn that tennis balls should be used for supervised retrieving play only, and never allowed to be used as a chew toy. That’s because a dog can compress the ball, which can then pop open in the back of the mouth, cutting off the air supply.

In other words, we don’t recommend allowing your dog to shoot for that record.

- Drink up: The average daily water intake for a dog is about 3 ounces for every 5 pounds of body weight, so a 25-pound dog would drink about a pint of water per day under average conditions. The amount goes up if the weather is hot, the dog is exercising or both. Depending on whether or not a pet eats canned or dry food, up to half of a pet’s daily water consumption can come from food.

Dogs drink a lot of water, not only because they need it for normal bodily functioning, but also to create moist nasal mucous to help them with their keen sense of smell.

- Computing “dog years”: The idea that one year of a dog’s life equals seven human ones isn’t accurate — but the formulas to replace that easy-to-remember computation are too complicated to ever really catch on.



Hot summer days are great for staying cool and current on canine trivia.

Pets of the Week



>>Lola is a sweet and cuddly 3-month-old Scottish fold mix.



>>Runner is a large Rottweiler mix who was found on 18th Street Northeast in Golden Gate Estates. He’s about 3 years old, very sweet and great on a leash.

The first eight months of a dog’s life equals 13 years in human terms — birth to puberty, in other words. At a year, a dog’s a teenager, equivalent to a 16-year-old human, with a little filling out still to do. After the age of 2, when a dog’s about 21 in human terms, every dog year equals approximately five human ones. But then you have to adjust for the fact that small dogs live longer than big ones.

- Problems with pug noses: Dogs with extremely short muzzles and rounded heads are called “brachycephalic,” and despite their adorable, almost human expressions, they have a host of health challenges related to their nonstandard-issue canine anatomy. (“Brachycephalic” comes from Greek roots, combining words for “short” and “head.”)

From the dog’s point of view, being pug-nosed isn’t much of a plus. The dogs are notoriously heat-intolerant and have such difficulty breathing that air travel is generally not recommended. The malformation of the skull often results in crowding of teeth that can cause dental issues. Snoring and drooling are also an issue. ■

To adopt a pet

Collier County Domestic Animal Services is at 7610 Davis Blvd. Call 252-PETS (7387) or visit DAS online to search for a lost pet or find a new pet at www.collierpets.com. Adoption fees are \$60 for cats and \$85 for dogs and include spay/neuter surgery, a bag of pet food, pet’s license and a micro-chip ID.



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MUSINGS

Spinning



I have been assured by several tough, testosterone-driven pirates that they were mentally and physically challenged by spinning. In this context spinning refers to a physical workout in which one rides a special stationary bike, a spinning bike of course. The workout also has an auditory component of loud, fast, driving music. But I think that the most important part of spinning is the running verbalization of the instructor. There is the ongoing loud and stern motivation: "Move; move; move. Sweat. Don't stop. Go, go, go." But what is even more important is the instructor's prompting to imagine. The scene is set for the often-closed eye spinner. "We're going up a really steep hill. We can't see the top yet." "It's all clear ahead. There is nothing to slow us down."

In the not shabby intensity of this 450-calorie burn in 45 minutes we have entered, whirled, into the world of spinning.

But why would I begin to spin my tale in a gym? We were really already spinning out of control before we arrived there. After all, before all, within all: Everything is spinning. Galaxies spin. Every atom in every galaxy spins. Every sub-atomic particle spins.

Our own mother ship, Earth, spins 1,038 MPH at her equatorial midline. If she were suddenly to stop her spinning, our atmosphere would just keep on going, spinning away, leaving the surface of the sphere scoured clean. Perhaps we need this kind of radical radial cleansing, we who are spin creatures forever spinning our wheels.

We need a more skillful spin-doctor than those who spin our Fox/CNN/MSNBC yarns.

Is this our contemporary manifestation/infestation of the clever mischief of Anansi?

When does ingenious twist become merely biased presentation?

Even quantum physicists do not know what spin is. They can only say that it is an attribute of elementary particles, the quite important attribute that distinguishes stuff from the forces between stuff. Particles that have spin quantified as integral, bosons, exist between stuff. Many of this type of particle can exist indistinguishably in the same spot. On the other hand, articles of half-integral spin, fermions, are stuff. These particles cannot be identical in all ways. So, after all, it is spin that distinguishes what matters from what, substantially, is not. And the total system spin depends on the spin of all its constituent parts, both mattering and smattering.

The etymology of "spin" reveals a Lithuanian root that means to set a trap. The exuding of a viscous, rapidly hardening fluid, spinneret generated, is spider spin. Mere mention can cause a spin out of arachnophobic horror in our Ms. Muffet hearts.

Does the spinning narrative from the



ancient Greeks, Arachne's story, spin into existence to explain spiders? Or do spiders arise into being from the loins of the hubris transformed Arachne?

The wheels of spinning bikes are not the first spinning wheels. The yarns from wheels in spin precede, wrapping round us at campfires that burn tale memories into our hearts.

Our beauty falls asleep, poisoned into unrecognized dream states, pricked into cursed unconsciousness.

For what kiss do we wait to wake?

I, myself, qua pirate, do not wait to be kissed. I exist to kiss. I, myself, will kiss into waking, to send to wakes the stories that have lied their way into determinism. I, pirate, protect the ephemeral,

the webs spinning, glistening, without unnecessary hope of substantiality. I, pirate, spin yarns of wheels and quarks, of mother ships and spiders swallowed and swallowing.

We are spinning up a really steep hill. We cannot see the top. It is all clear ahead.

There is nothing to stop us. ■

— Rx is the FloridaWeekly muse who hopes to inspire profound mutiny in all those who care to read. Our Rx may be wearing a pirate cloak of invisibility, but emanating from within this shadow is hope that readers will feel free to respond. Who knows: You may even inspire the muse. Make contact if you dare.

WAVV
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*Data Source: Arbitron Fall 2008 • Fort Myers-Naples-Marco Island-Std

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BUSINESS & REAL ESTATE

WEEK OF JULY 30-AUGUST 5, 2009

A GUIDE TO THE NAPLES BUSINESS INDUSTRY

FLORIDA WEEKLY
SPECIAL SECTION

MARKETING PROFESSIONALS



MAKE LOCAL BUSINESSES LOOK GOOD

>>inside:
A comprehensive
look at area
marketing pros.
B2-8

Marketing professionals make business look good.

They create the campaigns that bring in customers. They keep the media aware of their clients' innovations and good deeds. They design the advertisements that get results.

And they're key in this economic climate.

As successful compa-

nies push to increase market share, the marketing professional is often tasked with creating the plan to bring in those new customers.

It's not an easy job, but there are many outstanding marketing firms in Southwest Florida that are up to the challenge.

Florida Weekly asked many of them to tell us their story. >>

WEEK at-a-glance



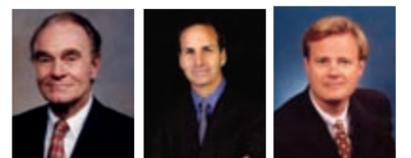
All aboard

N.A.P.L.E.S. Group sets sail on the Princess, and other business affairs. **B11 & 12** ▶



Home design ideas

Robb & Stucky seminars help solve decorating dilemmas. **B13** ▶



2009 Hall of Famers

Three Collier business leaders will join the ranks of Junior Achievement laureates. **B9** ▶

Naples man did more than think about his great idea

There probably isn't a person out there who hasn't watched an infomercial or caught something on QVC and thought, "I wish I'd thought of that!"

Naples resident Tim Jackoboice really did think of something. Then he acted on it. And now people tell him all the time, "I wish I'd thought of that!"

Mr. Jackoboice's KeyRingThing is a



JACKOBOICE

simple idea that takes the multitude of store loyalty cards hanging on your key ring and combines them onto one easy card.

Officially launched in January, KeyRingThing hit the market gradually with radio, Web, newspaper and television news exposure. But in April, when Diane Sawyer wrapped up a "Good Morning America" segment about the best loyalty cards with KeyRingThing, its popularity exploded.

"It gave us huge exposure to the consumer market," Mr. Jackoboice says,

noting that KeyRingThing was the number one Google search for two hours after the GMA piece aired. "There were thousands upon thousands of orders. At one point we were handling seven orders per minute."

And to think it all began with Mr. Jackoboice cutting out each loyalty card barcode and pasting them onto an expired Atlantis Casino card. "It was pretty medieval, but it worked," he laughs.

Some might chalk KeyRingThing's success up to luck or fate, but taking an idea and transforming it into a func-

POWER POINTS

AlysiaSHIVERS
ashivers@floridaweekly.com



tional business item takes considerable work, commitment and the right people. From the time he outlined the concept on a cocktail napkin in a New York City restaurant to its public unveiling, nearly a year and a half had passed.

Many other product ideas have

SEE POWER POINTS, **B15** ▶

MARKETING PROFESSIONALS



IMA Creative Inc.
P.O. Box 9, Estero, FL 33928
(239) 949-3034
Fax: (239) 949-3337
IMAcreative.com

>>Year established: 1989

>>Principal: Gail A Webster

>>Key employees: Leo Zimmerman, creative director; Beth Davis, director of PR; Amy Hoefling, senior art director; C. Chad Elkins, director of sales

>>Number of employees: Four

>>Services offered: Marketing, advertising, public relations, Web, events, identity and collateral

>>What sets you apart? Twenty years. That really says it all. We are celebrating our 20th year in South-

west Florida. That is a big deal. We've been through the good and the bad, and managed to thrive through it all. Our team of seasoned industry veterans is second to none. Their vast knowledge and experience in not only local, but also national and international markets is invaluable to our clients. We treat each client as a partner, not just a business associate. Their business becomes our own.

>>What's your best self-promotion campaign: I'M A Creative campaign

>>What campaign are you most proud of? That is a toss up between what we are working on for Ronald McDonald House Charities and the Gulf Coast Humane Society. We are still in development on both of their Web sites and other branding activity.

>>Tell us about a campaign that was incredibly successful for the client. Genus Loci Studio. We started by tweaking their logo and created everything from that point: stationery suite, Web site, brochure, ads, displays, show materials, direct mail, site signage and client events. In a down market for de-

velopment, which has severely affected the landscape architecture field, we have managed to keep them top of mind and their phone ringing.



m.creative
7201 Carousel Lane
Fort Myers, FL 33966
(239) 274-7736
Cell: (239) 565-1630
www.mcreativepr.com

>>Year established: 2000

>>Principal: Melinda Isley, APR

>>Number of employees: One (sole proprietor)

>>Services offered: Public relations, marketing, writing and design. Media relations, press releases, feature stories, internal and external communications, social media, writing, copywriting/editing, brochures, ad copy, newsletters, annual reports, logos, brochures, advertisements, posters, billboards and more.

>>Recent awards: 2009 Florida Public Relations Association Image Award and Judges Award (Special Event Category) for 2008 Becoming Cosmopolitan fundraiser benefiting CCMI (Community Cooperative Ministries Inc.)

>>What sets you apart? As a sole proprietor with over 15 years of public relations, writing and design experience, when my clients hire me, they get me. My services aren't implemented by staff with less experience or contracted out. I believe being a Fort Myers native also benefits local clients.

>>What's your best self-promotion campaign? Satisfied clients (some I've worked with 10 years) are all the self-promotion I need or desire. It's never about me; it's always about my clients. That's why I'm not a big proponent of self-promotion. Doing my job and getting successful results for clients has resulted in word-of-mouth referrals that are priceless.

>>What campaign are you most proud of? The NoFood4You Challenge that was held in April to shed light on local school children going without any,

or very little food, on weekends. It was put together in just weeks because the need was immediate and it cost nothing. It was personally rewarding to see the community and media come together to support such an important issue. The weekend event raised \$18,525 for CCMI's backpack program. The campaign used traditional and social media and garnered over 35 media stories, 22 blogs, 40,000 Facebook exposures and over 310 tweets.

>>Tell us about a campaign that was incredibly successful for the client. Each year I have the honor of working with the Barbara B. Mann Performing Arts Hall on its season ticket campaigns. In 2008 and 2009, the Hall added more than 1,000 new, first-time season ticket holders (who are also yearlong Lee County residents). The Hall is on track to meet this increase again during the 2010 season.



E. Sue Huff & Associates Inc. – Marketing and Management Consulting

6247 Ashwood Lane, Naples, FL
(239) 596-7990
Fax: (239) 596-7991
www.esuehuff.com
sue@esuehuff.com

>>Year established: 1996

>>Principal: Sue Huff

>>Services offered: E. Sue Huff & Associates Inc. provides strategic marketing and management consulting services to owners and managers. We help businesses and non-profits clarify marketing and management strategies, develop marketing plans, and administer marketing tactics. Our scope of services includes, but is not limited to: marketing strategies, press releases, advertising, Web site scripting, public relations, management training, seminars, workshops, human resources, and more. We help clients "Plan Their Work and Work Their Plan!"

CONTINUED ON B4 ►



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>>What sets you apart? My diverse career background in printing, graphic arts, newspapers, TV and radio gives me a well-rounded approach to helping my clients in the marketing arena. Also, becoming a part of my client's team sets my company apart. I partner with them to help bridge the gap, whether the gap occurs in the PR or HR side of the business. Having owned or managed businesses all my life gives me a great advantage when working with my clients. I am looking from an owner's perspective – I help solve issues before they become problems. I help owners and managers become pro-active to all parts of their business.

>>What's your best self-promotion campaign? Speaking engagements have always been a successful self-promotion tool for me and my company. Recently, I was fortunate enough to be asked to develop and host a 30-minute television special in Cincinnati, Ohio. The program is airing all summer on Cincinnati CitiCable with more than 400,000 viewers. The program is called

"Stand Out and Get the Job" and focuses on today's job market, how to self promote, network, write a resume that works, and how to follow-up. This program gives me and my company exposure in a new market, lends credibility to my TV production talents, builds awareness of the topic, and offers value to the viewer.



Cone Communications Company

760 Belair Court
Naples, FL 34103
(239) 262-8229

>>Year established: 2006

>>Principal: Clay W. Cone, president and owner

>>Number of employees: One

>>Services offered: Public relations, marketing and strategic communications.

>>What sets you apart? Cone Communications is a boutique firm committed to satisfying the needs of businesses and not-for-profits in Southwest Florida. The firm's principal has more than 20 years of experience in the local market and offers extensive knowledge in the planning and implementation of comprehensive media relations and public information programs.

>>What's your best self-promotion campaign? Networking through local professional business organizations like the Public Relations Society of America and volunteer service on a variety of not-for-profit organizations, including United Way, Step by Step and the David Lawrence Foundation.

>>What campaign are you most proud of? The name change and rebranding of the former International College to Hodges University. In May 2007, Naples-based International College received a record \$12 million gift from long-time Naples residents and community benefactors Earl and Thelma Hodges. In conjunction with the gift, the institution changed its name to Hodges University and moved from college status to university status.

>>Tell us about a campaign that was incredibly successful for the client. This historic announcement enabled the independent, not-for-profit four-year institution to better position itself as one of Florida's leading institutions of higher learning and allowed it to achieve its long-term goal of university status. The move was marketed to and embraced by the community so well that the projected six-month transition period was shortened considerably.



PKE Marketing & PR Solutions

6150 Diamond Centre Court,
Suite 1001
Fort Myers, FL 33912
www.PKEcreative.com

>>Year established: 2008

>>Principal: Phyllis K. Ershowsky, MBA, APR, CPRC

>>Key employees: Marie Mosley, APR

>>Number of employees: One almost full-time, two part-time

>>Services offered: Public relations and marketing services including PR counsel, planning and strategies, creative services, copywriting, brochures, marketing and direct mail campaigns, broadcast, online news-room management, special events, media relations

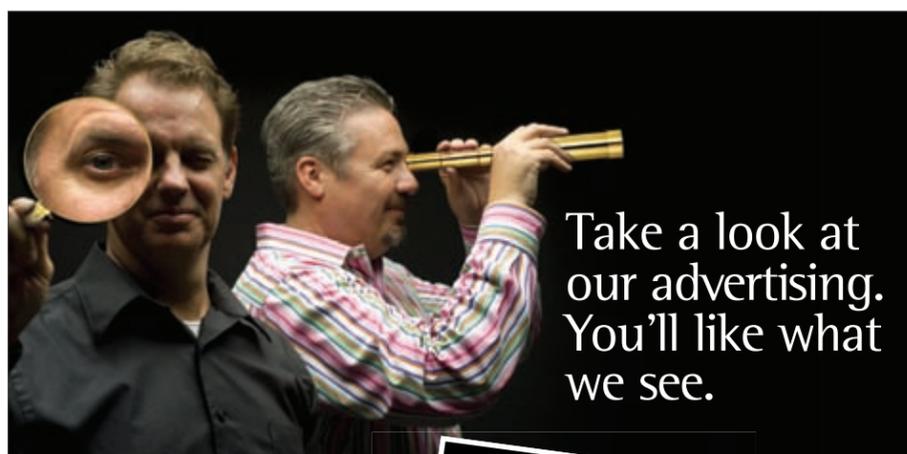
>>Recent awards: Golden Image Award 2008 for Taylor Woodrow's Rock On Scramble & Jam, Florida Public Relations Association, and Image Award 2009 for Florida Gulf Bank Downtown Detour Survival Program

>>What sets you apart? A philosophy of continuous improvement, advanced education, 20-plus years of diverse experience and a commitment to success based on the fundamentals of public relations. We are also known for identifying clients' key publics and developing successful strategies for accomplishing their objectives and exceeding their expectations.

>>What campaign are you most proud of? Throughout my career, the campaigns I am most proud of involve organizations that are start-ups or have not yet generated awareness with their key markets/publics. It is incredibly rewarding to develop branding/reputation campaigns that bring the client's message to their audiences and to the media, ultimately generating more business. Just a few examples include Florida Gulf Bank, the Naples Museum of Art, Florida Spine & Brain and Taylor Morrison.

>>Tell us about a campaign that was incredibly successful for the client. A recent campaign that was incredibly successful was the 2009 Celebrate Bonita Festival, the 11th anniversary of the event. Despite budget reductions and a shorter planning period, a fantastic committee of local residents and businesses worked together to provide the community with an exciting, entertaining festival – more than 8,000 visitors attended, there was fantastic coverage by local media, and we exceeded the City of Bonita Springs' objectives. Plus, everyone had a great time!

CONTINUED ON B5 ►



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A vision for the future and an eye on the details, that is how Chris Spiro and Steve Martin, the award winning duo leading Spiro & Associates, look at marketing.

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What do they look forward to? At the end of the day Steve and Chris hope their creativity and service will win your appreciation, a lasting relationship and a round of profitability for all concerned.

We look forward to seeing you!

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Cone3@earthlink.net



MARKETING PROFESSIONALS



Susan Bennett Marketing & Media L.C.

P. O. Box 218
Fort Myers, FL 33902
(239) 277-5255
Fax: (239) 337-2185
sbennett@susanbennett.biz

>>Year established: 1991

>>Principal: Susan Bennett, APR, CPRC

>>Number of employees: One and one part-time, call upon others as needed

>>Services offered: Media relations, branding, advertising-marketing, video production, strategic planning, fund-raising, grant-writing, board development, Web site development, social media, and all things PR

>>Recent awards: Dick Pope All Florida Golden Image Award from the Florida Public Relations Association for the best public relations campaign in Florida in 2008 (SWFAS Capital Campaign). This campaign also won the Grand Golden Image Award for the best printed tool in Florida, a Golden Image Award for best public service film or video in Florida plus five other awards. Image Award, FPRA Southwest Chapter, for best institutional PR program in 2009 and an Award of Distinction for best institutional video for the Grande Dames Tea for the PACE Center for Girls.

>>What sets you apart? Highly personalized service and the ability to put together the right team of professionals for each task are the hallmarks of my firm. My clients know that I am available 24/7 and will do whatever is needed to help them succeed.

>>What's your best self-promotion campaign? Word of mouth and referrals from other clients are my best self-promotion. "Do good, be good, and goodness will follow" has been my mantra since the day I opened.

>>What campaign are you most proud of? We recently completed a three-year campaign for Southwest Florida Addiction Services to build a new Detoxification and Outpatient Treatment Center. The campaign rallied support from community leaders, donors, and the media to raise \$6.1 million in a struggling economy.

>>Tell us about a campaign that was incredibly successful for the client. Our events with Sam Galloway Jr. to raise money for The Soup Kitchen of CCMI stand out as some of the area's most successful fund-raisers. All of our campaigns are successful – it's tough to pick just one.



Briggs & Rogers

7680 Cambridge Manor Place, #204
Fort Myers, FL 33907
(239) 278-3900
www.BriggsRogers.com

>>Year established: 2008

>>Principals: Mary Briggs, APR, CPRC and Carolyn Rogers, APR, CPRC

>>Number of employees: Three

>>Services offered: We bring customers to our clients through public relations and advertising programs.

>>Recent awards: Grand Image Award and Image Award FPRA Southwest Florida Chapter 2009 Printed Tools – News Release for Madden Research Loop Announcement; Award of Distinction FPRA Southwest Florida Chapter 2009 Public Relations Programs/Special Events for SWFL Wine & Food Fest; Award of Distinction FPRA Southwest Florida Chapter 2009 Printed Tools – Old Corkscrew Brochure; Silver Award American Advertising Federation – SWFL 2009 Brochure/Sales Kit for SWFL Wine & Food Fest sponsor kit; Golden Image Award FPRA 2008 – Community Relations Programs for Taylor Woodrow's Rock On Scramble & Jam

>>What campaign are you most proud of? Lee Memorial Health System: Briggs & Rogers is implementing a multi-disciplinary approach to help LMHS connect with residents of Bonita and Estero. Key features and services of the health system are highlighted in bold and colorful ads, on a micro Web site and in events that engage residents of the area. Canterbury School: Briggs & Rogers created a series of print ads to communicate the school's advantages by highlighting its best asset – its accomplished alumni.

>>Tell us about a campaign that was incredibly successful for the client. Mark Loren Designs' Mother's Day Necklace Giveaway



Spiro & Associates Marketing, Advertising and Public Relations

1520 Royal Palm Square Blvd.,
Suite 300
Fort Myers, FL 33919
www.spiroandassociates.com

>>Year established: 1988

>>Principals: Christopher T. Spiro, Steven J. Martin

>>Key employees: Jackie Burke, senior account executive; Jessica Barton, director of public relations/account executive; Gail Gubelman, senior art director; Paula Rigoni, media director

>>Number of employees: 12

>>Services offered: Full-service marketing, advertising and public relations firm.

>>Recent awards: Numerous Pinnacle, Excel, Davey and Apogee awards. The Davey and Apogee awards are on a national level.

>>What sets you apart? Without a doubt, it's our creative product. An agency is an agency, is an agency...we all offer similar services and we have similar rates. What sets us apart is our creative thinking and strategic execution and how we apply our creative and strategy in the marketplace.

>>What's your best self-promotion campaign?

The e-blast campaign we did for the agency that focused on the difference between Steve and I was hugely successful. We backed it up with print ads running in Florida Weekly. The campaign showed images of Steve and myself that reflected my "big picture, larger than life" personality as well as highlighted Steve's "detailed oriented, more subdued personality." Considering the current marketplace, people are looking to hire more of a boutique versus a large agency, and when you hire the boutique, you are hiring the personalities that make it tick.

>>What campaign are you most proud of?

JustGetTested.com was the launch of a national self-directed STD/drug testing Web site. You do not require a doctor's prescription, you do not have to report to insurance companies and you are totally anonymous when using this service. It was amazing for Steve and I see our team conduct the research and drive the creative that took the site from a zero Google ranking to a four ranking in six months (the Web geeks were astounded by this). We worked with the CDC (Centers for Disease Control) in determining our target market (did you know that 48 percent of all African-American women between the ages of 17 and 19 will have, or have had an STD?). We worked with a gifted Web development company, EMCC Design, that developed proprietary software for the site. It was a genuine pleasure to track the site's success and see it earning revenue for our client almost immediately. We still service this client and their other national Web site Personalabs.com today.

