

BUSINESS BRIEFS



Spiro

Excellence contest, a statewide competition.

Spiro wins state award

Spiro & Associates Marketing, Advertising & Public Relations was honored with two awards in the 2007 Community Newspapers of Florida Awards for Excellence contest, a statewide competition.

Awards include first place for Agency Produced Ad featured in the Island Guide, and second place for Agency Ad Produced in the Islander. Both advertisements were in promotion of client, Lily & Company, a fine-jewelry and art gallery.

The Community Newspapers of Florida Awards honor statewide excellence in the industries of journalism, public relations, advertising and photography. "Validity is one of the best aspects of this business, and

knowing that the talents of this agency are seen and appreciated by others validates the work we put into our clients everyday," said company CEO, Christopher T. Spiro.

Spiro & Associates serves local, regional and national clients in the fields of land development, construction, tourism, real estate, law, business and residential services, the arts, government, medicine and property management from its Fort Myers operations. ■

NOISE awarded contract



Sprecher

new website, and e-marketing strategies and communications.

This year marks the 10th anniversary of the Florida Repertory Theatre, the only professional regional theatre south of Sarasota. Performing in the historic Arcade Theatre in the downtown River District, the Florida Rep operates under the direction of Producing Artistic Director Robert Cacioppo. The cur-

rent Florida Rep website is found at www.floridarep.org. The new website is scheduled for launch on Sept. 1.

NOISE Branding Communications, multi-media agency with offices in Sanibel and Milwaukee, has been awarded two projects by the Florida Repertory Theater: development and design of the organization's

new website, and e-marketing strategies and communications.

"Our experience this past year working providing individual performance advertising convinced us that the Florida Rep is the type of client NOISE loves," says John Sprecher, NOISE's chairman. "They're creative, bold, open to new ideas and willing to take a risk. We enjoy performing for them, and especially dig the standing ovations they give us for a really cool ad."

Established in 1986, NOISE Branding Communications has received more than 500 advertising, public relations, web and other communications awards in its history. Sprecher said NOISE excels at marketing for travel, tourism, health care, real estate, retail, food, beverage, finance, education, insurance, telecommunications, software, customer relationships, disabilities and Christian organizations. ■

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Turtle glass can go in existing homes

One month into turtle nesting season, beachfront residents are reminded to shield their interior and exterior lamps at night to prevent just-hatched baby sea turtles from waddling toward the artificial light rather than toward the moon and sea.

A specially designed impact-resistant glass sold by Rolsafe can help save baby sea turtles as well as provide a barrier against storms. Turtle glass is tinted green to reduce the amount of light projected toward the beach through windows and doors.

Turtle glass is required by law on all new beachfront construction, but it can also be installed in existing homes.

"Turtle glass is especially convenient for non-resident property owners because it eliminates the possibility that renters could mistakenly violate light restrictions intended

to protect the hatchlings," says Rick Collins, president and CEO of Rolsafe, International, LLC. "Anyone replacing beachfront windows is required to install turtle glass, according to the Lee County Department of Environmental Science."

Turtle glass has a visible light transmittance of 45 percent or less in the visible spectrum of light. The Florida Department of Natural Resources adopted the Model Lighting Ordinance for Marine Turtle Protection in March of 1993. This statute requires local governments to establish guidelines to control beachfront lighting to protect hatching sea turtles.

Statewide, beachfront residents are required to close their drapes and blinds at 9 p.m. during turtle-nesting season, which runs from May 1-October 31. Turtle glass allows homeowners to keep their windows uncovered at night. ■

ETHICS

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designed to reinforce ethics. Alan Reynolds, Chairman and CEO of Wilson Miller, Inc., — this year's winner of the Business Ethics Award — said that, "Sometimes our most important decisions are which clients not to work with." He said taking on clients which reflect the company's values is crucial. Reynolds also advised that when making a decision it can help to seek others not involved in the outcome for input.

Robert Simpson, LeeSar's President and CEO, discusses making ethical decisions at meetings with employees. For LeeSar an "ongoing ethical decision" involves other companies trying to influence their buying process with gifts and free dinners. "We deal with that everyday of the week and the answer is always no," Simpson said. "I set the scale, you've got to lead correctly and you've got to set up the right example for your employees."

And some employees are tempted to cover up their errors. Gary Aubuchon of Aubuchon Homes said his company creates a "culture of failure," meaning workers

are not punished, but instead encouraged to acknowledge their mistakes. "The fear of being thought of as wrong often causes unethical decisions," said the homebuilder and freshman Florida Representative from Cape Coral.

Julia East of the Southwest Florida Community Foundation, a Business Ethics Award nominee, added that if ethics are strongly rooted in an organization, then making ethical decisions should be innate to them.

At the beginning of her career, Annette Jacobs was told she was too honest to succeed in the sales business. Today, Jacobs is the Chairman and CEO of SafeHarbor Technology Corporation and a national ethics expert. She emphasized that leaders and employees must have the courage to do what is right, even if it is not what they are told to do. Jacobs shared a past personal experience in which a superior asked her to act against anti-trust laws. She refused and the next year that same leader was fired for embezzlement.

So, if it is the supposedly ethical people that make it to the top, then why are scandals like Enron still occurring? "Power can become intoxicating," Jacobs explained. Moreover, character flaws and changes in personality over time can conflict with morals. ■



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