Celebrate National Farmers Market Week on Third Street South

SPECIAL TO FLORIDA WEEKLY

In celebration of National Farmers Market Week Aug. 2-8, the Third Street South Farmers Market will go above and beyond the usual colorful assortment of produce and products available from 7:30-11:30 a.m. Saturday, Aug. 1. Vendor gift baskets will be raffled off, and music and children’s activities including pony rides, face painting and a special Third Street South coloring book will be part of the fun.

Since the USDA began declaring National Farmers Market Week in 2000, the number of farmers markets across the United States has grown more than 60 percent, from 2,863 markets in 2000 to 4,685 in 2008.

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

Celebrate National Farmers Market Week on Third Street South
Marking a trail home

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

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

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

In Collier County those rules can get old quickly, since our population of 351,258 includes 78,815 people who are 65 or older, according to U.S. Census Bureau statistics for 2007 and 2008. If you’re telling Southwest Florida stories, you’re going to have to describe old people, in other words.

The look-away rules don’t apply just to newspapers, either. As everybody knows, there’s a tacit cultural imperatives to line up to present those cheeks with a lot. Sometimes I enjoyed it, and sometimes I didn’t.

I remember kissing my great aunts, my parents refused to look away from the notion or the reality of old. Young my parents refused to look away from enough experience with older people, so they pre-judge them. Fortunately for me, when I was very young my parents refused to look away from the notion or the reality of old. Even so, most old people passed through my days only occasionally, like stately ships or slow, grand cars that spattered a lot. Sometimes I enjoyed it, and sometimes I didn’t.

My grandmother, on the other hand (she came from Kentucky with her sisters but raised seven children on a cattle ranch), was too familiar for me to call old. When I climbed in her bed in the mornings, she made sounds old ladies make, then told me to quit rustling around. She chopped wood with an axe in her flower print dress, cooked trout I caught on a wood-burning stove, and sometimes roasted the grouse or rabbits we shot. Later, my grandfather went, she traveled overseas to see what they did there — to South America to visit ranchers, to New Zealand, Greece, Japan and Israel. She was unsentimental and kind and broad-minded and eternally cheerful.

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

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

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

But here in this space, I can call them old. And feel grateful to know them today. And force my boys to spend time in their company, kissing their cheeks and asking me questions about the wonderful reality I've come to know them by. And feel grateful to know them today.

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

BY RICH LOWRY

When Barack Obama pilfered Martin Luther King Jr.’s line about the “fierce urgency of now,” he wasn’t kidding. The line has come to define his presi-
dency. His legislative strategy moves in two gears — heedlessly fast and reck-
lessly far.

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

Do it now, before anyone can grasp what exactly it is that Congress is pass-
ing. Do it now, before the overpromis-
ing and the dishonest justifications can be exposed. Do it now, before Obama’s poll numbers return to earth and make it impossible to slam through ramshackle government programs concocted on the run. Do it now, because simply moving forward is more important than the practicabilities of any new program.

Obama cultivated an image of cool during the campaign. Unrattled. Delib-
erate. Cerebral to a fault. Who knew he’d be in a panic to remake one-sixth of the economy by the first week of August of his first year in office?

As with the stimulus, the larger and more com-
plicated a bill is, the longer Congress takes to consider it. With the stimu-
lus and cap-and-trade, Obama and the Democrats upended this rule of thumb by passing Byzantine, 1,000-page bills that no one had the time to read. When the work product is indefensible, delib-
eration is dangerous.

There’s a touch of the guilty con-
science about Obama’s terrible rush. As if he knew he was elected as a moderate-sounding deficit hawk last year, and if he’s going to pass an ambi-
tious-sterilizing program, it must be done now.

The longer Obama’s health-care pro-
gram marinates in the sun, the worse. For years, Obama’s signature line that anyone who likes his current coverage gets to keep it has recently been shown to be untrue. His rationale of passing a $1 trillion program to reduce costs is undermined every time the Congression-
al Budget Office analyzes a Dem-
ocratic proposal. No wonder Obama wants to close down the debate before his rating on health care — down to 49 percent in the latest Washington Post/ ABC News poll — drops any further.

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

The stimulus might not do much to stimulate the economy during the recession, but its massive spending creates a new baseline for all future spend-
ting. The cap-and-trade bill might not reduce carbon emissions during the next decade, but it creates a mechanism for exerting government control over a large chunk of American economy. Obama’s actions might not work as advertised, but it will tip more people into government care and create the proponents for ration-
izing and price controls.

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

— Rich Lowry is editor of the Nation-
al Review.

The parliamentary president?

GUEST OPINION

BY DAN RATHER

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

The reason why has everything to do with the approach to governing that Obama has shown during his first six months in office. It’s a pattern that was established during Obama’s inauguration when, not long after Election Day, Pelosi led the lead in talking about the need for a stimulus bill. That in itself was not particularly surprising, given that Pelosi was at that time continuing in a position she already held (with a bigger House majority on its way), while Obama took care to show he appreciated that there could be only one president at a time, and at that time the president was W.B. Bush.

What did raise some eyebrows, how-
ever, was the degree to which, after Inaug-
luration, Obama let Congress shape the stimulus. There were, at the time, two not necessarily exclusive schools of thought about this phenomenon. Obama recognized the need for stimulus legislation and didn’t want to go against the Congress. Or right wing was seeing for it, such a big spending bill was not something he had campaigned on, and, with an ambitious domestic agenda ahead, he preferred to keep his finger-
prints off it as much as possible.

The other said that Obama, having learned the lesson of President Jimmy Carter’s early presidency battle with then-Speak-
er Tip O’Neill over dam legislation, was inclined to let Congress have its way on this bill, so as to avoid making enemies in advance of more difficult legislation around health care and energy.

Well, now we’re in the thick of the leg-
islative process surrounding health care, climate change, and Obama — despite his highly visible push for health-care reform through the summer — has been somewhat unwilling to leave the details to Congress. As ever, it is in the details that the devil dwells.

On health care, where he faces a powerful industry lobby and a largely
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Pallas Diaz aims to end pet overpopulation

BY PAMELA V. KROL
Special to Florida Weekly

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

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

Back in Naples, she got to work on the fundraising and paperwork needed to found the nonprofit operation. In just over one year’s time, she raised $57,000 and used that money and a PetSmart grant to move ahead with her plans.

“I saw the need, and it’s pretty hard to avoid the need,” Ms. Diaz says.

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

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

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

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

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

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

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

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

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

The Collier Spay Neuter Clinic opens Monday, Aug. 10, at 2544 Northbrook Plaza Drive. For more information about donating items or to schedule an appointment, call 314-7647.

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From page 1

of the Lambs,” are mainstays of our collective folklore — icons, if you will. They are the things that frighten us the most. We are fascinated by and drawn to the very thing that frightens us the most. We are fascinated by and drawn to the very thing that frightens us the most.

We are fascinated by and drawn to the very thing that frightens us the most. We are fascinated by and drawn to the very thing that frightens us the most. We are fascinated by and drawn to the very thing that frightens us the most. We are fascinated by and drawn to the very thing that frightens us the most. We are fascinated by and drawn to the very thing that frightens us the most. We are fascinated by and drawn to the very thing that frightens us the most. We are fascinated by and drawn to the very thing that frightens us the most. We are fascinated by and drawn to the very thing that frightens us the most. We are fascinated by and drawn to the very thing that frightens us the most.
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“We stopped taking deposits four months ago”, Leeber said. You don’t pay Cornerstone a dime until its workers show up at your house and start working.”

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

“I think we have to stop paying contractors up front and putting down deposits for future work. I knew it might lead to some contractors being ripped off or jerked around by homeowners. But, I don’t think the numbers will compare to the homeowners who get taken by contractors who are paid up front. This idea isn’t original. Tony Leeber, the owner of Cornerstone, asked me last week to say that he has stopped requiring deposits.”

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

“Your complete satisfaction is my first and foremost priority.”

Tony Leeber, Sr. Contractor/Contractor
Economics will always play an important role in shaping our city

BY LOIS BOLIN

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

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

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

Two came here as paid guests to offer their insights and advice about the economy of our city. As part of Project Innovation, a program focused on selling lots and filling up the two hotels owned by the Naples Company. Mr. Watkins brought in Ad Miller who was, as Doris Reynolds dubbed him, “the spark plug who energized Naples.” His energy was contagious (he brought “the soaps” to Naples Zoo to town.

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

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

One the one hand…

Historically, the success of Naples’ economic development was in the hands of its citizens. Not much has changed on that front and so long as they do not violate basic principles of justice.

There are those in the community who think that on one hand, economic development isn’t necessary because we can keep on as we have. History, some say, supports the other hand that indicates we must shift our economic model with the times or die a slow death becoming “Anywhere, USA.”

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

In “Herbert Stein’s Law,” Mr. Stein also said, “If something cannot go on forever, it will stop.”

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

Lois Bolin is the co-founder of Naples Cultural Landscapes, a fund at the Community Foundation of Collier County. Naples Backyard History is the fund’s educational initiative. For more information, visit the NBYH Mini-Museum at 1300 Third St. S., call 594-2978 or visit www.naplesbackyardhistory.org.
Florida Trust for Historic Preservation trustees coming to Naples for retreat

The Naples Historical Society this week hosts the board of trustees of the Florida Trust for Historic Preservation for the board’s 2009 strategic planning retreat. The meeting will be held Thursday and Friday, July 30-31, at the Naples Depot Museum and will culminate at the Naples Historical Society’s landmark Palm Cottage with docent-led presentations of Naples history and heritage at 5 p.m. Friday, July 31. Hosts for the gathering will include NHS board members as well as Penny Taylor, vice mayor of the City of Naples, who will officially welcome the Florida Trust for Historic Preservation board to Naples. Guests will include Nancy Maddox president of the board, from New Smyrna Beach, and Leslee Keys, vice president, from St. Augustine. “This is a wonderful opportunity to welcome the Florida Trust for Historic Preservation, and no better place than at historic Palm Cottage, Naples’ oldest house,” Elaine Reed, NHS executive director says. The society receives no government funding and relies on membership dues and donations. Palm Cottage and the Norris Gardens, at 137 12th Avenue South, are open from 1-4 p.m. Wednesday and Saturday. A donation of $8 per person is requested.

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

British construction worker Martin Jones, 43, who lost one eye and was blinded in the other in a 1997 explosion, regained his sight this year as a result of surgery in which part of his tooth was implanted in the eye. Dr. Christopher Liu of the Sussex Eye Clinic used a piece of tooth because a “living” “anchor” was necessary to hold a patch of Jones’ skin underneath his eyelid, to generate blood supply while a new lens formed. When the lens was healthy enough, Dr. Liu made a hole in the cornea and inserted it, and Jones feasted his eye on his wife, whom he had married four years ago, sight unseen.

Can’t possibly be true

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

➤ In June, the New York Police Department spent $90,000 on a typewriter rental. Researchers speculated that it will take on increasing importance since last year NYPD bought thousands of new typewriters, manual and electric, costing the city almost $1 million. The NYPD is not even close to coordinating its use of its daily-use forms, such as property and evidence reports.

