

## Southwest Florida Business Briefs: June 1, 2009

By Staff Reports

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### Appointments

Chad T. Brazzeal has joined Morgan & Morgan's medical practice office in Fort Myers. Brazzeal joins the law firm after serving as an associate with the Wicker Smith law firm where he focused primarily on defending hospitals and health care providers in medical malpractice and Florida Department of Health investigations. Prior to joining Wicker Smith, Brazzeal was an assistant state attorney for the state of Florida in Collier County.

Scott Currens has joined Boran Craig Barber Engel as its new vice president of health care. Currens, who spent the last 10 years constructing hospitals throughout the United States, will help launch the division by assembling a team of expert health care superintendents and project managers as well as seeking out and bidding on projects.

Victor Wilburn has joined Bank of Florida - Southwest as vice president, relationship manager serving Collier and Lee counties. Based in the financial center at Daniels Parkway in Fort Myers, Wilburn is responsible for developing and managing commercial business relationships, including business development, maintenance of credit standards, and serving as an advocate and advisor for business owners and company officers. Wilburn has more than 15 years of financial services and real estate experience.

The Small Business Development Center at Florida Gulf Coast University announce the following two consultants hired: Harry Looknanan Jr., will serve as a certified business consultant assisting the SBDC with its client services. Looknanan has been in the financial service industry for more than 10 years and has previously worked at the SBDC offices in Austin, Texas. He will be responsible for implementing the SBDC services in the Estero, Bonita Springs and North Naples markets, providing small businesses assistance through counseling and business development services. Trish Leonard, president and CEO of TLC Consulting, will spearhead the marketing portion of the SBDC. Leonard will be responsible for branding the SBDC look, press releases, sponsorship opportunities, newsletter content, as well as attend various networking events and SBDC programs to market the SBDC services.

Margaret F. Irvin has been named senior vice president, director of financial reporting of Bank of Florida Corp. Irvin, who has more than 13 years of financial industry experience, will be responsible for preparing and reporting company financials for external regulatory and reporting agencies including the Securities and Exchange Commission, Federal Reserve Bank, Federal Deposit Insurance Corporation, Federal Home Loan Bank and the Office of Financial Regulation.

The Naples Daily News announced the following: Gary Taillele as an account representative for the Marco Eagle; Greg Krivac as online account executive; Charles Vickaryous as an inside advertising sales team member; Amanda Shipley as a multimedia consultant with community publications and Erika Londono as a multimedia consultant with Vista Semanal.

Michael L. Conn has joined B-Squared Advertising, an award-winning, full-service advertising, marketing and public relations agency as director of client services. Conn will be responsible for incorporating new communication and customer acquisition strategies for clients, including mobile, web, social networking and other alternative media. He has more than 22 years in sales and branding expertise.

G. Robert Newman has joined Falls River Group as a strategic adviser specializing in the worldwide railroad industry. Newman recently retired as president of Harsco Track Technologies after 21 years. Robert has more than 35 years of experience in the railroad industry and is recognized as a thought leader and innovator.

John Doramus has been named Goodwill Industries of Southwest Florida's vice president of finance. With more than 18 years of experience in corporate accounting and management, Doramus will be responsible for Goodwill's financial management and reporting systems, financing and investment strategies and safeguarding fiduciary assets for the agency.

Jay Zack has been named RSM McGladrey's tax director and location leader of the Naples office. Zack was most recently the national tax service line leader for the RSM McGladrey Private Wealth and Tax advisory Service group.

Jason Brunetti has joined John Marazzi Nissan of Naples as sales manager. Brunetti oversees the sales team and manages the dealership's mix of new and pre-owned auto inventory to meet customer needs.

Bob Mulhere, senior vice president and director of planning at RWA, has been named to the Southwest Florida Regional Planning Council. Gov. Charlie Crist appointed seven new members to the council, which serves Charlotte, Collier, Glades, Hendry, Lee and Sarasota counties.

