



Source: FGCU Executive Business Climate Survey - Fall 2007 Based on 77 responses

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A Wing and a prayer...

Palm Aerospace announces plans to expand in Fort Myers furthering a dream come true for owner and founder Richard Ching.

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Building Business

An update on construction projects in Southwest Florida. Johnson Engineering's new headquarters is finished and Phase VI is underway for Miromar Outlets.

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Education in SW Florida

In this issue we take a brief look at the many institutions of higher and technical education in the region.

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Lost in translation?

Ever get confused by the jargon of the electronic world? A guest correspondent provides some real help for those of us who don't know all of the technical terminology of our computer age. Here is a listing of all those terms and acronyms that befuddle us much of the time.

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Name that region...

No, it's not a game, but you could win a \$250 savings bond. SWFBT is holding a contest to help create an identity that tells the world just what Southwest Florida is about.

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Commercial property transactions

Who leased what where — who bought which piece of land or building?

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A different kind of market is coming to Big Cypress

U.S. 41 east of Naples will soon be home to 87,000 square feet of air-conditioned market and entertainment venue.

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The Watchdog looks at light bulbs

Condensed Fluorescent Lights (CFLs) are becoming all the rage, and for good reason. But there are some hazards that merit attention. Find out how to deal with them.

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The future is phoning now

BY BILL SCHILLER
ASSOCIATE EDITOR

A few Southwest Florida companies are at the forefront of a revolutionary trend that's not only redefining how businesses engage and interact with their customers, but has the potential to reshape the virtual fabric of our technological lives.

Consider recent events which occurred in Las Vegas. The neon city played host to the 2007 NBA All-Star Week, an event that attracted more than 500,000 sport fans, not to mention, a range of industries vying for the attention of all those potential customers.

Among these was the sports apparel company Adidas, which purchased a mix of marketing techniques involving magazine inserts, billboard signage, and radio and television spots for the occasion. The advertisements included reference to a phone number whereby cell phone users could text the message "Originals" and receive a range of select event information on demand.

Once the caller's contact information was captured, Adidas was able to send out an alert, in this case, announcing the limited availability of their new All Star



FURNISHED PHOTO

Brandon Bormancin, head of Enmobile targets small to mid-size companies for marketing and public relation campaigns incorporating mobile technology.

Shoe line going on sale at the Las Vegas Adidas Sport Performance Store.

Within 30 minutes of sending the text, the store was stormed by a band of buyers (known in industry circles

as a "flash mob"). When the purchasing frenzy subsided, sales at the store reportedly increased more than 20 times.

PHONE, see page 3

Follow the money - banking in SW Florida

BY CAROL J. DEFRAK
CORRESPONDENT

Despite ominous accounts about local economic downturns, Southwest Florida is still shining as a beacon in the banking industry. A healthy reserve of new resources has found its ways here in recent months. Why should this be the case during these tough economic times? Shamrock Bank President Don York gives the following "no-duh" explanation. "In Collier County alone, there are deposits of approximately \$10 billion. Do the math. You don't need a huge share to have a profitable business in such a lucrative market. Capital drives the size of the loans, and loans drive a profit," said York.

That said, again, the area is seeing an array of banks, savings and loans, credit unions and mortgage companies continuing to open their doors to Florida residents. More than 22 banks opened in Florida this year, and several found their way to Collier and Lee counties.

Businesses operating in a competitive market are good for consumers. It gives investors, savers and those in need of loans several options. Potential customers can choose to do business with a small, locally owned community bank, a mid-size regional bank or a mega credit union. All have original taglines and mission statements designed to entice a viable market share. For the most part, all financial institutions offer customers the same basic products, therefore their mission statements focus on what they believe sets them apart from the norm; experienced

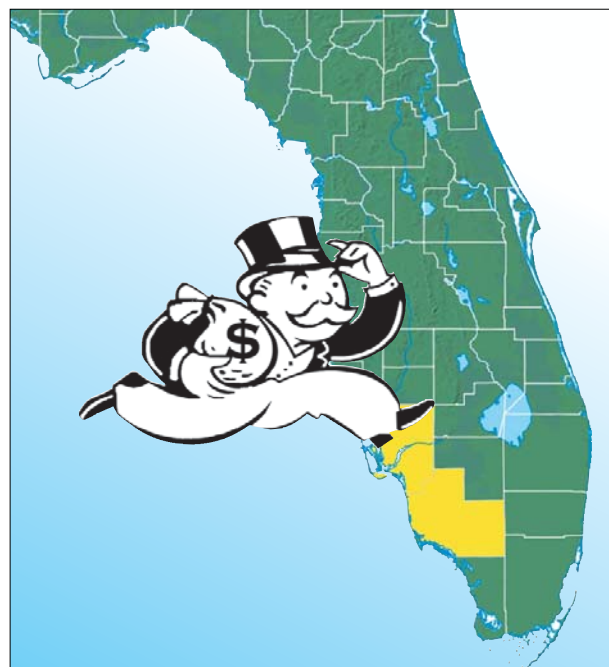
staff and superb service. They offer everything from mortgages to checking accounts and a myriad of services in between; only interest charged or interest gained may be different.

