

BUSINESS BRIEFS

Resale shop expands to include women, junior, maternity items

The Twinkle Exchange, with resale clothing and accessories for women, juniors and maternity, has opened as a new department in Twinkle Twinkle Little Store, the baby and children's resale boutique in North Naples. Owners Cheryl Courson and Brooke Chatham welcome customers who have gently used items to exchange for payment or in-store credit toward the purchase of anything

in the store. Unlike consignment, with resale the customer does not have to wait until things sell in order to be paid.

The Twinkle Exchange and Twinkle Twinkle Little Store are at 4910 Tamiami Trail N., in the Tanglewood Plaza with Outback Steakhouse Restaurant, one block south of Pine Ridge Road. Call 262-5904 or visit www.TwinkleTwinkleLittleStoreOfNaples.com. ■

Marco-based IT firm expands to Miami area

Marco Island-based technology services company VSM.net has expanded to the east coast of Florida. This is the first step in the company's plan to extend its high-touch information technology services to businesses across the state and broaden its established Marco-based operations.

The Aventura satellite office provides businesses in the Miami area with access to VSM.net's IT professionals. "The market conditions and the needs of our clients in this market have allowed us to

secure an office and continue our growth plans on schedule," says Michael Junkroski, founding partner of VSM.net.

Founded in 1995, VSM.net is the largest Apple consultancy firm in South Florida, and has professionals that are also certified in Windows and Linux networks. Plus, the firm is uniquely familiar with hybrid networks and can customize a network that allows a variety of office systems to work together.

For more information, visit www.vsm.net or call 642-0304. ■

TIB Financial Corp. makes the grade

Naples-based TIB Financial Corp., holding company for TIB Bank, The Bank of Venice and Naples Capital Advisors Inc., is featured as one of Florida's Top 150 Public Companies in the June 2009 Florida Trend Magazine. Ranked by revenue, TIB Financial Corp. was number 117.

The growth-oriented financial services company has approximately \$1.9 billion in total assets and 28 full-service banking offices throughout the Florida Keys, Homestead, Naples, Bonita Springs, Fort

Myers, Cape Coral, Nokomis and Venice. TIB Financial Corp. is also the parent company of Naples Capital Advisors, Inc., a registered investment advisor with approximately \$95 million of assets under advisement.

The company's stock is traded on The Nasdaq Stock Market under the symbol TIBB. Copies of recent news releases, SEC filings, price quotes, stock charts and other valuable information may be found on TIB's investor relations site at www.tibfinancialcorp.com. ■

Chamber CIVIC program hosts Swedish visitors

The Council for International Visitors in Collier, a program of the Greater Naples Chamber of Commerce, welcomed Goran and Tuula Kessel from Sweden on Tuesday, June 23. The Kessels' visit was sponsored by the U.S. Embassy in Stockholm. Mrs. Kessel serves as chief of the Witness Protection Department for the Stockholm Police Department's Southern District; Mr. Kessel is head of the Communications Department, Operational Staff, Police Authority in the Province of Södermanland.

CIVIC put together a program for the Kessels that focused on crisis management systems and witness protection programs. In the morning the Kes-

sels met with Joseph Frazier and Sandy Betts at the Collier County Emergency Operations Center and toured the new facility. The visitors continued their day and met with Orly Stols at North Naples Fire Control and Rescue, Lt. George Welch of the Collier County Sheriff's Office and Rick Jessup of the U.S. Marshal's Office.

Over the past three years, the CIVIC program has received visitors from Russia, Ecuador and Macedonia in addition to hosting the European Consular Corps in Florida. For more information, contact Stefanie Cuthbertson, director of the CIVIC organization, at 298-7926 or scuthbertson@napleschamber.org. ■

Businesses invited to apply for 2009 Blue Chip awards

The 15th annual Southwest Florida Blue Chip Community Business Award coordinated and sponsored by Oswald Trippe and Company recognizes small businesses that have overcome adversity to achieve success.

Collier, Lee and Charlotte county for-profit businesses that have been in operation for at least three years and employ five to 400 people are eligible for the award. Applications must be submitted no later than Monday, Sept. 14.

The 2009 luncheon ceremony will take place Thursday, Nov. 5, at Harborside Event Center in Fort Myers. The keynote

speaker will be Todd Huston, amputee, mountain climber and world record-holding disabled athlete.

