

## BUSINESS BRIEFS

# Summer workshops give businesses an edge

In today's business climate, sales and marketing skills, effective networking, and a productive work/life balance can give you an edge over the competition. Establish your EDGE with several workshops offered this summer by professional development educator Deborah Shane.

A master of strategic partnering and trend-spotting, Shane draws upon her successful sales career and experience to present Energizing, Dynamic, Goal-oriented Education.

**July 18 - "Don't Just Survive - Thrive!"** by developing a PMA - Positive Mental Attitude. These are times that call for living and working in the positive, in the solutions and tapping into people who can help you to do that. Multiply your positive energy and power through a productive work/life balance. Guest speakers are Nancy Smith, MS, Career Development Specialist, Lee Schools BIS and Jennifer Myers, MBA, Coastal

Wealth Management Group and founder of eWomenNetwork.com.

**July 23 - "WOW Websites and Email Marketing"** - How to get immediate response and tell the story by using the 5 WOW factors all great websites have. How to write effective email marketing campaigns. Presented in collaboration with Renee Bledsoe of Weaves the Web and Gail Dolan of Dolan Marketing.

**July 25 - "Sales Skills"** - building relationships with the gatekeeper and positioning yourself against the competition by leading with your USP - Unique Selling Principle. Presented in collaboration with Marci Gower of All Over Media.

**Aug. 1 - The Businesswoman's Guide to Success Series, Part 1 "The Balance Challenge"** - Offered through the Women's Empowerment Series, this two-part workshop brings together Shane and Jennifer Myers of eWomenNetwork.com. Discover

tools to help you effectively manage your time and balance the many roles women play. Keynote speaker is Roxy Hambleton of Positively Organized.

**Aug. 15 - The Businesswoman's Guide to Success Series, Part 2 "Back to Success Basics"** - Realize the power of effective

prospecting, learn how to promote yourself and understanding how important quality networking is to your marketing plan.

For information on times, location and prices, contact Deborah Shane of Train with Shane at (239) 939-1848 or log on to www.trainwithshane.com ■

## Fox Electronics releases new product



Fort Myers-based Fox Electronics has launched a new line of 3.3-volt HCMOS oscillators. The new F53 series is designed for applications requiring better frequency stability and noise characteristics, such as telecommunications equipment and GPS systems.

The new oscillator series offers tighter frequency stabilities ranging from 8 to 15 parts per million, compared to traditional oscillator stabilities of 100 to 20 ppm. The F53 family includes a 15 ppm model, a 10 ppm model and an 8 ppm model.

The new F53 oscillators cost about \$1.69 in quantities of 10,000 and can be delivered within eight weeks.

Oscillators are electronic timing components that generate frequency signals in devices such as computers, wireless modems, electronic printers and music

synthesizers. In computers, oscillators are an important factor in determining the rate at which a computer can perform instructions or the "clock speed." ■

## Certified Diabetic Services, Inc. closes \$2 million equity financing

Naples-based Certified Diabetic Services, Inc. a national direct-to-consumer mail-order distributor of diabetic supplies and pharmaceutical services, announced that it has closed a \$2 million private placement. The funds will be used to purchase a new headquarters for the company and to provide working capital for growth. The \$2 million was structured as preferred shares which are convertible into common shares; the investor also received warrants in the deal.

Midtown Partners & Co., LLC acted as sole placement agent in this transaction.

Certified Diabetic Services, Inc. is a rapidly growing distributor currently serving over 22,000 member patients with Medicare, Medicaid and private insurance who require monthly diabetic supplies and pharmaceutical services.

Midtown Partners & Co., LLC is an investment bank focused on private placement investment banking opportunities. ■

## Free foreclosure law clinic set for Naples

The Collier County Foreclosure Task Force, a grassroots cooperative effort between Legal Aid Service of Collier County and the Collier County Bar Association, is sponsoring a free foreclosure law clinic on Saturday, July 12 from 9 a.m. to 4 p.m. The clinic is open to the public, and will be conducted at the Legal Aid offices at 4125 East Tamiami Trail, Naples, which is located in the small shopping center at the intersection of East Tamiami Trail and Lakewood Boulevard.

The clinic will be administered by more than 20 pro bono attorneys from the Collier County Bar Association and Legal Aid's

Collier Lawyers Care pro bono program, and other volunteers. The attorneys will answer questions pertaining to foreclosure law, and explore the options to foreclosure that may be available under the particular circumstances of each borrower. General counseling - and group question and answer sessions - will also be conducted for those attendees who do not require personalized counseling.

Attorneys specializing in real estate law, mortgage foreclosures, bankruptcy law, and civil litigation will be present. Certified credit counselors and foreclosure prevention specialists will be on-site to provide expertise on the loss mitigation process, and to explore whether any delinquency in mortgage payments is "curable" or "incurable." ■

## Southwest Capital Bank introduces Health Savings Accounts

Southwest Capital Bank is offering area businesses and residents the opportunity to participate in U.S. government-approved Health Savings Accounts — a tax-advantaged way to pay for many health and medical expenses. The accounts are available for qualified participants in health insurance plans with high deductibles.

"As the cost of medical insurance has increased, more people in our community started using the high-deductible medical plans," said Machel Shirk, assistant vice president of Southwest Capital Bank and branch manager of its Creekside office. "When they combine those with a Health Savings Account, they can better manage some of their health and medical expenses."

Health Savings Accounts allow people to

set aside money for health care, with certain tax benefits. They are only available for those covered by qualified, high-deductible health insurance plans. Restrictions apply, but the Health Savings Accounts can be used to pay for deductibles and co-insurance charges, vision, dental and chiropractic care, and health-related equipment such as eyeglasses and hearing aids.

Businesses can provide Health Savings Accounts for their employees; individuals can also establish Health Savings Accounts if they're not offered at work.

"We're here to recommend the best solution," said Shirk, "whether that's helping a company provide benefits for its employees, helping moms and dads benefit their families, or helping individuals take advantage of the benefits due to them." ■



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