

BUSINESS BRIEFS

Jeweler and agency win advertising award

Lily & Co. Jewelers and marketing, advertising and public relations firm Spiro & Associates won an award from the Florida Press Association 2008 Advertising Contest.

The ad, entitled "May All Your Holiday Wishes Come True," won a first-place award for Best Use of Color in a paper with a circulation of under 7,000. The ad was submitted by the *Island Sun* on Sanibel.

"We have always known that the work done for us by Spiro & Associates is top notch," said Dan Schuyler, co-owner of Lily & Co. "It's just nice to win an award



that recognizes their efforts to help us bring a unique and fun atmosphere to our island jewelry gallery."

Lily & Co. is Sanibel's first jewelry gallery, combining fine jewelry and an art gallery in one location.

"It is so great to do work for a client who enjoys pushing the envelope," said Spiro & Associates creative director and vice president, Steve Martin. "Lily & Co. allows us to flex our creative muscle and incorporate their dogs and high-end jewelry into ads that are both funny and compelling." ■

Real Estate Investment Society awards FGCU scholarships

The Real Estate Investment Society, a Southwest Florida professional organization, announced that its annual scholarship has been increased to \$1,000 for 2008. Lidia Hernandez and Charles A. Shiels received the scholarships. The endowed scholarship fund provided \$500 and REIS contributed \$1,500 to fund the awards for this year.

Ms. Hernandez is a senior majoring in marketing with a desire to achieve

a master's degree and pursue a career in marketing in the banking industry. She also has a real estate license and is employed by Hernandez Brothers, LLC, while raising her two children.

Mr. Shiels is a sophomore majoring in finance at FGCU with particular interest in the real estate business.

REIS established the scholarship program in 1999 to benefit local students seeking business-oriented education. ■

Southwest Capital Bank breaks ground for Pine Island branch

Southwest Capital Bank broke ground on a permanent Pine Island home at 5551 Sunset Lane, St. James last week.



Kyle Kitchens, the new branch will be open in February. Wright Construction Corp., of Fort Myers, will manage the

construction. Designed in the old Florida Style, the 2,900-square-foot building features an island-style design, a tin roof overhanging an extensive porch area and drive-up banking lanes and an ATM machine. This new facility will accommodate five employees with a lobby, teller space and offices. It will replace the temporary branch at 10530 Stringfellow Road. Designed by Architect

"As a community bank, it's a pleasure to be a part of a place as unique and special as Pine Island," said President and CEO Bruce Schultz. "We want to be a big part of the community's success and that of the islanders and island businesses. With Elsie and the team, we truly offer local decision making to the Island community." ■

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Public relations association hosts monthly luncheon

The Southwest Florida Chapter of the Florida Public Relations Association will hold its monthly luncheon meeting at the Broadway Palm Dinner Theatre from 11:30 a.m. to 1 p.m. on Tuesday, Nov. 4.

The chapter celebrates Thanksgiving with its traditional annual "Turkeys and Triumphs" luncheon, where members share stories of public relations campaigns.

Networking starts at 11:30 a.m. and reservations are required. Reservation deadline is Friday, Oct. 31. Members and guests can reserve seats at www.fpraswfl.org. The cost is \$18 for FPRA members; \$10 for student members; and \$21 for non-members.

Established in 1938, FPRA is the oldest public relations organization in the country. ■

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'Get Organized' workshop Nov. 7

The market is slow and revenue is down, creating stress, anxiety and loss of productivity at both work and home. Now, help is on the way. The Bridge Networking Group is proud to host the "Get Organized" workshop, with national speaker and author Debbie Hoover, on Friday, Nov. 7, from 8 a.m. to 1:30 p.m. at the Colonial Country Club. The workshop is ideal for anyone working in



Hoover



an office environment, and promises to help both personally and professionally, making it twice as valuable. Participants will learn how to overcome

life's challenges and become more focused, organized, and productive. The content of the workshop is simple, practical, and easily implemented, bringing immediate results.

Ms. Hoover, founder of Back on Track! Solutions, is a productivity trainer for individuals, businesses, and corporations. She is also a contributing author of "Focus, Organization and Productivity" -

Ideas for Success in the Workplace and "Exploring Productivity - Ideas from Industry Professionals on Getting More Done in the Workplace." ■

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