## **ON THE BOARD**

Southwest Florida Watershed Council announced its board of directors for 2009-10:

James Evans has been named chairman; Greg Rawl has been named cochairman; Sharon Arnold has been named treasurer and Tamara Pigott has been named secretary.

Kevin P. Moore, executive vice president and chief financial officer of Rooney Holdings Inc. and president and chief operating officer of Manhattan Construction Group, has joined the board of directors of Bank of Florida - Southwest. Moore has more than 22 years of financial and operational experience in the construction and aerospace industries.

Naples Botanical Garden has named the following to its board of directors: Jane Purdy Berger, Fermin Diaz and John Fumagalli.

Sandra Rasmussen has been elected president of Literacy Volunteers of Collier County, a non-profit organization whose mission is to teach illiterate and non-English speaking adults in Collier County to read, write and speak English.

### **Recognitions**

A Leadership in Energy and Environmental Design professional have been earned by the following:

Sandra Kaye Raak, a licensed interior designer specializing in health care design. She is the interior design coordinator for Lee Memorial Heath System.

David F. Milligan, a parks/support services manager with Charlotte County Parks, Recreation and Cultural Resources Department. He is also a registered landscape architect, Certified Playground Safety Inspector, and principal/owner of David F. Milligan, Landscape Architect.

This national recognition by the Green Building Certification Institute signifies that an individual has attained advanced knowledge in sustainable design, construction and operational practices that are integrated to maximize both economic and environmental performance of the built environment.

Donna Engel of Insurance and Risk Management Services Inc. has completed the education requirement of the AICPCU to earn the Associate In Service designation. Engel, a service department manager, has worked at IRMS for seven years.

Glenn Black, managing director of The Glenn Black Agency of Northwestern Mutual Financial Network, has qualified for membership in the Million Dollar Roundtable, an international, independent association of nearly 19,000 leading life insurance producers. It is a coveted career milestone that indicates sales and service achievement and is a highly recognized mark of excellence for life underwriters. Black has been associated with Northwestern Mutual since 1986. As a financial representative, he provides expert guidance and innovative solutions for a variety of financial needs and goals.

Bank of Florida – Southwest, a \$760 million-asset bank headquartered in Naples, named William Reitz as assistant vice president to serve as the financial center manager for the company’s founding office located at 3401 U.S. 41 North. Reitz will be joined by Bank of Florida veteran, Holly Hinds, who was promoted to assistant financial center manager.

### **Awards**

Ajax Building Corporation has received an “Excellence in Construction Award” from an industry group for its work on Florida Gulf Coast University’s Library expansion and renovation. For more than 50 years, Ajax has provided construction and construction management services throughout the Southeast.

Mr. Shower Door has been named the 2009 Small Business of the Year award presented by the Bonita Springs Area Chamber of Commerce. The local company has been chosen over all applicants along with the two other finalists, Trianon Hotel of Bonita and Heavenly Scents Flowers.

The Hilton Naples featuring Shula’s Steak House has received two awards by Hilton Hotels and Resorts. The 2008 Hilton Sustainability Achievement Award was presented to the Hilton Naples for best demonstrating a commitment to operate in a sustainable fashion throughout the year. The Hilton Naples, 5111 U.S. 41 N., also received the Hilton Hotels & Resorts Hilton Journey Ambassador award, which is presented to the hotel Journey Ambassador who successfully demonstrates the true art of hospitality in daily responsibilities.

Phyllis Ershowsky, PKE Marketing & PR Solutions, and Bill Valenti and Lee Golden of Florida Gulf Bank were recognized with an Image Award from the Southwest Florida chapter of the Florida Public Relations Association. The program, “Downtown Detour Survival Program,” was created and implemented as Florida Gulf Bank’s positive response to the challenges of downtown Fort Myers construction during the city’s improvement project last spring.

Michelle Douglas, director of employee benefits for Gulfshore Insurance, was named a Triple Crown recipient for the National Association of Health Underwriters. This program recognizes members who make significant contributions in member recruitment and advocacy.

