A not at all comprehensive survey of some of the best original rock ’n’ roll coming out of South Florida, where to hear it, and discover more of it.

Naples man lobbies for a new national holiday

BY LINDSEY NESMITH

Naples resident and former political reporter Dale Dungan Pullen has two aims: 1) to make Constitution Day a national holiday and 2) to help teachers comply with the little-known federal law that they should teach students about the revered document on that day.

Constitution Day is normally observed on Sept. 17, the day in 1787 that delegates to the Constitutional Convention signed the document in Philadelphia. This year, the country commemorates the ratification on Friday, Sept. 16.

Mr. Pullen’s book, “Constitution Day,”...
In a contentious election year, highly experienced professionals in business, law, medicine, education, the sciences or even public service discover they have little sway.

Instead, it’s those self-righteous gutter snipes, those spiritual sculptors of history in a moment’s making that have the power— the damn media.

What they report and how they report it — the writers and editors, the photographers and artists — carries gravity and influence far beyond the measure of the men and women themselves, it seems.

Maybe that’s why so many people blame “the media” for helping to create presidential candidates who are given too much or too little ink or airtime. Who are questioned too much (“it’s because she’s a woman”) or too little (“it’s because he’s entertaining, and people don’t care if he lies”).

Who are given voice only because “the media” is too liberal, or “the media” is too conservative, lazy or uninformed.

As a term, “media” is a fat, flab-bottoned freighter. It can hold everything from the weekly shopper, to Facebook prom posts, to the stories and analyses of traditional newspapers, thoughtfully produced journals or on-air shows, and even fits like Florida Weekly, which leave the nitty-gritty reporting of cop, sports and local-government events to the dailies and television in favor of news analysis, in-depth news, food, arts, business and opinion reporting.

The traditional news media, as I’m describing it, keeps giving everybody his or her say — on the left, the right, the middle, the top and the bottom.

Here in Florida Weekly’s opinion pages, for example, you can read a real right-wing didact like Rich Lowry (a smart one, though).

Or you can read me or Leslie Lilly, as you’re doing now in my case. This clearly demonstrates that traditional media is even willing to give lunatics a say. (“Roger Williams, the voice of the lunatic fringe.”)

When people say, “Why doesn’t the media do more positive news — more stories that show how decent and brave and kind and hard-working the American people are?” — they’ve failed to understand news.

It happened last week to Howard Schulz, the well-intentioned CEO of the Starbucks Corp. Starbucks will now introduce podcasts in its coffee shops meant to counter the “dark cloud” created by “the media” has traditional media is working beautifully, that’s very sweet and delightfully caffeine’d.

But traditional news reporters by obligation and duty must never distinguish “positive” from “negative” news.

That the American people are fundamentally decent, loyal and hard-working is not news — not to them and not to anybody else. We all know that.

Such reporters and editors insist on only one important thing, and in as much depth and nuance as time and space allow: What happened. Good reporters are never willing to report it.

They have no power, reporters believe. The news might be sweet, amusing, worrisome, disturbing, instructive or entertaining, uplifting, tragic, joyful or inexplicably odd — it might or might not be “love thy neighbor” news — but it gets reported only because reporters and their editors figure it could be of service or interest to people, and therefore people should know.

Good news, for example, could be something like this: The U.S. Sugar Corp, Flori-da Crystals and the King Ranch announced jointly today they will save the Everglades for the American people by donating 300,000 acres of their land surrounding Lake Okeechobee to the state of Florida for wetland restoration and water storage.

Bad news might be: The Herbert Hoover Dike surrounding Lake Okeechobee collapsed along its southern boundary today flooding the Florida peninsula from South Bay to South Beach and washing both Fort Lauderdale and Miami out to sea. (On second thought that could also be defined as good news — but that would be your call.)

What role does advertising play in what gets reported and how, since one way or another advertising fuels the news business?

In traditional media outlets, very little to none. Neither Hillary Clinton nor Donald Trump, for example, can buy favorable news coverage from traditional media.

Even God couldn’t do it. They can buy advertising around the news, of course, but the distinction should always be made obvious: news is news, editorial opinions are editorial opinions and advertising is advertising.

That’s how the business works when it’s working right. And this year in the traditional media it’s working beautifully, in my opinion.

If there’s a “dark cloud” hovering over the American diaspora, “the media” has not created it. But it’s damn sure obligated to report it.

It’s all media but it isn’t all news.

The traditional news media includes daily newspapers, thoughtfully produced journals or on-air shows, and even fits like Florida Weekly, which leave the nitty-gritty reporting of cop, sports and local-government events to the dailies and television in favor of news analysis, in-depth news, food, arts, business and opinion reporting.

The true story of Americans, he’s decided, is positive: “advancing their community and loving thy neighbor.”

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She probably never was a house- hold name in her own time nor is she afforded the deference often paid to authors whose work has fallen out of fashion with the general public. Husted Harper was not a minor figure in American history. She probably is best known as the biographer of Susan B. Anthony.

In 1852, Anthony joined and led with Elizabeth Cady Stanton the women’s rights movement in the United States. Their efforts became the genesis of the modern women’s rights movement.

Harper was born in 1851 and lived until 1931. She came of age in the early stages of the women’s movement and lived long enough to witness in securing women’s right to vote, Congress approved the 19th Amendment to the U.S. Constitution and it was ratified in 1920 by the majority of the states.

During the passage of this constitutional fight, Harper devoted herself to the cause of women’s equality, became a suffragette, befriended Miss Anthony, and became one of the movement’s self-appointed, de facto historians.

She was an author and journalist. Her essays and columns appeared regularly in various publications. She sometimes used a male pseudonym to handwritten editorials that refused to condone violence submitted by women writers.

She wasn’t deterred. She understood the importance of the history unfolding and its implications for her gender. She meant to seal her part in telling it with zeal in the experience. After writing Anthony’s biography, she burned thousands of archival documents, eliminating any source material by future historians.

The deed hinted of an almost ruthless determination to dominate the version of the story she felt compelled to tell and to protect its authenticity from future butchers. Her life’s mission was to support and spread the ideas of the women’s movement and to document in exquisite detail the breakthroughs of the challenges faced by those supporting the cause. This fight was about the country living up to its democratic values and it was never fought from the state house to the White House.

A significant milestone in Harper’s history was marked in 1923. The women’s movement was rock-solid on policy. The core of the movement would look like. It was a monumental piece of legislation that gave it its final form. The Equal Rights Amendment, guaranteeing equal rights for all women.

Female victims of rape, wage discrimination, and sexual harassment are unlikely to earn enough to pay off their mortgage payments. It failed. It languished thereafter for decades, its momentum reduced to the saucer of the populism that gave it its birth. But once in the White House.

With 90 years of hindsight, the judgment is clear. Paul and Eastman is confirmed. Female victims of rape, wage discrimination, and/or discrimination because of race don’t even get the same standard of judicial review afforded other forms of discrimination, and women are consistently paid less than men working in jobs of comparable value.

In 1967, the National Organization for Women declared, “President Nixon, remember that we are listening to Congress to pass it. Surprisingly, in 1972, it did. The states had seven while the other states had 13. And so promptly. The women’s movement was in full throttle. We were singing, “I am woman, hear me roar.” But then the party changed.

Feminist demands were blunt and purposeful. We own and celebrate women’s rights. The ERA was branded a threat to traditional family values and a feminist plot to undermine women’s status as legitimate citizens. It was swept out of the way to make his policy sound as an outlandish screed. The ERA was a bandwagon by traditional family values and a feminist plot to undermine women’s status as legitimate citizens.

The History of Women’s Suffrage is a monumental work. It is a historical treasure and its relevance sustained by current events. Ninety years after Harper finished the last chapter, a major piece of women’s movement legislation was extinguished. The Equal Rights Amendment, guaranteeing equal rights for all women.

In 1852, Anthony joined and led with Elizabeth Cady Stanton the women’s rights movement in the United States. Their efforts became the genesis of the modern women’s rights movement. In 1923, Anthony joined and led with Elizabeth Cady Stanton the women’s rights movement in the United States. Their efforts became the genesis of the modern women’s rights movement.

Legal immigration, too, should serve the interests of the nation. It shouldn’t be out of bounds, as Trump suggested, to want to make the border less welcoming. Trump’s attacks on legal immigration and the state’s efforts to deport illegal immigrants are likely to fail.

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Yes, America first

Donald Trump’s speech in Arizona has occasioned wailing and rending of garments among the commentator and “respectable” people everywhere. At bottom, the cause of the freak-out is simple: Trump believes in immigration laws, and he is going to pay for it — Trump’s speech was rock-solid on policy. The core of the story he feels compelled to tell and to protect its authenticity from future butchers. His life’s mission was to support and spread the ideas of the women’s movement and to document in exquisite detail the breakthroughs of the challenges faced by those supporting the cause. This fight was about the country living up to its democratic values and it was never fought from the state house to the White House.

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PROFILE IN PARADISE

It's all about creating for this multi-talented musician/artist

Talking points with Darrell Nutt

Mentors: My brother, Dana Heidemann, who passed away early this year. He taught me about drumming early in my life, but he also taught me about life. Mike Capuya, the drummer for Rick James; Michael Handel, guitarist for Sheryl and Carly Simon; Jim Kurztzoff, bass player for Sting-Gry and one of my college professors who let me sit in on his gigs; drummer Pete O’Donnell; and business executive Todd Lewis, who came into my life when I really needed some guidance.

Where did you grow up? North of Buffalo, N.Y., right on Lake Ontario in a wonderful little town called Barker.

When did you first come to Naples/Collage County? I moved to Southwest Florida in 1989 and stayed for nine months before going on tour across the country for six years. I moved back in 1995 to settle down and have been here ever since. I love it.

As a kid, what did you want to be when you grew up? I always wanted to be a touring and session drummer and a video director. I grew up.

What would you be doing if you weren’t doing this? I can’t imagine doing anything else. I really love all of the different creative things I do.

Guilty pleasure: Chicken wings a couple of times a year.

Next vacation destination: Western New York.

One thing on your bucket list: Write and direct a short film or movie.

Why young people should come to Naples/Collage County? It’s a great place for young people. It’s got a lot of great things to do, and it’s a lot more affordable than bigger cities.

What’s your favorite movie? ‘The Good Shepherd’.

What’s your favorite thing about living in Naples/Collage County? The people are great. They love what they do and they do it well.

What’s the most important lesson you’ve learned? The most important lesson is to keep dreaming and keep working towards your goals.

What’s your favorite sport to watch on TV? Football.

What’s the best advice you’ve ever been given? The best advice I’ve ever been given is to never give up on your dreams. If you work hard and stay focused, you can achieve anything you set your mind to.

What’s your favorite thing about your job? The best part of my job is being able to create music and share it with others. It’s a true passion for me.

What’s the most important thing about making music? The most important thing about making music is to have fun and enjoy the process.

What’s your favorite thing about being a musician? The best part about being a musician is being able to express myself through music.

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What’s the most important lesson you’ve learned? The most important lesson is to keep dreaming and keep working towards your goals.

Darrell Nutt loves to create and make music. He’s a drummer, producer, engineer, designer and director who owns and operates The defMEDIA Group, which provides audio recording, video production and graphic design services; Drum Track Studios, an online drum track recording service; and Translucent Records, an indie recording label.

“I love all of the different hats that I wear at the company,” he says.

In the past year, he has produced three indie releases (one for his own label), recorded more than 100 drum tracks for clients around the world and received an endorsement for the Turkish-made Amedia cymbals. It has been a great year.

On the local music scene, Darrell enjoys playing bands and musicians including Girl Meets Boy, The Catman Doodz, Mudbone, Soapy Tuna, jazz pianist Stan Shelton, The Incorrigibles, The Nostalgia Band, High Voltage and guitarists guitarist Steve Utcher, Ray Nesbit and David C. Johnson. On the broader scene, he has played with members of AC/DC, The Doozie Brothers, The Goo Goo Dolls and Steely Dan, among others.

“I have a very artistic past,” he says, “and I look ahead to a very artistic future filled with music, video and design. It’s all art, and I love what I do.”
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and wildly different musical styles who have produced albums in 2016 like The Freecoolers’ impressive debut “Show Up!” (reggae-soul rock, Fort Myers), Cog Nomen’s “Twin Stars” EP (electro-psych pop, Miami), Peyote Coyote’s eponymous EP (psychadelic garage bop, Pompano Beach), and Pleasures’ “—d Up Dreams Come True?” (sex music for robots, Sarasota).

Many bands are finding their voice, working to establish a following in their hometown or juggling day jobs while scheduling weekend tours that crisscross the state at a relatively well-known but still somewhat “underground” network of venues that privilege original music over cover bands — established destinations such as the legendary Respectable Street in West Palm Beach and Rack ‘em Spirits & Times (formerly Rack ‘em, Billiards) in Cape Coral.

They are also hosted, if not especially well paid, by a growing number of venues, galleries, music festivals and up-and-coming arts districts. The vast majority of these musicians are working on the Art & Love lines, galleries, music festivals and up-and-coming arts districts. The vast majority of these musicians are working on the Art & Love Districts. The vast majority of these musicians are working on the Art & Love

Upcoming shows

- **What:** Purity Rework magazine 5-Year Anniversary and Bumble Bee 2016
- **Where:** Pre-party Friday, Sept. 16, at 9 p.m. and Bumble Bee 2016, Saturday, Sept. 17, starting at 6 p.m.
- **When:** Pre-party at Gramps at 376 NW 24th St., Miami Bumble Bee 2016 at 100 Block of Clematis, downtown West Palm Beach. Clubs include Subculture Alley, Hubertano Garden, O’Shea’s Pub and Respectable Street.
- **Cost:** Mostly free, $5 cover at Respectable Street.
- **Details:** Bands include Stargazer Lilies, Armageddon Man, Blindfold, Celebratime, Chuckie, Cog Nomen, Ban Bonetreak, The Dawks, Fat Sun, John Ralston, Keith Stein, Kilimanjaro, Lindsey Mills & The Lazy Lovers, Mo’Booty, Other Body, Peyote Coyote, Pocket of Lollipops, Problem Child, Riptide, Similar Presidents, Sweet Bronco, Trensworths, Wallace and Whiskey Maxos.
- **More information:** purityreworkmagazine.com
- **What:** 239-PEST Punk, Reggae, Ska
- **Where:** Rack ‘em Billiards, 1011 SE 47th Terr., Miami, starting at 6 p.m.
- **When:** Saturday, Oct. 8, at 5 p.m.
- **Cost:** Mostly free, $5 cover at Respectable Street.
- **More information:** 540-7225
- **What:** II Points Music Art & Technology Festival
- **Where:** Friday-Sunday, Oct. 7-9
- **Details:** Native American Rock Band, 319 NW 23rd St., Miami
- **Cost:** Free to $300 for tickets to $299
- **Time:** Three day pass
- **Details:** A scene-making festival that started in 2013 with a dozen of socially known and local bands from LCD Sound System to Andy Scott to DJ Crazee to MIIS to Cap Heper. Over three days, lectures, labs, tech talks, music and gallery shows and a live stage main ground.
- **More information:** ii-points.com

The Freecoolers perform at Nice Guys in Cape Coral in August: Saul Catacru (guitar), John Schiller (bass), Claire Liparulo (vocals, guitar), Scott Martin (drums) and Rick Lombama (keys). Not pictured: David Boyka (organ, keys).

Linked to the article and pictures mentioned in this article.

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and singer Kyle Anne Duggan presented a Meyers Beach where people crowded on its own intersection of art, beer and music. Like Howl Gallery & Tattoo in Fort Myers, a compilation of local bands this year, LYR's short stories and more. It released a CD of music reviews by talented writers, news and reviews, interviews, books reviews, occasional obits and a wicked sensibility (sifizine.storeny.com).

Love Your Rebellion is a Fort Myers zine with a riot grrrl ethos and an emphasis on the arts, filled with short editorials, poetry, short stories and more. It released a CD compilation of local bands this year, LYR's Babelfest. (Loveyourbellefont.com).

There’s an energy that changes every three years,” said Mr. Duggan. “I don’t know why. We have a soft spot for DIY hardcore, full of all album reviews, interviews, books reviews, occasional obits and a wicked sensibility (sifizine.storeny.com).

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One of our favorite bands, the Freecoasters, has a new EP, “Show Up,” out now. The band is made up of guitarist Chris Farren, bassist Steve Unger, drummer Tyler Scanlon, and keyboardist Sam Liparulo. The album was recorded at the band’s home studio, Blackbird Recording in West Palm Beach, and mixed by John Congleton at Headlodge Studios in Austin, Texas. The Freecoasters are known for their high-energy live shows and catchy, anthemic songs, and “Show Up” is no exception. The album features ten tracks, including the singles “Don’t Give Up” and “Can’t Die.”

The Freecoasters, “Show Up” (2016)

This Fort Myers six-piece band surges with a big soulful sound and beats as lazy as swaying palm trees with well-written lyrics, making ‘Show Up’ a cohesive, satisfying listen from start to finish. Lead singer Claire Liparulo has a powerful voice but doesn’t overplay her hand, bringing a wide range of emotions to 12 songs that gel into a story about escaping small towns, a roadtrip through Arizona, hard work, friendship, love and desire.

Although Ms. Liparulo wrote much of the lyrics, the album was recorded as a fully collaborative process in a relatively short period of time.

“We wrote the album so fast,” Ms. Liparulo said. “I had a band in creating the cohesive feel of the songs,” she explained. “Because when you write them all within four months of each other, they’re all going to be related to the feelings and experiences you’re having at that time. I think, I could be wrong, but I sometimes think it’s a mistake when people go into the studio and they write an album over the course of a year. It can feel very disjoined.”

Look for “Show Up” on vinyl soon, as well. “(V)inyl’s really important to us because of the way we recorded the album,” Ms. Liparulo said. “We did it on tape. We wanted a really warm, classic old school sound like you would have gotten at Studio One in Jamaica.”

Listen: thefreecoasters.bandcamp.com


These Miami rock n’ roll veterans are exponentially larger than the sum of their two parts, unleashing a chill, spacy, iconic garage punk rock trio in which the drummer played so hard it seemed the set would disintegrate, and the vocalist screamed lyrics to a song about some people who “start shit on the internet.”

They pool in downtown Lake Worth on a hot Friday near the end of summer at Propaganda, where Peyote Coyote played a hot Friday near the end of summer at Propaganda, where Peyote Coyote played. Their latest album, the EP “Twin Stars,” should thrill fans and gain new ones. The “Twin Stars,” should thrill fans and gain new ones.

Listen: thepeyotecoyote.bandcamp.com

Exploding Pages, “Alabama Chrome” (2015)

The Lee County five-piece band’s easy harmonies, unassuming eclectic creativity and no-big-deal delivery of lead singer Mike Cosden deliver a jangly yet polished country-tinged indie rock record with campfire appeal.

Listen: explodingpages.bandcamp.com


Sarasota singer Katherine Kelly’s cool-spokey vocals are entrancing, and the bluntly poetic lyrics and the band’s heavy but melodically rock-y atmospheres make for one of the most interesting records of the year.

Listen: pleasuresbandcamp.bandcamp.com


“According to records, punk died in 1978,” reads a review in PureHoney magazine. “It turns out it was cryogenically frozen and resuscitated in the West Palm Beach studio of Joshua Simkowitz.” Aka, Chaucer. The resuscitated version is better: funnier, smarter, not as loud or mean but ever noisier than its ‘70s self.

Listen: mynameischaucer.bandcamp.com


This Fort Myers punk-ska outfit can rip through a set like a dirty old T-shirt; the band is fun to see live. Fortunately, its latest self-titled offering of six songs captures a lot of that energy on disc. Turn it up loud and stick your head right up your speaker.

Listen: bargainbinheroes.bandcamp.com


The title track, “Florida,” is an autobiographical examination of a character’s conflicted feelings about returning home from New England to Southwest Florida, and the beauty and pitfalls of both areas, with searingly honest lyrics and lovely blue-grass inflected guitar: “New England broke my heart, so I decided to depart/ To where a drinking habit’s cheap, and all the liars and the creeps/Are the company I keep.”

Listen: kyleanneduggan.bandcamp.com

Koffin Varnish

This four-piece experimental psychedelic metal band includes South Music industry veterans and husband-and-wife musicians Marvin Ray Hawkins (guitar and vocals) and Michele Woolfer (vocals). For a new album coming near the beginning of next year and for live shows. Playing Sept. 16 at Rack’ems in Cape Coral and Sept. 17 at Propaganda in Lake Worth.

Listen: neverbland.com/koffinvarnish

Chris Farrer, “Can’t Die” (2016)

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Listen: chrisfarrer.bandcamp.com

RECOMMENDED ALBUMS BY SOUTH FLORIDA BANDS

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Listen: chrisfarrer.bandcamp.com
Dedication ceremony for the Collier County Freedom Memorial

1. Bill Barnett, Rev. Gerard Critch, John Sorey, Fred Coyle and Reg Buxton
2. William Carl, president of the Collier County Veterans Council
3. Monument designer and artist Gerald LaDue
4. Cpl. Sylee Gibson, Chuck McFarlan and Roman Chao
5. Larry Mazzone, Marc Hatchett and Leon Ellis
6. Freedom Riders Jimbo Drinkwater and Jim Frazier
7. James Cunningham, Jerry Sanford and Lt. Christopher Spencer
8. Steel beams from the World Trade Center towers
9. Steve Adams, Mike Harris, Sam Cadreau and Tricia French

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CONSTITUTION

From page 1

is a small step toward recognizing the significance of the document. It’s a compact review of the Federal Conventions — the four months it took for the founding fathers to stop arguing and finalize the basic principles of the American democracy — and its most influential delegates. Chapter titles include “Ratifying the Constitution,” “Intellectual Influences,” “Slavery in the Constitution” and “Constitution Basics.”

The delegates’ moral principles were sorely tested while they hashed out exactly how to govern the United States, Mr. Pullen says, adding topics like religion and slavery caused many arguments.

“For months, there were plenty of angry debates on the floor,” he says, “But the compromise saved it … If they hadn’t compromised, it would have fallen apart.”

He first delved into the particulars of the Constitution as a teenager. He also hadn’t compromised, it would have fallen apart.


Mr. Pullen wrote his book as a teaching tool, he says. “This book might help a teacher who suddenly is told by her principal that she has to teach something about the Constitution in a few weeks. They’ll get a real quick primer.”

Constitution Day became a federal observance in May 2004 and the requirement that federally funded schools incorporate the document into the day’s curriculum came in 2005. While Mr. Pullen wrote his book as a teaching tool, he is also campaigning to make Constitution Day a national holiday on the same scale as Independence Day. “Somehow we’ve got to realize that Sept. 17, 1787, was an amazing day,” he says.

For more information about Mr. Pullen, his books and his campaign to make Constitution Day a national holiday, visit unitedstatesconstitutionday.com or contact him at pullendale@gmail.com.
The David Lawrence Center joins voices of recovery around the country in celebrating September as the 27th annual National Recovery Month. This year’s theme, “Join the Voices for Recovery: Our Families, Our Stories, Our Recovery” highlights the importance of families, communities and individuals sharing stories of recovery as a way to encourage others to seek treatment and connect with the recovery movement.

DLC holds its Recovery Month awards ceremony at 5 p.m. Thursday, Sept. 22, at New Hope Community Center, 7676 Davis Blvd. Awards will be presented to the following:

- **Polly Whiting, Youth Prevention Volunteer** – As a teacher at Lely High School, Ms. Whiting helps guide students to commit to a substance free lifestyle in her role as a Drug Free Collier CORE Club advisor. She also volunteers in the local recovery community at Collier County jail and area hospitals and treatment centers.

- **Sgt. Leslie Weidenhammer, Crisis Intervention Referral Partner** – Sgt. Weidenhammer serves as a Crisis Intervention Team Trainer and coordinator of the Mental Health Unit for the Collier County Sheriff’s Office. She is also a member of the Collier County Drug Court, Mental Health Court and Veterans Court Teams.

- **Retired EMS Chief Walter Kopka, Outreach, Referral and Treatment Partner** – Prior to his recent retirement after a 30-year career with Emergency Medical Services, Chief Kopka was dedicated to helping individuals who experience emergency related to substance use impairment and overdose.

- **David Lawrence Center Young Executives, Outreach and Fundraising Partner** – Since forming as this group in 2010, the younger generation of mental health and substance abuse advocates has made significant financial contributions, spread awareness and made a noticeable impact in our community and among those DLC serves.

- **Terry Cox, Recovery Community Volunteer** – With more than 30 years of sobriety, Mr. Cox is a member of the David Lawrence Center Alumni Association and past participant in the Collier County Drug Court program. He volunteers in a variety of local and district leadership capacities throughout the 12-step recovery community. Mr. Cox will share the story of his personal journey through recovery at the dinner.

### All are welcome

Thanks to sponsorships and donations, the DLC Recovery Month awards evening is free for all to attend. Donations will be accepted at the event or in advance by calling 354-1434 or donating online at DavidLawrenceCenter.org. To make a reservation, visit DavidLawrenceCenter.org or email the names of your guests to Sue Weber at SueW@dlcmhc.com.

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<th>Year</th>
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These shoes weren’t made for walkin’

The upscale clothier Barneys New York recently introduced $858 “Distressingly Superstar Sneakers” (from the high-end brand Golden Goose) that were purposely designed to look scuffed, well-worn and cobbled-togeth-

News that sounds like a joke

Q (The British food artists Bompas & Parr are staging (through Oct. 30) a tribute to the late writer Roald Dahl by brewing batches of beer using yeast swabbed and cultured from a chair Dahl used and which has been on display at the Roald Dahl Museum in Great Mis-

Government in action

■ The Drug Enforcement Adminis-

■ In August, the banking giant Cit-

■ In August, the giant bank Cit-

■ In August, the giant bank Cit-

Wait, what?

■ Flooding from rains in August tore

Weird China

29, awaiting his wife’s childbirth, was

Ironics

the government to furnish 100 days’ 
minimum-wage work to unskilled 
labors (potentially, 70 percent of the 
country’s 1.3 billion people). Programs 
often fail in India because of rampant 
corruption, but a recent study by a 
Cambridge University researcher con-
cluded that the 2005 law is failing for 
the opposite reason — anti-corruption 
measures in the program. That’s a 
require-
ment of extreme transparency has cre-
ated an exponential increase in paper-
work (to minimize opportunities for 
corruption), severely delaying the avail-
ability of jobs.

NEWS OF THE WEIRD

BY CHUCK SHEPHERD

Distributed by Universal Press Syndicate

A15

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NAPLES FLORIDA WEEKLY | WEEK OF SEPTEMBER 15-21, 2016

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bankunited.com
We must fight hunger together

BY RICHARD LEBER
President and CEO
Harry Chapin Food Bank of Southwest Florida

We’re about halfway through Hunger Action Month and the Harry Chapin Food Bank’s quest to raise awareness about the issues surrounding hunger, nationally and here in Southwest Florida. So far, the response has been heartening. We’ve made good progress in raising community awareness. Now we need to match that enthusiasm with more community action.

Having a conversation with your children, your friends or a relative about hunger is an action. Educating yourself about hunger in your community is an action. Volunteering at a mobile pantry or at a Harry Chapin Food Bank warehouse is an action. Setting up a food drive at your place of employment, school or neighborhood is an action. Just wearing orange, the color of Hunger Action Month, and telling people why you’re wearing it is an action. Turning your Facebook page orange, posting and tweeting about hunger are all actions.

These actions are needed because the hunger facts in our community are shocking: In the food bank’s coverage area of Collier, Charlotte, Glades, Hendry and Lee counties, about 64,000 people are “food insecure,” the term used to describe those who may not know where their next meal is coming from.

Of that number, 54,870 are children. Locally, the Harry Chapin Food Bank distributed 20.4 million pounds of food last year through its network of more than 150 agencies. That’s 36 percent more food than we distributed five years ago.

During Hunger Action Month, we’re asking people to consider what it feels like to have an empty stomach, and how that affects the activities they try to accomplish in everyday life. For many of our clients, that empty feeling is constant.

An empty plate is the symbol of this campaign. We’re asking people to take a selfie or photos of themselves and their friends or family holding a paper plate, completing the sentence: “On an empty stomach, I can’t (fill in the blank).” On the other side, complete the sentence “But I can (fill in the blank) to help end hunger.” Email your pictures to fight hunger@harrychapinfoodbank.org and we’ll share them on social media.

Our website has a calendar full of ways people can take action against hunger. Check it out at harrychapinham.org and choose what you will do to help keep hunger an issue in the minds of the community not just during September, but all through the year.

The ceilings are too low. The spaces feel too closed. The mirrors are too large. The floral wallpaper is old-fashioned. Here are some common complaints from homeowners needing a remodel:

We’ve got this!

This couple has had an adventurous life, living in Hong Kong and wanted to bring a bit of that old world Colonial style to Naples.” A Phillip Jeffries woven metallic wallpaper provides an updated take on the symbol of this movement. The floral wallpaper is old-fashioned. A new rug and fresh paint. The team at Jinx was called in to remodel.

A Dynamic duo transforms a dated home into a French/Asian Colonial dream reminding them of years in Hong Kong.

CREATE A COLONIAL AESTHETIC.

Above: The master bath was remade with a Carrara marble basketweave floor, Carrara botanical motif sink. Grasscloth, and creates a rich background for the new built-in with lattice detailing.

Above right: A Phillip Jeffries woven metallic wallpaper provides an updated take on the symbol of this movement. The floral wallpaper is old-fashioned.

Below: A Phillip Jeffries woven metallic wallpaper provides an updated take on the symbol of this movement. The floral wallpaper is old-fashioned.

As previously published in LUXE LIVING.

REACHING NAPLES & BONITA’S MOST AFFLUENT READERS

LUXE LIVING

F L O R I D A  W E E K L Y ’ S  M O N T H L Y  L U X U R Y  L I V I N G  G U I D E

PUBLISHERS SECOND WEEK OF EVERY MONTH • NEXT EDITION PUBLISHES THURSDAY, OCTOBER 13, 2016

LUXE LIVING is Florida Weekly’s monthly guide to living well in Naples. Readers will enjoy the latest in local design, architecture, gardening and more. LUXE LIVING publishes the second week of every month in our Naples and Bonita Springs editions—including our direct mailings to affluent communities.

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On October 5th, we’ll all
JOIN IN.

Lee Memorial Health System
Most small crossovers feel like small cars with extra headroom, but the folks at Jeep have a different set of priorities. They want to make their buyers feel like they’re in an image that any of their vehicles can leave the pavement on a moment’s notice and go off on an adventure. That's not too hard for the Jeep’s upper-echelon V8-powered SUVs, but representing the bottom rung, the sub-$20K Renegade needs to be crafty to be a true Jeep.

This one starts by making the right first impression. The seven-slot grille and round headlamps instantly give it Jeep credentials. Add flared wheel arches, the short wheelbase, and a boxy body, and the Renegade looks like it’s ready for a rough-and-tumble, off-road world. Inside is comfortable seating for four (five in a pinch). Because the Renegade is a subcompact vehicle, everything is a bit upright. To have room for the front and rear seats and a bit of floor cargo, the design goes higher rather than take up precious horizontal space. Jeep knows that most of its buyers like the off-road image but prefer to be a bit more coddled since they rarely leave the safety of the urban pavement. That’s why the Renegade comes with a long list of options, including power seats, dual zone climate control, a touchscreen infotainment system and a rear backup camera.

The most interesting of these available features is the My Sky sunroof. Since a nature-seeking Jeep should be at harmony with the world, this option allows the roof panels above the front and rear occupants to be removed. It creates an exposed, open-air experience — topped only by the Renegade’s corporate cousin, the full convertible Wrangler 4X4. Driving without the roof panels feels pretty cool, but the time it takes to remove and store them is a bit cumbersome. Jeep must have noticed this, too, because for those times a driver might just want to have an open-air lunch run, the front section still acts as an electronic sunroof. So the full open-air experience is complicated, but it’s a thoughtful setup.

The Renegade lives up to its name by being different from the car-like vehicles in the compact crossover class. It’s built for a different kind of fun, rather than looking cute on the road (oddly, it’s just looking cute on the road (oddly, it’s just looking cute on the road (oddly, it’s just looking cute on the road (oddly, it’s just looking cute on the road (oddly, it’s just looking cute on the road (oddly, it’s...))}

Here’s where Collier County Sheriff’s Office deputies will be on traffic detail:

- **Tuesday, Sept. 20**
  - Vineyards and Napa boulevards: Speeding
  - School Access Road at North Naples Middle School: Aggressive driving

- **Wednesday, Sept. 21**
  - Golden Gate Parkway and I-75 southbound exit: Speeding

**FEATURED RESALE LISTINGS**

- **INOLA BELLA – 10741 Isola Bella Court**
  - 4 BR/2.5 BA + DEN Waterfront Canalfront Home: $2,790,000

- **SAN MARINO – 10911 Marino Lake Circle #1802**
  - 3 BR/2 BA + DEN Lake View Townhouse: $415,000

- **SAN MARINO – 10540 Marino Pointe Drive #301**
  - 3 BR/2.5 BA Golf and Long Water Views: $595,000

- **ISOLA BELLA – 10741 Isola Bella Court**
  - 4 BR/2.5 BA + DEN Waterfront Canalfront Home: $2,790,000

- **TIVOLI – 17912 Moderna Road**
  - 4 BR/3.5 BA Golf and Long Water Views: $649,900

- **PORETO ROMANO – 10320 Poreto Romanesque Drive**
  - 3 BR/2.5 BA + DEN Lake and Golf Course Views: $549,900

- **SAN MARINO – 10911 Marino Lake Circle #1802**
  - 3 BR/2 BA + DEN Lake View Townhouse: $415,000

**Behind the Wheel**

**The Renegade: a crafty crossover that’s fiercely loyal to the Jeep icon**

The Jeep Renegade is a subcompact SUV that offers a mix of off-road capability and urban practicality. With its compact size and rugged design, the Renegade is perfect for those who want to explore the outdoors without breaking the bank.

### External Features
- **7-Slot Grille**: The Renegade’s distinctive grille is a nod to Jeep’s heritage.
- **My Sky Sunroof**: Available as an option, the My Sky sunroof allows for easy removal of the roof panels, making it a true Jeep.
- **LED Headlights**: Bright and efficient, these headlights ensure visibility in all conditions.
- **17-Inch Wheels**: Robust and stylish, these wheels add to the Renegade’s off-road appeal.

### Interior Features
- **Comfortable Seating**: The Renegade offers comfortable seating for five passengers, making it suitable for families.
- **Touchscreen Infotainment System**: Stream music, navigate, and stay connected with ease.
- **Heated Seats**: For those chilly days, heated seats keep you warm and cozy.

### Performance
- **2.4-Liter Engine**: The Renegade’s engine is powerful and efficient, providing a smooth driving experience.
- **9-Speed Automatic Transmission**: Smooth shifts and improved fuel economy.
- **4x4 Drive System**: Available for added traction in challenging terrains.

### Conclusion
The Jeep Renegade is more than just a stylish compact SUV. It’s a true off-road machine — good and bad — that offers the best of both worlds. With its unique design, well-considered features, and impressive performance, the Renegade is a true Jeep at heart.
Learn how to live with zero stress from yogi master

Yogi master “Gurudev” Amrit Desai brings his “Embodifying the Power of the Zero Stress Zone” workshop to Naples on Friday and Saturday, Sept. 23-24, at Naples United Church of Christ in North Naples.

The empowering experience is open to anyone at any point in life — any age or physical condition — regardless of any knowledge of yoga. For those who practice yoga, new understandings will emerge. For everyone, Gurudev teaches the secrets of how to effortlessly enter an inner dimension to bring peace and happiness to every aspect of life, from health and relationships to the workplace.

Gurudev’s visit is presented by personal development coach and longtime Naples resident Peggy Sealfon of Stonewater Studio.

“It changed my life and ignited me to pursue the path I’m on today,” Ms. Sealfon says about attending one of the yogi master’s workshops 10 years ago. “His techniques are highly adaptable and accessible, which can activate a rapid transition in anyone’s life.”

“The purpose of this work,” she adds, “I’ve entered a neutral state where I remain perpetually content, productive and healthy.”

The workshop takes place from 6:30-8:30 p.m. Friday, Sept. 23, and from 8:30 a.m. to 3:30 p.m. Saturday, Sept. 24. Registration is $39 for Friday, $115 for Saturday, $135 for the two days. For more information, call Ms. Sealfon at 821-2266 or email peggy@stonewaterstudio.com.

For more information about Gurudev and his teachings, visit amrityoga.org.

Lighthouse hosts brown bag lunch for visually impaired

Visually impaired people and their caregivers are invited to a brown bag lunch at Lighthouse of Collier at 11:30 a.m. on Tuesday, Sept. 20, at 2685 Horseshoe Drive S. Guest speaker George Luther of the Corkscrew Regional Ecosystem Water-

For more information, call Ms. Sealfon at 821-2266 or email peggy@stonewaterstudio.com.

HEALTHY LIVING

Prostate cancer diagnoses continue to decline since recommendation against PSA screening

Diagnoses of early prostate cancer continue to decline in the United States, following the U.S. Preventive Services Task Force recommendation against routine screening for the disease, research shows.

The PSA screening involves a blood test that identifies levels of prostate specific antigen, a protein produced by the prostate gland. The test can determine when cancer exists, but it often wrongly identifies nonexistent cancer. These “false positive” results can cause anxiety and lead to unnecessary follow-up tests. Because of this, the task force recommended against routine screening in 2011 and a final guideline in 2012.