Panther, a new bank in Lehigh Acres, scheduled for an official grand opening this January, did a national search before deciding to settle in Lehigh. "We were looking for a loca-

tion that offered a demographic with strong commercial growth as well as a good customer base. We narrowed our search to Florida, Nevada and Arizona," said Karen Makowski, president.

"Most Florida banks were in a tremendous growth pattern during the last five years. Many were opening in the

BANKS, see page 5





Notice to Residents in Unincorporated Lee County, the City of Bonita Springs, and Town of Fort Myers Beach

***Christmas and New Year's Holiday
Schedule Change for
Garbage, Yard Waste, and
Recycling Collections***

ALL GARBAGE, RECYCLING, and YARD WASTE COLLECTIONS in unincorporated Lee County, the City of Bonita Springs and Town of Fort Myers Beach are performed **ONE DAY AFTER THE REGULARLY SCHEDULED COLLECTION DAY** in observance of the Christmas and New Year's Day holiday. This schedule starts December 25th, 2007 for the remainder of the week and again January 1, 2008 for the remainder of the week. (All Monday collections remain unchanged).

Regular collection schedules resume Monday, January 7th, 2008.

Please dispose of live Christmas trees curbside for pick up on the yard waste collection day.

Residents in multi-family units please contact the Management Company for details. Please remove lights, ornaments, and tinsel. Thank you.

Lee County Solid Waste Division
(239) 338-3302



PHONE, from page 3

Neighborhood niche

The advertising company that launched the campaign was New York-based Isobar. The company providing the mobile marketing solution was Naples-based Neighborhood America.

Both companies recently earned global honors in Los Angeles last month from the Mobile Marketing Association as winners of the "Best Use of Mobile Marketing Award."

"This has been an exciting year for mobile marketing globally with more than 260 submissions for this year's MMA Awards program," said Laura Marriott, president of the MMA. "We congratulate Neighborhood America on its win, underscoring how brands and marketers will increasingly utilize the mobile channel as viable means to reach consumers."

Neighborhood America is a company specializing in the creation of virtual communities. More than just Web sites, it's the entire operating system and platform — allowing for the dissemination of information and exchange of communication between individuals comprising social, government or business-related networks.

To achieve its ground-breaking work in mobile marketing, Neighborhood America acquired Movo Mobile last year. Movo was founded by Dan Miller, a technology entrepreneur who has co-founded such companies as the job search application firm Pongo Software, and the mentoring and capital formation company BizTank. He is also the former president of PlanetResume.com, a pioneering online recruiting enterprise.

He has been credited with positioning Neighborhood America as a complete provider of enterprise communications solutions, integrating mobile marketing and interactivity to the company's Web-based management tools.

Move it or lose it

Quoting statistics from Mobile Marketing Association, Miller indicates that next year, 89 percent of the major brands are shifting their marketing resources to integrate mobile phone capabilities.

"Companies that don't include mobile as part of their marketing strategy are at a competitive disadvantage," Miller said.

To hear him describe it, the process allows for much more than a singular interaction.

For example, returning to the event with Adidas, Miller said the company now has a virtual community of consumers that have indicated their receptivity to receiving news about Adidas products.

Therefore, what happened in Las Vegas won't have to stay in Las Vegas; Adidas can use these same contacts to promote other products at other times, to a community accustomed to receiving such news via cell phone.

The MMA studies deserve further examination. In five years, they project more than half the brands will spend between 5 and 25 percent of their total marketing budget on mobile marketing. This stems from so many people using mobile phones.

In first quarter 2007, the number of such users in the United States was estimated at more than 232 million, a figure that doesn't account for the hundreds of millions of other users in Asia and Europe. The messaging applications (a format known as SMS) are estimated to generate revenues of more than \$50 billion in America by 2010 (driven by the sending of more than 2.38 trillion messages). There's also the aspect of mobile internet users, a number predicted to exceed more than 750 million worldwide by 2010.

JupiterResearch, a marketing research firm specializing in the impact of the Internet, suggests that mobile internet advertising will rise from \$110 million this year to \$224 million by 2011.

