

## NEWS BRIEFS

## “Clydesdale” big game ad tops in Fort Myers

Budweiser’s “Clydesdale-in-Training” and Tide to Go’s “Talking Stain” scored the most points with Southwest Floridians during Super Bowl Sunday according to an overnight poll by Quenzel & Associates, the Fort Myers-based branding, advertising and Web marketing agency. Conducted among a representative group of Southwest Floridians, the online poll also showed that Diet Pepsi Max and the Gatorade drinking dog did well among consumers.

“What each of these commercials has in common is likeability. Over the years, we’ve learned that likeability is the single biggest factor in a commercial’s ability to persuade,” said Quenzel.

“In fact, studies show that people who say they liked a commercial ‘a lot’ are twice as likely to be persuaded by it.”

On the other side, commercials that score poorly with consumers tend to break the most important rule; they rub people the wrong way. Generally described as phony, irritating or worn out, the Quenzel & Associates Super Commercial Poll showed that Audi, Under Armour and Amp Energy Drink fumbled their big chance to win friends and influence people, reported Quenzel. ■



## Paulette Burton award finalists announced

The Lee County Board of County Commissioners has announced the six finalists for the 17th annual Paulette Burton Citizen of the Year Award for 2007. The finalists are: Ann Bruning (Captiva), John Bunch (St James City), Bruce Gora (Fort Myers), Lalai Hamric (Fort Myers), Kevin Lewis (Fort Myers) and Gregg Makepeace (North Fort Myers).

The winner will be announced at the 9:30 a.m., Tuesday, Feb. 19 Lee County Commission meeting in the second floor chambers in the Old Lee County Courthouse (2120 Main Street in downtown Fort Myers.)

The Board of County Commissioners appointed a committee of six individuals to narrow the list of 10 nominations to the six finalists. The Commissioners will select the winner from that list of six.

The award was created in 1991 to honor Burton, a long time Sanibel Island resident and government watchdog. She spent many years serving as a voice of the people to the Lee County Board of County Commissioners as well as playing an active role in Sanibel politics. She died in a 1991 car accident. ■

## Free job training available

Lee County residents currently working at what they consider a dead-end job or feel they would like to increase their pay and chances for opportunity, may want to take advantage of cost-free job training in Medical Office Skills.

The seven-month, no-cost job-training program starts April 22 and class will graduate in November 2008. Telephone interviews will be accepted now through April 11. The class is assigned on a first-come, first-served basis and fills up quickly. All applicants must be working, low-income, provide proof of high school diploma or GED, pass a basic assessment in reading, language and spelling, and pass a criminal background check.

The training is available through the Lee Education and Employment Program and is funded by a Community Services Block Grant. The federal grant gives low-income persons the opportunity to raise their income and enter a new career at the front desk of a medical facility, in medical records, or in insurance billing. The Medical Office Skills (certificate) Program includes keyboarding and computer applications, medical terminology, medical office procedures, basic billing and coding, Medical Manager software, HIPAA training and Heartsaver AED certification.

The program won a 2001 National Association of Counties Achievement Award for employment and training and was the only county program in the United States to win a 2002 Public Service Excellence Award from the Public Employees Roundtable in Washington, D.C.

Successful applicants must have reliable transportation to the classes, which are held 6:30-9:30 p.m., Tuesday and Thursday nights at High Tech Center Central, 3800 Michigan Avenue, Fort Myers. The L.E.E. program covers all costs for tuition, books and childcare (during class hours), and assists with resumes and job placement.

Contact Barbara Goins at (239) 533-7902 or goinsbj@leegov.com. You may also apply on line at [dhs.lee-county.com/AP\\_Family\\_T4\\_R8.html](http://dhs.lee-county.com/AP_Family_T4_R8.html) ■

## Learn bulk mail techniques from Post Office

The Southwest Florida Postal Customer Council is holding a bulk mail training class on Wednesday, March 12 from 10 a.m. until noon. Learn how mail is to be prepared and deposited for bulk mail discounts. The workshop takes place at Fort Myers Processing and Distribution Center, 14080 Jetport Loop Road, Fort Myers. The cost is \$10 and reservations can be made through Feb. 28 at 573-9638. ■

## “Glow in the Dark” golf tournament set

The twice-postponed “Glow in the Dark” golf tournament has been rescheduled for Friday, Feb. 29. Individuals and foursomes may still register to participate in the fun-filled event being held at the Riverbend Golf & Riverclub, North Fort Myers. The public is invited to participate in the nine-hole event, which will benefit the Uncommon Friends Foundation scholarship fund.

Golfers of all ages may register. The individual entry fee is \$85; foursomes may play for \$325. Registration for the event will begin at 5:30 p.m., with dinner served from 6:00 to 7:00. The shotgun start begins at 7:15. The registration fee includes dinner and “glow in the dark” golfing equipment.

Additional information about the “Glow in the Dark” golf tournament and the foundation may be obtained by calling (239) 533-2130 or on the Web at [www.uncommonfriends.org](http://www.uncommonfriends.org) ■

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