Diagnoses of early prostate cancer in American men ages 50 and older dropped by 19 percent between 2011 and 2012 and by another 6 percent the following year, according to a study by researchers at the American Cancer Society’s surveillance and health services research program. While many men may have been spared unnecessary anguish, however, less frequent screening might have a downside. Some experts worry more men will develop potentially fatal prostate cancer as a result.

“Prostate cancer is a slow-growing tumor, so it takes time,” Dr. Jemal says. “We may see it over the next three to five years.”

Dr. Anthony D’Amico, chief of genitourinary radiation oncology at Brigham and Women’s Hospital and the Dana Farber Cancer Institute in Boston, says there is a balance in the task force recommendation. “Some men who should not be treated are not being diagnosed, but that also means some men who should be treated are either losing the chance for cure or presenting later and needing to undergo more treatment and more side effects for a possible cure,” Dr. D’Amico says. The answer to this dilemma, he adds, will come with personalized medicine based on risk-based screening — screening men preferentially in good health and at high risk. The decrease in diagnoses of early-stage prostate cancer might be partly due to a misreading of the task force’s recommendation, adds Dr. Otis Brawley, the cancer society’s chief medical officer, who believes the task force guideline is being misunderstood.

“The key word that is missed is ‘routine,’” Dr. Brawley says. “The task force does not recommend routine screening. This in my mind means they are not against all screening. Also, they do call for informed decision-making regarding potential risks and potential benefits.”

Using the Surveillance, Epidemiology and End Results database, Dr. Jemal and colleagues looked at cases of prostate cancer diagnosed between 2005 and 2013 in men ages 50 and older.

They found that from 2012 to 2013, early prostate cancer diagnosis rates per 100,000 men dropped from 385.6 to 335 in men ages 50-74. In men older than that, early cancer diagnoses fell from 379 to almost 354 per 100,000 men.

Meanwhile, cases of advanced prostate cancer remained stable in both age groups. The findings leave some room for interpretation. Other factors leading to the decline could include improved preventive measures and changes in the incidence of unknown risk factors, Dr. Jemal says.

But Dr. D’Amico believes fewer screenings explain the statistics. The drop in the diagnosis of early prostate cancer is “consistent with the drop in PSA screening,” he says.

The main issue is whether this is an early sign that more high-risk disease, more disease that has spread and more deaths from prostate cancer will happen, he adds.

“My opinion is that we are probably heading for more high-risk and metastatic cancer that has spread disease in the next year or two, followed by more deaths from prostate cancer if the decline in screening is maintained,” he says.

Dr. D’Amico adds that the only hope for a boost in PSA screening lies with the results of a British trial. If those findings, expected next year, show a benefit for PSA testing, perhaps testing rates will rebound, he says.

The American Cancer Society recommends that men “make an informed decision with their health care provider about whether to be screened for prostate cancer.” The decision should be made after getting information about the uncertainties, risks and potential benefits of prostate cancer screening.

The discussion about screening should take place at:

- Age 50 for men at average risk of prostate cancer who are expected to live at least 10 more years.
- Age 45 for men at high risk of developing prostate cancer. This includes blacks and men who have a first-degree relative (father, brother or son) diagnosed with prostate cancer at an early age (younger than 65).
- Age 40 for men at even higher risk (those with more than one first-degree relative who had prostate cancer at an early age).

After these discussions, men who still want to be screened should get the PSA blood test. The digital rectal exam may also be used as a part of the screening, the cancer society says.
shed will discuss the CREW watershed that straddles Lee and Collier counties and is the largest intact watershed in Southwest Florida. A self-taught naturalist, Mr. Luther has been conducting guided nature tours and hikes throughout Southwest Florida since 2004. In November, he will begin providing guided tours to Lighthouse of Collier clients focusing on the sounds, smells and touch of the swamp environment.

Attendance at the brown bag lunch programs is free; bring your own lunch to eat during or after the program. Lunches are on the third Tuesday of every month.

Lighthouse of Collier also hosts a peer support group meeting for the blind and visually impaired from 10:30 a.m. to noon every Tuesday. For reservations to the brown bag lunch or for more information about the weekly support group, call 430-3934. For more information about the various programs and services offered by Lighthouse of Collier, visit lighthouseofcollier.org.

Free help for parents facing challenges

Parents of children of all ages can benefit from two free programs offered by the David Lawrence Center.

“Parenting Today” is a video and discussion-based series that provides tools to assist parents of youngsters ages 5-12 with improving communication, stimulating independence, teaching responsibility and disciplining in ways that work. Six sessions will meet from 6-8 p.m. Wednesdays starting Oct. 5.

“Parenting Teens” provides tools for parents of adolescents ages 13-18 who present behavioral challenges. Program participants receive education on preventing and intervening in the child’s negative choices, changing destructive behavior and rebuilding family relationships. Six sessions will meet from 6-8 p.m. Thursdays beginning Oct. 6.

If enough interest is expressed, each course will also be presented in Spanish. Sessions meet at the DLC satellite services office at 2806 Horseshoe Drive. For more information or to sign up, call 263-4013.

Avow offers overnight camp for grieving kids

Camp MendingHeart, an overnight adventure for children ages 12-18 who have experienced the death of a significant person in their life, is offered by Avow on Saturday and Sunday, Oct. 29-30, at Riverside Camp & Retreat Center in Fort Denau. Activities will help campers express feelings, build coping skills and reinforce positive memories of their loved ones.

Attendance is free and includes transportation to and from the camp. To sign up or for more information, call Avow bereavement counselor Raquel Gonzalez at 261-4404. The registration deadline is Oct. 21.

Avow also conducts monthly children’s grief support groups on the first Thursday of each month and bereavement day camps for children 12 and younger. For more information, visit avowcares.org.
PET TALES

Seven museums around the U.S. for animal-art aficionados

BY KIM CAMPBELL THORNTON
Universal Studios

Art museums are a virtual record of our history. When we visit them, we don’t sim- ply use the artist’s vision, but also fashion, food, furnishings, and yes, animals from a given point in time.

Many famous art museums feature port- rays of people with their dogs, cats and horses, but specialty museums focus on works that portray the animals themselves. A visit to one of them is a feast of fine art depicting the role of animals in society through the ages and how they have changed — or not.

No matter which one you visit, you’ll be rewarded with a fascinating glimpse into the background of your favorite animal. Here are seven to look for:

■ American Kennel Club Museum of the Dog, St. Louis, Mo. — In the 14,000-square-foot Jarville House in Queeny Park are more than 700 original paintings, drawings, sculptures, porcelain and more, all depicting man’s best friend. Bonus: Leashed, well-behaved dogs are welcome to visit, too.

■ Feline Historical Museum, Alliance, Ohio — Not to be outdone, the Cat Fanciers Association has a permanent home for its extensive collection of cat-themed art and other unique items, including the silver collar awarded to Cosey, who won the first extensive collection of cat-themed art and other unique items, including the silver collar awarded to Cosey, who won the first

■ National Sporting Library and Museum, Middleburg, Va. — Horse and dog lovers will appreciate the sporting art on display at this museum devoted to equestrian and field sports. Current exhibits include Picturing English Pastimes: Brit- ish Sporting Prints at the NSLM and the Chronicle of the Horse in Art. Researcher Elizabeth Tobey says, “Particularly signifi- cant are its holdings of early modern books from a hound head sculpture to a colonial-
stately Morven Park, this collection ranges from Europe and Great Britain on horseman-ship, hunting, natural history and animal husbandry.”

■ International Museum of the Horse, Lexington, Ky. — They’re not just

Visitors can see works of art featuring man’s best friend at the AKC Museum of the Dog in St. Louis, “Waiting for Their Master” by J. Thomas Peete.

horsing around at this museum. Its collections include fine and folk art, photographs, tack, trophies, and even the driven vehicles. “Calumet Farm’s massive collection of historic racing trophies alone is worth the visit to the International Museum of the Horse, and the strong selection of per- manent exhibits is bolstered regularly by impressive special exhibitions,” says Gle- nys Oakford of Lexington, Kentucky, senior editor at The Chronicle of the Horse. “If you’re more into history that’s truly alive, just step outside to the Hall of Champions, where some of the racing and show world’s heroes, including the wildly popular 2003 Kentucky Derby and Preakness Stakes win-
ner Funny Cide, greet visitors.”

■ National Bird Dog Museum, Grand Junction, Texas — Anyone who has ever loved a sporting breed won’t want to miss this bird dog field of dreams. Displays include a sculpture of national champion pointer Elhew’s Snookfoot and sporting dog art, photography and memorabilia.

■ Idlewild Trail Sledding Dog Museum, Wasilla, Alaska — Housed in a log cabin, the museum’s displays feature trophies, photos and videos of the iconic race commemorat-
ing a thousand-mile run to bring life-saving diphtheria serum to disease-stricken Nome in 1925. In summer, take a ride in a cart pulled by sled dogs to get a taste of what is now a National Historic Trail.

■ Museum of Ranch and Hunting North America, Leesburg, Va. — Housed at stately Morven Park, this collection ranges from a hound head sculpture to a colonial-

■ Museum of Ranch and Hunting North America, Leesburg, Va. — Housed at stately Morven Park, this collection ranges from a hound head sculpture to a colonial-

...
I started thinking about “adulting” — or, as the millennials like to put it, #adulting — when a friend told me how excited she was that her 20-something-year-old daughter’s new boyfriend of around the same age actually owned power tools and was doing fix-it duties around her daughter’s house.

“She once dated a guy who didn’t know the difference between a flathead and a Phillips screwdriver,” she told me. “So this is big!”

It made me think of a mom friend of mine who, after her son left for college at USF in Tampa, would actually drive up every couple of weeks to deliver clean laundry and pick up a hamper of his dirty clothes to wash. When I asked her why, she explained that he’d just never learned how to do laundry and now he was “too busy with his studies to learn.” She said it was OK, “I don’t mind helping.” Meanwhile, I said a silent prayer for the kid’s future significant other.

I don’t mean to pick on the boys, trust me — it happens with girls, too.

I was at a dinner party once when during cocktail hour my car needed to be fixed — my car needed to be fixed. “I don’t mind helping.” Meaning, I've never had to take over a stick from my husband or drive me to the hospital? Incidentally, I’ve never had to take over a stick from someone suffering a medical emergency, but I operate a gearshift like a boss.

I know that every generation gripes about how much the previous one lacked and how they’ll be the ones to do it better. Teens these days are woefully unprepared for ‘adulting’ — I’m not putting all the blame on parents, although it’s true that helicopter moms and dads do tend to rob their children of learning basic skills like how to operate a washing machine. I’m wondering whatever happened to home economics and shop classes in middle school? Some online research proves that in many schools those classes have been cut or are only offered as electives (they were both mandatory for my school, regardless of the student’s gender).

As diva-esque as I am, because of shop class I know how to weld, use a handscrew, operate a drill and change a tire. And he taught me how to sew on a button, patch a hole in jeans, fry an egg over easy and change a diaper (a cloth one with safety pins, no less).

I don’t worry so much about millennials as I do about their kids. Who will be around to teach the ancient ways of unclogging a toilet with a plunger or changing the filter on an air conditioner? Here’s hoping that for Generation Z (people born after 1995), the future holds the technology to sew on buttons with lasers and car tires that never go flat.

Kids these days are woefully unprepared for ‘adulting’ — my first diaper ever! #adulting.” I so want to respond, ‘Dude, that’s not ‘adulting’ — I’ve been changing diapers since my first babysitting job when I was 12.” It seems like everything from changing a light bulb to folding a fitted sheet is #adulting.

It’s not like I’m judging. I’m a mom, too. The other day, as a friend lamented about her 20-something-year-old acquaintance who just became a dad posted a photo on his Instagram recently of his freshly diapered newborn with the caption: “Just changed my first diaper ever! #adulting.” I so want to respond, ‘Dude, that’s not ‘adulting’ — I’ve been changing diapers since my first babysitting job when I was 12.” It seems like everything from changing a light bulb to folding a fitted sheet is #adulting.

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"Rotary provided me the support to dream bigger ... I credit Rotary for helping me get through college and now I want to invest in the next generation — for me, that’s what Rotary is all about."

— Lydia Black, CEO/executive director, the Alliance for the Arts

Lydia Black might not seem like your typical Rotarian. The petite, young CEO/executive director of the Alliance for the Arts is typically found in jeans and a T-shirt, her long mane of curls secured in a bouncy ponytail. Still in her 30s, she’s not the buttoned-up, brief case carrying, conservative, business type — but she is a loyal, proud, active member of the Rotary Club of Fort Myers and has been for six years and counting.

Ms. Black has not only served on the board of directors at her Rotary Club, she is recognized as a Paul Harris Fellow, an honor awarded for her contributions to Rotary.

Ms. Black is all about giving back to Rotary because the organization gave so much to her. When she was a high school student in Rhode Island, Ms. Black was awarded a Rotary Leadership Scholarship, which helped make it possible for her to complete her undergraduate degree at Eastern University in Pennsylvania.

“Rotary provided me the support to dream bigger,” she says, “I credit Rotary for helping me get through college and now I want to invest in the next generation — for me, that’s what Rotary is all about.”

The international service organization was founded by attorney Paul Harris in Chicago in 1905 when he and a few businessmen friends met for fellowship and community conversation weekly, rotating the meetings between each other’s offices, hence the name.

BY STEPHANIE DAVIS
sdavis@floridaweekly.com

SEE ROTARY, B4

House Hunting
A two-bedroom condo in Stonebridge for $242,500. B10

Ask the Fool
What’s the harm in buying overvalued stocks? B6

New in town
Grand opening of the Naples office of Lake Michigan Credit Union, and more Networking photos. B5, B7

INSIDE

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- Over 1 Acre
- $4,395,000

**Pelican Bay**

**Just Reduced!**

- Preferred "Center" Unit
- 3+Den 2,500+ SF
- Sunny Lower Floor
- Must See Alternative To Villas
- Fantastic Balconies
- $1,250,000

**Moorings**

- Oversized Lot & Pool
- 5B/4.5B Built 2007
- Ideally Designed
- $2,450,000

**Pristine Lely**

- Lakefront
- 4B+Den/4B Built 2006
- 12' to 14' Ceilings
- $1,149,000

**Port Royal**

- High Ceilings Bright & Open
- Sunny Western Exposure
- 5+ Den 6+ Bedrooms
- $4,295,000

**"The Beach Cottage"**

- Old Naples
- 3 Blocks to Beach
- Built 2013
- 4+Den
- $3,750,000

**Park Shore**

- Big Gulf Views
- All Rooms True Beach Walkout
- 3/3 Redesigned & Rénovated
- Over 1,700sf Pristine Terraces
- $4,250,000

**Pelican Bay**

- 17th Floor
- 3B/3B Perfection
- $2,650,000

**Moorings**

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Growing Associates in Naples seeks emerging leaders for Class of 2017

The Leadership Collier Foundation is accepting applications for the Class of 2017 Growing Associates in Naples program for emerging leaders and professionals in Collier County ages 21-40. Participants learn about local history, government, election structures, charitable foundations and other resources so that they can become involved as effective contributors in the community.

This Class of 2017 runs from Feb. 21-April 11 and includes eight sessions (most from 3-5 p.m.) focused on professional development and peer networking. Tuition is $750, and registration is limited to 40 people.

The application deadline is Nov. 30. Visit napleschamber.org/chamber/leadership/programs to download an application. For more information, contact Amanda Heights, vice president of the Leadership Collier Foundation, by calling 403-2903 or emailing amanda@napleschamber.org.

Growing Associates in Naples seeks emerging leaders for Class of 2017

Small business owners can learn about accounting, payroll systems

Iberiabank presents a free seminar for small business owners about how to select the right accounting and payroll system for your business from 5:30-6:30 p.m. Wednesday, Sept. 21, at the bank branch at 1905 Pine Ridge Road. Light refreshments will be served.

Presenter Mark Makara, CPA, will go beyond the online comparison charts to provide examples of what local business owners are using and why. He will also share how to make the most of the existing systems that business owners already have in place.

Mr. Makara started his accounting career in 1990 working with a regional public accounting firm before joining Arthur Andersen. Over the years, he has helped a broad variety of clients in many industries. He and his associates work closely with many small business owners to improve cash flow, reduce taxes and ultimately prepare the business owner for his or her exit strategy.

Doors open for networking at 5 p.m. Although attendance is free, reservations are required and can be made by calling 403-5170.

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The application deadline is Nov. 30. Visit napleschamber.org/chamber/leadership/programs to download an application. For more information, contact Amanda Heights, vice president of the Leadership Collier Foundation, by calling 403-2903 or emailing amanda@napleschamber.org.

Iberiabank presents a free seminar for small business owners about how to select the right accounting and payroll system for your business from 5:30-6:30 p.m. Wednesday, Sept. 21, at the bank branch at 1905 Pine Ridge Road. Light refreshments will be served.

Presenter Mark Makara, CPA, will go beyond the online comparison charts to provide examples of what local business owners are using and why. He will also share how to make the most of the existing systems that business owners already have in place.

Mr. Makara started his accounting career in 1990 working with a regional public accounting firm before joining Arthur Andersen. Over the years, he has helped a broad variety of clients in many industries. He and his associates work closely with many small business owners to improve cash flow, reduce taxes and ultimately prepare the business owner for his or her exit strategy.

Doors open for networking at 5 p.m. Although attendance is free, reservations are required and can be made by calling 403-5170.

Follow me on:
“rotary” club. The philosophy of Rotary was adopted in 1942 and is known as the Four-Way Test in respect to thinking, saying or doing:
- Is it the truth?
- Is it fair to all concerned?
- Will it build good will and better friendships?
- Will it be beneficial to all concerned?

“The Four-Way Test,” says Ms. Black, “can apply not only to Rotary, but to life.”

Ryan Benson, a 35-year-old homebuilder, has been with the Naples Gulf Shore Sunset Rotary for five years and says that age-wise, it’s the youngest in the district.

“What I like about Rotary,” Mr. Benson says, “is that it makes service to the community easy, organized and fun.”

Ladd Waldo of Sarasota is the Rotary district governor of the Southwest Florida area (District 6960), presiding over 51 clubs from Marco Island to Bradenton. The retired CFO for nonprofit organizations says that while every member of Rotary is different, so is every club.

“We have clubs that focus on literacy and after-school programs to read to third graders; we have other clubs that concentrate on cleaning up the water in this area. It’s all worthwhile,” he says. Mr. Waldo believes that being a member of Rotary is an opportunity.

“I met my banker in his 30s recently who got the opportunity to serve as president of his Rotary Club,” Mr. Waldo said at the time that it made him a better banker. He learned how to conduct meetings, create agendas and go into the schools to read to third graders; we have other clubs that concentrate on cleaning up the water in this area. It’s all worthwhile,” he says. Mr. Waldo believes that being a member of Rotary is an opportunity.

“The Moravia Club had good fellowship and enjoying a meal together. Rotary is what you make of it — but most importantly, the ethics and standards are high.”

Mr. Briers was the treasurer of the Bonita Springs Rotary Club for five years. He also served as secretary and is the immediate past president. He attributes the strong growth of Rotary in Bonita Springs — there is a second club, Bonita Springs Rotary Noon — to the fast growth of south Lee County in general. The club raises up to $65,000 a year, which goes back into the community for projects such as Habitat For Humanity and scholarships for students at Estero High School.

Like many organizations that are more than a century old, Rotary began as an all-male club. As many women reached higher positions in their professions, Rotary became less patriarchal. In 1989 the Rotary Council on Legislation officially voted to allow women into all Rotary Clubs worldwide. Yet, there are still some clubs that remain all male, including the Harbor Heights Peace River Rotary in Charlotte County. Michael Riley, the community liaison for Charlotte County Public Schools, is a charter member.

“Our club was formed by guys and that’s just the way it’s stayed.” Mr. Riley says about the club that was founded 15 years ago. “We have around 100 members and they’re all men. “A lot of our members are younger, which is unusual for this area,” he adds. “They come on board, they want to be part of something new. “They are the catalyst for change.”

Mr. Riley’s club hosts a golf tournament each year as well as a gambling-themed event called The Charity Games. The club’s community support includes student scholarships and hosting a safe, drug-free Grad Night party for Charlotte High School.

In Palm Beach County, the largest Rotary Club in the West Palm Beach Rotary Club, which meets weekly at the Kravis Center for the Performing Arts. Mark Wade, the 45-year-old owner of Seacrest Services, a property management company, has been a member for six years and says membership is a healthy mix of younger professionals and retirees, and that it’s about “60 percent men and 40 percent women.”

Mr. Wade is co-chairing the annual golf tournament on Oct. 14, which helps to support many of the club’s community service projects including scholarships for Palm Beach County students and grants to elementary, middle schools and high schools.

Like most about Rotary is that when you’re in business, you can focus much on your work — maybe too much,” he says. “Rotary introduces you to the needs of your community and gives you the opportunity to put your focus on giving back.”

Naples-based angel fund invests in locally developed medical device

Tsiami Angel Fund II (T2), the largest angel fund in Florida, invested $930,000 in Catalyst OrthoScience, a Naples-based orthopedic-medical-device company that has created a breakthrough product for shoulder replacement surgery.

T2 was the lead investor in Catalyst OrthoScience’s recently completed $13 million round — the largest in the company’s capital terms. Series A means a company’s first significant round of capital from outside investors. This is the largest Series A raise in Southwest Florida so far this year, according to data from the MoneyTree Report from PricewaterhouseCoopers LLP.

“This is an exciting opportunity for us because it is a local company and it is our first investment in the life sciences sector,” says Timothy Cartwright, chairman of Naples-based Tsiami Angel Funds. The funds invest in promising young companies on behalf of high-net-worth individuals and family offices.

Founded by Dr. Steven Goldberg, chief of the division of orthopedic surgery at Physicians Regional Healthcare System in Naples, Catalyst OrthoScience developed a novel total shoulder arthroplasty device that is smaller and replicates the shape of a normal shoulder more closely than current shoulder-replacement devices. The Catalyst CSR Shoulder System uses a new surgical approach to insert and require less bone removal than current procedures for arthroplasty, the medical term for joint replacement. The U.S. Food and Drug Administration has cleared the use of the palm-sized device for the treatment of osteoarthritis, rheumatoid arthritis and similar conditions through its 501(k) pre-market submission process.

Catalyst OrthoScience joins the growing ranks of medical-device firms in Florida. The state is now ranked second in the nation for medical-device manufacturing facilities registered with the Food and Drug Administration, according to the Florida Medical Manufacturers Consortium.

Dr. Goldberg began developing the Catalyst CSR Shoulder System in 2012, filed for its first patents in 2013 and formed the company in December 2014. Stephen Carr, a materials science specialist and member of the company in August 2015 as CEO. The global market for shoulder arthroplasty is estimated to reach $8 billion by 2020.

The total investment in Catalyst OrthoScience was $13 million. In addition to T2, co-investors include IrishAngels, a Chicago-based group in which investors are most often parents or faculty from the University of Notre Dame.

This is the 15th portfolio company in which the Tamiami Angel Fund has invested, totaling nearly $8.5 million of funding in these early stage companies over the past five years. For more information, visit tamiamiangels.com.
NETWORKING

Naples grand opening of Lake Michigan Credit Union

1. Maria Sampayo and Wendy Stevanus
2. Brian Giaconello, Joanna Roach and Jack Spring
3. Antonio Guermica and Martin Angeli
4. Jayne Malinowski, Sue Martin, Sue Armel and Dennis Sanders
5. Liz Caskey and Joe Davide
6. April Donahue and Miranda Sharkey
7. David Cappuccilli, Sandy Jilinski and Don Bratt
8. Judy Roland and Larry Trybulec
9. Rachael Kruger and Ashley Ruiz
10. April Ritchie, Kyle Suhr and Karly Mitchell
11. Miranda Sharkey, DeAnna McKeever and Connie Vestal
12. Linda Raphael and Mike O’Rourke
13. Kenny Sharkey and Connie Vestal
14. Joe Riccio, Sue Armel and Donna Riccio
15. Maria Botana and Debra Coleman

The Public Relations Society of America-Gulf Coast Chapter

1. Dan Adams, Jodi Huntoon and Deborah Jonsson
2. Peggy Seaffon, Arnold Kinsey and Julie Pedetti
3. Barbara Evans, Rose Brady and Denyse Mesnik
4. Trista Mester and Russell Tuff
5. Clay Cone and Rose Brady

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After the Dow Jones Industrial Average averaged more than 30,000 for the first time by tumbling more than 10 percent by mid-February, both indexes recently hit all-time highs. How did this happen? It’s not uncommon, but it still leaves many investors wondering how to deal with it. Here are some investment tips:

• First off, don’t let volatility scare you away from the stock market. Stock prices, and as long as you have a long investing time horizon (say, five or even 10 years or more), you should be OK. Short-term money should be kept out of stocks, though, lest it lose value just before you need to cash out.

• Be patient. We’re often tempted to run for the hills when the stock market is tumbling, but we shouldn’t exit just because the stock market is rising. Remember that stock market valuations, as a whole, have a tendency to rise over the long term. Sit back and enjoy the ride as long as you are in for the long term you’ve bought hasn’t changed.

As a bonus, holding your stocks for the long term (366 days or more) means paying the considerably lower long-term capital gains tax rate on your investment instead of the higher short-term income tax rates associated with short-term asset sales.

• Consider adding to or reinvesting into your investment portfolio even with the stock market at or near its all-time high. Though it might seem counterintuitive to buy now, if you’re buying high-quality companies for the long-term, it should work out well. Since 1950, according to Yardendi Research, the S&P 500 has undergone 35 corrections (a 10 percent decline). In each of those instances, the stock market recovered within weeks, months or (rarer cases) years.

• Consider including dividend payers in your portfolio for extra security, too, as healthy companies will keep paying dividends even during market downturns. Plus, dividend payers tend to have proven business models and solid growth outlooks, enabling them to commit to regular dividend payments for years.

A rising stock market is no reason to change your game plan.

The Motley Fool Take

A Biotech Bargain

Gilead Sciences is a market leader among biotech companies, with a market value recently topping $100 billion. It has an enormously valuable portfolio of products and services for treating diseases like HIV, hepatitis B and hepatitis C, and has made a series of acquisitions over the last several years that have expanded its presence in areas such as pulmonary and cardiovascular disease research.

The lion’s share of Gilead’s revenue comes from hepatitis C treatments, but increased competition from generics and new drugs is putting pressure on sales there. Sales of HIV products rose 15 percent year over year in the last quarter, though, to $3.1 billion.

Total revenue could remain under pressure in the coming quarters, but Gilead has a promising pipeline of drugs in development. It’s sitting on $24.6 billion in cash, cash equivalents and marketable securities, and it generated almost $17 billion in cash flow from operations last year. Gilead is sitting on $24.6 billion in cash, cash equivalents and marketable securities, and it generated almost $17 billion in cash flow from operations last year. Gilead is rewarding shareholders via aggressive stock buybacks (which boost the value of remaining shares), and it offers a dividend, too, which recently yielded 2.5 percent. With a single-digit price-to-earnings (P/E) ratio, attractively priced compared to peers and is likely to reward long-term investors.

My Dumbest Investment

Not Better Than Vegas

The first time I invested in the stock market was because I was offered the opportunity by a co-worker. I talked about making more than $40,000 in a single day with a penny stock, and I had no idea the fact and evidence of the fraud and manipulation of the trade as a fact. I got excited, thinking, “Wow, that is better than Vegas!” — so I dumped $5,000 into a brokerage account and invested in some penny stocks.

It made big moves on the first day and felt pretty good. But when I logged in the next day, I found that my account was suddenly worth $400. I felt sick to my stomach when I learned that I had been hoodwinked by the classic pump-and-dump schemes.

Realism sets in and I stayed away from stocks for years.

The Motley Fool

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Name That Company

I trace my roots back to Oregon in 1964, when I was founded by a track coach and his former student. A shoe company, of course, needs to cash out. A shoe company, of course, needs to cash out.

The Motley Fool

To Educate, Amuse & Enrich

What to Do With a Surging Market

To Educate, Amuse & Enrich

What to Do With a Surging Market

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2. Sherylin Aben, Jenny Feagans, Nicole Ryan and Cori Higgins
3. Rudy Vaneysru, Wendy Gander and Wes Wiedenmiller
4. Nancy Kerns and Georgia Hiller
5. Derrick Ayers, Michael Dalby, Brenda Blake-Matres, Craig Bamberg and Kathy Bamberg
6. Beth Brainard and John Coffey
7. Michael Baumohl, Margaret Holt and Karl Williams
8. Pam Fultz and Tracy Reierd
9. Mark Shurtz, Shawn Chisholm and Oxana Royce
10. Karole Davis and Sun Huff
11. Robi Delbetis and Eileen Wesler
12. Meghan Wilesey and Randy Smith

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Send us your society and business networking photos. Include the names of everyone in the picture. Email them to cpierce@floridaweekly.com.

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### Real Estate Listings

#### NAPLES

**Estuary at Grey Oaks**
- Timeless Elegance, 8 BR, 8 Full BA, 2 Powder BA
- Overlooking Golf Course, Preserve w/Sunset Skies
- $1,099,000 MLS 216053534
- Doug Haughey, The Haughey Team 239.572.3078

**Pelican Bay**
- 2 Bedrooms + Den, 2 Bathrooms, Furnished
- Commanding Views of the Gulf
- $850,000 MLS 216023509
- Vito Baniar, The Baniar Team 239.777.7080

**Pelican Bay - Avalon**
- Lowest Priced Camelot Townhouse
- Amenities Galore
- $365,000 MLS 216054811
- Ciara Young, Team LaVita 239.784.1984

**San Marino**
- Great Golf Course Views
- 3 Bedrooms, 2 Bathrooms Carriage House
- $959,900 MLS 216045534
- Kathy Mahoney 239.404.0677

**Lely Golf Estates**
- 19th Floor, Open Floor Plan, 3 BR + Den, 3 BA
- SW Exposure, Views of Gulf, Bay & Golf Course
- $995,000 MLS 216047183
- Connie Lummis, The Lummis Team 239.289.3543

**New Listing**
- Canal Lot w/Southern Vanderbilt Beach Exposure
- Brand New 95’ Seawall
- $269,900 MLS 216054905
- Patti Fortune & Charles Goff 239.272.8494

#### Bonita Bay

**Spring Ridge**
- Beautiful 4 BR, 2.5 BA Courtyard Pool Home, Golf Course View
- Superior Finishes & Interior Detailing Throughout
- $1,299,000 MLS 216023509
- Connie Lummis, The Lummis Team 239.289.3543

**Marbella at Spanish Wells**
- Beautiful 4 BR, 2 BA Home w/Pool & Spa
- Outstanding Lake, Golf Course & Preserve Views
- $445,000 MLS 216042737
- The Borellis Team 239.287.6414

**Oakwood Villas**
- Spaces End Unit w/Great View
- 3 BR, 3 BA, 2-Car Garage
- $349,000 MLS 216029259
- Dotti Fagan, The Fagan Team 239.272.4946

#### Bonita Springs

**Bona Bay at Spanish Wells**
- Beautiful 4 BR, 2 BA House w/Pool & Spa
- Outstanding Lake, Golf Course & Preserve Views
- $445,000 MLS 216042737
- The Borellis Team 239.287.6414

**Vesta**
- 19th Floor, Open Floor Plan, 3 BR + Den, 3 BA
- SW Exposure, Views of Golf, Bay & Golf Course
- $959,000 MLS 216021874
- Connie Lummis, The Lummis Team 239.289.3543

#### Shadow Wood at the Brooks

**The Residence at coconut Point**
- 2 BR + Den, 2 BA Penthouse End Unit
- Walk to Shopping, Movies, 20+ Restaurants
- $327,000 MLS 216002924
- Gary Ryan 239.273.6796

#### Estero

**Wildcat Run**
- Stunning 3 BR + Study, 3.5 BA, 3-Car Garage
- Gas heated pool & Spa
- $875,000 MLS 216061544
- Jamie Lienhardt 239.565.4268

**Estero - Fantastic Location – Active Adult, Gated Community**
- 2 BR + Study, 2 BA, 2-Car Garage
- $324,900 MLS 216052948
- Jamie Lienhardt 239.565.4268

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For Rentals Call 239.213.3311
Florida: Bonita Springs/Estero, Cape Coral, Captiva Island, Fort Myers, Naples/Marco Island, Ocala and Sanibel Island
North Carolina: Cashiers/Lake Glenville, Highlands, Sapphire Valley/Lake Toxaway

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**For Sale**

**NAPLES**
- For Sale: 1-Story Mansion with 6,900 S.F. Under Air
- Prime Lakeside Site & Impressive Carb Appeal
- $2,000,000 MLS 216043048
- The Taranto Team 239.572.3078

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**QUAIL WEST**
- For Sale: 1-Story Mansion with 6,900 S.F. Under Air
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- For Sale: 1-Story Mansion with 6,900 S.F. Under Air
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**MARBELLA AT SPANISH WELLS**
- For Sale: 1-Story Mansion with 6,900 S.F. Under Air
- Prime Lakeside Site & Impressive Carb Appeal
- $2,000,000 MLS 216043048
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**BONITA BAY - AVALON**
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REAL ESTATE

REAL ESTATE NEWSMAKERS

- **Aqua at Pelican Isle** recently topped off its marina-front luxury tower, the last concrete pour for construction of the building at Pelican Isle Yacht Club. Two penthouse suites are among the few residences remaining available in the second tower, according to Chris Hanlon. The first tower is sold out, he adds.

  The penthouses at Aqua encompass 6,500 square feet, while other units have from 3,900 to 4,100 square feet. Aqua residents enjoy immediate access to water, a private marina and wide views of Wiggins Bay and the Gulf of Mexico. Other amenities include a movie theater, library, pool, spa and fitness center with steam rooms and dry sauna facilities. Tower two will have an outdoor putting green, a dog run, a game room with virtual golf overlooking the marina, and three guest suites.

  Pricing at Aqua begins at $1.9 million. Tower two is on schedule for completion next spring. For more information, call 591-2727, go to aquanaples.com or stop by the information center at 13675 Vanderbilt Drive in North Naples.

- **Ashton Woods** homebuilder has received three American Residential Design Awards from the American Institute of Building Design.

  One of the awards, a Grand ARDA in the model homes category, was for the 2,294-square-foot Capri model in Egret Landing at Naples Reserve. Featuring traditional Floridian architecture with a coastal Italian twist, the Capri was designed in a linear manner — similar to an Italian villa — with two axis connecting the living spaces of the home and keeping the private spaces more secluded.

  Ashton Woods also received a Grand ARDA award and a Best in Show award for its Summerside model in Freeman’s Point on James Island, S.C.

- The clubhouse swimming complex has recently opened at **The Arlington of Naples**, the new life plan community at Lely Resort and Country Club. Stock Development served as the project’s general contractor; Outside Productions International provided the design and landscaping concepts.

In the desirable gated community of Stonebridge in North Naples, this 1,500-square-foot, split two-bedroom, two-bath condo is just a hop, skip and jump away from restaurants, shopping centers and beaches. There’s easy access to I-75, too.

  The kitchen and baths have new cabinets with granite countertops. There’s a screened lanai, long lake views, covered parking and plenty of extra storage space as well. Bundled golf and 80 reciprocal courses, clubs and spas make this a perfect home for the year-round or seasonal resident. Plus, Stonebridge is a “two-pet” friendly community.

  Kelly Capolino of Downing-Frye Realty has the listing for $242,500. For more information or to arrange a showing, call 877-6700 or email Kelly@naples.net.
Easily accessible from The Arlington’s two villa neighborhoods of Woodland and Lake Side as well as the residential apartments in The Promenade, the complex has a “beach” entry, 1,200-square-foot, heated swimming pool, locker rooms, a catering kitchen area and bar.