➤ Hundreds of Los Angeles’ downtown officials live just underneath local freeways but inside their concrete structures, according to a June Los Angeles Times report. The tunnel “home” is a double-gymnasium-sized cavern under the Interstate 10 freeway in the suburb of Baldwin Park. That space is nearly inaccessible, requiring squeezing through a rusted grating, traversing a narrow ledge, and postmarked by 8/31/09. Copies of the Times report.

Inexplicable

According to the Pentagon, there are only 566 surviving U.S. prisoners of war from the Vietnam era and 21 from the first Gulf War, but the Veterans Administration has been paying POW-labeled disability benefits to 966 and 286 people, respectively, according to an April Associated Press investigation. The AP found that, even though the Pentagon POW list is posted online, the VA does not routinely check it when a veteran applies for POW status. (DOW claimants go to the front of the VA disability-application line, and receive other various privileges.)

Family values

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

➤ Mykal Carberry, Jr., was arrested in

More sci-fi movie ideas

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

MARKET

From page 1

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

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

Other facts about farmers markets:

• California, New York, Iowa, Illinois, Pennsylvania, Wisconsin, Michigan, Massachusetts, Ohio and Kentucky are the states with the most farmers markets.

• The USDA estimates there are an average of 31 vendors per farmers market, providing more than $180,000,000,000 in 2007, the ma-

• Farmers at farmers markets donate hundreds of thousands of pounds of fresh produce to local social service agencies across the country each year.
Agency on aging seeks examples of intergenerational collaboration

The Area Agency on Aging for Southwest Florida is looking for innovative groups, companies and individuals who are improving the lives of children, youth and older adults through intergenerational strategies, programs and public policies. Intergenerational programs can bridge the needs of many with the resources and talents of others.

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

Ways to prevent elder abuse

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

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

- NEVER carry your Social Security card or multiple credit cards in your purse or wallet.
- NEVER give personal information over the telephone.
- NEVER answer unsolicited e-mail that requests personal information.
- ALWAYS review credit card and financial statements to verify accuracy.
- ALWAYS remove mail promptly from your mailbox, and stop mail delivery when you are away.
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- Make copies of everything in your wallet and keep with personal papers in a safe place.
- Conduct online shopping only at secure sites. A graphic (typically a lock) should appear in the bottom right corner of your browser bar and the site address should be preceded with https (the “s” signifies a secure site).
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A workout that’s uplifting
Gospel music provides lively background for aerobics, line dancing

BY NEDRA RHONE
Special To Florida Weekly

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

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

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

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

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

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

Each session begins with a warm-up of routines from the previous week. One evening, Ms. Patterson announces they will videotape the next session for her Web site. “The Lord says always be ready, so that’s why we want to do this,” Ms. Patterson reassures the class as some get a wide-eyed look that says they would prefer to do anything other than have their missteps documented on video.

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

“Oh, that’s easy,” one student says as Ms. Patterson breaks down the steps. “We got this one,” another student confirms.

Ms. Patterson mixes up the music between gospel and secular to keep things balanced. After each class, she distributes handouts of the steps and song selections. In the first week, she also gave out nutritional guidelines from a local fitness consultant.

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

For about 60 percent of the women, her class is the only workout and fitness plan they are getting, she says. The end of the warm-up sends several women rushing to sip water and cool down before learning the Obama shuffle, a routine named in honor of the president. A pivot turn into a cha-cha keeps tripping them up.

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

The class is headed into overtime, but the women don’t seem to notice as they move into the final routine of the evening. They finish several near-flawless executions of the sanctified slide, for which the only direction, spoken in the lyrics of the music, is to “walk in the spirit, shake the devil off, stomp Satan lower, and dance like David danced.”

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

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

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

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Lee Memorial Health System took a holistic approach when we created the Regional Cancer Center, a multi-disciplinary hub that treats nearly every aspect of cancer care, both physical and emotional, all under one roof. Oncology physicians are partnering with LMHS to create a destination treatment center with today’s best practices for cancer treatment, including the Trilogy system that uses three-dimensional imaging to deliver incredibly precise treatment exactly where it needs to go.

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

The Commission on Cancer has designated Lee Memorial Health System as a Community Hospital Comprehensive Cancer program, its highest accreditation possible.

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

9 a.m. to 5 p.m.: Haircut-a-thon and wishing well
10 a.m. to noon: Kids pool games
10 a.m. to 4 p.m.: Exhibits and children’s activities including face painting, balloon magic, a dunk tank and visits from the Everblades hockey and Miracle baseball mascots
11 a.m. to 3 p.m.: Seminars
Noon: Magic show, silent auction opens
3:30 p.m.: Silent auction closes

For more information, call Naples Bay Resort at 530-1199.

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Services Available Nationwide
From fighting conchs to ‘sea fingernails,’ mollusks aplenty dot our beaches

BY LEE BELANGER

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

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

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

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

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

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

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

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

Egg cases attach to the ocean bottom until the whirls mature, at which time they emerge through a small hole at the top of each compartment. More than half become food for larger animals, but some survive to add beauty to our waters and later decorate our beaches.

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

Collectors and crafters often use the jingle shell (Anomia simplex) to make wind chimes. Live jingles attach to hard objects, and sometimes to other shells, using threads released from their lower valve. The object holding them also shapes them because jingle shells are both soft and thin (with a texture and translucence resembling fingernails). Children delight in collecting hard, dried jingle shells and often call them “sea fingernails.” Most jingle shells are a pale yellow color; less common jingles are orange or black.

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

Along the miles and miles of Gulf beaches, these and dozens more varieties of shells just wait for you to enjoy. Just remember; it is against the law to collect any shell to be here for years to come.

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

**OUTDOORS**

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

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

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

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

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

The entrance to Collier-Seminole State Park is at 20200 U.S. 41 East, eight miles east of Highway 951. Park entrance fee is $4 for up to eight people in a car; there is an additional fee for camping. Call 392-3397 for more information.
The term “dog days” has more to do with astrology and the constellation Sirius than with our canine companions here on Earth. Still, we thought we’d celebrate the warm dog days of summer by offering up some cool facts from one of our books, “Bow-WOW! Curiously Compelling Facts, True Tales and Trivia Even Your Dog Won’t Know.” Enjoy!

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

Panting is very rapid, shallow breathing that enhances the evaporation of water from the tongue, mouth and upper respiratory tract. Evaporation dissipates heat as water vapor. Panting can reach frequencies of 300 to 400 breaths per minute (the normal canine breathing rate is 30 to 40 breaths per minute). Panting is very rapid, shallow breathing that enhances the evaporation of water from the tongue, mouth and upper respiratory tract. Evaporation dissipates heat as water vapor. Panting can reach frequencies of 300 to 400 breaths per minute (the normal canine breathing rate is 30 to 40 breaths per minute). But it requires surprisingly little effort. Why? Because of the natural elasticity of the lungs and airways, panting does not expend much energy nor create additional heat.

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

Even when a dog can hold only one tennis ball, though, owners need to take care. Veterinarians warn that tennis balls are too complicated to ever really catch on. Owners need to supervise playing when a dog is holding one tennis ball. The problem is that if a big one, it can pop open in the back of the mouth, cutting off the air supply. That’s because a dog can compress the ball, which can then pop open in the back of the mouth, cutting off the air supply.

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

Dogs drink a lot of water, not only because they need it for normal bodily functioning, but also to create moist nasal mucous to help them with their keen sense of smell. There’s one catch, though: Panting can replace that easy-to-remember computation of water. Instead of using the easy-to-remember formula: one year of a dog’s life equals seven human years, veterinarians warn that tennis balls should be used for supervised retrieving play only, and never allowed to be used as a chew toy. That’s because a dog can compress the ball, which can then pop open in the back of the mouth, cutting off the air supply.

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

In the not-shabby intensity of this 450-calorie burn in 45 minutes we have entered, the webs spinning, glistening, without unnecessary hope of substantiality. I, pirate, spin yarns of wheels and quarks, of mother ships and spiders swallowed and swallowing. We are spinning up a really steep hill. We cannot see the top. It is all clear ahead. There is nothing to stop us. — Rx is the FloridaWeekly muse who hopes to inspire profound mutiny in all those who care to read. Our Rx may be wearing a pirate cloak of invisibility, but emanating from within this shadow is hope that readers will feel free to respond. Who knows: You may even inspire the muse. Make contact if you dare.

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There probably isn’t a person out there who hasn’t watched an infomercial or caught something on QVC and thought, “I wish I’d thought of that!” Naples resident Tim Jackoboice really did think of something. Then he acted on it. And now people tell him all the time, “I wish I’d thought of that!”

Mr. Jackoboice’s KeyRingThing is a simple idea that takes the multitude of store loyalty cards hanging on your key ring and combines them onto one easy card.

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

“It gave us huge exposure to the consumer market,” Mr. Jackoboice says, noting that KeyRingThing was the number one Google search for two hours after the GMA piece aired. “There were thousands upon thousands of orders. At one point we were handling seven orders per minute.”

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

Some might chalk KeyRingThing’s success up to luck or fate, but taking an idea and transforming it into a functional business item takes considerable work, commitment and the right people.

From the time he outlined the concept on a cocktail napkin in a New York City restaurant to its public unveiling, nearly a year and a half had passed. Many other product ideas have
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>>Principal: Gail A. Webster
>>Key employees: Leo Zimmerman, creative director; Beth Davis, director of PR; Amy Haefling, senior art director; C. Chad Elkins, director of sales
>>Number of employees: Four
>>Services offered: Marketing, advertising, public relations, Web, events, identity and collateral
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>>What’s your best self-promotion campaign? IMCA Creative campaign
>>What campaign are you most proud of? That is a toss up between what we are working on for Ronald McDonald House Charities and the Gulf Coast Humane Society. We are still in development on both of the client’s Web sites and other branding activity.

>>Tell us about a campaign that was incredibly successful for the client. The I’m A Creative campaign

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>>Principal: Melissa Lee, APR
>>Number of employees: One (sole proprietor)
>>Services offered: Public relations, marketing, writing and design. Media relations, press releases, feature stories, internal and external communications, social media, writing, copywriting/editing, brochures, ad copy, newsletters, annual reports, logos, brochures, advertisements, posters, billboards and more.

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

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

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

>>What campaign are you most proud of? The Hall of Fame You Challenge that was held in April to shed light on local school children going without any, or very little, food, on weekends. It was put together in just a weeks because the need was immediate and it cost nothing. It was personally rewarding to see the community and media come together to support such an important issue. The weekend event raised $18,525 for COM’s backpack program. The campaign used traditional and social media and garnered over 35 media stories, 22 blogs, 40,000 Facebook exposures and over 310 tweets.

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

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>>Year established: 1986
>>Principal: Sue Huff
>>Services offered: E. Sue Huff & Associates Inc. provides strategic marketing and management consulting services to owners and managers. We help businesses and non-profits clarify marketing and management strategies, develop marketing plans, and administer marketing tactics. Our scope of services includes, but is not limited to: marketing strategies, press releases, advertising, Web site scripting, public relations, management training, seminars, workshops, human resources, and more. We help clients “Plan Their Work and Work Their Plan!”

