

BUSINESS BRIEFS

Public relations

Local public relations professionals form new firm



Briggs

Local public relations professionals Mary Briggs, CPRC, and Carolyn Rogers, APR, have formed a new public relations and marketing firm, Briggs & Rogers, LLC. The company specializes in developing strategic communication solutions for real estate, banking, health care, professional firms and non-profit organizations.



Rogers

Based in Fort Myers, the firm's principals have been executing award-winning marketing programs in Southwest Florida for more than two decades and offer extensive experience in brand development, media relations, advertising, and Web marketing programs.

Prior to forming Briggs & Rogers, Briggs was the corporate public relations director with Bonita Bay Group, a nationally-known real estate developer based in Bonita Springs. She is a certified public relations counselor who specializes in branding, strategic positioning, issues management and marketing communications. Briggs has a diverse background, which includes real estate development, health care, retail, and consulting.

Rogers was the principal of Carolyn Rogers Public Relations. She is an accredited public relations professional and certified fundrais-

ing executive. Her former agency serviced clients in the fields of healthcare, financial planning, education, and recreation/sports and was responsible for special event planning for several area high-profile fundraising and awareness building events

Briggs and Rogers are both members of the Florida Public Relations Association. In addition, Briggs is a member of the FPRA Counselor's Network and serves on the board of the AAFCA Center. Rogers is a member of the Gulf Coast Society of Fund Raising Executives and is member of the board of trustees of the Southwest Florida Community Foundation.

For more information on the services offered at Briggs & Rogers, please visit www.BriggsRogers.com or call (239)278-2900.

Parr Media wins three awards

The Parr Media Group has been awarded three Silver Telly Awards, the highest honor bestowed by the 29th Annual Telly Awards panel, for its "Meteor Returns" television commercial that was produced last year. Parr was recognized for Use of Animation, Special Effects, and General Excellence.

The Telly Awards is the premier award honoring outstanding local, regional and cable TV commercials and programs, as well as the finest video and film productions. More than 14,000 entries were judged this year.

The commercial, which depicted a giant diamond meteor descending through orbit and ultimately crashing into Bonita Springs, was developed by Parr Media's art director Brad Bleich and Marc Rienzo of Simple Tricks & Nonsense.

"To win three awards in our first foray into a national contest is thrilling," said David Grant, company president. "Great work can be done anywhere and our team tries to prove it every day." ■

'Green' building topic of REIS meeting June 10

What is "green development?" What are the incentives for building "green?" Are green building and development practices cost-effective? These and other questions about "Green Building & Development" will be answered by Dennis Church, PhD., at the Real Estate Investment Society luncheon meeting on Tuesday, June 10. Church is the Vice President of Planning and Development for Bonita Bay Group and a leading authority on energy optimization and environmentally sound green building practices.

Church will present an overview of the green building trend and development practices, including consumer and builder demand data. The program will explain how green development principles are being implemented in Southwest Florida

and include an overview of green practices and certification programs available nationwide. Following the presentation, Mr. Church will answer questions of specific interest to the commercial real estate and development industry.

The meeting is sponsored by Wilson-Miller, Inc., who is donating their presentation time to Builders Care. It will begin promptly at 11:45 a.m. on Tuesday, June 10 in the Osprey Room at the Pelican Preserve Clubhouse, on Colonial Boulevard at Treeline Avenue, one mile east of I-75 exit 136 in Fort Myers. Admission is \$25 for members and \$35 for guests, which includes lunch. Reservations and payment are required by June 4 and may be made by visiting the REIS Web site: www.reis-swfl.org. ■

Airport traffic down in April

Nearly 10 percent fewer travelers compared to last year

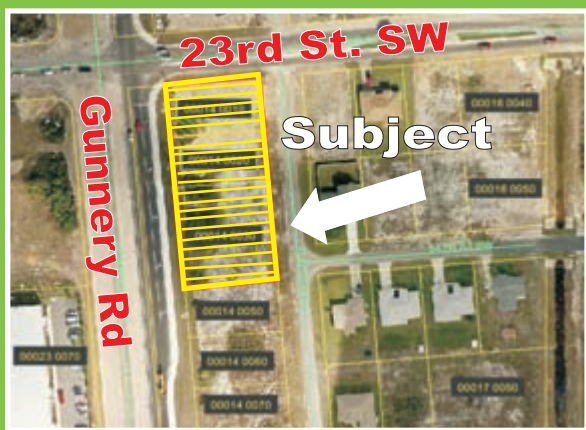
During the month of April, nearly 835,000 passengers traveled through Southwest Florida International Airport, a decrease of 9.8 percent compared to April 2007. Year-to-date, passenger traffic is down 4.4 percent over the same period last year.

The traffic leader for the month of April was JetBlue with 109,872 passengers traveling to and from Fort Myers. Rounding out the top five airlines were AirTran (101,604), Delta (98,199), US Airways (89,035) and Continental (80,962).

At Southwest Florida International Airport, there were 9,305 aircraft movements (takeoffs and landings) recorded, a decrease of 8.6 percent over April 2007. Page Field General Aviation Airport saw 7,023 movements. In addition, nearly 2.6 million pounds of air freight moved through both airports in April 2008.