On 39 acres in Lely Resort, The Arlington has 47 two- and three-bedroom villas and a selection of one-, two- or three-bedroom apartments. The community also has a memory care and residential nursing and rehabilitation center. For more information, call 986-9690 or visit arlingtonnaples.org. ■

The Arlington of Naples

OLDE NAPLES (MAIN)
821 5th Avenue South, Suite 102
Naples, Florida 34102
Office 239.300.9500 | Fax 239.300.9501

VINEYARDS
5983 Pine Ridge Road
Naples, Florida 34119
Office 239.353.0444 | Fax 239.353.0466

BONITA SPRINGS
8800 Bernwood Parkway, Suite 1
Bonita Springs, Florida 34135
Office 239.985.9889 | Fax 239.603.6633

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Florida Weekly’s Open Houses

Open Houses are Sunday 1–4, unless otherwise marked

> $100,000
1. ROYAL WOOD GOLF CLUB • 365 Amberly Circle #303 • $64,500 • Gulf Breeze Real Estate • Susan Myhelic • 239.226.6444
2. HUNTINGTON LAKES • 644 Huntington Lakes Circle • $95,000 • Gulf Breeze Real Estate • Susan Myhelic • 239.226.6444

> $300,000
3. MILANO • 1251 Marcello Circle • $399,500 • Premier Sotheby’s International Realty • Linda Geller • 239.404.6460

> $400,000
4. THE MOORINGS – LA MAISON CLUB • 3450 Gulf Shore Boulevard North • $495,000 • PSIR • Debra McDermott • 239.248.2433
5. THE QUARRY – NAUTICA LANDING • 3847 Nautical Landing • $599,000 • PSIR • Michelle Thomas • 239.860.7270
6. DEL MAR AT COQUINA SANDS • 1300 Gulf Shore Blvd N • $500,000 • John R Wood Properties • Emily K. Bus & Tade Bus-Bell • 239.955.0097

> $500,000
7. BASARI COUNTRY CLUB – ALTESSA • 3270 Altezza Way • $509,000 • PSIR • Gerard Arensman • 518.915.3155
8. SPANISH WELLS • 2839 Sombrio Drive • $519,500 • PSIR • Mark Leone • 239.784.5856
9. MARCO ISLAND – VILLAS AT WATERSIDE • 220 Waterside Place #201 • $575,000 • PSIR • Michelle Thomas • 239.860.7270
10. PORTA VECCHIO AT MEDITERRA • 840 Porta Vecchio Way #202 • $599,000 • John R Wood Properties • Emily K. Bus & Tade Bus-Bell • 239.955.0097
11. STONEBRIDGE • 1865 Pondside Lane • $599,900 • Gulf Breeze Real Estate • Susan Myhelic • 239.226.6444

> $600,000
12. NAPLES PARK • 789 93rd Avenue North • $549,000 • PSIR • Martin McGill • 239.227.6377
13. INDIGO PRESERVE • 14660 Beaufort Circle • $675,000 • PSIR • Fahada Saad • 239.995.0600

> $700,000
14. PELICAN BAY – BREAKWATER • 105 Renovator Circle #102 • $704,000 • PSIR • Werner Schroeder • 239.776.8996

> $800,000
15. GREY OAKS – TRADITIONS • 229 Tradition Way • $840,000 • PSIR • Fahada Saad • 239.995.0800
16. PELICAN MARSH – ISLAND COVE • 225 Island Cove • $890,000 • PSIR • Nancy Randell • 239.995.0247

> $900,000
17. WYNDEMEER – ROSEMEADE • 405 Rosemeade Lane • $900,000 • PSIR • Catherine Bodner • 239.964.2931
18. THE BROOKS – SHADOW WOOD – KENWOOD • 2201 Kenwood Isle Drive • $991,000 • PSIR • Joe Mckee • 239.287.7233
19. MEDITERRA – CABRIO • 1628 Cabrino Drive • $960,000 • PSIR • Albert Loper • 239.617.5388

> $1,000,000
20. TIBURON – MARQUISA ROYALE • 2591 Marquisa Royale Lane #18 • $1,157,000 • PSIR • Erik Dowd Barber • 239.934.8791
21. KALEA BAY • Wiggins Pass & Vanderbilt Drive • $1,300,000 • Wilson & Associates RE • 239.795.0200 • Open Monday-Saturday 10am-5pm & Sunday 12pm-5pm

> $2,000,000
22. RESIDENCES AT MERCATO • 123 Strada Place #17 • $1,550,000 • PSIR • Sales Office • 239.594.3400 • Open Monday-Saturday 10am-6pm & Sunday 12pm-5pm
23. PELICAN ISLE – RESIDENCES • 445 Dockside Drive #414 • $1,380,000 • PSIR • Suzanne Ring • 239.261.7290
24. FIDDLERS CREEK – MARSH COVE • 3248 Tavolara Lane • $1,995,000 • PSIR • ML Meade • 239.249.4853
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26. BAY PARK • 3100 Shalimar Cove • North • $1,850,000 • PSIR • Larry Roeders • 239.860.2584

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27. PELICAN BAY – PELICAN BAY WOODS • 6577 Ridgeway Drive • $1,995,000 • PSIR • Michelle Thomas • 239.860.7270

> $4,000,000
28. BEAUFORT • 2851 Somers Drive • $2,995,000 • John R Wood Properties • Emily K. Bus & Tade Bus-Bell • 239.955.0097
29. GREY OAKS – ESTUARY AT GREY OAKS • 1220 Gordon River Trail • From $2,945,000 • PSIR • Call 239.243.3448 • Open Monday-Saturday 9am-5pm & Sunday 12pm-5pm

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32. OAKS • 3101 Forest Trail • $3,595,000 • PSIR • John Dowd • 239.594.3996
33. SIESTA KEY – SIESTA KEY • 11625 Vanderbilt Drive #402 • $3,530,000 • PSIR • John Dowd • 239.594.3996
34. THE MOORINGS • 2025 Cranford Road • $3,975,000 • Encore Realty • Dante Disabato • 239.507.5555 • Iam-3pm

> $6,000,000
35. OLD NAPLES • 434 3rd Avenue South • $4,700,000 • Encore Realty • Dante Disabato • 239.507.5555 • Iam-3pm

> $8,000,000
36. AQUA LAKES • 840 17th Avenue South • $6,975,000 • PSIR • William Callahan • 239.272.5756
37. PORT ROYAL • 3281 Gin Lane • $8,975,000 • PSIR • William Callahan • 239.272.5756
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IN 2015, CRAVING FASHION RAISED $25,000 FOR MAKE-A-WISH® SOUTHERN FLORIDA
Maren Morris, Crys Matthews
AMONG PERFORMERS IN LINEUP
FOR ISLAND HOPPER SONGWRITER FEST

A TALE OF TWO SINGER/SONGWRITERS

BY NANCY STETSON
nstetson@floridaweekly.com

aren Morris has had an incredible year so far.
"It’s been amazing," says the 26-year-old singer/songwriter.
Her breakthrough album, "Hero," hit No. 1 on the Billboard Country Albums chart when it was released in June. Its first single, "My Church," which she co-wrote with busbee, became a gold-certified hit and made it to No. 5 on the Hot Country Songs chart. She followed it up with "'80s Mercedes," which hit No. 25.
Along with Brett Eldredge, she’s an opening act for Keith Urban’s ripCORD World Tour 2016.

SPECIAL TO FLORIDA WEEKLY

Everglades artist Jo-Ann Sanborn invites the public to a gallery talk and demonstration at 5:30 p.m. Thursday, Sept. 15, in La Petite Gallery at the Marco Island Center for the Arts, where her “Summer of 2016” one-woman exhibit hangs through September.

The 22 works on display all were created late last spring and earlier this summer.
“Nature provided my favorite subjects: moonlight, sunlight and the gorgeous clouds of summer,” Ms. Sanborn says.

Visitors will enter La Petite Gallery through a curtain of greenery into the Everglades environment of the exhibit. Will there be mosquitoes? “Nope!” Ms. Sanborn promises. Will the back roads be overrun with water flow? “Not in my

SEE EXHIBIT, C3 ▲

Cuisine News
Craving Fashion coming up, The Dish at Noodles, Vino and more. C24-27 ▲

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Vanderbilt | 239.594.9494
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Bonita Springs | 239.948.4000
Sanibel Island | 239.472.2735
Rentals | 239.262.4242
FLORIDA WRITERS

Florida guidebook offers a feast of adventures for tourists and residents alike


In this gloriously illustrated book, with many of its 332 color photographs taken by the author, novelty and nostalgia blend and complement one another. Doug Alderson provides a feast of adventures for the Florida tourist and the longtime resident who has not yet ventured forth to the distant corners and remote inland crossroads of this varied and sizable state.

The first part of Mr. Alderson's book, in which he provides a sturdy and engaging history of Florida tourism, is divided into five chapters. Here he underscores the early fascination with Florida through referencing several classic studies of Florida exploration.

In Chapter 1, we learn that tourism as an industry began to flourish after the Seminole Wars and the Civil War. The late 19th century ushered in the interest in Florida's freshwater springs, especially the supposed restorative mineral springs. Just as freshwaters and especially the supposed centurian ushered in the interest in Florida's springs, was the first commercialized mineral spring, though over the decades it has had many rivals.

Today's nascent medical tourism industry owes a debt to the heritage of health tourism. I'll take a mineral spa to a hospital any time.

Chapter 2 of the guidebook focuses on the interest, then and now, in Florida's coastal delights. Beach tourism, tourism involving Native American history and customs, and the growing case of tourism that followed the proliferation of automobiles and highways receive detailed, vivid attention. We are now familiar with roadside attractions, but first came the roads. The early prominence of St. Petersburg as a tourist destination became more and more challenged by the growing highway network.

The author treats nature tourism in Chapter 3, paying attention to national and state parks, the high profile of St. Augustine and its environs as well as the environmental challenges that came with growth and incursions into the Florida wilderness. The beauty of the Everglades, the work of the Civilian Conservation Corps and the abundance of historical museums all get energetic discussion.

Chapter 4 considers further the uneasy blending of the natural and the man-made. Many such destinations are detailed later in the book, but for now we can ponder the hybrid nature of such attractions as Cypress Gardens (now absorbed into LEGOLAND), Jungle Island, Monkey Jungle, Tombstone Territory and various places where concrete dinosaurs and other creatures can't quite roam the earth — but where you might be able to climb on one, have someone take your picture and perhaps enjoy a snack and miniature golf.

Chapter 5 excavates the past no longer present. Man-made attractions like Six Gun Territory had their vogue and passed away, though similar places still exist (not only in Florida, but all over the U.S.). Here in the Sunshine State, places such as Floridaland, the Cypress Knee Museum and many mom-and-pop operations have come and gone. The book's second part is what we have been waiting for: "Old Florida Attractions You Can Visit."

Mr. Alderson first provides a map of the state with a numbered key to the various attractions. Then comes a cornucopia of places for which detailed directions are provided. First we learn about six distinctive attractions that share the second word "Springs" in their name, among them Homosassa Springs, Weeki Wachee Springs (opened in 1947) and Wakulla Springs. The author gives each location its due. Many of these once-private enterprises have been kept alive by public funding and administration.

Places with alligators? The author chooses the best and describes them with delighted care, from Gatorland to Gatorama and many others.

The journey moves on through a series of delights: Bok Tower Gardens receives a very enthusiastic treatment; "The Many Lives of Marineland" offers a particularly fine understanding of changing times and fortunes; and then there is the unparalleled Solomon's Castle with its resident genius/creator.

The book winds down with short glimpse of "Other Survivors," a section on Florida oddities (including Coral Castle) and a most useful bibliography and index.

This book is just plain fun, let alone highly informative. It's worth the price just for the photographs and the author's exuberance.

Doug Alderson lives south of Tallahassee.

— Phil Jason, Ph.D., United States Naval Academy professor emeritus of English, is a poet, critic and freelance writer with 20 books to his credit, including several studies of war literature and a creative writing textbook.
Square One Improv troupe promises to make going back to school fun

It's no secret that many improv comedians found their start while they were students. That's true for two of the four members of Marco Island-based Square One Improv, and in honor of their ad-libbing roots they're presenting an evening of back-to-school comedy relief at 8 p.m. Saturday, Sept. 24, at The Marco Players Theater. They promise a family-friendly show that just might pique an interest in improv among attendees.

Scott Beatty, a litigation attorney by day, traces his interest in improv back to 1983 when he appeared in a school production. He says many of the skills necessary for improv carry over to the courtroom.

Shaun Johnson discovered improv when he was in junior high and says he never imagined it would play such a significant role in his life. By day he works for an animal pharmaceutical manufacturer and also finds that improv helps him in the business world.

Dan Klein says he was kicked out of "more classrooms than Joan had face lifts." He began his career as an entertainer playing in bands on cruise ships.

Square One Improv founder Gregory Sofranko attended Second City Improv Training and performed for two years before forming the local troupe.

Tickets to the Sept. 24 show are $20 for adults, $10 for students and can be purchased at the door the night of the performance. The Marco Players Theater is in the Marco Town Center Mall, 1089 N. Collier Blvd. For more information, visit TheMarcoPlayers.com.

EXHIBIT
From page 1

"Watching for Shooting Stars"

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SONGWRITER

C4

And when the Country Music Award nominees for 2016 were announced Aug. 3, Ms. Morris led the list of finalists, along with Eric Church and Chris Stapleton, with nominations for Female Vocalist of the Year, Album of the Year (“‘My Church’”), Single of the Year (“‘My Church’”), Song of the Year (also for “My Church”) and New Artist of the Year.

“It was a shock, but a good one,” she says. “It was cool to have Keith (Urban, who I’m on tour with, announce my first nomination ever. It was like a family intro.”

She watched the nomination announcements from her home in Nashville.

Last year, she watched the CMA Awards. “As a singer/songwriter, I think her major...” she says. “Sometimes it’s a title, sometimes it’s a melody, sometimes it’s just a line of music,” she says. “Sometimes you don’t have anything. You have a theme, a concept (with your co-writer).” It’s different every day. It depends on your mood, depends on your inspiration. I’m just writing with, depends on the weather.

“You try to get what you can. It’s creation at its best.”

“You won’t get a great song every time, she realizes.

“There are so many variables; you try to hack away at it. If you don’t get something, it’s OK. You can always come back tomorrow.”

But she says, there’s something special in almost every song.

“Even if it never sees the light of day, we tried,” she says. “I try to approach it from a patient, positive standpoint. It’s work, but it’s not supposed to feel like work. You’re not trying to get something out of nothing. It’s an amazing career to have.”

“My Church”

Ms. Morris’ two current hits revolve around cars. “My Church” came about when she was driving around Los Angeles one day, before meeting with busbee to write the song. It’s about the Faith Church that popped into her head when she met with busbee, they wrote the song in less than an hour.

“I... I find holy redemption/When I put this car in drive/Roll the windows down/And the (radio) dial, she sings.

Then the chorus kicks in:

“So I can get a hellahahahahaha/Can I get an amen? Holy Ghost singing through ya/When I play the highway FM/I find my soul revival/Singing every single verse/Yeah, I guess that’s my church.”

“‘My Church’ is so popular, contestants perform it on ‘The Voice,’ she says. “It’s supposed to be fun.”

“When people ask her what her music sounds like, she says, “I usually say it’s like Tracy Chapman, but not so sad,” she says, laughing. In fact, Ms. Matthews’ first studio album, “Backroads and Driveaways,” was produced by Karen Kenne, who engineered Mr. Chapman’s first EP.

“I love Tracy. She’s an amazing singer-songwriter,” Ms. Matthews says. “She has a lot of sad songs, I haven’t had quite as rough a road. My music pulls from a lot of genres: a lot of blues influence to Toshi Reagon to Ruthie Foster.

“Ms. Matthews performs at the Island Songwriter Fest with one of her many car references as I could,” she says. “It’s fun for us to dig in and get super colorful with the lyric pattern.”

Right now, it seems as if the sky’s the limit for Ms. Morris.

“She’s been told that she’s taking off like a rocket.

“Yeah, and I’m holding on,” she says.

Crys Matthews plays a hybrid of folk, blues, Americana and country.

“3:30 p.m. Saturday, Oct. 1, at Manzanita’s on the Bay, Fort Myers Beach (with Terry Lynn Melody, who’ll be nominated a year later),” she says. “As a black lesbian, she’s not the standard white-guy-with-a-cowboy-hat (or banjo) cap who typically plays at the fest. “I’m super-excited to be part of this festival, to be included in a BMI-sanctioned event,” she says.

Her music is a mixture of folk, blues, Americana and country. She’s been compared to everyone from Tracy Chapman to Toshi Reagon to Ruthie Foster.

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Third annual Island Hopper Songwriter Fest
>> When: Sept. 23-Oct. 2
>> Where: Various venues on Captiva Island, Fort Myers Beach and downtown Fort Myers
>> Cost: Most, but not all, events are free.
>> Info: 938-3500 or islandhopperfest.com

Ticketed shows
The 10-day Island Hopper Songwriter Fest consists of 78 songwriters giving 146 performances at 21 different venues. Performances are free, with the exception of these five:
>> Songwriter Dinner & Wine Pairing: 6-7:30 p.m. Monday, Sept. 26, at The Barrel Room, $60
>> Parmalee: 8 p.m. Wednesday, Sept. 28, at Florida Repertory Theatre, $15
>> Songwriter Workshop: 11 a.m. to 1 p.m. Thursday, Sept. 29, at The Barrel Room, $75 (includes lunch)
>> Island Hopper Sunset Cruise: 5:30 p.m. Thursday, Sept. 29, on JC Cruises, $10
>> Maren Morris: 4:30 p.m. Sunday, Oct. 2, poolside at the Pink Shell Resort & Marina, $20
>> For tickets or more information: IslandHopperFest.com

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Take to Market, To Market – The Third Street South Farmers Market takes place from 7:30-11 a.m. 434-6333 or three-streetsouth.com.

Dark Knight – Barnes & Noble in Waterside Shops celebrates Batman’s enduring legacy with cosplay, trivia games and at 2 p.m. $98-5200 or bn.com.

Paint Party – Vino’s Picasso hosts a guided paint session for ages 10 and up to raise money for Peace Early Learning Center from 4-6 p.m. $40, Bring your own bev- erage of preference. 2367 Vanderbilt Beach Road. 437-8790 or vinospicassofl.com.

Tribute Night – Singer Rick St. James performs the music of Rod Stewart at 7:30 p.m at Southwest Florida Perform- ing Arts Center. $35, 11505 Bonita Beach Road. 495-3800 or artscenterbonita.org.

One-Man Show – Frank Blocker performs 17 characters in the one-man comedy, “Southern Gothic Novel: The Aberdeen, Mississippi, Sex Slave Incident,” at 8 p.m. at Arts for the Arts Bonita Springs. $22, 10150 Bonita Beach Road. 495-8989 or artcenterbonita.org.

All Green Thumbs – Koreshan State Historical Site hosts a native plant sale and farmers market from 8 a.m. to 1 p.m. 273-8945 or fispccolobola.org.

Foreign Film – FGCU’s Renaissance Academy screens “Monsoon Wedding” (India, 2001) at 7 p.m. Sunday, Sept. 18, at the university’s Naples campus. A stressed father, a bride-to-be with a secret, and a smitten event planner and relatives from around the world create much ado about preparations for an arranged marriage in India. $5 for members, $7 for others. 100 Fifth Ave. S. 434-4737 or fcgu.edu.

Art Talk – FGCU’s Renaissance Acad- emy hosts a talk about Bernini and how he founded the Baroque style from 10-11:30 a.m. at Moorings Park. $20 for members, $25 for others. 132 Moorings Park Drive. 434-4737 or fcgu.edu.

Jazz with Jebry – Jebry and friends jam from 6-9 p.m. at Pate’s Island Club. 600 Neapolitan Way. 228-7796.


Films for Film Lovers – Centers for the Arts Bonita Springs screens “More Than Honey” (Germany, 2012) at 7 p.m. An in-depth look at honeybee colonies in California, Switzerland, China and Australia. $10, 10150 Bonita Beach Road. 495-8989 or artcenterbonita.org.

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All Green Thumbs – Koreshan State His- torical Site hosts a native plant sale and farmers market from 8 a.m. to 1 p.m. 273-8945 or fispccolobola.org.

Foreign Film – FGCU’s Renaissance Academy screens “Monsoon Wedding” (India, 2001) at 7 p.m. Sunday, Sept. 18, at the university’s Naples campus. A stressed father, a bride-to-be with a secret, and a smitten event planner and relatives from around the world create much ado about preparations for an arranged marriage in India. $5 for members, $7 for others. 100 Fifth Ave. S. 434-4737 or fcgu.edu.

Art Talk – FGCU’s Renaissance Acad- emy hosts a talk about Bernini and how he founded the Baroque style from 10:30-11 a.m. at Moorings Park. $20 for members, $25 for others. 132 Moorings Park Drive. 434-4737 or fcgu.edu.

Jazz with Jebry – Jebry and friends jam from 6-9 p.m. at Pate’s Island Club. 600 Neapolitan Way. 228-7796.


Films for Film Lovers – Centers for the Arts Bonita Springs screens “More Than Honey” (Germany, 2012) at 7 p.m. An in-depth look at honeybee colonies in California, Switzerland, China and Australia. $10, 10150 Bonita Beach Road. 495-8989 or artcenterbonita.org.

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Jazz with Jebry – Jebry and friends jam from 6-9 p.m. at Pate’s Island Club. 600 Neapolitan Way. 228-7796.
WHAT TO DO, WHERE TO GO

Funny Girl – Kate Quigley takes the stage Thursday through Sunday, Sept. 29-Oct. 2, at Off The Hook Comedy Club, 2500 Vanderbilt Beach Road. 389-6900 or offthehookcomedy.com.

Story Time – Nationally recognized storyteller Andy Offut Irwin delights the audience with tales of his best character, Aunt Marguerite, from 7-8:30 p.m. Wednesday, Sept. 28, at the office of Dr. Joel Ying. 2385 Tamiami Trail N. 267-6480.

Child’s Play – Comedian Frank Del Pizzo performs at 6:30 p.m. Thursday, Sept. 29, at Off The Hook Comedy Club to benefit Golisano Children’s Museum of Naples. Adults only. $30-$50. 2500 Vanderbilt Beach Road. 260-1604 or cmon.org.

Commemorative Event – Holocaust Museum & Education Center of Southwest Florida recognizes the 75th anniversary of the Babi Yar massacre with a talk by Marina Berkovich, who will discuss the event and her family’s remembrance of it at 6:30 p.m. Thursday, Sept. 29. Free, but reservations required. 263-9200 or holocaustmuseumswfl.org.

Tribute Night – “Piano Man” Mark Anthony performs the music of Billy Joel at 7:30 p.m. Friday, Sept. 30, at the Southwest Florida Performing Arts Center. 555. Bonita Beach Road. 389-6900 or artrcbonita.org.

Bless the Fleet – Everglades City blesses its stone crab fleet and hosts some family fun starting at 10 a.m. Saturday, Oct. 1. Free. 596-0008 or paragontheaters.com.

Bless the Animals – Emmanuel Lutheran Church welcomes pets (leashed or caged) and their owners for a blessing of the animals at 9 a.m. Saturday, Oct. 1, at the Rod & Gun Club on Barron River. Free. 695-2905 or evergladeshistorical.org.


Rock Around the Clock – Friends of Lovers Key hosts a sock hop on the beach from 4-7 p.m. Thursday, Sept. 29, at Lovers Key State Park. $40 for members, $45 for others. (708) 359-0466 or figureonwood@gmail.com.

Tater Salad – Ron White, best known as the whiskey-swilling, cigar-smoking comedian from the Blue Collar Comedy Tour, takes the stage at 8 p.m. Thursday, Sept. 29, at the Barbara B. Mann Performing Arts Hall, Fort Myers. (800) 440-7469 or bbmannpah.com.

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Sensorily Speaking – Paragon Theaters at Pavilion Shopping Center host a sensory-friendly screening of “Storks” at 10 a.m. Saturday, Oct. 1, 833 Vanderbilt Beach Road. 996-0008 or paragontheaters.com.

Sunflower Festival – Head to Pepper Ranch Preserve for its third annual Sunflower Festival from 10 a.m. to 5 p.m. Saturday, Oct. 1, to see a blooming display of the area’s southern sunflowers and enjoy hayrides, vendors, archery lessons, guided hikes and more. Free. 252-2495 or colliergov.net.

May the Bricks Be With You – Kids 8 and up are invited to Barnes & Noble in Waterside Shops for the LEGO Star Wars Rogue One event at 4 p.m. Saturday, Oct. 1, where guests can build designs from the upcoming film. Free. 598-5200 or bn.com.

Barnes & Noble in Waterside Shops celebrates the Dark Knight’s enduring legacy with games, trivia, cosplay and more at 2 p.m. Saturday. — bn.com.

Explore British treasures such as the Elgin Marbles without leaving town when the FGCU Renaissance Academy presents a multimedia program about London’s British Museum at 10 a.m. Wednesday at Brooks Commons Club in Bonita Springs. — fgcu.edu


#PLAN IT

Start saving your appetite for Craving Fashion, a feast of food and style from 6-8:30 p.m. Friday, Sept 23, at Waterside Shops. — watersideshops.com

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Meet the Composers — International artist and lecturer Ann McLean leads a multimedia presentation about female composers from 3-5 p.m. Sunday, Oct. 2, at Centers for the Arts Bonita Springs’ Moe Auditorium & Film Center, 10500 Bonita Beach Rd. 495-8989 or artcenterbonita.org.

Funny Guy — Comedian Piff the Magic Dragon performs Friday through Sunday, Oct. 7-9, at Off the Hook Comedy Club, 2500 Vanderbilt Beach Road. 389-6901 or offthehookcomedy.com.

Magic Carpet Ride — Artis—Naples invites youngsters to get up-close with the orchestra’s brass players and their horns at 10 a.m. Saturday, Oct. 8, at Artis—Naples. 597-1900 or artisnaples.org.

Show Me The Way — Peter Frampton performs at 8 p.m. Saturday, Oct. 8, at Artis—Naples. 597-1900 or artisnaples.org.

Paint Party — Vino’s Picasso raises money for The Shelter for Abused Women & Children with a guided painting session from 2-4 p.m. Sunday, Oct. 9, $36, registration required. 481-8750 or vinospicasso.com.

History Talk — Collier County Museums hosts a talk about the history and culture of the Seminole people at 2 p.m. Wednesday, Oct. 12, at the main museum. 5331 Tamiami Trail E. 642-1440 or colliermuseums.com.

Celebration — Kool & The Gang perform at 8 p.m. Saturday, Oct. 15, at Seminole Immokalee Casino. $36-$125. (800) 218-0007 or moreinparadise.com.
WHERE TO GO

Comedy Legend – Jerry Lewis performs at 7 p.m. Friday, Oct. 21, at South- west Florida Performing Arts Center. $89-$830, 1305 Bonita Beach Road. 389- 6901 or swflpac.com.

Funny Lady – Comedian Loni Love (“Chelsea Lately,” “The Real”) takes the stage Thursday through Saturday, Oct. 21-23, at Off The Hook Comedy Club. 2500 Vanderbilt Beach Road. 389-6901 or offthehookcomedy.com.

Yard & Garden – Collier County Extension Services hosts its annual SWFL Yard & Garden Show from 9 a.m. to 4 p.m. Saturday, Oct. 22. $4. 14700 Immokalee Road. 352-4800 or collier.ifas.ufl.edu.

Rammers – The Tin Can Tourists host the 10th annual Vintage RV Show from 10 a.m. to 4 p.m. Saturday, Oct. 22, at Koreshan State Historic Site. Free with regular park admission. 992-0311 or floridastateparks.org.

Art Show – Naples Artcrafters hosts a fine arts and crafts show from 10 a.m. to 4 p.m. Sunday, Oct. 23, at Cambier Park. Free. 348-3675 or artcrafters.com.

Concert in the Park – The Music Makers Show Band performs from 2-4 p.m. at Cambier Park. Free. 348-3675 or musicmakersshowband.org.

The Bower School of Music at FGCU presents “Bahtlines: The Music of Jason Bah” at 7:30 p.m. Tuesday, Sept. 27, at FGCU. Mr. Bah, a university composer, will present chamber and solo works with percussionist Troy Jones, violinist Kyle Szabo, pianist Peter Lewis and members of the Naples Philharmonic Brass Quintet. $7-$10. 745-4268 or fgcu.edu.

Peter Lewis and members of the Naples Philharmonic Brass Quintet, featuring trombonist and composer Delfeayo Marsalis, performs at 8 p.m. Saturday, Oct. 15, at Centers for the Arts Bonita Springs.

Jazz Concert – Delfeayo Marsalis Quartet, featuring trombonist and composer Delfeayo Marsalis, performs at 8 p.m. Saturday, Oct. 15, at Centers for the Arts Bonita Springs.

Author Signing – Bestselling author Randy Wayne Wright introduces “Seduced,” with a talk and signing at 3 p.m. Friday, Oct. 21, at Sunshine Book- sellers on Marco Island. Free. 677 S. Collier Blvd. 393-0353 or sunshinebook- sellers.com.
It’s not what I expected. And, given current social events, it might not be what you expect, either.

“The Gun Show,” as its name suggests, all about guns.

The marketing material suggests that it’s five different stories revolving around guns: “Everyone has a story. Playwright EM Lewis has five you should hear. With brutal honesty and poignant humor we jump right in the middle. Not right. Right in the middle. Let’s talk.”

I was expecting different stories from different people, as in “The Laramie Project” or an Anna Deavere Smith one-woman show. The five stories in “The Gun Show,” however, are all from the playwright’s own life.

“The Gun Show” is much more personal than political. It’s a one-woman show, and Ms. Lewis is represented by a man, actor Miguel Cintron. It’s an odd choice, for a playwright to dictate that an actor of a different gender portray herself, but Mr. Cintron makes it work, even when, as Ms. Lewis, he talks about his boyfriend and then-husband, Irwin. He doesn’t put on a high-pitched voice or do other stereotypical things some men do when portraying women; it’s just his male voice relaying the stories. (Though he does put on accents when portraying other people.)

Very early in the play, we’re given a frenzied retelling of the climatic shoot-out in Quentin Tarantino’s 1992 movie, “Reservoir Dogs,” complete with the frenzied retelling of the climatic shoot-out in Fort Myers, including a Punta Gorda police officer accidentally shot and killed his teenage son at a Sarasota gun range. And in August, a Punta Gorda police officer accidentally shot and killed a 73-year-old librarian during citizen police academy session. We’ve had numerous shootings in Fort Myers, including one during ZombiCon in downtown last October in which one person was killed and five others wounded, spurring local government to push through the mounting of surveillance cameras before the year was up. Since then, the news has been filled with story after story of drive-by shootings.

Ms. Lewis gives us her own life stories, and she also tells us the following:

- A gun in the home triples the risk of homicide.
- A gun in the home increases the likelihood of suicide fivefold.
- A gun in the home is responsible for the vast majority of children killed by firearms.
- A gun in the home increases the chance of being killed by a firearm by 72 percent.

But her wording is not inflammatory or similar to anything you’d hear on TV when people heatedly debate gun rights and gun control. The only thing that puzzled me was her talk of people who want to eliminate guns totally. That confused me, as I’ve never heard anyone who is for gun control ever talk about taking all guns away from people.

“There’s a conversation to be had here that’s not happening, it’s been stolen from us sensible, relatively reasonable, regular sort of people in the middle, and the middle is bigger than the edges...” the playwright says, via Mr. Cintron. “…I aim to take this conversation BACK, because it belongs to us, all of us, and I refuse to cede this ground to the nut jobs who don’t want us to talk to each other, because we’re the kind of people who might admit that this issue has just a little bit of —ing complexity to it. And that we have more in common with each other than we have that separates us.”

“The Gun Show” is one woman’s story, told by a male actor. Mr. Cintron does a commendable job. If “The Gun Show” spurs conversation, then it’s done its job, too.
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Not responsible for typographical errors. Specials good September 15-22.
Puzzles

### Colossal Coinage

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**Difficulty:** Moderate

**Sponsored By:**

**HOROSCOPES**

**Virgo** (August 23 to September 22)

Single Virgos looking for partners are finally getting a break from Venus, who has moved in to make things happen. Attached Virgos see their relationships blossom.

**Libra** (September 23 to October 22)

You’ve been working hard to get things done. Now take a break and recheck your next step. You might want to make some changes in view of the news that comes your way.

**Scorpio** (October 23 to November 21)

The watchword for savvy Scorpios this week is “preparation.” Consider sharpening your skills to make the most of the new opportunity you’re about to take on.

**Sagittarius** (November 22 to December 21)

There might still be some loose ends that need tucking up if you hope to get that important relationship repaired. A new spurt of activity starts soon.

**Capricorn** (December 22 to January 19)

It’s a good idea to keep the positive momentum going by finding and getting rid of anything that could cause you to stumble. Keep the path ahead clear and open.

**Aquarius** (January 20 to February 18)

A period of contemplation is advised before you make your next move. Be sure that where you decide to go is the right place for you. A health matter needs attention.

**Pisces** (February 19 to March 20)

That new energy surge that hit you last week continues to send out good vibrations. Try investing a part of it in creating something noteworthy on the job.

**Aries** (March 21 to April 19)

You’ll soon have a chance to take a big step up from where you are to where you want to be. Check it out first. Remember: Even the Mountain Sheep looks before it leaps.

**Taurus** (April 20 to May 20)

This week brings a challenge that could determine the future direction of your life. If you’re ready for a change, accept it with confidence. A loved one supports your decision.

**Gemini** (May 21 to June 20)

A disruption creates a delay in completing your projects. Use this time to pursue a personal matter you were too busy to deal with before. You’ll find it will be time well spent.

**Cancer** (June 21 to July 22)

You like to balance your personal universe, and in doing so, you help bring harmony into the lives of the rest of us.

**Leo** (July 23 to August 22)

Things slowing down a bit this week, it would be a good time for luxury-loving Leonines to go somewhere for some well-earned pampering. Things liven up around Friday.

**Born This Week:**

You like to balance your personal universe, and in doing so, you help bring harmony into the lives of the rest of us.

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CONTRACT BRIDGE

Everyone is dealt 13 cards
BY STEVE BECKER

When declarer has a two-way finesse against a queen, he should try to avoid making a decision until after he has gathered all the information he can about the defenders’ hands.

Take this deal where South is faced with the question of where the queen of diamonds is located. West leads the K-A and another spade, East ruffing the third spade and declarer overruffing.

Since he must lose a trump trick sooner or later, South’s only concern is to avoid a diamond loser. This would be easy enough to do if the location of the queen were known, but, lacking that knowledge, the best South can do is search for clues that might point the way to the habitat of the missing damsel.

So at trick four, he leads the queen of hearts, which holds, followed by the ten. West takes the ace and exits safely with a heart.

By this time, declarer already knows a great deal about West’s hand. West has shown up thus far with exactly six spades and three hearts. With nine of his cards accounted for, South must next try to learn whatever he can about West’s other four cards. He does this by cashing the A-K-Q of clubs, and when West follows suit to each of them, South’s problem is solved.

He leads a low diamond to the king as West follows with the only diamond he can hold. South then continues with a diamond to the ten with a 100 percent certainty that it will win the trick, and the game is home.

■
**FILM CAPSULES**

**The Light Between Oceans ★★★★**
(Michael Fassbender, Alicia Vikander, Rachel Weisz) Nice performances from Mr. Fassbender, Ms. Vikander and Ms. Weisz highlight this epic story that sees a couple (Mr. Fassbender and Ms. Vikander) adopt a baby presuming the girl’s parents were dead, only to be faced with the decision of returning the child upon learning the mother (Ms. Weisz) is still alive. The beautiful Australian coastline punctuates the isolation and desperation of the story, and best of all, the premise offers a great “what would you do?” post-screening conversation starter. Rated PG-13.

**Life, Animated ★★★**
(Owen Suskind, Ron Suskind, Gilbert Gottfried) Diagnosed as autistic at the age of 3, Owen Suskind’s only route to understanding the world is through Disney’s animated films. It’s heartwarming and sweet, and brutally honest at times, but a bit more regarding how Owen evolved is needed. Winner of best director for U.S. documentaries at the 2016 Sundance Film Festival. Rated PG.

**Morgan ★ 1/2**
(Kate Mara, Anya Taylor-Joy, Toby Jones) A risk management consultant (Ms. Mara) goes to a remote location to assess the damage caused by a synthet- ic, human-like organism (Ms. Taylor- Joy). Director Luke Scott (Ridley Scott’s son) takes an intriguing sci-fi premise and allows it to devolve into a schlocky monster movie. It’s insulting. Rated R.

**Hands of Stone ★★★ 1/2**
(Robert De Niro, Edgar Ramirez, Ana de Armas) Based on a true story, boxer Roberto Duran (Mr. Ramirez) emerges from poverty in Panama to become a world champion. Solid performances and editing allow this part biopic/part boxing movie to be a thoroughly engaging drama. Rated R.

**Ben-Hur ★ 1/2**
(Jack Huston, Toby Kebbell, Morgan Freeman) At the time of Jesus Christ (Rodrigo Santoro), a Jewish prince (Mr. Huston) is forced into slavery by his adopted brother (Mr. Kebbell), who is a Roman soldier. The story drags and the performances do little to enliven the stilted dialogue; two decent action sequences are the lone saving grace. Rated PG.

**Hells or High Water ★★★ 1/2**
(Ben Foster, Chris Pine, Jeff Bridges) A Texas Ranger (Mr. Bridges) tracks two bank-robbing brothers (Mr. Foster and Mr. Pine) in this superb neo-western. A great drama highlighted by fantastic writing and even better performances, it’s one of the best movies of the year. Rated R.

**Southside with You ★★★**
(Tika Sumpter, Parker Sawyers, Vanessa Bell Calloway) Here’s the story of Barack and Michelle Obama’s first date during a hot summer day in 1989. But only the locations are accurate; the dialog is fictionalized, which is a downer given the film’s inherent appeal. Combine that with low-budget production values and standard editing and the whole thing plays like a made-for-TV movie. Rated PG-13.

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LATEST FILMS

‘Sully’

The harrowing, death-defying heroes of Capt. Chesley “Sully” Sullenberger and First Officer Jeff Skiles are truly remarkable. In January 2009, after both engines failed, they piloted US Air Flight 1549 to a safe water landing on the Hudson River in New York City. In doing so, they saved all 155 people on board.

You might remember this from the news, and be intrigued that a movie is now going to explore their heroism, get inside their minds to understand how they acted and immerse us in the details of how it all went down.

And then director Clint Eastwood stars “Sully” with the stultifying thud of an inquisition that has all the excitement of an economics conference. It’s Sully (Tom Hanks) and Skiles’ (Aaron Eckhart) first meeting with the National Transportation Safety Board, and the board members (Mike O’Malley, Anna Gunn, Jamey Sheridan) are questioning the decisions the pilots made.