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Don’t just Advertise

A successful campaign is the result of planning and marketing.

MARKETING PROFESSIONALS

>>What sets you apart?

A vision for the future and an eye on the details, that is how Chris Spiro and Steve Martin, the award winning duo leading Spiro & Associates, look at marketing. When you meet with Chris for the first time you will be enthralled with his vision for your company’s brand and how far down the road Spiro & Associates can bring your marketing. From there, Steve and his team take a closer look at what route you should take to magnify results. What do they look forward to? At the end of the day Steve and Chris hope their creativity and service will win your appreciation, a lasting relationship and a round of profitability for all concerned. We look forward to seeing you!

Take a look at our advertising. You’ll like what we see.

Lisa & Co. Jewelers

Lily | Earrings and Necklace

LILYJEWELERS | JEWELRY GALLER

— James BreskiSterling & Onyx, Moonstone Rings

BAILEY’S | SANIBEL, FL 33957

— Charles Krypell

CONTINUED ON BS
**Is Your Business Growing?**

Our clients get more customers.

FOR FRESH IDEAS, GIVE US A CALL.

**Simply the BEST**

2008 All Florida Golden Image Award Best Public Relations Campaign in Florida

Put our 35 years of know-how to work for your business.

- Media Relations
- Branding
- Advertising – Marketing
- Strategic Planning
- Specialists in Not-For-Profit and Health Care Marketing
- Grant Writing
- Board Development & Retreats

**Accredited PR Professional (APR) **

Certified PR Counselor (CRPC)

Network – FPRA

Christopher T. Spiro, Steven J. Martin

800/337-7676  sbennett@susanbennett.biz

Southwest Florida’s Most Award-Winning Public Relations Firm

**Marketing and Media, L.C.**

Southwest Florida’s Most Award-Winning Public Relations Firm

239.277.5255  sbennett@susanbennett.biz

**Parr Media Group**

13120 Westlinks Terrace Blvd., Fort Myers, FL 33913

(239) 561-8093  www.parrmedia.com and www.parrmoto.com

**Year established:** 2001

**Principals:** David Grant, Dana Parr

**Key employees:** Bill Taylor, COO/partner; Brad Blevins, art director; Jack Brown, senior designer; Matt Sutkowski, Internet director

**Number of employees:** 16

**Services offered:** Full-service marketing and advertising, including: in-house audio/video/internet production, graphic and web-design, media buying services

CONTINUED ON B6
Our main objective is to combine this knowledge with your target market to identify your best list source and subsequently increase your return on investment.

Our Data Solutions of America team brings together over 20 years of automotive database compilation, direct marketing and list selection experience. We work directly with Marketing Companies, Mail Shops, Printers and Advertising Agencies offering competitive rates and online access to the most current and accurate data this industry has to offer.

• AUTO ACCURACY INDICATOR
• FL AUTO ACCURACY INDICATOR WITH RISK ASSESSMENT SCORE
• FLORIDA RESIDENTS
• FLORIDA REAL PROPERTY FILE
• FLORIDA PROFESSIONALS
• VESSEL AND WATERCRAFT FILE
• BUSINESS DATA
• CONSUMER DATA
• MOTORCYCLE DATA
• RECREATIONAL DATA
• RESIDENT/OCUPANT BANKRUPTCY
• NEW CONSTRUCTION
• NEW HOMEOWNERS
• NEW MOVERS

DBM Marketing Inc.
2840 68th St. SW
Naples, FL 34105
(239) 261-6800

>>Year established: 1988
>>Principals/Key employees: Daily Dodick Roberts,1989
>>Number of employees: Two
>>Services offered: Strategic planning, advertising, public relations, event planning

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

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

>>What campaign are you most proud of? The rebranding of Denny Grimes & Company. Respecting the high competitive nature of the real estate industry, we developed a brand for Denny Grimes & Company that ensured the company stood out among the thousands of licensed real estate agents in the area. Grimes is considered an expert source for residential real estate and has the highest name recognition among Realtors in the local market based on market research.

>>Tell us about a campaign that was incredibly successful for the client? The Grand Opening of the Town of Ave Maria in the summer of 2007 combined advertising, public relations and event planning in cooperation with multiple entities, including the developer and the homeowner. We expected a few hundred, planned for a few hundred more, and drew thousands. By the time the gas passed out, we had over 7,500 in attendance for additional food, drink and ice, and were grateful to have made contingency arrangements for traffic control and activities. The response far exceeded the client’s expectations.

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

>>Tell us about a campaign that was incredibly successful for the client? The transformation of New Leaf Construction is taking the stage as a substantial player in the remodeling industry. By continually striving to be better, I push myself to stay small the project.

>>What campaign are you most proud of? By applying creativity and out-of-the-box thinking to develop compelling and strategic advertising and public relations tactics. The resulting efforts stand out from the crowd in a consistent, strong, and powerful manner.

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Gravina, Smith & Matte
Marketing and Public Relations
1520 Royal Palm Square Blvd. #1160
Fort Myers, FL 33919
(239) 275-5758
www.GravinaSmith.com

>> Year established: 1983
>> Principals: Amy Gravina, APR, Lauren Smith, APR, Tina Matte and Shana Arnold
>> Key employees: An enthusiastic staff and a network of writers, graphic designers, photographers, market researchers and other professionals.
>> Number of employees: 10

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

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

>> What sets you apart? Gravina, Smith & Matte’s long-standing, and break with the market helps craft efforts that build awareness, generate traffic and increase revenue. With a combined century of experience, the firm’s principal function is as an integral member of client teams, while bringing an outside perspective. The firm’s longevity is necessary to master of long-term clients including Bank of Florida, Bell Tower Shops, Bonita Springs Utilities, Children’s Museum of Naples, FGCU, Celebration of Reading, Kalen Kopelock, Lee County Department of Natural Resources, McCaw Wealth Management Group, Naples Winter Wine Fest, Dowell Trego and Company, Dual West, Southwest Florida Transportation Initiative, Venues Employee Services, Water Enhancement & Restoration Coalition and Whiteley, Richarstom & England.


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

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

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

>> Year established: 2001
>> Principals: Cynthia M. Dalidoto, president
>> Key employees: Cynthia M. Dalidoto
>> Number of employees: Five full- and part-time

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

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

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

>> What campaign are you most proud of? We are proud of our results for all clients. measurability is important to us so that we can ensure a return on any marketing investment, large or small. Highly successful campaigns that we’ve done for Sweetwater Supermarkets or the Bentley Naples dealership are rewarding, but no more so than our work on behalf of small businesses, hospitals, and charitable or arts organizations like 21st Century CARE. or Open Naples.

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

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

>> Year established: 2004
>> Principals: Gail M. Dolan, MBA
>> Key employees: Gail Dolan handles all business development, marketing strategies, and project design and management services for the firm, subcontracting to the best graphic designers, Web developers, videographers, photographers, as needed.

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

>> Recent awards: Praisers from our many satisfied clients are our best rewards!

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

Has your marketing strategy?

In today's business world, it takes a complete team of knowledgeable and experienced marketing professionals with customized, strategic, innovative solutions to get the results you need.

Regardless of the medium, Priority Marketing has proven results of comprehensive strategies that deliver your message to your audience within your budget. If you're ready for a change, contact us today for the results-driven marketing solutions your company needs now more than ever.

Call us today to learn more about our full-service marketing, advertising and public relations services including:

- Brand Development and Corporate Imaging
- Marketing Consulting, Strategy and Planning
- Media Relations (publicity, news releases, story pitches)
- Print, Radio and Television Advertising Production
- Advertising Creative Design
- Social Media Marketing
- E-mail Marketing
- Online Marketing
- Web Site Design & Hosting
- Blog Development
- Media Buying
- Market Research
- Logo Design
- Brochures/Collateral Material Development
- Newsletters and Direct Mail Programs
- Special Event Planning and Promotion
- Product Packaging
- Signage/Sales Display Development
- Spokesperson Training
- Audio/Visual Presentations
- Crisis Communication Planning

Visit our website at www.PriorityMarketing.com • 239-267-2638

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

Year established: 2005.
Principal: Colleen Quenzel, Earl Quenzel.
Key employees: Natalie Bene, Laura Lang, Lisa Avery, Harry Meeks.
Number of employees: 10.
Services offered: Branding, advertising and Web marketing (Web design, search engine optimization, e-mail marketing, social media).
Recent awards: It seems like the advertising business is second only to Hollywood when it comes to giving itself awards. Quite frankly, we've never seen a statistical correlation between advertising awards and a client's business results.
What sets you apart? Our clients get more customers. Here's why:
Our Q&A Marketing Audit puts the focus on customer insights into effective branding, architecture and brand identity.
Our Q&A Strategic Marketing Plans define the best way to win in the marketplace with tangible actions to drive positive, bottom-line results.
The Q&A Creative Process transforms unique, customer insights into effective branding, advertising and Web marketing with a compelling messaging architecture and brand identity.
Our Q&A Marketing & Metrics process enables us to quickly and accurately test a variety of creative and media alternatives in the marketplace. This allows us to cut unproductive efforts and redirect resources to those ideas achieving the greatest marketplace success... so, our clients get more customers.
What's your best self-promotion campaign? Our Monthly Client Results meetings. When our clients win in the marketplace, we win.
What campaign are you most proud of? Good, Better, Best. We never let it rest until your good is better and your better is best.
What is your best recent marketing campaign? Our campaign to cut unproductive efforts and redirect resources to those ideas achieving the greatest marketplace success... so, our clients get more customers.
How do you know you won in the marketplace, we win. Our Monthly Client Results meetings. When our clients win in the marketplace, we win.

Nexxa Group Inc.
12165 Metro Parkway, #24
Fort Myers, FL 33966
(239) 226-1516
www.nexxagroup.com

Year established: 2005.
Principal: Holly Paulus, president.
Key employees: Kimberly Dowell, project manager; Sandy Francis, customer relationship manager; William Francis, tech support.
Number of employees: Three.
Services offered: Sales and marketing leads; new movers, business prospects, data hygiene, data enhancement, data processing, database development, data analytics, data complexity and online tools.
What sets us apart? Nexxa Group combines big business capabilities with small business nimbleness and the latest in technology and innovation to help other companies reach their targeted marketing goals. We specialize in the database information and strategies used for successful new client acquisition, loyalty and up-selling/cross selling campaigns across different direct marketing mediums.
What is your best self promotion campaign? We developed a content-driven guidebook with tips, strategies and case studies to help utility and other direct marketers see what was working in finding new customers in their market areas. Though technically self-promotional, the articles in our newsletter were written by journalists and provided real-life interviews with some of our customers and internal experts as to what was working in direct and database marketing campaigns.
Tell us about a campaign that was incredibly successful for the client. One of our most successful campaigns has been with Grey Parilla Bail Bonds in Sacramento, Calif. We created their radio campaign back in 2006. Using only two overnight spots on two stations, in 30 days we doubled their revenue from $1,1 million to $2.2 million. Today, we have their ads playing 40 times a day, seven days a week over 10 stations, and they own the radio airwaves, and are able to be very discriminatory about which business they want to accept or turn down.