>>Tell us about a campaign that was incredibly successful for the client. I would have to say "The End is Near!" campaign we did for Engle Homes. First of all, who knew how foretelling the campaign was going to be? Second, the campaign sold 141 homes in 90 days at the height of the worst real estate market ever. We employed a simple, everyday phrase in a myriad of mediums and experienced awesome results. In addition, the campaign was adopted statewide and was copied by several other companies.



Parr Media Group

13120 Westlinks Terrace Blvd.
Fort Myers, FL 33913
(239) 561-8090
www.parrmedia.com and
www.parrmoto.com

>>Year established: 2001

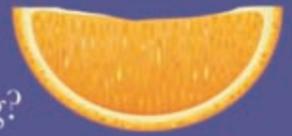
>>Principals: David Grant, Dana Parr

>>Key employees: Bill Taylor, COO/partner; Brad Bleich, art director; Josh Pierson, senior designer; Matt Sutkowski, Internet director

>>Number of employees: 16

>>Services offered: Full-service marketing and advertising, including in-house audio/video/Internet production, graphic and Web design, media buying services

CONTINUED ON B6 ►



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>>Recent awards: multiple Ad Fed of Southwest Florida awards, national Telly Awards

>>What sets you apart? We dive deep, dig in and work hard. Your business becomes ours in every sense of the way.

>>What's your best self-promotion campaign? Every minute spent promoting ourselves is one less promoting our business partners. The work we do for them brings us future business.

>>What campaign are you most proud of? Pincher's Crab Shack Can't Fake Fresh Radio Campaign – we introduced a cast of characters that are still talked about five years later.

>>Tell us about a campaign that was incredibly successful for the client. This year's Summer Passport Tour for the 27 Michigan Harley-Davidson Dealers gave their customers a reason to forget the dark economic cloud that has hung over the entire state and rediscover the true freedom and relief that motorcycling riding brings. We hoped for 1,000 participants. We now have 10,000 riding proud.



Varnes Consulting LLC
(239) 734-0071
jvarnes@varnesconsulting.com
www.varnesconsulting.com

>>Year established: 2009

>>Principals: Jessica Varnes, principal marketing strategist

>>Key employees: Graphic design, Web design, commercial production and public relations are provided by select industry professional partnerships.

>>Services offered: Developing strategic marketing campaigns and providing timely execution of all elements within the initiative; creating, maintaining, or refining brand identity through multi-channel marketing such as: Web design and development, search engine optimization, search engine marketing, social media, print, broadcast, and outdoor advertising, public relations and event coordination.

>>What sets you apart? As the owner and principal marketing strategist I am the sole contact for each client. As a business owner, I relate to clients' needs, enabling me to provide superior service. My focus is to help clients increase awareness, driving sales and ROI, and to enjoy the process along the way! Success is shared – My clients' success is my success and I am committed to helping them meet and exceed their goals. I have equal respect for every client and each project, providing consistent attention to detail and excellent customer service, no matter how large or small the project. By continually striving to be better, I push myself to stay ahead of the curve and to remain current, creative, and knowledgeable of market trends. My clients like this.

>>What campaign are you most proud of? I am impressed with all of the work I have provided clients thus far, although I am particularly pleased with the mixed media campaign developed for New Leaf Construction. The strategically planned advertising initiative incorporated the use of audio and visual media to promote awareness of New Leaf Construction. By segmenting the market and focusing advertising dollars on the most profitable target audience, they have gained exposure and notoriety in the local market and New Leaf Construction is taking the stage as a substantial player in the remodeling industry. New Leaf's Web site impressions steadily increased each week of the campaign and within five weeks grew more than 10 times its original reading. See newleaf-construction.com.



dbrmarketing inc.
2840 68th St. SW
Naples, FL 34105
(239) 261-6800

>>Year established: 1988

>>Principals/key employees: Dolly Bodick Roberts, Kathy Davidson Wheeler

>>Number of employees: Two

>>Services offered: Strategic planning, advertising, public relations, event planning

>>What sets you apart? Market knowledge, strategic grounding, direct involvement of principals

>>What's your best self-promotion campaign? Our client listing, which includes most of Collier County's foundational businesses

>>What campaign are you most proud of? There are many, but the Dock's "Real Taste of Naples" advertising campaign, the Town of Ave Maria public relations campaign, and the Naples Botanical Garden's "Hats in the Garden" event series come to mind.

>>Tell us about a campaign that was incredibly successful for the client. The Grand Opening of the Town of Ave Maria in the summer of 2007 combined advertising, public relations and event planning in cooperation with multiple entities, including the university and the homebuilder. We expected a few hundred, planned for a few hundred more, and drew thousands. By the time it was over, we had sent out multiple times for additional food, drink and ice, and were grateful to have made contingency arrangements for traffic control and activities. The response far exceeded the client's expectations.



Priority Marketing of Southwest Florida
8191 College Parkway, Suite 303
Fort Myers, FL 33919
www.prioritymarketing.com
blog: www.southwestfloridamarketing-forum.com

>>Year established: 1992

>>Principals: Teri Hansen, APR

>>Key employees: Priority Marketing's team approach is the key to its success. Every member of the Priority Marketing team plays a significant role in the company's delivery of service.

>>Number of employees: 19

>>Services offered: Marketing, advertising, public relations, graphic design, media buying, special event planning, Web site design and marketing, and social media marketing.

>>Recent awards: 2008 International Davey Awards (three); 2009 National Telly Awards (four); 2009 Image Awards (two); 2009 Pinnacle Awards (four); 2008 Summit Awards (10) 2008 Excel Awards (three)

>>What sets you apart? Priority Marketing is a full-service marketing, advertising and public relations firm that employs a unique philosophy called Creative Logic.™ We work hard to carefully analyze each client's product or service to determine the best strategies for reaching the desired target market. Then we apply creativity and out-of-the-box thinking to develop both compelling and strategic marketing and public relations tactics. The resulting efforts stand out from the crowd and consistently accomplish proven results.

>>What's your best self-promotion campaign? Priority Marketing has never undertaken a self-promotion campaign. Instead, we let the work we do for our clients speak for itself and serve as promotion for Priority Marketing. As we work with clients to develop effective marketing and public relations campaigns, they share their successes with friends in the business community. The vast majority of our business is generated from client referrals. Our focus and promotion is toward our client's business and that's the way we have operated for 17 years.

>>What campaign are you most proud of? The rebranding of the downtown area of Fort Myers. We did extensive research to gauge public perception of downtown Fort Myers. Based on the results, we developed the new name "The River District" and created a comprehensive communications plan that focused on changing the image of downtown Fort Myers. Starting first with changing the name of downtown Fort Myers to the River District, we then prepared a multi-media campaign to promote the name change including logo development, newspaper advertising, magazine advertising, television advertising, direct mail postcards, quarterly newsletters and media relations.

>>Tell us about a campaign that was incredibly successful for the client? The rebranding of Denny Grimes & Company. Respecting the highly competitive nature of the real estate industry, we developed a brand for Denny Grimes & Company that ensured the company stood out among the thousands of licensed real estate agents in the area. Grimes is considered an expert source for residential real estate and has the highest name recognition among Realtors in the local market based on market research.

CONTINUED ON B7 ►



MARKETING PROFESSIONALS



Gravina, Smith & Matte
Marketing and Public Relations
1520 Royal Palm Square Blvd. #160
Fort Myers, FL 33919
(239) 275-5758
www.GravinaSmith.com

>>Year established: 1983

>>Principals: Amy Gravina, APR, Laurel Smith, APR, Tina Matte and Sharon Arnold

>>Key employees: An enthusiastic staff and a network of writers, graphic designers, photographers, market researchers and other professionals

>>Number of employees: 10

>>Services offered: Strategic public relations and marketing programs, media and community relations, issues management/public policy, events, social media, strategic planning

>>Recent awards: Junior Achievement named Amy Gravina a Lee County Business Hall of Fame Laureate

>>What sets you apart? Gravina, Smith & Matte's longevity and familiarity with the market helps craft efforts that build awareness, generate traffic and increase revenue. With a combined century of experience, the firm's principals function as integral members of client teams, while bringing an outside perspective. The firm also is distinguished by its roster of long-term clients including Bank of Florida, Bell Tower Shops, Bonita Springs Utilities, Children's Museum of Naples, FGCU, Celebration of Reading, Hope Hospice, Lee County Department of Natural Resources, McCaw Wealth Management Group, Naples Winter Wine Festival, Oswald Trippe and Company, Quail West, Southwest Florida Transportation Initiative, Veritas Employer Services, Water Enhancement & Restoration Coalition and Wiltshire, Whitley, Richardson & English.

>>What's your best self-promotion campaign? Out-of-the-ordinary holiday cards.

>>What campaign are you most proud of? Since 2000, the firm has helped Oswald Trippe and Company coordinate and promote the annual Blue Chip Business Award, which recognizes small businesses that have overcome adversity to achieve success.

>>Tell us about a campaign that was incredibly successful for the client. The annual Celebration of Reading brings members of the Bush family and best-selling authors to Southwest Florida, raising more than \$12 million in nine years to support family literacy.



NOISE
695 Tarpon Bay Road
Sanibel, FL 33957
(239) 395.9555
www.make-noise.com

>>Year established: 1986

>>Principals: John Sprecher, Milissa Sprecher

>>Key employees: Every one of 'em

>>Number of employees: 11

>>Services offered: Integrated, effective, return-producing brand development including: Strategic planning/marketing; brand development; multi-media or single-media campaigns; Web development/SEO; interactive marketing/PPC; social media/rich media/social/Web video; broadcast; print; direct marketing; identity; collateral/sales support; sales promotion

>>Recent awards: Number one award-winning agency in 2009 Advertising Federation of Southwest Florida Adity competition. Hospitality Sales & Marketing Association International tourism awards. National HealthCare Marketing awards.

>>What sets you apart? Left brain and right brain, conveniently (and uniquely versus most agencies) bundled in one brain. We believe:

- Great branding is the product of research, strategy, hard work and inspiration.
- Great branding, in the right hands and right minds (those powered by left and right brains), will always positively impact sales.

>>What's your best self-promotion campaign? Not important. What's important is the next question.

>>What campaign are you most proud of?

Every one of them. We are equally and passionately committed to the success of each of our clients, consumed by the excellence and fiercely gratified with every campaign that pushes the needle forward for our clients.

>>Tell us about a campaign that was incredibly successful for the client. Invite us in for a meeting. We have a caseload of success stories, studies and secrets we can share with you. We'll even show you how to throw a boomerang.



AboveWater Public Relations and Marketing LLC
107 Madison Drive
Naples, FL 34110
(239) 596-9149
Fax: (239) 596-8639
www.abovewater.com

>>Year established: 2001

>>Principals: Cynthia M. Dobyms, president

>>Key employees: Cynthia M. Dobyms

>>Number of employees: Five full- and part-time

>>Services offered: Strategic marketing, traditional and social media relations, advertising design and placement, research and public opinion, crisis PR.

>>What sets you apart? AboveWater's professional expertise reflects more than 20 years of agency and in-house corporate communications experience. As a boutique firm, AboveWater offers big agency services without big agency fees.

>>What's your best self-promotion campaign? The name of the company. AboveWater is memorable, appears at the top of most lists and lately, seems apropos as more businesses find themselves struggling to stay above water.

>>What campaign are you most proud of?

We are proud of our results for all clients. Measurability is important to us so that we can ensure a return on any marketing investment, large or small. Highly successful campaigns that we've done for Sweetbay Supermarkets or the Bentley Naples dealership are rewarding, but no more so than our work on behalf of small businesses, festivals, and charitable or arts organizations like 21st Century C.A.R.E. or Opera Naples.

>>Tell us about a campaign that was incredibly successful for the client. AboveWater worked with Collier County Utilities and Solid Waste departments to introduce curbside recycling for residents and to announce mandatory recycling for businesses. Our work included collateral production, direct mail, television, radio and print advertising and posters to communicate the importance of being "green," by reducing waste and preserving our beautiful environment in Southwest Florida. The 2005 campaign kick-started an effort that has seen an increase in recycling in Collier County every year.



Dolan Marketing
P. O. Box 650
Cape Coral, FL 33993
(239) 283-2803
www.DolanMarketing.com

>>Year established: 2004

>>Principal: Gail M. Dolan, MBA

>>Key employees: Gail Dolan handles all business development, marketing strategies, and project design and management services for the firm, subcontracting to the best graphic designers, Web developers, videographers, photographers, as needed.

>>Services offered: Marketing, public relations, advertising and copywriting

>>Recent awards: Praises from our many satisfied clients are our best rewards.

>>What sets you apart? Ask our many satisfied clients! We believe it is smart, well articulated content for media ads, press releases, customer letters, brochures, and web sites. We make every contact with your customers the best it can be. By using just the right words and eye-catching design, we can alter the look, feel, and effectiveness of your message. You will get noticed ... we guarantee it!

>>What's your best self-promotion campaign?

The business has been built through our many business contacts and satisfied client referrals.

>>What campaign are you most proud of?

Public relations work for Alliance Financial Group, helping to build their brand and promote their outstanding financial planning and wealth-management services, as well as their many philanthropic projects that benefit our community.

>>Tell us about a campaign that was incredibly successful for the client?

It's hard to select just one! The recent John Marazzi Nissan Independent Marketing Agents hiring event in Naples was enormously successful. The dealership paid out \$13,800 in sign-on bonuses to 138 new IMAs, in response to print advertising and an enthusiastic multimedia campaign that helped us get the word out to the community.

I was also instrumental in mobilizing multimedia coverage for the Lee County Bar Association's Law in the Mall event held in April 2009 that drew about a hundred people to Edison Mall to get free legal advice. It was part of a week of events celebrating Law Day, that included a successful blood drive, Bar and Judiciary Appreciation reception, Shadow Day, and an awards luncheon recognizing area law enforcement officers, teachers, and community leaders.



Clark and Christopher Creative Marketing
2465-C Tamiami Trail
Port Charlotte, FL 33952
www.makingyourmarketingwork.com

>>Year established: 2001

>>Principal: Jon Clark, president

>>Key employees: Marty Clark, public relations; Nicky Manson, project manager; Phillip Geist, graphic design

CONTINUED ON B8 ►



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Online Tools



Holly Paulus

President
H.Paulus@nexxagroup.com

Nexxa Group, Inc.
12165 Metro Pkwy, Ste. 24 • Ft. Myers
(239)-225-1516 | www.nexxagroup.com



>>Number of employees: Four

>>Services offered: Public relations, copywriting, logo identity, printing, creative ad design, agency services such as media negotiations and placement, Web site development, corporate apparel, promotional marketing, direct mail marketing, trade show marketing and brand marketing.

>>What sets you apart? Let me describe it this way... Our company culture is not based on winning awards for ourselves, rather increasing profits for our clients by creating massive top-of-mind awareness by building integrated marketing campaigns based on being relevant, focused, frequent and persuasive. Winning awards seem like a great thing, but you can't pay the bills or bonuses with awards. Our pat on the back comes by creating success with our clients. Oh, and the fact that we do what we say we're going to do, when we say we're going to do it, and to the best of our ability.

>>What's your best self-promotion campaign? We custom created our own version of the Staples "Easy Button," but we call it our "Great Idea" button. We direct mail, via UPS, the button, along with promotional materials asking for appointments from marketing directors, human resource managers. Our open rate is 100 percent and our appointment rate is 80 percent.

>>What campaign are you most proud of? It's one and the same for the last question. See below...

>>Tell us about a campaign that was incredibly successful for the client. One of our most successful clients to date is Greg Padilla Bail Bonds in Sacramento, Calif. We created their radio campaign back in 2006. Using only overnight spots on two stations, in 30 days we doubled their revenue from \$1.1 million to \$2.2 million. Today, we have their ads playing

40 times a day, seven days a week over 10 stations and they own the radio airwaves, and are able to be very discriminating about which business they want to accept or turn down.



Quenzel & Associates Inc.

12801 University Drive,
Suites 1,2, & 3
Fort Myers, FL 33907
(239) 226-0040
www.queznel.com

>>Year established: 2005.

>>Principals: Colleen Quenzel, Earl Quenzel.

>>Key employees: Natalie Bene, Laura Lang, Lisa Avery, Haley Meeks.

>>Number of employees: 10.

>>Services offered: Branding, advertising and Web marketing (Web design, search engine optimization, e-mail marketing, social media).

>>Recent awards: It seems like the advertising business is second only to Hollywood when it comes to giving themselves awards. Quite frankly, we've never seen a statistical correlation between advertising awards and a client's business results.

>>What sets you apart? Our clients get more customers. Here's why:

- Our Q&A Marketing Audit puts the focus on customer facts and competitive reality. With it, we can uncover unique, new insights about your customers' beliefs and expectations and quantify the most important elements of your marketing mix and brand value proposition. This, of course, allows us to identify new sources of

competitive advantage.

- Q&A Strategic Marketing Plans define the best way to win in the marketplace with tangible actions to drive positive, bottom-line results.
- The Q&A Creative Process transforms unique, customer insights into effective branding, advertising and Web marketing with a compelling messaging architecture and brand identity.
- Our Q&A Marketing & Metrics process enables us to quickly and accurately test a variety of creative and media alternatives in the marketplace. This allows us to cut unproductive efforts and redirect resources to those ideas achieving the greatest marketplace success... so, our clients get more customers.

>>What's your best self-promotion campaign?

Our Monthly Client Results meetings. When our clients win in the marketplace, we win.

>>What campaign are you most proud of?

Good, Better, Best. We never let it rest until your good is better and your better is best.

>>Tell us about a campaign that was incredibly successful for the client. We never kiss and tell.



Nexxa Group Inc.

12165 Metro Parkway, #24
Fort Myers, FL 33966
(239) 225-1516
www.nexxagroup.com

>>Year established: 2005

>>Principal: Holly Paulus, president

>>Key employees: Kimberly Dowell, project manager; Sandy Francis, customer relationship manager; William Francis, tech support.

>>Number of employees: Three

>>Services offered: Sales and marketing leads, new movers, business prospects, data hygiene, data enhancement, data processing, database development, data analytics, data compliancy and online tools.

>>What sets us apart? Nexxa Group combines big business capabilities with small business nimbleness and the latest in technology and innovation to help other companies reach their targeted marketing goals. We specialize in the database information and strategies used for successful new client acquisition, loyalty and up-selling/cross selling campaigns across different direct marketing mediums.

>>What is your best self promotion campaign? We developed a content-driven guidebook with tips, strategies and case studies to help utility and other direct marketers see what was working in finding new customers in their market areas. Though technically self-promotional, the articles in our newsletter were written by journalists and provided real-life interviews with some of our customers and internal experts as to what was working in direct and database marketing campaigns.

>>Tell us about a campaign that was incredibly successful for the client. One of our customers targets new movers in specific market areas around the country. This customer needed more quality leads for its sales force to maximize its sales and being first in home was a priority. We worked with our client to develop a new mover data strategy program that could be used across its integrated marketing campaign from direct mail to sales leads. Based on the data that was provided for multiple uses, our client increased its sales by more than 37 percent from its previous campaign.

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- Online Marketing
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- Blog Development
- Media Buying
- Market Research
- Logo Design
- Brochures/Collateral Material Development
- Newsletters and Direct Mail Programs
- Special Event Planning and Promotion
- Product Packaging
- Signage/Sales Display Development
- Spokesperson Training
- Audio/Visual Presentations
- Crisis Communication Planning

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Junior Achievement Business Hall of Fame laureates announced

SPECIAL TO FLORIDA WEEKLY

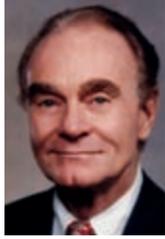
Three Collier County business and community leaders have been named as the newest laureates who will be inducted into the Junior Achievement of Southwest Florida 2009 Business Hall of Fame. Bill Schoen of Health Management Associates Inc. and Martin Wasmer and Michael Schroeder of Wasmer, Schroeder & Company Inc. will be honored at a dinner and awards ceremony Wednesday, Oct. 28, at the Naples Grande Beach Resort.

The hall of fame award recognizes outstanding entrepreneurs who also serve as role models for youth through their professional accomplishments and commitment to the community.

Mr. Schoen joined the HMA board of directors in 1983 and soon became its president and later CEO. He is currently chairman of the board and chairman of the executive committee for the health care management company that has achieved more than \$3 billion in revenue and serves patients close to their home through rural hospitals in 14 states.

Prior to joining HMA, Mr. Schoen was chairman of Commerce National Bank of Naples; president, COO and CEO of the F&M Schaefer Corp.; and president of the Pierce Blass subsidiary of Indian Head Inc. He holds bachelor's and master's degrees from the University of Southern California and served in the United States Marine Corps from 1953-1956.

A passionate supporter of education, Mr. Schoen serves on the University of Southern California board of trustees and on the boards of directors of the Hodges University Foundation and the Naples Philharmonic Center for the Arts, where he is also chairman of the executive committee. He is chairman of Wilshar Management Company and



SCHOEN



WASMER



SCHROEDER

the Schoen Family Foundation. He is a member of the Founders Group of the Marine Corps Heritage Foundation and the advisory cabinet of the Marine Corps Scholarship Foundation American Patriots Campaign. He also serves on the business advisory councils of Florida Gulf Coast University's Lutgert College of Business and the Marshall School of Business at the University of Southern California.

He is a member of the Florida Council of 100, appointed by Gov. Jeb Bush in 2001. Ernst & Young awarded Mr. Schoen a Lifetime Achievement Award for his entrepreneurial endeavors in 2006. In 2003, he received the Hodges University Humanitarian of the Year Award.

Mr. Wasmer and Mr. Schroeder founded Wasmer, Schroeder & Company Inc. in 1987 to provide investment advisory and portfolio management of fixed income securities. With headquarters in Naples and a satellite office in Cleveland, Ohio, WSC has \$2.9 billion in assets under management. The company and its leaders devote an extraordinary amount of time and money to supporting the community, particularly in the areas of education and youth.

As CEO, Mr. Wasmer is responsible for overall management, business develop-

ment and marketing. This laureate has more than 29 years experience in the real estate and bond markets. From 1983 until 1987, he worked for regional and national brokerage firms, specializing in sales and trading of municipal bonds to institutions and high net worth individuals. After four years with Paine Webber Inc., he moved to Naples and founded WSC. A registered investment advisor, he holds a bachelor's degree in finance from the University of Miami, Florida.

As the chief investment officer for WSC, Mr. Schroeder is responsible for implementation of investment strategies, portfolio design and management, research and trading. He also leads the company's investment strategy committee. This laureate has more than 30 years of experience in various areas of the investment business, including investment banking, institutional sales and trading.

From 1979 until 1989, Mr. Schroeder worked for a leading regional brokerage firm specializing in the underwriting of municipal bonds where he was responsible for syndication and trading as well

as institutional sales. Prior to joining WSC in February 1991, he was vice president of the investment services division at USF&G Asset Management, a division of Baltimore-based USF&G Corp. (now the St. Paul Company).

Mr. Schroeder is a member of the Chartered Financial Analysts Society of Naples and the Estate Planning Council of Naples, the National Federation of Municipal Analysts and the Financial Planning Association. He holds a bachelor's degree in business from the Carlson School of Management at the University of Minnesota and is a licensed Certified Financial Planner.

Many Collier County students involved with Junior Achievement of Southwest Florida will attend the Hall of Fame event, where they can interact with local professionals and practice their etiquette skills.

Tickets and sponsorship opportunities for the event are now available. Proceeds benefit Junior Achievement programs.

For more information, call 225-2590 or visit www.jaswfl.org. ■

Middle-schoolers will get the 'Economics of Success'

The Greater Naples Chamber of Commerce is partnering with Junior Achievement of Southwest Florida and Collier County Public Schools to launch "Economics of Success" in seventh-grade classrooms this fall. Volunteer instructors and business sponsors are needed to help ensure the program's success.

