

ON THE MOVE

BANKING

Preferred Community Bank



VEALEY

announced the staff of its first branch, located at 4391 Colonial Blvd., Suite 124, Fort Myers. The bank staff members are **Patricia Vealey**, vice president and branch manager; **Loretta Butts**, assistant branch manager; and **Gabriella Bosnyak**, personal banker. The bank is open Monday through Thursday from 9 a.m. to 4 p.m. and Friday from 9 a.m. to 6 p.m. Preferred Community Bank was founded in 2006 by William B. Spearman and



BUTTS

Brenda O'Neil. The bank offers consumer and corporate banking services, including a new cutting-edge technology for businesses that allows remote deposit capture.



BOSNYAK

Joan Wyckoff has joined **FineMark National Bank & Trust** as a client communications coordinator. Her duties include greeting and directing clients to appropriate professionals, and various office duties including daily communication and coordination of meetings.

Prior to joining FineMark, Wyckoff served as a volunteer specialist at Hope Hospice, where she coordinated hospice patients' requests with volunteers. She holds a Bachelor of Science degree from University College of Syracuse University in New York and attended graduate courses in education at the same school.

She currently volunteers for Hope Hospice and Abuse Counseling and Treatment, Inc.

MEDICAL

Dr. Warren H. Hamilton, a board certified ophthalmologist, has joined the



HAMILTON

medical team at **Florida Eye Health**. Hamilton spent 17 years in private practice in general ophthalmology and five years in a group practice. As a medical ophthalmologist at Florida Eye Health, Hamilton

will primarily see patients who have glaucoma, dry eyes, and other diseases of the eye. "We are pleased to have a general ophthalmologist on staff to assist me in meeting the medical needs of our patients," said cataract & LASIK specialist Dr. Jonathan M. Frantz. "Dr. Hamilton comes to us with extensive medical and surgical experience with a special interest in the needs of seniors," he added.

A member of the American Academy of Ophthalmology since 1981, and a fellow since 1987, Dr. Hamilton is certified by both the National Board of Medical Examiners and the American Board of Ophthalmology.

RETAIL

Joanne Asztalos has been named director of marketing for **Congress Jewelers**. She is responsible for all advertising, public relations and marketing activities, as well as related contracting, budgeting and planning issues. She joined



ASZTALOS

Congress Jewelers in June 2006 as marketing manager and helped coordinate the opening of Congress Jewelers' Coastland Center store, its fifth location, as well as the acquisition of the family-owned business by national fine-jewelry retailer Finlay Enterprises.

Asztalos holds master's degrees in advertising and integrated marketing communications and a bachelor's degree in journalism/creative advertising from West Virginia University. In addition to marketing, advertising and event planning, she has experience in fine jewelry buying, store management and business development, in the Philadelphia and Medford, N.J., areas.

REAL ESTATE

Mike Kuebel, Lisa Marie Fetters and **Chuck Spinosa** have joined the sales team at **Bonita Bay Group Realty**.

Kuebel has been a licensed real estate professional for 26 years. He also has experience in management, sales training and sales in the telecommunications industry. In addition to helping others with their buying and selling decisions, Mike has invested in rental property, distressed renovations and commercial ventures, including a shopping center, a mobile home park and land leases with national companies.



KUEBEL

Fetters has 18 years of sales and marketing experience with vacation-ownership properties in South Florida. She most recently worked as sales director for a real estate acquisition and development company in Bonita Springs. Fetters holds a bachelor's degree in advertising from Mankato State University in Mankato, Minn.



FETTERS

Spinosa, a member of the Naples Area Board of Realtors, has been a licensed Realtor in Florida since 2004. He holds a Senior Real Estate Specialist designation and most recently was associated with Keller Williams Platinum Realty on Fifth Avenue in



SPINOSA

Naples. He is the founder of Charles Signs Inc., a family-owned business established in Liverpool, New York, in 1968.

ENGINEERING

Chad Van Voorst has joined **Community Engineering Services** as a rodman/instrument man in the Fort Myers office. Van Voorst is responsible for managing leveling and staking on CES commercial

construction projects.

Van Voorst is from Owatonna, Minn., where he previously worked for a large manufacturing corporation.

GOVERNMENT

Gene Trefethen, chief executive officer of **Fox Electronics**, has been appointed by the Board of Lee County Commissioners to the Fort Myers/Lee County Enterprise Zone Development Agency Board of Commissioners.



TREFETHEN

Trefethen sits on the board as an owner of a business that is located in the Fort Myers/Lee County Enterprise Zone, a 10-square-mile zone in central and east Fort Myers, concentrated in the areas of Palm Beach Boulevard, Dr. Martin Luther King Jr. Boulevard and U.S. 41.

An Enterprise Zone, designated by the State of Florida, is a specific geographic area targeted for economic revitalizing. Enterprise Zones encourage economic growth, improvements to the quality of life and investment in distressed areas by offering tax advantages and incentives to businesses located within the zone boundaries.

Susan M. Sanders has joined the Office of Government & Public Affairs of the **South Florida Water Management District** in the Fort Myers Service Center. She will be responsible for working with local media representatives to publicize and promote the District's goals and mission to their readers and viewers.



SANDERS

Sanders will liaison with local staff, as well as sources at district headquarters in West Palm Beach, to ensure an accurate and timely flow of information in response to media inquiries. In her new position, she also will work to develop partnerships with local agencies and the private sector to initiate joint media ventures to promote water conservation efforts, environmental issues and the recreational benefits of water management projects.

Prior to joining the District, Sanders was the spokesperson for the Lee County Port Authority for 18 years.

BUSINESS NEWS

Bonita Bay tests satellite irrigation system

Bonita Bay Group is testing a new satellite-controlled irrigation system at Mediterra that could significantly enhance the company's water conservation efforts.

Toro's IntelliSense system, which uses satellite weather data to calculate precise irrigation needs, was recently installed at test sites at several homes built by

London Bay Homes in the community's Lucarno neighborhood. Mediterra is the first site in Southwest Florida to install the systems, according to Michael Lynch, Toro's Southwest Florida sales manager.

Data compiled during the 18-month test period of Toro's IntelliSense system will compare water usage at the seven test sites to similarly sized lawns and

landscaping using the traditional system, said Dennis Cafaro, general manager of Resource Conservation Systems, a Bonita Bay Group company that provides non-potable water to master-planned communities.

"We expect we're going to use less water," Cafaro said.

The IntelliSense system is based on

the crop science of evapotranspiration, the amount of water a plant and soil lose through evaporation or "sweat." The system uses satellite weather station data, such as humidity, wind and cloud conditions for specific ZIP codes, to calculate exactly how much water the plant needs to replace lost moisture. ■