

Venture forum meets

The Gulf Coast Venture Forum's next membership meeting is Thursday, Jan. 8, from 4 to 6 p.m. at Tiburon Golf Course Clubhouse, 2620 Tiburon Drive, Naples. The forum promotes the success of the region's new and emerging businesses by connecting entrepreneurs to early-stage capital sources. Traditionally, local wealth has invested outside the local community, while numerous local busi-

nesses sought financing. To bridge this gap, the forum presents emerging, promising companies to the local angel and venture capital community. The Gulf Coast Venture Forum is open to new members. Interested parties must qualify as an accredited investor as defined by the U.S. Securities and Exchange Commission. For information, go to www.gcvf.com or call (239) 262-6300. ■

Bonita Springs Realtor honored

Carla Bonten, broker and owner of Carla Bonten Realty, Inc., Carla Bonten Rentals Inc. and Auctioneers by Carla Bonten, has received a distinguished award for her long-term public service. During a recent gala, the Bonita Springs-Estero Association of Realtors Inc. presented Ms. Bonten with the Pat Lord Memorial Award for volunteer service and stewardship.

Ms. Bonten has served on the board of

directors for the Bonita Springs-Estero Association for five years and also served as the chairperson of its building fund committee for several years. She represents the local organization overseas, serving as its "face" in Europe.

In addition, Ms. Bonten serves on the board of directors for the Children's Home Society of Florida and coordinated fundraisers for the Ronald McDonald House. ■

Success workshops set for January

Deborah Shane, of Train with Shane, a sales, marketing and motivational consulting firm, is presenting several workshops in January to assist businesses in positioning themselves for success in 2009.

► "Marketing and Self Promotion" will be held Jan. 15, from 6 - 8 p.m. at the Southwest Florida Enterprise Center, 3903 Dr. Martin Luther King Jr. Blvd. This Women's Empowerment Series workshop is presented in partnership with the Florida Women's Business Center/SBA. The cost is \$15. Register at www.flwbc.org or by calling (866) 353-3790.

► On Jan. 23, learn five fundamentals and skills that will be essential in a shifting marketplace at a workshop entitled

"Five Trends and Skills to Help You Succeed Now," a Women's Empowerment Series workshop to be held at the Greater Fort Myers Chamber of Commerce, 2310 Edwards Drive. The three-hour workshop begins at 9 a.m. and is limited to 20 people. The cost is \$45. Register at www.trainwithshane.com or by calling 939-1848.

► "E-mail Marketing for Your Business" is a hands-on introduction to e-mail marketing through constant contact which will be held Jan. 30, at the Lee County Business Industry Services, 2855 Colonial Blvd. The three-hour workshop begins at 9 a.m. and the cost is \$45. To register call 939-6320 or visit www.lee-countybis.com ■

Business by the numbers

Learn more in an hour-long workshop than you have learned from your accountant since you went into business at the Cape Coral Yacht Club on Wednesday, Jan. 14, from 4 to 6 p.m. sponsored by the City of Cape Coral. Taking control of your numbers allows you to make important business decisions based on

logic, not emotion. The workshop is an informative, fast paced, logical approach on how to improve your company's bottom line.

The cost has been reduced from \$99 to just \$29.95. For information or to register, call 574-0806. ■

Fund raising executives meeting set for Jan. 13

The Gulf Coast Society of Fund Raising Executives will hold its monthly luncheon meeting and program on Tuesday, Jan. 13, beginning at 11:30 a.m. at the Broadway Palm Dinner Theatre.

For anyone wrestling with the best PR strategies to use to promote your business, organization or event, this meeting is for you.

"How to Get Your Story and Your Need Out to the Public; Use of Traditional and Non-Traditional Public Relations Strategies" will be co-presented by two area authorities on each subject.

Co-presenters will be Ginny Divine, president of Divine Events & Marketing and Kris McCoun, a consultant with DK consulting.

They will present an overview of traditional PR with non-traditional PR provided, what they are and how they work, and their applications today.

This topic will become interactive after their presentation, when they will select a business card and for that organization, create a case-study example illustrating the uses of traditional and non-traditional PR for that organization.

Lunch is \$16 for GCFSRE members and \$20 for non-members. For membership or other GCFSRE information, visit www.gcsfre.org

Reservations are required.

For information or reservations, call 332-5346 or e-mail Nida@DrPiperCenter.org. ■

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