"Economics of Success" will utilize Junior Achievement curricula to explore life questions, such as:

- How do I manage personal finance?
- How do skills, interests, values and education affect career options?

Three sessions are planned to provide details for those who are interested in taking part in the program:

- 8 a.m. Wednesday, Aug. 19, at the Immokalee Career and Service Center, 750 South Fifth St., Immokalee

- 8 a.m. Wednesday, Sept. 2, at Fifth Third Bank, 999 Vanderbilt Beach Road, Naples

- 5 p.m. Tuesday, Sept. 15, at Orion Bank, 605 Bald Eagle Drive, Marco Island

For more information, call Karen Hargrove at Junior Achievement, 225-2590, or e-mail khargrove.ja@sfdwb.org. ■



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james.beckman@53.com
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BUSINESS NEWS

Festivals and events association has day rates for trade show in Bonita

Day rates for the Florida Festivals and Events Association's 15th annual convention and trade show coming up Aug. 5-7 at the Hyatt Regency Coconut Point Resort and Spa will allow locals in the industry to participate in more than three dozen educational sessions about producing successful events. Topics will address everything from revitalizing a long-standing event to securing sponsorships in a soft economy, managing volunteers and getting the right message out to the media. In addition to the programs, 40 exhibitors will display their newest products and services.

Cost for attending individual days is as follows:

- **Wednesday, Aug. 5:** \$125 for FFEA members, \$175 for others. Includes half-

day seminars, keynote presentation by Sharon D'Eusano of the Florida Attorney General's Office, opening reception and late-night hospitality hour.

- **Thursday, Aug. 6:** \$225 for FFEA members, \$275 for others. Includes educational sessions, awards luncheon, coffee breaks, dinner/dance and late-night hospitality hours.

- **Friday, Aug. 7:** \$200 for FFEA members, \$250 for others. Includes educational sessions, coffee breaks, trade show, dinner and poolside social.

FFEA supports and promotes more than 750 festivals, events and fairs in Florida through education and networking. For more information, call (561) 736-7071 or visit www.ffeacom.com. ■

Businesses invited to apply for annual Blue Chip Award

Coordinated and sponsored by Oswald Tripe and Co., the annual Blue Chip Award program recognizes small businesses that have overcome adversity to achieve success. For-profit businesses in Collier, Lee and Charlotte counties that have been in operation for at least three years and employ five to 400 people are eligible to apply. Applications must be submitted by Monday, Sept. 14.

Amputee, mountain climber and world record-holding disabled athlete Todd Huston will appear as the keynote speaker for the 15th annual Southwest Florida Blue Chip Community Business Award ceremony at Harborside Event Center in Fort Myers on Thursday, Nov. 5.

Mr. Huston knows how to overcome challenges. When his legs got caught in the propeller of a boat when he was 14, his life was radically changed. He battled to keep his legs with numerous surgeries, but bone disease eventually forced him to have one leg amputated. He eventually became a psychotherapist and clinical director of the Amputee Resource Center in California. He has worked in psychiatric hospitals for adults, adolescents and children and has also trained health-care professionals in working with individuals coping with disabilities.

For more information and to request an application, contact Stacey Mercado at 433-7189 or smercado@otcl.com. ■

Big Cypress Market Place hosts hurricane preparedness seminar

Florida Gulf Coast University's Small Business Development Center will hold a hurricane preparedness workshop for small businesses in the East Naples area from 11 a.m. to 1 p.m., Friday, July 31, in the food court at Big Cypress Market Place.

Panelists include Dan Regelski, director of the SBDC; Beth Skotzke, events and communications manager for the Economic Development Council of Col-

lier County; Terrence Cerullo, community outreach coordinator for Florida Department of Financial Services; and Greg Firth, president of Fire Service Disaster Kleenup. Keith Basik, president of Basik Development and owner of Big Cypress Market Place, will moderate the program.

Attendance is free, but reservations are requested and can be made by calling the SBDC at 745-3700. ■

'Makeover in Paradise' will give three job-hunters a new look

The Greater Naples Chamber of Commerce wants nominations for hair, makeup and fashion makeovers for those who are in the market for a job.

Knowing that a new look could be the confidence booster that gives a job candidate an edge over the competition, Erick Carter of Tory's Total Hair Care pitched the plan for "Makeover in Paradise" to Brenda O'Connor, the chamber's senior vice president, as a way to help job-hunters who might not be able to afford a full-blown salon visit.

Anyone who is out of work is eligible to vie for a makeover. Send nominations (250 words or less) along with a photograph via e-mail to Sarah@napleschamber.org by the end of the day Friday, July 31.

The initial nominations will be narrowed down to 12 for interviewing by a panel of judges who will then choose three recipients for makeovers. Before-and-after photos will be taken, and the "big reveal" will be at a cocktail party at Bay House restaurant from 5:30-7:30 p.m. Thursday, Sept. 24. ■

BUSINESS MEETINGS

► **Young Professionals of Naples** will meet for social networking beginning at 5:30 p.m. Thursday, July 30, at Tommy Bahama, 1220 Third Street South. 601-1870 www.ypnnaples.com.

► **Lee-Collier Networkers** meets for lunch once a month in Bonita Springs and also in Naples. The Naples meeting is at 11:15 a.m. on the fourth Friday (next meeting Aug. 21) at the Naples Beach Hotel and Golf Club; \$30 at the door or \$25 in advance. The Bonita Springs meeting is at 11:15 a.m. on the second Thursday (next meeting Aug. 13) at the Elks Lodge on Coconut Road; \$21 at the door (cash only), \$16 in advance. www.leecolliernet.com.

► **The Collier Business Industry**

Association holds a free "Lunch 'n' Learn" seminar the first Wednesday of every month from noon to 1 p.m. at CBIA headquarters, 4779 Enterprise Ave. Coming up Aug. 3: "Understanding and Leveraging IT." For more information, call 436-6100.

► **The Naples Area Professional League of Executive Services, N.A.P.L.E.S.,** meets from 7-9 a.m. on the first and third Thursdays of the month at The Club at Naples Bay Resort. www.naplesgroup.net.

► The next **Accelerated Networking Luncheon** for members only of the Greater Naples Chamber of Commerce takes place from 11:30 a.m. to 1 p.m. Thursday, Aug. 6, at Buca di Beppo,

8860 Tamiami Trail N. Cost is \$15. No walk-ins. Reservations must be made by July 30 at www.napleschamber.org/events.

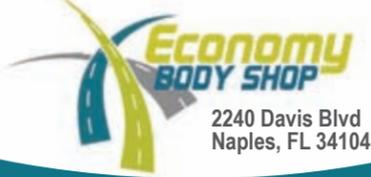
► **WNOCC Women's Networking of Collier County** meets at 11:30 a.m. on the second Tuesday of the month (next meeting Aug. 11) at the Collier Athletic Club. For more information, call Nancy Dalaskey at 280-3803.

► **The Jewish Business Network of Southwest Florida** meets for breakfast and business on the second Friday of the month (next meeting Aug. 14) from 7:30-9 a.m. in the conference room at Robb & Stucky, 13170 Cleveland Ave., Fort Myers. Cost for members is \$5 in advance, \$10 at the door; non-members

pay \$10 in advance and \$15 at the door. To RSVP and for more information, call 433-7708 or e-mail yourjbn@chabadswf.org.

► **Business Network International** holds its weekly meeting at 7:15 a.m. Thursdays at St. Katherine Greek Orthodox Church, 7100 Airport-Pulling Road N., North Naples. For more information and to make a reservation, call 354-3224.

► **Goal Setters Business Network International** holds its weekly breakfast meeting at 8 a.m. Wednesdays at Vanderbilt Presbyterian Church, 1225 Piper Blvd. For information, call Lola Moore at 398-3006 or Kelly Salmons at 597-0787. ■



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NETWORKING

ABWA Neapolitan Chapter casino night at the Naples Hilton



Jessica Macera and Toby Buerger



Sandi Colliflower and Rosalie Rhodes



Angelica Torres, Heather Stone, John Smith and Kena Yoke



Lynn Sapere, Alyson Moore, Nina Christensen, Toby Buerger and Simona Cook

PEGGY FARREN / FLORIDA WEEKLY

CBIA and Service Painting of Florida Summer Golf Tournament at The Quarry



Christine Mason, Doug Shipp, Michael Pedone, Mike Pedone, Larry Coapman and Jill Longfellow



Curt Koon, Tom Wagor, Gordon Shore and Alex Parker



Troy Buhs, Matt Morey, Bill Parks and Michael Brunoli



Doug Ship, Mike Pedone, Michael Pedone and Larry Coapman

COURTESY PHOTOS

See all the images from this event and more at www.FloridaWeekly.com.
Send us your society and networking photos. Include the names of everyone in the picture. E-mail them to society@floridaweekly.com.

NETWORKING

N.A.P.L.E.S. Group sunset cruise aboard the Naples Princess



Leslie Reynolds and Pauline Cason



Tony Marino, Capt. John "GiddyUp" Bunch and Karl M. Gibbons



J. Robert



Marie Jackson and Dellene Hasen



Edda Theiss, Linda and Bob Jack, Julia Foster



Dante DiSabato, J. Roberts and Jenny Foegen



Jeff Rymer, Beth Abraham and Mike Manganaro



Nessa and Joel Soorenko

PEGGY FARREN / FLORIDA WEEKLY

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REAL ESTATE

WEEK OF JULY 30-AUGUST 5, 2009

A GUIDE TO THE NAPLES REAL ESTATE INDUSTRY

| B13

London Bay Homes introduces new floor plans

SPECIAL TO FLORIDA WEEKLY

Naples-based London Bay Homes has introduced The Reserve Collection of nine floor plans that range from 2,878 square feet to 4,561 square feet of air-conditioned living area. Extensive design options can increase the size of the homes by another 500 square feet to more than 1,900 square feet.

Mark Wilson, president of London Bay Homes, says the new designs are in response to homebuyer feedback and current market conditions. "Our customers are looking at local home prices and finding some impressive values in the Naples area," he says. "Our new designs give us the ability to market brand new homes at prices that are comparable to what we're seeing in the luxury end of the resale market."

Prices for homes in The Reserve Collection range from the \$800,000s

to more than \$2 million. London Bay Homes will build these residences on customers' home sites from Southwest Florida north to Sarasota.

Mr. Wilson believes homebuyers will appreciate the design flexibility offered in the plans that make up by The Reserve Collection. "Some of these plans offer as many as a dozen structural design options, giving the customer the opportunity to create a home that's perfectly suited to their individual lifestyle," he says, adding, "The Reserve Collection simplifies the process of designing and building a luxury home and also enables us to expedite the construction and delivery time frame."

Within The Reserve Collection, the 3,859-square-foot Belita can add 538 square feet to its floor plan with the addition of an optional sitting area in the master bedroom, outdoor dining areas and third-car garage. Homebuyers

can also convert the study to a fourth bedroom with additional bath, create a separate office area and add a fireplace, among other options. Base price of the Belita is in the \$900,000s.

The Liana, with 4,602 air-conditioned square feet, offers a more extensive level of options. Starting at \$1.2 million, the Liana can add an additional 2,000 square feet with a second floor option, expanded outdoor living space, a storage area, balcony and a master bedroom seating area. A wet bar, butler's pantry and fireplaces are just some of the other extras available.

Several of the floor plans are modeled after some of London Bay Homes' best-selling homes, Mr. Wilson says, adding, "We have also brought some new architectural styles to these homes that stretch beyond those most commonly found in the area. In addition to the classical Mediterranean architecture, elevations and interior treatments can have Tuscan, West Indies Colonial, traditional Florida, Italian or Spanish influences. Buyers also have numerous opportunities to select cabinetry, flooring, counter tops, paint, lighting and plumbing fixtures at the London Bay Homes Design Center. Interior designers from Romanza Interior Design are also available for consultation to London Bay clients.

London Bay Homes has been serving luxury homebuyers throughout Southwest Florida for nearly 20 years. For more information, visit www.londonbay.com. ■



COURTESY PHOTO



COURTESY PHOTO

"The Man Cave" will be the topic of a free design seminar at Robb & Stucky on Thursday, Aug. 13.

Robb & Stucky offers seminars on home-decorating

SPECIAL TO FLORIDA WEEKLY

Designers at Robb & Stucky Interiors present a variety of complimentary seminars every Thursday. Here's what's coming up next at the Naples showroom, 2777 Tamiami Trail N. All seminars begin at 11 a.m. unless otherwise noted. Reservations are requested and can be made by calling 261-3969, ext. 7000.

Thursday, July 30: "Going Green" Interior designer Meghan Garrett will share ideas and budget-friendly ways to make your home more environmentally friendly.

Thursday, Aug. 6: "The Art of Hanging a Flat Screen TV" Robb & Stucky's Fred Rondina and Sligh representative Stephen Bowles will guide you through the steps of determining the perfect place for your flat screen TV, without disrupting the unique theme and style of your home.

Thursday, Aug. 13: "What Every Guy Wants: A Man Cave" Just because it's his domain doesn't mean it should stick out like a sore thumb. Design consultant Merrlis Weed will discuss how to make his room "flow" with the rest of your décor while still providing a masculine atmosphere.

Thursday, Aug. 20, at 2 p.m.: "Stump the Designer" Bring your design dilemmas to this interactive presentation and a panel of Robb & Stucky experts will provide solutions.

Thursday, Aug. 27: "Window Dressing" Design consultant Jim Shafer welcomes Robb & Stucky drapery workroom manager and national spokesperson for Window Coverings Magazine Joan Willis for a presentation about how window treatments can frame a stunning view or enhance the mood of a room. ■

NEWSMAKERS

■ **Kevin Aizenshtat** has joined Downing-Frye Realty Inc. as a sales associate. Originally from Miami, Mr. Aizenshtat has been practicing real estate in Naples for more than eight years. He has listed and sold more than 20 properties across Southwest Florida and provides individualized service for customers buying and selling properties.



AIZENSHTAT

He was previously a vice president in the Investment Division of First National Bank of Naples, now known as Fifth Third Bank. A graduate of Tulane University with a degree in finance, he is a member of NABOR and the National Association of Realtors.

■ **Sharon Cohan** of Prudential Florida Realty has been made a Charter Member of the Top 5 in Real Estate Network in recognition of her education, professional skills and service to the consumer. Ms. Cohan has more than 30 years of sales experience in the travel business and has been a Naples resident for



COHAN

15 years. She specializes in relocation, new homes and resales in Naples, Bonita Springs, Fort Myers, Marco Island, Fort Lauderdale and Weston, Fla.

■ **Marilyn Moir and Jill Kushner** have joined Premier Properties of Southwest Florida Inc., Realtors. Ms. Moir is a broker associate who has been selling real estate since 1987 in the Clarkston, Mich., area, where she specialized in corporate relocation and the sale of residential, new construction and waterfront properties. Based on sales volume, she was ranked among the top 1 percent of agents in Southeastern Michigan and was elected to the RE/MAX Hall of Fame.



MOIR

she attended the University of Detroit and holds several professional affiliations. A member of NABOR and the Florida and national associations of Realtors, she will work out of the Premier Gallery Office of Real Estate in the Northern Trust Building in Naples.



KUSHNER

Ms. Kushner will work out of the company's Bonita Springs office in The Promenade. She moved to Florida in 1984 from Eden Prairie, Minn., and her experience in real estate includes custom homebuilder and developer sales with WCI at The Colony. Before her career in real estate, she worked in television advertising for Fort Myers-based Waterman Broadcasting. Mr. Kushner studied business and marketing at Golden Valley Lutheran College in Minnesota and is a member of the Bonita Estero Area Realtors.

■ **Sarah Mihailoff** has joined AJB Realty and Property Management LLC in Naples. A Michigan native, Ms. Mihailoff holds a degree in communications from Michigan State University and has worked in sales and marketing since moving to Southwest Florida in 2004. She worked as marketing specialist for GATES from 2005-2007 and has also worked as a marketing consultant. Ms. Mihailoff donates her time to Look Good Feel Better, an offshoot of the American Cancer Society, and is a member of the Naples Junior Women's Club.



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Playground ready for action at Firano of Naples

A playground for the youngest residents and guests at Firano of Naples has opened adjacent to the new community clubhouse and pool. "This provides an additional amenity for our families with young children or visiting grandchildren," said Chad Boisselle, project manager for Toll Brothers, developer of the single-family community off Davis Boulevard. "It enhances the concept that the clubhouse is a central gathering place for social activities for the entire community."



COURTESY PHOTO

The playground at Firano of Naples is next to the community's clubhouse

The playground has a variety of interactive structures that invite exploration. The entire play area is carpeted with a thick layer of mulch and fenced to separate it from other activity areas. The clubhouse at Firano has a meeting room with a catering kitchen, an exercise room

and a library lounge.

Firano at Naples will have 112 homes on approximately 40 acres. Prices begin in the upper \$300,000s.

For more information, call 596-5966 or visit www.FiranoatNaples.com. ■

Sales and information office opens for new continuing care community

Lutheran Life Communities of Arlington Heights, Ill., has opened the sales and information center for The Arlington of Naples, a continuing care retirement center planned for Lely Resort. At 12276 Tamiami Trail East, the sales center is staffed by sales director Pamela Grisafe, sales representative Cari Cascio, sales assistant Gail Schutt and community relations representative Nicole DeBusman.

The Arlington of Naples will be built on 38.75 acres within Lely Resort. Plans call for 20 villas and 160 apartment resi-

dences with a healthcare center comprised of 40 assisted living suites, 32 memory support suites and 32 skilled nursing suites.

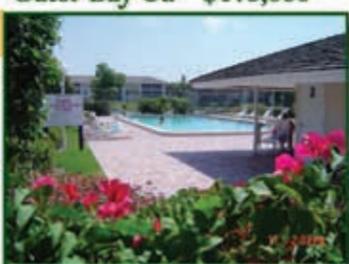
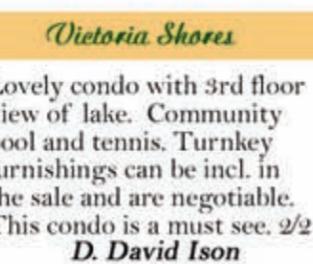
According to Lutheran Life Communities, the faith-based retirement community is being pursued at the suggestion of several Lutheran churches in the Naples-Marco Island area. The nonprofit organization owns and operates five communities in Illinois and Indiana.

For more information about The Arlington of Naples, call 206-2646. ■

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 Cypress Trace Fantastic views of lake & golf course make this unit one of the most desirable in the community. Incl. bundled golf & turnkey furnishings. 2/2 The Hyland Team 239-269-6113	 Victoria Lane \$149,900	 Victoria Shores Lovely condo with 3rd floor view of lake. Community pool and tennis. Turnkey furnishings can be incl. in the sale and are negotiable. This condo is a must see. 2/2 D. David Ison 239-963-7825

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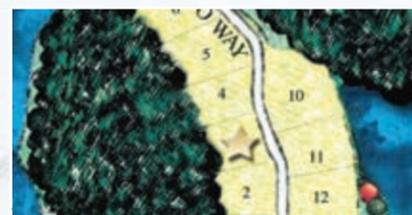
Best vacant lot in Serata with premium lake and preserve views. On model row. 550k in Mediterra.



2nd Floor townhome with fantastic upgrades. Premium SW views of golf course & lake. 749k in Mediterra.



3bd/3.5ba Former model priced 100k below the builder AND professionally furnished and decorated! 1.475 million in Mediterra.



Private Estate Lot In Teramo. 180' of Frontage & 200' of Depth, Almost 1 acre to build your estate. 789k in Mediterra.

POWER POINTS

From page 1

occurred to Mr. Jackoboice over the years, but until KeyRingThing he never moved beyond the concept stage to actual production. "I felt this idea had enough legs to seem promising. And I was willing to put the time and money and effort into running with it," he says.

Mr. Jackoboice isn't alone. Countless people have ideas for things that could make life a little easier for all. The question is how to take that idea and turn it into a reality — and a profitable one at that. Having been through it and now all-consumed with his invention, Mr. Jackoboice offers this advice:

- Have a business and a marketing plan. Yes, they take time to develop, but you must have a plan, he stresses.
- Always have a non-disclosure agreement that will allow you to talk to others about your idea without the threat of them stealing it. "Anyone can duplicate what someone else is doing. Just protect yourself before you go out there," he advises.
- Don't be afraid of rejections and mistakes. They are part of the business atmosphere.
- You have to trust those you are working with. "Use common sense to the degree that it gets you to the next level," he says.
- You must cater to the end-user. Listen to what your customers tell you.
- Before you take your product to market, make sure everything is working and it is packaged attractively. "KeyRingThing had to be right and impressive and work before we ever got the opportunity for a call from 'Good Morning America,'" he says.



Naples resident Tim Jackoboice shows off his creation, KeyRingThing.

