

BUSINESS BRIEFS

Landscaping symposium set

The public is invited to attend an educational symposium to demonstrate how to practice sustainable landscaping on Friday, June 22 from 9:30 a.m. to 2 p.m. at the Three Oaks Banquet & Conference Center. The Environmentally Sensible Symposium will feature a variety of speakers who will address issues such as total nutrient loading and the relationship to the escalation of red tide, and ways to perform best management practices.

Attendees will include landscapers, environmental professionals, ecologists, biologists, regulatory professionals and other interested persons. Cost of the symposium is \$25 per person and includes lunch and conference materials. Four CEU credit hours will be awarded to certified professionals by the Florida Nursery, Growers & Landscape Association.

The Environmentally Sensible Symposium is sponsored by Forestry Resources and Florikan.

Fort Myers-based Forestry Resources is an industry leader in the manufacturing of environmentally friendly landscape materials and products for regional wholesale and retail distribution. For more information, visit www.gomulch.com. ■

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Development nearly half sold

The contracted sales has exceeded 45 percent of the released homes at Montebello, a coach home neighborhood built and developed by Bateman & Martin Developments at Miromar Lakes Beach & Golf Club in Estero. When completed, Montebello will offer 40 luxury coach homes in 10 two-story buildings of four coach homes each.

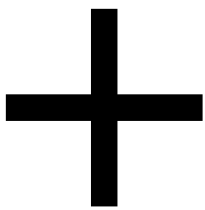
The site for Montebello is in the Costadel Lago section of Miromar Lakes in the northwest portion of the community. The area is between the community's two largest lakes - Lake Maggiore and Lake Como. Every home in Montebello will overlook a tree-lined lake that runs along the northern edge of the neighborhood.

These are also the largest coach homes

the firm has developed with living areas ranging from more than 2,700 to in excess of 3,600 square feet. The Montebello community features three floor plans with two, three and four bedrooms. Each coach home provides a den, a screened lanai and an attached two-car garage. Prices start at \$1 million.

Montebello residents will have access to the community amenities of Miromar Lakes Beach & Golf Club on Ben Hill Griffin Parkway between Corkscrew and Alico roads, one half-mile east of I 75. The sales center is outside of the gated entrance. It is open daily, 9 a.m. to 5:30 p.m. and Sundays, 11 a.m. to 5 p.m. ■

- Boston University School of Hospitality Campaign Display**
- Hospitality Sales & Marketing Association International Best of Show 2005**
- Hospitality Sales & Marketing Association International Best of Show 1998**
- 47 Hospitality Sales & Marketing Association International Advertising Awards**
- 15 Hospitality Sales & Marketing Association International PR Awards**
- Marketing for Hospitality & Tourism University Textbook — Ad Case Study**
- Marketing for Hospitality & Tourism University Textbook — PR Case Study**
- Marketing for Hospitality & Tourism University Textbook — Direct Mail Chapter**
- Southwest Florida Advertising Federation — Judges Choice 2006**
- 15 National "Best in U.S." HealthCare Marketing Awards**
- Adweek National What's New Portfolio**
- Adweek Midwest What's New Portfolio (2)**
- 16 Publishings PRINT Magazine's Regional Design Annual**
- 2 Publishings GRAPHIS Design Annual**
- 2 Publishings Graphic Design Magazine**
- Campaign Coverage: Wall Street Journal**
- Campaign Coverage: Chicago Tribune**
- Campaign Coverage: Milwaukee Journal-Sentinel**
- Campaign Coverage: Fort Myers News-Press**
- Campaign Coverage: Business Journal Newspapers**
- Campaign Coverage: Healthcare Marketing Magazine**
- 10 Southwest Florida Advertising Federation Awards 2007**
- 8 Southwest Florida Advertising Federation Awards 2006**
- 40-Plus National, Regional and Local Healthcare Advertising Awards**
- 400-Plus National, Regional and Local Other Advertising Awards**



So what?

Here's the bottom line: most ad agencies will try to sell you on awards. But even with these awards, we'd rather sell you on how we sell you. Advertising. Public relations. Sales promotion. Web. Media. All wrapped up in strategic brand building that'll make your registers ring and your customers sing with praise. Let us show you how we've done it across 21 years in travel, tourism, health care, food, beverage, retail and 10 other industries. And how we can do it for you.

Say hello to success. Now amplified.