In fairness the NTSB is just doing its job, but in depicting this first, Mr. Eastwood (“Million Dollar Baby”) emphasizes the investigation (that feels like a witch hunt) just as much as he does the miraculous landing itself, which establishes a flashback structure that doesn’t necessarily serve the movie well.

The sluggish start soon gives way to a disjointed narrative that offers multiple perspectives of the landing.

We see Sully and Skiles in the cockpit as they act, and act fast. We see the landing from Sully’s nightmares, from computer simulations and from the view of the Air Traffic Control worker (Patch Darragh) who tried to guide them to safety.

Not helping are smaller moments that do little to add perspective: Sully calls his wife Lorrie (Laurie Linney) multiple times, but she has little to do but look concerned. We also get flashbacks to Sully’s youth and his military flying experience, but as one of the NTSB suits mentions, all flashbacks is US Air Flight 1549 — everything else is irrelevant. These scenes pad the running time to a little more than 90 minutes, which is short by Mr. Eastwood standards and suggests there wasn’t a lot from the real Sully’s book (“Highest Duty”) for screenwriter Todd Komarnicki to draw from.

Still, when we finally see the landing in full, it’s breathtaking, especially in IMAX. The ensuing rescue from NYFD’s finest is also inspiring, and the entire sequence puts a lump in your throat even though you know it all turns out fine. More of this, and less of the back room bureaucratic nonsense Sully and Skiles had to endure, would’ve been welcome.

What’s more, we know the investigation is a moot point because every person who was on that plane is still alive. And that’s all that matters, right? Mr. Eastwood’s insistence on dwelling on the negative and second-guessing there’s seems foolish, and doesn’t help us appreciate Sully and Skiles’ heroism any more than we already do.

“Sully” doesn’t diminish our admiration of the real man whose instincts and 42 years of experience saved lives, but you can’t help but wish it did a better job of telling his story.
**THURSDAY, SEPT. 15, 10 P.M.**
Miss Fisher’s Murder Mysteries Season 2, Marked for Murder
When the football team captain is found dead, hanging with the opposing team's scarf around his neck, both Phryne and Jack are asked to investigate, which is complicated by the presence of Jack's ex-wife.

**FRIDAY, SEPT. 16, 9 P.M.**
Are You Being Served?
A large store in London, Grace Bros., is still run on hierarchical lines. Each member of the staff knows his/her place — in theory.

**SATURDAY, SEPT. 17, 10:30 P.M.**
Bayfront Phenix Salon Suites | 412 Bayfront Place Suite 123 | Naples 34102 | 239-777-6435
$10.00 UNIT BOTOX
ALL FILLERS $450 FIRST SYRINGE $500 Value

**SUNDAY, SEPT. 18**
8 P.M. — Royal Wives at War
Take a fresh look at the abdication crisis of 1936 through the eyes of the two women at its heart: the Queen Mother and Wallis Simpson. 9 P.M. — Poldark Revealed
Follow the cast and crew of the series on location in beautiful Cornwall. See how the writer, directors and actors are working to re-create the magic of the original TV series.

**MONDAY, SEPT. 19, 10 P.M.**
VOE on PBS: Children of Giant
Watch interviews with the cast and crew of Edna Ferber’s “Giant” with the recollections of residents who participated in and witnessed the making of the film, many of whose lives mirrored the controversial themes.

**TUESDAY, SEPT. 20, 9 P.M.**
Defying the Nazis: The Sharps’ War
Join an American couple’s courageous mission in 1939 to help refugees escape Nazi-occupied Europe.

**WEDNESDAY, SEPT. 21, 10 P.M.**
Indian Nature’s Wonderland, Part 3
Join biologist Liz Bonnin, actor Freida Pinto and mountaineer Jon Gupta to explore India’s marvels.

**THIS WEEK ON WGCU-TV**
**THURSDAY, SEPT. 15, 10 P.M.**
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Join biologist Liz Bonnin, actor Freida Pinto and mountaineer Jon Gupta to explore India’s marvels.
ENTERTAINMENT AT SEMINOLE CENTER

MUST BE 21 TO ATTEND INDOOR CONCERTS. MUST BE AT LEAST 21 YEARS OLD TO PLAY SLOTS AND TABLE GAMES OR TO RECEIVE PLAYERS CLUB BENEFITS. MUST BE 18 OR OLDER TO PLAY LIVE POKER. IF YOU OR SOMEONE YOU KNOW HAS A GAMBLING PROBLEM, PLEASE CALL 1-888-ADMIT-IT.

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KOOL AND THE GANG
SATURDAY, OCTOBER 15
8PM • FROM $36
OUTDOOR SHOW

HERE COME THE MUMMIES
SATURDAY, DECEMBER 10
8PM • $30

FRANKIE VALLI AND THE FOUR SEASONS
THURSDAY, JANUARY 26
8PM • $125

MINUTES AWAY FROM MORE
When did it become a bad thing to be regarded as grandmotherly? I recently visited the home of some acquaintances who had oriental rugs to sell. The people are pleasant, and the rugs, which are area-size red and blue Sarouks from northern Iran, are lovely. I called an antiques dealer friend who collects small rugs, but he turned them down when he heard the price. “Those are ‘grandma’ rugs,” my friend said. Really? “Blue and red are dead,” he said. Blue and red? Everything is cyclical in the world of antiques. The red and blue carpets that were so popular in the 1920s have cycled out of favor with collectors and designers. For now, values for the rugs have dropped. Hopefully, they will rally by the time my family is ready to sell the rug.

We love it anyway because it’s gorgeous and it belonged to our grandparents. And if that’s “grandma,” then who can complain? After all, it was Grandma who nurtured us and Grandma who preserved things. And, no, there is nothing that’s frumpy about that.

My mom has the rug now and it’s gorgeous. It’s one of the works of art that she has recently appraised for thousands less than it would have 20 years ago. Hopefully, tastes will change and prices will rally by the time my family is ready to sell the rug.

My maternal grandmother, Kathryn, loved the objects her grandfather’s uncle had sent back from the Far East at the turn of the last century — Japanese block prints, Chinese cloisonné boxes and jade cups. Those were the grace notes of her décor, and now form a cornerstone of mine.

Kathryn also was the proud owner of a spectacular red and blue palace-size Sarouk carpet, courtesy of her in-laws — hence some of my interest in the smaller rugs.

My dad has the rug now and it is nothing that’s frumpy about that.

In the world of antiques, it’s not good to be grandmotherly. Both ladies were quite stylish in their day; even now, neither would be considered frumpy. Neither was a collector in the traditional sense of the word. But they recognized the importance of preserving their treasures for themselves and for future generations.

My paternal grandmother, Dorothy, was passionate about maintaining the legacy her family created in southern Georgia and northern Florida, where they settled well before the Civil War. They have mule breast chains that helped pull a plow and quilts her mother stitched together from flour sacks. Her home was beautiful and comfortable. There was a painted chest I now think my grandmothers would be slightly bemused at the notion.
CELEBRITY EXTRA

‘Versailles’ headed across the pond

BY CINDY ELAVSKY

Q: I loved George Blagden in “Vikings.” Can you tell me what he’s doing now?
— Kaley T., via email
A: You can see a lot of George in the U.S. premiere of “Versailles,” which is coming to Ovation TV at 10 p.m. Saturday, Oct. 1. The 10-episode series, which has received rave reviews across the pond, is a unique take on a defining period of French history. George plays the infamous King Louis XIV, a ruthless leader who will stop at nothing to achieve his vision of creating the most beautiful palace in Europe and seizing absolute control of France and his enemies.

I spoke with George when he had just finished filming season two, and he told me he is thrilled to be bringing this beautiful series to the U.S. So how did he get into the mindset of playing such a ruthless king? “We wanted to create a series demonstrating that this man is not who we think he is,” he told me. “He is fragile and vulnerable. That was the key for me to getting into the role: showing a fragile and vulnerable king... Louis is not all-powerful from the get-go. We watch a boy grow up into a man. I hope viewers will enjoy watching the journey. I’ve certainly enjoyed it.”

Head over to celebrityextraonline.com to read my full interview with George and discover all the salacious and scandalous details of “Versailles.”

Q: Is it true that they are remaking “Sherlock Holmes” for the big screen? What can a new production do that Guy Ritchie and Robert Downey Jr. haven’t done?
— Lee R. in Washington
A: There indeed will be a new iteration of the renowned detecting dynamic duo. But it’s not what you might expect. Will Farrell and John C. Reilly play Sherlock Holmes and John Watson, respectively, in the tentatively titled “Holmes & Watson.” While it’s still early, I’m sure we can expect a cheeky and impudent take on the crime-solving pair.

Q: Can you tell me when my favorite Netflix shows, “Longmire” and “Portlandia,” will be back for their new seasons?
— Janet Y., via email
A: “Longmire” returns Friday, Sept. 23, for its fifth season, and “Portlandia” returns Saturday, Sept. 24, for season six. As you know, Netflix will drop an entire series at once, so try to savor each episode for as long as you can. Who am I kidding? I know we’re both going to binge-watch the heck out of these shows the moment they become available. Happy viewing.

— Write to Cindy at King Features Weekly Service, 628 Virginia Drive, Orlando, FL 32803. Or send an email to letters@cindyelavsky.com.
**Club Notes**

- **Naples IOWA Club** invites friends and family of the University of Iowa to watch the Hawkeyes take on the Bison of North Dakota State University at noon Saturday, Sept. 17, at Woodie’s, 5308 Shirley St. For more information, call Mike Eovino at (309) 438-8845 or email naplesiowach@gmail.com.

- **Eastern Airlines Silverliners of Southwest Florida** is a philanthropic organization of former flight attendants, welcomes all former and present flight attendants from Eastern Airlines as well as other airlines to join the chapter. The next luncheon meeting takes place at noon Saturday, Oct. 8, at Delmon’s Gourmet Restaurant at the Promenade in Bonita Springs. Reservations are required by Oct. 15. Call Darlene Hall Follee at 495-9794 or email idfollee@gmail.com.

- **Civic Clubs** are dedicated to serving the community in various ways. For more information, call Dick Ritchie at 594-0868 or email dcritchie@comcast.net.

- **Naples Ship Modelers** is an informational society dedicated to the building wooden ship models. Meetings are 9:30 a.m. on the first and third Saturday of the month at the landmark Naples Community in North Naples. The next meetings are Sept. 17 and Oct. 1. Members are asked to bring their works in progress and be prepared to share tips and techniques. All are invited to enjoy lunch afterward at Fitzgerald’s. For more information, call Dick Ritchie at 594-0868 or email dcritchie@comcast.net.

- **The Naples base of the U.S. Submarine Veterans (USSSV)** meets at 7 p.m. on the third Tuesday of the month at the VFW Post 7221, 800 Neffs Way in Naples. The next meeting is Sept. 19. Membership is open to veterans, their spouses and retired submariners who have earned the Qualified in Submarines designation. The local USSSV base commander is Jack Hogan of Naples. For more information, visit ussvi.org/base/naples.asp.

- **The Collier County Stamp Club** meets from 7-9 p.m. on the fourth Thursday of the month at the Naples Library Office Building, 200 Aviation Drive. The next meeting is Sept. 22. Stamp trading follows the evening’s program. All stamp enthusiasts are welcome. For more information, call 348-9845.

- **Pi Beta Phi alumnae** in the Naples, Bonita Springs, Marco Island and Estero areas are invited to meet and mingle at the Angels on the Town mixer from 6:30-8:30 p.m. Wednesday, Sept. 28, at South Fork Grill in Coconut Point, Estero. For more information, call Connie Kindsvater at 249-4969 or email conkindk@aol.com.

- **Tech4Good SWFL** welcomes staff and volunteers of nonprofit organizations who want to learn more about using technology to advance their mission and their community engagement and fundraising efforts. Meetings are from 6-8 p.m. on the first Tuesday each month at the Unitarian Universalist Congregation, 6340 Napa Woods Way. At the Oct. 4 meeting, a branding expert will talk about easy ways to preserve brands in social media graphics. The meeting kicks off #SWFLGives, a Tech4Good SWFL initiative supporting local organizations participating in GivingTuesday. Admission is free, and a light dinner is served. RSVP by emailing birgit.pauli@gmail.com. For more information about the club, visit tech4goodswfl.org.

- The San Marco Knights of Columbus Council 86344 meets on the first Monday of every month at the Parish Center at 851 San Marco Road, Marco Island. Membership is open to all Catholic men. The Knights sponsor bingo games, spaghetti dinners and Friday night fish dinners with the money collected helping out various charitable organizations in the community. The next meeting is Oct. 4. For more information, call John Caltabiano at 642-9840 or visit marcoknights.com.

- **Naples Orchid Society** welcomes new members to join in learning more about orchids, which members use for educational purposes. Free pick up unwanted orchids, which members use for educational purposes. Free pick up is available and can be arranged by calling 489-5794. For more information, visit naplesorchidalliance.org.

- **Naples Coral Reef Alliance** meets from 6:30-8:30 p.m. Thursday, Oct. 13, at 1455 Pine Ridge Road. Admission is free, and all are welcome. The alliance welcomes donations of out-of-bloom or unwanted orchids, which members use for demonstration. The local pick up is available and can be arranged by calling 498-5794. For more information, visit gulfcoastorchidalliance.com.

- **Naples chapter of PFLAG**, Parents Families and Friends of Lesbian and Gays, a support, education and advocacy group for families with gay or transgender members, meets at 7 p.m. on the third Thursday of the month at Naples United Church of Christ, 5200 Crayton Road. The next meeting is Oct. 20. For more information, call 963-4670 or visit pflagnaples.org.

- **The Naples chapter of PCBUG**, Parents Chapter of PFLAG, invites all those interested in learning more about computers and mobile devices to its regular meetings at 5 p.m. on the third Thursday of every month at Naples Regional Library, 650 Central Ave. For more information, call J. Burke at 689-0619 or email paddyj@hotmail.com.

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**Naples Orchid Society** welcomed its 14th closest Rotary digital photo club of the month at the Club’s September luncheon. Back row: Ippy Neubauer, Jan Milis, Linda Kinka, Cookie Lamb, Valerie Weimanster and Andrea Koch. Front row: Jill Evans, Vicky Salazar, Louise Redziniak, Susan Woodall, Linda Catelli, Jennifer Brandeis, Shelly Hooper and Denise Gagnon. Club members are asked to bring their works in progress and additional in attendance for lunch on the second Thursday of every month at country clubs around Naples. Learn more at naplesnewcomernorth.com.

**Naples Newcomers Welcome its 14th closest Rotary digital photo club of the month at the Club’s September luncheon. Back row: Ippy Neubauer, Jan Milis, Linda Kinka, Cookie Lamb, Valerie Weimanster and Andrea Koch. Front row: Jill Evans, Vicky Salazar, Louise Redziniak, Susan Woodall, Linda Catelli, Jennifer Brandeis, Shelly Hooper and Denise Gagnon. Club members are asked to bring their works in progress and additional in attendance for lunch on the second Thursday of every month at country clubs around Naples. Learn more at naplesnewcomernorth.com.

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The next meeting is Oct. 5. The Naples chapter is one of the 700 EAA chapters worldwide. Members are pilots, student pilots, plane builders and aviation enthusiasts. The local chapter also serves a pancake breakfast from 8-11 a.m. on the second Sunday of each month in the pilots’ lounge at Naples Municipal Airport. Admission for $5 includes coffee, pancakes, bacon or sausage and orange juice. All proceeds benefit the EAA Young Eagles program that acquaints youth ages 8-17 with aviation as a career. The next meeting is Oct. 11. All are welcome. For more information, visit eaa.org/young-eagles.com.
SAVE THE DATE

■ The fifth annual Trendy Tours and Trendy Travel tour expo and luncheon to benefit Champions For Learning takes place from 11 a.m. to 2 p.m. Thursday, Oct. 6, at the Hilton Naples. Tickets are $40. For reservations or more information, call 449-9408 or email trendytours@aol.com.

■ “Under the Stars at Shangri-La” for Valerie’s House, a nonprofit devoted to providing loving homes and their families a caring place to share and find support, takes place from 6-9 p.m. Thursday, Oct. 13, at Shangri-La Springs in Bonita Springs. Tickets are $100. Sponsorships are available. For more information, go to ValeriesHouseSWFL.org.

■ Project HELP holds its 20th annual Chocolate Extravaganza from 6-9 p.m. Saturday, Oct. 22, at Hodges University, 6253 U.S. 41 East. The evening features: “Rock for the Paws” from 11:30 a.m. to 2:30 p.m. Friday, Nov. 4, at the Ritz-Carlton Beach Resort. The afternoon includes a silent auction, cocktail hour, lunch with wine and fashions for people and poohcoos. Models walk the runway with adoptable dogs at their side. Marilyn’s Distinctive European Fashion will outfit the human models. Well-behaved canines are welcome to accompany their owners. Tickets are $95, and sponsorships opportunities are available. Call 438-4646, events@hbnyc.org or visit hbnyc.org/events.

■ Humane Society Naples holds its third annual Uncorked wine pairing on Friday, Nov. 4, at Mediterr Beach Club. This year’s event will feature signature wines from Castello Banfi along with food pairings, a blind wine tasting and silent and live auctions. William Whiting, wine education director from Castello Banfi, will also be on hand. Tickets are $125 are available at youthhavenswfl.org.

■ Youth Haven holds its annual Home, Hope and Healing Luncheon on set for Wednedays. Jan. 18, 2017, at The Ryton-Carlton Golf Resort and Spa. Keynote speaker Jimmy Wayne, a foster care alumni who has used his musical success as a singer/songwriter as a platform to raise awareness for homeless youth and at-risk children who age out of the foster care system at 18. In 2010, he walked halfway across America and chronicled his journey in his New York Times bestselling memoir “Walk to Beautiful.” Youth Haven is Collier County’s only emergency residential shelter for children who have been removed from their homes due to abuse, neglect or abandonment. For more information about the above events, call Angela Navarro at 887-3768 or email angela.navarro@youthhavenswfl.org.

■ The 1th annual Hats in the Garden luncheon and fashion show to benefit Naples Botanical Garden takes place Wednesday, Nov. 9, at the Garden. This year’s chair is Kathryn Woods. Individual tickets are $550. Sponsorship opportunities begin at $1,200 to $20,000. For information, email Meghan Gorman at mgorman@naplesgarden.org.

■ The Immaculate Foundation’s 2016 Charity Classic Celebration, an evening of fine dining, entertainment and auctions of once-in-a-lifetime experiences to benefit TIF students, is set for Friday, Nov. 11, at the Ritz-Carlton Beach Resort. This year’s theme, “25 Years of We Are Immaculate,” highlights the successes of TIF programs and students through the combined support of benefactors, corporate sponsors, mentors, community partners, instructors and volunteers. Guests will be able to support TIF student further during the gala’s Fund A Dream live bidding experience. Auction items include opportunities to fund college and vocational scholarships, reading support and intervention programs, summer camps and other programs that build leadership and life skills.

■ TIF board members Don O’Neill, Mac McDonald and Jay “Stoney” Stoner are coordinating TIF’s largest fundraisers of the year. Tickets are $550, with $595 all-inclusive underwriting and sponsorship opportunities are available. For details, call the Immaculate Foundation at 450-9192 or email info@immaculatetfoundation.org or visit www.immaculatetfoundation.org.

■ Friends and fans of Naples Equestrian Challenge kick up their heels for its 11th annual Bootstrap Boogie Barn Dance on Saturday, Nov. 12, at NEC headquarters off Goodlette-Frank Road. Attendees are invited to dress up or don bohemian attire for the evening of “Under the Stars at Shangri-La” for Valerie’s House, a nonprofit devoted to providing loving homes and their families a caring place to share and find support, takes place from 6-9 p.m. Thursday, Oct. 13, at Shangri-La Springs in Bonita Springs. Tickets are $100. Sponsorships are available. For more information, go to ValeriesHouseSWFL.org.

■ The inaugural Naples Holiday Soiree to benefit St. John’s Children’s Research Hospital is set for Thursday, Dec. 1, at the Old Cyle Office. For more information, visit stjude.org.

■ CAFA Cultural and Performing Arts Center presents its 11th annual gala, “Decade of CAPAbilities ... A Celebration of the Arts,” Tuesday, Dec. 13, at the Naples Sailing & Yacht Club. Honorary chair of the evening is Claudia Polzin. Tickets are $250. For reservations, call Sarah Smith at 992-8670 or Anne Knouse at 325-8962 or go to naplesbuckeye.com.

■ The Naples Botanical Garden presents its 2016 annual gala, “A Loverly Tea” luncheon to celebrate the production of “My Fair Lady” from 1-3 p.m. Tuesday, Nov. 15, at the Naples Marriott & Yacht Club. Guests will enjoy a performance by the show’s Eliza Doolittle and Henry Higgins. Tickets are $125. For more information, visit gulfshoreplayhouse.org.

■ The Ohio State Alumni Club of Naples hosts the Buckeyes Care Luncheon & Fashion Show on Wednesday, Nov. 23, at the Hilton Naples. Doors open at 6:30 p.m. Casual Connection of Naples will provide the runway fashion. Tickets are $60 ($70 for runway seating). Proceeds will benefit the Compassionate Care Fund at Lee Memorial Health System Regional Cancer Center to provide need-based financial assistance to those fighting cancer. Funds will pay for health insurance premiums subsidies for the non- and underinsured, treatments, groceries, rent and utilities.

■ For reservations or more information, call Sarah Smith at 992-8670 or Anne Knouse at 325-8962 or go to naplesbuckeye.com.

■ The Holocaust Museum & Education Center of Southwest Florida holds its third annual ladies luncheon on Thursday, Dec. 15, at the Ritz-Carlon Beach Resort. Keynote speaker Louise Borden is the author of “The Journey that Saved Curious George: The True Story of Escape of H.A. and Margaret Rey.” Invitations will be mailed in November. To be included on the mailing list, include a check for $500 or email Tim@holocaustmuseumswfl.org.

— Email details about your charity gala or fundraising soirée to Cindy Pierce at cpierce@floridaweekly.com.
SOCIETY

Here’s to ‘Wine 101’ at Naples Wine Collection

1. Dorothy Whipple andJames Nolan
2. Nick Parker discusses a wine while Kathy Francke, Greg Francke and Barbara Kundus Nolan attentively.
3. Ajan Sathan
4. Barbara Kundus and Laurie Orlando
5. Bob Barsky
6. Greg Francke and Kathy Francke
7. Bob Barsky and Nick Parker
8. Anastasia Burke and Laurie Orlando
9. Dana Schramek
10. Anastasia Burke
11. Anastasia Burke chats with Dana Schramek and James Nolan

“Like” us on Facebook.com/NaplesFloridaWeekly to see more photos. We take more society and business networking photos at area events than we can fit in the newspaper. So, if you think we missed you or one of your friends, go to floridaweekly.com and view the photo albums from the many events we cover. You can purchase any of the photos too.

Send us your society and business networking photos. Include the names of everyone in the picture. Email them to cpierce@floridaweekly.com.

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HYDRAPLACIAL | MANICURES | PEDICURES | WAXING | GIFTS | EVENTS
SOCIETY

Music by The Roots Almighty on the lawn at Mercato

1. Richard Michel and Ann Garcia
2. Elena Kyle and Samantha Kyle, Kent Kyle
3. Alix Bonfatto and Josh Battiata
4. Ralph Desiano and Paola Desiano
5. Front: Enrique Romero, Back: Jesus Martinez, Alonso Winter, George Cadece and Willy La Torre
6. Jesus Martinez and Enrique Romero
7. Brittany Bendeek and Danielle Steinlauf
8. Alonso Winter
9. Tim Stockman
10. Caitlyn Manherz and Melissa Neubek
11. Willy La Torre and Jay Martinez

*“Like” us on Facebook.com/NaplesFloridaWeekly to see more photos. We take more society and business networking photos at area events than we can fit in the newspaper. So, if you think we missed you or one of your friends, go to floridaweekly.com and view the photo albums from the many events we cover. You can purchase any of the photos too.

Send us your society and business networking photos. Include the names of everyone in the picture. Email them to cpierce@floridaweekly.com.*
FRESH TAMALES THIS WEEK:

-Monday: Traditional Tamales
-Tuesday: Vegetable Tamales
-Wednesday: Pork Tamales
-Thursday: Chicken Tamales
-Friday: Shrimp Tamales
-Saturday: Beef Tamales
-Sunday: Cheese Tamales

TACO TUESDAY SPECIAL
Three Soft Tacos with rice, beans, ensalada and an agua fresca or soft drink $9.42

DAILY DRINK SPECIALS

MONDAY $2 Off Specialty Cocktails
TUESDAY $3.50 Red or White Sangria
WEDNESDAY $4 Margaritas ALL DAY
THURSDAY $1 Off All Draft Beers
FRIDAY $4 Margaritas from 4PM–7PM

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DINNER WITH THE ARTIST SERIES

- September 20: The Naples Art Association kicks off its monthly Dinner with the Artist series, which pairs local artists and chefs to create magical culinary experiences, at 5:30 p.m. Tuesday, Oct. 4, with Zendehdan Market's Marita Vitale and Sage Catering Chef Amber Phillips. Call for pricing and details. 585 Park St. 262-6879 or naplesarts.org.
- September 23: Artichoke & Company hosts a wine tasting featuring the Susan G. Komen Foundation from 5:30-8:30 p.m. Thursday, Oct. 13. Sports columnist and ESPN Radio host David Moulton will preside over the festivities while guest bartenders sling cocktails. Participating bartenders include Crave Culinaire’s Brian Rolan, Pyure Brands CEO Benjamin Fleisher, Social Connect CEO Bavya Haman, Super-Bowl-winner with the St. Louis Rams Tom Nutten, hair stylists Sashy and Stephil, Clive Daniel Home interior designer Wilfredo Nunez, hairstylists Sashy and Stephil, and former NFL player Winston Justice. $25 includes welcome drink and a selection of tapas. Purchase tickets at pickevity.com. 3960 Tamiami Trail N. 338-3669 or lamoragarstaurant.com.

- September 26: Naples Originals hosts its second annual Pink Celebrity Bartender Night to benefit the Susan G. Komen Foundation from 5:30-9:30 p.m. Thursday, Oct. 13. Sports columnist and ESPN Radio host David Moulton will preside over the festivities while guest bartenders sling cocktails. Participating bartenders include Crave Culinaire’s Brian Rolan, Pyure Brands CEO Benjamin Fleisher, Social Connect CEO Bavya Haman, Super-Bowl-winner with the St. Louis Rams Tom Nutten, hair stylists Sashy and Stephil, Clive Daniel Home interior designer Wilfredo Nunez, hairstylists Sashy and Stephil, and former NFL player Winston Justice. $25 includes welcome drink and a selection of tapas. Purchase tickets at pickevity.com. 3960 Tamiami Trail N. 338-3669 or lamoragarstaurant.com.

- September 29: Bleu Provence presents “The Naples Grand Prix,” a seven-course dinner from 6:30 p.m. Monday, Nov. 7. $100 per person, reservations required. 1205 10th Ave. S. 659-0007 or damicoscontinental.com.

- October 6: The Naples Art Association hosts its second annual “Passport to Spain,” a five-course wine dinner at 7:30 p.m. Tuesday, Oct. 10. $95 per person, reservations required. 1205 10th Ave. S. 659-0007 or damicoscontinental.com.

- October 8: American Bistro Regional Cuisine hosts “American Bistro Regional Cuisine,” a series of 90-minute cooking classes led by area chefs in local restaurants, from Monday through Thursday. $69 per person, reservations required. 1010 11th Ave. S. 441-2870 or americanbistro.com.

- October 13: The Church Key (Four Roses Small Batch Bourbon, blueberry-sage shrub and lemon) and more. (Bloom Gin, lavender-infused Cocchi Americano Bianco, Banyan Reserve Vodka and orange bitters) and barbecue spare ribs with The Church Key (Four Roses Small Batch Bourbon, blueberry-sage shrub and lemon) and more. $45, reservations required. 705 Third St. S. 695-0007 or damicoscontinental.com.

- October 15: The Naples Art Association kicks off its monthly Dinner with the Artist series, which pairs local artists and chefs to create magical culinary experiences, at 5:30 p.m. Tuesday, Oct. 4, with Zendehdan Market’s Marita Vitale and Sage Catering Chef Amber Phillips. Call for pricing and details. 585 Park St. 262-6879 or naplesarts.org.

- October 17: Foodie Camp cooking classes led by area chefs in local restaurants, from Monday through Thursday. $69 per person, reservations required. 1010 11th Ave. S. 441-2870 or americanbistro.com.

- October 20: Tarpon Bay Restaurant at the Hyatt Regency Coconut Point Resort & Spa hosts “Passport to Spain,” a five-course wine dinner featuring Torres Wines, at 6 p.m. Friday, Sept. 16. $95 per person, reservations required. 5001 Coconut Road, Bonita Springs. 409-4295 or carrie.clay@hyatt.com.

- October 21: The Continental hosts a craft cocktail dinner at 7:30 p.m. Tuesday, Sept. 20. The four-course tasting menu pairs yellowtail carpaccio with a Chapter VIII Volume 1 (Bloom Gin, lavender-infused Cocchi Americano Bianco, Banyan Reserve Vodka and orange bitters) and barbecue spare ribs with The Church Key (Four Roses Small Batch Bourbon, blueberry-sage shrub and lemon) and more. $45, reservations required. 705 Third St. S. 695-0007 or damicoscontinental.com.

- October 24: Learn how to make items from the menu at Barbabell at home when Chef Jason Goddard leads a cooking class at 7 p.m. Wednesday, Sept. 28. $45, includes a glass of wine and light dinner. 1290 Third St. S. 263-6979 or Ashley@artichokeandcompany.com.

- October 25: Chef Boet hosts a wine tasting featuring Alsatian wine with Jean Baptiste-Tarel from Cave de Turckheim, France, from 5:30-6:30 p.m. Wednesday, Sept. 28. $45, includes a glass of wine and light dinner. 1290 Third St. S. 263-6979 or Ashley@artichokeandcompany.com.

- October 26: Artichoke & Company hosts a tasting showcasing the four major wine regions of Italy at 6 p.m. Thursday, Sept. 29. $35 in advance, $45 at the door. 11920 Saradrienne Lane. 263-6979 or Ashley@artichokeandcompany.com.

- October 27: Cariot will be paired with wines selected by sommelier Jacques Cariot. $50, with proceeds to benefit The James Beard Foundation. 1234 Eighth St. S. 260-8299 or bleu-provence.com.

- October 28: Bleu Provence presents “The Naples Grand Prix,” a seven-course dinner from 6:30 p.m. Monday, Nov. 7. $100 per person, reservations required. 1205 10th Ave. S. 659-0007 or damicoscontinental.com.

- October 29: Lamoraga hosts its second annual Pink Celebrity Bartender Night to benefit the Susan G. Komen Foundation from 5:30-8:30 p.m. Thursday, Oct. 13. Sports columnist and ESPN Radio host David Moulton will preside over the festivities while guest bartenders sling cocktails. Participating bartenders include Crave Culinaire’s Brian Rolan, Pyure Brands CEO Benjamin Fleisher, Social Connect CEO Bavya Haman, Super-Bowl-winner with the St. Louis Rams Tom Nutten, hair stylists Sashy and Stephil, Clive Daniel Home interior designer Wilfredo Nunez, hairstylists Sashy and Stephil, and former NFL player Winston Justice. $25 includes welcome drink and a selection of tapas. Purchase tickets at pickevity.com. 3960 Tamiami Trail N. 338-3669 or lamoragarstaurant.com.

- October 31: Bluestone hosts its second annual “Passport to Spain,” a five-course wine dinner at 7:30 p.m. Tuesday, Oct. 4, with Zendehdan Market’s Marita Vitale and Sage Catering Chef Amber Phillips. Call for pricing and details. 585 Park St. 262-6879 or naplesarts.org.
THE DISH

The Dish: Chicken and Artichoke Hearts Pasta

The Price: $9.95 for lunch, $17.95 for dinner

The Place: Noodles Italian Café & Sushi Bar
Mission Square Plaza
1385 Pine Ridge Road

The Hours: Lunch from 11:30 a.m. to 4 p.m. Monday-Friday; dinner from 4-10 p.m. Monday-Saturday (closed for lunch Saturday and Sunday)

The Details: I don’t know how many times I’ve tucked into this satisfying dish over the years, but I do know that not once have I been disappointed. When a long-lost friend suggested Noodles for lunch one day last week, it was all I could think about until the appointed day and time arrived. I pretended to look at the menu for a minute before placing my order. A few minutes later, heaven: a pile of house-made spinach fettuccine topped with chunks of tender chicken breast sautéed with sun-dried tomatoes, artichoke hearts and kalamata olives and tossed in a fresh basil cream sauce. I cleaned my plate — and didn’t eat again until the next morning.

— Cindy Pierce
cpierce@floridaweekly.com

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· Tuna & Cucumber Roll
· Rainbow Roll (Avocado Fish on Top of a California Roll)

SUSHI

INCLUDES BOTTLE OF HOUSE WINE

· Choice of Two Sushi Rolls

California Roll
Vegetable Roll

· JB Roll with Salmon & Cream Cheese
· Mexican Roll
· Escalope & Asparagus Roll
· Tuna & Cucumber Roll
· Rainbow Roll (Avocado Fish on Top of a California Roll)

Contact us for any other offers, specials or coupons; not valid on holidays.

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LUNCH/MON-SAT 11:30 to 4 • DINNER/MON-SAT 4 to 10 & SUN 4 to 9
Drink more wine? We’re doing it already

Over in the France, Italy and Spain, they’ve been making wine for literally thousands of years. Here in the U.S., we don’t have a “wine culture” like they do, because we just haven’t been doing it long enough. We also eliminated our emerging wine industry during Prohibition, and it took about half a century for American winemaking to recover just a little bit. So other countries have always outpaced us in the amount of wine their citizens consumed and appreciated. Until now.

The Wine Institute reports steady growth in wine consumption in the U.S. over the past 15 years. In fact, it’s grown by 30 percent, from two gallons per person per year in 2000 to almost three gallons last year. My “drink more wine” message must be getting through, though I certainly can’t take all the credit.

Historically, the leading country in wine consumption has been France. No surprise. But wine sales in that country have been declining. Americans now consume 13 percent of the world’s wine, and the French consume 11 percent. Why is this happening?

Partly, we can thank the millennial generation. Even though boomers are the largest group of wine drinkers, millennials are gulping down an ever-increasing share — and they’re coming to the wine world earlier in life.

Almost a third of millennials report drinking wine on a daily basis opposed to less than one in five of their older counterparts. (I’m doing my part to catch up to them.)

John Gillespie, president of the Wine Market Council, reports that even Gen-Xers (38-49 year olds), are “stepping up their wine consumption as they get into their middle and later 30s and early 40s.”

Millennials are changing the wine culture just as dramatically as they’ve affected the world of craft beer. First, winemakers are scrambling to create more innovative packaging, trying to attract younger consumers.

One new wine called “Loco,” has a cute little straitjacket around the bottle. Other packages, such as boxed and canned wine, are also growing in popularity.

“Yes, this generation tends to order wine by the glass in restaurants, rather than by the bottle. They’re being adventurous, sampling a wider range of styles, which is affecting the way wineries produce their product.

The new hot product is the wine “keg,” which allows bars and restaurants to serve wine on tap, instead of from the bottle. A company called Free Flow offers the wines of over 450 well-respected wineries in kegs for on-tap service.

Where is this taking us?

First, I predict that the quality of wines in boxes and cans will improve, making better beverages available in a wider variety of situations. It will be easier to take good wine along to picnics, cookouts and similar events. Second, as demand increases, the selection of wines will expand, offering us more choices in wine styles, winemaking regions and even increased availability of wines made from more interesting, non-standard grape varieties.

Even though August is a distant memory, there’s still time to enjoy warm-weather white wines, the bottom of a closet is usually a big no-no. If you have some really high quality wines, store them at room temperature and don’t expose them to large variations in temperature. And don’t put them in a cute little wine rack on top of the refrigerator. Vibration is a big no-no. If you have some really high-quality wines, the bottom of a closet is usually a good choice.

— Jerry Greenfield, The Wine Whisperer

Q. I don’t have a fancy wine cellar or anything. So what’s the best way to store my wine?

A. The biggest enemies of wine are light, heat and vibration. So definitely keep your bottles out of direct sunlight and in a room where you don’t keep the lights on all the time, like a back bedroom or study. You can store them at room temperature and don’t expose them to large variations in temperature. And don’t put them in a cute little wine rack on top of the refrigerator. Vibration is a big no-no. If you have some really high-quality wines, the bottom of a closet is usually a good choice.