COURTESY PHOTO

Overall, he adds, be adaptable and evolve as your product evolves. Believe in your product. And keep the message

simple and direct for your customers. "At some point you have to take a chance," he concludes. ■



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Estate Eleven North - Savor Explosive Views! Professionally designed and encompasses 6,500+ SF. Four bedroom suites! Directly on the beach. **\$6,500,000 | Barbi/Steve Lowe | 216-1973**



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#PH-102 - On the beach. Over 6,000 SF of living area, 4 bedrooms, den, 5.5 baths. Great feel and flow in the plan. Furnished. **\$5,900,000 | Larry Roorla | 860-2534**



PARK SHORE - ENCLAVE ▲
#20 - An architectural delight boasting over 6,200 SF. Third and 4th bedrooms were combined to make a true "guest suite"! **\$4,999,000 | Barbi/Steve Lowe | 216-1973**



PARK SHORE ▲
Fountains grace entry of this 4 bedroom plus den two-level home. Overlooks bay. Leisure room, office, studio, pool/spa, dock. **\$4,695,000 | Michael Lawler | 571-3939**



BAY COLONY SHORES ▲
Custom-built! First floor master bedroom suite, three guest suites, office and bonus room/5th bedroom. Pool/spa, outdoor kitchen, 3-car garage. **\$4,500,000 | Sharon Kipyk | 777-3899**



ESTATES AT BAY COLONY ▲
Thoughtfully designed, five bedrooms, five full and two half baths. Brazilian cherry wood, built-in cabinetry. **\$4,450,000 | Marlene Abbott-Barber/Leah D. Ritchey | 594-9494**



MOORINGS ▲
Panoramic western Bay views! Large office, artist's studio, 3 bedroom, 4.5 baths. Lift, two docks, pool, double 2-car garages. **\$3,995,000 | Michael Lawler | 571-3939**



MOORINGS - SANCERRE ▲
#503 - The ultimate choice in luxury beachfront living. Three bedrooms plus den, private elevator, Gulf views. **\$3,550,000 | Richard G. Prebish II | 357-6628**



MOORINGS ▲
Motivated Seller! Grand 2-story airy estate overlooks bay, boat lift with Gulf access. Large lanai with pool and spa. **\$3,495,000 | Jerry Wachowicz | 777-0741**



PARK SHORE - PROVENCE ▲
#904 - Direct views of Gulf, Bay and beachfront park. Four bedrooms, 4.5 baths, spacious family room, granite kitchen. **\$3,295,000 | Bette Helms/Adrienne Young/Anne Killilea | 261-6200**



PARK SHORE ▲
Magnificent private 4 bedroom compound. Modern appointments, elevator, den, theatre, docks available, private beach. **\$3,195,000 | Vickie Larscheid/Ann Marie Shimmer | 261-6161**



BAY COLONY - CONTESSA ▲
#1101 - Spectacular views, maximum natural light, the best elevation, and incredible lanai with new electric hurricane shutters. **\$2,995,000 | Jean Tarkenton | 595-0544**



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Newly constructed residence offers 7840 total SF, 4 en-suite bedrooms and 2 half baths, 2-story living room. **\$2,995,000 | Michael Lawler | 571-3939**



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Reminiscent of a French Chateau. Sophisticated details, 4 bedroom plus den in a fabulous "Feng Shui" plan. **\$2,850,000 | Jerry Wachowicz | 777-0741**



PARK SHORE - LE PARC ▲
#102 - Spectacular panoramic views of the Gulf from this 3 bedroom plus den, 3.5 bath with southwestern exposure. **\$2,800,000 | Philip Mareschal | 269-6033**



BAY COLONY - BRIGHTON ▲
#501 - Beautifully finished, immaculate mid-level 3 bedroom plus den/3.5 bath, Gulf views! Family room, large open glass-railed balcony. **\$2,699,000 | Leah D. Ritchey/Ray Couret | 293-5899**



PARK SHORE - LE CIEL PARK TOWER ▲
#1501 - Unobstructed views over park to Gulf, and east over bay and city. Nearly 3,000 SF of living area, 3 bedrooms and 3 baths. **\$2,575,000 | Ed Cox/Jeff Cox | 860-8806**



BAY COLONY - TRIESTE ▲
#1004 - Enjoy endless Gulf views from your "Estate in the Sky"! This 3 bedroom plus den has 3,400 SF A/C and 5-star resort amenities. **\$2,400,000 | Patrick O'Connor | 293-9411**



PARK SHORE - ARIA ▲
#604 - Soak in beautiful Gulf and bay views. Sumptuous master suite, 2 suites, 3 full marble baths, natural gas fireplace. **\$2,395,000 | Bette Helms/Anne Killilea/Marion Bethea | 261-6200**



PARK SHORE - PARK PLAZA ▲
#PH-5 - Dramatic views to Sanibel/Captiva! Walls of glass, custom millwork, 12' ceilings, office, and gourmet kitchen. **\$2,375,000 | Susan Barton | 860-1412**



BAY COLONY - CARLYSLE ▲
#503 - Fresh, newly upgraded, contemporary 3 bedroom, 3 bath. Gulf/preserve views. Golf Club membership available. Walk to the Ritz. **\$2,375,000 | Dorcas Briscoe | 594-9494**



PARK SHORE - PARK PLAZA ▲
#504 - Panoramic Gulf view from this spacious beach condominium. Granite counters and marble flooring. **\$2,370,000 | Emily K. Bua/Tade Bua-Bell | 213-7420**



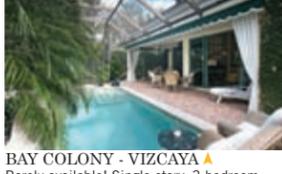
BAY COLONY - TOSCANA ▲
#501 - COMPLETELY UPDATED and absolutely SPECTACULAR!! Lives as if it were brand new! 2,800 A/C SF, 3 bedrooms, marble floors, stainless steel appliances, custom built bar. Gorgeous Gulf/Bay views. **\$2,295,000 | Marlene Abbott-Barber/Leah Ritchey | 594-9494**



MOORINGS ▲
Five bedrooms plus den, five full baths, two half-baths. Home theatre with full bar. Space over the three-car garage. **\$1,997,000 | Dave/Ann Renner | 784-5552**



BAY COLONY - VILLA LA PALMA ▲
Magnificent 3 bedroom courtyard villa on a private cul-de-sac lot featuring 3,215 A/C SF including a private 2-story poolside cabana. VALUE PRICED. **\$1,995,000 | Marlene Abbott-Barber/Leah D. Ritchey | 594-9494**



BAY COLONY - VIZCAYA ▲
Rarely available! Single-story, 3 bedroom with 3,570+ total SF. Cobble entry garden, gourmet kitchen and morning room. **\$1,975,000 | Karen Van Arsdale | 860-0894**



MOORINGS VILLAS OF FAIRWAY TERRACE ▲
Three bedrooms, den, 3.5 baths, and pool. Chef's kitchen. Outdoor screened living room with summer kitchen. **\$1,899,000 | Mark/Laura Maran | 777-3301**



PARK SHORE - BRITANNY ▲
#V-20 - Elegantly decorated multi-level, 4 bedroom, 4.5 bath villa, 4,000 SF A/C, 6,709 total. Magnificent direct views of Gulf. New kitchen, upgraded appliances and granite counters. Neutral tones. Furnished! **\$1,800,000 | Philip N. Collins/Mary Riley | 404-6800**



MOORINGS - WESTGATE ▲
#403N - Reduced \$555,000 from original price. Totally and exquisitely renovated beachfront three bedroom, three bath, expansive Gulf views. **\$1,795,000 | Emily K. Bua/Tade Bua-Bell | 213-7420**



PARK SHORE - LE CEIL VENETIAN TOWER ▲
#501 - Views of Venetian Bay and city lights. Marble floors in main areas blend with soft neutral decor and carpeting. **\$1,495,000 | Judy Perry/Linda Perry | 261-6161**



PARK SHORE - VENETIAN VILLAS ▲
#1900 - Recently renovated, Bayfront villa with deeded beach access. Second floor, corner three bedroom with elevator. One-car garage. **\$1,395,000 | Karen Van Arsdale | 860-0894**



PARK SHORE - VILLA MARE ▲
Venetian Bay views. Renovated 3 bedroom, 3.5 bath. New roof, double garage, boat docks available, steps to beach. **\$1,295,000 | Susan Barton | 860-1412**



PARK SHORE - TERRACES ▲
#1206 - Magnificent direct views of Gulf. New kitchen, upgraded appliances and granite counters. Neutral tones. Furnished! **\$1,150,000 | Polly Himmel | 290-3910**



PARK SHORE - LA MER ▲
#406 - Beautiful and meticulously renovated large corner residence. Great Gulf/Park views. Southern exposure! Two bedrooms. **\$1,139,000 | Fred Alter | 269-4123**



MOORINGS - INDIES WEST ▲
#A-4 - TOES IN THE SAND EXPERIENCE! One-of-a-kind 2 bedroom villa-style home. Protected marina with direct access docks. **\$1,100,000 | Adrienne Young/Anne Killilea/Marion Bethea | 261-6200**



MOORINGS - CLOISTERS ▲
#4 - Gracious setting and spectacular views! Two bedroom, 2.5 bath villa. Private elevator to 1st level, enclosed garage. **\$950,000 | Mimi Straub | 434-2424**



PARK SHORE - VISTAS ▲
#302 - Reduced nearly \$500,000 when last on market! Panoramic Gulf views from every room. Turnkey furnished 2 bedroom. **\$870,000 | Karen Coney Coplin | 261-1235**



PARK SHORE - BAY SHORE PLACE ▲
#703 - Luxury 2 bedroom plus den, 2 bath home. Sit on your open lanai and look to the west to see the Gulf. **\$849,000 | Isabelle Edwards | 564-4080**



MOORINGS - ADMIRALTY POINT II ▲
#PH-4 - Penthouse level 2 bedroom. Bay views, large lanai and custom kitchen by Cornerstone. Deeded private garage included. **\$799,000 | Trey Wilson | 595-4444**



MOORINGS - WINDEMERE ▲
#204 - Rarely available 3 bedroom corner bayfront condominium. Updated kitchen and baths, glassed-in lanai. Dock for lease. **\$795,000 | Patrick O'Connor | 293-9411**



PARK SHORE - HORIZON HOUSE ▲
#601 - Right on the beach with gorgeous views! Two bedroom, 2 bath corner residence tastefully furnished with updated kitchen and more. **\$784,900 | Pat Duggan | 216-1980**



MOORINGS - LA TOUR RIVAGE ▲
#101 - This home lives like a beach house. Views of the Gulf. Remodeled and ready to move into. Two terraces, extra storage. **\$649,000 | Larry Roorla | 860-2534**



PARK SHORE - PELICAN POINT I ▲
#4B - Fabulous location! Three bedrooms, incredible views of Venetian Bay. Steps to beach, fine dining and shopping. **\$645,000 | Paula Sims/Julie Rembos | 262-6600**



PARK SHORE - PARK SHORE LANDINGS ▲
#134 - Long Venetian Bay views, new carpet and paint. Corner 2 bedroom with windows on 3 sides for a light, bright interior. **\$549,000 | Larry Roorla | 860-2534**



THE VILLAGE
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MARCO ISLAND
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PARK SHORE - REGENT ▲
Estate Six North - Custom to Perfection!
Explosive views and architectural refinement.
Tropical, seaside, beachfront. Uncompromised.
\$6,900,000 | Barbi/Steve Lowe | 216-1973



MOORINGS ▲
Waterfront 4 bedroom home plus den and game room; over 6,700 SF under air; 4-car garage, sound and security systems, pool and spa.
\$5,950,000 | Michael Lawler | 571-3939



PARK SHORE - LE RIVAGE ▲
Estate Nineteen South - Encompassing over 6,000 SF featuring a great room, family room, library, and 4 bedroom suites. First class amenities!
\$5,900,000 | Barbi/Steve Lowe | 216-1973



PARK SHORE ▲
New construction home on Venetian Bay. Four bedrooms, library, game room, study, heated pool/spa, dock/hoist.
\$4,995,000 | Michael Lawler | 571-3939



PARK SHORE ▲
Wide water views from recently updated, 2-story luxurious waterfront property offering 5 bedrooms, den, 6 bathrooms.
\$4,900,000 | Paula Sims/Julie Rembos | 262-6600



PARK SHORE - ENCLAVE ▲
#22 - Ultimate 360-degree views!
Beachfront, encompassing 5,800 SF A/C, expansive terraces, only one Estate per floor. Beachfront living.
\$4,850,000 | Barbi/Steve Lowe | 216-1973



PARK SHORE - ARIA ▲
#PH-1701 - Mesmerizing Gulf, bay, and city views! Gourmet kitchen, 3 bedrooms, den, family room. Pet friendly building.
\$4,295,000 | Bette Helms/Anne Killilea/Marion Bethea | 261-6200



PARK SHORE ▲
New "on the water" home in Addison Mizner-style (to be constructed in '09) is a true showpiece. Floor plan available.
\$4,195,000 | Jerry Wachowicz | 777-0741



MOORINGS - SANCERRE ▲
#501 - Fabulously finished with upgraded appliances and alterations to make this four bedroom, four bath plan flow beautifully.
\$3,999,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



PARK SHORE ▲
Two-story home affords long water views. Five bedrooms, den, 5.5 baths, 3-car garage, pool. Boat dock/lift.
\$3,995,000 | Michael Lawler | 571-3939



PARK SHORE - LE JARDIN ▲
#403 - Sparkling sunsets from this 3 bedroom, 3.5 bath with an expansive 3,669 SF of living area. Beachfront living.
\$3,450,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



PARK SHORE - LE PARC ▲
#1603 - Beachfront with direct Gulf views from every room. Fireplace in great room, 10' ceilings and glassed-in lanais.
\$2,790,000 | Kathryn Tout | 250-3583



PARK SHORE - VILLA MARE ▲
Completely renovated beach villa. State-of-the-art kitchen, private elevator. Impact glass, new roof and A/C.
\$2,595,000 | Michael Lawler | 571-3939



PARK SHORE - LE CIEL VENETIAN TOWER ▲
#PH-104 - Prime beachfront penthouse with glass walls and sliders for the epitome of views of the beach. Offered furnished.
\$2,595,000 | Isabelle Edwards | 564-4080



PARK SHORE - ARIA ▲
#605 - Wonderful Gulf, Bay and City views from this 6th floor residence. Three bedrooms, granite countertops and 3 terraces.
\$2,495,000 | Polly Himmel | 290-3910



PARK SHORE - ARIA ▲
#703 - Outstanding views! Crema Marfil and hand scraped maple floors, three bedrooms, three baths, 2 balconies, fireplace, 10' ceilings.
\$2,495,000 | John Ingram | 250-3777



MOORINGS ▲
Completely renovated! Western sunsets over Bowline Bay. Travertine marble, stainless appliances, granite counters.
\$2,325,000 | Trey Wilson | 595-4444



PARK SHORE - BRITTANY ▲
#V-15 - Stunning 4 bedroom plus den, 3-story villa. Fireplace, Brazilian cherry wood floors, stone floors and Gulf of Mexico views.
\$1,899,000 | Jerry Wachowicz | 777-0741



PARK SHORE - PROVENCE ▲
#501 - Neutral backgrounds, quality finishes and furnishings, 10 ft. ceilings. City, bay and Gulf views. Boat docks available.
\$1,895,000 | Ed Cox/Jeff Cox | 860-8806



PARK SHORE - PARK PLAZA ▲
#1600 - This 2 bedroom, 2.5 bath with over 3,000 SF, enjoys views of the Gulf from every room. Expansive glassed-in and shuttered lanai.
\$1,895,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



PARK SHORE - VENETIAN VILLAS ▲
#2900 - Panoramic view of Bay. Exquisite "Nantucket" décor in this 3 bedroom, 3 bath villa. Private elevator and private beach access.
\$1,625,000 | Mary Halpin/Jamey Halpin | 269-3005



PARK SHORE - PARK PLAZA ▲
#802 - Residence is prepared for renovation down to the frame. Buyer can create their own space and decor.
\$1,500,000 | Paula Sims/Julie Rembos | 262-6600



PARK SHORE - LA MER ▲
#504 - Spacious 3 bedroom, 3 bath southwest corner residence. Spectacular views of the Gulf of Mexico and sunsets.
\$1,495,000 | Michael Lawler | 571-3939



PARK SHORE - VENETIAN VILLAS ▲
#1500 - Old European ambiance in a charming 3 bedroom on Venetian Bay. Two-story retreat, two large balconies. Boat docks available.
\$1,400,000 | Phyllis O'Donnell/Patrick O'Donnell | 269-6161



PARK SHORE - TERRACES ▲
#1505 - Spectacular views in all directions. New, top-quality throughout. Twenty-four hour security, pool, guest suites and more.
\$1,145,000 | Carolyn Weinand | 269-5678



MOORINGS - BILLOWS ▲
#1 - Charming villa on south-end location. Newly updated and an innovatively reworked floor plan enhances privacy.
\$1,037,700 | Ted Dudley | 860-2498



MOORINGS - SHORES OF NAPLES ▲
#61 - Unbelievable Gulf views! Totally remodeled top-to-bottom. Two bedroom mid-rise will give you sunsets all year long!
\$999,900 | Marty/Debbi McDermott | 564-4231



PARK SHORE - PELICAN POINT WEST ▲
#403 - Overlooking Venetian Bay. Granite, wood cabinets, stainless appliances, three bedrooms, two baths, balcony from master.
\$995,000 | Paula Sims/Julie Rembos | 262-6600



PARK SHORE - LA MER ▲
#905 - Beach house in the sky! Two bedrooms, over 2,230 total SF and totally renovated! Views of surf and swaying palm trees.
\$950,000 | Virginia/Randy Wilson | 450-9091



PARK SHORE - BAY SHORE PLACE ▲
#406 - Wraparound views of the Gulf and Venetian Bay. Tastefully updated 3 bedroom residence. Furnished. Shops nearby.
\$899,000 | Angela R. Allen | 825-8494



PARK SHORE - SAVOY ▲
#518 - Forever views! Tastefully renovated 18th floor, 2 bedroom! Granite kitchen and cherry floors. Turnkey furnished.
\$899,000 | Dave/Ann Renner | 784-5552



PARK SHORE - BAY SHORE PLACE ▲
#806 - Incredible sunshine and sunset views of Gulf from every room. Designer decorated. Gated security 24/7.
\$890,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



PARK SHORE - TROPICS ▲
#151 - This tropical residence offers voluminous ceiling heights, with private views of the Venetian Bay and the pool area.
\$850,000 | Larry Roorla | 860-2534



PARK SHORE ▲
Gorgeous Delphi 2 bedroom plus den villa in private community. Den with closet could be 3rd bedroom. Pool, spa, fitness center.
\$800,000 | Judy Perry/Linda Perry | 261-6161



PARK SHORE - SOLAMAR ▲
#602 - Gulf views from this nearly every room in this spacious 3 bedroom, 3 bath residence. Furnished. Walk to Venetian Village.
\$795,000 | Pat Duggan | 216-1980



PARK SHORE - PIEDMONT CLUB ▲
#204 - Finely appointed 3 bedroom, 3 bath with wide western bay views! Turnkey furnished. Intimate complex with bayside pool.
\$775,000 | Patrick O'Connor | 293-9411



MOORINGS ▲
Pristine condition 3 bedroom, 2 bath home. Many recent upgrades, screened pool/spa and outstanding view of the Moorings Country Club.
\$765,000 | Jeri Richey | 269-2203



MOORINGS - LAUSANNE ▲
#PH-701N - Impeccably detailed and renovated penthouse level residence. Tile flooring, crown moldings and hurricane shutters.
\$749,000 | Patrick O'Connor | 293-9411



PARK SHORE - COLONNADE ▲
"Athena" model with 3 bedrooms, 3.5 baths. Marble floors, new kitchen cabinets, plantation shutters and 10' ceilings.
\$695,000 | Julie Rembos/Linda Ohler | 595-1809



MOORINGS - ADMIRALTY POINT II ▲
#703 - Gulf and Bay views from 7th floor lanai. Docks, private beach access and bayside clubhouse in secluded, gated community.
\$650,000 | Sue Black | 250-5611



PARK SHORE - SURFSIDE ▲
#200 - Motivated Seller - 2 bedroom plus den, 2 balconies for outdoor living. Boat docks for lease or purchase. "Bring All Offers".
\$650,000 | Ann S. Zampogna | 580-7367



MOORINGS - SOUTHERN CLIPPER ▲
#11 - Gulf views from this lovely villa. Turnkey furnished. Glassed-in, A/C lanai, under-building parking. Tile floors.
\$625,000 | Beth Hayhoe McNichols | 821-3304



PARK SHORE - PARK SHORE LANDINGS ▲
#342 - Boat dock #23 included! Water views from this 2 bedroom plus den, 2 bath top-floor furnished residence.
\$599,000 | Pat Callis | 250-0562



PARK SHORE - VENETIAN COVE CLUB ▲
#404 - Gulf and bay views from this turnkey 2 bedroom, 2 bath. Newer kitchen cabinetry, counters and appliances. Boat slips available.
\$549,000 | Ed Cox/Jeff Cox | 860-8806



MOORINGS - AMBASSADOR CLUB ▲
#111 - Panoramic bay views. Remodeled kitchen with Sub-Zero freezer, new ceramic tile, and updated baths. Boat docks available.
\$499,000 | Mitch/Sandi Williams | 370-8879



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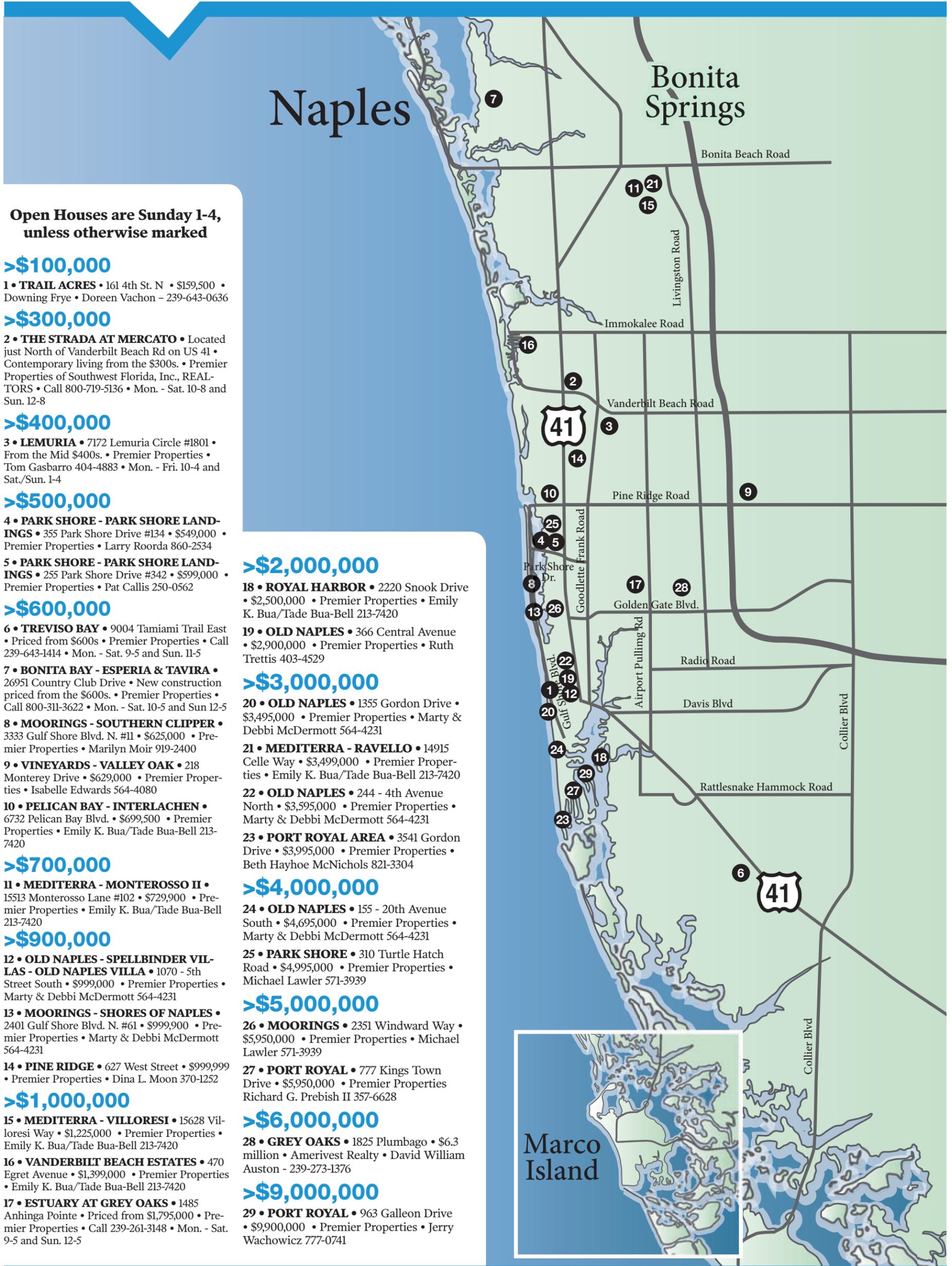
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Florida Weekly's Open Houses



Open Houses are Sunday 1-4, unless otherwise marked

>\$100,000

1 • TRAIL ACRES • 161 4th St. N • \$159,500 • Downing Frye • Doreen Vachon - 239-643-0636

>\$300,000

2 • THE STRADA AT MERCATO • Located just North of Vanderbilt Beach Rd on US 41 • Contemporary living from the \$300s. • Premier Properties of Southwest Florida, Inc., REALTORS • Call 800-719-5136 • Mon. - Sat. 10-8 and Sun. 12-8

>\$400,000

3 • LEMURIA • 7172 Lemuria Circle #1801 • From the Mid \$400s. • Premier Properties • Tom Gasbarro 404-4883 • Mon. - Fri. 10-4 and Sat./Sun. 1-4

>\$500,000

4 • PARK SHORE - PARK SHORE LANDINGS • 355 Park Shore Drive #134 • \$549,000 • Premier Properties • Larry Roorda 860-2534

5 • PARK SHORE - PARK SHORE LANDINGS • 255 Park Shore Drive #342 • \$599,000 • Premier Properties • Pat Callis 250-0562

>\$600,000

6 • TREVISO BAY • 9004 Tamiami Trail East • Priced from \$600s • Premier Properties • Call 239-643-1414 • Mon. - Sat. 9-5 and Sun. 11-5

7 • BONITA BAY - ESPERIA & TAVIRA • 26951 Country Club Drive • New construction priced from the \$600s. • Premier Properties • Call 800-311-3622 • Mon. - Sat. 10-5 and Sun 12-5

