

ON THE MOVE

Construction



Varela

Teresita Varela is the newest member to join the **J.L. Wallace Inc.** team as assistant controller. Varela will be responsible for all subcontractor and recurring payables for J.L. Wallace and sister company Royal Corinthian

Homes, including daily cash management, release of liens and bank and account reconciliations and analysis. Varela has four years of experience as a bookkeeper and office clerk. Most recently she worked as a bookkeeper for a local electric services company. Varela has her associate degree in accounting from Miami-Dade College and currently attends Hodges University, where she is pursuing a bachelor's degree in accounting.



Rhault

Pearl Rhault joined the staff at **Florida Lifestyle Homes of Fort Myers** as Accounts Payable Manager and Office Manager. Pearl has 25 years experience in the accounting field, ten of those years being in the home building

industry. She has owned a number of her own smaller businesses in the past, and has several years experience in managing small office environments.

Real Estate

Bob Reynolds, CCIM, commercial real estate advisor with **VIP Commercial in Fort Myers**, was recently elected to the board of directors for the CCIM Institute's



Reynolds

Southwest Florida District and nominated chairman of the Public Relations Committee. As chairman of the committee, Reynolds will be working to increase public awareness of the organizations' events and functions and the value the organization brings to commercial real estate business in Southwest Florida.



Boback

Jim Boback, Broker Associate and **Chuck Smith**, Sales Associate for the **Boback Commercial Group, RE/MAX Realty Group in Fort Myers** have earned the Certified Commercial Investment Member designation. CCIM's are recognized experts in the disciplines of commercial and investment real estate. Boback's career over the last 30 years has been in sales, marketing, and real estate development. Smith's career includes 20 successful years with Sprint in sales and marketing, where he emphasized customer service and integrity.



Smith

Medical

Jill K. Liske has joined **Florida Heart Associates** as a Physician Assistant. She is originally from Toledo, Ohio. She received her Bachelor of Science degree from Ohio University in 1998. She went on to receive



Liske

her Masters of Science degree in Bioengineering from the University of Toledo in 1999. She completed her Masters of Science in Physician Assistant Studies from the University of Saint Francis, Fort Wayne, Indiana in 2007. Before joining Florida Heart Associates, she taught anatomy and physiology and was a hall director at the Alabama School of Math and Science in Mobile. She is certified by the National Commission on Certification of Physician Assistants.

Financial Planning

Renee Kennedy-Edwards, President of **Coaching 4 Success**, Bonita Springs, will be a featured presenter at the 2007 National Association of Personal Financial Advisors South Regional Conference in Nashville, Tenn., Nov. 7-10. Coaching 4 Success offers individual, couple, or group coaching designed to help individuals reach their next level of success by maintaining a "goal-oriented" approach, from a behavioral perspective. NAPFA is the nation's leading organization of Fee-Only comprehensive financial planning professionals.

Public Relations

The Southwest Florida Chapter of the Florida Public Relations Association has elected and installed its 2007/08 Board of Directors. The new board includes: President: **Barbara-Anne Urrutia**, Lee County Port Authority; President-Elect/Program Chair: **Ginny Cooper**, Divine Events and Marketing; Immediate Past President: **Olivia Orth**, Priority Marketing; Secretary: **Laura Zocki**,

Lee County Electric Cooperative; Accreditation Chair: **Pam Cox-Nulman**, APR, Nulman Mediation Services; Education Chair: **Kristin McCoun**, Florida Gulf Coast University; House & Attendance Chair: **David Grey**, Flame Productions/Internet Services; Image Awards Chair: **Erin Kurtz**, Priority Marketing; Media Relations and Publicity Chair: **Roger Sockman**, Florida Department of Health; Newsletter Editor: **Heidi Davis**, Lee BIA Builders Care Network; PR University Co-Chair: **Vicki Collins**, Lee County Elections Office; PR University Co-Chair: **Joni Schopke**, Lee County Elections Office; Special Projects Chair: **Kathleen Moye**, Alliance for the Arts; Membership Chair: **Angela Fisher**, Area Agency on Aging for Southwest Florida; Chapter Web site Chair: **Brian Bennett**, Lee County Port Authority. The board members will serve the 104-member association through August 2008. For information on the Southwest Florida Chapter of FPRA, please visit www.fprawsfl.org

Engineering



Connelly

Kristina Connelly, P.E. has joined **Heidt & Associates** as a project engineer. Connelly's responsibilities include designing and permitting roadways, water, wastewater and storm water management facilities. Connelly has more than 10 years of experience in all aspects of land development. She earned her bachelor degree in civil engineering from the Georgia Institute of Technology and is a registered Professional Engineer. The firm provides services in land development engineering, planning, surveying and environmental permitting. ■

The Power of Personal Service.

Left to Right: John Reingardt, Dennis Kucera, Bill Valenti, John Hodas and John Fritts

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Shopping for new floors? Get the credit you deserve

When purchasing your next floor, ask about credit promotions offered by your specialty flooring retailer.

No longer is credit merely a way to spread out payments. It's become something far different — a money management tool for today's family chief financial officer. More than a way to manage payments, credit represents the opportunity to buy better merchandise, especially when the timing's right.

Smart money managers also look to store credit as a way of keeping their regular credit cards open for routine — even emergency — expenditures.

Flooring is an investment as much as it is fashion because it becomes part of your home's structure. When purchasing flooring, consider how long you plan to keep that floor and how long it will take to pay it off with credit. Wood lasts generations. You may want to change your carpet every five years or so.

Ask yourself if the floor will add substantially to the value of the home. Credit options may turn out to be a bargain if you can comfortably payoff the purchase in a year or two, plan to keep the house for a long time and plan to buy lasting Quality fashions.

Your project will likely begin with a budget. So, with flooring comprising as much as a third of one's renovation cost, your credit plan can actually keep costs contained by helping to track and limit expenditures.

Plus, credit lets you purchase economically — for example when that special flooring goes on sale. Smart money managers also look to store credit as a way of keeping their regular credit cards open for routine — even emergency — expenditures.

Because credit impacts your overall cost, look for stores like ours which promote their own store card and offer specials to new cardholders.

Ask about long-term special programs such as one-and two-year 'same as cash' offers. As a matter of course, better stores should be able to offer 60 to 90 days with no interest. At that time, your purchase either is paid off or rolls over into a revolving charge — with interest starting on the purchase date.

As a credit customer you can call ahead and plan future purchases with us. We'll be happy to put you on our VIP list for private offerings, too, and look for special shopping days and special products we offer to credit card holders.

JAMES E. DODD

James E. Dodd is General Manager of Florida Carpet Outlet and can be contacted at (239) 332-5498 or 4429-G Cleveland Ave., Fort Myers, Florida.