— Jerry Greenfield, The Wine Whisperer
Craving Fashion promises to satisfy every appetite

BY LINDSEY NESMITH
lnesmith@floridaweekly.com

More than 30 of the world's preeminent wineries representing 12 wine producing regions, five countries and three continents will pour at the 17th annual Naples Winter Wine Festival alongside culinary giants with a collective 11 Michelin Stars, 13 James Beard Awards and 10 James Beard Award nominations. Leading the lineups are Chef de Cuisine Wolfgang Puck and Honored Vintner Pierre Lurton with celebrity chefs Tom Colicchio, Richard Reddington and Michael Tsuk creating culinary masterpieces to highlight selected vintages. Old and new world vintners including Chateau Haut-Brion, Colgin Cellars and Staglin Family Vineyard are making repeat appearances. "The 2017 NWWF: ‘Bright Sunshiny Day’ takes place Friday-Sunday, Jan. 27-29. On the first evening, guests will be chauffeured to one of 18 intimate dinner settings prepared by famous chefs in private homes throughout Naples. Saturday is the grand tasting and auction where guests will bid on an array of extraordinary wine and travel experiences. Attendance is limited to 580 guests. Ticket packages start at $10,000 per couple. All proceeds benefit the Naples Children & Education Foundation, which awards grants to dozens of nonprofit organizations that impact the lives of over local children. For more information, call Barrett Farmer at 561-229-0 or email barrett@napleswinefestival.com."
Serving Southwest Florida for 35 years, Norris Furniture & Interiors is known for providing an excellent selection of high quality brand name furniture at a great value. Make your new Babcock Ranch home “distinctly you” with our award-winning, complimentary interior design services by our talented design team. You can expect a warm reception from the moment you enter our showroom and our exceptional customer service culminates with our red carpet, white glove delivery service.

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Why new home buyers choose Ave Maria

■ SWFL Fastest Selling New Home Community

New home buyers are flocking to Ave Maria, the fastest selling single-family community in both Collier and Lee counties. Ave Maria is a town for modern day living with the feel of traditional neighborhoods connected by friendly neighbors, walkable paths, and community events. New home buyers recognize the incredible value and high quality of life while still enjoying the close proximity to Naples' beaches and culture. A-rated public and private schools invite positive educational experiences for families while retirees embrace the many outdoor and indoor activities along with year-round free events.

■ Ave Maria Earns Top Awards

Ave Maria has garnered recognition locally and nationally, being named a Top 40 Master Planned Community in the United States, Collier County’s Community of the Year, and a Top 20 Places to Retire.

■ Amenities For Everyone

Ave Maria has amenities for all ages. Panther Run Golf Club at Del Webb, the on-site 18 hole course designed by Gordon G Lewis, offers challenging play alongside natural beauty and wildlife. Ave Maria’s water park, open exclusive-ly to residents, features two waterslides, interactive water adventure playground, resort and lap pools, spa, and beach volleyball. The North Park boasts a playground, baseball, basketball, and soccer fields. The South Park is a great spot to walk your four-legged friend at dog park or play tennis. Pack a picnic and relax at the covered outdoor pavilion.

■ 40 Floor Plans from 3 Top Builders

Our three builders- CC Homes, Del Webb, and Pulte Homes present over 40 floor plans to design and build your new home in Ave Maria. Customize your home with special additions offered by our builders such as a second-floor bonus room, outdoor casita, third-car garage, and much more. Many of our builders also offer move-in ready homes.

■ Pulte Homes

With 17 popular single-family home designs in Hampton Village, Emerson Park, and Avalon Park priced from the high $100s, Pulte Homes offers something for everyone and at every price point. These neighborhoods are located near the Town Center, private schools, and outdoor recreation. Visit the on-site sales representative in Hampton Village for more information. Three models open daily.

■ Del Webb Naples

Del Webb Naples offers ten floor plans from 1,133 to over 2,500 square feet, with 2-3 bedrooms and prices from the high $100s. Del Webb Naples is the smart choice for active adults desiring a perfect southwest Florida new home community. Now Open- the Rusty Put- ter for lunch and afternoon fare. The on-site Oasis Club at Del Webb Naples features over 12,000 square feet of resort and lap pools, tennis courts, bocce and pickleball, fitness center, library, café, fire pit, arts & crafts studio, and library. Visit an on-site sales representative to learn more about the Del Webb lifestyle.

■ Maple Ridge

Maple Ridge at Ave Maria offers several styles of single-family home designs from the high $100s. Award-winning builder, CC Homes, presents 3-6 bedroom homes in one and two-sto- ry floor plans ranging in size from 1,133 to over 5,000 square feet. Homes are offered in three neighborhoods: Maple Ridge, Maple Ridge Reserve, and Coqui-na at Maple Ridge. Visit the on-site sales center and begin designing your dream home. 14 model homes open daily including three new estate models for Maple Ridge Reserve.

■ Come Visit Us

For more information visit Ave Maria at 5076 Annunciation Circle #104, avemaria.com or by calling 239-352-3903. Follow us on social media to be the first to learn about specials and incentives. Take Immokalee Rd. east; turn right onto Oil Well Rd; then left into the main Ave Maria entrance.
Kalea Bay’s community amenities
popular with buyers

Residential tower hits penthouse floor

If the clubhouse is the social and recreational centerpiece of a community then this fabulous amenity of Kalea Bay will surely be one of the busiest places in the gated, luxury residential community currently being developed on Vanderbilt Drive in North Naples.

“There are several reasons buyers have decided to purchase at Kalea Bay,” said Inga Wilson, Vice President of Sales & Marketing for Kalea Bay. “The first is the beautifully designed three-bedroom plus den/three-and-a-half-bath and four-bedroom/four-bath tower residences with Gulf views. The other is our spectacular community clubhouse. Not only will it be a dramatic site as residents and visitors drive into the community, but it will also be the envy of every community in the Naples area.”

Kalea Bay’s 88,000-square-foot clubhouse is located on the north side of the large lake at the community’s entrance and is currently under construction.

The clubhouse will feature three individual pools, including a resort pool, an adults-only pool and a children’s pool, plus an expansive pool deck, an open air bar, an indoor/outdoor restaurant, a snack bar, an Internet cafe and a gifts and sundries shop.

“Having that number of guest suites is unusual for a luxury high-rise community, but it’s an amenity many of our residents are excited about especially when they have extended family visiting,” said Wilson. “Rather than putting their guests up in hotels throughout the Naples and Bonita Springs area, they can vacation within the community. It’s a real convenience.”

Just a short walk from the clubhouse will be the tennis pavilion with six lighted Har-Tru tennis courts. Nearby are 24 guest suites to accommodate overnight guests and family members.

“With all our rooftop amenities, including a sky lounge, spectacular pool and open-air fitness center. Left: One of the three pools at the Kalea Bay clubhouse (on right) is for adults only. Below: The 88,000-square-foot clubhouse features three separate pools, a deck bar, an indoor/outdoor restaurant and an Internet cafe.

construction also continues on the clubhouse on the far right. Kalea Bay residences will enjoy their clubhouse day and night. kalea Bay’s first tower was designed with rooftop amenities, including a sky lounge, spectacular pool and open-air fitness center. Below: The 88,000-square-foot clubhouse features three separate pools, a deck bar, an indoor/outdoor restaurant and an Internet cafe.

Above: This recent aerial of Kalea Bay shows the first tower reaching skyward as construction also continues on the clubhouse on the far right. Kalea Bay residences will enjoy their clubhouse day and night. Kalea Bay’s first tower was designed with rooftop amenities, including a sky lounge, spectacular pool and open-air fitness center. Left: One of the three pools at the Kalea Bay clubhouse (on right) is for adults only. Below: The 88,000-square-foot clubhouse features three separate pools, a deck bar, an indoor/outdoor restaurant and an Internet cafe.

“The 22-story tower, with 120 residences, will have 20 floors of residences over two floors of parking. At the current time construction crews are working on the tower’s penthouse floor.”

“With all our rooftop amenities, including our sky lounge, pool and open-air fitness center, residents can enjoy daily views of the Gulf of Mexico, the nature preserves that surround us, and of course, the beaches.”

For more information regarding Kalea Bay visit the onsite sales center. It is located two-tenths of a mile north of Wiggins Pass Road, off Vanderbilt Drive, at 13910 Old Coast Road in North Naples. Additional information is available by calling (239) 793-0110 or online at KaleaBay.com.
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Cadera Villa 3/3.5 2,725 $1,175,000 furnished
Regency Manor Single-Family 4/4.5 3,699 $1,548,060
Hamilton Single-Family 4/4 3,800 $1,756,480 $1,684,690
Hamilton Single-Family 4/4 3,800 $1,915,300 $1,749,990
Magnolia Estate Homes 4/4.5 5,541 $3,895,000 furnished
Oakmont Estate Homes 4/4(2.5) 5,524 $4,700,000 furnished

ESPLANADE, NAPLES
Regency Manor Single-Family 4/4.5 3,699 $1,208,215
Majestica II Single-Family 4/4.5 4,089 $2,003,260 furnished
Windsor III Single-Family 4/4.5 4,155 $2,088,715 furnished

TWINEAGLES
Glenmore Single-Family 4/4.5 3,591 $1,482,125 SOLD
Regency Manor Single-Family 4/4.5 3,699 $1,548,060

OLDE CYPRESS
Biscayne Single-Family 3/2 2,384 $894,990 furnished
Captiva Single-Family 4/3.5 2,600 $939,820 $889,820

HIDDEN HARBOR
Largo Single-Family 3/3 2,552 $765,155 $715,155
Biscayne Single-Family 3/2 2,384 $894,990 $844,990 furnished
Anastasia Single-Family 3/3.5 2,913 $1,258,802 $1,208,802 furnished

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Limited opportunities remaining at Naples Square Phase II

With Phase II construction at Naples Square approaching completion in first quarter, 2017, The Ronto Group announced limited opportunities to be in a newly constructed downtown Naples residence fee for the 2017 winter season remain available. Just 15 Phase II residences are available for purchase. Sales volume is now over $53 million. Naples Square is being developed by Ronto at the corner of 5th Avenue South and Goodlette-Frank Road in downtown Naples. The community’s walkable lifestyle and the availability of one and two-story, two and three bedroom plus den floor plans with open-concept living areas and open-air terraces continue to attract homeowners to downtown Naples.

Five available Phase II plans range from over 1,200 to over 2,800 square feet under air and are priced from the $600’s. Each of Naples Square residences includes controlled access under-building parking.

Base-priced at $630,000, the Phase II Alton great room plan features 1,268 square feet under air plus a 235 square feet balcony. The Alton includes two bedrooms and two full baths. The great room and owner’s bedroom open to the balcony. An optional pocketing door can provide ensuite guest quarters. A counter-height island in the kitchen offers seating as well as a stainless steel sink, dish washer and seating. The plan’s open feeling continues with a dining area that merges with the great room’s seating area. The plan includes a walk-in closet in the owner’s bedroom.

The two-bedroom plus den, two-bath Phase II Ballard plan offers 1,529 square feet of air conditioned space plus a 203 square feet balcony and is base-priced at $740,000. The great room, master bedroom, and guest bedroom open to the balcony. An optional pocketing door can provide ensuite guest quarters. A counter-height island in the kitchen offers seating as well as a stainless steel sink, dish washer and a food preparation area. The Ballard will be featured as one of three Phase II furnished models and will showcase an interior by Robb and Stucky.

Base-priced at $825,000, the Phase II Chelsea two-bedroom plus den, two-and-a-half bath plan includes 1,849 square feet under air plus a 238 square feet balcony. The great room, master bedroom, and guest bedroom open to the balcony. The plan features a kitchen with a peninsula counter-height bar and food preparation area with a double sink and dishwasher. The owner’s suite includes walk-in closets and a bath with a glass-enclosed shower and tub and separate vanities. Bar’s Furniture is creating the interior for the Phase II Chelsea model.

The Phase II Denison plan offers 2,264 square feet of living space and a 290 square feet balcony. The Phase II Denison model is designed by Renee Gad- dis Interiors. Based priced at $1,075,000, the floor plan features three bedrooms, a den, three baths, a family room and dining room, an island kitchen with counter-height bar seating and a wraparound balcony accessed from the family room, dining room, and one of the guest bedrooms. The owner’s suite includes a bedroom with a private balcony, walk-in closets, and a bath with separate vanities, a soaking tub, glass-enclosed shower, and a separate water closet. A penthouse Denison on Phase II’s top floor is base-priced at $1,175,000.

The two-story Phase II Franklin plan offers 2,875 square feet with three bedrooms, three-and-a-half baths, a living room with a two-story ceiling and double-stacked windows, a dining room, an island kitchen, and a second floor with a 330 square feet flex room, the owner’s suite, a guest suite, and a laundry room. An optional elevator is available. A glass enclosed shower, soaking tub, and separate vanities are included in the master bath. The Phase II Franklin features a private oversized one-car garage accessed directly from the residence and is base-priced at $1,400,000.

The Phase II residences will present an extraordinary level of livability and luxurious finishes. Standard details include porcelain tile flooring in the living areas, kitchens and baths in sizes up to 24” x 24”, 8-foot solid core interior doors, 10-foot exterior and sliding glass doors, contemporary, lever-style door hardware, 8-inch clean-lined baseboards, 7-inch casing the Phase I Chelsea, Denison, and Essex floor plans are open for guided tours with a sales associate. Right: Like Phase I, Naples Square will include a club room and courtyard amenity deck that offer an ideal setting for socializing. Below: Phase II construction at Naples Square continues on schedule for completion in first quarter, 2017. Just 15 Phase II residences remain available

Above: The Phase I Denison model is one of three furnished Naples Square models available for a guided tour with a sales associate. Right: Like Phase I, Naples Square will include a club room and courtyard amenity deck that offer an ideal setting for socializing. Below: Phase II construction at Naples Square continues on schedule for completion in first quarter, 2017. Just 15 Phase II residences remain available

Naples Square offers numerous amenities to enhance its downtown living experience. Phase I residents are already enjoying a fitness center with state-of-the-art strength and cardio equipment that will be readily available to residents in Phase II. Courtyard amenity decks at each building feature resort-style heated swimming pools and spas, sundecks, pavilion bars with gas grills, and gas fire tables with seating that offer an ideal setting for socializing. Club rooms and terraces open to the pool areas and include bars, television, billiards tables, and furnished fire pit areas on the courtyard level. Private storage and bicycle storage within the garage are also included.

The Naples Square Sales Gallery at 100 South Goodlette-Frank Road in downtown Naples is open daily. Three previously sold furnished models showcasing the Phase I Chelsea, Denison, and Essex floor plans are open for guided tours with a sales associate. Visit NaplesSquare.com.
The difference between Ave Maria and everywhere else is everything!

With 7 distinctly different neighborhoods and 3 award-winning builders, Ave Maria truly has something for everyone. Choose from a wide array of 2-6 bedroom homes offered by CC Homes, Del Webb Naples and Pulte Homes. With prices from the high $100s to $500s, it’s easy to spot the Ave Maria difference.

Ave Maria. For those who love everything.

22 Models • 40 Floor Plans
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<td>6</td>
<td>Talis Park</td>
<td>16980 Livingston Road, Naples, FL</td>
<td>239.449.5900</td>
<td>TalisPark.com</td>
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<td>7</td>
<td>Mangrove Bay</td>
<td>201 Goodlette Road South, Naples, FL</td>
<td>239.261.2200</td>
<td>MangroveBayNaples.com</td>
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<td>8</td>
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<td>9123 Strada Place, Suite 7125, Naples, FL</td>
<td>239.594.9400</td>
<td>ResidencesAtMercato.com</td>
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<td>9</td>
<td>Twin Eagles</td>
<td>13300 Twin Eagles Boulevard, Naples, FL</td>
<td>239.352.8000</td>
<td>TwinEagles.com</td>
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<tr>
<td>10</td>
<td>Sienna Reserve</td>
<td>1335 Andalucia Way, Naples, FL</td>
<td>239.304.8314</td>
<td>siennareservenaples.com</td>
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<td>11</td>
<td>Laronara Naples</td>
<td>2190 Woodside Drive, Naples, FL</td>
<td>239.444.4450</td>
<td>WCICommunities.com</td>
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<tr>
<td>12</td>
<td>Ave Maria</td>
<td>5576 Annunciation Circle #104, Naples, FL</td>
<td>(888) 841.3477</td>
<td>AveMaria.com</td>
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<tr>
<td>13</td>
<td>Paloma</td>
<td>26109 St. Michael Lane, Bonita Springs, FL</td>
<td>239.949.8910</td>
<td>drhorton.com</td>
</tr>
<tr>
<td>14</td>
<td>Estuary at Grey Oaks</td>
<td>1220 Gordon River Trail, Naples, FL</td>
<td>239.261.3148</td>
<td>estuaryatgreyoaks.com</td>
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<tr>
<td>15</td>
<td>Raffia Preserve</td>
<td>4055 Westside Circle, Naples, FL</td>
<td>239.594.4370</td>
<td>raffiapreserve.wcicommunities.com</td>
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<tr>
<td>16</td>
<td>Livingstone Lakes</td>
<td>12181 Palmer Lake Circle, Naples, FL</td>
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<td>livingstonlakes.com</td>
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<td>17</td>
<td>Tuscany Pointe</td>
<td>14310 Estuary Pointe Trail, Naples, FL</td>
<td>239.228.3800</td>
<td>TuscanyPointe.com</td>
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<td>18</td>
<td>Naples Square</td>
<td>7520 Bonita Springs Drive, Naples, FL</td>
<td>239.449.1300</td>
<td>TheColonyWCI.com</td>
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<td>19</td>
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<td>5576 Annunciation Circle #104, Naples, FL</td>
<td>(888) 841.3477</td>
<td>AveMaria.com</td>
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<td>20</td>
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<td>siennareservenaples.com</td>
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<td>21</td>
<td>Alafia</td>
<td>4041 Coconut Road, Bonita Springs, FL</td>
<td>239.495.1300</td>
<td>AlafiaWCI.com</td>
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<td>22</td>
<td>Andalucia</td>
<td>1335 Andalucia Way, Naples, FL</td>
<td>239.304.8314</td>
<td>andalucianaples.com</td>
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<td>23</td>
<td>Kalea Bay</td>
<td>13910 Old Coast Road, Naples, FL</td>
<td>239.793.0110</td>
<td>KaleaBay.com</td>
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<td>24</td>
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<td>239.949.8910</td>
<td>drhorton.com</td>
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<td>25</td>
<td>Estuary at Grey Oaks</td>
<td>1220 Gordon River Trail, Naples, FL</td>
<td>239.261.3148</td>
<td>estuaryatgreyoaks.com</td>
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Stock Signature Homes, the luxury homebuilding division of Stock Development, announced it has started construction of furnished models and unfurnished, move-in ready homes at Naples Reserve. Four of the five models and two of the three move-in ready residences are scheduled for completion in January. Pricing for the furnished models and move-in ready homes will be determined as construction progresses.

Naples Reserve is a 688-acre gated community being developed by Starboard Communities, LLC. Naples Reserve offers 22 interconnected manmade lakes that comprise forty percent-of-site, the largest being the 54-acre Eagle Lake. Stock Signature Homes is building in Naples Reserve’s Parrot Cay and Sparrow Cay neighborhoods. Stock’s 2,913 square feet Anastasia floor plan in Sparrow Cay offers a great room and kitchen, a formal dining area, an outdoor living area with a summer kitchen, pool, and spa. A two-car garage and a one-car garage are included. The color palette mixes celery green backgrounds with black, off-white, grey, and silver accents. The flooring in the living areas is 12 x 24-inch marble-look porcelain tile.

Soco Interiors’ Daniel Kilgore, ASID and design assistant Sirena Gilmore have created the interior for Stock’s 3,255 square feet Muirfield III model in Parrot Cay. The 3,255 square feet floor plan includes a great room and kitchen, a formal dining area, an outdoor living area and pool deck, four bedrooms, four-and-a-half baths, a study, an island kitchen, and a three-car garage. Vogue Interiors’ Sheila Colman designed the interior for Stock’s 2,947 square feet Madison floor plan in Parrot Cay. The Madison floor plan includes a great room and dining room that open to an outdoor living area and pool, four bedrooms, four-and-a-half baths, a study, an island kitchen, and a three-car garage. The Useppa II residence offers an island kitchen, formal dining room, a study, three bed-

rooms, three-and-a-half baths, an outdoor living area with a pool and spa, and a three car garage.

In addition to the furnished models and unfurnished, move in ready homes now under construction, Stock is excited to introduce three brand new floor plans that take its offering from Stock to its library of homes specifically for Sparrow Cay at Naples Reserve. The 1,250 square feet under air Madison model is one of five furnished models Stock Signature Homes is building in the Parrot Cay and Sparrow Cay neighborhoods at Naples Reserve. The four bedroom, three-and-a-half bath unfurnished Captiva residence includes a spacious great room, dining room, and kitchen, a study, a covered lanai, pool and spa, and a three car garage. The Useppa II residence offers four bedrooms, four baths, a study, a sprawling great room, island kitchen, and dining area, an outdoor living area with a pool and spa, and a three car garage.

To learn more about the luxury residences offered by Stock Signature Homes throughout Southwest Florida, visit stockdevelopment.com.
Rooftop pool and fitness center. Forever views. Luxurious living. It’s all part of the amazing lifestyle you’ll discover at Kalea Bay.

The expansive residences … so chic.

The spacious interiors … so contemporary.

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And all those pools … so cool.

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Some say the sky is the limit. We see it as just the Beginning.
Majestic Palms
Condominium attracts
buyers looking for a new home in a prime location at a tremendous value.

Since launching sales earlier this year, the Majestic Palms condominium community has proven to be the perfect choice among buyers looking for a prime location in a prestigious neighborhood at a very competitive price. Majestic Palms is being developed by JAXI CMD in the desirable area of Iona in Fort Myers.

The final condominium to be built in the prestigious Royal Pointe community, Majestic Palms will feature just 80 luxurious residences in a gated, private neighborhood. Located just minutes from the beautiful sandy beaches of Sanibel and Fort Myers, Majestic Palms offers two- and three-bedroom spacious residences. Preconstruction prices start at $185,000.

Majestic Palms will consist of two, 4-story buildings including spacious residences featuring balconies, walk-in closets in the master suite, spacious great rooms, open floor plans, and every home comes with an assigned, personal carpent.

“We are extremely pleased with the exciting reception the new community has received since opening our sales gallery,” says Sales and Marketing Director Barbara Bengochea-Perez. “Buyers are attracted to the condominium’s central location in a gated community as well as the fact that our homes are very spacious and are a great value,” she adds.

Majestic Palms’ prime location just off historic McGregor Boulevard is just minutes from the beaches of Sanibel and Fort Myers, as well as a multitude of merchants and shopping centers, schools, fine restaurants and high-profile sports-and-entertainment venues—like the CenturyLink Sports Complex and JetBlue Park. The community also provides easy access to major travel routes and the Southwest Florida International Airport.

For more information, please visit the sales gallery at 11561 Majestic Palms Blvd., Suite 110 in Fort Myers. The sales gallery is open 7 days a week. You may also call (239) 500-5294 Option #2, or visit online at www.MajesticPalmsCondominiums.com.
Allure is destined to become Downtown Fort Myers’ most sought-after address.

Anticipation for ALLURE, a magnificent, luxury high-rise condominium community to be built on the banks of the Caloosahatchee River in the Historic Downtown Fort Myers River District, has been escalating rapidly since sales for the exciting development were launched early this year. ALLURE will feature two sleek, contemporary 32-story towers hosting 292 open-concept, luxury residences. The property spans three acres within easy walking distance—or a trolley ride—to the charming downtown with all of its shops, restaurants, theaters, galleries and nightspots.

In addition to some of the most breathtaking views of the river as well as a panoramic of historic buildings, estates, gardens and bridges, residences at ALLURE will boast an enviable array of design features and finishes. Among the most noteworthy are natural-gas ranges and ovens, seamless glass walk-in showers (some with double shower heads), and a smart-technology-driven, high-efficiency HVAC system. The chef-inspired kitchens will feature European frameless cabinetry, quartz waterfall-style islands and ceramic glass backsplashes. Luxurious residences at ALLURE will also feature private entrance elevators and include covered garage parking with 24-hour controlled access. Charging stations for electric vehicles will also be provided.

ALLURE is destined to become the city’s most enviable address given its world-class, resort-style amenities and features. Residents will enjoy a grand porte-cochere entry with an eye-catching water feature, a pool deck with a cascading, infinity-edge pool overlooking the water, and a tranquil,“Allure Your Senses” rooftop garden with monumental works by international artist Edgardo Carmona.

ALLURE will also feature a peaceful, landscaped riverfront promenade, a private screening room with cutting edge audiovisual equipment and theater-style seating, men’s and women’s spa facilities with saunas and showers, social gathering rooms with fireplace, billiards, game tables, and areas for relaxing and quiet reading. Residents of ALLURE will also enjoy Bocce Ball on the rooftop and Pickleball by the pool. Fiber-optic wiring for high-speed Internet and WiFi will keep residents connected and the concierge service will ensure daily life runs smoothly and effortlessly for all of those fortunate enough to call ALLURE home.

ALLURE’s prime location in the Historic Downtown Fort Myers River District offers residents in a vibrant neighborhood that is continuing to thrive and evolve. Offering the best of arts, culture, and entertainment, while combining tropical urbanism and small town charm, the Historic Fort Myers River District has become extremely attractive to visitors and local residents alike.

With over 50 cafes, bars and restaurants, the pedestrian and pet-friendly historic downtown offers unlimited options for dining and nightlife to suit any taste. Arts and culture abound in the River District where the brick streets are lined with eclectic boutiques and art galleries, historic landmarks and architecture, museums, and even a professional theater. Residents of ALLURE looking for a night on the town can enjoy a theatrical production, followed by an elegant dinner, and top off the evening with cocktails at a popular nightspot, and it is all just steps or a trolley ride away from their luxurious home.

In addition to all of our on-site amenities, Allure’s prime location provides our residents with five square miles of amenities right outside of their door, ” says ALLURE Sales and Marketing Director Barbara Bengoahez-Perez.”

As if that weren’t enough, the city also organizes regular concerts and special events including Art Walk and Music Walk that have become extremely popular among downtown residents and visitors.

Adding to the excitement and growth of the area is the recently announced Auto graph Collection® Hotel, one of Marriott’s top lifestyle hotel brands, which is planned for the River District as part of the Harbor-side Event Center.

The sales gallery features a model of one of the elegant residences at ALLURE with vignettes of a kitchen, living room and dining room. The sales gallery is located on the first floor of the Fort Myers City Pier building at 1300 Hendry Street. To learn more about ALLURE, call (239) 500-JAXI (5094), ext. 1 or visit online at www.AllureLuxuryCondominiums.com.

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What do Ohio, New York, Illinois and Texas have in common? They all live at Naples Square! Residents come from across our great country to experience this unique downtown lifestyle. So whether you’re a Wolverine or a Buckeye—a Yankee or a Sox fan—we’re proud you’ve chosen to live at Naples Square. Take a look at the list below to see where others are from who are living here.

Thank you!

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Lee McCarthy
President

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Ana Maria Senica, AVP
NMLS #290435
- Cash Management Services
- Consumer & Business Banking Products
- Small Business Loans
- Internet Banking
- Home Purchase
- Refinance

“We want to help you avoid mistakes in purchasing and refinancing loans.”
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NMLS #364141
- Dan will give you the answers you need to make your decision
- He’ll guide you through the loan and help with paperwork
- He’ll go over rate options.

Dan will prove how easy loans are when you have the right professional helping.

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- 15 Nights · May 4
- Tokyo – Seward
- $500 Shipboard Credit* (Hosted by Kit Matthews, Preferred Travel)

World Cruise
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- Choice of 8 Private Car & Driver tours OR $4,800 Shipboard Credit*
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What is the most significant change you've seen in your industry over the past year?

Consumer awareness and online searches for eyelash extensions are consistent and upwardly trending. Women everywhere want to look more youthful and alert and enhance their natural look with comfortable, affordable, and beautiful eyelash extensions. Beauty schools are adding Eyelash Training sessions to their curriculum.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?

Already a segment leader, innovator, and educator, the Amazing Lash Studio Corporate Franchise plans to add new services, improve stylist recruitment and training, and fine tune Franchisee recruitment and support, and add online booking.

What are three key challenges your industry is facing? How is your company responding to these?

Our Major challenge is in guest education. Our licensed estheticians and cosmetologists are extensively trained to provide the technique, care and aftercare instructions to be sure that our guests know how to care for their eyelash extensions.

Another challenge is the cost to maintain eyelash extensions. We offer an affordable Lash Maintenance Membership program. Our introductory price is $59.99 for a full set of eyelash extensions. Our membership price is $99.99 a month which includes one refill service monthly. Members also receive 10 percent off our exclusive line of retail products and discounts on additional services.

A continuing challenge is hiring and retaining skilled stylists and associates. Amazing Lash Studio has joined the AACS – American Association of Cosmetology Schools. As a participant in local, regional, and national AACS conferences, the Amazing Lash brand will be promoted as an “Employer of Choice”. In addition, the AACS has a foundation called “Beauty Changes Lives” which offers scholarships to estheticians and cosmetologists. Amazing Lash Studio will offer five scholarships to estheticians starting in January 2017.

Name three practices that have been absolutely critical in the success of your business?

Our guiding principles are:

- Lash Excellence in employee and guest experience
- Operational Excellence with Studio Scorecards and monthly metrics and goals
- Qualitative Excellence with strict attention to Quality, Service, Cleanliness, and Compliance.

If you could go back in time, what are two things you would have done differently in your company?

Looking back on our growth in Southwest Florida over the last seven months, we would have hired and trained more stylists prior to opening and started our Social Media advertising much earlier. As we get ready to open our third store in Sarasota North, this fall, our hiring and training is happening and we have a presence for this store on Social Media.

What are two things you’d like to change about your industry now?

Currently, there is no standardized license for lash stylists, so anyone can learn a little about lash application and then begin working in many of the other spas. At Amazing Lash Studio, we only hire licensed estheticians and they go through a two-week intensive proprietary training process to learn the Amazing Lash protocols and systems. We have a Master Stylist Training program to be sure that all of our stylists adhere to the high standards of Amazing Lash Studio.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

We are different from our competitors because of our competitive pricing, our Lash Maintenance Membership program, and our Hours of Operation. Our studios each have 11 to 14 private lash application suites with many highly trained Lash Stylists available for appointments and walk-in guests. We are open 7 days a week with extended hours into the evening, which is rare at most spas and salons. Our Lash Maintenance Membership program enables members to maintain their lashes and enjoy discounts on our products and services, and with 90 studios open now and 200 projected to be open by the end of the year, our guests—particularly our “Snowbirds”—are able to continue their lash applications when they are in their Northern homes.

What is your ‘superpower’? What particular strength or talent that has contributed most to your success.

Our “SuperPower” is Experience and Training! Our Executive Team has extensive knowledge and experience in the industry from owning and operating the four Massage Envy Clinics in Southwest Florida and previous ownership of the European Wax Studios in Southwest Florida. This experience has reinforced the need for extensive training in the process of applying eyelash extensions to make certain our guests are safe during the application and then education in how to care for their extensions after the process.

What accomplishment are you most proud of in 2016?

2016 has been an incredible year of growth for Amazing Lash Studio Franchises. Overall studio revenue has increased 221 percent YTD over last year. Overall guest counts have doubled over last year and our membership sales have also doubled YTD over last year. Our North Naples Amazing Lash Studio at 2349 Vanderbilt Beach Road, Ste. 506 in the Shops of Vanderbilt has been open for seven months and is showing steady growth in membership and sales.

How do you define success in 2016?

We will have three studios open and running at full capacity and hundreds of members showing off beautiful lashes and sharing with friends on Social Media.

How is social media impacting your industry or business this year?

Our Social Media advertising and reputation management budget is our biggest and best source of referrals and guests. We continue to see great results and increase the budget as needed.

What is on the horizon for 2017?

In 2017, we plan to open three more studios and align ourselves with the local Beauty and Esthetician Schools to ensure a steady stream of qualified lash stylists to enter our on-going proprietary training program.
Esteban Arguedas-Salazar & Junji Hijikata
Fujiyama Steak House of Naples, Club Sushi & Harold’s Place
‘We have had the pleasure of serving our patrons for 35 years’

What is the most significant change you’ve seen in your industry over the past year?
Consumers are more concerned with what they put in their bodies and where it comes from. They also don’t mind paying more for healthier, organic, or non-GMO products.

What improvements, innovations or changes do you foresee in your industry in the coming year or two? What about further in the future?
In the near future there will be more people to feed, but we also must try to preserve the natural wildlife that may be pushed towards endangerment, such as eel and tuna. I believe that we should look into innovative ways to farm animals in conditions as similar as possible to their natural environments.

Name the top three elements or practices that have been absolutely critical in the success of your restaurants?
1. **Great quality and consistency**
2. **Providing an attractive concept to the clientele**
3. **Good business ethics**

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?
Our owner keeps social media updated daily on Facebook, Instagram, and Twitter. We also have a monthly drawing for a $100 gift card that customers dining in may enter by providing their name and e-mail. Even if they don’t win, they go into our e-mail list to receive updates on specials and events.

What one area of your industry would you like to take the time to learn more about?
Food science as a whole, but mainly the effects of organic and nonorganic farmed plants and animals.

WHO AM I?
NAME: Esteban Arguedas - Salazar
TITLE AND COMPANY: Executive Chef at Fujiyama Steak House of Naples, Club Sushi and Harold’s Place (Collier Food and Beverage)
YEARS WITH THE COMPANY: 3.5
YEARS IN SOUTHFLORIDA: 16
NATURE OF BUSINESS: Culinary Arts/ Restaurant
EDUCATION: Self Taught with training at Waldorf Astoria, Boca Resort, Mar-A-Lago (Palm Beach) & Palm Beach Community College
DOWNTOWN: San Jose, Costa Rica

Please explain what your restaurants have to offer that are unique to Naples?
We have three very exciting and unique concepts at The Gulf Coast Inn: Harold’s Place

We have been blessed because we have become one of the staple establishments in Naples. We have had the pleasure of serving our patrons for 35 years.

During this time, Collier Food and Beverage has been able to adapt to trends and changes, as our industry evolves constantly, and we have evolved with it.

We have been very successful as we have been able to train, retain, really passionate and great employees, many having been with us for over 20 years. That in my opinion proves that our restaurants are customer and employee oriented.

Name the top three elements of practices that are absolutely critical in the success of your restaurants?

1. We have had the pleasure of serving our patrons for 35 years. That in my opinion proves that our restaurants are customer and employee oriented.
2. We have been very successful as we have been able to train, retain, really passionate and really great employees, many having been with us for over 20 years. That in my opinion proves that our restaurants are customer and employee oriented.
3. We have been very successful as we have been able to train, retain, really passionate and really great employees, many having been with us for over 20 years. That in my opinion proves that our restaurants are customer and employee oriented.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?
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What one area of your industry would you like to take the time to learn more about?
Food science as a whole, but mainly the effects of organic and nonorganic farmed plants and animals.

WHO AM I?
NAME: Junji Hijikata
TITLE AND COMPANY: General Manager/ Chef at Fujiyama Steak House of Naples, Club Sushi and Harold’s Place (Collier Food and Beverage)
YEARS WITH THE COMPANY: 30
YEARS IN SOUTHWEST FLORIDA: 30
NATURE OF BUSINESS: Culinary Arts/ Restaurant
EDUCATION: Self Taught
DOWNTOWN: Tokyo Japan

What is your ‘finish line’? Or, what does success look like to you for 2016?
I just want everyone happy and healthy...and world peace.

What’s your superpower?
I only see a short Japanese man in my mirror image, so I asked a coworker for some input. She said, “You’re a Secret Asian man. Always on a mission, and fits in any position.”

Located at The Gulf Coast Inn
2555 TAMMIAMI TRAIL NORTH, NAPLES, FLORIDA 34103

239.261.4332 NaplesClubSushi.com
239.261.4332 NaplesFujiyama.com
239.263.7254 NaplesHaroldsPlace.com
What is the most significant change in your industry over the past year?
The implementation of the Affordable Care Act – also called the ACA or Obamacare – has made a big impact on our industry. However, while the ACA has changed a lot about our industry, it hasn’t changed the way we’ve always done business; meeting with our clients face-to-face to understand their needs and find solutions that meet those needs within their budget.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?
Because of the ACA, we believe you will continue to see insurance companies entering and exiting the market as well as creating innovations in their plan offerings for individuals under 65, Medicare eligible individuals and small group plans.

Name three practices that have been absolutely critical in the success of your business
HealthMarkets, and our office, is built around the concept of providing our customers with our 3 Cs: Choice + Convenience + Counsel: Our portfolio of products not only includes health insurance, Medicare and small group plans, but also a wide range of supplemental plans so we can provide our clients with choices and help them find a solution that best meets their needs and budget.

CONVENIENCE: In addition to health and wellness products, our portfolio includes life insurance and coverage for long-term care, retirement, and more so we can provide our clients with the convenience of one-stop-shopping to get the health and financial protection they need.

COUNSEL: Insurance is complicated - whether you’re looking for a plan just for you, your family or need to find coverage for your employees. As your agent, we explain all of your options to you, answer your questions and make the insurance buying experience as painless as possible.

If you could go back in time, what are two things you would do differently in your company?
We definitely would have opened a storefront years ago. Now we are able to meet with more customers and many people are more comfortable meeting in our office, without all the distractions that often occur in their homes.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?
We believe our 3 Cs - Choice + Convenience + Counsel - make us unique in our industry. However, while the ACA has changed a lot about our industry, it hasn’t changed the way we’ve always done business; meeting with our clients face-to-face to understand their needs and find solutions that meet those needs within their budget.

What is your ‘superpower’? What particular strength or talent that has contributed most to your success?
We think our most super ‘superpower’ is our ability to help our customers through the insurance buying process. Insurance can be complicated and each year brings changes – different insurance companies, different plans, new requirements, etc. We constantly go through training to ensure we are current with all the changes so we can help our customers continue to find the best options for them.