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

Year established: 2005.
Principal: Colleen Quenzel, Earl Quenzel.
Key employees: Natalie Bene, Laura Lang, Lisa Avery, Harry Meeks.
Number of employees: 10.
Services offered: Branding, advertising and Web marketing (Web design, search engine optimization, e-mail marketing, social media).
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What is your best recent marketing campaign? Our campaign to cut unproductive efforts and redirect resources to those ideas achieving the greatest marketplace success... so, our clients get more customers.
Three Collier County business and community leaders have been named as the newest laureates who will be inducted into the Junior Achievement of Southwest Florida 2009 Business Hall of Fame. Bill Schoen of Health Management Associates Inc. and Martin Wasmer and Michael Schroeder of Wasmer, Schroeder & Company Inc. will be honored at a dinner and awards ceremony Wednesday, Oct. 28, at the Naples Grande Beach Resort.

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

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

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

A passionate supporter of education, Mr. Schoen serves on the Board of Directors of the Florida Philharmonic Orchestra and the Naples Philharmonic boards of directors in 1983 and soon became its presi-...
**BUSINESS NEWS**

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

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

Cost for attending individual days is as follows:
- **Wednesday, Aug. 5**: $125 for FFEA members; $255 for others. Includes half-day seminars, keynote presentation by Sharon D’Euscanio of the Florida Attorney General’s Office, opening reception and late-night hospitality hour.
- **Thursday, Aug. 6**: $225 for FFEA members; $275 for others. Includes educational sessions, awards luncheon, coffee breaks, dinner and late-night hospitality hour.
- **Friday, Aug. 7**: $200 for FFEA members; $250 for others. Includes educational sessions, coffee breaks, trade show, dinner and poolside social.

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

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**Big Cypress Market Place hosts hurricane preparedness seminar**

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

Panelists include Dan Regelski, director of the SBDC; Beth Skotzke, events and communications manager for the Economic Development Council of Collier County; Terrence Cerullo, community outreach coordinator for Florida Department of Financial Services; and Greg Firth, president of Fire Service Disaster Kleenmap. Keith Basik, president of Fire Service Development and owner of Big Cypress Market Place, will moderate the program.

Attendance is free, but reservations are required and can be made by calling the SBDC at 661-3700.

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**Businesses invited to apply for annual Blue Chip Award**

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

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

Mr. Huston knows how to overcome challenges. When his legs got caught in the propeller of a boat when he was 14, his life was radically changed. He battled to keep both his life and legs going with numerous surgeries, but bone disease eventually forced him to have one leg amputated. He eventually became a psychotherapist and clinical director of the Amputee Resource Center in California.

He has worked in psychiatric hospitals for adults, adolescents and children and has also trained health-care professionals in working with individuals coping with disabilities.

For more information and to request an application, contact Stacey Mercado at 433-7199 or smercado@otc1.com.

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**‘Makeover in Paradise’ will give three job-hunters a new look**

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

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

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**BUSINESS MEETINGS**

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

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

**The Collier Business Industry Association holds a free ‘Lunch ‘n’ Learn’ seminar the first Wednesday of every month from noon to 1 p.m. at CBIA headquarters, 4779 Enterprise Ave. Coming up Aug. 8: “Understanding and Leveraging IT.” For more information, call 436-6800.**

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

**The next Accelerated Networking Luncheon for members only of the Greater Naples Chamber of Commerce takes place from 11:30 a.m. to 1 p.m. Thursday, Aug. 6, at Buca di Beppo, 8860 Tamiami Trail N. Cost is $15. No walk-ins. Reservations must be made by July 30 at www.napleschamber.org/events.**

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

**The Jewish Business Network of southwest Florida meets for breakfast and business on the second Friday of the month (next meeting Aug. 14) from 7:30-9 a.m. in the conference room at Robb & Stucky, 1370 Colonial Ave., Fort Myers. Cost for members is $5 in advance, $10 at the door; non-members pay $10 in advance and $15 at the door. To RSVP and for more information, call 433-7708 or e-mail yourbjn@chabadswfl.org.**

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

**Goal Setters Business Network International holds its weekly breakfast meeting at 8 a.m. Wednesdays at Vanderbilt Presbyterian Church, 1225 Piper Blvd. For information, call Lola Moore at 398-3006 or Kelly Salmons at 599-0787.**

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**The BIGGEST THREAT TO YOUR BUSINESS MAY NOT BE THE ECONOMY**

Not everything has slowed down...

- Category 5 hurricane still has 156mph winds
- Category 4 hurricanes still have winds over 115mph
- Category 3 hurricanes still have winds over 115mph

72’s data center in Winter Haven, Florida will give you the peace of mind that comes from knowing that your critical IT infrastructure is:

- Located 70 miles from the nearest coast
- Housed in a Category 4 certified building
- And is a short drive away from Fort Myers.

Call today to receive a free disaster planning kit.
ABWA Neapolitan Chapter casino night at the Naples Hilton

Jessica Macera and Toby Buerger

Sandi Colliflower and Rosalie Rhodes

Angelica Torres, Heather Stone, John Smith and Kena Yoke

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

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

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

Curt Koon, Tom Wagor, Gordon Shore and Alex Parker

Troy Buhs, Matt Morey, Bill Parks and Michael Brunoli

Doug Ship, Mike Pedone, Michael Pedone and Larry Coapman

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

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

Leslie Reynolds and Pauline Cason

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

J. Robert

Marie Jackson and Dellene Hasen

Edda Theiss, Linda and Bob Jack, Julia Foster

Dante DiSabato, J. Roberts and Jenny Foegen

Jeff Rymer, Beth Abraham and Mike Manganaro

Nessa and Joel Soorenko

See all the images from this event and more at www.FloridaWeekly.com.

Send us your society and networking photos. Include the names of everyone in the picture. E-mail them to society@floridaweekly.com.
London Bay Homes introduces new floor plans

SPECIAL TO FLORIDA WEEKLY

Naples-based London Bay Homes has introduced three new floor plans in The Reserve Collection that range from 2,087 square feet to 4,561 square feet of air-conditioned living area. Extensive design options can increase the size of the homes by more than 1,900 square feet.

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

Prices for homes in The Reserve Collection range from the $800,000s to more than $2 million. London Bay Homes will build these residences on customers’ home sites from Southwest Florida for more than eight years. He has listed and sold more than 20 properties across Southwest Florida and provides individualized service for customers buying and selling properties.

Kevin Aizenshtat has joined Downing-Frye Realty Inc., as a sales associate. Originally from Miami, Mr. Aizenshtat has been practicing real estate in Naples for more than eight years. He has listed and sold more than 20 properties across Southwest Florida and provides individualized service for customers buying and selling properties. He was previously a vice president in the Investment Division of First National Bank of Naples, now known as Fifth Third Bank. A graduate of Tulane University with a degree in finance, he is a member of NABOR and the National Association of Realtors.

Sharon Cohan of Prudential Florida Realty has been made a Charter Member of the Top 3 in Real Estate Network in recognition of her education, professional skills and service to the consumer. Ms. Cohan has more than 30 years of sales experience in the travel business and has been a Naples resident for 15 years. She specializes in relocation, new homes and resales in Naples, Bonita Springs, Fort Myers, Marco Island, Fort Lauderdale and Weston, Fla.

Marilyn Moir and Jill Kushner have joined Premier Properties of Southwest Florida Inc., Realtors. Ms. Moir is a broker associate who has been selling real estate since 1987 in the Clarkston, Mich., area, where she specializes in corporate relocation and the sale of residential, new construction and waterfront properties. Based on sales volume, she was ranked among the top 1 percent of agents in Southeastern Michigan and was elected to the RE/MAX Hall of Fame. She attended the University of Detroit and holds several professional affiliations. A member of NABOR and the Florida and national associations of Realtors, she will work out of the Premier Gallery Office of Premier Properties of Southwest Florida Inc., Realtors in the Northern Trust Building in Naples.

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

Sarah Mihailoff has joined AJB Realty and Property Management, LLC in Naples. A Michigan native, Ms. Mihailoff holds a degree in communications from Michigan State University and has worked in sales and marketing since moving to Southwest Florida in 2004. She worked as marketing specialist for GATES from 2002-2007 and has also worked as a marketing consultant. Ms. Mihailoff donates her time to the Naples-based H.E.A.R.T., an affiliate of the American Cancer Society, and is a member of the Naples Junior Women’s Club.

Robb & Stucky offers seminars on home-decorating

SPECIAL TO FLORIDA WEEKLY

Designers at Robb & Stucky Interiors present a variety of complimentary seminars every Thursday. Here’s what’s coming up next at the Naples showroom, 2777 Tamiami Trail N. All seminars begin at 11 a.m. unless otherwise noted. Reservations are requested and can be made by calling 231-9969, ext. 7000.

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

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

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

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

Thursday, Aug. 27: “Window Dressing” Design consultant Jim Shafer welcomes Robb & Stucky drapery workroom manager and national spokesperson for Window Coverings Magazine Joan Willis for a presentation about how window treatments can frame a stunning view or enhance the mood of a room.
Lutheran Life Communities of Arlington Heights, III., has opened the sales and information center for The Arlington of Naples, a continuing care retirement center planned for Lely Resort. At 12276 Tamiami Trail East, the sales center is staffed by sales director Pamela Grisafe, sales representative Cari Cascio, sales assistant Call Schult and community relations representative Nicole DeBusman.

The Arlington of Naples will be built on 38.75 acres within Lely Resort. Plans call for 20 villas and 160 apartment residences with a healthcare center comprised of 40 assisted living suites, 32 memory support suites and 32 skilled nursing suites.

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

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

For more information about The Hyland Team, 239-209-6115.

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

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

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

For more information, call 596-296 or visit www.FiranoatNaples.com.

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Playground ready for action at Firano of Naples

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POWER POINTS

From page 1

occurred to Mr. Jackoboice over the years, but until KeyRingThing he never moved beyond the concept stage to actual production. “I felt this idea had enough legs to seem promising. And I was willing to put the time and money and effort into running with it,” he says. Mr. Jackoboice isn’t alone. Countless people have ideas for things that could make life a little easier for all. The question is how to take that idea and turn it into a reality — and a profitable one at that. Having been through it and now all-consumed with his invention, Mr. Jackoboice offers this advice:

• Have a business and a marketing plan. Yes, they take time to develop, but you must have a plan, he stresses.

• Always have a non-disclosure agreement that will allow you to talk to others about your idea without the threat of them stealing it. “Anyone can duplicate what someone else is doing. Just protect yourself before you go out there,” he advises.

• Don’t be afraid of rejections and mistakes. They are part of the business atmosphere.

• You have to trust those you are working with. “Use common sense to the degree that it gets you to the next level,” he says.

• You must cater to the end-user. Listen to what your customers tell you.

• Before you take your product to market, make sure everything is working and it is packaged attractively. “KeyRingThing had to be right and impressive and work before we ever got the opportunity for a call from ‘Good Morning America,’” he says.

