

GOUGING HOTLINE ACTIVATED

Attorney General Pam Bondi has activated Florida's price gouging hotline for all consumers in Florida. Anyone who suspects price gouging should report it to Bondi's office by calling 1-866-9-NO-SCAM (966-7226). State law prohibits extreme increases in the price of essential commodities, including food, water, hotels, ice, gasoline, lumber and equipment, needed as a direct result of a declared emergency. Violators of the price gouging statute are subject to civil penalties of \$1,000 per violation and up to a total of \$25,000 for multiple violations committed in a single 24-hour period, in addition to other civil penalties that may apply. State law also criminalizes the sale of goods and services to the public without possession of an occupational license. Violators can be charged with a second-degree misdemeanor. For more information, visit www.myfloridalegal.com.



DICKARD OF HERC RENTALS TO SPEAK AT PRSA EVENT

The next [Public Relations Society of America](http://www.prsa.org) (PRSA), Gulf Coast Chapter luncheon is from 11:30 a.m. to 1 p.m. on Sept. 26 at the Hilton Naples, 5111 Tamiami Trail N. Guest speaker Paul Dickard, vice president of corporate communications for Herc Rentals, will discuss "Corporate Public Relations: Building and Maintaining Your Reputation." The cost is \$30 for PRSA members, \$38 for non-members and \$25 for students. Reservations are required by Sept. 22 and can be made online.



SCORE SCHEDULES WORKSHOP

SCORE Naples will hold a small business academy workshop from 6 p.m. — 8 p.m. on Oct. 3 at the Community Foundation of Collier County, 1110 Pine Ridge Road, No. 200, Naples. The theme is "How to reach your 'perfect customer,' while saving time and money." The presenter is Tim Philbrick, who has more than 20 years of marketing and sales experience. He currently serves as the director of sales and marketing for The Print Shop & More. The cost is \$25 when registering online at scorenaples.org.

THREE ORGANIZATIONS TAKE PART IN BLUE ZONES

Immokalee Technical College (iTech) is the first [Blue Zones Project](http://www.floridabluezones.com) [Approved](http://www.floridabluezones.com) technical college in the state of Florida, while Naples Park Central Hotel and Fairways Inn of Naples are now Blue Zones Project recognized organizations. These organizations join more than 78 other area companies involved with Blue Zones Project—a community-by-community, well-being improvement initiative designed to support longer, better lives through changes to environment, policy, and social networks. Principles are based on lifestyles in Blue Zones areas, pockets of the world where people live longer with less chronic disease and higher quality of life. To become a Blue



Zones Project Approved™ school, Immokalee Technical College implemented a punch card system in their cafeteria where students are rewarded with bonus items for choosing healthier food options. In addition, the cafeteria has offered healthy vending options and added fresh water refill stations to reduce plastic waste and encourage water consumption. Both students and staff members have also begun participating in exercise contests to encourage natural movement and healthy body mass index (BMI). To become Blue Zones Project recognized organizations Fairways Inn of Naples and its sister hotel, Naples Park Central Hotel ensured that bike racks were available on property for their guests and staff, participated in Walking Moais, added healthy vending machines and planted a community garden onsite.

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COMPANIES THAT CARE

The October/November *Gulfshore Business* will feature the advertorial section Companies That Care which will celebrate charitable organizations and philanthropy in Southwest Florida. If you would like to promote your charity or the philanthropic activities of your company, please consider reserving one of the profile advertisements to tell our readers how you are making a difference.

LAWYERS OF DISTINCTION

Lawyers of Distinction will be a featured section of the October/November *Gulfshore Business* magazine. The purpose of this section is to highlight excellence in the law profession—and those designations, distinctions and certifications that one should consider when hiring an attorney. Advertisements will be in a mini-article profile style.

SELECTING THE RIGHT REALTOR

The October/November issue will also include a section called Selecting The Right Realtor. With the hot real estate market, the Fall is an ideal time for sellers to consider their options in seeking a Realtor.

For information, contact Rob Wardlaw, (239) 449-4145, rwardlaw@gulfshorebusiness.com.

WORKSHOP

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