

ON THE MOVE

ADVERTISING



Baserva

Devious Design Studio, SW Florida's first "edgy" advertising agency and web design firm, named Winter Baserva account manager. In this position, Baserva will be responsible for client satisfaction management, establishing and implementing corporate tracking systems and overall project and timeline administration.

"Our clients deserve the same attention to detail and meticulous care that we give our designs," says Christopher Gregg Fous, founding partner, Devious Design Studio. "Bringing on Winter as Account Manager is how we will ensure that happens."

Originally from Atlanta, Baserva joins the Devious team with over six years marketing and public relations experience. She has previously held positions with the Miami Art Museum, Miami Children's Museum, West Gulf Real Estate & Development and others. She holds a bachelor of science in communications with an emphasis in public relations from The Florida State University.

Child Care of Southwest Florida, Inc., has elected offi-

CHILD CARE



Robinson

cers and three new board members for 2007-08. They are: William A. Robinson, president of Warmco, Inc., in Naples, chairman; Scott Robertson, of Cushman & Wakefield of Florida, Inc., in Fort Myers, vice-chairman; Heather



Robertson

Turco, NBC-2 news anchor, secretary; and Jim Meerpohl, vice president of Wells Fargo Insurance Services in Naples, treasurer.



Turco

The Board of Directors also elected three new members. They are: Rebecca Linville, manager of community outreach of Chico's FAS Inc., in Fort Myers; Joseph R.



Meerpohl

North, attorney with The North Law Firm, P.A., in Fort Myers; and David Pinheiro, senior engineering technician with Lee County government.



North

Other members of the Board of Directors are: Steve Adelman, Independent Real Estate and Financial Consultant in Naples; Dale Korzec of Liberty Bank in Naples; Terri Lindo of Raymond James Financial Services in Fort Myers; Linda McNabb, president of Fort Myers Miracle Baseball; and Michelle Pescatrice, principal of Orange-wood Elementary School in Fort Myers.

In addition to providing child care in its 10 directly operated centers, Child Care of Southwest Florida offers referral services for families seeking child care, conducts and coordinates training for child care workers, and administers the federal and state child care assistance program for working parents who cannot afford child care.

BANKING



Rice

Preferred Community Bank announces an eight-member board to guide operations and expansion of the new community bank, which will open this month at 4391 Colonial Blvd.



Sheeley

Board members are William B. Spearman, president and chief lending officer, Preferred Community Bank; Brenda O'Neil, chairman and chief executive officer, Preferred Community Bank; Rob Bagans, owner, Realty World; Carmelo Natoli, president, Natoli Engineering; J. Jeffrey Rice, partner, Goldstein,



Scola

Buckley, Cechman, Rice & Purtz, P.A.;

Michael Sheeley, president, Sheeley Architects; John Tousel, president, Dream Realty; and Vincent Scola, retired banker.

Founded in 2006, Preferred Community Bank offers consumer and corporate banking services, including a new cutting-edge technology for businesses that allows remote deposit capture.

HONORS



Swanson

Junior Achievement of Southwest Florida will honor Steven Pontius, executive vice president and general manager of Waterman Broadcasting, and Duane Swanson, chief executive officer for Raymond Building Supply Corporation, as the 2007 Lee County Business Leadership Hall of Fame Laureates. The laureates will be honored at a reception to benefit local children on Wednesday, May 9, at the Hyatt Regency Coconut Point Resort & Spa in Bonita Springs.

Pontius began working for Waterman Broadcasting in 1985 as general sales manager. Today, he serves as executive vice president and general manager. He is responsible for all aspects of day-to-day operation of television stations and related media hold-

ings including WBBH-TV and WZVN-TV of Fort Myers and WVIR-TV in Charlottesville, Va.

Swanson moved to Southwest Florida in 1978 to become owner and chief executive officer of Raymond Building Supply Corporation. Swanson has built the company into the second largest residential construction supplier in Florida. Raymond has doubled its revenues every three years for the past 10 years, with sales reaching \$270 million in 2006.



Pontius

Each year, the Junior Achievement Hall of Fame Advisory Board selects outstanding local individuals who throughout the year have demonstrated superior leadership and entrepreneurship. The board nominates candidates who are positive role models not only at the companies that they represent, but also in the community and for the students of Junior Achievement.

ON THE MOVE

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