Southwest Florida International Airport served more than 8 million passengers in 2007 and is one of the top 50 busiest U.S. airports. For more information, log onto www.flylcpa.com. ■

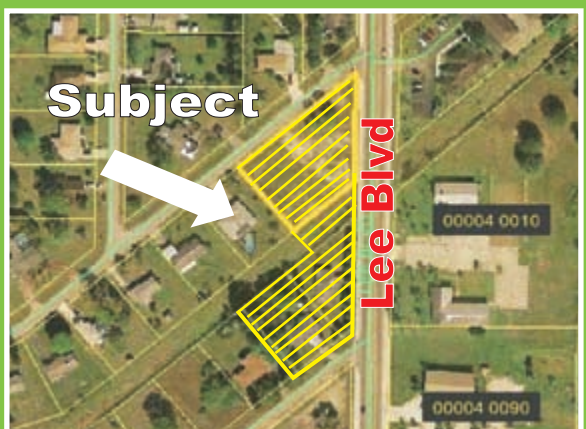
Commercial FOR SALE



Property Details:

- Zoned CN-3
- 1 Acre +/- (321 feet of road frontage)
- D.O. In Place
- Busy intersection
- Near Hwy. 82 & Daniels Parkway.

Offered at: \$385,000



Property Details:

- Lee Blvd. frontage approximately 470 ft.
- Zoned CS-1
- 71,431 Sq.ft.
- Water & Sewer
- Includes 2 homes w/ conversion potential
- 700 Taylor Ln. Lehigh Acres

Offered at: \$750,000



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<p>Colonial Commons 1-75 & Colonial Blvd. Fort Myers, Florida 2.27 to 8.97 AC Sites Available High Profile Location Pad Ready or Build to Suit Medical, Office and Hotel Sites</p>	<p>Parker Center Retail 9011 Daniels Rd Fort Myers, Florida 1,150 - 6,050 SF Units Available For Lease - Please Call for Rate Drive Thru Available Convenient to I-75</p>
<p>Mixed Use Development NWC Colonial Blvd. & Treeline Ave. Fort Myers, Florida 28.2 AC For Sale \$7,370,350 Flexible Zoning 3 Access Points</p>	<p>Boca Bay Shoppes 6090 Jonathans Bay Drive Fort Myers, Florida 5.37 AC Development Site For Sale \$23.00 PSF Fronts US 41 in South Fort Myers D.O. for 32,827 SF Retail/Office</p>
<p>Parker Promenade Retail 14680 Tamiami Trail Fort Myers, Florida 3,000 - 11,160 SF Units Available For Lease \$10-15 PSF NNN Highly Desirable South Ft. Myers Trade Area includes Wal-Mart, Lowes</p>	<p>Restaurant & Hotel Site Daniels Rd. & Treeline Ave. Fort Myers, Florida 3.873 AC For Sale \$2,500,000 for Both/Can Split Pending D.O. for 102 Rooms ½ mi. from I-75</p>
<p>Daniels Common 11300 Lindgergh Blvd. Fort Myers, Florida 1,000-4,000 SF Units Available For Lease \$16 PSF + CAM Daniels Parkway Frontage Ample Parking</p>	<p>Vacant Commercial 12790 Kenwood Lane Fort Myers, Florida 2.54 AC For Sale \$1,678,000 Zoned Commercial Tourist Many Favorable Uses</p>
<p>Olde Naples Office Building 999 9th Street Naples, Florida 14,454 SF Gross Leasable Area 0.46 AC Lot For Sale \$4,500,000 2 Story Building Over Parking</p>	<p>Pine Island Crossing 1751 NE Pine Island Rd. Fort Myers, Florida 1,600-5,600 SF Units Available For Lease - Call for Rate Immediate Occupancy Anchored by Albertson's Center</p>
<p>Intercom Drive Flex Space 10080 & 10090 Intercom Dr. Fort Myers, Florida 2,200 SF Units Available For Lease \$8.50 PSF Gross For Sale from \$159 - \$166 PSF Mixed Use Planned Development</p>	<p>Office Space for Lease 9250 College Pkwy. Fort Myers, Florida 800-3,250 SF Units Available For Lease \$13 - 14 PSF NNN College and McGregor Location Easy Unit Combinations</p>
<p>Alico Interchange Park 17050 Alico Commerce Court Fort Myers, Florida 1,200 - 2,000 SF Units Available For Lease \$8 PSF + CAM Newly Developed Industrial Park Located Within the Alico Corridor</p>	<p>Office Suites for Lease 12811 Kenwood Lane Fort Myers, Florida 750 SF + Units Available For Lease \$11.75 PSF + CAM Easy Access from College Pkwy/US 41 Flexible Floor Plans</p>
<p>Alico Business Park 16281/16291 Domestic Ave. Fort Myers, Florida 23.22 AC For Sale \$5,000,000 (\$4.94PSF) Zoned IPD Minutes to I-75 Interchange</p>	<p>Flex Space 10090 Bavaria Road Fort Myers, Florida 2,500 SF For Lease \$10 PSF + CAM Minutes to I-75 Completed in March 2008</p>

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