

ON THE MOVE

ADVERTISING



Garretto

Tricia Garretto has joined Fort Myers-based **Spiro & Associates Marketing, Advertising & Public Relations** as public relations specialist. Garretto is responsible for day-to-day interaction with clients, supervising public relations

projects and media relations, writing news releases, coordinating special events and presenting public relations plans for new and existing business initiatives. Prior to her employment at Spiro & Associates, Garretto served as marketing coordinator at Bonita Bay Group, event coordinator at Simply Exquisite Event Planning and communications specialist at General Electric's Fort Myers corporate headquarters. A Florida-native, Garretto has more than five years of experience in public relations, marketing and event planning. Garretto is a graduate of the University of South Florida and Florida Gulf Coast University. She holds a Bachelor's Degree in Communication, specializing in Public Relations and a Certificate of Leadership.

AIRPORT

Victoria B. Moreland has joined the **Lee County Port Authority** as department director of public relations. The public relations department is responsible for the promotion of Southwest Florida International Airport and Page Field General Aviation Airport through media relations and public information/marketing communications including special events, community affairs programs, corporate citizenship and employee communications. The department also oversees the production of advertising and promotional items as well as maintaining the airport's Web sites. Moreland has nearly 30 years of experience in the aviation industry, most recently as Vice President of Planning with Spirit Airlines. As one of the founding employees of Spirit, Moreland had senior leadership roles in many areas including marketing, public relations, advertising, government affairs, route selection and strategic planning.

ACCOUNTING



Vorwald

Matthew Vorwald has joined the public accounting firm of **Schultz Chaipel Redovan Baker & Co., LLP** as a staff accountant. A native of Freeport, Illinois, Mr. Vorwald attended the University of Illinois, where he majored in

Biology. He relocated to Fort Myers when drafted by the Minnesota Twins organization and spent three years as a relief pitcher

within the Twins organization. At the conclusion of his baseball career, Mr. Vorwald enrolled at Florida Gulf Coast University where he earned a Bachelor of Science in Accounting. Prior to joining Schultz Chaipel Redovan Baker & Co., Mr. Vorwald spent a year working as an accountant and total quality manager for a yacht services company in Fort Myers.

EDUCATION

Charter Schools USA has named **Joe Roles** headmaster of **Gateway Charter School's K-12 system**, which includes Gateway Charter elementary, middle and high schools. Roles has served as Gateway Charter High School's principal since 2006. Roles began his teaching career in 1967 in Roanoke, Va., where in addition to his teaching duties, he was head coach of the football team. After a 10-year sabbatical working in private business, he returned to education in 1984 and continued teaching and coaching, then entered the administration arena. He has held numerous principal positions throughout Lee County public schools. While principal at Gateway Charter High School, Roles was appointed regional lead principal for CSUSA's West Coast operations. Also at Gateway Charter School, former Vice Principal John O'Brien has been named principal for grades K-5. Jack Hennebery is the new building administrator for grades 6-8.



Nauss

Charter Schools USA has named **Deborah Nauss**, who holds a doctorate in curriculum and instruction, principal of **Cape Coral Charter School**. Nauss has served as principal at Gateway Charter School, a CSUSA-managed school in Fort Myers, since its 2003 opening. Previously, Nauss was a Hendry County public schools administrator. She has also taught in Lee and Hendry counties, as well as at Florida Gulf Coast University and Edison Community College.

CONSTRUCTION



Valdes

Beverly Valdes has re-joined **J.L. Wallace Inc.** as a project manager assistant, according to Jerry Wallace, company president. In this role, she will work closely with project managers to oversee and manage all aspects of commercial job site

construction. Valdes first joined the J.L. Wallace team in 2002 as a receptionist and was named the company's Rookie of the Year. She quickly gained experience with the company and its sister company Royal Corinthian Homes. She was promoted to accounting assistant for J.L. Wallace in 2004

and project manager assistant for Royal Corinthian Homes in 2006. Prior to joining the companies, she worked for the Illinois school system for 20 years. Valdes attended Minneapolis School of Business in Minneapolis, Minn.

SERVICE CLUBS



Hutto

Gwen Hutto, with Infrared Consultants, was recently elected president of the **Pilot Club of Fort Myers**. As president, she will preside over the club's board of directors, and will work with other club and district leaders in establishing club

goals. Other responsibilities include serving as the liaison between club members, the district and Pilot International, and leading the club in its various service projects and activities. Other elected officers include President Elect Jennifer Basey, Edward Jones; Vice President Debbie Hall, Sellstate Realty Network; Recording Secretary Nancy Langman, Lee Mental Health; Corresponding Secretary Fran D'Alessandro, Simply Amish Interiors; Treasurer Sharon Arnold, Gravina, Smith & Matte; Director Michelle Jourdan, Longevity Center of Fort Myers; Director Heather Messmer, Ruth Messmer Florist; and Immediate Past President Cindy Hawkins, Wiltshire, Whitley, Richardson and English, P.A.

LIBRARIES

Two Lee County Library System workers graduated from this year's Sunshine State Library Leadership Institute. Librarian **Lynn Hourigan** (East County Public Library) and library multicultural program coordinator



Hourigan



Palacio

Maria Palacio completed the 10-session leadership program recently. They graduated with 35 others in the Institute's third class. The Institute - sponsored by The Florida Department of State, State Library and Archives of Florida - is one of several strategies developed to cultivate and enhance the leadership skills of Florida's library staff. The Northeast Florida Library Information Network, in Orange Park, coordinates the state-funded program, a yearlong comprehensive series of

sessions that focuses on developing diverse leaders to serve in administrative roles at the local, regional, state, and national levels. State officials say that, as a result of the Institute, participants are better prepared to provide highest quality library services to Florida citizens and in an effective and innovative manner that will meet today's needs and tomorrow's challenges.

FOOD SERVICE

Miromar Development announced the appointment of **Anastasia Peterson** as Food & Beverage Director for the Beach Club at Miromar Lakes. Peterson comes to Miromar with more than 10 years of experience in the food and beverage and customer service industries. Most recently she was Director of Food & Beverage at Tiburón Golf Club in Naples, and has previously served in dining room management and banquet/catering capacities at renowned dining establishments in Florida and Hawaii. ■

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