8 • MOORINGS - SOUTHERN CLIPPER • 3333 Gulf Shore Blvd. N. #11 • \$625,000 • Premier Properties • Marilyn Moir 919-2400

9 • VINEYARDS - VALLEY OAK • 218 Monterey Drive • \$629,000 • Premier Properties • Isabelle Edwards 564-4080

10 • PELICAN BAY - INTERLACHEN • 6732 Pelican Bay Blvd. • \$699,500 • Premier Properties • Emily K. Bua/Tade Bua-Bell 213-7420

>\$700,000

11 • MEDITERRA - MONTEROSSO II • 15513 Monterosso Lane #102 • \$729,900 • Premier Properties • Emily K. Bua/Tade Bua-Bell 213-7420

>\$900,000

12 • OLD NAPLES - SPELLBINDER VILLAS - OLD NAPLES VILLA • 1070 - 5th Street South • \$999,000 • Premier Properties • Marty & Debbi McDermott 564-4231

13 • MOORINGS - SHORES OF NAPLES • 2401 Gulf Shore Blvd. N. #61 • \$999,900 • Premier Properties • Marty & Debbi McDermott 564-4231

14 • PINE RIDGE • 627 West Street • \$999,999 • Premier Properties • Dina L. Moon 370-1252

>\$1,000,000

15 • MEDITERRA - VILLORESI • 15628 Villoresi Way • \$1,225,000 • Premier Properties • Emily K. Bua/Tade Bua-Bell 213-7420

16 • VANDERBILT BEACH ESTATES • 470 Egret Avenue • \$1,399,000 • Premier Properties • Emily K. Bua/Tade Bua-Bell 213-7420

17 • ESTUARY AT GREY OAKS • 1485 Anhinga Pointe • Priced from \$1,795,000 • Premier Properties • Call 239-261-3148 • Mon. - Sat. 9-5 and Sun. 12-5

>\$2,000,000

18 • ROYAL HARBOR • 2220 Snook Drive • \$2,500,000 • Premier Properties • Emily K. Bua/Tade Bua-Bell 213-7420

19 • OLD NAPLES • 366 Central Avenue • \$2,900,000 • Premier Properties • Ruth Trettis 403-4529

>\$3,000,000

20 • OLD NAPLES • 1355 Gordon Drive • \$3,495,000 • Premier Properties • Marty & Debbi McDermott 564-4231

21 • MEDITERRA - RAVELLO • 14915 Celle Way • \$3,499,000 • Premier Properties • Emily K. Bua/Tade Bua-Bell 213-7420

22 • OLD NAPLES • 244 - 4th Avenue North • \$3,595,000 • Premier Properties • Marty & Debbi McDermott 564-4231

23 • PORT ROYAL AREA • 3541 Gordon Drive • \$3,995,000 • Premier Properties • Beth Hayhoe McNichols 821-3304

>\$4,000,000

24 • OLD NAPLES • 155 - 20th Avenue South • \$4,695,000 • Premier Properties • Marty & Debbi McDermott 564-4231

25 • PARK SHORE • 310 Turtle Hatch Road • \$4,995,000 • Premier Properties • Michael Lawler 571-3939

>\$5,000,000

26 • MOORINGS • 2351 Windward Way • \$5,950,000 • Premier Properties • Michael Lawler 571-3939

27 • PORT ROYAL • 777 Kings Town Drive • \$5,950,000 • Premier Properties • Richard G. Prebish II 357-6628

>\$6,000,000

28 • GREY OAKS • 1825 Plumbago • \$6.3 million • Amerivest Realty • David William Auston - 239-273-1376

>\$9,000,000

29 • PORT ROYAL • 963 Galleon Drive • \$9,900,000 • Premier Properties • Jerry Wachowicz 777-0741



BENVENUTO ▲
Spectacular Kurtz-built home. Mouldings, built-ins, niches, woodwork and superior finishes. Coffee bar, large wine cellar, and fireplaces! Views of the south golf course. Large estate lot. Fruit trees.
\$6,295,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



PADOVA ▲
Unsurpassed quality in this BCB built, "Greenhouse certified" home. An extraordinary custom home featuring 9,171 total SF and panoramic golf views. Generator, putting green and five-zoned A/C.
\$4,850,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



PADOVA ▲
Comfortable elegance in this 4 bedroom plus den, 4.5 bath estate home. Volume ceilings with coffer and tray detail, marble flooring, guest suite with private balcony, and grand master suite with lake views. Pool/spa.
\$3,499,999 | Emily K. Bua/Tade Bua-Bell | 213-7420



RAVELLO ▲
Mediterranean style residence with 4 bedrooms plus study, 5.5 baths. Covered loggia with summer kitchen and fireplace. A private attached cabana guest suite, custom library/study. *A Christie's Great Estates Property.*
\$3,499,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



PADOVA ▲
Gracious 4 bedroom plus den home with 7,015 total SF. Furnished, and detailed by archways, niches, stone detail, marble floor and barrel vaulted ceiling. Summer kitchen, pool, spa and stone fireplace.
\$3,485,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



VERONA ▲
Beautiful 4 bedroom custom-built McGarvey home overlooks preserve. Family room, den/study, fireplace, volume ceilings, electric screens/shutters. Entertain outdoors with kitchen, fireplace and pool.
\$3,195,000 | Dru Martinovich | 564-1266



MARCELLO ▲
Custom-built 4 bedroom plus den, 4.5 bath with exquisite kitchen cabinetry and Viking appliances. All bedrooms are oversized with large bathrooms for each guest suite. Beautiful lanai with summer kitchen.
\$2,997,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



IL TREBBIO ▲
Tuscan-style designer Avignon model, four bedrooms, stone flooring, loft and stone fireplace. Outside lanai features a fireplace, summer kitchen and fabulous pool/spa overlooking the golf course. Furnished.
\$2,995,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



VERONA ▲
Stunning 4 bedroom, den, 4.5 bath home enjoys private and protected preserve views. Faux finishes, tray and coffer ceilings, mouldings, polished and chisel edged marble. Private pool, luxurious master suite.
\$2,995,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



IL TREBBIO ▲
Magnificent BCB-built estate home on a 3/4 acre golf-view lot. Hurricane glass, Jerusalem stone and granite accents a spacious 4 bedroom plus den floor plan. Owner will consider all reasonable offers.
\$2,500,000 | Thomas Gasbarro | 404-4883



CELLINI ▲
Custom-built home with numerous high-end finishes. Stone and hardwood flooring, media room and large guest suites. Lanai with cypress ceilings, fireplace, summer kitchen, tropical lagoon pool/spa.
\$2,395,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



PADOVA ▲
Better than new! Exquisite interior backgrounds, four bedrooms plus den with pristine and peaceful views of the lake and preserve! Pool, spa, outdoor kitchen area, orchid garden and pond area!
\$2,190,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



AMARONE ▲
Located in a small enclave of 12 homes, this 4 bedroom plus den has gorgeous natural light and a beautiful view across the lake to preserve. Completely custom-designed by an interior designer.
\$1,850,000 | Dru Martinovich | 564-1266



BELLEZZA ▲
Subtle sophistication. Highly impressive, ideally situated villa. Carefully chosen colors and fabrics, state-of-the-art appliances and electronics. Immaculate, sun-splashed retreat. Furnished.
\$1,800,000 | Thomas Gasbarro | 404-4883



BELLEZZA ▲
Capri II plan overlooking 13th fairway displays all the charms. Premium oversized site, expanded pool, spa and outdoor entertainment area. Interior design by Collins & Dupont Interiors. Fully furnished.
\$1,749,000 | Dru Martinovich | 564-1266



MILAN ▲
Custom built three bedroom plus den, 3 and one-half bath villa with an expanded floor plan. A chef's kitchen with breakfast bar and work island. Tropical screened outdoor living area and loggia.
\$1,649,900 | Emily K. Bua/Tade Bua-Bell | 213-7420



FELICITA ▲
Furnished lakefront home with southern exposure. Floor-to-ceiling sliders in the great room open to fabulous pool and spa, outdoor kitchen, seating and eating area.
\$1,599,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



MILAN ▲
Panoramic views of the fairways from this stunning 3 bedroom plus den, 4.5 bath with 5,036 total SF. Expansive screened outdoor living with rock waterfall, pool, spillover spa and summer kitchen.
\$1,497,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



VILLORESI ▲
listening lake views from this three bedroom, 3.5 bath villa residence with golf course views beyond. Stone columns, fountain, Brazilian cherry flooring, arched passageways, gourmet kitchen, granite counters.
\$1,375,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



VILLORESI ▲
This Mediterranean-style three bedroom, 3.5 bath villa with an expanded floor plan is open to glistening lake and outdoor spaces. Decorator finished, state-of-the-art kitchen, courtyard pool and spa.
\$1,225,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



VILLORESI ▲
Beautiful finishes complement this villa home. Tropical setting with screened pool, summer kitchen and outdoor bar. Three bedrooms, 3 baths and over 2,400 SF of living area. Golf, tennis, members only beach club.
\$1,095,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



VILLORESI ▲
Views excite beyond open salt water pool and spa with water streamers! Gourmet kitchen, professional decor, integrated sound system, complete home generator and A/C garage. Private beach club.
\$995,000 | Mitch/Sandi Williams | 370-8879



BRENDISI #201 ▲
Beautifully furnished former model with spectacular golf course views. Upgrades include granite counters, stainless appliances, large tile on the diagonal, faux finishing, and custom light fixtures.
\$825,000 | Jane Darling | 290-3112



PORTA VECCHIO I ▲
#201 - Dramatic lake and golf course views. Quiet enclave inspired by an Italian seaside village. Grand entrance foyer, elevator and exquisite finishes enhance this beautifully appointed residence. Furnished.
\$799,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



VILLALAGO ▲
One of the lowest priced villas in Mediterra. Three bedroom with a 3-car side entry garage and gated courtyard entry. Upgrades include new appliances and granite counters. Outdoor kitchen, pool/spa.
\$750,000 | Judy Stead | 273-3438



MONTEROSSO II ▲
Views of glistening lake. Open plan, tile flooring and a vibrant color palette. Gourmet kitchen, granite countertops, integrated white cabinetry, and eating nook. Spacious master has lake views.
\$729,900 | Emily K. Bua/Tade Bua-Bell | 213-7420



CALABRIA ▲
#102 - Beautifully appointed three bedroom, den and three bath furnished coach home. Gourmet kitchen with granite countertops, raised panel cabinets, and stainless appliances. Lake views from tiled, screened lanai.
\$599,000 | Emily K. Bua/Tade Bua-Bell | 213-7420



IL TREBBIO - This estate size homesite is ideally located at the end of a cul-de-sac with golf course views. 156' x 200' x 125' x 252'. Enjoy the 25,000 SF clubhouse.
\$499,000 | Emily K. Bua/Tade Bua-Bell | 213-7420

BONITA BAY



BAY WOODS ▲
Exquisitely detailed four bedroom plus den, 4.5 bath home with 3-car garage. Private view of lake and nature preserve.
\$3,395,000 | Carol Wood | 822-3709



BAY WOODS ▲
Spectacular and sleek three bedroom plus den, 3.5 bath home built by Snell Construction. Two A/C 2-car garages!
\$2,995,000 | Gary L. Jaarda/Jeff Jaarda | 248-7474



ROOKERY LAKE ▲
Tropical paradise. Lake and golf views, 3 bedrooms, 3.5 baths, 3-car garage, den, great room plan, pool and spa.
\$2,500,000 | Billie Jans/Chris Mier | 948-4000



ESTANCIA ▲
#PH-402 - Views of Bay, Gulf and golf course from this 3 bedroom plus den penthouse. Private elevator lobby. World-class amenities.
\$2,499,000 | Carol Johnson/Michael Lickley | 564-1282



AZURE ▲
#702 - A perfect setting with Gulf, Estero Bay and golf surrounding you. Exquisite detail and comfort in this 3 bedroom plus den, 3.5 bath.
\$1,875,000 | Brian Nelson | 572-2903



ANCHORAGE ▲
Spectacular waterfront villa! Courtyard pool and protected inlet views. Beautifully appointed 3 bedroom plus den, great room.
\$1,295,000 | Cathy/George Lieberman | 777-2441



SANCTUARY ▲
Courtyard pool home has western views over lake. Over 4,000 SF of living area. Detached cabana with 2 rooms and kitchen.
\$1,295,000 | Dru Martinovich | 564-1266



ESPERIA SOUTH ▲
#1202 - Incredible views of golf course, Bay and Gulf. Quality finishes of Mocha Bomania 24" x 24" Travertine flooring.
\$1,199,000 | Teresa Rucker | 281-2376

GOLFING - MEDITERRA



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Issue Date :: September 10, 2009

Space close :: August 19, 2009

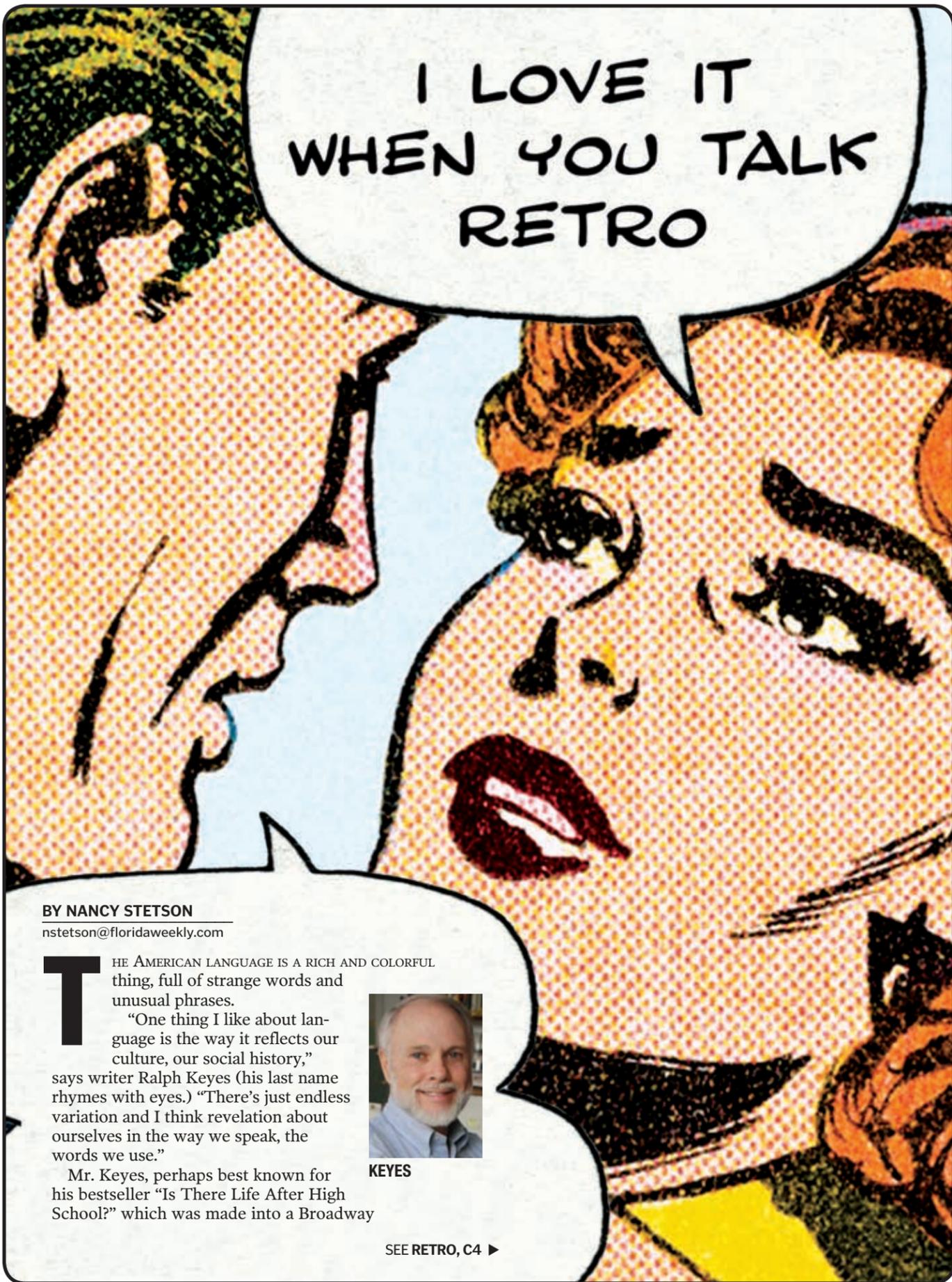
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ARTS & ENTERTAINMENT

WEEK OF JULY 30-AUGUST 5, 2009

A GUIDE TO THE NAPLES ARTS & ENTERTAINMENT SCENE



BY NANCY STETSON
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THE AMERICAN LANGUAGE IS A RICH AND COLORFUL thing, full of strange words and unusual phrases.

“One thing I like about language is the way it reflects our culture, our social history,” says writer Ralph Keyes (his last name rhymes with eyes.) “There’s just endless variation and I think revelation about ourselves in the way we speak, the words we use.”

Mr. Keyes, perhaps best known for his bestseller “Is There Life After High School?” which was made into a Broadway



KEYES

SEE RETRO, C4 ►

WEEK at-a-glance



Married to a Mad Man

Myra Janco Daniels' late husband, Draper Daniels, helped inspire Don Draper of TV's "Mad Men." C8 ►

Chess, anyone?

New club invites players of all ages and abilities to meet at Mercato book store. C12 ►



'The Ugly Truth'

There's not one line, scene or sequence that isn't straight out of the traditional romantic-comedy playbook. C11 ►

Teen troupe turns 'Thoroughly Modern Millie' into their scene

SPECIAL TO FLORIDA WEEKLY

news@floridaweekly.com

“Thoroughly Modern Millie,” The Naples Players’ summer musical blockbuster, continues in a new incarnation as the teens of KidzAct present “Thoroughly Modern Millie, Teen Version” Friday, Saturday and Sunday, Aug. 7, 8, and 9, in Blackburn Hall at Sugden Community Theatre. KidzAct is the youth company of The Naples Players.

“Thoroughly Modern Millie” is the Tony Award-winning story of Millie, a small-town girl in the Roaring '20s who arrives in the big city with dreams of marrying for money

if you go

- >> **What:** “Thoroughly Modern Millie, Teen Version”
- >> **Who:** KidzAct of The Naples Players
- >> **Where:** Sugden Community Theater
- >> **When:** 7:30 p.m. Friday and Saturday, Aug. 7-8; 2 and 7:30 p.m. Sunday, Aug. 9
- >> **Tickets:** \$15 for adults, \$10 for ages 18 and younger
- >> **Info:** 263-7990 or www.naplesplayers.org

rather than for love. After all, she’s a modern girl, a flapper who meets up with all sorts of characters, high-brow and low-rent, at the hotel where she

lives and plays. Intrigue, mystery, and romance combine to create a toe-tapping, Charleston-dancing, Keystone Kops-comedy that’s fun for the whole family.

The “adult performers” version of the show earned rave reviews, and the KidzAct teens are confident that their version will be a hit as well.

The two productions share more than just sets, props, and costumes: Four of the actors in the grown-up “Millie” were KidzAct graduates, two were KidzAct instructors, and two others have children in the current KidzAct program.

SEE MILLIE, C18 ►



Dinner and a show

Not far off U.S. 41, Bay House delivers a stellar dining experience and a nature show, too. C23 ►

SANDY DAYS, SALTY NIGHTS

Studying hard to be a Disney princess



As a child, I was a Disney aficionado. I was driven by passion, a keen interest that went beyond mere entertainment. It was the storylines, to be sure, and the witty dialogue and fantastic settings. But more than anything it was the training. Disney movies, with their casts of beautiful heroines, taught me everything I needed to know about being a woman.

As I hovered at the shaky cusp of adolescence, my most important muse was Ariel of "The Little Mermaid." She was pretty — of course — with a touching naïveté and a knack for witty repartee. But what she really had, and I coveted above all else, was a voice. She could belt out those Disney ballads with the best of them, a legacy she'd earned from her porcelain-faced forebears, the Snow Whites and Sleeping Beauties of earlier generations. Me? I'm a quick study, but no amount of training could put my voice on that mermaid's level. Not even in the vicinity. The saddest part was that I believed, in the magical thinking that allows children to endorse Santa Claus and the Easter Bunny, that I had a great voice. This lasted as far as sixth grade chorus tryouts when I learned,

to my everlasting chagrin, that I didn't have the pipes to be a Disney princess.

If I couldn't sing my way into a heroine role, I could at least master the other star qualities. So, I redoubled my efforts elsewhere. Kindness? Check. Innocence? Check.

An ability to communicate with wild animals? Check. (Thankfully, I grew up in a household blessed with many cats — we topped out at 17 — so I was able to develop those woodland-creature-whisperer qualities early on). And don't even get me started on the hair.

If there's one characteristic every Disney girl

has got going on, it's a flowing mane (and I've been working on mine for years). Sure, they come in all colors, but you won't see a single cartoon beauty with a close crop. In this month's

Elle magazine, writer Johanna Cox talks about her experience going from long locks to a pixie cut and asks Bravo's "The Millionaire Matchmaker" Patti Stanger for her opinion. "Men want what they want in a woman because of what they learned when they were little boys," Ms. Stanger says.

"Think about it: Who did they grow up wanting to rescue? Cinderella and Rapunzel didn't have edgy bobs."

When a new love

"Kindness? Check. Innocence? Check. An ability to communicate with wild animals? Check..."

came into my life — the tall, hunky, hero type — I immediately cast him as the lead male in my Disney-like fantasy. Curious if our relationship was written in the stars or star-crossed, I ran a Google search on his astrological sign. It turned up the usual results, things like "He is generous in the matters of time and money" and "He will be very passionate in love." But the line that caught my attention — a piece of advice for lovers trying to hook this sign — gave me hope for this budding romance. "You must learn to behave like the heroine in novels and storybooks," it said. This, I thought, is what I've been training for my whole life. ■



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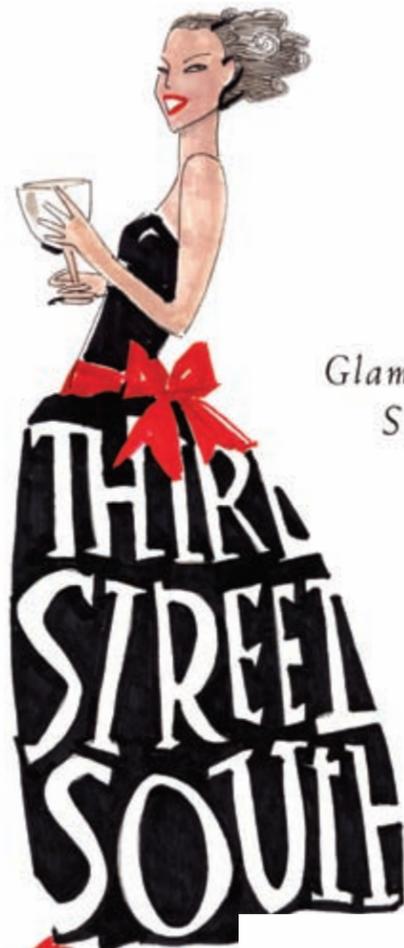
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RETRO

From page 1

musical, recently released "I Love It When You Talk Retro: Hoochie Coochie, Double Whammy, Drop a Dime, and the Forgotten Origins of American Speech." (\$25.95, St. Martin's Press) Retrotalk, or retroterms, he says, are words or phrases that make sense to people of the same era, but may not make sense to younger generations, or to immigrants.

For example, he writes, "Retrotalk is a slippery slope of puzzling allusions to past phenomena. Such allusions take the form of retroterms, verbal artifacts that hang around in our national conversation long after the topic they refer to has galloped into the sunset. They are verbal fossils, ones that outlive the organism that made their impression in the first place. They could be a person, a product, a past bestseller, an old radio or TV show, an athletic contest, a comic strip, an acronym, or an advertisement long forgotten."

