



## Cape Coral Technical College Hosts Open House



**Saturday, November 5**  
**10:00 a.m. - 2:00 p.m.**  
**Cape Coral Technical College**  
**360 Santa Barbara N.**  
**Cape Coral, FL 33993**

Prospective students will have the opportunity to learn about classes and career paths being offered at Cape Coral Technical College.

- \* Tour the Campus
- \* Food
- \* Fun
- \* Door Prizes & More

Cape Coral Technical College offers 22 programs in four core areas of study: Health, Hospitality, Technology and Business.

Visit: [Capecoraltech.edu](http://Capecoraltech.edu)

## Economic Development News

### Message From Your EDO Manager

#### *Recognition a Sign of Performance*

We see businesses and cities receive recognition quite often, but what we need to remember is the fact that the recognition is the direct result of



performance. It's an acknowledgement that all of the hard work that has gone into the effort has produced a result that was worthy of praise. Most business owners are not setting out to receive these acknowledgements. Their goal was to make their business a success and to earn a living and in some cases, fulfill a passion.

As you'll see in this newsletter, we have some more businesses and individuals who have garnered some recognition because their hard work and dedication has paid off. This is a great sign for our community. It shows that we have a great many individuals and companies that are striving to make a difference in their industries and their community.

We recognize good students for performance; we have awards, top 10 lists and halls of fame. While these accolades are designed to reward performance, we can't lose sight of the fact that the end result is success. We all want to be successful, but we have to bear in mind that success is the result of hard work and repeated quality on the part of individuals, teams and companies.

Take a minute to think about all of the hard work and effort put forth by these recipients. Bear in mind that the body of work put forth on a consistent level is one of the main reasons why these accolades are

Want to know what's happening with new development in Cape Coral?

Save the Date

Find Out what the insiders know!



Tuesday, Nov 15th @ 5pm

Cape Christian Fellowship - 2110 Chiquita Blvd, Cape Coral  
www.CatchTheVisionCapeCoral.com

Tickets On Sale NOW! Call Linda or Gloria @ 239.542.2254

A 2017 Real Estate Look Forward  
Catch The VISION  
6th Annual  
Trends, Tips & Forecasting  
for Cape Coral

Tickets are \$10.00, include a brown bag dinner, a colorful program pamphlet filled with helpful information, a Vendor Trade Show with raffles, and sponsors will have goodies giveaways too. For more information, vendor or sponsor opportunities, call Linda Biondi or Gloria Tate at Raso Realty: 239-542-2254.

[Learn more.](#)

## FAFSA First Targets High School Seniors



A regional education campaign is targeting high school seniors and their parents throughout our five-county region with a goal to increase the number of students attending college with the help of financial aid.

achieved. If you work hard, you may not always receive recognition, but you'll most likely be successful.

Sincerely,

Dana Brunett

City of Cape Coral  
Economic Development Manager

## Local Business Leader Recognized Before Departure Matt Chambers Wins ACMA Hall of Fame



Even as he announces his departure from Marine Concepts and Design Concepts, Matt Chambers continues to garner recognition for his outstanding work. Recently, the American Composites Manufacturers Association awarded Chambers with the 2016 ACMA Hall of Fame

Award. This award is given annually to influential leaders from the composites industry.

"It is an honor to be presented with the ACMA's 2016 Hall of Fame Award. I am proud to be a part of such an outstanding and prestigious organization which supports manufacturers through education, promotion and government representation," Chambers said.

Congratulations to Chambers on this very prestigious honor. It is a true reflection upon a body of work and dedication to an industry for which he has a passion for and has always strived for high quality products in a customer-friendly environment.

Chambers has been with Marine Concepts since April 2006. He was a former Southwest Florida Manufacturers Association President, awarded the Governor's Award presented by Governor Rick Scott and currently is on the Board of Directors of the ACMA.

Upon announcing his plans to leave the firm, Chambers had this to say, "It has been a great 10 years with Marine Concepts/Design Concepts. Due to family matters, wishing to live closer to family and taking in my father-in-law, I have made the tough choice to leave the company effective October 28th. I leave a company that is well run by a great team. I will miss our customers, suppliers, team and families greatly."

Marine Concepts opened its doors in 1976 and has gone through two ownership changes since that time but

FAFSA is the Free Application for Federal Student Aid and the FAFSA first! Campaign is designed to help students to successfully complete the application. This application is a requirement for any student who wishes to apply for financial aid to attend college or a career school.

Currently, the Southwest Florida FAFSA completion rate is 35.3 percent. The goal with this campaign is to increase that rate by 5 percent this school year.

Visit:

[FAFSAfirst.org](http://FAFSAfirst.org)

## New Cape Coral Businesses



111 new businesses registered for  
Cape Coral Tax Receipts  
(Business Licenses)  
in September 2016.

