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Business digest: WCI executives talk with FGCU students

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WCI Communities President and CEO David Fry and Chief Financial Officer Russell Devendorf shared the story of the company's survival with 32 students at FGCU.

For the ninth consecutive year, students from the University of Wyrzburg in Germany took part in the two-week International EMBA summer program at the Lutgert College of Business. Students from Qiagen, a biotech company in Germany, also participated.

James C. Vail, adjunct professor in the Lutgert College of Business, has followed WCI from its inception as Tampa-based Florida Design Communities to its transition as WCI Communities in 1995. While much of the discussion focused on the housing market from 2001 through 2008, Fry and Devendorf also provided details on the reorganization process and how the company navigated through a Chapter 11 bankruptcy.

For more information, visit WCICommunities.com.



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Beach chamber has new website

The Fort Myers Beach Chamber of Commerce has a new website.

Check it out at fortmyersbeachchamber.org.

It was designed, developed and produced by Quenzel & Associates, using the Quenzel proprietary social media marketing platform, Q&A Dialogue.

"We looked at all of the things people liked to do in social media, and built it into the chamber website," said Fort Myers-based adman and web marketer Earl Quenzel.

The new website "allows us to build a community of people who really love Fort Myers Beach," Quenzel said.

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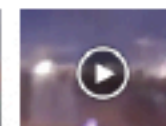
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