Bank of Florida - Southwest was named Collier County Business of the Year by Junior Achievement of Southwest Florida in recognition of the bank employees who volunteer in Collier County public school classrooms. Bank of Florida employees have participated in the teaching program for more than five years.

Cam-Bel Media has been selected for the 2009 Best of Bonita Springs Award in the advertising category by the U.S. Local Business Association. The program recognizes outstanding local businesses throughout the country.

Bonita Springs-based design firm Collins & Dupont won two Print Excellence Awards from the Printing Industries Association serving Northern Kentucky and Ohio for their brochure.

### **New businesses**

Veteran market researcher Harris Segel has launched Strategy Marketing Research of Florida, specializing in the design, implementation and analysis of Southwest Florida surveys. The firm conducts market research through online, mail, face-to-face and telephone surveys, as well as focus groups. Segel has more than 16 years of market research experience in Southwest Florida and Central Virginia. Phone: (877) 863-7674. Web site: [www.smrfla.com](http://www.smrfla.com).

Cyndee Woolley has launched C2 Communications, a firm that offers integrated marketing, public relations and social media planning for businesses and non-profit agencies that are looking for cost effective and cutting edge strategies to promote their organizations. Woolley is an Accredited Public Relations professional with nine years of experience in marketing and public relations. Web site: [www.C2-com.com](http://www.C2-com.com). Phone: 571-3174.

Adz2Mobile, a new mobile marketing company, has opened in Southwest Florida, offering businesses an opportunity to increase the effectiveness of their marketing through campaigns tailored to mobile phones. Adz2Mobile formulates strategies for companies to reach customers more effectively by addressing them on a one-on-one basis through their cell phone. Address: 800 Fifth Ave. S., Suite 203, Naples. Phone: (800) 431-8556. Web site: [www.adz2mobile.com](http://www.adz2mobile.com).

Carl Ashton has opened a new accounting firm. The QuickBooks Stores will focus on QuickBooks sales and service, setups, upgrades and Service Business Solutions PLLC will still offer the same great tax and accounting services to small and midsize businesses. Address: 222 Industrial Blvd., East Naples. Phone: 207-9107. Web site: [www.servicebusinesssolutions.com](http://www.servicebusinesssolutions.com) and [www.quickbooksstores.com](http://www.quickbooksstores.com).

Insight Focus Group is a new Fort Myers-based venture to provide comprehensive evaluation and research tools for companies seeking to improve their understanding of customers, potential clients or employees. Call John Fritts at (239) 565-0414.

### **New location**

Vector Marketing has opened a new sales office in Naples, run by branch manager Nicole Kray. It will be used for the recruitment and training of new sales representatives as well as for team meetings where additional training and mentorship is provided. Address: 2500 Airport-Pulling Road, Suite 206, Naples.

The general contractor and construction management firm of J.L. Wallace announced plans to open a satellite office in the Orlando area. Bryan Black will serve as the

Central Florida director of operations.

### **New web sites**

Annette Kniola has created Heaven Cent: A Collection of Pennies from Heaven as a way to bring something positive out of a devastating tragedy. Kniola's niece was three years old when she drowned in a swimming pool accident. Web site: [www.heavencentalbums.com](http://www.heavencentalbums.com).

Bonita Springs-based investment Web site launched at [www.jukeboxstocks.com](http://www.jukeboxstocks.com). The site includes information about when to enter the stock market, what to buy or sell, and when to retreat to the sidelines.

### **Deals**

Synergy Contractor has been awarded the drywall and interior framing construction for the new Seminis seed research and development facility located in Felda, Fla. Seminis is the world's largest vegetable seed company, supplying consumers all over the globe.

J.L. Wallace has been awarded a contract by Lee County to build the Bunche Beach Preserve, a new park along San Carlos Bay. The Bunche Beach Preserve, located on John Morris Road in Fort Myers, will be self-sustaining, meaning no electric or water utilities will be needed to maintain it. It was also awarded a contract by the Lee County School District for the installation of emergency back-up generators at three schools.



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