[Click here](#) to view new Cape  
business reports.

## Lunchtime Learning Opportunities



**4<sup>th</sup> Wednesday BizChat**  
**October 26**  
11:30 a.m. - 1:30 p.m.

remains a "go to" source for specialists in design, engineering, CNC milling, plug building, and mold production. They continue to grow, with over 200 employees between their headquarters in Cape Coral and their second production facility in Sarasota.

## Business Profile: CapeCoral.com Shines a Positive Community Spotlight



*CapeCoral.com launched as a community website for Cape Coral in August, 2009.*

A product of a partnership between Century 21 Sunbelt owner/broker Barbara Watt-Biggs, Bob Biggs, and internet advertising agency Alliance Digital Solutions, the website initially focused on local events, business directory, and photo galleries capturing the "goings on" in Cape Coral.

Met with an ever-changing business climate, that initiative was broadened to include more far-reaching coverage and soon became a full-fledged news resource in Cape Coral covering everything from local government, local businesses, and organizations, youth sports, real estate, to the large number of events that take place in Cape Coral.

In early 2011, the website went through organizational changes that saw the hiring of Alliance Digital Solutions co-owner Jeff Koehn as the Publisher/Partner of CapeCoral.com, "I saw a chance to continue to create something special, something that focused on all facets of life in Cape Coral. It was an incredible opportunity that I could not pass up."

As the website continued to grow, the need for more "feet on the street" became apparent. To meet those needs, Koehn did not have to look far, and brought in his wife, Laura as the company's Sales & Marketing Director in early 2011 to make it a real family affair.

Both being born and raised in Lee County, Laura and Jeff understood the importance of strong community ties, and began embedding themselves in the Cape Coral community not only as business professionals but through community stewardship, involving themselves in such organizations as the Chamber of Commerce of Cape Coral, the Rotary Club of Cape Coral, the CCCIA, Mayors Scholarship Fund, and more, "I have learned more about Cape Coral in the past seven years than I did in the 40 years I grew up and raised my family here. It has been a great and educational experience," explains Jeff.

It was during that time Jeff says that the results of the

Nicholas Annex  
815 Nicholas Parkway  
Cape Coral

Hosted by the Cape Coral EDO in partnership with the Small Business Development Center with participation from the Cape Chamber and a host of other community partners. This meeting offers existing and prospective business owners an opportunity to test their company elevator speech and learn how to fine-tune the message. Enjoy a free light lunch and hear a short educational message from a small business expert.

Note that this October meeting will be the final BizChat for 2016. Due to the busy holiday season, BizChat will not be held in November or December and will resume in January 2017.

### **Cape Coral Business Alliance November 1**

11:30 a.m. - 1:00 p.m.  
Coconuts Bar & Grill  
850 Lafayette Street  
Cape Coral

**Visit:**

[capebusinessalliance.com](http://capebusinessalliance.com)

At the November Lunch and Learn, business leader Denise Perchall will be speaking about payroll and workman's comp changes. This group also focuses on a charity each month, with the November spotlight on Samaritan Health with Dr. Susan Hook.

### **Cape Coral Chamber November 3**

11:30 a.m. - 1:00 p.m.  
Cape Coral Technical College  
360 Santa Barbara Blvd. N  
Cape Coral, FL 33993

This meeting often includes an educational presentation by a representative of SCORE. Also, enjoy the chance to network and learn.

For details and to register, [click here](#).

two working countless hours began to pay off and CapeCoral.com gained a reputation of "being everywhere" and reporting the news in a fair and unbiased fashion, "When we first started a lot of people thought we were the city website. As time went on people started recognizing us as a legitimate local news source. It was a great feeling when people would come up to us and say how much they loved our website and relied on it for their Cape Coral news."

Today, that momentum has continued to grow, and CapeCoral.com attracts thousands of readers each month, focusing on coverage of local government, events, businesses, and people that impact Cape Coral.

Not resting on their laurels, Jeff says the website is working on a number of initiatives to expand the coverage of the website, "We just added to our high school football coverage this year, and brought on a few new staff members. In the future, we are looking to add more diverse news coverage to continue our pattern of growth, and create a more complete picture of what happens here in Cape Coral."

Visit: [CapeCoral.com](http://CapeCoral.com)

## **Building Your Company on the Right Foundation**

*By Russ Winstead CBA, CFM, CGBP FGCU Small Business  
Development Center, Cape Coral Consultant  
239.573.2737*

When asked what is the most consistent ongoing problem facing the businesses I deal with on a daily basis, the answer is 'employees'-- finding them, training them, the cost, failing to show up to work--the list goes on!



