

CONNECT

November/December 2008



Photos courtesy of Seminole County Economic Development

BrandTastic, LLC., a brand-building marketing company, announces the launch of a new website for Encore Construction of Winter Garden.

C.T. Hsu + Associates has designed a new freestanding store prototype for Goodwill Industries of Central Florida with the first 12,000-square-foot location now open in Winter Springs.

In recognition of a career dedicated to principled business practices, The Orlando Chapter of the Public Relations Society of America has awarded **Roy W. Reid, Jr., APR**, a partner with **Consensus Communications**, the Orlando PRSA/Frank R. Stansberry Ethics Award. Recipients of the award are judged based on adherence to the PRSA Code of Ethics, as well as their commitment to engaging in ethical business conduct.

EVOK, a full-service advertising agency, announced a new account to their client roster: Innisbrook Resort and Golf Club in the Tampa area. EVOK also announces having been chosen agency of record for Orange County Public Schools Career & Technical Education, Workforce Central Florida and CAME Americas, LLC. In other EVOK news, the agency announced the promotion of Jourdan Hathaway to Director of Client Services.

General Works Roofing and Sheet Metal, LLC. assisted more than 200 DeBary families after Tropical Storm Fay flooded homes there. Company employees volunteered to work with homeowners to carry equipment, furniture and other valuables from flooded residences to company trucks. Items were then transported to dry storage areas.

Hyatt Place Orlando/Lake Mary participated in a global effort to highlight the importance of early childhood education through Jumpstart's Read for the Record, a national campaign that engages children and adults in an effort to break the world record for the largest shared reading experience. Skye Buckner, director of sales, and Mary Napoli, sales coordinator for Hyatt Place Orlando/Lake Mary visited Wilson Elementary School to read the official campaign book, *Corduroy*, written by Don Freeman, to second grade classrooms. They donated special-edition copies of the book to the school's library.

Mike Patient, **Information Videos**, was voted 2008 Chamber Member of the Year by the independent Casselberry Chamber of Commerce. Mike has served the chamber as Ambassador Chair and currently is serving a second year on the Board of Directors. Patient also serves as a video production partner for the Seminole County Regional Chamber's new Seminole Chamber Video Directory.

James Vickaryous, an attorney in Heathrow, has been awarded a Certificate of Appreciation by Lake Mary High School for his support of the Diversified Career Technology Program. He also has been named a Partner in Excellence by the Seminole County Public Schools.

Allegiant Air and **Orlando Sanford International Airport** announce scheduled, nonstop, low-fare service beginning November 19, to Outagamie County Regional Airport in Appleton, Wisconsin. Also, flight service to Hector International Airport in Fargo, North Dakota, has been announced and will begin on November 21.

Pinnacle Hotel Management has broken ground on the 119-room **Residence Inn Lake Mary** located off International Parkway in the Colonial Center at Heathrow. The six-story Residence Inn by Marriott will be built on two-plus acres south of the **Lake Mary Marriott**, which is also owned and operated by Pinnacle. The hotel will serve the extended stay corporate traveler with studios and one- and two- bedroom suites. The hotel is scheduled to open in July 2009.

Seminole County Regional Chamber of Commerce President, John Ashworth, has been chosen as one of Central Florida's Top 10 Businessmen to Watch for 2008 by the Orlando Business Journal. The honor recognizes the hard work and achievements of ten Central Florida businessmen who are making a difference in Central Florida. Nominations for the selection process were accepted from the community as well as the OBJ editorial team who was responsible for the selection process. The "Top 10" met criteria that included their impact in industry or the community and for leadership roles they played.

The Sharing Center raised funds at the "Love Your Neighbor" Walk-a-Thon to purchase new shoes for needy children in Seminole County. Additional money raised by walkers will assist low-income children, families and elderly with basic needs throughout the year. Honorary chairman for the event was Brenda Carey, Commissioner, District 5 and Chairman of the Seminole County Board of County Commissioners. The event was held on September 29 at Cranes Roost in Altamonte Springs.

A team of **Taylor Morrison** employees recently participated with 160 other teams in the 16th Annual March of Dimes Mud Volleyball Challenge at the Lee Vista Center in Orlando. The team raised \$3,500, which was donated to the March of Dimes.



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