Overall, he adds, be adaptable and evolve as your product evolves. Believe in your product. And keep the message simple and direct for your customers. “At some point you have to take a chance,” he concludes.
FIFTH AVENUE

and baths, glassed-in lanai. Dock for lease.

MOORINGS - WINDEMERE

2-story poolside cabana. VALUE PRICED.

BAY COLONY - VILLA LA PALMA

ceilings, office, and gourmet kitchen.

#PH-5 - Dramatic views to Sanibel/Captiva!

PARK SHORE - LE PARC

#504 - Panoramic Gulf view from this

BAY COLONY - CONTESSA

#503 - The ultimate choice in luxury

BAY COLONY - TOSCANA

#501 - COMPLETELY UPDATED and absolutely

PARK SHORE - LE PARC

#501 - BEAUTIFUL, pristine, southwestern baths,

PARK SHORE - PROVENCE

#503 - Fresh, newly upgraded, contemporary

#601 - Right on the beach with gorgeous views!

PARK SHORE - ARIA

#1206 - Magnificent direct views of Gulf.

#503 - Magnificent direct views of Gulf.

BAY COLONY - TOSCANA

#403N - Reduced $555,000 from original price.

#503 - The ultimate choice in luxury

PARK SHORE - LE PARC

#501 - BEAUTIFUL, pristine, southwestern baths,

PARK SHORE - LE PARC

#501 - COMPLETELY UPDATED and absolutely

PARK SHORE - HORIZON HOUSE

#1501 - Unobstructed views over park to Gulf,

#4B - Fabulous location! Three bedrooms,

#1004 - Enjoy endless Gulf views from your

PARK SHORE - PARK PLAZA

#2001 - Spectacular sweeping views of the

PARK SHORE - PROVENCE

#503 - Magnificent direct views of Gulf.

#1004 - Enjoy endless Gulf views from your

PARK SHORE - PROVENCE

#2001 - Spectacular sweeping views of the

PARK SHORE - BAY SHORE PLACE

#1702 - Privileged location! Three bedrooms,

PARK SHORE - LE PARC

#501 - BEAUTIFUL, pristine, southwestern baths,

PARK SHORE - LE PARC

#501 - BEAUTIFUL, pristine, southwestern baths,
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**THE VILLAGE**

**THE GALLERY**

**THE FOUNTAIN**

**THE PROMINADE**

**DEVELOPER SERVICES**

**RENTAL DIVISION**

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**BRENDISI #101**

- Mediterranean style residence with 4 bedrooms plus den and 5.5 baths. Features: open floor plan, living room with fireplace, dining room, chef’s kitchen, custom library/study. A private attached cabana guest suite, 100% outdoor living area and loggia.
- $4,850,000 | Emily K. Bua/Tade Bua-Bell | 213-7420

**BRENDISI #201**

- Custom-built three bedroom plus den, 3.5 bath villa with an expanded floor plan is open to glistening lake views from tiled, screened lanai. Features: an exquisite kitchen cabinetry and Viking appliances. All 4 bedrooms are ensuite with lake views. 3 car garage, den, great room plan, pool and spa.
- $2,997,000 | Emily K. Bua/Tade Bua-Bell | 213-7420

**IL TREBBIO - VILLARE**

- Custom-built 3 bedroom plus den has gorgeous natural light and a beautiful view of the south golf course beyond. Features: 3 car garage, den, tropical lagoon pool/spa. Better than new Esquisto interior finishes, four bedrooms plus den has private and potential views of preserve. 3-car garage, den and outdoor space. Decorator finished, state-of-the-art appliances and electronics. Immaculate, sun-splashed residence with golf course views beyond. Stone columns, fountain, Brazilian cherry flooring, arched passageways, accents a spacious 4 bedroom plus den floor plan.
- $1,295,000 | Emily K. Bua/Tade Bua-Bell | 213-7420

**VERONA - PORTA VECCHIO**

- Mediterranean style residence with 4 bedrooms plus den and 4.5 baths. Features: open floor plan, living room with fireplace, dining room, chef’s kitchen, custom library/study. A private attached cabana guest suite, 100% outdoor living area and loggia.
- $3,499,000 | Emily K. Bua/Tade Bua-Bell | 213-7420

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**PADOVA**

**VILLORESI**

**BELLEZZA**

**IL TREBBIO - FELICITA**

**AMARONE**

**VILLORESI - ANCHORAGE**

**VERONA - FELICITA**

**VERONA - PORTA VECCHIO**

**VERONA - VILLORESI**

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**$2,995,000 | Gary L. Jaarda/Jeff Jaarda | 248-7474**

- Stunning 4 bedroom, den, 4.5 bath home enjoys private and protected preserve views. Family room, den and office plus 3 car garage! Beautifully appointed with master bedroom on the first floor. Custom bedrooms with ensuite baths and private balconies with views of Preserve.
- $2,205,000 | Emily K. Bua/Tade Bua-Bell | 213-7420

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**$3,100,000**

- Exquisitely detailed four bedroom plus den, 4.5 bath residence accented with views of Preserve. Tray ceilings, clerestory windows, marble floors and walled outdoor living. Surrounding balcony, pool and spa.
- $3,495,000 | Emily K. Bua/Tade Bua-Bell | 213-7420

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**$1,875,000 | Brian Nelson | 572-2903**

- Large wine cellar, and fireplaces! Views of the south golf course. Mediterranean style residence with 4 bedrooms plus den and 4.5 baths. Features: open floor plan, living room with fireplace, dining room, chef’s kitchen, custom library/study. A private attached cabana guest suite, 100% outdoor living area and loggia.
- $2,995,000 | Emily K. Bua/Tade Bua-Bell | 213-7420

**$2,995,000 | Emily K. Bua/Tade Bua-Bell | 213-7420**

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**$2,395,000 | Carol Wood | 822-3709**

- Custom-built three bedroom plus den, 3.5 bath with lake views and 2-car garage. All bedrooms are ensuite with light bathrooms for each suite! Beautiful views with lake frontage.
- $2,395,000 | Emily K. Bua/Tade Bua-Bell | 213-7420

**$750,000 | Judy Stead | 273-3438**

- 4 bedrooms, 4 baths plus den, large wine cellar, and fireplaces! Views of the south golf course. Mediterranean style residence with 4 bedrooms plus den and 4.5 baths. Features: open floor plan, living room with fireplace, dining room, chef’s kitchen, custom library/study. A private attached cabana guest suite, 100% outdoor living area and loggia.
- $2,205,000 | Emily K. Bua/Tade Bua-Bell | 213-7420

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Space close :: August 19, 2009

www.FloridaWeekly.com
Teen troupe turns ‘Thoroughly Modern Millie’ into their scene

By Nancy Stetson

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

“Thoroughly Modern Millie” is the Tony Award-winning story of Millie, a small-town girl in the Roaring ’20s who arrives in the big city with dreams of marrying for money rather than for love. After all, she’s a modern girl, a flapper who meets up with all sorts of characters, high-brow and low-rent, at the hotel where she lives and plays. Intrigue, mystery, and romance combine to create a toe-tapping, Charleston-dancing, Keystone Kops-comedy that’s fun for the whole family.

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

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

See Millie, C18 ▶

Chess, anyone?

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

Married to a Mad Man

Myra Janco Daniels’ late husband, Draper Daniels, helped inspire Don Draper of TV’s “Mad Men.”

‘The Ugly Truth’

There’s not one line, scene or sequence that isn’t straight out of the traditional romantic-comedy playbook.
SANDY DAYS, SALTY NIGHTS

Studying hard to be a Disney princess

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

As I hovered at the shaky cusp of adolescence, my most important muse was Ariel of “The Little Mermaid.” She was pretty — of course — with a touching naiveté and a knack for witty repartee. An ability to communicate with wild animals? Check. An ability to belt out those Disney ballads with the wit, grace, and the witty dialogue and fantastic settings? Check. “You must learn to behave like the heroine in novels and stories, like Cinderella and Rapunzel didn’t have edgy bobs.”

When I grow up, I want to have a voice on that mermaid’s level. Not even my hair. Started on the Disney channel. And don’t even get me started on the hair. If there’s one characteristic every Disney girl has got going on, it’s a flowing mane (and I’ve been working on mine for years). Sure, they come in all colors, but you won’t see a single cartoon beauty with a close crop. In this month’s Elle magazine, writer Johanna Cox talks about her experience going from long locks to a pixie cut and asks Bravo’s “The Millionaire Matchmaker” Patti Stanger for her opinion. “Men want what they want in a woman because of what they learned when they were little boys,” Ms. Stanger says. “Think about it: Who did they grow up wanting to rescue? Cinderella and Rapunzel didn’t have edgy bobs. When a new love came into my life — the tall, hunky, hero type — I immediately cast him as the lead male in my Disney-like fantasy. Curious if our relationship was written in the stars or cross-dressed, I ran a Google search on his astrological sign. I turned up the usual results, things like “He is generous in the matters of time and money” and “He will be very passionate in love.” But the line that caught my attention — a piece of advice for lovers trying to hook this sign — gave me hope for this budding romance. “You must learn to behave like the heroine in novels and storybooks,” it said. This, I thought, is what I’ve been training for my whole life.

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Dumbing down: Where will it stop?

BY NANCY STETSON

In April, Ralph Keyes wrote an opinion piece that ran in Editor & Publisher, a trade magazine for journalists. ‘‘Then all hell broke loose,’’ he wrote. ‘‘The journalists who stood using retrortalk, claiming it alienates young readers. ‘‘By using them set they themselves apart from those born in the last three of four decades,’’ he goes on. ‘‘He feels that terms such as ‘stuck in a groove,’’ ‘‘98-pound weakening,’’ ‘‘drop a dime’’ and ‘‘a tough row to hoe’’ would be confusing to them.’

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

Mr. Keyes also references a column in Mad magazine in which he wrote, ‘‘And not to get all Rod McKuen on you or anything…’’ ‘‘I got into a lot of trouble’’ for writing that opinion piece, Mr. Keyes says. ‘‘It was like stepping in a hornet’s nest, all the angry responses I got from all the older journalists: ‘What do you mean I can’t compare Tim Geithner to Eddie Haskell?’’ Of course, if you have to explain that Eddie Haskell was the know-it-all neighbor on the 50s TV sitcom ‘‘Leave It to Beaver,’’ then you just might have to explain that Mr. Geithner is the treasury secretary too.

‘‘It worries me when people in the press, or when they’re on TV, talk that way and do it constantly, and the news becomes like a constant conversation among baby boomers. I think the biggest problem that you don’t understand what we’re talking about, beat it. Don’t you have any Twittering to do?’’

The other side of the coin is, ‘‘There are unspoken rules. Any time you deal with the old generation, you have to be careful about the way you word things. If you don’t, you’re not going to be understood.’’

One unspoken response goes, ‘‘Frankly, I am appalled by this article. As if there’s a generation gap, or a dumbing down of the old generation. However, that was not what I meant. I was just saying, ‘Of course we have to talk to the lowest common denominator.’’

