

# Edison State College wins Telly Award

## For 'There's a Little Bit of Genius in Everybody' campaign

Edison State College and Main Sail Video Productions, Inc. captured a bronze statuette for outstanding achievement in the 29th Telly Awards competition for the College's "Genius" television campaign.

The four commercials feature a ghostly image of Thomas Edison visiting each of the college's campuses, observing students and surroundings with pleasure and amazement. Each 30-second segment ends with Edison taking a hand at today's technology — rocking to a tune on an iPod, pointing an iPhone Web browser to the college Web site, taking notes in class using a laptop, and inserting a heart catheter into a mannequin in the cardiovascular lab. The final voiceover says "At Edison State College, we believe there's a little bit of genius in everybody."

"We are proud of the Thomas Alva Edison connection and legacy," said Kenneth Walker, Edison State College president. "This campaign builds on the values and characteristics

shared by the man and the college—hard work, determination, innovation, and belief in one person's ability to impact the world in a positive way."

Telly is the premier award honoring outstanding local, regional, and cable TV commercials and programs, and video and film productions. Judges are top advertising and production professionals, and past Telly Winners. There are more than 14,000 entries each year.

Edison State College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate degrees, associate degrees and certificates. More than 17,000 credit seeking students are served annually through full service campuses in Punta Gorda, Fort Myers, and Naples, outreach centers in LaBelle and Clewiston and through Edison Online. Additional information may be obtained through the college Web site, [www.edison.edu](http://www.edison.edu). ■

# Health savings account seminar Oct. 16

Business owners, managers and human resource directors are invited to learn about saving money while providing useful employee benefits at a complimentary seminar to be held on Thursday, Oct. 16, from 8 to 10 a.m. Featuring information on the pros and cons of health-savings account plans, the program is offered by Southwest Capital Bank, at 12670 Creekside Lane, Fort Myers. Don Raimey and Kerri Sisson of Leading Edge Financial, Steven Davis, CPA, of Hughes, Snell and Company, and Bruce Schultz of Southwest Capital Bank will provide this in-depth look at ways to allow employees to set aside money for

health care, with certain tax benefits.

The seminar, targeted toward business owners and managers, will cover a variety of topics, such as: How HSAs can save businesses up to 30 percent on health insurance costs; why employees are more satisfied with HSAs; why insurance companies like HSAs; How employees gain tax advantages through HSAs; and why the change to an HSA is better than the increasing cost of health insurance.

The seminar is open to area business owners and managers. Seating is limited. For more information or reservations, call (239) 332-5115. ■

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## You're invited!

# First Day of Issue Event for the new Alzheimer's stamp!

Join us as we help raise Alzheimer's awareness, and unveil the newest US Postal Service stamp with a special Hidden Oaks pictorial postmark!

All attendees will received a stamped first day cancellation envelope with the special postmark.

## Friday, October 17 • 10 am

- New Alzheimer's stamp unveiled by Postmaster Anne Murray
- Hear an informative talk on Lee County support services given by Dotty St. Amand, MSW, Executive Director of the Alvin A. Dubin Alzheimer's Resource Ctr.
- Door Prizes! • Refreshments! • Open House!

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