I understand the frustration, yet the problems often start with us. This article is **not** about finding fault; it's about what we can do that is different and better! Here is an overall approach that I've found can help to solve many employee problems.

First, remember that employees are the foundation of most businesses. When I start to work with a new business client, many times I find they have put little time into really thinking about an open position they are hiring for or what kind of person fits it and the company. In truth, all new hires are a risk. However, your approach to hiring can help minimize the risk and maximize your results.

To begin, look at your company and the open position. What type of person would be a perfect fit? Not just the

# Gearing Up For Coconut Festival 2016



## 2016 Coconut Festival November 10-13

Sun Splash Family Waterpark  
400 Santa Barbara Blvd.  
Cape Coral

This popular event will once again feature great food, national entertainment, carnival rides and a spectacular fireworks display on Friday and Saturday nights. "COCO Country" night on Friday, November 11 will feature national Country stars Jana Kramer and Chase Bryant. On Saturday, November 12, .38 Special will rock the stage during "COCO Rock" night.



On November 11, you will also have a chance to participate in a 5K & Kids run to support local schools.

For information on all things Coco Fest, [click here.](#)

experience or the skills, the person! The culture of the work environment is as important as the skill sets in the big picture. In many cases, it is easier to teach skills to the right person than to teach someone with skills how to be the right person.

After you have the right person, make sure you set them up for success. Ask yourself, "What do they need to know to do a great job?" Train them well. Invest the time upfront and it will save you a lot in the end. Next, make sure you communicate that they are an important, respected and needed part of the team--that you are counting on them and know they will do an awesome job. Expect excellence!

Watch them, praise them for the good things you catch them doing. When they make a mistake, stay positive. Look for what went wrong and for what is needed to address the situation, then move on.

During the first 30-60 days, assess if you made the right decision on the new person. It is said, it's better to "hire slow and fire fast". Take your time, be as sure as you can that this is the right person for the job before you hire them. After you hire them, pay close attention to whether they are fitting in; do they get it? Are they picking up on their responsibilities and moving in the right direction?

In most situations, there will be a learning curve--time needed for training and getting into the groove. Pay close attention to the progress they make and the attitude they have, not so much to the normal mistakes in the learning process. If you find they are not the fit you thought they would be, let them go. Be kind and let them know you feel they are a fine person, but you feel this job is not the best match for them and you want them to be successful.

After the evaluation period and they have established themselves as "keepers", ensure you continue to provide positive feedback, build up your team, reward them appropriately and verbally recognize their value to the team and the company.

This article is just a quick snapshot of some ideas for building your company strong from the ground up. If you would like to discuss this or other issues in greater detail please give me a call.

## Cape Coral's Siesta Pebble a Top 50 Fastest Growing Company



Business Observer Magazine has recognized Siesta Pebble, Inc. as one of the 'Top 500' firms in Southwest

# Downtown Farmer's Market is Back



Downtown Farmer's Market  
Club Square (SE 47 Terrace &  
SE 10th Place)  
Cape Coral  
8:00 a.m. - 1:00 p.m.  
October - May

In addition to this original farmer's market, Cape Coral offers two other excellent markets.

Visit the website showcasing all three:

[capecoralfarmersmarket.com](http://capecoralfarmersmarket.com)

Florida and has named them one of the 50 fastest-growing firms in our area. Siesta Pebble, Inc. installs complete backyard renovations and numerous pool finish solutions and is the registered Pebble Tec® representative in Southwest Florida. A family-owned business, Siesta Pebble is also celebrating its 20<sup>th</sup> anniversary. Principal owner, Michelle Whitlock, has operated and expanded Siesta Pebble and promotes top quality work and customer service.

In addition to Siesta Pebble, Business Observer also recognized four other Cape Coral businesses in their 'Top 500'. Also listed were: Turbine Generator Maintenance, Inc., Aubuchon Group of Companies, Hammer Construction and one of Cape Coral's newest companies, Moore & Scarry Advertising.

The 2016 Gulf Coast 500 ranks the largest 500 companies from nine counties from Polk to Collier, by revenue. It specializes in reporting on the region's industry and economic trends; emerging companies; corporate strategies; identifying and profiling the region's up-and-coming entrepreneurs and top business leaders; and keeping its readers abreast of state, regional and local government actions affecting business and the economy.

The City of Cape Coral would like to congratulate these fine companies for all of their hard work and dedication that lead to this acknowledgement by the Business Observer. We wish you continued success as you grow your companies.

## Contact Us

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## Resources

**Cape Coral Chamber**

**CareerSource Southwest Florida**

**Cape Community Foundation**

**CCCIA**

**City of Cape Coral**

**Goodwill MicroEnterprise Prog.**

**Lee County EDO**

**SBDC**

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