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January 22, 2016

Cape Coral Daily Breeze

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Ososky joins Lee County VCB

The Lee County Visitor & Convention Bureau, representing The Beaches of Fort Myers & Sanibel in Southwest Florida, welcomes Brian Ososky as marketing director.

Ososky will coordinate the day-to-day efforts of a multi-million dollar advertising contract, oversee the development of all creative work and evaluate technology and content of social network websites to devise strategies to further marketing and branding efforts online. Furthermore, he will review market, competition and consumer trends and recommend publicity plans, ensure all VCB promotional efforts are integrated and strategic, and create brand position.

Ososky brings a wealth of knowledge from his career, including positions with a destination marketing organization, attractions, and performing arts groups.

The Lee County Visitor & Convention Bureau is at 2201 Second St., Suite 600, Fort Myers, FL 33901. For additional information, call (239) 338-3500.

Rist elected chairman of

Cape Coral Council for Progress

Brian Rist, CEO and president of Storm Smart, a corporation of The Smart Companies, has been elected as chairman of the Cape Coral Council for Progress Foundation Inc. announced Joe Mazurkiewicz.

The council is composed of members of the Cape Coral Chamber of Commerce and acts to facilitate partnerships between the city of Cape Coral and local businesses to foster economic growth and well-being in the community.

"As chairman, Brian is the perfect engine needed to sustain our initiatives to encourage a positive economic climate in the city of Cape Coral," said Mazurkiewicz. "The success of our endeavors will demonstrate that Cape Coral is the ideal location for businesses to relocate here resulting in greater opportunities for jobs and long range security."

The Cape Coral Council for Progress Foundation Inc. fosters cohesive, proactive partnerships with city, community and business leaders to achieve a directed economic development climate and secure a leadership role within our region.

Storm Smart has its main offices and headquarters at 6182 Idlewild St., Fort Myers; a showroom at 11040 Plantation Road, Fort Myers; and a Naples showroom at 2400 Vanderbilt Beach Road, Unit 102.

For more information call (239) 938-1000. Online at www.getsmartcompanies.com.

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LOW T?

Testosterone deficiency (Low T) is a serious medical condition that negatively affects many men over 40, yet is almost universally ignored and neglected.

Center for Men's Health James DeRespino, M.D.

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6 Stocks to Hold Forever

Looking to retire? These 6 stocks will generate regular income.



'PR?on The Road' series continues

The Florida Public Relations Association Southwest Florida Chapter's "PR on The Road" luncheon series continues in February with a look at the "Public Relations of Athletics at Florida Gulf Coast University." The luncheon event will be held Tuesday, Feb. 2, from 11:30 a.m. until 1 p.m., at Alico Arena on the campus of Florida Gulf Coast University, 10501 FGCU Blvd., South, Fort Myers.

Athletics is a major part of many universities and colleges across the country and is a gateway for student achievement. At FGCU, it is an essential element of the university's fundraising and market awareness. Attendees to the luncheon will learn about the public relations, marketing strategies and activities for the university's athletic program. Guests will enjoy a presentation and luncheon overlooking the Alico Arena court, mingle with some of FGCU's student-athletes and possibly even have the chance to toss in a free throw or two!

The cost for attending the presentation is \$25 for members, \$30 for non-members and \$15 for students. Space is limited so please register early. Guests must RSVP online at fpraswfl.org.

Sponsorships for the monthly luncheons are also available.

For more information or to become a sponsor, please contact Mike at (239) 677-7600 or mj@jacksonpr.com.

Gulf Coast Village's Perez-Vasquez, Schenk earn Certified Dementia Practitioners designations

Gulf Coast Village, a continuing care retirement community in Cape Coral, has announced that two of its employees, Amy Hoffmann Schenk and Elizabeth Perez-Vasquez, have earned designations as Certified Dementia Practitioners. Schenk and Perez-Vasquez received their certifications from the National Council of Certified Dementia Practitioners, a worldwide leader in dementia education and certification for health care professionals.