Think of it as looking at the generation gap from a different angle. Each new generation has always formed their own slang and catch-phrases, partially in order to differentiate themselves from their elders.

But the older generation's phrases and common terms of reference may be equally indecipherable to those younger.

For example, he says that cultural references such as "you sound like a broken record," "stuck in a groove," "45 rpm" "flip side" and "B-side" might not make any sense to a generation that uses iPods.

They might not know what "bigger than a breadbox" means, or "98-pound weakling," what Watergate was, or why you shouldn't drink the Kool-Aid.

Mr. Keyes's son Scott was born right after the world's worst nuclear power plant disaster occurred in Ukraine.

And when he was in middle school, he went up to his mother and asked, "Mom, who's this Cher Noble I keep hearing about?"

"Isn't that funny?" Mr. Keyes says. "And so understandable."

"I saw a movie once, it might have been 'Raising Arizona.' And this young woman goes into a motel, closes the door. And it's an old motel, and has a rotary phone. She looks at it and scowls, and then she picks up the receiver and starts punching the holes in the dial! It's like, 'Come on, why isn't this working?'"

"But think about the terms we still use that are related to actually dialing a rotary phone: dial tone. Dial-up service to get onto the Internet. Dial for dollars. These are all based on an obsolete technology. And that's the essence of a retroterm."

Some old words are applied to new products, he says. For example, dashboard used to refer to an "angled board used to protect buggy users from the muddy backspash of horses' hooves." Now we use it for the inside panel of a car behind the steering wheel. And Mac computer users know the term as something that shows mini-applications called widgets.

In his book, Mr. Keyes writes that "new circumstances demand new words, however, and Americans have always been up to the task of supplying them. A recurring question in this book is why some endure as retroterms while others don't."

He comes up with a list. Retroterms strike a chord, fill a void, excite strong feeling and are fun to say. "I can't believe I ate the whole thing" didn't last as long as a catch-phrase, but "Where's the beef?" did. Orwellian, he says, is more fun to say than Kiplingesque. And words such as "cootie," "rope-a-dope,"

Dumbing down: Where will it stop?

BY NANCY STETSON

nstetson@floridaweekly.com

In April, Ralph Keyes wrote an opinion piece that ran in *Editor & Publisher*, a trade magazine for journalists.

Then all hell broke loose.

He suggests journalists should stop using retrotalk, claiming it alienates young readers.

"By using it they set themselves apart from those born in the last three or four decades," he wrote.

He feels that terms such as "stuck in a groove," "98-pound weakling," "drop a dime" and "a tough row to hoe" would be confusing to them.

One example he gives is a comment by *New York Times* columnist David Brooks on "Meet the Press," who said Hilary Clinton was Emily Post in her first presidential debate and Howard Beale in the second. (The first reference is, of course, to the etiquette expert who literally wrote the definitive book on the subject, and the second is to a character in the film "Network" who says he's "as mad as hell and not going to take this anymore.")

Mr. Keyes also references a column Mr. Brooks wrote in which he said, "And not to get all Rod McKuen on you or anything..."

"I got into a lot of trouble" for writing that opinion piece, Mr. Keyes says. "It was like stepping in a hornet's nest, all the angry responses I got from all the older journalists: 'What do you mean I can't compare Tim Geithner to Eddie Haskell?'"

Of course, if you have to explain that Eddie Haskell was the know-it-all neighbor on the 50s TV sitcom "Leave It to Beaver," then you just might have to explain that Mr. Geithner is the treasury secretary too.

"It worries me when people in the press, or when they're on TV, talk that way and do it constantly," he says. "It becomes like a constant conversation among baby boomers. I think the implicit message is, 'If you don't understand what we're talking about, beat it. Don't you have any Twittering to do?'"

The responses rolled in.

One unsigned response read: "Frankly, I am appalled by this article. As if there aren't enough dumb and uninformed people of all ages in this country, does Mr. Keyes have to contribute to the 'dumbing down of America?' Oh, excuse me, isn't that a retro reference too?"

Adam Hanft wrote: "If young'uns don't know 'Sunset Boulevard' or 'All About Eve' or any of a hundred other examples of journalistic shorthand, their lives are the poorer for it. Why should writers bowdlerize their language rather than inspire readers to go and look something up?"

"And all of us who have allowed a

"sizzle" and "bimbo" are just fun to say.

But even those of the same generation might not understand all retroterms. In one humorous story in "I Love It When You Talk Retro," Mr. Keyes recounts the story of an older woman who saw the word "Ka-ching!" in a headline. She thought the term came from China, so asked all her Asian friends what it meant, not realizing it was the sound an old manual cash register makes.

Mr. Keyes's favorite phrase is "98-pound weakling."

"I grew up reading comic books with these Charles Atlas ads, where Max, the 98-pound weakling, got sand kicked in his face," he says. (After going through



generation to grow up believing that anything that happened 'before their time' is de facto of little interest are the Great Deprivers."

Tom Loewy of the *Galesburg Register-Mail* agreed that using too many references can be lazy journalism. But, he says, the way he learned about many things was by reading newspapers. If a columnist alluded to something he didn't know about, "we asked adults, went to the library, read other stories."

He feels that Mr. Keyes' argument "smacks of the old 'readers are stupid' canard. They aren't."

He closes his letter by saying, "Perhaps more people should know about Norma Desmond or Jimmy the Greek or Imelda Marcos. Moreover, maybe they are willing to find out. Reading, after all, should challenge, enrage, inform, perplex and comfort us. Don't ever assume readers aren't willing to work a little."

Yet, if you should only use terms everyone knows, as Mr. Keyes seems to suggest, how do you know what those terms are?

"Our cultural references change at warp speed now, much faster than it used to," Mr. Keyes agrees. "You used to be able to count on certain forms of music, or certain fashions or certain literary forms sticking around for a generation or two at least. But now they change (much faster.) I think now a generation gap can occur not only between parents and children, but between siblings."

"So I think in that degree, we don't have nearly the sense of common references that we used to have. It enhances the whole issue of retroterms."

But, he says, while he doesn't feel he's here "to correct any deficiencies in our education system... I am here to pick up on obscure historical references that we allude to all the time, that may not be clear to very well-educated people. Especially if they're younger. Or if they're immigrants. They weren't

the Charles Atlas plan, Max returns to beat up the bully and win the girl.)

"And I like some of these where I had to learn (their origins)," he says. "For example, scuttlebutt was the water barrel where sailors gathered on ships. The barrel was called the butt, and the hole where you got the water out of was called the scuttle. They would share gossip like people did over watercoolers later on. That was fun to learn."

The book was originally three times the size; Mr. Keyes had to whittle it down to a more manageable length. Still, it's chock full of stories of how certain words and phrases came to be, words such as gizmo, chop chop, cold

here to know who June Cleaver was, or Donna Reed."

Perhaps part of the uproar to Mr. Keyes' opinion piece has to do with the fact that journalists at dailies across the country have already suffered from editors telling them to dumb down their stories; to write shorter, less complex articles; to focus on celebrity journalism and to cater to interests the reader might have, rather than focus on the news, or what they may need to know.

Journalists have experienced the continual shrinking of the space devoted to news stories, and have either lost their jobs or seen their colleagues lose their jobs so papers can hire workers fresh out of college, thus saving money.

Now Mr. Keyes comes along and seems to suggest they should dumb down their stories.

No wonder there was an outcry.

I'm with Mr. Keyes, in that I hate seeing lazy journalism; I don't like a comparison if it's been overused, or doesn't really work. I've read one too many reviews comparing a novel about an alienated teenager to "The Catcher in the Rye."

But I read to learn, and I don't expect to understand everything I read. That's how you learn about new people, new artists, movies. That's how you learn new things. Personally, I feel insulted anything is dumbed down and seems created to appeal to the lowest common denominator.

I recently attended a play written by a British playwright. In the dialogue, he used British terms such as 'gob' and 'made up with himself.' If you weren't familiar with those terms, you could figure it out from the context.

And after seeing "No Country For Old Men," I wrote to a friend and told her that the cinematography reminded me of Gregory Crewdson's photographs. She wrote back and said that she hadn't heard of him before, had looked him up, loved his photos, and agreed. She thanked me for introducing her to someone's work she hadn't previously known.

If we start dumbing down articles in papers, where will it end? Detective novels have their own colorful jargon. Should we take out all those terms and water it down? Should we rewrite Shakespeare in 21st century English and delete any parts deemed confusing? Should the drug dealers in HBO's "The Wire" have not spoken slang?

If we start dumbing down, where will it stop? In earlier times, people had more common frames of reference, both in culture and pop culture. There was no cable or Internet, people watched the same network TV shows or listened to the same radio shows. People read more and understood literary allusions. Now media has splintered into numerous fragments. ■

turkey, blue stocking, mug shot, cut a rug and nudge nudge, wink wink.

In the B's alone it refers to Babbitt, Barney Fife, Big Brother, Blanche DuBois, Bonnie and Clyde, the Boston Strangler, Buck Rogers and Buster Brown.

His fascination with retrotalk, Mr. Keyes says, "is the way that the words and phrases which we use are so indicative of our generation, or what time we grew up in. And I think the catchphrases we rely on are just as ingrained as when we're young as our taste in music, our hairstyle, and the clothes we wear. And that's what I try to talk about in 'I Love It When You Talk Retro.'"

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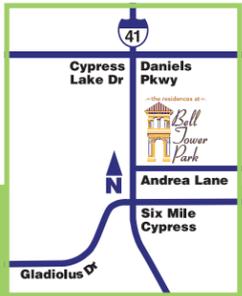
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WHAT TO DO, WHERE TO GO

Best bets for the weekend

Here's what the United Arts Council of Collier County suggests you work into your plans for Friday, Saturday and Sunday, July 31 and Aug. 1-2 (call ahead for open hours and specific show times):

■ **Russ Morrison and Frontline Bluegrass** - In concert at Bayshore Coffee Company from 7-10 p.m. Friday. 775-5676.

■ **Rookery Bay** - Kids get in free from 10 a.m. to 3 p.m. Friday at Rookery Bay National Estuarine Research Reserve, 300 Tower Road. 417-6310 or www.rookerybay.org.

■ **Kathy Spalding** - The Rookery Bay Continuum and ARTScool 2009 Student Exhibition - Naples Art Association exhibits at The von Liebig Art Center. Friday and Saturday, 262-6517 or www.naplesart.org.

■ **Naples Jazz Masters** - Saturday afternoon at The Norris Center. 213-3049 or www.naplesgov.com.

■ **Lions, Tigers, & Bears, '09!** - At the Naples Zoo, Saturday is a free day for Collier County residents. 262-5409 or www.napleszoo.org.

■ **Contemporary Seminole Arts and Crafts by Pedro Osceola Zepeda** - On exhibit at the Collier County Museum. 252-8476 or www.colliermuseums.org.

This week's live bands

■ **Bay House** - Wednesday-Saturday, 6-9 p.m., Stu Shelton and Patricia Dean jazz duo. 799 Walkerbilt Road. 591-3837.

■ **Bayshore Coffee Co.** - Thursday: Uptown Latin Jazz. Friday: Frontline Bluegrass. Monday: Jen Zen, Jason Jefferies, Casey and Matt Chadwick. Wednesday: Open mic night. 2727 Bayshore Drive. 775-5676.

■ **Bricktop's at Waterside Shops** - Frank Smith on guitar every Wednesday and Thursday from 5-8 p.m. 596-9112.

■ **Jack's Bait Shack** - Thursday: Soapy Tuna. Friday and Saturday: Love Funnel. Monday: Overthrowing Amy. Tuesday: Geek Skwad. Wednesday: Love Funnel. 594-3460. 975 Imperial Golf Course Blvd.

■ **Naples Flatbread & Wine Bar** - 6:30-9 p.m. Thursday: Blues and jazz with Rick Howard, Dave Tregether, John Lamb and Bob Zottola. 8-11 p.m. Saturday: "Acousticlectic Music for the Easily Amused" by Beck. 6:30-9 p.m. Sunday: Bob Zottola & The Expandable Jazz Band with Stu Shelton and Patricia Dean. 6436 Naples Blvd. 598-9463.

■ **Paddy Murphy's** - Thursday: Justin. Friday: Barefoot Geno. Saturday and Tuesday: Michael "Maxi" Courtney. Monday: Patrick. 457 Fifth Avenue South. 649-5140.

■ **South Street City Oven & Grill** - 9:30 p.m.-12:30 a.m. Thursday: Caasey the teen singing powerhouse. 5:30 p.m. Friday: Acoustic rock with Maxi Courtney. 9:30 p.m.-1 a.m. Friday: Brown Truck and Lowlight. 9:30 p.m. Wednesday: Maxi Courtney. 1410 Pine Ridge Road. 435-9333.

This week's theater

■ **Mulan Jr.** - Broadway Palm Children's Theatre in Fort Myers presents "Mulan Jr." July 30, 31 and Aug. 2. Travel back to the legendary, story-telling days of ancient China with this action-packed stage adaptation of Disney's "Mulan." 278-4422 or www.BroadwayPalm.com.

■ **Peter Pan** - Broadway Palm Dinner Theatre presents the high-flying adventure "Peter Pan" through Aug. 8. Performances are Wednesday through Sunday evenings with selected matinees. 278-4422 or www.BroadwayPalm.com.

Thursday, July 30

■ **Wildlife Cruise** - Take a two-hour cruise through Rookery Bay aboard the Good Fortune with The Conservancy of Southwest Florida. \$25 for Conservancy adult members and \$12 for member children ages 3-12; \$30 and \$15, respectively,

for non-member adults and children ages 3-12. Reservations required. Call 403-4236.

■ **Quiz Night** - Exercise your brain beginning at 7:30 p.m. at The English Pub, 2408 Linwood Ave. 775-3727.

■ **Indie Screening** - Catch some indie shorts and hob-nob with Naples International Film Festival judges from 7-9 p.m. at Six Degrees Exhibitions, 1100 Sixth Avenue South. 331-2678 or www.naplesfilmfest.com.

Friday, July 31

■ **Beachcombing** - Join a ranger at Delnor-Wiggins State Park for a guided beach walk beginning at 9:30 a.m. Learn seashells, sea creatures and tidal movement. Park entrance fee applies. Call 597-6196 to sign up. 11135 Gulf Shore Drive.

■ **Parents Night Out** - Drop the kids off at King Richard Family Fun Park for dinner, games, rides and a movie. \$25 per child. Call 598-2042 to save a spot. 6780 Airport Pulling Road.

■ **Free Concert** - Miromar Outlets in Estero presents The Marc Vee Jazz Band in a free concert from 6-8 p.m. 948-3766 or www.miromaroutlets.com.

■ **A Lot of Bull** - Germain Arena in Estero hosts the PBR Copenhagen Bull Riding Challenger Tour at 8 p.m. July 31 and Aug. 1. Tickets: \$12-\$52. 948-7825 or www.germainarena.com.

Saturday, August 1

■ **Third Street South Farmers Market** - 7:30-11:30 a.m. in the parking lot behind Tommy Bahamas. Nearly 50 vendors sell locally produced vegetables and fruits, jams, baked goods and seafood.

■ **Palm Cottage Tours** - Visit the Naples Historical Society's historic Palm Cottage from 1-4 p.m. 137 12th Avenue South. 261-8164 or www.napleshistorical-society.org.

■ **Made in Florida** - The Collier County Museum presents a free showing of movies shot in Florida at 1 p.m. every Saturday. Today: "On an Island with You" (1948), filmed in Cypress Gardens and starring Esther Williams, Peter Lawford and Jimmy Durante. 3301 Tamiami Trail East, in the Collier County Government Center. 252-8476 or www.colliermuseums.org.

■ **Free Concert** - Waterside Shops presents the tropical sounds of Denny Scott from 2-5 p.m. in the pavilion. 598-1605.

■ **Grand Opening** - King Richard's Sports Pub opens with a party for the whole family from 5-8 p.m. 6780 Airport Pulling Road. 598-2042.

Sunday, August 2

■ **Basically Bluegrass** - The Acoustic Music Society of Southwest Florida hosts its Basically Bluegrass Concert and Pick-In beginning at 2 p.m. at the Lee Civic Center in North Fort Myers. Featured acts are The Sawgrass Drifters, the Cape Coral Cutups and Impromptu Assembly. Pickers are welcome to join the jam session under the shade tree. Admission: \$6 at the gate or \$25 annual AMS membership. 11831 Bayshore Rd. 248-8906 or www.palmgrass.com.

Monday, August 3

■ **Trivia Night** - Test your trivia knowledge beginning at 7:30 p.m. at The Pub at Mercato. 9259 Mercato Way. 594-9400.

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The fun-lovin' guys of Frontline Bluegrass (a.k.a. Ghinko Biloba) bring their raucous brand of pickin' and grinnin' to Bayshore Coffee Company from 7-10 p.m. Friday, July 31. There will be a \$5 cover charge. 2727 Bayshore Drive. 775-5676.

WHAT TO DO, WHERE TO GO

Tuesday, August 4

■ **Trivia Night** – It's Team Trivia Night beginning at 9 p.m. at Boston Beer Garden. 2396 Immokalee Road. 596-2337.

■ **Celebrity Bartender Night** – Shula's Steak House welcomes Tony Marino. All tips collected will benefit Bosom Buddies; complimentary hors d'oeuvres. 6-9p.m. 239-430-4999. 5111 Tamiami Trail N.

■ **Cinema Under the Stars** – The free movie starts around sundown in Market Plaza at Gulf Coast Town Center. This week: "Shark Tales." 267-0783.

Wednesday, August 5

■ **Snake Stories** – Herpetologist Paul Allen will discuss the habits and habitat of Florida's most common snakes. The free program takes place from 2-3 p.m. at the Collier County Museum, 3301 Tamiami Trail East, in the Collier County Government Center. 252-8476 or www.colliermuseums.org.

■ **Historic Walking Tour** – A guided tour of the Naples Historic District sets out on foot from Palm Cottage at 9 a.m. Reservations required. The cottage is open for tours from 1-4 p.m. 137 12th Avenue South. 261-8164 or www.napleshistoricalsociety.org.

Upcoming events

■ **Auditions** – Auditions for the fall main stage show, "Lend Me A Tenor," take place at 2 p.m. Saturday, Aug. 8, at the Naples Players, Sugden Community Theatre. No appointment necessary. 434-7340, ext. 10.

■ **Fun Run** – Naples on the Run, a running store boutique, sponsors Tuesday Nite Fun Run on Aug. 11. The run starts at 6 p.m. at Naples on the Run at Gateway Center. Join the group for a 3-5-mile run followed by free pizza. (239) 434-09786.

■ **Dora the Explorer** – The Barbara B. Mann Performing Arts Hall in Fort Myers welcomes the familiar songs and all the favorite characters in "Dora the Explorer Live!" at 7 p.m. Tuesday, Aug. 11, and 10:30 a.m. and 7 p.m. Wednesday, Aug. 12. 481-4849 or www.bbmnpah.com.



Kathy Griffin

■ **Kathy Griffin** – Comedian Kathy Griffin returns to the Barbara B. Mann Performing Arts Hall with a brand new show on Thursday, Aug. 13. 481-4849 or online at www.bbmnpah.com.

■ **More Auditions** – Auditions for The Naples Players' fall show in the Tobbye Studio, "Much Ado About Nothing," take place at 2 p.m. Saturday, Aug. 15, at Sugden Community Theatre. No appointment necessary. 434-7340, ext. 10.

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ARTS COMMENTARY

True story: Myra Janco Daniels married a Mad Man



NancySTETSON
nstetson@floridaweekly.com

As you probably know, "Mad Men," the AMC cable series about advertising executives in the late 1950s and early '60s, is hot.

In 2008 it won an Emmy Award for best drama series and six Golden Globes.

It begins its much-anticipated third season Sunday, Aug. 16, and the recently released DVD of the second season has been flying off the shelves.

What you might not know is that the character Don Draper, creative director of Sterling Cooper, the show's fictional advertising agency, is based in part on Draper Daniels, a legendary figure in advertising.

And Mr. Daniels, in addition to being the guy who created the Marlboro



Myra Janco Daniels

Man, was the husband of Myra Janco Daniels, CEO and founder of the Philharmonic Center for the Arts in Naples. "Mad Men" creator/executive producer/writer Matthew Weiner "said in the magazine 'Ad Age' that he'd based (the character of Don Draper) partially on my husband," Mrs. Daniels says. "And he said he had only talked to him once!"

She writes about her unusual romance and marriage to Mr. Daniels, whom she called Dan, in the August issue of Chicago magazine. The title of the article — "I Married a Mad Man" — is a grabber; the story is an adapted excerpt from her upcoming book, "Rut/Buster."

Most people know by now that "Mad Men" is what advertising execs of the time called themselves. It's a play on words, as many of them worked on Madison Avenue in New York City, and the implication was that you had to be mad to work in such a crazy, creative profession.

Mrs. Daniels recalls the first time she saw the show: "I almost fainted when I turned it on. Someone said to me, 'You have to see this show.' And I saw it, and I tell you, it just threw me — in a good way, but also in a spooky way.

"They do look alike (her late husband and the character Don Draper, played by Jon Hamm)," she says. "They both smoke the same way. Their mannerisms and dress are similar. Dan wore more tweedy things than Don Draper. Dan would go to London once a year and buy six suits. He wore suits with leather patches at the elbows... For work, that was his look."

The two are alike in being wildly creative, but "Don Draper is a ruthless character," she adds. "I didn't think Dan was. I didn't know a ruthless bone in his body."

And she knew ad agencies that were very much like Sterling Cooper in "Mad Men," though Draper Daniels Inc., was not like that, she says.

As for all the drinking? "There were two-martini lunches," she confirms. "Oh, boy. They all drank like crazy and they all womanized."

But as for her husband, "I would've killed him if he did something like that when I knew him."

Mrs. Daniels herself is a non-drinker, and she says her husband also abstained, once they became a couple.

According to her biography, Mrs. Daniels started Wabash Advertising in Terre Haute, Ind., and within a year had built it into a million-dollar business.

At 38, she became the executive vice president of Roche, Rickerd, Henri, Hurst Inc., in Chicago, an agency formed by the merger of two firms. As the first woman to hold that position for either company, she was a pioneer.

She was the first woman to head up a national advertising agency and the youngest woman to win the National Advertising Federation "Advertising Woman of the Year" award.

"I was referred to as 'that girl,'" she says. "The men walked around in

three-piece suits. They couldn't understand how 'that girl' got that job."

When she was looking for a top creative person, a headhunter told her of Draper Daniels, who in the 1950s had been the creative head of Leo Burnett in Chicago.

Their first meeting was memorable. He came in to interview, and wound up asking more questions than he answered. And the meeting, which started at 5:15 p.m., lasted well into the evening, Mrs. Daniels says. In fact, at 10 p.m., he asked if she wanted to grab a couple hamburgers, and the meeting continued.

He told her he wanted to buy the business, and that he also wanted her to stay with the company.

What she didn't know was that the next morning, Mr. Daniels went back and told the headhunter that within two years, Miss Janco would become Mrs. Daniels.

What makes it even more



Jon Hamm as Don Draper in "Mad Men"

"There were two-martini lunches," she confirms. "Oh, boy. They all drank like crazy and they all womanized..."

amusing is that at that afternoon's press conference, he introduced her as "Myrna Junco," managing to get both her first and last names wrong.

In her article for Chicago magazine, Mrs. Daniels calls Draper Daniels a character and "a brilliant wordsmith and conceptualist" who was fair and kind. The two of them, she writes, "worked on a number of campaigns together, including Motorola car radios, Freeman shoes, Derby Tamales, and many others."

When he proposed, she was shocked, she says, adding she hadn't thought of him romantically. Plus, she already had a fiancé.

When she realized the proposal was serious, she asked her fiancé for a year's sabbatical.

Mr. Daniels immediately bought her a ring.