Beyond the ability to reach an array of consumers who have opted in for receiving information, Neighborhood America's Director of Mobile Services David Rippe toe also indicates another advantage of the technology — convenience.

"Our client's IT staff doesn't have to worry about maintaining servers, upgrades and all that. We provide a fully secure online solution that allows people to receive real time reports at the push of a button," he said.

Consumers receive more than standard content.

The kiss heard 'round the world

When Neutrogena decided to launch a campaign for its new line of Moisture Shine Lip Smoothers in May of last year, customers received more than a mere product announcement. The company created a series of "Get Your Kiss On" messages complemented with virtual lips that sent a kiss. Customers could both receive and transmit smooches to one another.

Of the more than 22,000 lip smacks logged at the beginning of 2007, more than 65 percent had been sent via mobile phone.

Not your father's telephone

According to Scott Womble, the Chief Financial Officer for NeoMedia Technologies (a company which has relocated from Fort Myers to Atlanta) much of how one views the cell phone is determined by age.

"If you are older than 27, you probably just use your phone to make calls and wonder why there all these other buttons," he said. "If you are younger than 27, you've probably grown up using the cell phone and it's part of your life's blood. You not only use it to keep in touch with your friends, but you use to keep up with what is happening in the world."

This was a point not lost on Mark Bernstein, the 30-something CEO of executive recruiting firm Bernstein & Associates in Fort Myers.

"I keep up with the news by getting CNN.COM sent to my cell phone," he said. "I pay more attention to the news I get on my phone than anything else."

But Womble suggests mobile marketing is expanding to offer more than alerts, becoming a primary conduit for all purchasing interactions. Consider the



FURNISHED PHOTO

Dan Miller, founder of Movo Mobile.

familiar bar codes. Womble said the bar codes will soon go the way of the dodo bird due to the creation of a "3-D data matrix" system. It's a little colorful blip which can contain more information than the bar codes allow, but also empowers consumers to scan (or take photographs) with their cell phone.

Womble uses the example of a bottle of ketchup. The cell phone will trigger a connection which allows consumers to obtain all the nutritional information, recipes, discount coupons and whatever other information there is to be imparted for the time of that use... or future use.

"We're talking about a technology that will do away with the printing of all those coupons in newspapers," he said.

The technology can be applied to the sending of wire money transfers, or tickets for concerts and movies, and a vast range of other applications. Though some years away from this type of integration, Womble said, companies are currently working toward these type of advances in mobile marketing, so this future is not far off.

How confident is the team at NeoMedia about the future of mobile marketing?

"We're so confident that we're betting the entire future of our company on it," Womble said.

(Not) waiting on the world to change

That's a gamble also being made by a team of entrepreneurs that recently set up offices in Fort Myers as well as Ohio. EnMobile Media is a company specializing in marketing and public relation campaigns incorporating mobile technology.

The company was launched by Brandon Bornancin, a graduate of the University of Ohio who used to come to Fort Myers during spring break. Bornancin said he liked Fort Myers so much that he decided to open an office here when he started the company.

"It's a beautiful city with beautiful people," said Bornancin, while indicating yet something else: "beautiful demographics."

In this case, that's a lot of people between the ages of 18 and 35 who understand the potential of mobile marketing.

"Mobile phones are increasingly becoming like personal PCs," Bornancin said. "In the next few years, mobile phones will be our personal computers, depleting the necessity for some to even have one."

He envisions a time when people will no longer be confined to chairs in front of a computer monitor or television screen, or being in earshot of the nearest radio, they'll simply rely on that content from the portable devices they carry with themselves at all times. That's already happening today.

"You don't see many people lugging around their computer or other equipment, but they always have their phones on 'em," said Bornancin.

The company is already using its capabilities to serve the local real estate market. Anyone taking note of "for sale" property signs may also see a number in which they are instructed to text with their cell phone. This connects callers with pricing information as well as several indoor and outdoor pictures, and other relevant information.


"That's just the start," Bornancin said.

EnMobile hopes to provide services for small to mid-size companies. Beyond the mobile technology, his is a team of creative thinkers that does a lot of market research and client coordination to deliver customized campaigns. He regards the market potential for companies such as EnMobile as "explosive."

Kathy Boyd, in Neighborhood America's Corporate Communications center, describes the potential as "limitless." Given the increasing dependency and demands of mobile users and merchants throughout the world, Boyd offers some prognostication about her company's future position: "We are going to change the world."

Ask Adidas and they might say they already have.

HAPPY HOLIDAYS




During this holiday season and every day of the year, we wish you all the best.

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