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

Some old words are applied to new products, he says. For example, dashboard used to refer to an ‘‘angled board used by pigeon flyers users from the muddy backspash of horses’ hooves.’’ Now we use it for the inside panel of a car behind the steering wheel. But even those of the same generation, or anything…’’

If we start dumbing down articles in paper or online, he asks, ‘‘When detective novels have their own colorful jargon. Should we take all those terms and say, ‘It’s not necessary to write Shakespeare in 21st century English and delete any parts deemed confusing?’ Should the drug dealers in HBO’s ‘‘The Wire’’ have not spoken slang? If we start dumbing down, where will it stop? In earlier times, people had more common frames of reference, both in culture and pop culture. There was no cable or Internet, people watched the same network TV shows or listened to the same radio shows. People read more and understood literary allusions. Now media has splintered into numerous fragments.’’
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Here's what the United Arts Council of Collier County suggests you work into your plans for Friday, Saturday and Sunday, July 31 and Aug. 1-2 (call ahead for open hours and specific show times):

- **Saturday, July 30**:
  - **Bay House**: On exhibit at the Collier County Museum. 252-8476 or www.colliermuseums.org.
  - **Naples Flatbread & Wine Bar**: 6:30-9 p.m. Thursday. Blues and jazz with Rick Howard, Dave Tegethoff, John Lamb and Bob Zottola. 8-11 p.m. Saturday. “Acousticlectic Music for the Easily Amused” by Beck. 6:30-9 p.m. Sunday: Bob Zottola & The Expandable Jazz Band with Stu Shelton and Patricia Dean. 646 Naples Blvd. 598-9463.
  - **South Street City Oven & Grill**: 9:30-12:30 a.m. Thursday: Casey the tenor singing powerhouse. 5:30 p.m. Friday: Acoustic rock with Maxi Courtney. 9:30 p.m.-1 a.m. Friday: Brown Truck and Lowlight. 9:30 a.m. Wednesday: Maxi Courtney. 1401 Pine Ridge Road. 435-9333.

**This week’s theater**

- **Mulan Jr.**: Broadway Palm Chil-dren’s Theater in Fort Myers presents “Mulan Jr.” July 30, 31 and Aug. 2. “Travel back to the legendary, story-telling days of ancient China with this action-packed stage adaptation of Disney’s “Mulan.” 278-4422 or www.BroadwayPalm.com.

- **Peter Pan**: Broadway Palm Dinner Theatre presents the high-flying adven-ture “Peter Pan” through Aug. 8. Performances are Wednesday through Sunday evenings with selected matinees. 278-4422 or www.BroadwayPalm.com.

- **Wildlife Cruise**: Take a two-hour cruise through Rookery Bay aboard the Good Fortune with The Conservancy of Southwest Florida. $25 for Conservancy adult members and $12 for member children ages 3-12; $30 and $15, respectively, for non-member adults and children ages 3-12. Reservations required. Call 403-4236.

**Quiz Night**: Exercise your brain beginning at 7:30 p.m. at The English Pub, 2428 Linwood Avenue. 775-3727.

**Indie Screening**: Catch some indie shorts and hob-nob with Naples Inter-national Film Festival judges from 7-9 p.m. at Six Degrees Exhibitions, 100 Sixth Avenue South. 331-2678 or www.naplesfilmfest.com.

**Friday, July 31**:

- **Beachcombing**: Join a ranger at Delnor-Wiggins State Park for a guided beach walk beginning at 9:30 a.m. Learn seashells, sea creatures and tidal move-ment. Park entrance fee applies. Call 597-8698 to sign up. 1135 Gulf Shore Drive.

- **Parents Night Out**: Drop the kids off at King Richard’s Family Fun Park for dinner, games, rides and a movie. $25 per child. Call 598-2042 to save a spot. 6780 Airport Pulling Road.

- **Free Concert**: Miromar Outlets in Estero presents The Marc Vee Jazz Band in a free concert from 6-8 p.m. 948-3766 or www.miromaroutlets.com.

- **A Lot of Bull**: Germain Arena in Estero hosts the PBR Copenhagen Bull Riding Challenger Tour at 8 p.m. July 31 and Aug. 1. Tickets: $82-852. 948-7625 or www.germainarena.com.

**Saturday, August 1**:

- **Third Street South Farmers Market**: 7-10 a.m. in the parking lot behind Tommy Bahamas. Nearly 50 vendors sell locally produced vegetables and fruits, just-baked goods and seafood.

- **Palm Cottage Tours**: Visit the Naples Historical Society’s historic Palm Cottage from 1-4 p.m. L77 12th Avenue South. 261-8146 or www.napleshistorical-society.org.

- **Made in Florida**: The Collier County Museum presents a free showing of mov-ies shot in Florida at 1 p.m. every Saturday. Today: “On an Island with You” (1948), filmed in Cypress Gardens and star-ring Esther Williams, Peter Lawford and Jimmy Durante. 3301 Tamiami Trail East, in the Collier County Government Center. 252-8470 or www.colliermuseums.org.

- **Free Concert**: Waterside Shops pres-ents the tropical sounds of Denny Scott and Pick-In beginning at 2 p.m. in the pavilion. 598-1605.

**Sunday, August 2**:

- **Basically Bluegrass**: The Acous-tic Music Society of Southwest Florida hosts its Basically Bluegrass Concert and Pick-In beginning at 2 p.m. at the Lee Civic Center in North Fort Myers. Featured acts are The Sawgrass Drifters, the Cape Coral Carups and Improptu Assembly. Pickers are welcome to join the jam session under the shade tree. Admission: $4 at the gate or $25 annual AMS membership. 81831 Bayshore Rd. 248-8906 or www.palmgrass.com.

**Monday, August 3**:

- **Trivia Night**: Test your trivia knowledge beginning at 7:30 p.m. at The Pub at Mercato. 9299 Mercato Way, 594-9400.
WHAT TO DO, WHERE TO GO

Upcoming events

■ Auditions – Auditions for the fall main stage show, “Lend Me A Tenor,” take place at 2 p.m. Saturday, Aug. 8, at the Naples Players, Sugden Community Theatre. No appointment necessary. 434-7340, ext. 10.

■ Fun Run – Naples on the Run, a running store boutique, sponsors Tuesday Nite Fun Run on Aug. 11. The run starts at 6 p.m. at Naples on the Run at Gateway Center. Join the group for a 3-5-mile run followed by free pizza. (239) 434-0978.

■ Dora the Explorer – The Barbara B. Mann Performing Arts Hall in Fort Myers welcomes the familiar songs and all the favorite characters in “Dora the Explorer Live!” at 7 p.m. Tuesday, Aug. 11, and 10:30 a.m. and 7 p.m. Wednesday, Aug. 12. 481-4849 or www.bbmannpah.com.

■ Kathy Griffin – Comedian Kathy Griffin returns to the Barbara B. Mann Performing Arts Hall with a brand new show on Thursday, Aug. 13. 481-4849 or online at www.bbmannpah.com.


■ Trivia Night – It’s Team Trivia Night beginning at 9 p.m. at Boston Beer Garden, 2396 Immanuel Road, 596-2337.

■ Celebrity Bartender Night – Shula’s Steak House welcomes Tony Marino. All tips collected will benefit Bosom Buddies; complimentary hors d’oeuvres, 6-9 p.m. 239-430-4999, 5111 Tamiami Trail N.

■ Cinema Under the Stars – The free movie starts around sundown in Market Plaza at Golf Coast Town Center. This week: “Shark Tale.” 567-9783.

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■ Snack Stories – Herpetologist Paul Allen will discuss the habits and habitat of Florida’s most common snakes. The free program takes place from 2-3 p.m. at the Collier County Museum, 3301 Tamiami Trail East, in the Collier County Government Center. 252-8476 or www.colliermuseums.org.

■ Historic Walking Tour – A guided tour of the Naples Historic District sets out on foot from Palm Cottage at 9 a.m. Reservations required. The cottage is open for tours from 1-4 p.m. 137 12th Avenue South. 261-8604 or www.napleshistoricalsociety.org.

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True story: Myra Janco Daniels married a Mad Man

By Nancy Stetson

ARTS COMMENTARY

As you probably know, “Mad Men,” the AMC cable series about advertising executives in the late 1950s and early ’60s, is hot.

In 2008 it won an Emmy Award for best drama series and six Golden Globes.

It begins its much-anticipated third season Sunday, Aug. 16, and the recently released DVD of the second season has been flying off the shelves.

What you might not know is that the character Don Draper, creative director of Sterling Cooper, the show’s fictional advertising agency, is based in part on Draper Daniels, a legendary figure in advertising.

And Mr. Daniels, in addition to being the guy who created the Marlboro Man, was the husband of Myra Janco Daniels, CEO and founder of the Philharmonic Center for the Arts in Naples.

“Mad Men” creator/executive producer Matthew Weiner “said in the magazine ‘Ad Age’ that he’d based (the character of Don Draper) partially on my husband,” Mrs. Daniels says. “And he said he had only talked to him once!”

She writes about her unusual romance and marriage to Mr. Daniels, whom she called Dan, in the August issue of Chicago magazine. The title of the article — “I Married a Mad Man” — is a grabber; the story is an adaptation excerpt from her upcoming book, “Rut/Buster.”

Most people know by now that “Mad Men,” which stars Jon Hamm as Don Draper, is a happy marriage of fiction and reality. The two of them, she writes, “worked on a number of campaigns and many others.”

And he knew that when I knew him.”

When she realized the proposal was serious, she asked her fiancé for a year’s sabbatical. Mr. Daniels immediately bought her a ring.

As for all the drinking? “It was referred to as ‘that girl’ got that job.”

“Working on a number of campaigns together, including Motorola car radios, Freeman shoes, Derby Tamales, and many others.”

When he proposed, she was shocked, she says, adding she hadn’t thought of him romantically. Plus, she already had a fiancé.

When she realized the proposal was serious, she asked her fiancé for a year’s sabbatical. Mr. Daniels immediately bought her a ring.

Not thinking it would really happen, she says, she told him she “couldn’t even think about marrying someone without a year’s courtship.”

He courted her for six weeks before they were married.

The merger was apparently one of the best in advertising. It lasted from 1967 until his death in 1983.

“Myrna Junco,” managing to get both her first and last names wrong.

In her article for Chicago magazine, Mrs. Daniels calls Draper Daniels a charmer, and “a brilliant wordsmith and conceptualist” who was fair and kind. The two of them, she writes, “worked on a number of campaigns together, including Motorola car radios, Freeman shoes, Derby Tamales, and many others.”

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Volunteers help The Conservancy keep up with its mission to take care of our wildlife

BY BARBARA WILSON
Special to Florida Weekly

As I reflect on the past six months, I realize how fortunate The Conservancy of Southwest Florida’s Wildlife Clinic is to have the support of its many volunteers, members and the local community. A few of the kind acts that come to mind involve concerned rescuers who have helped us treat the area’s injured, orphaned and sick wildlife.

• Volunteer vet Dr. Tonya Loreman and those at St. Francis Animal Clinic, Dr. Lin and Dr. Niebel, continually help us diagnose and treat injured animals that require care above what we can provide.

• Volunteer tree climber Ian Orlikoff from Signature Tree Care is continually supportive, helping us to re-nest bald eagles and other birds.