Not thinking it would really happen, she says, she told him she "couldn't even think about marrying someone without a year's courtship."

He courted her for six weeks before they were married at a courthouse.

The merger was apparently one of the best in advertising. It lasted from 1967 until his death from cancer in 1983. ■







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GIVING

Volunteers help The Conservancy keep up with its mission to take care of our wildlife

BY BARBARA WILSON
Special to Florida Weekly

As I reflect on the past six months, I realize how fortunate The Conservancy of Southwest Florida's Wildlife Clinic is to have the support of its many volunteers, members and the local community. A few of the kind acts that come to mind involve concerned rescuers who have helped us treat the area's injured, orphaned and sick wildlife.

- Volunteer vet Dr. Tonya Loreman and those at St. Francis Animal Clinic, Dr. Lin and Dr. Nobel, continually help us diagnose and treat injured animals that require care above what we can provide.

- Volunteer tree climber Ian Orlikoff from Signature Tree Care is continually supportive, helping us to re-nest bald eagles and other birds.

- Clinic volunteer Tim Thompson is enlisted for special releases and always goes above and beyond, whether it involves climbing up on ladders, driving to the far

CONSERVANCY Of Southwest Florida

was destroyed by a construction project. The young gator was extremely frightened of people, making our decision to release it very easy. We released it in a remote area of Collier County with fresh water, abundant food and plenty of vegetation where it could hide.

- The volunteer who managed to catch an injured vulture while wearing 3½-inch high heels. When she arrived at the clinic, she looked chic as ever and, as always, had a smile on her face.

Yesterday's produce always wanted

Due to economic pressures, many companies that donated fruit and produce to feed our animals cannot continue to do so at the same rate as in the past. We are always looking for generous grocery stores and farmers markets to offer us these items on a daily basis and need volunteers to pick up and deliver the food.

The clinic is still very busy with baby birds and mammals that require time-intensive care, but many of our summer seasonal volunteers are heading back to college. Specifically, we need volunteer help in the evenings.

The Conservancy of Southwest Florida is supported by private donations and receives no government

funding for its services. As we go through the budgeting process for next year, we estimate that basic food and medication for our wildlife patients costs us \$175-\$200 a day. This does not include expenses such as utilities, supplies and specialty care often needed to provide for these orphaned, sick or injured animals. ■

Barbara Wilson is director of marketing and communications at The Conservancy of Southwest Florida. The nonprofit organization relies on memberships and donations to support its work. The Conservancy Wildlife Clinic treats more than 2,500 injured, sick and orphaned wildlife every year.

If you find an animal in distress or have a question regarding native wildlife, call the clinic at 262-CARE (2273.) If you are interested in volunteering, applications are available online, at the Conservancy Nature Store and at our Upscale Resale Shop at 764 Ninth Street North. For more information about how you can help, visit www.conservancy.org.



COURTESY PHOTOS

Volunteers often help feed and care for the many baby animals that come to The Conservancy Wildlife Clinic.

eastern ends of Collier County for remote releases or paddling a canoe for a release on a rookery island.

- Of course there are our daily volunteers, who never complain about the drudgery of the less glamorous daily tasks that are so critical to caring for our wildlife. Whether it's cleaning cages, doing the laundry, inputting data, feeding a baby animal or transporting an injured one to our clinic, these unsung volunteers always give back with a smile. We would not be able to operate without them.

- The caring citizens who go to great lengths to capture injured animals. One woman waded through chest-high water north of Wiggins Pass State Park to rescue a cormorant in distress. Then she forged the passage again, holding the pet crate above her head, and walked more than a mile to her home where she was able to call the clinic for assistance.

- The homeowner who rescued a foot-long baby alligator from a swimming pool, after its "home" (a canal across the road)

PUZZLE ANSWERS

1	6	2	9	7	8	4	5	3
4	8	5	3	2	6	9	7	1
9	3	7	5	4	1	2	8	6
3	5	8	7	6	9	1	4	2
6	7	4	1	5	2	8	3	9
2	1	9	4	8	3	5	6	7
5	4	6	2	9	7	3	1	8
7	2	3	8	1	5	6	9	4
8	9	1	6	3	4	7	2	5

BEN	AVAST	CAAN	DUMAS					
OLE	SENTA	DIRGE	AGARN					
HOW	CANYOU	OCTET	DORIA					
RICA	DAWSON	INTO	DER					
APSE	WHISTLE	WHILE						
HOSPITAL	LOST	ERIE						
APT	STROM	NED	DRAM					
LALO	ACROBAT	ESTEEMED						
FLESH	SNARL	MAR	SELA					
LOU	TACO	URIS	NEB					
FLOSSES	YOU	RIPTIDE						
BAH	TARA	SHIP	REEN					
ADAM	GIN	OJAYS	MIDST					
RESIDENT	GLACIER	TRIO						
DANA	ORE	APRES	ALB					
SLOE	EARN	SECURITY						
WORKIF	YOU	REA	UPON					
AHA	FERN	FESTER	APES					
GATOR	LOIRE	LIBRARIAN						
ERODE	ENTER	INRED	PTA					
RANDY	TOES	MOODS	EAP					

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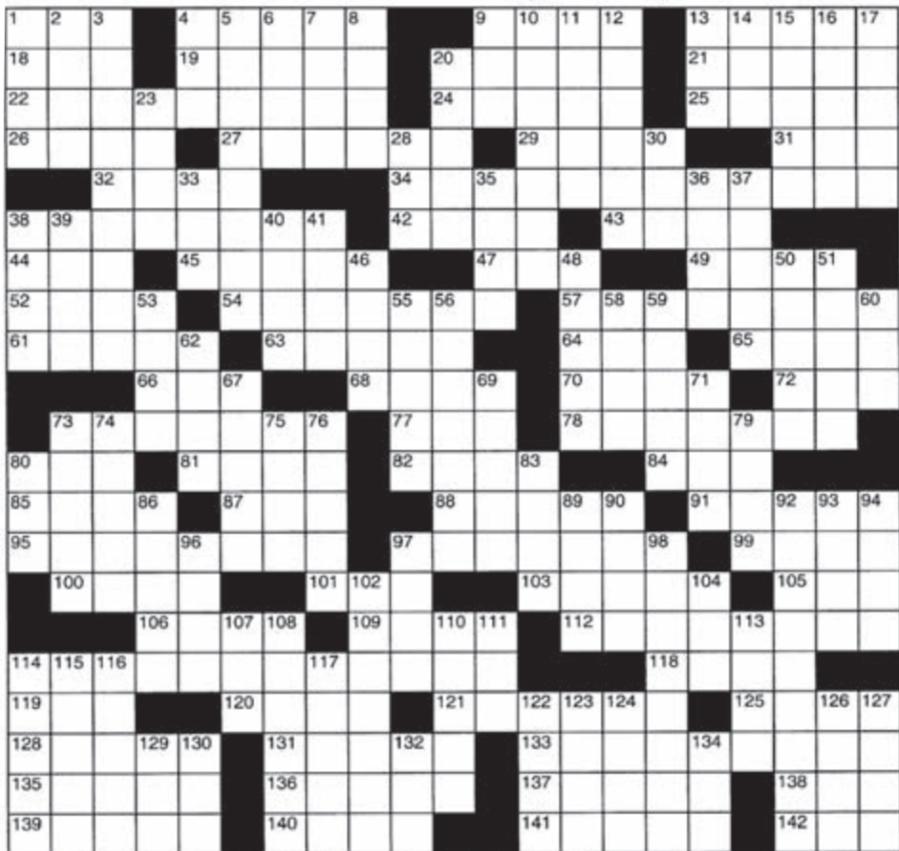
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FLORIDA WEEKLY PUZZLES

SOUNDS TOUGH!



- ACROSS**
- 1 Big —
 - 4 "Stop, sailor!"
 - 9 James of "Misery"
 - 13 Swash-buckling novelist
 - 18 Grand —
 - 19 Actress Berger
 - 20 Mournful music
 - 21 "F Troop" corporal
 - 22 Start of a remark by Milton Berle
 - 24 Mid-size band
 - 25 "Andrea —"
 - 26 Costa —
 - 27 "Family Feud" host
 - 29 Division word
 - 31 Aachen article
 - 32 Basilica feature
 - 34 Part 2 of remark
 - 38 TV's "General —"
 - 42 Like some sheep
 - 43 Part of HOMES
 - 44 Inclined
 - 45 Senator Thurmond
 - 47 "Waking — Devine" ('98 film)
 - 49 Wee serving
 - 52 Composer Schifrin
 - 54 Circus performer
 - 57 Put on a pedestal
 - 61 Soft tissue
 - 63 Tangle
 - 64 Damage
 - 65 Actress Ward
 - 66 Baseball's Boudreau
 - 68 Enchilada alternative
 - 70 "Trinity" author
 - 72 Neighbor of Wyo.
 - 73 Obeys the dentist
 - 77 Part 3 of remark
 - 78 '80s Joe Penny series
 - 80 Crank's comment
 - 81 Skater Lipinski
 - 82 Noun suffix
 - 84 Sundown, to Shelley
 - 85 Actor Arkin
 - 87 See
 - 106 Across
 - 88 "Love Train" group
 - 91 Thick of things
 - 95 Denizen
 - 97 Geological phenomenon
 - 99 The Chipmunks, e.g.
 - 100 Comic Carvey
 - 101 Galena, for one
 - 103 — -ski party
 - 105 Priest's robe
 - 106 With 87
 - Across, type of liqueur
 - 109 Merit
 - 112 — blanket
 - 114 Part 4 of remark
 - 118 Well-informed
 - 119 "So that's your game!"
 - 120 Nonflowering plant
 - 121 "The Addams Family" uncle
 - 125 Does Little work
 - 128 Croc's kin
 - 131 Chateau valley
 - 133 End of remark
 - 135 Wear away
 - 136 Computer key
 - 137 "The Lady —" ('79 film)
 - 138 Child welfare org.
 - 139 Rock's Meisner
 - 140 Stocking stuffers?
 - 141 Dispositions
 - 142 "The Bells" monogram
 - DOWN**
 - 1 Physician Niels
 - 2 "The Time Machine" people
 - 3 English port
 - 4 Simile center
 - 5 Feud
 - 6 Novelist Seton
 - 7 Pack birthplace
 - 8 Homeric characters
 - 9 Pres. Clinton, e.g.
 - 10 Performer
 - 11 Actor's actor?
 - 12 Irritate
 - 13 Rigoletto, to Gilda
 - 14 Actor Tognazzi
 - 15 — Gras
 - 16 Sharon of Israel
 - 17 Trap
 - 20 "Tiny Bubbles" singer
 - 23 Comics' "Andy —"
 - 28 He gives a hoot
 - 30 "— the fields we go . . ."
 - 33 Slangy sib
 - 35 Ain't right?
 - 36 Extensive
 - 37 Toast start
 - 38 Grapefruit serving
 - 39 October birthstone
 - 40 Curved lines
 - 41 Forsaken
 - 46 Ditch under a draw-bridge
 - 48 Object
 - 50 Change for the better
 - 51 Brawl
 - 53 Sonja Henie's birthplace
 - 55 Acts like an ass?
 - 56 Spirits
 - 58 Amritsar attire
 - 59 Nonsense
 - 60 Smidgen
 - 62 Throw a party
 - 67 Custom
 - 69 Message board?
 - 71 Goblet part
 - 73 Lost luster
 - 74 — apso
 - 75 Gray or Moran
 - 76 — Domingo
 - 79 "What's — for me?"
 - 80 Candy quantity
 - 83 Spotted rodent
 - 86 Belarusian city
 - 89 Puppy protests
 - 90 Withered
 - 92 Downspout
 - 93 Bank deposit?
 - 94 "Twelfth Night" role
 - 96 Spanish surrealist
 - 97 Equipment
 - 98 Happened again
 - 102 Heal a rift
 - 104 Eat in the evening
 - 107 Right — the bat
 - 108 A hole near the sole
 - 110 Allude (to)
 - 111 Dundee denial
 - 113 Loud laugh
 - 114 Bet
 - 115 "Pal Joey" author
 - 116 Boca —, FL
 - 117 Maine town
 - 122 Willow
 - 123 Baseball's Martinez
 - 124 Spanish river
 - 126 "I could — horse!"
 - 127 Break suddenly
 - 129 Eccentric
 - 130 Curious George's creator
 - 132 Musical syllables
 - 134 Pitches

SEE ANSWERS, C9

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HOROSCOPES

LEO (July 23 to August 22) Your pride could get in the way of admitting you might have erred. Best to 'fess up now before a small mistake turns into a big misunderstanding. Make the weekend a special family time.

VIRGO (August 23 to September 22) Trying to please someone with a less-than-glowing opinion of something you value could be a waste of time. If you like it, stay with it. The week's end brings an answer to an old mystery.

LIBRA (September 23 to October 22) There might be time to make a change. But be honest with yourself: Is it what you really want, or one you feel pressured into making? Your answer should determine your next move.

SCORPIO (October 23 to November 21) Change is dominant, but so is caution: Proceed carefully, checking each step along the way to avoid encountering any unwelcome surprises that might be lurking along your path.

SAGITTARIUS (November 22 to December 21) It could be a mistake to rely on someone to keep his or her promise without checking out previous performances. What you learn now could save you from a painful lesson later.

CAPRICORN (December 22 to January 19) Taking a strong stand on an issue you feel is too important to ignore could inspire others to follow suit. The weekend is a good time to socialize with old friends and make new ones.

AQUARIUS (January 20 to

February 18) Your sensitive nature gives you an insight into the problems of someone close to you. Your offer of support could be just what this person needs to start turning his or her life around.

PISCES (February 19 to March 20) Financial matters continue to need even more careful analysis than usual. Use caution with investment possibilities. A personal relationship might take an unexpected turn by the week's end.

ARIES (March 21 to April 19) Dealing with a difficult person can be the kind of challenge you Aries Lambs love. Or it could be an energy-draining exercise in futility. Be certain your goals are worth your efforts.

TAURUS (April 20 to May 20) The Divine Bovine might be seeing red at having your crisis-resolution efforts overlooked. But others know the truth, and they can be expected to step forward when the time comes.

GEMINI (May 21 to June 20) You should be well on your way to finally making that important decision. Having the support of loved ones will help when crunch time comes. Keep a positive attitude.

CANCER (June 21 to July 22) Feeling uneasy about a move might not mean you're having a case of Cancerian wavering. It could be your inner sense is warning you to reassess your situation before taking action.

BORN THIS WEEK: You appreciate the wonders of the world and enjoy sharing your delight with others.

By Linda Thistle



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Place a number in the empty boxes in such a way that each row across, each column down and each small 9-box square contains all of the numbers from one to nine.

★ Moderate ★★ Challenging ★★★ Expert

SEE ANSWERS, C9

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★★
Is it worth \$10? No

"The Ugly Truth" is an example of how not to make a romantic comedy. There's not one line, scene, sequence or circumstance that isn't straight out of the traditional rom-com playbook, which makes the movie so unoriginal you'll feel like you've seen it hundreds of times before. That's because you have.

As a general rule, the romantic comedy formula goes as follows: Two people meet, hate one another, are forced to spend time together (usually in montage), realize they're meant to be together, are artificially torn apart, then enjoy a happily-ever-after finale. The problem isn't that "The Ugly Truth" follows the formula so closely, it's that the jokes are predictable, the leads lack chemistry and much of the humor feels forced.

Control-freak TV news producer Abby (Katherine Heigl, "Knocked Up") runs her morning program with precision. Fair enough. But she also approaches her love life the same way, including having a list of 10 "necessary attributes" her male suitors must possess. With TV ratings sagging, Abby clearly needs personal and professional help.

Enter Mike (Gerard Butler, "300"), a chauvinist pig, to do a segment called "The Ugly Truth." In it Mike discusses all the mistakes women make in relationships, and is brutally honest in doing so. Some of the "truths" are bogus (that men stop evolving at toilet training) while others have validity (that women shouldn't talk about their problems on a date, because men really don't care, though they may pretend to if it'll help get them laid), but all serve the function of allowing Abby to hate Mike.

They must work together, though, and they don't see eye-to-eye until Mike helps her romance a hottie doctor (Eric Winter) who lives next door. This is where they spend time together, fall in love, etc., all leading to the long-awaited, couldn't-come-soon-enough, please-dear-lord-let-it-get-here-already finale.

In fairness, there are a few laughs to



be had. Cheryl Hines and John Michael Higgins are fine as the news anchors, and Bree Turner and Nick Searcy do some nice supporting work as Abby's assistant and the station manager, respectively. But far too often the comedy feels forced and too unrealistic, as it does at the baseball game and the Jell-O wrestling scene. Even the vibrating underwear sequence, which is a blatant rip-off of "When Harry Met Sally," feels contrived, though Ms. Heigl makes it work.

There's a way to be funny and amusing while telling a predictable story, but that's not what director Robert Luketic ("Legally Blonde") has done here. Instead, he's taken a lame script and infused it with no life or energy. And that's "The Ugly Truth" about this movie. (I know, lame ending for the review. But appropriate given the quality of the movie, no?) ■

Dan Hudak is the chairman of the Florida Film Critics Circle and a nationally syndicated film critic. You can e-mail him at dan@hudakonhollywood.com and read more of his work at www.hudakonhollywood.com.

Did you know?

>>Katherine Heigl loved verbally jousting with Gerard Butler. "Gerry and I found that fast-paced, sparring dialogue so much fun. Even in your regular life, if you're out with another couple and they've got that great witty thing going, it's the most entertaining thing to be a part of."

CAPSULES

REVIEWED BY DAN HUDAK
www.hudakonhollywood.com

'Humpday' ★★

(Mark Duplass, Joshua Leonard, Alycia Delmore) Two lifelong (and heterosexual) guy pals (Duplass and Leonard) plan to make a gay porno in the name of art. The idea is to explore what happens when straight guys attempt have sex, and to an extent the script succeeds in exposing homoerotic fear and awkwardness. But the tone of the film is constantly off — the subject matter is good for either an introspective drama or silly comedy, not an unbalanced combination of both. Rated R.

'Harry Potter and the Half-Blood Prince' ★★★★★

(Daniel Radcliffe, Emma Watson, Michael Gambon) Harry Potter (Radcliffe) views Dumbledore's (Gambon) memories and

needs the help of the new potions professor (Jim Broadbent) in the sixth film of author J.K. Rowling's celebrated series. It's funny, moving, dramatic and fun, and visually quite a treat to watch. But it's also long and tedious at 153 minutes, and young children will likely get restless. Rated PG.

'Afghan Star' ★★★★★

(Setara Hussainzada, Lima Sahar, Rafi Naabzada) This fascinating documentary follows four finalists on an "American Idol"-style show in Afghanistan. Two of the contestants are women and all four are from a different area of the country, which allows the film to explore Afghanistan's cultural divides, all of which are united by national hysteria for the contestants. Producer/director Havana Markings' film is informative and entertaining, as all documentaries should be. Not Rated: Some adult content, but generally mild. ■

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Orchid society will hear from expert

The Southwest Florida Orchid Society will hold its monthly meeting Monday evening, Aug. 10, at the Rutenberg Eco Living Center at Rutenberg Park, 6490 South Point Blvd., Fort Myers.

Guest speaker Dan Christensen of Dan & Margie's Orchids in Fort Lauderdale

will discuss "A Common Sense Approach to Growing Orchids." Doors open at 7 p.m. for a Q&A session on orchid fundamentals; Mr. Christensen's program begins at 7:30 p.m.

For more information, call Carol Warrell at 561-0587 or visit www.swfos.org.

New Chess Club says it's your move

The newly formed Southwest Florida Chess Club invites players of all ages and abilities to gather at Books-A-Million at Mercato from 1:30-5 p.m. on Saturdays.

Club founder Greg Gordon says

USCF members and non-members are welcome, as are novice, intermediate and expert players, for casual and tournament play. For more information, call Mr. Gordon at 898-0458 or e-mail swflchess@yahoo.com.

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Sweet Art Gallery exhibit goes to the dogs

“Dog Day Afternoon,” an exhibit celebrating pets and people, opens at Sweet Art Gallery with a reception from 6-9 p.m. Friday, Aug. 7. Canine treats from Woof Gang Bakery and adoptable dogs from Animal Oasis will be available. Donations will be collected for local shelters.

The exhibit’s featured artist is Elizabeth Harrison, a Naples psychotherapist who says she used art as a “therapeutic hobby” while raising three sons and working as a partner with her husband at Accord Psychological Inc. “Of late,” she says, “time is more free to fulfill my dream of daily splashing color on canvas with no rules except what I see, hear and feel. My insatiable curiosity and need for variety keeps me exploring various styles, techniques, mediums, color and light.”

Other “Dog Day Afternoon” exhibitors include Sweet Art Gallery artists Bea Andrews, Ericka Basile, Winola Cohill, Devon Foley, Minna Nix, Carole Siegel and Tammra Sigler. The exhibit will hang through Aug. 31.

Sweet Art Gallery is at 2054 Trade Center Way, North Naples. For more information, call 597-2110, visit www.thesweetartgallery.com or e-mail sweetartgallery@aol.com. ■



Our Place, by Elizabeth Harrison

COURTESY PHOTO



Cora, by Tammra Sigler

COURTESY PHOTO



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North Collier park hosts art exhibit

Works by Naples artist Elizabeth Smith are on display in the exhibition hall gallery at North Collier Regional Park through the month of August. The exhibit is a collaborative partnership between the United Arts Council of Collier County and park management.

Livingston Road. The art exhibit is in the exhibition hall behind the water park. Admission is free. Call 254-4060 for hours.

Pieces from Ms. Smith's assemblages collection — found objects from nature artfully arranged in decorated boxes — make up the park exhibit. "These are perfect for the park venue," Elaine Hamilton, UAC executive director, says about the artist's unique work that "perfectly captures the beauty of nature."

North Collier Regional Park is at 15000



COURTESY PHOTO

Sentinel, from Elizabeth Smith's assemblages collection.

The UAC is designated by the state of Florida as the official local arts agency for Collier County. The nonprofit agency promotes arts and culture in the area and coordinates a consolidated online arts calendar at www.collierarts.com.

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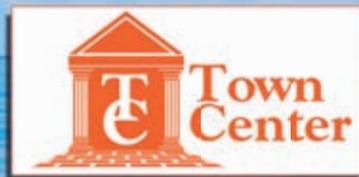
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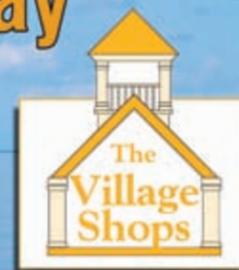
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MILLIE

From page 1

“The decision to perform both the original and teen versions of the musical this season was an easy one,” says Megan McCombs, KidzAct director. “KidzAct has trained generations of new performers for The Naples Players, while TNP volunteer casts and crews pass on their love of theater to their children through KidzAct. It’s like having a farm system in baseball.” ■



COURTESY PHOTO

KidzAct ensemble members, from left, Ricci Prioletti, Dustin Schlairet (in rear), Chris Campbell and Bianca Prioletti get ready to strut their stuff in the toe-tapping, teen version of “Thoroughly Modern Millie.”