What accomplishment are you most proud of in 2016?
Opening our new storefront on Immokalee in Green Tree Center and the remarkable number of thank you notes and referrals we have received this year.

What is on the horizon for 2017?
We have a lot of work ahead of us as an enrollment office during the Medicare Annual Enrollment Period and the Open Enrollment Period for health insurance before we get to 2017. But after the Enrollment Periods, we are here to help people when they have life-events that change their insurance needs – like getting married, having a baby or retiring. We also plan to get to know our small business neighbors and talk to them about our innovative cost saving solutions that can help them manage their health costs.

WHO ARE WE?
NAME: Paul Argus, Ron Cerritelli, Michael Hinding, Vince Spinelli
TITLE AND COMPANY: Licensed, Independent Agents with HealthMarkets
YEARS WITH THE COMPANY: Combined we have more than 50 years with the company
YEARS IN SOUTHWEST FLORIDA: Together we have been in the county for more than 30 years.
NATURE OF BUSINESS: HealthMarkets is one of the largest independent insurance agencies in the United States. We offer health, Medicare, Life and supplemental insurance products from more than 200 insurance companies to individuals and families, seniors, small business owners and their employees.

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HMA003126
As we have all seen in the news and politics recently, the field of medicine has been undergoing vast changes, and it has been a difficult challenge for physicians to keep up with the new rules and regulations, all while maintaining excellent patient care. Like all industries, medicine is a business that needs to keep a balanced budget, however decreasing physician payments and increasing medical costs make this process very challenging.

What improvements do you see in your industry in the coming year?

The business of medicine has lived in very murky waters for a very long time. Both doctors and patients did not really have a good idea of the costs and fees involved because of the various payment systems and complicated insurance contracts. Recently with technology and the internet allowing information to pass more freely in the market place, transparency in medicine is at our doorstep. This means transparency in hospital costs, physician fees and payments, and overall patient outcomes. The consumer will be able to find this information more easily on the internet and thus make educated choices regarding their own health. This has been a long time coming in medicine and will most definitely improve patient care.

What is the most significant change you have seen in your industry over the past year?

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James and Tracy Boyd
Life Christian Church
‘We are a young, vibrant and growing church’

What is the most significant change you’ve seen in the church over the past year?

Over the past year, we have seen a renewed hunger in people for an authentic relationship with God and with others. There is a global seeking for something real. The typical rules and religion that many of us were raised with will no longer suffice. Because of this desire for authenticity in the church and in its members, we are seeing more and more people coming through our doors every week and starting a relationship with Jesus. It’s out of that relationship that we are seeing restoration in families and marriages.

What improvements, innovations or changes do you foresee in the church in the coming year or two?

A growing desire for genuine community will cause rapid growth in the church. As it does, we foresee a major shift in the way traditional church has been held in the past. More churches will break ground in unconventional locations such as movie theaters, warehouses, and schools. Also, churches will begin launching multi-site locations that live-stream teachings to satellite campuses.

What are three key challenges that churches face?

We believe churches face challenges in relevance, connectivity and previous experiences. Relevance is key and can be a major challenge that churches face. We strive on a weekly basis to challenge how we communicate and reach our community. Our weekend services are designed in such a way that a first time guest will feel completely comfortable and want to return. Our children and youth programs consist of challenging relevance in their departments as well. This has developed two remarkable departments that children and teenagers look forward to attending.

Connectivity is also a major challenge because most people attend a church to not only find God, but to find a friend that can walk out life’s issues with them. Life Christian is a church that is built on small groups. Small groups are our way to connect not only with each other, but to connect with the community around us. These small groups are where people grow and find freedom in a safe and friendly environment.

Previous experiences many times hinder people from attending a church or trying it out for the first time. We hope to curb that idea with our life-giving approach to ministry inside and outside of the church walls. Our best source of advertisement is the people that attend on a weekly basis and have experienced God’s unconditional love through the church and His people.

Name three practices that have been absolutely critical in the success of your church?

Growth Track, Small Groups, and Dream Teams are absolutely the most critical areas that we can attest most of our successes towards.

Growth Track is our way of helping people discover their purpose while also getting to know our vision and mission as a church. We invite each person to join us for lunch after service on the first and second Sundays of the month. During these moments together, we get the opportunity to spend time together and help them discover what their next steps might be in preparing them to live out their purpose.

Small Groups are absolutely vital for personal growth. Our small groups operate on a three semester per year basis and are an opportunity to get to know others that have similar objectives in life or find freedom from things that are holding people back in life. Small groups are our way of reaching every single person that attends on a personal level.

Dream Teams are our areas in our church where people can take personal ownership and serve. Our Dream Teams are designed not only to serve the church, but more importantly to serve each other by using an individual’s personal gifts and talents for the benefit of the community. We consider Life Christian to be a gift’s based church. This means that our purpose is to find the God given gifts in people and help them use those gifts to find purpose in life and make a difference in the life of another.

What is your ‘superpower’? What particular strength or talent has contributed most to your success?

We believe that our superpower is simplicity. We do four things, and we strive to do them with excellence. These four things are as follows: Weekend Services, Growth Track, Small Groups and Dream Teams. As we keep our focus, the end results are that people will know God, Find Freedom, Discover Purpose and Make a Difference.

What accomplishment are you most proud of in 2016?

We celebrated our 5th year anniversary this past July and the church has grown by 10 times since its inception. Every Sunday we see transformed lives. We give all of the credit to God and the people that He has sent us to do this together.

How is social media impacting your industry or business this year?

The church is a fast paced industry that is constantly changing. Social media is being used in churches as the quickest and most effective way to relay information to its attenders. People are made aware of serve events, weekend services, and other initiatives through social media on a weekly; if not daily basis. Knowing that this is such a crucial way of communication inside the church, we are glad to have a communications director on staff at the church who oversees all of our social media.

What is the horizon for 2017?

We are very excited for what God has in store for 2017! We will continue to reach people where they are! We will continue to train, challenge, and equip people as they discover their purpose! There will be additional services to fit the growing numbers of people that attend on a weekly basis and the possibility of becoming a multisite church. All for the glory of God, we want to make a difference, not a dent!
Kelly E. Capolino
Downing-Frye Realty

‘Making contact every day to satisfy my buyers’ and sellers’ needs’

What is the most significant change you’ve seen in your industry over the past year?
Technology and the use of the cloud are increasingly becoming the norm for all clients, from age 25 to 85. This makes everything more timely as far as finding and seeing property and also in negotiating and even signing documents.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?
The use of drone photography has been a wonderful asset for clients. It can give them a better shopping experience and can especially help in indentifying property boundary lines and limitations.

What about further in the future?
I suspect licensing of professional drone photographers for real estate is on the horizon.

What are three key challenges your industry is facing?
(1) The skill of clear communication has been ever important in my success. It continues to be a challenge to reconcile the national and local media interpretation of the real estate market with the reality of our market. (2) With internet search engines such as Zillow and Trulia pricing property generically, it becomes a challenge for us to educate our prospective clients on the reality of the prices. (3) The increase of new, untrained real estate agents presents its own challenges.

How do you deal with those challenges?
I personally direct my clients to use our company website as well as my own website and the Naples Area Board of Realtors website for commentary and analysis of the local market.

Name three practices that have been absolutely critical in the success of your business?
(1) The skill of clear communication has been ever important in my success. (2) Patience while my customers communicate their needs and wants. (3) My in-depth analysis of property sales, not only in a specific subdivision but also in entire sectors of the market, helps me immensely when I am pricing properties.

What is the most significant change you’ve seen in your industry over the past year?

What is your ‘superpower’?
What particular strength or talent that has contributed most to your success?
Negotiating strongly and being truly honest with my seller and buyer customers, so they can achieve their personal goals without being misled by the media and by what others might say.

What accomplishment are you most proud of in 2016?
Truly refocusing my old-fashioned work practices with help from my personal business coach, Mike Ferry Training. Technology is great, but human contact makes the difference between work and improving my customers’ lives. The more personal contacts I make, the more quickly my client’s property sells and the more quickly I can monitor the changes in the market. The more people I talk to, the more I can see what’s happening.

How do you define success in 2016?
Success for me in 2016 is to keep my eye on the mark and not get distracted by media/technology. I’m calling it KKISS: Keep, Keep it Simple and Keep it Clear. Simply, my job focus is to get in the middle of a seller and a buyer every day, to be transparent, to earn their trust and satisfy the needs of both. I’ll sell a minimum of 30 properties this year following KKISS and using virtual assistants.

How is social media impacting your industry or business this year?
I really believe in associations with mentors and vendors. I’ve learned through my vendor, Social Connect, that social media is important for all of us. We need to have a presence. We need to be able to be found online and we need to offer a glimpse of our character.

What is on the horizon for 2017?
I’m looking forward to standing firm on my business coach’s guidelines and not allowing any market shifts/media to deter my or my clients’ goals. No matter the economy, there are always buyers and sellers, and a way to satisfy both. Bring on 2017. I’m ready!

WHO AM I?
NAME: Kelly E. Capolino
TITLE AND COMPANY: Real estate professional, Downing-Frye Realty
YEARS WITH THE COMPANY: 20
YEARS IN SOUTHWEST FLORIDA: 20
NATURE OF BUSINESS: Real Estate
EDUCATION: Pace University, New York City
HOMETOWN: Brooklyn, N.Y.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?
That’s a great question. I take an active approach to selling and buying real estate for my customers. You won’t find me crossing my arms and waiting for the phone to ring, or sitting and waiting for someone to walk into an open house. I pride myself on making the phone ring. I am networking and making contacts every day to satisfy my buyers’ and sellers’ needs.

IT’S DETAILS GALORE.

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For More Information or to Arrange a Showing
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KELLY E. CAPOLINO

With over 45 tile and limestone specifications, it’s details galore.

IT’S DETAILS GALORE.
What is the most significant change you've seen in your industry over the past year? What improvements, innovations or changes do you foresee in your industry in the coming year or two? What about further in the future?

The marine retail environment continues to become healthier, and the industry has flourished over the past several years due to new, innovative features that make boating more enjoyable. One example is joystick piloting; this feature is now offered on small boats as well as yachts. The most stressful situation for an owner new to boating is handling the vessel around the dock. Joystick operation allows for ease of maneuverability in tight quarters and has taken boating to a new level.

What are three key challenges your industry is facing? How is your company responding to these?

With the growth in the marine industry, technical labor continues to be our biggest challenge. MarineMax Naples Yacht Center has developed an apprentice program whereby we train our talent for a period of time and teach them the position while working alongside a senior team member. The process has worked well for us and allows us to continue to stay ahead of our rapid growth.

Name three practices that have been absolutely critical in the success of your business?

First, people are first and foremost the most critical component of any successful business. Second, we focus on the entire client experience as opposed to selling a product. We understand that recreational time with family and friends is precious and often limited. Lastly, we are in direct contact with our manufacturing partners. Whether there is a service issue or product recommendation, we listen to our clients and provide feedback to our manufacturers to offer a better boating experience.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

Our marketing philosophy is very simple — “Spend time on the water boating with our owners.” We are a team who is passionate about being on the water when away from the office. There is nothing more rewarding than taking our boaters on a Getaway and showing them a new location or experience. MarineMax Naples Yacht Center believes that we are “United by Water” with our clients.

What is your ‘superpower’? What particular strength or talent that has contributed most to your success.

“Nothing fails like success.” Naples Yacht center has been No. 1 in the nation for a half decade and I constantly strive to be better. Success can be a double edged sword — never stop innovating, coaching the team, or settling for anything less than perfection.

What accomplishment are you most proud of in 2016?

MarineMax Naples Yacht Center has won the #1 National TopGun Ranking 4 years running. Additionally, we have received the Boston Whaler Legendary Performance award three years running ranking us No. 1 in the world in Boston Whaler sales.

How do you define success in 2016?

Success is earned not given. I wake up every day excited and passionate about our industry. We have the best team in the world and I never forget that the team is the reason for our success not a single individual.

How is social media impacting your industry or business this year?

Social media continues to be critical in our daily operations. With our North-clients, social media offers us a tremendous vehicle to share a walk through video of a yacht of interest or simply keep our clients abreast of our event schedule.

What is on the horizon for 2017?

I am optimistic about the marine industry in 2017. We represent the world’s best yacht brands. 2017 will be exciting with the advancements in yacht design and innovation. There are many new products that will debut and continue to raise the bar in the boating experience.
What is the most significant change you’ve seen in your industry over the past year?

During the past year, I have seen the influence of “Unlicensed” contractors infiltrating into our marketplace. Additionally, big box stores started making a push to make our product a commodity, at the expense of losing quality.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?

If I went back in time, I would have started our business earlier in life. It started up in 1988 at age 33. I also would have started advertising more in the early stages of our business and grown it much quicker. Now I realize that our product needed aggressive promotion as frameless doors were a relatively new product.

What are three key challenges your industry is facing?

Three challenges we face here in SW Florida are competent employees, economical housing for those employees and families, and also code compliance and licensing requirements. Some Florida counties do not require licensing in glass and glazing even though most counties demand licensing. We are spearheading a committee to speak with government leaders to change the current laws for the non-conforming counties.

Name three practices that have been absolutely critical in the success of your business

As far as which practices we follow to stay ahead of the competition, we follow good, positive items about us and professionalism and respect. We advertise in the cost of traditional advertising. We are becoming a great avenue for advertising and connections, at a fraction of the cost of traditional advertising. MY Shower Door is able to generate photos and connections, at a fraction of the cost of traditional advertising. MY Shower Door is able to generate photos and tight marketing/promotional strategy, how do you differentiate your company from your competitors?

We not only promote our product and service, but we help in the community and make SW Florida a better place to live. As a positive supporter of Make-A-Wish of SW Florida, Pelican Bay Founders Fund and Three Oaks Elementary School Playshades Project, we always try to help make the community better. We forge solid partnerships in our community and use professional companies to create and broadcast our message.

What is your “superpower?” What particular strength or talent has contributed most to your success?

Our “Superpower” is our family and the hiring of top quality people to surround us. Anyone who has had any interaction with the Daubmann family or any of our MY Shower Door or D3 Glass staff have always come away feeling good. My wife, Donna, and sons, Keith and Doug, are our very special “Superpowers.”

What accomplishment are you most proud of in 2016?

In 2016 we were recognized, for the second consecutive year, to the INC 5000 list for the “Fastest Growing Companies in the United States.” This validates that all of the hard work that we have been doing is paying off on a national scale. 2016 has been an amazing year of growth and accomplishments. D3 Glass completed manufacturing all of the interior glass for the new Hertz corporate offices in Estero as well as providing glass to all of the 5 MY Shower Door locations. Additionally, MY Shower Door opened their fourth “Affiliate” location...St Paul, Minnesota. This adds to the Oklahoma City, Oklahoma, Grand Rapids, Michigan, and York, Pa., locations.

How do you define success in 2016?

Our success in 2016 is defined by our strategic growth in revenues, employees and profits.

How is social media impacting your industry or business this year?

Social media is increasingly becoming a great avenue for advertising and connections, at a fraction of the cost of traditional advertising. MY Shower Door is able to generate photos and tight marketing/promotional strategy, how do you differentiate your company from your competitors?

What is on the horizon for 2017?

2017 will bring additional “Affiliate” stores as well as more Florida-based stores and an expanded manufacturing plant capable of triple our current capacity. D3 Glass will become a nationally recognized manufacturer and will be one of the most desirable places to work.
What is the most significant change you've seen in your industry over the past year?

The most significant change in the aesthetic industry is the continued demand for minimally and non-invasive treatments for feminine rejuvenation, anti-aging facial procedures and body contouring.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?

Innovations continue to be developed in aesthetic procedures making them more comfortable and requiring less downtime.

Name three practices that have been absolutely critical in the success of your business?

Three key challenges that our industry faces are finding qualified and dedicated professionals, the rising costs of doing business as well as cumbersome business and tax regulations. ATC is responding by providing on the job training, working with local educational facilities and trade organizations, and building a network of multiple locations to leverage buying power.

If you could go back in time, what are two things you would have done differently in your company?

I just became the Chief Operating Officer of Aesthetic Treatment Centers in July so I was not present in the initial phases of the business. We have a great team in place and I want to empower them to work in their highest level of service and bring ideas to the table as well as expand the array of services. In addition to ThermiVa feminine rejuvenation and body contouring we will be offering full service skin care, laser skin rejuvenation, hair removal, injectables and laser aesthetics.

What is on the horizon for 2017?

The focus in 2017 will be on continuing to provide the most innovative procedures as well as developing our national brand. Stay tuned and keep in touch! We are excited to announce that our new next location will be in Tower Dental Arts, offices of Dr. Sonia Rocha, just minutes away from Coconut Point mall.

What is your “superpower?” What particular strength or talent has contributed most to your success?

I would say my superpower is a genuine interest in people. As they say, people don't care how much you know until they know how much you care.

What is the most significant change in your industry now? Your company?

Regulation in the aesthetic industry is not keeping up with the technology as well as it should. I would love to see that change in a positive way in the near future. More educational opportunities for providers will be essential to keep up with the demand. As far as changes in Aesthetic Treatment Centers, our plan is to develop a network of 200 locations nationally. That will bring plenty of change!

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

Our marketing strategy focuses on developing a more personal relationship with potential guests. It is very important for us to get out into the community and interact with people who may want to take advantage of what we have to offer. We love working with advertising vendors who understand our focus and work closely with us to expand our organic reach.

What do you define success in 2016?

Success in 2016 will be determined by the growth of the company and the satisfaction of our guests and employees. Developing a strong culture within our network is essential to our success and a top priority.

How do you define success in 2018?

Success in 2018 will be by determining the growth and satisfaction of our guests and employees. Developing a strong culture within our network is essential to our success and a top priority.

What is your “superpower?” What particular strength or talent has contributed most to your success?

I am very honored to have been trusted to take Aesthetic Treatment Centers to the next level and to partner with them to develop their national brand. I am blessed to have an entire tribe of supportive friends, community members and vendors. Our team at ATC is truly extraordinary and without all of these people I am truly nothing.

How is social media impacting your industry or business this year?

Social media is key. At no time in history have we had the opportunity to interact with the community in such an immediate way. It also helps us to truly understand our client base and stay focused on their needs.

WHO AM I?

NAME: Mindy DiPietro
TITLE AND COMPANY: Chief Operating Officer, Aesthetic Treatment Centers
YEARS WITH THE COMPANY: Since July of 2016
NATURE OF BUSINESS: Minimally and non-invasive cosmetic procedures and body contouring
EDUCATION: BA in Communication Disorders from the University of Wisconsin Eau Claire, Licensed Aesthetician
HOMETOWN: Bayfield, Wisconsin

What is your “superpower?” What particular strength or talent has contributed most to your success?

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What accomplishment are you most proud of in 2016?

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What is the most significant change you’ve seen in your industry over the past year?
The most significant change I’ve seen is the increase in east coast buyers and the price increase in certain markets. Naples is a very sought-after market. There are more and more people gravitating toward Naples and Southwest Florida due to its resort-like lifestyle, privacy, climate and community.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?
Some of the changes I see in my industry are more videos being created for listings and more technology being implemented to help a sale. Buyers today are a lot more educated with the tools they have to find details on properties.

Name three practices that have been absolutely critical in the success of your business?
There are a lot of business practices to take into account when making a business successful. I still feel I have a long way to go, however I would say that my best practices are hard work, responsiveness and follow up. These are key to being successful in my business everyday.

If you could go back in time, what are two things you would have done differently in your company?
I don't think that I would change anything. I feel that where I am today is from the lessons I’ve learned along the way. There have been ups and downs as there are in any business, however I have been very fortunate and excited to see what comes next.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?
I like to be original. In such a competitive market, you have to stand out and think of creative ways to market your listings and yourself. If your potential buyer likes you and trusts you and you can garner a relationship with them, they will do business with you. I try to reach a national/worldwide market through digital, traditional and other mediums.

Who am I?
NAME: Dante DiSabato
TITLE AND COMPANY: Broker Associate / Encore Realty, LLC
YEARS WITH THE COMPANY: 7
YEARS IN SOUTHWEST FLORIDA: 7
NATURE OF BUSINESS: Real Estate
EDUCATION: Bachelors Degree from Miami University
HOMETOWN: Columbus, Ohio

What is your “superpower”? What particular strength or talent has contributed most to your success?
I keep to a strict structure that I have developed over the years and continue to adapt based on the times. I work tirelessly for my clients to ensure they are happy and pleased with their decisions. I feel that I go the extra mile to show them the lifestyle they deserve.

What accomplishment are you most proud of in 2016?
I am most proud of my largest sale to date at 180 Central Ave., which was sold within a week of being completed. This property was one of many of my unique projects that I have had the pleasure of listing.

How do you define success in 2016?
I am very tough on myself with defining success. I am always constantly critiquing how I can improve and gain more knowledge to ultimately help my clients. 2016 has been very good to me, and I hope to continue in 2017 with a strong start to season.

How is social media impacting your industry or business this year?
Social media is a large part in any industry today. Real estate in Naples is very different due to the demographic that follows social media. However, I am trying to be on the forefront with websites, videos, Facebook, Instagram, Twitter, LinkedIn and other mediums to promote my businesses. Follow me on Instagram @dantedisabato

What is on the horizon for 2017?
I am very excited about 2017. I look forward to the opportunity to work with past, present and future sellers and buyers and give them the best service I can. Big things are ahead!
John Raymond Dobbs
ApothiCare 360
‘We are so much more than a pharmacy’

What is the most significant change you've seen in your industry over the past year?

The reimbursement of prescription drugs being reduced to pennies. Medicare Part D and many subsidized insurance plans hardly reimburse above the cost of the medication. With the reimbursement rate so low, pharmacists should be allowed to dispense pills in plastic bags! The prescription vial and the cap sometimes cost more than the drug's profit!

What improvements, innovations or changes do you foresee in your industry in the coming year or two?

A shift to a more comprehensive reimbursement model where the pharmacist will be responsible for helping patients improve outcomes of diseases in order to be reimbursed for dispensing prescriptions. Pharmacists will actually be held accountable to help patients reduce blood pressure (for example) in order to get reimbursed for dispensing the patients blood pressure medication. It’s not good enough to just take a pill. Patients need to change their lifestyles; which means lose weight, exercise, and eat healthy, all to prevent high blood pressure, high cholesterol, diabetes, and obesity! The goal is to eventually reduce the amount of medication the patient is taking.

What is on the horizon for 2017?

Improving business to keep revenue strong.

If you could go back in time, what two things you would have done differently in your company?

Nothing. You can’t look back in time and wish you could change anything. I try to never look back. Gotta keep moving forward! What you have done in the past has shaped where you are now.

How is your company responding to these?

Investing in software that is able to track patient outcomes and launching new programs such as vitamin infusions and partnering with more physicians to increase our compounding business to keep revenue strong.

Name three practices that have been absolutely critical in the success of your business?

1. Hiring the right people
2. Increased regulations from state and federal governments
3. Changing of the payment model from fee for service to a more comprehensive payment model involving medication management and star ratings.

What is your superpower? What particular strength or talent has contributed most to your success?

Nothing. You can’t control the remainder of 2016!

What accomplishment are you most proud of in 2016?

Rebranding from PharmiCare to ApothiCare 360, completing our new compounding lab spaces, launching our own vitamin lines, and offering vitamin infusion therapies to our clients.

How do you define success in 2016?

Same as I always define it...being healthy. Without your health, nothing else matters.

How is social media impacting your industry or business this year?

It doesn’t really impact it. We are active on Facebook, Twitter and LinkedIn, but generally people who like our posts don’t necessarily walk into our store and buy something. Social media is necessary to promote your brand and keep a strong online presence.

What is your “superpower”? What particular strength or talent has contributed most to your success?

It doesn’t really impact it. We are active on Facebook, Twitter and LinkedIn, but generally people who like our posts don’t necessarily walk into our store and buy something. Social media is necessary to promote your brand and keep a strong online presence.

What is your company from your competitors?

We are the only integrative compounding pharmacy in the area. We focus on helping patients achieve a healthier lifestyle. We are members of the Academy of Anti-Aging Medicine that provides us with the knowledge to help our patients prevent and treat age related degenerative diseases. Our team is composed of experts in the fields of pharmacy, medicine, nursing, and natural medicine to produce 360 degrees of care for our patients. We are so much more than a pharmacy.

Who knows — still planning the remainder of 2016!
Dr. Jason Eisele
Specialized Veterinary Services
“We provide a truly compassionate and caring experience”

What is the most significant change you’ve seen in your industry over the past year?

The growing need for specialty services, like cardiology, neurology, specialty surgeries and internal medicine. We’ve experienced significant growth in just two years. Demands for services are causing us to expand.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?

What about further in the future?

As demand grows, so will the technology used in diagnostics and treatments. For example, digital radiography. We take an electronic radiograph and have it digitally available for the team to access via our software system and it can be emailed to the referring vet.

We are seeing a move toward minimally invasive procedures. With the advancements in endoscopic procedures using laparoscopic or thoracoscopic techniques (a camera mounted on a thin flexible tube that is inserted into a tiny incision so the surgeon can view the procedure on a computer monitor), procedures have less pain, lower risk of infection, shorter hospital stays and quicker recovery time.

What are three key challenges your industry is facing? How is your company responding to these?

The expense of paying for treatments. While pet insurance is becoming more available, owners are not aware of the cost of procedures and that insurance would help cover these costs. It’s painful when a client doesn’t realize the expense of a procedure and the only compassionate option is to euthanize the pet. I hate that. At SVS, we assist clients with applying for Care Credit or Wells Fargo Healthy Advantage to assist with expenses. With proper planning, owners can be prepared for an emergency.

Name the top three elements or practices that have been absolutely critical in the success of your business?

Our professionally dressed and compassionate Client Care Staff. One team member greets clients at the door and walks them to the reception team, or she can sit and talk with clients about their pet’s needs. We provide a truly compassionate and caring experience from the moment you walk in the door.

From there, our team of specialists, doctors, nurses and technicians are there to take complete care of your pet. Our team cares about animals and each other. We love working together and it shows in the care we provide to our patients.

If you could go back in time, what are two things you would have done differently in your company?

I didn’t realize the practice would grow as quickly as it has. I would have asked for a crystal ball that predicted the demand for specialty services once we moved to Fort Myers (from Estero). We are in the process of expanding and it can’t come soon enough.

What are two things you’d like to change about your industry now? Your company?

Create more awareness about life-saving procedures. As human technology advancements occur, so do diagnosis and treatment options for animals. There are great options that ensure a long, productive life.

Educate owners about unpredictable expenses. I would like owners to become more aware and plan better. One of the worst things is when an owner cannot afford a life-saving treatment.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

We have a full-time public relations manager who’s out in the community talking with referring veterinary offices and participating in community events to raise awareness for the specialty services we offer.

We are also involved with a variety of non-profits. We support the Gulf Coast Humane Society, Big Hearts for Big Dogs, ARC and CROW to name a few. We work closely with Lee County Animal Services and assist with some of their cases. Giving back to the community is the right thing to do and it helps raise awareness for healthy pet care.

What one area of your industry would you like to take the time to learn more about?

I’m excited to see the continuing development of minimally invasive procedures. I would love to learn robotic surgeries. Advanced robotic systems give surgeons greater control and vision during surgery, allowing more precision, less invasiveness and safer performance.

What’s your superpower?

Superhuman endurance! My day starts between 6 a.m. - 7 a.m., I head straight to the hospital. Surgeries are scheduled throughout the day, but if an emergency case comes in I stay until my last patient is cared for, which could be until 11 p.m. - midnight. My love of helping pets stems from experience. My dog had cancer. I was convinced if I stayed and worked hard, no matter how long it took, I could eliminate the cancer. So I empathize with pet parents and want to provide them with all options available to save their beloved pets.

What are you proudest of in 2016?

My team of specialists, doctors, nurses, techs and management and how they’ve handled the growth of our business. Everyone has to share office space, computer storage and areas because we are running out of room. The team understands and adjusts, causing us to be even closer, with the common mission of doing whatever it takes to help the pets.

What is your “finish line?” Or, what does success look like to you for 2016?

How is social media impacting your industry or business this year?

I am touched by the heartfelt responses on Facebook or the reviews on Yelp! We receive the nicest compliments and stories about our amazing, compassionate staff. Even from those who have lost their pet, people are touched by the way our staff handles those difficult situations.

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Ray Faubion, CIC, CPCU, ARM
BB&T-Oswald Trippe and Company

‘Industry-leading resources and local involvement sets us apart’

What is the most significant change you’ve seen in your industry over the past year?

There are more options available for homeowners’ insurance today than there has been in many years. Countrywide, claims for water damage have increased in frequency and severity. We are expecting this trend to adversely affect rates.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?

What about further in the future?

Private flood insurance is becoming available from some insurance companies. At times, the private option is less expensive, and offers better coverage than traditional policies offered through the National Flood Insurance Program.

The use of drones for property inspections may become available, and could help decrease insurance company costs.

What are three key challenges your industry is facing?

Challenging for many years. The average age of an insurance sales agent is 59. While insurance may not seem like a glamorous career, it can be both exciting and fulfilling. There are opportunities in wide variety of disciplines including claims, risk control, service support, marketing, compliance, legal, operations and technology. It is not all about sales.

What are three key elements or practices that have been absolutely critical in the success of your business?

Being heavily involved in our communities, and creating strong relationships with those community partners. Continuously looking for new and better ways to provide excellent client service to a large number of clients — all of whom are equally important to us.

Our integrated relationship with our BB&T Bank partners is key to our success. The relationship between BB&T Insurance and BB&T Bank is strong and generates many opportunities for both sides, as well as helps us better serve our clients.

WHO AM I?

NAME: Ray Faubion, CIC, CPCU, ARM
TITLE AND COMPANY: Vice President, Family Risk Manager, BB&T Oswald Trippe and Co.
YEARS WITH THE COMPANY: 19 years.
YEARS IN SOUTHWEST FLORIDA: I have lived in Lee County for 55 years, but worked in Collier County for 19.
NATURE OF BUSINESS: Business is insurance, specifically Family Risk Management.

Name the top three industries you’ve seen in your industry over the past year?

Industry-leading resources and local involvement sets us apart.
Patrick M. Flaharty, M.D.
Azul Cosmetic Surgery and Medical Spa

“We search for the best in new technologies, products and procedures”

What is the most significant change you’ve seen in your industry over the past year?
The most significant change we’ve seen in our industry in the past year is the growth of the non-surgical treatment. It is estimated that non-surgical treatments are growing at a rate of close to 15 percent per year.

This includes injectable treatments like Botox and fillers in addition to non-surgical fat freezing (Cool Sculpting) and non-surgical lasers to remove sun spots, vessels, and tighten and lift the skin. These treatments have grown in popularity as they are office-based with little or no downtime and generally at a lower price point than surgical procedures.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?
Our field is being driven by technological innovation which will continue to be the catalyst for change. New products and technologies will lead to new procedures expanding the options available for patients. Just look at Cool Sculpting. This new technology called cryolipolysis or fat freezing allows us to permanently eliminate unwanted fat non-surgically with no downtime. Prior to this technology the only paths to permanent fat reduction were surgical procedure like liposuction. The coming years will see many new innovations to allow us to look and feel our best non-surgically.

What are the three key challenges your industry is facing?
The biggest challenge we face is staying on top of the newest technologies and innovations in the field of cosmetic surgery. That is why we make continued staff education a very high priority at Azul. As important new information is coming forward constantly this education must be continuous and from top to bottom in our organization.

Name three practices that have been absolutely critical to the success of your business?
The three most important practices that have been critical to our success at Azul include:

1. Hiring affable, competent employees. We are in the customer service business and having a friendly, caring, and compassionate staff is a key to success with every patient every day.
2. Incorporating new technology in both the administrative arm of the practice as well as in the treatment protocols for patients.
3. Never being complacent. With technological innovations taking place at a rapid rate one must be focused and proactive in exploring the newest technologies and incorporating new effective treatments as they are identified. This requires constant vigilance as we search for the best of the best in new technologies, products and procedures.

If you could go back in time, what are two things you would have done differently in your company?
For many years, I worked for a large medical practice before leaving to form Azul. Had I to do over again I would have left earlier, as I find running and growing my own business much more interesting and satisfying. Secondly, I would not be so hesitant to spend on practice development including hiring new employees, incorporating new technologies, or opening new offices. Although not every investment works out it is the only path for growth and innovation.

How are you adapting as a business?
As a company we are always evolving and growing. I’ve found the quickest path to growth is the hiring of key employees and the adoption of the latest techniques and technologies. For us to continue to grow we must continue to invest in talented new employees and new technology.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?
Our marketing is focused on patient education. With the rapid pace of innovation in the field of cosmetic surgery and the many new treatment options available, patients are overwhelmed and confused regarding the best path to follow. Our job is to educate each patient regarding the best options available and the pros and cons of each option so that they can be more confident in choosing a path that is right for them. So our marketing effort needs to be focused on helping patients understand the latest surgical and non-surgical options available today and tomorrow.

What is your “superpower”? What particular strength or talent has contributed most to your success?
Our superpower at Azul is our outstanding staff. Over the course of many years we have built an outstanding group of people who are caring, compassionate, and extremely capable. They are the heart and soul of our practice and certainly our greatest asset!

What accomplishment are you most proud of in 2016?
In 2016 our greatest accomplishment was the opening of our new Naples office. With patience we were able to find the perfect space and location and our talented staff brought forward a beautiful design, making the space efficient and inviting. Without question the new Naples office was our greatest accomplishment in 2016.

How do you define success in 2016?
Success in 2016 is defined by continued, steady growth with the opening of our new Naples office, the addition of new technologies and procedures, and the hiring of new staff to serve our growing family of patients at Azul.

How is social media impacting your industry or business this year?
Social media is now mainstream. It is a part of our daily marketing activity, including posts on our blog, Facebook and other outlets. Although it can be difficult to measure the results of social media, it certainly improves connectivity with our patients, and from that standpoint it is already a success.

What is on the horizon for 2017?
2017 will be a very exciting year at Azul as we build out our new Naples office, continue expansion of our treatment offerings by bringing in new technologies and procedures, and offering the latest advances in skin care with new innovative products from Trilogy Laboratories, our local skin care company which is leading the way in product innovation.
**John Giglio**  
**Freedom Boat Club**

*I love bringing the fun of boating to others!*

**WHO AM I?**

**NAME:** John Giglio  
**TITLE AND COMPANY:** President/CEO, Freedom Boat Club  
**YEARS WITH THE COMPANY:** 12  
**YEARS IN SOUTHWEST FLORIDA:** 19  
**NATURE OF BUSINESS:** Boating/Service Organization  
**EDUCATION:** MBA – University of South Florida

What trends do you see impacting your industry in the next two to four years?

There is a focus on making boating more affordable in order to grow the market. The boat club model is a major leader in providing a proven, affordable alternative to traditional boat ownership. Other non-traditional options include fractional ownership and peer-to-peer. The sharing economy or collaborative consumption mindset is particularly appealing to Millennials, so we expect this trend to help stimulate growth within this important demographic. Another major trend addresses the shift in overall U.S. demographics and the powerful growth projections in multicultural markets.

Freedom Boat Club is an early adopter in multicultural initiatives. We have hired a full-time multicultural sales and marketing manager to lead our efforts and we are actively engaged with this market in SW Florida.

How do you expect the SW Florida economy to grow?

We’re projecting solid growth. New housing starts are on the rise. More importantly, we have documented notable growth in our corporate membership base with newcomers who have recently relocated to the area. With the steady influx of new residents and positive population growth comes the stimulation of small business which will directly impact the service industry.

What do you look for in recruiting new talent?

We are so blessed in this regard! Our corporate division has grown considerably over the past few years and we are fortunate that the area has so many active, younger retired professionals who are seeking enjoyable second careers. We never have problem finding great talent!

What’s the most important business lesson you’ve learned?

Stick to what you know! Continue to innovate and improve your core business, but stay focused and do what you do better than anyone else.

What would people be surprised to know about you?

Many people assume that I’ve been a boater all my life. Truth is, my wife taught me to drive a boat at the age of 23! Who would have dreamed I would own the world’s largest and oldest boating club one day? Thanks to my wife and her family, boating has become an integral part of both my life and now my career. I love bringing the fun of boating to others!

---

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**SEPTEMBER | MARKET PULSE | 19**
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Kent V. Hasen, MD  
Aesthetic Plastic Surgery & Med Spa of Naples  
‘We take pride in cultivating a long-term relationship with our patients’

What is the most significant change you’ve seen in your industry over the past year?

In the last year, I feel that the biggest advancement in aesthetic surgery was the release of Cellfina. Cellfina is a real solution to unwanted cellulite that will last for at least two years. In the FDA clinical study, the patient satisfaction rate was at 97 percent at two years, which was higher than at six months. This shows that we finally have a long-term fix for cellulite that is a single minimally invasive procedure done under local anesthesia. This is in stark contrast to earlier options that offered very little improvement that was short lived and required several repeat treatments.

What improvements, innovations or changes do you foresee in your industry in the coming year or two? What about further in the future?

Cosmetic medicine and plastic surgery is constantly evolving. Going to our scientific conferences helps me stay up to date with the latest advances and newest technologies in aesthetics. Continued improvement in the nonsurgical methods of fat reduction and skin tightening are likely to lead the way in the next year. CoolSculpting has recently released new treatment applicators that allow us to treat areas in 35 minutes instead of the original 60 minutes.

What is the key challenge your industry is facing? How is your industry responding?