"We are honored to have sponsored the Blue Chip Award program for 15 years," says Gary Trippe, chairman and CEO of Oswald Trippe and Company. "We believe it is vital to recognize small businesses in our communities who have overcome adversity and are willing to share their successes as lessons for all of us."

To request an application or for more information, call Stacey Mercado at 433-7189. ■

SENIORS

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says Ms. Cramer, who is president-elect of the board of directors for the Florida Geriatric Care Managers Association. A care management program is especially beneficial for patients with complex problems, including chronic medical illnesses such as congestive heart failure and chronic obstructive pulmonary disease, and memory disorders such as Alzheimer's disease, as well as for those who require close oversight and management of care.

There's no place like home

Long-term care has emerged as a pressing need as the oldest Baby Boomers turned 60 in 2006. It is estimated that one in five Americans over age 50 will need long-term care at some point in their lives — as will nearly 70 percent of those who turned age 65 in 2006.

"Eldercare has become a growing concern for federal and state governments as well as individuals, eldercare providers and employers," says Mr. Brennan, adding the need for long-term care is likely to amplify in the years to come.

The biggest demand is going to be for in-home care, as home is often where the elderly feel most comfortable receiving long-term care. A recent AARP survey of Americans over the age of 50 found that 89 percent wanted to stay in their homes as long as possible. More than 80 percent of those who need long-term care currently live in their homes or communities. The home also is considered to be a safer environment for the elderly.

As the home becomes the preferred choice in which to age and receive care, new program models are needed to provide the extensive clinical support that Medicare was never historically intended to offer, Ms. Cramer says. Complex care management of patients in the home setting must become more widely available throughout the United States.

That's where organizations like SeniorBridge come in. The company provides comprehensive care from branch offices in 26 locations in Florida, New York, New Jersey, Massachusetts, Maryland, Pennsylvania, North Carolina, Illinois and Texas. The company also provides care nationwide through the SeniorBridge Care Management Network.

SeniorBridge has expanded locally with the recent acquisitions of Parent Care

in Naples, 1st Choice Home Health Care in Marco Island and Naples Health Care Specialists. It also has an office in Fort Myers and will soon open one in the Port Charlotte area.

"These partnerships have provided SeniorBridge with a wealth of knowledgeable and experienced professional care managers in the local community," Mr. Brennan says. "We look forward to further expanding our ability to support clients with complex care needs."

Comprehensive coordination

The company's interdisciplinary approach to comprehensive care includes a team lead by a registered nurse and a master's level social worker. A central task of the team is to assure that those with chronic health conditions are helped across the various points of transition — from primary care, to hospital, to rehabilitation and home.

Among the services are coordination of in-home clinical care, support services and care giving; oversight and training of caregivers; coordination of care with physicians; disease management and monitoring; communication with family members and other professional providers; and quality assurance that care plans are

executed and outcomes are monitored frequently. The team also educates patients, families and caregivers about chronic disease and health maintenance and provides assistance with navigating the health care system or with transitioning patients to a new environment.

Benefits of this care management program include better overall physical health and improved quality of life for patients with fewer emergency room visits and hospitalizations. Research points to the decreased risk of emergency room visits and hospital admissions in high-risk, elderly patients who received these types of services.

Without the type of care provided by companies like SeniorBridge, people with chronic conditions would be placed in nursing homes, dementia units or other types of long-term care institutions. SeniorBridge provides the needed care outside of such institutions, thereby enabling people to live safely in the comfort of their own homes or communities.

"I believe very strongly that the future of chronic healthcare will be to provide care outside institutions," says Dr. Eric Rackow, president and CEO of SeniorBridge. "Our goal is to ensure the very best quality of life for each of our patients." ■

POWERPOINTS

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reader. A very sharp guy and a good economist," Mr. Knight said, noting that

he's comfortable with his portfolio at the moment and is not running out to buy more stocks, even though Mr. Moran has a more bullish stand on the economy.

Also working with Mr. Moran for nearly five years, Jim Lustenader of Bonita Springs said the overall vibe at the June seminar was optimistic but the "elephant

in the room was unemployment. Businesses are very active based on their balance sheets. The real test is going to be next season's earnings numbers that companies report."

The advice Mr. Moran imparted to the group was that all signs indicate the recession is ending. "I believe we are

through the worst of it," he said. "Now is the time to focus on rebuilding retirement savings."

The next "Meet the Portfolio Manager" will be held on Wednesday, July 22, at Moran Asset Management Group's office at 5801 Pelican Bay Blvd. To register, call 254-2200. ■