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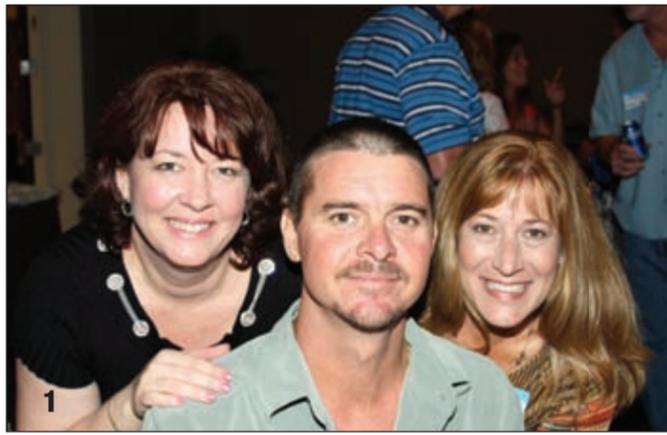
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5. Denise Wong and Rod Rodrigues
6. Phillippa Reid, Don and April Garrett
7. Gail Stevens Tippet, Donna Atwood-Manobianco, Michele Waters and Yvett Yaklick Kiss
8. Kevin Bee and Jennifer Abrams

PEGGY FARREN / FLORIDA WEEKLY

FLORIDA WEEKLY
YOUR NEWS AND ENTERTAINMENT SOURCE



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italian inspired

napa valley influenced

italian inspired



complimentary Olio signature iced tea
with a purchase of a lunch entrée

Please present coupon to server when seated. Taxes & gratuities are not included. Not to be combined with any other coupon or offer. Not valid on catering business. Restrictions may apply. FLWK73009

2 breakfast or 2 lunch entrée
for the price of one

discounted entrée is of equal or lesser value
Please present coupon to server when seated. Taxes & gratuities are not included. Not to be combined with any other coupon or offer. Not valid on catering business. Restrictions may apply. FLWK73009

pizzette & chop salad
lunch combination for one \$15

Please present coupon to server when seated. Taxes & gratuities are not included. Not to be combined with any other coupon or offer. Not valid on catering business. Restrictions may apply. FLWK73009




1500 Fifth Avenue South, Naples | **For Reservations call 239.530.5110** | olioonthebay.com

PAST REPASTS

Here are some capsule summaries of previous reviews:

Charlie Chiang's, 12200 Tamiami Trail North, Naples; 593-6688

With a stylish dining room, well-rounded wine list (including 42 selections by the glass) and a sampling of Thai, Japanese and Vietnamese fare, Charlie Chiang's isn't your typical Chinese restaurant. Chiang's kitchen seems equally adept at all of the cuisines it turns out. From the sushi offerings, the Mango Tango was a showy and substantive roll, consisting of crab meat, cream cheese, masago and cucumber topped with chopped teriyaki tuna, fresh mango and avocado. Both the miso and hot and sour soups were worthy renditions. Entrees of shiny slippery shrimp (tempura shrimp in a garlicky vinegar-srirachi sauce), moo shu with veggies and broccoli in garlic sauce were all colorful, well seasoned and properly cooked. Full bar.

Food: ★★★★★ Service: ★★★
Atmosphere: ★★★

Escargot 41, 4339 Tamiami Trail North, Naples; 793-5000

Naples is blessed with several excellent French restaurants, but Escargot 41 is one of the best. Never mind that it's tucked into the corner of the nondescript Park Shore Shopping Center. Step inside and it's as if you've traveled to a well-to-do Parisian bistro with food and service to match. Chef Patrick Fevrier is a master of French cuisine, while his wife, Jackie, is a gracious hostess. Choose from several



KAREN FELDMAN / FLORIDA WEEKLY

Yellowtail snapper, a nightly special at Escargot 41, shines in a simple but elegant lemon on butter and caper sauce.

escargot dishes (I liked Peter's Fricassee 41). The salmon cured in sea salt, coated in coffee and smoked, is superb. There's no cloyingly sweet duck here. Fevrier's version is rubbed in garlic salt, roasted until the skin is just lightly crisp and the flesh still moist, then finished with a savory plum port wine sauce. For dessert, an ethereal raspberry soufflé was worth every calorie. Beer and wine served. (The wine list is exceptional even for a much larger establishment.)

Food: ★★★★★ Service: ★★★★★
Atmosphere: ★★★★★½

Noodles Italian Café and Sushi Bar, Mission Square Plaza, 1585 Pine Ridge Road; 592-0050

Pasta and sushi just doesn't seem a natural combination to me, but Noodles makes it work, offering upscale Italian fare, first-class sushi and a handful of low-carb options served by an able staff in a swanky club setting. Items

sert, one wedge of light, creamy Key lime pie was plenty for two. Full bar.

Food: ★★★★★ Service: ★★★★★
Atmosphere: ★★★★★

Truluck's, 698 Fourth Ave. South, Naples; 530-3131

It may be a crab house, but Truluck's has the look and feel of an upscale supper club, with service to match. The tuna tartare tower looks like a seafood version of a trifle, with layers of tuna, crab, tomato, avocado and pineapple drizzled with a citrus soy reduction. This appetizer is worth the trip alone. Miso-glazed barramundi was a white, flaky and mild fish, enhanced by crab fried rice and a generous topping of julienned vegetables. The Nigerian shrimp were enormous, as billed, but not as flavorful or tender as the gulf variety. Plan to share one of the massive

desserts. The white cake with almond-studded cream cheese icing served with crème anglaise and raspberry puree made for a satisfying finish. Full bar.

Food: ★★★★★ Service: ★★★★★
Atmosphere: ★★★★★½



The Paisano roll with fried snapper, smoked salmon and avocado, is one of many sushi roll options on the Noodles' menu.

Slow-roasted lamb shanks are tender and moist, accompanied by their natural juices, herbs and vegetables.



from both East and West were excellent, including a nightly special of grilled shrimp and the whimsically named Paisano roll (fried snapper, scallions and cucumber topped with smoked salmon, avocado, sesame and sweet sauce). The lamb shanks were tender and delicious, served with natural juices enhanced by a bit of wine, garlic, rosemary, bay leaves and celery over house-made fettuccine. The cioppino featured a fresh mix of seafood also served over pasta. For des-

Key to ratings

★★★★★ Superb	★★ Fair
★★★★ Noteworthy	★ Poor
★★★ Good	



RELAX RECONNECT CELEBRATE ENJOY

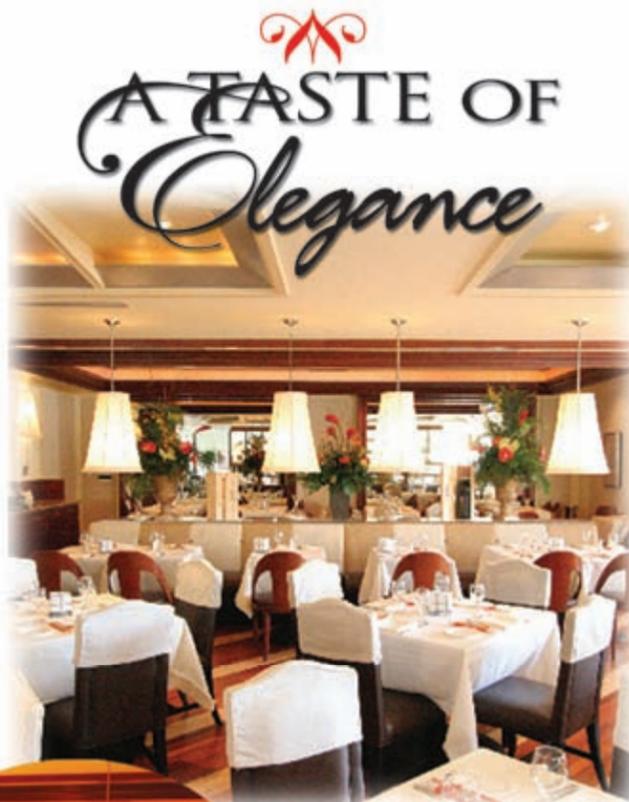
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Brunch à la carte with Live Jazz
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The Bay House
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Stu Shelton and Patricia Dean Jazz Duo every Wednesday - Saturday and Sunday Brunch

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Dinner served nightly 5-9pm • Tavern Menu 5-9pm • Sunday Brunch 10:30-3pm
799 Walkerbilt Road in North Naples, just off of US 41/Tamiami Trail



\$19 prix fixe menu
(5pm to 6:30pm)

\$24 prix fixe menu
(5pm to 6:30pm)



Sunday only Closed

300 Fifth Ave. South, Naples, FL 34102
239 262 4044

www.bicenaples.com

FLORIDA WEEKLY CUISINE

Bay House melds old Florida feel with up-to-date food, service



karenFELDMAN
cuisine@floridaweekly.com

The Cocohatchee doesn't look like much to motorists ripping over it at 55 mph on U.S. 41. But there's a prime spot just blocks from that busy thoroughfare at which the mangrove-lined river reveals itself to be scenic and oh-so-tranquil.

That view can be had from within the comfortable confines of Bay House's dining room, where it's not just the scenery that's worth the trip.

Visually, Bay House is a throwback to the late '80s, when Tom and Martha Jennings built the sprawling boathouse-like structure on an unspoiled piece of land just a few hundred feet from U.S. 41 physically, but with a feel that's miles away. Bud and Thelma Negley bought the restaurant in 2007 and have kept that old-school ambience.

Well-tended wooden boats hang from the ceilings, scones look like old-style nautical lanterns, and the works of well-known local artists Clyde Butcher and Jonathan Green grace the wood-paneled walls. On the sides of the restaurant facing the river, nothing impedes the view of mullet leaping about and egrets and herons fishing for their dinners.

All that wood does make for a somewhat dark dining room, but with virtually all of the tables positioned for a river view, it's cozy rather than oppressive. On the night of our visit, live music from the relatively well-populated bar brightened the mood as well.

The management at Bay House does not adhere to the theory that a water view excuses them from offering high-quality food and service. The menu features fresh ingredients, including some local seafood, to which Chef Thomas Donohoe adds the lively flavors of South Carolina's Low Country. And then there's the service, which was exceptional throughout our meal.

Bay House has a full bar and a wine list that earned it a spot on the well-respected Award of Excellence list in the current issue of Wine Spectator. I particularly liked that there were several excellent choices available by the half-bottle. We tried one of these, the Honig Cabernet Sauvignon 2006, a lovely wine with ripe red fruit mingled with spice



Sockeye salmon is paired with a tarragon red wine sauce and served with wild mushrooms and broccolini. Below, showcasing the Low Country cooking of South Carolina and coastal Georgia, Bay House serves crawfish cakes with Georgia peaches and spicy tartar sauce.

and vanilla.

Our server delivered amuse bouche of sweet heirloom tomatoes atop crisp squares of bread and flavored with just a touch of creamy seasoned mayonnaise.

An appetizer of basil-grilled Gulf shrimp atop micro greens and lightly dressed with soy, sesame oil and sea salt, was as delicious as it was lovely, the shrimp present with heads intact. The nightly appetizer special of crawfish cakes with Georgia peaches and spicy tartar sauce was also well executed, the cakes nicely fried and seasoned. The sweet peaches and spicy sauce added contrasting yet harmonious notes.

Although Bay House does serve meat, seafood is the star here. Both entrees — sautéed scallops with poached shrimp, beet risotto and a chive and horseradish beurre monte, and sockeye salmon with tarragon red wine sauce — showcase the chef's understanding of seafood and how to

present it as its best. All were perfectly cooked, the sauces well seasoned but mild enough not to upstage the entrees. Broccolini and wild mushrooms accompanied the salmon, and the creamy risotto held chunks of golden beets that looked lovely with the green butter sauce.

For dessert, a Key lime tart with Cruzan rum whipped cream had a rich filling, but the crust was too tough to cut. More successful were the cinnamon-dusted churros, ridged stick-shaped doughnuts, served with cups of fleur de sel caramel sauce and cayenne fudge sauce. Both sauces were unusual and tasty, the salt adding crunch and contrast to the sweet caramel, the cayenne lending a slight after burn to the chocolate.

Throughout the meal, we watched the show that passed by the large window next to our table. A blue heron perched on the mangroves for a time before swooping into the water to scoop up dinner. Egrets, an occasion-



if you go

The Bay House
799 Walkerbilt Road;
591-3837

Ratings:
Food: ★★★★★½
Service: ★★★★★
Atmosphere: ★★★★★

>>Hours: 5-9 p.m. daily, Sunday brunch 10:30 a.m.-3 p.m.
>>Reservations: Accepted
>>Credit cards: Major cards accepted.
>>Price range: Appetizers, \$7-\$14; entrees, \$24-\$38
>>Beverages: Full bar with extensive wine list
>>Seating: Conventional tables in large dining room or smaller side rooms or in the bar
>>Specialties of the house: Provençal fish soup, tropicale caprese salad, basil-grilled gulf shrimp, sautéed scallops and shrimp, slow-roasted salmon, pan-seared Florida grouper, pan-roasted Bell & Evans chicken, mint and garlic-grilled lamb loin
Volume: Low to moderate
>>Parking: Free lot
>>Etc.: Bay House offers a seasonal three-course tasting menu for \$29; add wine for \$20.
>>Web site: www.bayhousenaples.com

al pelican and other birds, some too distant to identify, did the same. A sight-seeing boat chugged by, heading out at the start of our meal and back to port toward the end.

It was a peaceful and restorative evening, in large part because of our server, who was the best I've encountered in recent memory. Granted, it was a slow night, but that's not a guarantee of good service. He missed nothing, right down to the fact that my appetizer had been delivered (by a server's assistant) without the requisite peaches. He quickly returned with a plate of the sweet, sliced fruit, which proved an important element in the dish's makeup. He was friendly and well informed, vigilant and thoughtful.

It was clear that the front of the house is as intent as the kitchen on creating a memorable experience for customers; the manager stopped by each table at least twice to check on how dinners were progressing.

Bay House might be off the beaten path, but it's not too far off. In fact, it's just enough to allow diners to leave the fast lane for a couple of hours and savor genteel dining, excellent food and a front seat to nature's never-ending show. ■

diningCALENDAR

*** Thursday, July 30, 6 p.m.,** Whole Foods: Instructor Micah West kicks off a four-week Precision Nutrition seminar with the focus on meal frequency, proteins, vegetables, fruits, fats, starches and grains (upcoming classes are as follows: Aug. 6, beverages, whole foods, cheat meals, planning and variety; Aug. 13, shopping, reading food labels and understanding terms; Aug. 20, supplements and biochemical individuality); \$99, 9101 Strada Place; 552-5100. Advance registration and payment required.

*** Saturday, Aug. 1, 7:30-11:30 a.m.,** Third Street South: The weekly farmer's market features local farmers, artisans, chefs and fishmongers selling a variety of goods; Third Street South and Gordon Drive; 434-6533.

*** Saturday, Aug. 1, 3-5 p.m.,** Naples Tomato: Learn how to make mozzarella cheese while sampling cheese and wine; \$35, 14700 Tamiami Trail N.; 598-9800. Reservations required.

*** Tuesday, Aug. 4, 6:30 p.m.,** Roy's: Roy's Island Hop Celebration features five courses that highlight foods from various Hawaiian islands; \$85; 475 Bayfront Place, Naples, and 26831 South Bay Drive, Bonita Springs. Call 261-1416 in Naples, 498-7697 in Bonita Springs.

*** Saturday, Aug. 8, 7:30-11:30 a.m.,** Third Street South: The weekly farmer's market features local farmers, artisans, chefs and fishmongers selling a variety of goods; Third Street South and Gordon Drive; 434-6533.

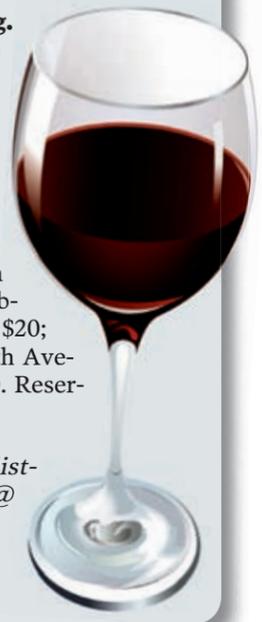
*** Saturday, Aug. 8, 3-5 p.m.,** Naples Tomato: Learn how to make mozzarella cheese while sampling cheese and wine; \$35, 14700 Tamiami Trail N.; 598-9800. Reservations required.

*** Saturday, Aug. 15, 10 a.m.,** Ridgeway Bar & Grill: Chef/owner Tony Ridgeway leads a class with an egg theme. Learn how to make Anglaise, custard, Hollandaise, Béarnaise, proper poaching, how to make omelets and bake chocolate tarts; \$20; Third Street and 13th Avenue South; 262-5500. Reservations required.

*** Saturday, Aug. 15, 3-5 p.m.,** Naples Tomato: Learn how to make mozzarella cheese while sampling cheese and wine; \$35, 14700 Tamiami Trail N.; 598-9800. Reservations required.

*** Saturday, Aug. 29, 10 a.m.,** Ridgeway Bar & Grill: Chef/owner Tony Ridgeway leads a class on soups, during which students will learn how to make 30-minute New England clam chowder and crab-and-corn chowder; \$20; Third Street and 13th Avenue South; 262-5500. Reservations required. ■

Submit event listings to Cuisine@floridaweekly.com.





**7 Unit Condo On Canal
Direct Access**

Pre construction Mariner's Palm Harbor. Will be 7 Units over Parking. South end of marco - slip's available.

802NA51982 \$2,217,900



**New Boating Condo
Direct Gulf Access**

Building design is fantastic 3 Bed 3 1/2 Bath Under construction. Boat slip available-mins to Gulf South end of Island.

802NA08843 \$1,631,000



**New Construction
5 Bedroom Estate**

Palatial Estate - Two Pools - 5 Total Garage Spaces - 8 Total bedrooms - Custom tile flooring throughout.

802NA07703 \$1,329,000



New Construction

Pre construction Mixed use...only 9 condos...great location across the beach from the new Marriott Stainless appliances

802NA14988 \$944,000



**New Construction
1 Block To Beach**

Pre construction new 9 unit condo. Several floor plans from the low 900's. Stainless steel appliances - walk to the beach

802NA15000 \$936,000



**Marco Island
One Block To Beach**

Pre construction Several floor plans from the low 900's . Volume ceilings-Stainless steel appliances-One block to beach

802NA14984 \$927,000



**Oasis In Paradise
5 Bed + Den - 4 Bath**

This lovely home sits on beautifully manicured property of 4.78 acres that includes 2 ponds.

802NA36451 \$679,900



**Three Bedroom Home
With Dock**

Charming 3 Bed 1 1/2 Bath Home in Everglades City with 25 Ft Dock leased from City.

802NA14662 \$525,000



**Beautiful Canal Front
Gulf Access**

Great canal front 4 BR.3.5 BA home near end of cul-de-sac 15 minutes from Gulf of Mexico and Lovers Key. 3 story home

802NA25727 \$499,900



**Great Golfing Community
Napa Ridge**

Model like home situated in cul-de-sac location with your own private side yard. Many architectural features.

802NA03840 \$415,000



**Naples Florida
Investment Property**

Investment property with 3 houses on property that county says can be divided into separate 3 lots. Located at Southwest

802NA31351 \$399,000



**Hemingway Cabin
On Private Island**

2 Bed 2 bath beautifully decorated cabin on 4.2 Acre Island in the Fishing Capital of Florida. Private Ferry to Island.

802NA17808 \$399,000



**Bayfront Place
1bed+den condo**

Turnkey, 3 balconies w/ awesome views on top floor. Downtown Naples.

802NA03517 \$399,000



Two Story Beauty

RARE FORECLOSURE IN LELY! This property is located in beautiful Lely Resort which has been rated as one of the best comm

802NA20964 \$354,900



Vineyards At It's Best

Ground floor end unit, 2 bed plus den. Large Eat in kitchen with island. Private back yard and great Florida living !

802NA17986 \$329,900



**Wonderful 2 Story Home
On 2.72 Acres**

This home is a must see. The main home is upstairs with a mother-in-law appt. downstairs. It has two separate air conduit

802NA30621 \$299,990



Fort Myers Beach Condo

Deeded Boat Slip included! Townhouse style condo on 3rd floor, 2 screened lanai's, assigned under building parking, new

802NA25389 \$299,900



**2 Story 5/5/3 Car Garage
Bank Owned**

gated community, golf course views, open lanai, No appliances, kitchen has center island wood cabinets, walk in his and her

802NA24785 \$294,900



**Beautiful 2-2 Plus Den
End Unit**

Serene views of lake and 7th green. Being sold furnished, if need be. Gorgeous clubhouse, tennis courts and exercise rm

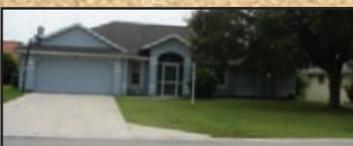
802NA34578 \$289,900



**Golden Gate Estates
1 1/4 Acres**

3 bed 2 Bath home with pool, extra large lanai. One 30' by 60' out building 17' to eaves 3 roll up 14' X 12' doors.

802NA19122 \$275,000



**Beautiful Home
In Quail Crossing**

Great family home, split plan, family room, pool bath, screened porch, cathedral ceilings, walking closets in every room,

802NA25246 \$270,000



Bank Owned Gulf Access

Wonderful home in Cape Coral. Bank owned, being sold as is with right to inspect. 4 bedroom, 2 bath home with pool

802NA22244 \$265,905



**Private Heated Pool / Spa
On Preserve**

Like new 3/2/2 overlooking preserve. Upgraded stainless steel appliances.

802NA10010 \$250,000



Beautiful Home

2 bed plus room that can be converted to a 3rd bedroom by adding 1 wall, 209 deep and 380 frontage

802NA24393 \$249,900



Charming 2 Story Home

2 Bed 1 bath upstairs - Office 1/2 bath and work shop on ground floor. Front and back garage doors for easy access.

802NA13893 \$215,000



Tuscany Cove

3 bedroom 2 bath 2 car garage - almost new home overlooking a private preserve, community pool and tennis.

802NA03439 \$205,000



**3 Bedroom 2 Bath
Carport Condo**

Water and golf course view with morning coffee. Close to down town Naples and major shopping. Clubhouse - pool etc !!

802NA21636 \$179,000



Lakefront Condo

Established Assn - 2 bed, 2 bath, carport 2 pools and clubhouse. Lighted tennis and shuffleboard court/priced to sell !

802NA13754 \$159,900



Gulf Access

This charming home is located in the boating community of Henderson Creek Park, which has direct access to the Gulf .

802NA24291 \$149,999



Over Looking The 17th Tee

Spacious 2 Bed 2 Bath on the Golf Course - oversized Lanai - many up-grades. New AC / Hurricane Shutters Must See

802NA37262 \$130,000



**Golden Gate Estates
3 plus Den**

As is with right to inspect. Beautiful country home with new paint interior, stainless steel appliances

802NA18132 \$124,900



**Golden Gate Estates
2.50 Acres**

This house is in good condition, has 3 bedrooms, 2 baths, two car garage. Tile floors, under truss lanai fruit trees.

802NA33623 \$120,000



**Golden Gate Estates
Great Price**

Potential Short Sale, spacious 3 bedrooms, 2 bath, 2 car garage, tile throughout, vaulted ceilings. 2,020 sq under air

802NA46224 \$119,000



**2/2 End Unit Condo
Great Location**

Furnished - very convenient location - close to shopping. Vacant-good size lanai. Exterior newer paint and roof. Must see

802NA45829 \$119,000



Fenced Home

Foreclosure, 3/2 fenced home, large living area and huge back yard.

802NA10011 \$94,900



Golden Gate Estates

Foreclosure- Light and bright 3 bed 2 bath concrete block home available. Here is your chance to own a quality home

802NA22647 \$82,900



**Large Spacious Home
Short Sale**

What a view! 4/2/2 with long lake view, a little TLC makes this a great deal.-

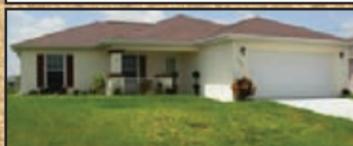
802NA45562 \$73,900



**Short Sale
3/2/2 Pool Home**

Tile throughout , priced to sell , we are working with professional mitigator, confident we can get bank approval.

802NA25225 \$63,234



Priced to Sell

Nice 3/2/2 in Cape Coral - eat in kitchen nice yard and priced for sell today !

802NA24760 \$50,000



Foreclosure Priced Right

Cute 3 bed 2 bath home situated on a cleared, gated and fenced .50 acre lot. Recently remodeled with tile floors.

802NA46206 \$40,000