There are many challenges facing the field of plastic surgery in the future. With decreasing insurance reimbursements, many untrained and unqualified providers have entered the field of cosmetic surgery or cosmetic medicine to prey on the uneducated. These providers offer cosmetic procedures without proper training, experience or judgement. The American Society of Plastic Surgeons has spearheaded an educational campaign to help educate the public on how to choose the best training and certification in plastic surgery to help protect patients from these unqualified providers.

What’s in store for 2017?

We take pride in cultivating a long-term relationship with our patients. We have a long term fix for cellulite that is a single minimally invasive procedure done under local anesthesia. This is in stark contrast to earlier options that offered very little improvement that was short lived and required several repeat treatments.

What are you proudest of in 2016?

With Social media impacting the aesthetic medicine and delivering the best possible surgical outcome that I can achieve with every surgery. We take pride in cultivating a long-term relationship with our patients. We have been the first in Southwest Florida to offer several ground breaking procedures including CoolSculpting, Infini, Thermage and Cellfina. Our steady stream of word-of-mouth referrals is testament to the results we strive to deliver for every patient.

If you could go back in time, what are two things you would have done differently in your company?

If I could go back in time, I would have used less invasive surgical techniques and have patients recover quicker. We have introduced several ground breaking procedures including CoolSculpting, Infini, Thermage and Cellfina. Our steady stream of word-of-mouth referrals is testament to the results we strive to deliver for every patient.

What improvements, innovations or changes do you foresee in your industry in the coming year or two? What about further in the future?

There are many changes that are already affecting our field. CoolSculpting has recently released new treatment applicators that allow us to treat areas in 35 minutes instead of the original 60 minutes.

What is the key challenge your industry is facing? How is your industry responding?

There are many challenges facing the field of plastic surgery in the future. With decreasing insurance reimbursements, many untrained and unqualified providers have entered the field of cosmetic surgery or cosmetic medicine to prey on the uneducated. These providers offer cosmetic procedures without proper training, experience or judgement. The American Society of Plastic Surgeons has spearheaded an educational campaign to help educate the public on how to choose the best training and certification in plastic surgery to help protect patients from these unqualified providers.

What are two things you’d like to change about your industry now? Your company?

The biggest thing that I would like to change in plastic surgery is the commoditization of the specialty. Many non-core physicians are trying to become “cosmetic surgeons” and have created bogus certifications that are not recognized by the American Board of Medical Specialties. These providers advertise as if they are the superior surgeons for cosmetic surgery, but in fact they have no real accreditation and far less training and expertise.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

We differentiate ourselves by being the boutique-style practice in a very large and luxurious setting. Our new office is so beautiful, spacious, calming and state of the art.

What are you proudest of in 2016?

The completion of our new location. My wife and I have worked extremely hard to first buy the building then reinvent it in our practice’s image. My wife is one of the most organized people in the world. She led the contracting crew in making sure the build out was up to the standards that we want for our patients. Her diligence and unbelievably good taste is immediately recognizable as soon as you walk through the front doors of our new office.

How is social media impacting your industry or business this year?

Social media is definitely impacting plastic surgery in some good ways and in some bad ways as well. Dr. Miami Snapchattin full-length surgeries is a bit overboard in my opinion, especially for our side of the state, but there are real opportunities to reach and connect with potential patients out there with social media via short videos, contests, blog posts, etc. We have just started to enter into this area in full force with the purchase of a time-lapse camera, a 360-degree camera and a Go Pro Hero. There should be some interesting stories coming out of our office in 2017!
**Ed Keller**

Hadinger Company of Naples

‘Our message is fashion, style and color at a value’

**What is the most significant change you've seen in your industry over the past year?**

Hardwood flooring continues to grow in popularity. Longer, wider widths in natural coastal colors are a big hit. Porcelain tiles that look like hardwood, along with LVP (Luxury Vinyl Planks) are gaining momentum as high definition technology mimics Mother Nature. All of these products offer minimal maintenance and give the appearance of a natural product. In addition, porcelain tile sizes continue to get larger. In kitchen cabinets, frameless design continues to be the overwhelming choice. In area rugs we are seeing less heirloom handmade rugs and continued popularity in transitional and tropical looks with vibrant colors.

**What improvements, innovations or changes do you see in your industry in the coming year or two? What about in the future?**

Digital technology in improving the visuals of manufactured floors is an innovation that is changing the flooring business. These floors not only offer the looks of a natural product but also in addition, perform in high traffic areas, are water resistant, low maintenance and are pet friendly as well. The WPC (waterproof core) floating floors continue to grow in popularity. These floors not only look like hardwood and are water proof; they can be installed over existing ceramic tile, thus eliminating the need to remove the existing floor. Coming soon, waterproof hardwood flooring.

**What are three key challenges your industry facing? How is your company responding to these?**

As new home construction and home renovations come back strongly, we have found it more difficult to find skilled labor. Much of the skilled labor left the industry during the down turn and the current pool is aging. We are actively trying to work with our vendors in putting together comprehensive training as part of a curriculum to attract new talent into our industry. E-commerce and Internet marketing have been and will continue to be part of today’s retail choice for customers. Seeing a visual on a computer screen is totally different than actually putting your hands on the product. At Hadinger Flooring we exceed our customer expectations by offering the best selection of first quality material, an educated sales team and professional installation teams that stand by our product quality by giving our customers a full warranty. Our sales professionals will help plan your project and will provide customers with advice on the right product for their individual needs. In area rugs, our sales and design team helps you incorporate the right size, color and pattern into your home décor. We also arrange for home delivery and set up for your new area rug.

**Name three practices that have been absolutely critical in the success of your business.**

1. A well educated sales and service staff. We believe in continued education and provide that education to our sales staff on a weekly basis. 2) Our sales and service staff are friendly, outgoing, and knowledgeable and help our customers select the correct product for each application. 3) Selection. Hadinger Flooring and Area Rug Gallery has the best selection of product anywhere in Southwest Florida. Whether it be an area rug, hardwood, tile, stone or kitchen cabinets, Hadinger is the store you want to visit for your flooring or cabinetry needs. We stand behind all of the products we sell and install. Our goal is to exceed customer expectations.

**What are two things you would like to change about your industry now? Your company?**

Hardwoods, laminate and tile have been a topic in our industry for many years. Quality and environmental control has been questioned on many of the overseas imports. When possible, we sell Made In the USA products. As technology improves on the manufacturing side, we would also like to see improved education from these manufacturers on how to install these products efficiently. As a full service retail floor covering dealer, we are responsible for the correct installation techniques and methods. Purchasing material only and allowing another party that is not affiliated with the sale of the product being installed in your home is a recipe for disaster. As a customer, be sure to ask who is responsible if there is an installation issue. If purchasing online, ask if the warranty is voided if the product is not installed professionally. We warranty all of our installations and service what we sell.

**Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?**

We believe we need to be in front of our customers on a daily basis. We advertise all three of our major classifications; Area Rugs, Cabinets and Flooring with a blend of full color inserts, printed newspaper and television. Our message is fashion, style and color at a value. As social media and web browsing grows, we have expanded our presence digitally as well.

**What is your superpower? What particular strength or talent that has contributed most to your success?**

Without question, it’s our employees. Throughout our entire organization, we unquestionably have the most talented people in our industry. We hire only the most qualified sales and sales support people available in the market today. We then empower those people to take care of our customers.

**What accomplishments are you most proud of in 2016?**

Our entry into designer cabinetry has been a great success and we are looking for continued success into the future. Our design team has done a great job integrating our existing showroom with our tile and stone departments, giving our customers a wealth of product to choose from in the correct lighting and atmosphere. Our company has years of experience and will provide a custom dream kitchen, bathroom or built-in entertainment center.

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**WHO AM I?**

**NAME:** Ed Keller

**TITLE AND COMPANY:** Chief Executive Officer; Hadinger Company of Naples

**YEARS WITH THE COMPANY:** 2 Years with Hadinger Company of Naples 40 Years of Retail Experience

**YEARS IN SOUTHWEST FLORIDA:** 40 years on the West Coast of Florida

**NATURE OF BUSINESS:** Area rugs, flooring and cabinetry

**EDUCATION:** Bachelor of Science, West Chester University, Pa.

**HOMETOWN:** Pittsburgh, Pa.
Tony Leeber
Cornerstone Builders of Southwest Florida
‘Our customers know that I won’t be satisfied until they are’

What is the most significant change you’ve seen in your industry over the past year?

Our customer base, which is over 20,000 remodeling projects, has continued to grow, despite the fact that seasonal fluctuations have leveled off in both Lee and Collier County. Our volume is not impacted by season to the degree it once was.

What improvements, innovations or changes do you foresee in your business in the coming year or two?

If you could go back in time, what are two things you would have done differently in your company?

What is your “finish line?” Or, what does success look like to you for 2016?

There is never a “finish line”. We continually strive to better ourselves in every department. There is ALWAYS room for improvement.

What do you attribute your success to?

We put our trust and faith in GOD. He is in charge. All of our decisions are based on what Jesus would do. Do we always do that? No because we make mistakes. We have a prayer meeting every Thursday morning where we pray for all the needs of the company and have the LORD’S supper together.

Name the top three elements or practices that have been absolutely critical in the success of your business?

Service, Quality and Timeliness.

If you could go back in time, what are two things you would have done differently in your company?

No regrets. I have worked hard, shown up every day and made changes when needed. I learned much more from the hard times than the good. Every challenge and difficult time led Cornerstone Builders to the company we are today. A company that I am truly proud of.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

I have always been the face, voice and reputation of the company. I put myself and my family in front of the public. We are not just a name and a fancy logo. Although I never thought of it as a strategy. We also rarely if ever use subcontractors. People can trust the workers coming into their home. We also never require a deposit and warranty everything we manufacturer as long as the customer owns their home. Our customers know that I am ultimately responsible for their success at Cornerstone is when we display quality work in the most professional manner at a fair price and end the day with a fully satisfied customer.

How is social media impacting your industry or business this year?

Social Media gives us an opportunity to make our brand more personal and allows us to communicate with our target market in a more dynamic way thereby giving us increased exposure and traffic to our website. We post fresh relevant content to our website as well as Facebook on a daily basis which engages our more than 8,000 fans (and growing) on innovations, launches, trends, promotions and sales. This has ultimately generated many leads for us. As social media continues to grow in how people consume their media I only see increased growth in terms of traffic to our website and for our company in 2017. A new website launch is in the works for late 2016.

WHAT AM I?

NAME: Tony Leeb er
TITLE AND COMPANY: Owner, Cornerstone Builders of Southwest Florida
YEARS WITH THE COMPANY: 28 years
YEARS IN SOUTHWEST FLORIDA: Since 1988
NATURE OF BUSINESS: Home Remodeling
HOMETOWN: Long Island, NY

Our Promise
From Kitchen and bath remodeling to custom closets and cabinetry to complete home remodeling Cornerstone Builders of Southwest Florida can turn your vision for your home into reality.

Pay NO Deposit to start your project and receive a lifetime material warranty on all products we manufacturer for as long as you own your home.

Satisfying Over 20,000 Customers Since 1988!

GIVE US THE OPPORTUNITY TO WOW You!
Steve Lush
Robb & Stucky

‘The most important advancement we’ve made this year is our website’

What is the most significant change you’ve seen in your industry over the past year?
From a broad style standpoint, we’ve seen a major shift away from traditional towards transitional and contemporary. Clean and simple, yet elegant and sophisticated is the current style trend. Another trend that’s emerged this year is what we refer to as “organic contemporary.” Natural materials like wood, stone, metal and shell, all with relaxed finishes. Oftentimes there is a mix of materials – like a natural “live edge” wood dining table with polished stainless steel legs. This combination of materials provides a look that is totally unique and stunningly beautiful.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?
As business picks up around the country, and as demand for domestic product increases, many of our factories are facing a labor shortage. North Carolina in particular is facing a labor shortage. Instead of setting for something that’s “almost right”, our designers can help their clients find the perfect piece that is exactly the size and finish for their room. And because many of our factories have made significant investments to improve production efficiencies, the cost difference between imports and domestic product has shrunk. Because of this, a huge percentage of the products we carry are made here in America.

What are three key challenges your industry is facing?
As business picks up around the country, and as demand for domestic product increases, many of our factories are facing a labor shortage. North Carolina in particular is experiencing this. Normally we love seeing low unemployment, but it’s so low that factories are having a harder time keeping pace with demand, and lead times have been pushed farther out. They feature beautiful displays of an incredibly wide selection of product at all price points, most of it in stock for immediate delivery. And on the design side, we have large design centers featuring thousands of fabrics, window treatments, wallpaper, handmade rugs, tile and floor coverings. The design center is staffed with experienced and talented interior designers. And each showroom has a CAD department that can produce 2D and 3D renderings of our clients’ project.

What accomplishment are you most proud of in 2016?
The most important advancement we’ve made this year is our website. We’ve been working all year on a complete redesign. The previous site was sufficient in that it provided basic information about our stores and services. But the number one comment we received on a consistent basis is that our clients wanted to see more product on the site. We took this to heart and began redesigning our site, and photographing every item in our showrooms.

How is social media impacting your industry or business this year?
We’re very active on Facebook, Pinterest, Houzz and Instagram. Our strategy is to gain dedicated, engaged followers by posting meaningful and relevant content. Because we’re creative people and are passionate about design, it’s a lot of fun for all of us. But it’s more than just a creative outlet for us – it really does have a positive impact on our business. A large percentage of visitors to our website come directly from our social media pages. And many of these visitors end up in one of our showrooms, working with a designer to make their home beautiful and comfortable.

What is on the horizon for 2017?
Steady, sustainable growth. We recently opened our first store on Florida’s east coast in Coral Gables, and we’re breaking ground soon on a new showroom in Boca Raton. That showroom will open in 2017. In addition, we are actively looking for additional sites on Florida’s east coast as well as other markets in Florida.

Steve Lush
President, Robb & Stucky

WHO AM I?
NAME: Steve Lush
TITLE AND COMPANY: President, Robb & Stucky
YEARS WITH THE COMPANY: 5
YEARS IN COUNTY: 5
NATURE OF BUSINESS: Retail Furniture and Interior Design
EDUCATION: BS Business, University of Vermont
HOMETOWN: Galeton, PA

Fast delivery is important to our customers and critical to our success. If our factories are shipping slower than normal, we place larger stock orders and carry more inventory in our Fort Myers warehouse. That enables our customers to get immediate delivery on hundreds of our most popular items.

Name three practices that have been absolutely critical in the success of your business?
In any retail business, there are so many things that must be done perfectly. There’s simply no room for error, or the client will be disappointed. To help guide our team’s decision making, we ask ourselves first “what is the right thing to do for our client”. Another important factor that has helped us achieve success is our absolute commitment to quality in the products we carry. This includes not only the quality of the construction, but also to the style and design of the piece. Because we never compromise on quality, our clients know everything we place in their home will be of lasting quality and impeccable taste. From a cultural standpoint, we are passionate about what we do. We love helping our clients make their homes beautiful and comfortable, and this shows in the enthusiasm of everyone that works here. The combination of skills, experience and passion is what makes a person a great fit with our organization.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?
We have a unique position in the marketplace, in that we are both a furniture store and interior design center. On the furniture store side, our showrooms are large – about 60,000 square feet. They feature beautiful displays of an incredibly wide selection of product at all price points, most of it in stock for immediate delivery. And on the design side, we have large design centers featuring thousands of fabrics, window treatments, wallpaper, handmade rugs, tile and floor coverings. The design center is staffed with experienced and talented interior designers. And each showroom has a CAD department that can produce 2D and 3D renderings of our clients’ project.

What is on the horizon for 2017?
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Dr. Joseph Magnant
Vascular Surgeon and Owner of Vein Specialists
‘My approach to patient care is educate, educate, educate!’

What is the most significant change you’ve seen in your industry?
We have seen a surge of interest by non-vascular surgeons interested in adding vein treatment to their service line as a means of compensating for reductions in insurance reimbursement from their other lines of service. This has led to a confusing landscape for patients who are seeking expert venous care. Vein Specialists has responded to this change through further education to physicians and public education and increased awareness regarding venous disease, its manifestations and presentations and the appropriate and ethical treatment of the disease.

What improvements, innovations or changes do you foresee?
I believe that improvement in public education and awareness regarding the myriad presentations of venous disease will be ongoing and forthcoming. Regarding improvements of therapy, the most significant improvement in our treatment armamentarium in venous disease has been the recent FDA approved VenaSeal, a “medical adhesive for the treatment of saphenous vein insufficiency”. Although not currently reimbursed by insurance companies, we anticipate receiving a code for the reimbursement for VenaSeal within the next twelve to eighteen months. However, the most significant improvement for treatment of venous insufficiency occurred sixteen years ago when endothermal ablation “radiofrequency or LASER” was introduced, essentially transforming the treatment paradigm for patients with vein disease from vein stripping to outpatient therapies performed with immediate return to normal activity.

What are three key challenges your industry is facing?
The first is the affordable patient care act. It has been the single most detrimental piece of legislation passed by Congress in that it has placed further distance between patients and physicians. The second challenge is the mandates are expensive. The third challenge is that those responsible for this piece of legislation are not clinicians. They are trying to pigeonhole patients with different disease processes with different algorithms and that is not necessarily how medicine works.

WHO AM I?
NAME: Dr. Joseph Magnant
TITLE AND COMPANY: Board Certified Vascular Surgeon and Owner of Vein Specialists
YEARS WITH THE COMPANY: 10 (opened in 2006)
YEARS IN SOUTHWEST FLORIDA: 10
NATURE OF BUSINESS: Healthcare patient care
EDUCATION: Earned his Doctorate in Medicine and performed his General Surgery residency at the Medical College of Virginia in Richmond, Virginia. He completed his Vascular Surgery fellowship at Dartmouth-Hitchcock Medical Center and is certified by the American Board of Surgery in vascular Surgery.
HOMETOWN: Fairfax, Virginia

Each patient is different and each patient responds differently to different therapies. I believe that patients are much more than numbers.

Name three practices that have been absolutely critical in your success.
1. Remaining focused on our goal of excellence in patient care. 2. Embracing an ethical practice of medicine whereby our decisions to perform procedures are not influenced by our overhead. 3. The importance of creating a culture at work where staff understand, internalize and authentically embrace their mission of empathetically taking care of patients. After all, it is our mission to take care of patients. With these three key practices, our practice continues to thrive and grow.

In marketing/promotional strategy, how do you differentiate your company?
We differentiate ourselves as the only vein specialists with a Vascular Surgeon as its founder and leader who is focused 100% on the scientifically objective evaluation and minimally invasive modern therapy for various veins and other signs of venous insufficiency such as swollen, heavy and achy legs, skin discoloration, non-healing leg wounds, Charlie horse cramps, nighttime leg cramps and restless legs syndrome. We focus on patient and public education. We took a line from one of Carly Simon’s songs, reworded it and utilize it in our marketing strategy. We use the tagline “We’re So Vein” because that’s all we do! Our newest ad campaign asks, “Who would you want fixing your vein problems?” Would you want the jack of all trades or the master of one treating your veins? We are the master of one. We are 100% focused on veins!

What’s your “superpower”?
We have a passion for educating physicians and the public about vein disease. My approach to patient care is educate, educate, educate! I like to develop relationships with my patients. I like to get to know their stories. I also have fun with my patients. I try to make the best of what otherwise would be an inherently stressful experience. We want to lessen their anxiety.

What are you most proud of in 2016?
The continued success of our practice and growth of our staff in what many would say would be difficult times to expand. We have been able to be more selective with who we hire. We hire people who fit our culture. In our capacity as a physician training center for Medtronic we have been exposed to numerous physicians across the country, most of whom have commented about the authenticity, excitement and enthusiasm our staff brings to the table. They want to know our secret formula and our secret formula is our “people.” To paraphrase Henry Ford, “Take my plants, take my machines and take my assembly, just don’t take my people.”

How do you define success in 2016?
By our effectiveness at educating physicians and patients, about the various presentations of venous insufficiency and the importance of considering venous insufficiency as a medical condition rather than a cosmetic condition. Venous insufficiency traditionally has been managed reactively but at Vein Specialists, we proactively manage venous insufficiency rather than waiting for the complications of the disease. We prefer to identify the disease and then treat more appropriately in a proactive fashion.

What is on the horizon for 2017?
We plan for further expansion of our office in Bonita Springs serving Naples, Bonita Springs and Estero more completely with a new physician provider to service and build the practice and awareness of venous disease. We also have plans to add other diagnostic modalities that are critical in providing comprehensive venous investigation and treatment.

We’re Sooo...Vein!
I bet you wish your legs didn’t swell so much!

Call us to ask about our monthly FREE vein screenings!
239-694-VEIN (8346)
weknowveins.com • facebook.com/weknowveins
Fort Myers & Bonita Springs

FREE Virtual Vein Consult! eviinScreening.com
Find Out If You Have Vein Disease From The Comfort of Your Own Home!
Joseph G. Magnant MD, FACS, RPVI
Vascular Surgeon & Vein Expert

By our effective- ness at educating phy- sicians and patients, about the various pre- sentations of venous insufficiency and the importance of considering venous insufficiency as a medical condition rather than a cos- metic condition. Venous insufficiency traditionally has been managed reactively but at Vein Specialists, we proactively manage venous insufficiency rather than waiting for the complications of the disease. We prefer to identify the disease and then treat more appropriately in a proactive fashion.
What improvements, innovations or changes do you foresee in your industry or business this year? 

Without a doubt technology will continue to play a major role going forward in the real estate industry. It's here and everyone is forced to adapt to it survive and thrive, whether you want to or not! One of the main technology trends are the use of “bots” or robotics being integrated into the consumer experience on the internet. Much like the Amazon product “Alexa”, real estate search bots can provide quick answers and search capabilities without the need for human interaction. Although human to human contact between client and Realtor will still be essential, the need for added value on the part of the Realtor and the knowledge and capabilities that are brought to the experience of buying or selling, will become an essential (and the most valuable) piece. 

How is social media impacting your industry or business this year? 

I recently returned from a meeting at Facebook headquarters with the CEOs/Owners of some of the largest real estate firms in the world along with the heads of Facebook and Zillow, so this question is forefront in my brain right now. As our industry continues to find ways for exposure of listings in the Internet world, social media allows a platform not only for exposure of inventory, but also a huge tool for relationship building. Although most people don’t like seeing a personal feed on Facebook loaded with business promotion and pushing properties. A Realtor who is aware will find and utilize tools currently available (or soon to be available) to make the connection with the consumer or their sphere of influence. The reality in real estate, or any form of sales, is people like to do business with those that they like and trust. Social media is a great catalyst to start the conversation and catapult the relationship if used appropriately! 

What is on the horizon for 2017? 

As a company we believe in community outreach through sweat equity, and our “in house” marketing team collaborates to create, execute and/or implement some of the area’s largest events. (i.e. Taste of Collier, Rockin’ on the Bay, Rockin’ the Point, Stonecrab Festival, etc.) This allows us an opportunity to bring the community together and give back using our skills and talents. Our Realtors are very involved in the execution and participation and have formed great relationships as a result. As far as a marketing strategy goes, we like to take normal everyday things and put a creative spin on our promotional ads/pieces to make it relatable and memorable. 

What is your “superpower?” What particular strength or talent has contributed most to your success? 

Superpower? Imagination, period. My creative brain tends to see things in 3D-technicolor and that allows me to create concepts and ideas and see the end result. It then becomes a matter of semantics to implement. With that said, my strengths lies in internal drive, self motivation and tenacity. As we all have faced many obstacles, fears and failures in life, truly the greatest strength I have learned is bouncing back quickly and never, ever giving up as there is always opportunity on the other side of any obstacle!

Tiffany McQuaid
McQuaid & Company Real Estate Services & McQuaid Marketing & Promotions

The client can be assured our team will assist them from start to finish!

WHO AM I? 

NAME: Tiffany McQuaid
TITLE AND COMPANY: President, McQuaid & Company Real Estate Services & McQuaid Marketing & Promotions
YEARS WITH THE COMPANY: 3
YEARS IN SOUTHWEST FLORIDA: 14
NATURE OF BUSINESS: Real Estate 
Brokerage Marketing & Event Planning
EDUCATION: Youngstown State University

NAME three practices that have been absolutely critical in the success of your business? 

This is an easy one, without a doubt: gratitude, creativity and authenticity. I walk through my door every morning with an overwhelming sense of gratitude for being blessed with the best team in town. The creativity that permeates from my brain is truly a gift that everyone has embraced in my office, our true differentiator. Finally, authenticity, that is the acceptance of each one of us as we truly are and celebrating individual uniqueness. I have always been a believer in being true to YOU. Everyone else is already taken!

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors? 

As a company we believe in community outreach through sweat equity, and our “in house” marketing team collaborate to create, execute and/or implement some of the area’s largest events. (i.e. Taste of Collier, Rockin’ on the Bay, Rockin’ the Point, Stonecrab Festival, etc.) This allows us an opportunity to bring the community together and give back using our skills and talents. Our Realtors are very involved in the execution and participation and have formed great relationships as a result. As far as a marketing strategy goes, we like to take normal everyday things and put a creative spin on our promotional ads/pieces to make it relatable and memorable.

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What accomplishment are you most proud of in 2016? 

I am MOST proud of our ability (as a boutique real estate firm) to overcome adversity and figure out a way to maintain strength in our market place. My team of incredibly hard-working Realtors have contributed to our rise to the top 5 percent of ALL firms in Southwest Florida. That is an incredible feat by any standards, but even more incredible when you are talking about those stats with just two handfuls of agents. I have never seen more heart, dedication or loyalty in an organization. We hope to lead and better the industry by example as time goes on.

How is social media impacting your industry or business this year? 

I recently returned from a meeting at Facebook headquarters with the CEOs/Owners of some of the largest real estate firms in the world along with the heads of Facebook and Zillow, so this question is forefront in my brain right now. As our industry continues to find ways for exposure of listings in the Internet world, social media allows a platform not only for exposure of inventory, but also a huge tool for relationship building. Although most people don’t like seeing a personal feed on Facebook loaded with business promotion and pushing properties. A Realtor who is aware will find and utilize tools currently available (or soon to be available) to make the connection with the consumer or their sphere of influence. The reality in real estate, or any form of sales, is people like to do business with those that they like and trust. Social media is a great catalyst to start the conversation and catapult the relationship if used appropriately!

What is on the horizon for 2017? 

As a company, we will continue to keep a finger on the pulse of the future of our industry, but will focus daily on the present. We will continue to think outside of the box and find our own stand on betting the industry not only locally, but nationwide. We will broaden our vision and thrive, whether you want to or not! Everyone else is already taken!
James R. Nathan
Lee Memorial Health System

‘Changing the culture from repair-center medicine to team-based care’

What improvements, innovations or changes do you foresee in your industry in the coming year or two? What about further in the future?

We are transforming our approach from providing episodic care to serving our community as a significant partner by promoting and supporting wellness and healthy lifestyles.

What are three key challenges your industry is facing? How is your industry responding to these? How is your company responding to these?

No. 1: Dramatic reductions in reimbursement from government, businesses and commercial insurance. This is significant because these sources of payment have helped cover the costs associated with uninsured and underinsured patients. Our response: We will experience delays in accessing care...even while experiencing major growth in facilities and staffing for health care services.

No. 2: Move to population health as a result of incentive changes in reimbursement and the need to improve coordination of care. Care delivery in our nation, and locally, has been primarily episodic in nature and is not structured to provide effective preventive and chronic care management. Our response: Increased emphasis on chronic care management programs. We have introduced patient-centered medical homes, which enable coordination of care in primary care settings. Additionally, more outpatient alternatives are being recognized as a part of the care continuum.

No. 3: Aging and economically challenged population, especially in Southwest Florida, place a greater demand on all health care needs — facilities, locations, staffing, services, etc. Seniors use health care twice as frequently as non-seniors and their needs are twice as intense. We also have key pockets of poverty and uninsured and underinsured residents. This results in overuse of emergency services when care could be better provided in non-hospital and emergency settings. Our response: We will continue to be challenged to fund the staff and keep up with this growth while changing the nature of how we deliver services.

What are two things you’d like to change about your industry now? Your company?

No. 1: Coordination of care. We have grown up with a health delivery system that has become increasingly fragment-ed and thus expensive and confusing. I would want to have a more organized care delivery system that supports a healthier population where the culture of our communities is on health and wellness and not on sickness and repair medicine.

No. 2: Access to care. We are the only major industrialized nation that does not provide some form of universal coverage for all individuals. While “technically” everyone has access to care in our emergency rooms, this is inefficient, inappropriate and expensive.

What one area of your industry would you like to take the time to learn more about?

I’d like to immerse myself more where there is effective collaboration among providers and the financiers of health care where they are making a difference in changing the culture of health from repair-center medicine to team-based care with effective coordination and proven outcomes.

What are you proudest of in 2016?

The decision to choose the name “Lee Health” over Lee Memorial Health System signifies a commitment to focus on our community’s health and speaks to a broader mission on behalf of those we serve.

What is your “finish line”? Or, what does success look like to you for 2016?

There is no “finish line.” Every patient, family, caregiver, support person, physician, volunteer and Lee Memorial Health System partner help lead to miracles every day and night. We are honored to be able to contribute to our community’s health.

Lee Memorial Health System has a long history of providing safe, high quality, leading-edge and compassionate care. From one hospital—Lee Memorial Hospital—in 1916, we now encompass four acute care hospitals, two specialty hospitals and comprehensive health care services in facilities and office locations throughout Southwest Florida.

Our team also has grown from two nurses to more than 1,180 employees, 1,300 community physicians and 4,500 volunteers and auxiliaries—your family, neighbors and friends who make up our community health system.
What is the most significant change you’ve seen in your industry over the past year?
The real estate market is always changing. The key is to have foresight and anticipate the change before it happens.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?
The newest innovation is 3D Glasses to walk through a home online and virtual home staging.

Name three practices that have been absolutely critical in the success of your business?
1. An early start - I am at the gym every day at 5:15 a.m. with my Dad.
2. Having a system in place to handle growth effectively.
3. Never over promise, always over deliver and make sure every client is 100 percent completely satisfied.

What is your “superpower?” What particular strength or talent has contributed most to your success?
My superpower is the ability to determine the “Market value” of a property and how to time a sale properly to a client’s needs. Market Value is the price a home will sell for in a given market. This is a very careful process. I take into account the location of the home, average days on market for similar homes, listing vs. sales price percentage, real estate supply, closing costs, time of the year and most importantly foresight on any market change. Once this is done, I meet with the client and put together a tailored strategy for them. Each scenario is different:
1. Sellers may want to sell now or sell later.
2. They may be building a home and want to sell for 8-12 months or even longer.
3. They may or may not know where they want to move to yet.
4. They may want to know what their home will rent for and if it is worth holding onto it or not.
5. When is the right time to put my home on the market?

What accomplishment are you most proud of in 2016?
Highest Sales in the Nation for Realty World and The News Press Best of the Best “Best Realtor.” Both awards were for the third year in a row.

How do you define success in 2016?
Success is not just making the sale. It is about “Always doing the Right Thing.”

How is social media impacting your industry or business this year?
I think social media is great for any business if used properly. It has helped grow my business.

What is on the horizon for 2017?
I plan to try new marketing techniques to grow the business while continuing to develop stronger relationships and focusing on what’s most important — Customer Service.
What is the most significant change you've seen in your industry over the past year?

More and more, patients desire less invasive procedures where they don’t have to go under general anesthesia.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?

This stems from the first question: We are starting to get results with non-invasive procedures that match surgical results. I look forward to seeing more of this.

What about further in the future?

Regenerating medicine is going to get more important and more popular. This is the process of replacing or engineering human cells, tissue or organs so that we can restore or re-establish normal function. It will allow us to offer solutions and hope for people who have conditions that today are beyond repair.

What are some of the key challenges your industry is facing?

The main problem we face is non-qualified practitioners who come in and mess things up for everyone else — for their patients and for those of us in the field who are qualified.

Another challenge we face is created by media hype. Celebrities like the Kardashians get all the treatments and look great, but the media doesn’t tell us about their diet, their exercise and the rest of their lifestyle — how hard they have to work and how much time it takes to look like they do. It makes some people think they can look like a celebrity with a procedure or two.

How are you responding to those challenges?

We take the time to get to know our patients and to educate them. Someone comes in insisting that liposuction is what they need, but as we ask them questions and learn about them, we often realize something else will better accomplish what they want. When that happens, we make sure they understand why.

Name three practices that have been absolutely critical in the success of your business.

One: Listening to patients’ desires. Two: Explaining all of the options and risks. Three: Impeccable post-op care.

What are two things you’d like to change about your industry now?

Less hype would be great, and so would fewer unqualified practitioners. Changing the latter is a combination of both regulations and training.

Who am I?

NAME: Dr. Manuel Peña
TITLE AND COMPANY: CEO/Surgeon in chief, Peña Plastic Surgery
YEARS WITH THE COMPANY: Established 1990
NATURE OF BUSINESS: Plastic surgery
EDUCATION: B.S. from the University of Georgia; M.D. from Medical College of Georgia; General Surgery residency at University of Miami, Plastic Surgery residency at Medical College of Georgia and post-graduate fellowships at University of Miami and Manhattan Eye, Ear and Throat Hospital/New York University
HOMETOWN: Camaguey, Cuba

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

More than 95 percent of our patients are referrals by our previous patients, their friends and family.

What is your “superpower?” What particular strength or talent has contributed most to your success?

Artistry.

What accomplishment are you most proud of in 2016?

Having taken care of so many wonderful people in 13 different countries on three continents.

How do you define success in 2016?

Getting up every morning and looking forward to work after 27 years.

How is social media impacting your industry or business this year?

It is a powerful tool, but it can be very exhausting and intrusive if you let it.

What is your hope for 2017?

Personally, I’d really love to see one more green flash.
FLORIDA WEEKLY

What is the most significant change you’ve seen in your industry over the past year?
Certainly consumers are becoming more health conscious with their eating preferences. We have always stayed true to our motto of “You Can’t Fake Fresh” and continue to deliver the freshest seafood to the market ensuring our guests can enjoy healthy seafood offerings. Technology in our business also remains a constant focus whether it is consumers looking for security when purchasing and becoming PCS Compliant or utilizing more mobile friendly information delivery methods like our mobile APP.

What are three key challenges your industry is facing?
First, the workforce is changing and we are now looking to the Millennial generation to be part of our culture. Second, the price of commodities continues to rise and that forces us to work harder. Third, credit cards and new regulations that are now in place.

How is your company responding to these challenges?
As a team, we are continuing to learn how to reach the millennial generation through informative webinars. We are embracing social media not only as a place to inform but also as a place to recruit, promote and engage customers, team members, business partners.

Name three practices that have been absolutely critical to your success?
1. Vertical integration of seafood. 2. In-house marketing. 3. Promoting from within.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?
We have built three cornerstone marketing tools that year in and year out keep our customers satisfied and coming back over and over again. We offer Kids Eat Free, we have 2 for 1 Happy Hour All Day Every Day and Happy Hour Food from 3-6 p.m. every day. They work well for us and no one else in the market offers these like we do. When we combine that with our versatile menu, great locations in Southwest Florida and the laid-back, easygoing atmosphere in our restaurants, it’s a recipe for success!

What is on the horizon for 2017?
As a company we are looking forward to celebrating our 20th anniversary. Additionally, we will continue to move our brands forward with expansion as well as potentially introduce a new concept to the market.

What is your “superpower”? What particular strength or talent has contributed most to your success?
Our strength as a company is also our key point of difference from our competition. We’ve established a great culture within our team members. It’s a fun and fast-paced atmosphere in our restaurants. We also have our own seafood company in the Island Crab Company, which allows us to have complete access and control of our own seafood source right from the water to the table. That combination of culture and controlling our own seafood supply is a superior advantage and has put us on our path of success.

What accomplishment are you most proud of in 2016?
“We continued our commitment to be Local and support Local. We’ve launched our own “Pinchers Farm” where will be able to grow and harvest our own locally grown fresh produce including corn, beans and peppers. On the business side, our same store sales are up 3 percent from the previous year, which we are very proud of and thankful for.”

How is social media impacting your industry or business this year?
As social media continues to evolve with new and growing platforms, we continue to engage our customers through the relevant channels to inform and communicate the exciting things our restaurants are doing. From new openings to our fantastic events that take place, we are right there with tweets, live streams, photos and other engaging content to stay relevant in the Social Media space.

What is on the horizon for 2017?
As a company we are looking forward to celebrating our 20th anniversary. Additionally, we will continue to move our brands forward with expansion as well as potentially introduce a new concept to the market.

PHOTO CREDIT: We are Thankful for Tony’s Rib & Brew House Team Members and Our Customers at the Bonita Springs Location.

Grant and Tony Phelan
Phelan Holdings
‘Family owned success with cultivated team members’

WHO AM I?
NAME: Grant Phelan
TITLE AND COMPANY: Owner, Phelan Holdings
YEARS WITH THE COMPANY: Since it was founded 2017 will mark 20 years!
YEARS IN SOUTHWEST FLORIDA: Pinchers Bonita Springs opened in 1997
NATURE OF BUSINESS: Pinchers / Texas Tony’s Rib & Brew House
EDUCATION: Cornell University – School of Hospitality 1999
HOMETOWN: Naples, FL
What is the most significant change you've seen in your industry over the last 10 years? With advancements in technology, audiology and hearing aids can now be offered as a fully mobile service. From the initial consultation, testing, diagnosis to treatment, Doctors Hearing can fully take care of a patient in the comfort of their own home.

