

# BUSINESS BRIEFS

## Sarlo expands operations to Naples

Sarlo Power Mowers, Inc. has opened a new retail and service location at 5900 Shirley St., off Pine Ridge Road in Naples, in order to better serve its residential and commercial customers in South Lee and Collier counties.

This is the Sarlo family's second retail and service center in Southwest Florida. Operations at the flagship store and manufacturing plant in Fort Myers will continue downtown on Dr. Martin Luther King Jr. Boulevard, headquarters for the business for the past 73 years.

Sarlo is the oldest lawn mower manufacturer in the United States under single ownership. The company is Briggs and Stratton's oldest continuous customer. For more information, visit [www.sarломower.com](http://www.sarломower.com). ■

## Henricks Jewelers recovers from bankruptcy

Henricks Jewelers has recovered from Chapter 11 bankruptcy as a newly reorganized company. The company's Southwest Florida locations in Bonita Springs and Naples will remain open. In appreciation of its loyal customers, Henricks is honoring all warranties that were established before the company filed bankruptcy and reorganized.

The company filed a petition for Chapter 11 bankruptcy in November 2007 and has reorganized with the same owners, Kevin Waters and Patrick Hopper of Luxury Ventures, with backing

from Kairos Capital Partners.

"We are pleased to be once again serving our loyal customers and look forward to seeing them all again this season," said Waters, CEO of Luxury Ventures. "Through their support, we are back and stronger than ever, and we intend to give back through new pricing and exclusive, cutting-edge designs." ■

## First Community Bank opens Bonita branch

First Community Bank of Southwest Florida recently celebrated the grand opening of its first location in Bonita Springs. A full-service facility offering a variety of personal and commercial banking and financing products, the branch is at 25235 S. Tamiami Trail, in front of Sweetbay Supermarket and LA Fitness just south of Bonita Beach Road.

The new Bonita office is the third Lee County location of First Community Bank of Southwest Florida; a fourth is planned to open in the next quarter. ■



## Denny Grimes headlines workshop

Learn how to create positive opportunities from a challenging economy at an interactive workshop presented by Train with Shane. Realtor Denny Grimes will discuss how he has weathered the market changes and created ways to thrive.

The workshop takes place from 9:30 a.m. to 12:30 p.m. Friday, Sept. 26, at Beacon Executive Suites, 8359 Beacon Blvd., Fort Myers. Registration for \$49 per person can be done by phone at (239) 939-1848 or online at [www.train-withshane.com](http://www.train-withshane.com). ■

## Master new media at workshop

Train with Shane, Lee County Schools Business and Industry Services and NextLevel Design will conduct a workshop on e-mail marketing, blogging and social media from 2 to 5 p.m. Wednesday, Sept. 24, at the Lee BIS computer lab in the Lee County Public Education Center at Colonial Boulevard and Metro Parkway, Fort Myers. Cost is \$45 and space is limited. Call (239) 939-6320 to register; visit [www.leecountybis.com](http://www.leecountybis.com) for more information. ■

## Advantage Marketing workshop set

Business owners, managers and employees are invited to the Advantage Marketing Workshop sponsored by The Bridge Networking Group from 8 a.m. to 1:30 p.m. Thursday, Oct. 9, at Colonial Country Club, Fort Myers. The \$45 cost

includes continental breakfast, lunch, six educational topics and speakers, networking and prize giveaways. Seats are limited. Contact Michele Andre at (239) 225-5019 or [www.thebridgenetworking@hotmail.com](mailto:www.thebridgenetworking@hotmail.com). ■

## FPRA announces new board members

The Southwest Florida Chapter of the Florida Public Relations Association welcomes its 2008-09 board members: President, Ginny Cooper; President-elect, Kathleen Taylor; Secretary, Jessica Clark, APR; Treasurer, Vicki Moreland; and Past-President, Barbara-Anne Urrutia.

The following chapter directors will serve for 2008-2009: VP Communications, Kara Minoui; VP Professional Development, Kate Gooderham, APR, CPRC; VP Member Relations, Phyllis Ershowsky, APR, MBA; VP Community Relations, Susan Sanders, APR.

Chapter chairs for the coming year are: Credentialing, Mary Briggs, APR, CPRC; Education, Laurel Smith, APR, and Sharon Arnold; Hospitality, Laura Puerto; Media Relations, Carla Ulakovic; Membership, Angela Fisher; Newsletter, Heidi Davis; PRU co-chairs, Tina Haisman, APR, CPRC, and Ken Gooderham; Programs, Deborah Shane; Special Projects, Cindy Burgess; Sponsorship, Erin Comerford; Web site, Chip McElroy, Southwest Florida College.

Established in 1938, FPRA is the oldest public relations organization in the country. FPRA is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida. ■

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\*\*Accurate as of 9/1/08