• Clinic volunteer Tim Thompson is enlisted for special releases and always goes above and beyond, whether it involves climbing up on ladders, driving to the far eastern ends of Collier County for remote releases or paddling a canoe for a release on a rookery island.

• Of course there are our daily volunteers, who never complain about the drudgery of the less glamorous daily tasks that are so critical to caring for our wildlife. Whether it’s cleaning cages, doing the laundry, inputting data, feeding a baby animal or transporting an injured one to our clinic, these unsung volunteers always give back with a smile. We would not be able to operate without them.

• The caring citizens who go to great lengths to capture injured animals. One woman waded through chest-high water north of Wiggins Pass State Park to rescue a cormorant in distress. Then she forged the passage again, holding the pet crate above her head, and walked more than a mile to her home where she was able to call the clinic.

•  As utilities, supplies and specialty care often go above and beyond, whether it involves baby birds and mammals that require time-intensive care, but many of our summer seasonal volunteers are heading back to college. Specifically, we need volunteer help in the evenings.

The Conservancy of Southwest Florida is supported by private donations and receives no government funding for its services. As we go through the budgeting process for next year, we estimate that basic food and medication for our wildlife patients costs us $215-$220 a day. This does not include expenses such as utilities, supplies and specialty care often needed to provide for these orphaned, sick or injured animals. 

Barbara Wilson is director of marketing and communications at The Conservancy of Southwest Florida. The nonprofit organization relies on memberships and donations to support its work. The Conservancy Wildlife Clinic treats more than 2,500 injured, sick and orphaned wildlife every year. If you find an animal in distress or have a question regarding native wildlife, call the clinic at 262-CARE (2273). If you are interested in volunteering, applications are available online, at the Conservancy Nature Store and at our Upscale Resale Shop at 764 Ninth Street North. For more information about how you can help, visit www.conservancy.org.
FLORIDA WEEKLY PUZZLES

HOROSCOPES

LEO (July 23 to August 22) Your pride could get in the way of admitting you might have erred. Best to "fess up" now before a small mistake turns into a big misunderstanding. Make the weekend a special family time.

VIRGO (August 23 to September 22) Trying to please someone with a less-than-glowing opinion of something you value could be a waste of time. If you like it, stay with it. The week's end brings an answer to an old mystery.

LIBRA (September 23 to October 22) There might be time to make a change. But be honest with yourself: Is it what you really want, or one you feel pressured into making? Your answer should determine your next move.

SCORPIO (October 23 to November 21) It could be a mistake to rely on someone to keep his or her promise without checking out previous performances. What you learn now could save you from a painful lesson later.

SAGITTARIUS (November 22 to December 21) Change is dominant, but so is caution: Proceed carefully, checking each step along the way to avoid encountering any unwelcome surprises that might be lurking along your path.

CAPRICORN (December 22 to January 19) Taking a strong stand on an issue you feel is too important to ignore could inspire others to follow suit. The weekend is a good time to socialize with old friends and make new ones.

AQUARIUS (January 20 to February 18) Your sensitive nature gives you an insight into the problems of someone close to you. Your offer of support could be just what this person needs to start turning his or her life around.

PISCES (February 19 to March 20) Financial matters continue to need even more careful analysis than usual. Use caution with investment possibilities. A personal relationship might take an unexpected turn by the week's end.

ARIES (March 21 to April 19) Dealing with a difficult person can be the kind of challenge you Aries Lambs love. Or it could be an energy-draining exercise in futility. Be certain your goals are worth your efforts.

TAURUS (April 20 to May 20) The Divine Bovine might be seeing red at having your crisis-resolution efforts overlooked. But others know the truth, and they can be expected to step forward when the time comes.

GEMINI (May 21 to June 20) You should be well on your way to finally making that important decision. Having the support of loved ones will help when crunch time comes. Keep a positive attitude.

CANCER (June 21 to July 22) Feeling uneasy about a move might not mean you're having a case of Cancerian wavering. It could be your inner sense is warning you to reassess your situation before taking action.

BORN THIS WEEK: You appreciate the wonders of the world and enjoy sharing your delight with others.

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C10 | ARTS & ENTERTAINMENT | WEEK OF JULY 30-AUGUST 5, 2009

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 reviews and opinions

**LATEST FILMS**

**The Ugly Truth**

Harry Potter (Radcliffe) views Dumbledore’s (Gambon) memories and 

“The Ugly Truth” is an example of how not to make a romantic comedy. There’s not one line, scene, sequence or circumstance that isn’t straight out of the traditional rom-com playbook, which makes the movie so unoriginal you’ll feel like you’ve seen it hundreds of times before. That’s because you have. As a general rule, the romantic comedy formula goes as follows: Two people meet, hate one another, are forced to spend time together (usually in monotone), realize they’re meant to be together, are artificially torn apart, then enjoy a happily-ever-after finale. The problem isn’t that “The Ugly Truth” follows the formula so closely, it’s that the jokes are predictable, the leads lack chemistry and much of the humor feels forced.

Control-freak TV news producer Abby (Katherine Heigl, “Knocked Up”) runs her morning program with precision. Fair enough. But she also approaches her love life the same way, including having a list of 10 “necessary attributes” her male suitors must possess. With TV ratings sagging, Abby clearly needs personal and professional help.

Enter Mike (Gerard Butler, “300”), a chauvinist pig, to do a segment called “The Ugly Truth.” In it Mike discusses all the mistakes women make in relationships, and is brutally honest in doing so. Some of the “truths” are bogus (that men stop evolving at toilet training) while others have validity (that women shouldn’t talk about their problems on TV, because men really don’t care). Though they may pretend to if it’ll help them get laid, but we all serve the function of allowing Abby to hate Mike.

They must work together, though, and they don’t see eye-to-eye until Mike helps her romance a hottie doctor (Eric Winter, “Law & Order: Special Victims Unit”) and infused it with no life or energy. And that’s “The Ugly Truth” about this movie, no?”

Dan Hudak is the chairman of the Florida Film Critics Circle and a nationally syndicated film critic. You can read more of his work at www.hudakonhollywood.com. e-mail him at dan@hudakonhollywood.com.
Orchid society will hear from expert

The Southwest Florida Orchid Society will hold its monthly meeting Monday evening, Aug. 10, at the Rutenberg Eco Living Center at Rutenberg Park, 6490 South Point Blvd., Fort Myers.

Guest speaker Dan Christensen of Dan & Margie’s Orchids in Fort Lauderdale will discuss “A Common Sense Approach to Growing Orchids.” Doors open at 7 p.m. for a Q&A session on orchid fundamentals. Mr. Christensen’s program begins at 7:30 p.m.

For more information, call Carol Warr-rell at 501-0587 or visit www.swfos.org.

New Chess Club says it’s your move

The newly formed Southwest Florida Chess Club invites players of all ages and abilities to gather at Books-A-Million at Mercato from 1:30-5 p.m. on Saturdays.

Club founder Greg Gordon says USCF members and non-members are welcome, as are novice, intermediate and expert players, for casual and tournament play. For more information, call Mr. Gordon at 898-0458 or e-mail swflchess@yahoo.com.

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“Dog Day Afternoon,” an exhibit celebrating pets and people, opens at Sweet Art Gallery with a reception from 6-9 p.m. Friday, Aug. 7. Canine treats from Woof Gang Bakery and adoptable dogs from Animal Oasis will be available. Donations will be collected for local shelters.

The exhibit’s featured artist is Elizabeth Harrison, a Naples psychotherapist who says she used art as a “therapeutic hobby” while raising three sons and working as a partner with her husband at Accord Psychological Inc. “Of late,” she says, “time is more free to fulfill my dream of daily splashing color on canvas with no rules except what I see, hear and feel. My insatiable curiosity and need for variety keeps me exploring various styles, techniques, mediums, color and light.”

Other “Dog Day Afternoon” exhibitors include Sweet Art Gallery artists Bea Andrews, Ericka Basile, Winola Cohill, Devon Foley, Minna Nix, Carole Siegel and Tammra Sigler. The exhibit will hang through Aug. 31.

Sweet Art Gallery is at 2054 Trade Center Way, North Naples. For more information, call 597-2110, visit www.thesweetartgallery.com or e-mail sweetartgallery@aol.com.

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Sweet Art Gallery exhibit goes to the dogs

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Works by Naples artist Elizabeth Smith are on display in the exhibition hall gallery at North Collier Regional Park through the month of August. The exhibit is a collaborative partnership between the United Arts Council of Collier County and park management. Pieces from Ms. Smith’s assemblages collection — found objects from nature artfully arranged in decorated boxes — make up the park exhibit. “These are perfect for the park venue,” Elaine Hamilton, UAC executive director, says about the artist’s unique work that “perfectly captures the beauty of nature.”

North Collier Regional Park is at 15000 Livingston Road. The art exhibit is in the exhibition hall behind the water park. Admission is free. Call 254-4060 for hours.

The UAC is designated by the state of Florida as the official local arts agency for Collier County. The nonprofit agency promotes arts and culture in the area and coordinates a consolidated online arts calendar at www.collierarts.com.

COURTESY PHOTO
Sentiment, from Elizabeth Smith’s assemblages collection.

North Collier park hosts art exhibit
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2340 Periwinkle Way
From page 1

“The decision to perform both the original and teen versions of the musical this season was an easy one,” says Megan McCombs, KidzAct director. “KidzAct has trained generations of new performers for The Naples Players, while TNP volunteer casts and crews pass on their love of theater to their children through KidzAct. It’s like having a farm system in baseball.”

KidzAct ensemble members, from left, Ricci Prioletti, Dustin Schlaret (in rear), Chris Campbell and Bianca Prioletti get ready to strut their stuff in the toe-tapping, teen version of “Thoroughly Modern Millie.”

COURTESY PHOTO

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FLORIDA WEEKLY SOCIETY

Opening night for ‘The Jungle Book,’ a production of The Naples Players

1. Jessica Walck and Lori Fowler
2. Scarlette and Jason Ferguson, Delores Sorey
3. Megan McCombs and Jessica Walck
4. Mark and Amanda Smith
5. John Hurtado Sr., Emma, Sarah, Jack and Debra Hurtado
6. Noah, Neal, Aryana Moss, Joanne and Benjamin Beightol
7. Crowd

PEGGY FARREN / FLORIDA WEEKLY

See all the images from this event and more at www.FloridaWeekly.com.
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FLORIDA WEEKLY SOCIETY

1980s Naples High School Class Reunion
A multi-year party at The Naples Beach Hotel

1. Bubba Pilkenton, Beth Williams and Jennifer Abrams
2. Dan O’Brien, Travis and Michele Waters
3. Laura and Pat Bufft, Jamie and Jennifer Briggs
4. Stacy and Mike Nourse, Beth Williams
5. Phil and Stacy Manhardt
6. Tom Matthews and Jamie Briggs
7. Rod Rodrigues, Denise Wong, Gary DeLucca, Dana McGourty, Erin Curry, Teri Licastro, Darla DeLucca and Mike McGourty

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FLORIDA WEEKLY SOCIETY

1980s Naples High School Class Reunion
A multi-year party at The Naples Beach Hotel

1. Shawn Garland, Frank Stanford and Abby Standord Williams
2. Cake
3. Robyn Hamilton, Tim Gunderman and Maria Thomas Doll
4. Karen Bailey, Evelin Ennus, Amber Reese, Cyndi Sarabia and Dave Sarabia
5. Denise Wong and Rod Rodrigues
6. Phillippa Reid, Don and April Garrett
7. Gail Stevanis Tigges, Donna Atwood-Mansplango, Michele Waters and Yvette Yaklick Kiss
8. Kevin Bee and Jennifer Abrams

See all the images from this event and more at www.FloridaWeekly.com.
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PAST REPASTS

Here are some capsule summaries of previous reviews:

Charlie Chiang's, 12200 Tamiami Trail North, Naples; 593-6688
With a stylish dining room, well-rounded wine list (including 42 selections by the glass) and a sampling of Thai, Japanese and Vietnamese fare, Charlie Chiang's isn't your typical Chinese restaurant. Chiang's kitchen seems equally adept at all of the cuisines it turns out. From the sushi offerings, the Mango Tango was a showy and substantive roll, consisting of crab meat, cream cheese, masago and cucumber topped with chopped teriyaki sauce, fresh mango and avocado. Both the m ISO and hot and sour soups were worthy renditions. Entrees of shiny veal and properly cooked. Full bar.