What improvements, innovations or changes do you foresee in your industry now? Your industry is facing Audiology, in particular in SWFL, can be summed up in one phrase, “Sales, sales, sales!” Unfortunately, just about on every corner and even in big box stores, hearing aids have sadly turned into a retail industry. Since when do people shop for medical treatment in retail? And most patients are not informed that there is a difference. In fact, in Collier County I could count on one hand the number of Doctors of Audiology. Yet to most outside of the field, it looks like there are dozens of medical professionals.

In reality, there are dozens of sales people. My advice to patients searching for proper medical care is to look at the credentials and work with a Doctor of Audiology. Just like a dentist is the doctor to see when one has problems with teeth, a Doctor of Audiology is the professional to see when one has problems with hearing loss, tinnitus or balance.

How is your company responding to these challenges? Many people think that they must choose the retail stores over medical offices due to cost. This is no longer true. We accept all medical insurance. In the past, doctors used to have to tell patients that hearing aids are not covered. However with improvements in medical insurance coverage, we find that hearing aids are covered more and more, in part or even in full so that patients have no out of pocket expenses.

Name three practices that have been absolutely critical in the success of your business? Going above and beyond for each patient with excellent customer service. Providing the gold-standard of medical care in Audiology. Providing patients with access to all hearing aid manufacturers.

If you could go back in time, what are two things you would have done differently in your company? Change the company’s name! We work with many patients with hearing impairments and cognitive delays. In the past when we called from Doctors Hearing to confirm appointments, many patients asked, “Who is Dr. Hearing?” Haha! We now say that we are calling from the office of Dr. Ann Rasmussen, I suppose the second thing I could change is MY name … Dr. Hearing has a nice ring to it!

What are two things you’d like to change about your industry now? Your company? Better patient education and better awareness for medical professionals outside the field of Audiology. Again, so many people see a hearing aid sales person and a Doctor of Audiology as the same, simply because they have never been educated on the difference between the two. A salesperson will sell you on their product, however a doctor goes to school for nearly a decade to provide proper medical care. I can honestly say I love my company and would not change one thing about it. I love the people I work with, our positive attitude, and we love what we do … helping people live better lives.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors? We are the only fully mobile Audiology and Hearing Aid practice in SWFL. Patients are welcome to visit us in our office, however we can also provide all services in the comfort of patients’ homes.

What is your “superpower”? What particular strength or talent that has contributed most to your success? I worked in private practices in Naples for 7 years before opening my own practice. I would hear the same complaints from patients over and over, “I cannot drive…I do not have transportation until next week…The office is so far away” In SWFL there is a demand for aging in place. Many older adults want to keep their independence for as long as possible. In opening my practice, I knew that I wanted to meet this previously unmet need.

What accomplishment are you most proud of in 2016? Each and every patient that I helped to live a better life.

How do you define success in 2016? I can’t say this enough…Each and every patient that I helped to live a better life.

How is social media impacting your industry or business this year? Through social media, we are able to quickly share technology updates. Even though most of our patients do not use social media, their family and friends do. These family members and friends keep our patients well informed.

What is on the horizon for 2017? Helping patients “to live a better life”! We have many education events, health fairs, and complimentary hearing, tinnitus and balance screenings planned for 2017. Please check our website hear@doctorshearingllc.com for event updates.

WHO AM I?
NAME: Dr. Ann Rasmussen
TITLE AND COMPANY: Doctors Hearing
YEARS WITH THE COMPANY: Started company 1 year ago
YEARS IN SOUTHWEST FLORIDA: 8 years
NATURE OF BUSINESS: Audiology and Hearing aids
EDUCATION: Doctor of Audiology
HOMETOWN: San Francisco, CA

WHO ELSE?
Drs. Hearing uses state-of-the-art hearing aid verification equipment and testing, called Real Ear Measurements. Real Ear measures the amount of amplification produced from a hearing aid while it is in the patient’s ear.

WHAT IS ON YOUR HORIZON?
Treatment for tinnitus (ringing in the ears) has significantly advanced over the last 10 years. Previously, phones.

WHAT IS THE MOST SIGNIFICANT CHANGE YOU’VE SEEN IN YOUR INDUSTRY OVER THE PAST YEAR? What about further in the future? What improvements, innovations or changes do you foresee in your industry now? What are two things you would have done differently in your company? What accomplishment are you most proud of in 2016? How do you define success in 2016? How is social media impacting your industry or business this year? What is your “superpower”? What particular strength or talent that has contributed most to your success? Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors? What is your “superpower”? What particular strength or talent that has contributed most to your success? I worked in private practices in Naples for 7 years before opening my own practice. I would hear the same complaints from patients over and over, “I cannot drive…I do not have transportation until next week…The office is so far away” In SWFL there is a demand for aging in place. Many older adults want to keep their independence for as long as possible. In opening my practice, I knew that I wanted to meet this previously unmet need.

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What is the most significant change you've seen in your industry over the past year?

The tough regulatory environment has substantially impacted our business. We increasingly dedicate ourselves to continued education so that we can efficiently and knowledgeably serve our clients. The good news? While the increased regulations have made it more difficult to buy a home, the credit markets are starting to soften and it is slowly becoming easier to buy a home.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?

As millennials come of homeownership age, the industry inches closer to the reality of a completely digital mortgage. The digital mortgage will allow the borrower to complete the application process with their smartphone. Back-office operations will be intrinsically linked to create a seamless application and approval process.

What are three key challenges your industry is facing?

The regulatory environment greatly impacts the way we work. The increased capital requirements and intensive compliance oversight has heavily increased our cost of business. In order to compete, we have to form strategic alliances in order to increase our collective buying power.

Name three practices that have been absolutely critical in the success of your business?

We have three Core Values that are imperative to our success. We are All In, in that we are fully committed to everything we do. We are Driven, always bringing determination and tenacity to the table. We are Approachable, and consistently practice patient support and open communication with our clients.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

We have proprietary systems that are custom-built with unique qualities that set us apart from our competitors. Our multi-channel approach complements the referrals we receive from the clients we diligently serve.

What is your “superpower”? What particular strength or talent has contributed most to your success.

I emanate positivity! A company’s attitude seeps into everything that they do. By staying positive and having a can-do attitude, we get things done quickly and with a smile.

What accomplishment are you most proud of in 2016?

2016 has been a record-setting year for American Eagle Mortgage. Our production levels are higher than they have ever been and we are fast approaching the billion-dollar level in annual sales.

What is on the horizon for 2017?

We strive to improve the quality and range of the products we offer our clients, and expect to see more record-setting, rapid growth in the coming years.

WHO AM I?

NAME: John Schrenkel
TITLE AND COMPANY: CEO, American Eagle Mortgage Co., LLC
YEARS WITH THE COMPANY: 16 years
YEARS IN SOUTHWEST FLORIDA: 10 years
NATURE OF BUSINESS: Mortgage Banking
EDUCATION: College
HOMETOWN: Lorain, OH

American Eagle Mortgage
Can Do Will Do.

★ Direct Lender
★ In-House Underwriting
★ Quick Approvals
★ Closings on Time
★ Diversity of Programs
★ Mortgage Banker
★ We Deliver on Our Promise
★ Seasoned/Talented Loan Officers

Contact us today to learn about our jumbo financing programs.

9118 Strada Place, Unit 8105
Naples, FL 34108
239.434.0300
9130 Galleria Court, Suite 101
Naples, FL 34109
239.596.0507
10580 Colonial Boulevard, Suite 107
Fort Myers, FL 33913
239.434.0300

*Customers are not an account number, they are valued friends!
What is the most significant change you’ve seen in your industry over the past year?
Inexperienced players coming into the industry. It creates confusion among sellers regarding land values and some of those projects don’t come to fruition, which makes buyers skittish when it comes to new construction.

What are three key challenges your industry is facing?
• Rising costs
• Increased regulation leading to increased cost and time
• Lack of land supply, still a tight market for financing for homeowners

How is your company responding to these?
Building good relationships with suppliers, contractors, landowners and brokers. Treating them fairly and with respect, they are your partners – they need to have confidence that you will close a deal or bring a project to fruition.

If you could go back in time, what are two things you would have done differently in your company?
Bought more in the downturn and sold more at the peak of the market.

Name three practices that have been absolutely critical in the success of your business?
• Building a great team of employees and empowering them
• Being disciplined when buying land
• Listening to my father and other mentors

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?
We offer a wide range of products from very high-end condominiums to popularly priced single family developments. We market more than other builders/developers and don’t lump all projects together. Each project has its own identity. You want to speak to that specific purchaser and that specific market.

What is your “superpower?” What particular strength or talent has contributed most to your success?
Tenacity. Sometimes it’s about calling someone five times a day!

What accomplishment are you most proud of in 2016?
Completing the first new condominium in Southwest Florida since the housing crash — Naples Square.

What is on the horizon for 2017?
Bringing to market communities that serve what everyone agrees is the most underserved segment of the market — the $300,000-$500,000 segment.
Chris Wallace
Naples Boat Mart
“We cater to the specific needs of the customer”

What is the most significant change you’ve seen in your industry over the past year?
Manufacturers have increased more boat models, therefore giving the consumer more choices, which has helped increase sales. Consumers love innovative products, and the industry is doing some really exciting stuff right now!

What are three key challenges your industry is facing?
• Each time we enter a presidential election year, consumers tend to be more conservative with their spending.
• The Caloosahatchee water release issue has boaters concerned about fishing and swimming in potentially contaminated water.
• We could use more marina storage facilities.

How is your company responding to these challenges?
• There’s more demand than supply, which is a good thing, showing our industry is consistently growing.

Name three practices that have been absolutely critical in the success of your business
Diligently follow up with clients. Help clients “buy” a boat, not “sell” them one, which boils down to listening to their wants and needs. Most dealerships will try to sell the customers only they have on their lot.

What is your “superpower”? What particular strength or talent has contributed most to your success?
LISTENING! It seems to be a lost art. To help prescribe the right solution for any given customer’s needs, you have to first understand the challenges they face and what they hope to accomplish through the purchase. Listen to what the client has to say, and ask the questions that perhaps they had not thought of yet. Then we work together to find the right solution. It all starts with a keen ear.

What accomplishment are you most proud of in 2016?
I was in the boating industry from 2002 to November 2012 and I left when the economy was still struggling to recover. During that time, I pursued a career in the automotive industry, but my true passion has always been the boating lifestyle. I was offered an amazing employment opportunity with Naples Boat Mart and jumped at the chance to once again pursue a career in the boating industry. Naples Boat Mart has become like family to me. I look forward to coming to work each and every day!

How do you define success in 2016?
It all starts with satisfaction. We have a company-wide emphasis on satisfying the customers’ needs. Everybody knows somebody, so even if we don’t always sell a boat, we hope to leave a strong enough impression to earn a referral. There is a reason that people buy multiple boats from us through the years. We have several families who are now 2nd generation customers of Naples Boat Mart. Satisfied customers define our business.

What is on the horizon for 2017?
We are re-emphasizing our Grady-White Owner’s Cruise Club starting this fall. Trips include Key West, Fort Jefferson/Dry Tortugas, Siesta Key/Sarasota, Cabbage Key, and we are considering a run to the Bahamas. We have a brand new website that is really centered around a great user experience at www.naplesboatmart.com. Lastly, we have some great new products for 2017 from Hurricane and Grady-White. It’s going to be a great year!
What is the most significant change you’ve seen in your industry over the past year?
Retail hasn’t seen anything altering as far as the actual production of clothing, but currency politics and global uncertainty has affected the high-end goods market.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?
I would say you’re going to see more visual software and direct selling and marketing tools. People are looking to their devices to do things.

What about further in the future?
In general, retail is shrinking so everything is going to be more direct, but custom clothing is different — it’s more about experiences for clients and just being more involved with them, rather than waiting for them to come into the store.

What are three key challenges your industry is facing?
The big challenge in general is overhead for retail stores it’s a major challenge. The rent just keeps going up regardless of what you can do business-wise. Also quality control is a challenge.

How is your company responding to these?
Well we’re basically trying to as we’re responding by going to clients and creating more experience-type shopping, co-branding events and offering things that are more cultural experiences. We’re teaming up with other businesses to have everyone bring a handful of their clients to an event to showcase what we do.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?
We’re bringing cultural shopping experiences and having more events with the community and local charities. We’re also doing more direct selling and promotional things to get the prospective consumer in the products, so they can experience it.

Name three practices that have been absolutely critical in the success of your business?
Offering the finest fabrications and tailoring; giving impeccable service to clients with an attitude that we’ll take care of details; and educating the consumer so they can utilize the psychology of clothing and so they can use clothing in other ways than just getting dressed in the morning. There’s a how you feel, what you want to do and what people see.

What accomplishment are you most proud of in 2016?
Creating a one-of-a-kind men’s and women’s boutique and bringing a great shopping experience to Naples that isn’t mainstream.

How do you define success in 2016?
It’s working your butt off and going to the customer to give them outstanding service and products.

What is your “superpower?” What particular strength or talent that has contributed most to your success.
Networking, a strong work ethic and educating clients so they’re confident in how they feel in the clothing and their purchases.

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How do you define success in 2016?
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How is social media impacting your industry or business this year?
More people are shopping online, so you have to be creative and constantly upgrade your website to make it enticing. People will look you up that way instead of walking by the store and going in to experience it. Social media gives you some exposure but it’s more about presenting to people online so they come in or contact you.

What is on the horizon for 2017?
We’re going to be doing more in-store events like trunk shows and co-branding events with other businesses and charities. We’re also looking to have an in-house tailor for alterations.
Inga Wilson
Kalea Bay

‘We invest in our clients ... It is all about the buyer’s experience’

What is the most significant change you’ve seen in your industry over the past year? We have entered into a stable real estate market. Some view this as a negative, but we view it as a positive. We understand that the best market is when home prices rise at a moderate level, not at huge gains of 10 to 15 percent a year. Over-pricing of homes is what led to the six-year housing downturn. Southwest Florida’s location is always going to draw people to the area so our market will continue to grow in both sales and home price.

What innovations or changes do you foresee in your industry in the coming year or two? Drone usage will only get more accessible and cheaper for agents. The laws against drones are not likely to put a damper on future use in regards to selling real estate. Soon it will be as easy as using an iPhone. The views from Kalea Bay are an important feature and the images we use for marketing wouldn’t have been possible in the early stages without our drone.

What are three key challenges your industry is facing? The upcoming election is going to be interesting and could impact our market this year. We are a second and third home market so our sales are impacted by the stability of the stock market and overall growth to the economy. Most of our transactions are a 100% cash so when the overall financial outlook is good they feel more confident with their purchase. Any uncertainty in the markets have buyers sitting on the side lines.

Name three practices that have been absolutely critical in the success of your business? • Integrity. We look after our clients first and foremost. We represent a range of high-profile clients; it’s imperative that we are discrete, which we are for every client.

• Listening. We connect with and listen to our clients and real estate agents. We pay close attention to the market and respond. Everyone on our team goes that extra mile to assure our clients the best service. That means 24/7. You can’t be successful in this business working 9-5.
• Innovation. Our Sales Center was one of the first to use Drones in their daily sales process. For example if a buyer would like to see the view from the master bedroom in 1406, we can accommodate them in real time.

We realized 79% of buyers visit our website using a mobile device or tablet that’s a huge increase from just a few years ago when it was primarily their desktop. For those buyers we made all of our traditional printed material available in a digital version.

We now can accommodate not only our traditional buyers but also the buyer that wants 100% paperless. Buyers walk away with a thumb drive containing their condo documents as opposed to the traditional book that weighed over 2 pounds.

If you could go back in time, what would you have done differently in your company? I wouldn’t change a thing. I believe starting Wilson & Associates near the end of the real estate recession was a huge bonus for me. From the beginning I had to be more creative with marketing and sales strategies than ever before. We were selling Moraya Bay, luxury condos when no one wanted ‘luxury’; they were just looking for a deal. Most brokers were overspending, not managing expenses and stopped investing in their business and their clients. That time was filled with lessons - smart brokers are paying attention to today. It was a true buyer’s market and we had to listen and deliver what our buyer’s were requesting. Even when the market changed back to a seller’s market we haven’t changed our approach. We invest in our clients.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors? It is all about the buyer’s experience. In the beginning, at Kalea Bay we had to sell a vision, we still do! Buyers want to see, touch and feel what they are purchasing, we had 400 acres of vacant land when we started selling. Our first task was to make the Sales Center a ‘model’ not a trailer. From our experience at Moraya Bay we knew the buyer had to see the finished product and not just photo renderings. We replicated the exact kitchen and utilized our finishes thru out the sales center. Buyers are able to view the quality in the same way they would if they walked into a model home. Our sales staff has done an amazing job at answering all our buyer’s questions and putting them at ease with any hesitation purchasing new construction. We also launched our marketing campaign across several different platforms, targeted to our buyer demographic and location.

Ultimately we can advertise everywhere but it’s the buyer’s experience at the sales center that will determine if they purchase Kalea Bay as opposed to anywhere else.

What accomplishment are you most proud of in 2016? I’m most proud of the team I work with. We work with the best in the business, Dick Corace and Soave Real Estate have been responsible for some of Naples most successful projects with over 5000 condo units built in the last 25 years. The Dunes, Regatta, Moraya Bay; those same people are now involved at Kalea Bay. Our sales have been phenomenal and it’s nice to see the sales staff recognized for their accomplishment. It’s not just our performance but most importantly our professionalism. Our personal approach has earned us the respect from our clients. There is nothing better then to hear our clients tell us this was the best experience they have ever had purchasing real estate. Who doesn’t like to hear that!

How do you define success? Exactly where I am right now. I know there are hundreds of agents that would love to have my job, I don’t take my success for granted. I’m grateful to do a job I love and have the experience of meeting new and exciting people everyday. I also know I wouldn’t be here if it wasn’t for the support of my children and fiancé.

What is on the horizon for 2017? 2017 is going to be incredible, Kalea Bay’s first tower will welcome residents in the fall, marking the first new Naples high rise in almost nine years. The clubhouse, guest suites and tennis facility will also be open for the residents to enjoy. In addition, sales and construction will start on the second tower. At completion, Kalea Bay will be a total of five buildings and 582 units. This is an eight to ten year project and we are excited to see it come to fruition.
What are the three key challenges your industry is facing?

- Amazon.com has now been in business for more than 20 years; the iPhone will be a decade old in 2017. So our students have grown up in a world where access to information is immediate, transactions are instantaneous, and the customer is king. Higher education has historically been institution-, discipline-, or faculty-focused rather than student-focused. The two cultures are frequently in conflict.

- Many students and their families are closely examining the value proposition of college and asking if the investment will pay off in some way. A reasonable question. Imagine a student wants to be a web designer, and is comparing colleges’ thousands of dollars a term to pretty good skill-building tutorials from Lynda.com for $25 per month. Colleges have to make the case that higher education has a transformational function that goes beyond training, and that this is worth paying for.

- The funding models in higher education are essentially broken. In the public sphere, legislatures in many states are in constant battle with the state university systems over funding. In the nonprofit sphere in which Hodges operates, the model has been more or less cost-plus: schools do their best to become more efficient every year but pass on any increases to the student. This can’t go on forever. At the national level there are discussions of universal college access, which would be wonderful as long as it allows students to choose the sort of institution that’s best for them, including private nonprofits like Hodges. But choice is not part of the discussion, and there is absolutely no plan for how this will be paid for.

How is your company responding to these?

- Back in the late 1990s, Jerry Porras (co-author of “Built to Last”) suggested that the key to success in any enterprise is to reject the “or,” and to embrace the “and.” We believe that it’s not enough to settle for just being student-focused, nor is it sufficient to fall back on “this is the way this academic discipline works, get used to it.” Hodges University lives the “and instead of or” idea.

Who am I?

NAME: Donald Wortham, Ph.D.
TITLE AND COMPANY: President, Hodges University
YEARS WITH THE COMPANY: Since April 2016
YEARS IN SOUTHWEST FLORIDA: Since April 2016
NATURE OF BUSINESS: Higher Education
EDUCATION: Doctorate in educational psychology from the University of Wisconsin-Madison; Bachelor of Arts in history and literature of religions from Northwestern University
HOMETOWN: Born in Fairfax County, Virginia; grew up on farm in Brownsville, Tennessee.

We are exceptionally student-focused, and we simultaneously introduce students to the culture of the discipline or field of practice that they intend to enter.

- With respect to the question of the value proposition for colleges, I think my last response relates to this as well. The best kind of college experience nurtures the student and helps them to build discipline, gain the know-how required by a line of work, build a professional network, and develop some breadth of understanding that equates to resiliency instead of brittleness and narrowness. Students can find that sort of education at Hodges and other “and instead of or” institutions. That’s going to be hard to get from watching how-to videos.

- No single institution can fix the funding issues in higher education on its own, but all stakeholders—schools, the state and federal governments, students—must be willing to accept responsibility and work together toward a solution. At Hodges, we’ve recently increased the amount of need- and merit-based aid that we award to new students. We’ve launched a subscription-based model called UPower™ that can dramatically lower the cost of attendance for qualified students. We as a university accept our role in keeping higher education as affordable as possible for our community.

Name three practices that have been critical in your business success?

- Hodges University continuously meets students where they are. That means holding classes at hours that are convenient for students. It means that faculty and staff need to be available for mentoring when students need help. This care and concern is a big differentiator.

- We use zero-based budgeting. This means that unit managers have to make the case each year for what they’re doing and how the resources that they receive will improve the institution and how we serve students.

- We believe in the principle of subsidiarity. That’s a word with a lot of syllables, but it means that decisions are made at the lowest possible level within our organization, and that with the authority to make them comes responsibility and accountability.

What is your ‘superpower’? What particular strength or talent that has contributed most to your success?

I had a boss once tell me that in the world of business there was talent and there was management, and he couldn’t figure out if I was either. All joking aside, if I have a unique strength, it’s that I listen to what people want to do, and I observe what they’re good at, and I try to find a place in the organization where their contributions fit best.

How do you define success in 2016?

Executing on the strategic plans... easy to say, but doubtlessly more difficult to do!

What is on the horizon for 2017?

I wish I could tell people that the twisting, roaring river that is higher education was suddenly going to become a calm, placid lake. I just don’t see that happening. Playing the analogy further, the good news is that as our team gets better at knowing the river, shifting our weight, and paddling in unison, we overcome obstacles and actually start to enjoy the ride!
ALL ABOUT CLOSETS
We Create Function and Storage with Style.


Meet the Our Innovative Design Team!

Joanne Buning
DESIGNER / PARTNER

Sara Costa
DESIGN MANAGER

Chas Hollan
DESIGNER

Pam Katosic
DESIGNER

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DESIGNER

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Joyous Slota
DESIGNER

Amy Wilson
DESIGNER

Holly Wright
DESIGNER

Custom Closets • Home Offices • Garages • Wall Units • Laundry Areas and More!

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NAPLES FINEST
WATERFRONT STEAKHOUSE

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STEAK & LOBSTER HOUSE

WATERFRONT DINING AT VENETIAN VILLAGE

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(IN LOUNGE ONLY)

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AND LOCALLY CAUGHT FRESH SEAFOOD

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FRIDAY-SATURDAY FROM 4 TO 10 P.M.
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Call 866-657-2300

Gorgeous Pool Home with Gulf Access
Spacious 5 bedroom, 3.5 bath home on canal comes with all the bells and whistles! Complete privacy with an electric gate.
1-866-657-2300
800BS025957.

Boaters Delight! No Bridges!
Custom built SW Cape pool home on gulf access canal.
1-866-657-2300
800CD041448.

Beautiful Southern Exposure Gulf Access Home
Beautiful 3/2 + den, pool home located in unit 69. Cape Harbour, dining & shopping, and turnkey.
1-866-657-2300
800CD038665.

Completeley Renovated
Ready to move in!
1-866-657-2300
800KM045817.

BONITA SPRINGS
#APE#ORALs#HARLOTTE(ARBORs&ORT-YERS,EHIGH!CRESs.APLESs0INE)SLAND

Beautiful Upgraded 4/2 In Bella Terra
This rare Royal Palm model offers approx. 2300 sq ft & a fantastic great room. Upgraded galley. 4/2/1
1-866-657-2300
800BD03789.

Exceptional Duplex in Desirable SW Cape Coral
Each side features 3 bedrooms and 2 full bathrooms, with an oversized 1 car garage, private concrete driveway.
1-866-657-2300
800CD035440.

Call 866-657-2300

#1 Century 21 in the state of Florida

Visit www.c21sunbelt.com to view all available listings!
Could This Be Your New Pool Home?
3 bed + a den, 2 ba, lake view, fenced in yard. 1-866-667-2300
$252,000 800FM036762.

Glorious Riverbend Bungalow Golf - No Green Fees
Glorious and well maintained David Weekly home has 3 bed + a den, 2.5 bath overlooking the 18th hole. Davis Love III. 1-866-667-2300
$253,900 800FM036775.

WOW
That will be your first impression when you walk in to this 4 bedroom/2 bath-sided of McGregor home. 1-866-667-2300
$259,900 800FM036779.

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Acuts Lakefront Views in Gated Community
This home has bright open floor plan views of the lake, 3 bed/2 bath w/pool. In Willows gated community. 1-866-667-2300
$265,900 800FM036785.

Spacious Lakefront Views in Gated Community
This home has bright open floor plan views of the lake, 3 bed/2 bath w/pool. In Willows gated community. 1-866-667-2300
$269,900 800FM036789.

Gigantic 2 Bed 2 Bath Home in Watermark
This Tides Water model offers 2 bedrooms, den, 2 bath, bopal upgraded kitchen with express cabinets, stainless appliances. 1-866-667-2300
$269,900 800FM036793.

2 Bed 2 Bath Fairway Bend
Don't miss seeing this beauty. 1-866-667-2300
$269,900 800FM036795.

4561 Waterscape Ln
Beautiful 2 Bed 2 Bath Home in Watermark
Tides Water model offers 2 bedrooms, den, 2 bath, bopal upgraded kitchen with express cabinets, stainless appliances. 1-866-667-2300
$269,900 800FM036797.

3/2 Single Family Home Port Charlotte Area
Beautiful 3 bedroom 2 bath pool home in port charlotte. Updated kitchen and tiled garage for easy convienence. 1-866-667-2300
$269,900 800FM036801.

Stunning Country Setting Home
Beautiful country style home with caged pool. Very well designed and updated home. 1-866-667-2300
$254,900 800FM036817.

3 Bed 2 Bath Lake View - Gated Community
Well maintained clean home. Located in a desired community with a lake view. Many amenities for all to enjoy. 1-866-667-2300
$265,900 800FM036821.

LEHIGH ACRES

Waterfront Pool Home
3 bed pool home located in quiet NE Cape Coral neighborhood. No neighbors on either side giving you total privacy. 1-866-667-2300
$269,900 800FM036835.

Golf Access 3/2 Pool Home
Gated, salt water pool, Jacuzzi & pool bath. Concrete deck w/upsatans walkthrough. Assessments paid in full. 1-866-667-2300
$265,900 800FM036849.

CAPE CORAL

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CAPE CORAL

BONITA SPRINGS

Impeccable Inside & Out!
3/2 Beauty! Very pristine yard, huge lanai, heated pool, large ponde. Center hall, tile/parquet, custom blinds, more! 1-866-667-2300
$284,900 800FM036853.

PUNTA GORDA

Beautiful Burnt Store Pool Home
This is the one you have waited for! Boating with pride of ownership this 3 bedrooms plus a den, 2 1/2 bath, 3 car garage. 1-866-667-2300
$294,900 800FM036861.

PORT CHARLOTTE

Like New 3 Bedroom in Port Charlotte
This like new 3 bed 2 bath 2 car garage pool home in Sec 15 is a must see! Remastered kitchen and bathrooms. 1-866-667-2300
$299,900 800FM036875.

PORT CHARLOTTE

Updated Direct Gulf Access Condo
Beautiful granite countertops in this hard to find three bedroom, two bath 1st floor condo. Minutes to the water. 1-866-667-2300
$299,900 800FM036889.

CAPE CORAL

Only 4 Bedroom House In Gated Community
This is a steal for the price! 4 bed 3 bath home in the gated community of WestMinster Golf & Tennis Club. 1-866-667-2300
$249,900 800FM036893.

FORT MYERS

FORT MYERS

OPEN SUN 1:30 - 4

FORT MYERS

Cape Coral

Hidden Estates Gem
This beautiful well maintained one owner home is located on a cul-de-sac in the gated community of wallpaper gem. 1-866-667-2300
$389,900 800FM036899.

Value! Quick Gulf Access Pool Home
Quick Gulf access, western exposure, solar heated pool, dock with lift. On secluded peninsula. 1-866-667-2300
$399,900 800FM036904.

CAPE CORAL

Golf Access 3/2 Pool Home
Gated, salt water pool, Jacuzzi & pool bath. Concrete deck w/upsatans walkthrough. Assessments paid in full. 1-866-667-2300
$400,000 800FM036909.

FORT CHARLOTTE

Rose Garden Area 4/3/2 Pool Home
Prestigious Rose Garden area over 2200 sqft, 4 bed, 3 full bath 2 car pool home with nice landscaping & circle drive. 1-866-667-2300
$289,900 800FM036916.
Call 866-657-2300 TO SCHEDULE YOUR SHOWING!

PORT CHARLOTTE

Nice Single Family 2/2
Very nice Seabreeze Lakes community with nice peaceful view of big lake. Pool home with screened bassi. $219,000
1-866-657-2300

Fort Myers

Beautiful 1st Floor Coach Home
Beautiful coach home with one car garage in the gated community of Majestic Palms. Near beaches, Sunbird. $212,000
1-866-657-2300

Lehigh Acres

Pool Home For Sale!
3/2 with 1938 sqft desirable area of Lehigh. Large open living space contains a formal living room and dining room w/ cathedral ceilings in living area. $204,000
1-866-657-2300

Waterfront Home with Pool
2/1 Waterfront home w/ spa pool. Screened patio area. Small but nice with room to expand. $198,000
1-866-657-2300

Port Charlotte

LEGACY

Bald Eagles 3/2
Large oversized pool home. Great room style. Low HOA fees. $165,000
1-866-657-2300

Fort Myers

Beautiful Coastal Village
Southernmost Florida. Great home! $289,900
1-866-657-2300

Lehigh Acres

Gated Community, 2 Car Garage
Beautifully maintained condos w/ 2 car garage, 2 bedrooms, in quiet gated community. Back faces East so you can enjoy. $184,900
1-866-657-2300

Cape Coral

Cape Coral Home
Built in 2007, and fully renovated. 4/2 with stainless steel appliances, porcelain tile -- no carpet in home. $198,000
1-866-657-2300

Fort Myers

Whiskey Creek Villa
Bring your imagination to this spacious 2 bed/2 bath/2 car garage villa! Light & bright living & dining areas. $175,000
1-866-657-2300

Lehigh Acres

Looking for a Home on a Cul-de-sac?
Here is your chance to own piece and quiet with a splash of water! This great 4 bedroom also has 2 bathrooms. $174,900
1-866-657-2300

Cape Coral

Looking for a True 4 Bed Home in Lehigh
Your search for a ready to move in home has ended. This spacious home offers 4 bed 2 bath & an open living area. $172,900
1-866-657-2300

Fort Myers

Single Family Home in Port Charlotte
4 bed, 2 bath home. 2 car garage, screen lanai. View of Sanibel & Captiva Bridges. $155,000
1-866-657-2300

Lehigh Acres

Spacious Townhome
Sunsetwalk Estates is centrally located in the exclusi South Point area and close to restaurants, beaches, supermarkets, shopping and pool. $135,000
1-866-657-2300

Cape Coral

Golf Access Condo in SW Cape
Bring your boat! 2 bed, 2 bath condo w/ cathedral ceiling in living area that opens to the kitchen bar. Corner unit w/ screened balcony. $123,900
1-866-657-2300

Fort Myers

Large Outstanding Lakefront!
1-866-657-2300
# Southwest Florida Signature Collection

**A Selection of Exemplary Homes.**

### LEHIGH ACRES

<table>
<thead>
<tr>
<th>Community</th>
<th>Home Description</th>
<th>Price</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beautiful Willow Lake South</td>
<td>An oasis but a good price. This lovely home is nestled in beautiful Willow Lake South sits on a corner lot with easy access from both streets.</td>
<td>$124,900</td>
<td>1-866-657-2300</td>
</tr>
</tbody>
</table>

### FORT MYERS

<table>
<thead>
<tr>
<th>Community</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Hard to Find</td>
<td>Top floor end unit, 1-866-657-2300</td>
<td>$124,900</td>
<td>800PM13071</td>
</tr>
<tr>
<td>Spacious 2 Bed 2 Bath in Central Lehigh</td>
<td>This spacious 2/2/1 home has lots to offer! Property has screened froyor to front door, split bedrooms, back yard.</td>
<td>$120,000</td>
<td>1-866-657-2300</td>
</tr>
</tbody>
</table>

### LEHIGH ACRES

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<th>Community</th>
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<tbody>
<tr>
<td>2007 Townhouse in Cape Coral</td>
<td>2 bedroom, 2.5 bath, island kitchen, breakfast nook, community pool, 2 screened lanais. Owners may have 7 dogs up to 40#</td>
<td>$97,000</td>
<td>1-866-657-2300</td>
</tr>
</tbody>
</table>

### CAPE CORAL

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<thead>
<tr>
<th>Community</th>
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<th>Price</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well Maintained 5+ Community</td>
<td>2 bedroom, 2.5 bath, island kitchen, breakfast nook, community pool, 2 screened lanais. Owners may have 7 dogs up to 40#</td>
<td>$97,000</td>
<td>1-866-657-2300</td>
</tr>
</tbody>
</table>

### NAPLES

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<tbody>
<tr>
<td>Beautiful Willow Lake South</td>
<td>An oldie but a goodie. This lovely home in beautiful Willow Lake South sits on a corner lot with easy access from both streets.</td>
<td>$124,900</td>
<td>1-866-657-2300</td>
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### LABELLE

<table>
<thead>
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<th>Community</th>
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<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Investment Property</td>
<td>The 4 bed unit is ready to be remodeled for your home or for your rental property.</td>
<td>$80,000</td>
<td>1-866-657-2300</td>
</tr>
</tbody>
</table>

### FORT MYERS

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</tr>
</thead>
<tbody>
<tr>
<td>The Perfect Investment</td>
<td>Location, location, location! Great price for a condo in the Green Tea Community adjacent to the Fort Myers Country Club.</td>
<td>$70,000</td>
<td>1-866-657-2300</td>
</tr>
</tbody>
</table>

### LEHIGH ACRES

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<tr>
<td>Lehigh 2/1 w/Den &amp; Fenced Yard</td>
<td>2 bedroom, 1 bath home, w/enclosed yard &amp; extra storage space, appliances replace 2013. Non pet home.</td>
<td>$75,000</td>
<td>1-866-657-2300</td>
</tr>
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### CAPE CORAL

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<tr>
<td>5 Bed Intersecting Canal Home</td>
<td>Almost 7,000 sqft 2 story executive home w/pool, intersecting canals, stunning 30x40 boatlift with captains walk.</td>
<td>$2,380,000</td>
<td>1-866-657-2300</td>
</tr>
<tr>
<td>Direct Gulf Access!</td>
<td>Quaint Beach Cottage. Professionally remodeled and decorated. Just steps from the white powdered sands of Fort Myers Beach.</td>
<td>$1,799,000</td>
<td>1-866-657-2300</td>
</tr>
</tbody>
</table>

### BONITA SPRINGS

<table>
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<th>Community</th>
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<tbody>
<tr>
<td>2007 Townhouse in Cape Coral</td>
<td>2 bedroom, 2.5 bath, island kitchen, breakfast nook, community pool, 2 screened lanais. Owners may have 7 dogs up to 40#</td>
<td>$94,995</td>
<td>1-866-657-2300</td>
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### CAPE CORAL

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<td>2 bedroom, 1 bath home, w/enclosed yard &amp; extra storage space, appliances replace 2013. Non pet home.</td>
<td>$75,000</td>
<td>1-866-657-2300</td>
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### PORT CHARLOTTE

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</tr>
</thead>
<tbody>
<tr>
<td>Tropical Paradise on Edgewater Lake</td>
<td>Better than new construction? This home is located in the most desirable neighborhood of Cape Coral.</td>
<td>$799,750</td>
<td>1-866-657-2300</td>
</tr>
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<tbody>
<tr>
<td>Beautiful Home in Gated Community</td>
<td>Beautiful 3/4+1 car garage pool home in Fort Myers Lakes. Open floor plan w/Inflooring, tiled throughout, pool.</td>
<td>$650,000</td>
<td>1-866-657-2300</td>
</tr>
<tr>
<td>Luxurious Estate</td>
<td>Breathtaking 4 bedroom 6 bath gulf access custom built estate home with 7000 sqft. Schedule your private showing today!</td>
<td>$1,649,500</td>
<td>1-866-657-2300</td>
</tr>
</tbody>
</table>

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<tr>
<td>Exquisite Gulf Access Pool Home</td>
<td>This spacious 2 story home offers 2251 sqft of paradise living with 3 bed 3 bath 3 car garage + bonus room.</td>
<td>$584,900</td>
<td>1-866-657-2300</td>
</tr>
</tbody>
</table>