Schenk is a registered nurse with over 20 years senior leadership experience in a variety of health care settings. At Gulf Coast Village, Schenk is the director of quality improvement, working with the clinical team in all areas of quality management, including effectively reducing 30 day re-hospitalization rates, and also provides dementia education through her role with the organization.

Originally from Homestead, Florida, Perez-Vazquez is a Licensed Practical Nurse of 14 years. She has been employed with Gulf Coast Village for two years, and is currently serving as the unit coordinator in the Assisted Living Memory Support unit.

Founded more than 25 years ago, Gulf Coast Village is the premier Continuing Care Retirement Community. Residents enjoy active independent living in a lifestyle of comfort and convenience with a rich array of services and amenities that are focused on living well. Gulf Coast Village is located at 1333 Santa Barbara Blvd., Cape Coral.

For additional information, call 239-772-1333, or visit www.GulfCoastVillage.com.

Nominations sought

for annual Chrysalis Awards

The Lee County Visitor & Convention Bureau and the Greater Fort Myers Chamber of Commerce Inc. are seeking nominations for the seventh annual Chrysalis Awards to honor businesses and individuals who have positively impacted the local community.

Award nominations are due by Jan. 30, and are open to any member of the local business community, regardless of whether or not they are directly a part of the tourism industry. Award recipients will be announced at a jointly hosted Celebration of Business & Tourism

Awards Luncheon and Trade Show on Friday, May 20, from 10:30 a.m. to 2 p.m., at Harborside Event Center in downtown Fort Myers.

The event, co-produced by the VCB and the chamber and held to commemorate National Travel and Tourism Week, celebrates the value of tourism and the community teamwork involved in maintaining and enhancing tourism as a major economic engine for the county.

The awards, designed to foster a stronger alliance between the tourism industry and the county's business community, will honor recipients in the categories: Business Development, Eco-Innovation, Cultural Achievement, Education, Sports, and, Sales & Marketing. The VCB's long-standing Junonia Award, created to recognize those individuals who have positively impacted the local tourism community by demonstrating unique capabilities, leadership, commitment, and dedication, will also be awarded.

The Celebration of Business & Tourism Awards Luncheon and Trade Show will feature a trade show, and the awards luncheon. The event is projected to attract 400 attendees.

Those who wish to nominate a business or individual to receive a Chrysalis Award can visit www.LeeVCB.com. To register, visit the Greater Fort Myers Chamber of Commerce website at www.fortmyers.org.

Southwest Florida-based Fiber Solutions opens office in Atlanta

Fiber Solutions, a Fort Myers-based technology contractor, has opened an office in Atlanta, Georgia, to support the company's expanding services throughout the Southeastern U.S.

Fiber Solutions has been providing custom-designed voice and data networking infrastructure solutions for nearly 20 years. The company designs, installs, tests and documents projects involving structured cabling, fiber optics, electronic security (including access control, IP video surveillance, etc.), data centers, commercial audio and video and more.

The company has offices in Fort Myers and Sarasota, as well as Atlanta. Additional offices will be opened as national services continue to expand.

Corporate headquarters are at 12120 Metro Parkway, Fort Myers.

To learn more, visit the website at www.fiber-solutions.com, call toll-free 1-877-FIBER99 or email info@fiber-solutions.com.

South Cape Mardi Gras 2016

Trolley Event to be held Feb. 6

The South Cape Hospitality and Entertainment Associations is hosting the South Cape Mardi Gras 2016 Trolley Event Saturday, Feb. 6, from 7-11 p.m.

This event will have a fleet of three trolleys shuttling patrons around the South Cape to 14 locations. Each location will offer a \$2.50 drink special to the patrons wearing the wrist bands only.

The tickets will be \$10 per person, if purchased in advance. On the day of the event, the tickets will be \$15. Tickets may be purchased online on eventbrite.com and at participating locations.

As always, this is a 21+ event.

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