Food: ★★★★ Service: ★★★ Atmosphere: ★★★

Escargot 41, 4399 Tamiami Trail North, Naples; 793-5000
Naples is blessed with several excellent French restaurants, but Escargot 41 is one of the best. Never mind that it's tucked into the corner of the nondescript Park Shore Shopping Center. Step inside and it's as if you've traveled to a well-to-do Parisian bistro. Patrick Fevrier is a master of French cuisine, while his wife, Jackie, is a graceful hostess. Choose from several escargot dishes (I liked Peter's Fricassee 41). The salmon cured in sea salt, coated in coffee and smoked, is superb. There's no cloyingly sweet ethereal raspberry soufflé was worth the trip alone. Miso-glazed barramundi was a white, flaky and mild fish, enhanced by crab fried rice and a generous topping of julienned vegetables. The Nigerian shrimp were enormous, as billed, but not as flavorful or tender as the gulf variety. Plan to share one of the massive desserts. The white cake with almond-studded cream cheese icing was tender and moist, accompanied by their natural juices, herbs and vegetables.

Food: ★★★★ Service: ★★★ Atmosphere: ★★★

Noodles Italian Café and Sushi Bar, Mission Square Plaza, 1585 Pine Ridge Road; 922-0500
Pasta and sushi just doesn't seem a natural combination to me, but Noodles makes it work, offering upscale Italian fare, first-class sushi and a handful of low-carb options served by an able staff in a swanky club setting. Items from both East and West were excellent, including a nightly special of grilled shrimp and the whimsically named Paisano roll (fried snapper, scallions and cucumber topped with smoked salmon, avocado, sesame and sweet sauce). The lamb shanks were tender and delicious, served with natural juices enhanced by a bit of wine, garlic, rosemary, bay leaves and celery over house-made fettuccine. The cippoloni featured a fresh mix of seafood also served over pasta. For dessert, one wedge of light, creamy Key lime pie was plenty for two. Full bar.

Food: ★★★★ Service: ★★★ Atmosphere: ★★★

Truluck's, 698 Fourth Ave. South, Naples; 530-3131
It may be a crab house, but Truluck's has the look and feel of an upscale supper club, with service to match. The tuna tartare tower looks like a seafood version of a tri- fis, with layers of tuna, crab, tomato, avocado and pineapple drizzled with a citrus soy reduction. This appetizer is worth the trip alone. Miso-glazed barramundi was a white, flaky and mild fish, enhanced by crab fried rice and a generous topping of julienned vegetables. The Nigerian shrimp were enormous, as billed, but not as flavorful or tender as the gulf variety. Plan to share one of the massive desserts. The white cake with almond-studded cream cheese icing served with crème anglaise and raspberry puree made for a satisfying finish. Full bar.

Food: ★★★★ Service: ★★★ Atmosphere: ★★★

Key to ratings

Superb ★★★★★ ★★★★ ★★★☆ ★★☆☆ ★☆☆☆
Excellent ★★★★★ ★★★★ ★★★☆ ★★☆☆ ★☆☆☆
Good ★★★★★ ★★★★ ★★★☆ ★★☆☆ ★☆☆☆
Fair ★★★★★ ★★★★ ★★★☆ ★★☆☆ ★☆☆☆
Poor ★★★★★ ★★★★ ★★★☆ ★★☆☆ ★☆☆☆

Appetizers:

Escargot 41 (5pm to 6:30pm)

Appetizers: ★★★★

Entrees:

Escargot 41, Naples: ★★★★

Charlie Chiang's, Naples: ★★★★

Noodles Italian Café and Sushi Bar, Naples: ★★★★

Truluck's, Naples: ★★★★

Sunday only Closed

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Food: ★★★★ Service: ★★★ Atmosphere: ★★★
The Coochathchee doesn’t look like much to motorists ripping over it at 55 mph on U.S. 41. But there’s a prime spot just off that busy highway, where it’s not on the scen-
ery that’s worth the trip.

Visually, Bay House is a throwback to the late 1990s, when Tom and Martha Jennings built the sprawling boathouse-style structure on an unspoiled piece of land just a few hundred feet from U.S. 41 physically, but with a feel that’s miles away. Bud and Thelma Negley bought the restaurant in 2007 and have kept its old-school ambience.

Well-tended wooden boats hang from the ceiling, and the walls are covered with old-style nautical lanterns, and the works of well-

known local artists Clyde Butcher and Jonathan Green grace the wood-paneled walls. On the sides of the restaurant fac-
ing the river, nothing impedes the view of mallet leaping about and egrets and herons fishing for their dinners.

All that wood does make for a somewhat dark dining room, but we virtually all of the tables positioned for a river view, it’s cozy rather than oppressive. On the night of our visit, live music from our server delivered amuse bouche of sweet heirloom tomatoes atop crisp squares of bread and flavored with just a touch of creamy seasoned mayonnaise.

An appetizer of basil-grilled Gulf shrimp atop micro greens and lightly dressed with soy, sesame oil and sea salt, was as delicious as it was lovely, the shrimps present with heads intact. The nightly appetizer special of crawfish cakes with Georgia peaches and spicy tartar sauce was also well executed, the cakes nicely fried and seasoned. The sweet peaches and spicy sauce added contrasting yet harmonious notes.

Although Bay House does serve meat, seafood is the star here. Both entrees — sautéed scal-
slops with poached shrimp, beet risotto and a chive and horseradish beurre monte; and sockeye salmon with tarragon red wine sauce — were both lovely with the green butter sauce. It was a peaceful and restorative eve-

ning that’s worth the trip. All were perfectly cooked, the sauces well seasoned but mild enough not to upstage the entrees. Brocolli and wild mushrooms accom-
panied the salmon, and the creamy rosiotto held chunks of golden beets that looked lovely with the green butter sauce.

For dessert, a Key lime tart with Cru-

ella cheese while sampling cheese and creme brulee, ridged stick-shaped doughnuts,

Atmosphere: ★ ★ ★ ★ ★

Service: ★ ★ ★ ★ ★

Food: ★ ★ ★ ★ ★

Volume: Low to moderate

Price range: $24-$38

Credit cards: All major

Reservations: Recommended

Bay House might be off the beaten path, but it’s not too far off. In fact, it’s just enough to allow diners to leave the fast lane for a couple of hours and savor genteel dining, excellent food and a front seat to nature’s never-ending show.
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Great family home, split plan, family room, stairs. It has two separate air conduit

upstairs with a mother-in-law appt downstairs. This home is a must see. The main home is

separate 3 lots. Located at Southwest

Investment property with 3 houses on prop-

Wonderful 2 Story Home

On 2.7 Acres

This home is a must see. The main home is

split plan, family room, wood floors, 2 screened lanai's, oversized Lanai - many up-grades. New AC

2 bath, 2 car garage, tile throughout, vaulted

2 bath, 2 car garage, tile throughout, vaulted

2 bath, 2 car garage, tile throughout, vaulted

2 bath, 2 car garage, tile throughout, vaulted

Beautiful Home In Quail Crossing

Great family home, split plan, family room, pool bath, oversized Lanai - many up-grades. New AC

3 bedroom 2 bath

Carport Condo

Water and golf course views with evening coffee. Classic home in Collier County. Beautifully decorated and furnished. 3 bedroom 2 bath condo.

Lakefront Condo

Established area - 2 bed, 2 bath, 2 car garage, waterfront, many upgrades. Model like home situated in cul-de-sac

Beautiful Home

On 1.4 Acres

3 bed 2 bath home with pool, extra large lanai.

Tuscany Cove

3 bedroom 2 bath

Carport Condo

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On preserve

Tuesday, 3 balconies w/ awesome views on top floor.Downtown Naples...

Beautiful Canal Front

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3 plus Den

5 bedroom estate - Two Pools - 5 Total Garage Spaces - 3 Total bathrooms - Custom like floor plan. Tall ceilings, amazing views.

Hemingway Cabin

On Private Island

2 bed 2 bath beautifully decorated cabin on 4.2 acre island in the Fishing Capital of Florida. Private Fence to Island.

Beautiful Home

In Quail Crossing

Great family home, splilt plan, family room, pool bath, oversized Lanai - many up-grades. New AC

3 bedroom 2 bath

Carport Condo

Water and golf course views with afternoon coffee. Classic home in Collier County. Beautifully decorated and furnished. 3 bedroom 2 bath condo.

Lakefront Condo

Established area - 2 bed, 2 bath, 2 car garage, waterfront, many upgrades. Model like home situated in cul-de-sac

Gulf Access

This charming home is located in the boating community of Renton Creek Park, which has direct access to the Gulf.

Over Looking The 17th Tee

Spacious 2 Bed 2 Bath on the Golf Course - wooded lot - waterfront. New AC/Hurricane Shutters Mold-Free

Golden Gate Estates

3 plus Den

5 bedroom estate - Two Pools - 5 Total Garage Spaces - 3 Total bathrooms - Custom like floor plan. Tall ceilings, amazing views.

Hemingway Cabin

On Private Island

2 bed 2 bath beautifully decorated cabin on 4.2 acre island in the Fishing Capital of Florida. Private Fence to Island.

Beautiful Home

In Quail Crossing

Great family home, splilt plan, family room, pool bath, oversized Lanai - many up-grades. New AC

3 bedroom 2 bath

Carport Condo

Water and golf course views with afternoon coffee. Classic home in Collier County. Beautifully decorated and furnished. 3 bedroom 2 bath condo.

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Established area - 2 bed, 2 bath, 2 car garage, waterfront, many upgrades. Model like home situated in cul-de-sac

Gulf Access

This charming home is located in the boating community of Renton Creek Park, which has direct access to the Gulf. Fenced Home

Fence - 3/4 fenced home, large living areas and large back yard.

Pre construction new 9 unit condo. Several marco slips available. Pre construction new 9 unit condo. Several marco slips available.