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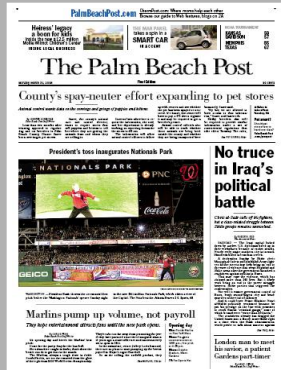
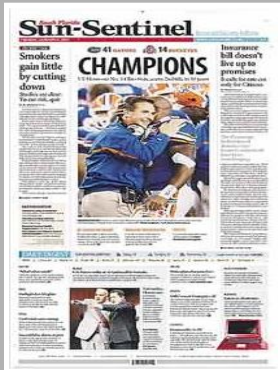
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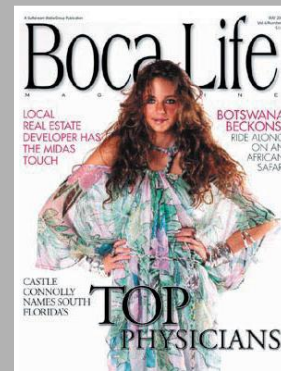
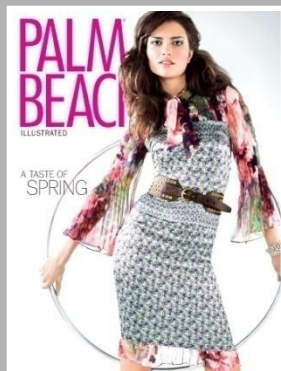
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Media Relations Track Record

Newspaper Placements Include



Magazine Placements Include



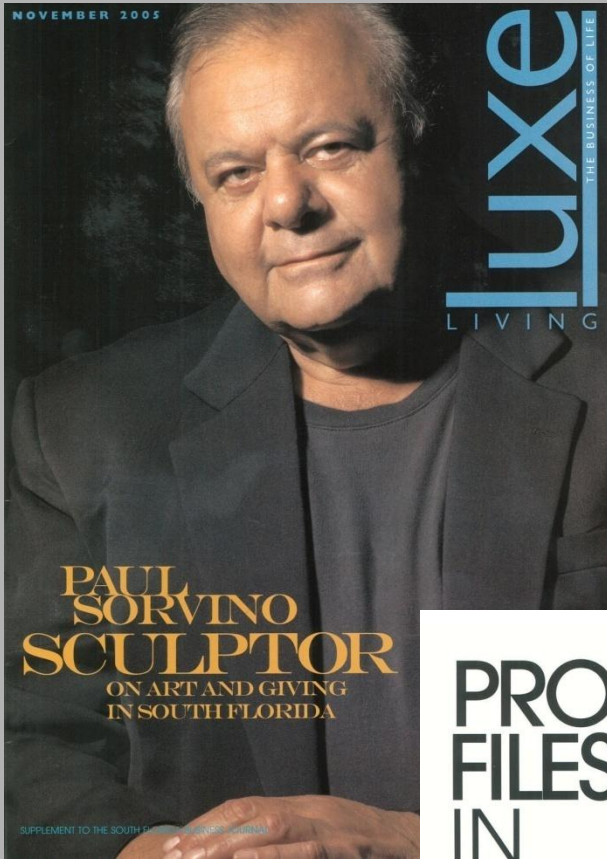
Media Relations Track Record

Broadcast Placements Include



Electronic Media Placements Include





PROFILES IN GIVING

By David Jefferson



BONNIE & JON KAYE

Bonnie and Jon Kaye aren't best known for their checkbooks. It's their Golden Rolodex that makes the biggest impact on local philanthropy. The local public relations pros are "matchmakers" who pair clients, peers and others with charitable organizations to create effective fundraisers. After all, successful charity is about relationships, like pairing California Pizza Kitchen with Joe DiMaggio Children's Hospital Foundation, Town Center at Boca Raton with Boca Raton Pizza Kitchen with Joe DiMaggio Children's Hospital Foundation, Town Center at Boca Raton with Boca Raton Educational Television or the Center for the Arts at Mizner Park with the Boca Raton Resort & Club. "Such endeavors, when well orchestrated, lead to good business and good citizenship," Bonnie says, "as well as personal and professional enhancement for all."



NICHOLAS VAN VECHTEN

Nicholas Van Vechten isn't just another 12-year-old kid. Sure, he likes soccer, swimming and sailing. Do. But when the tsunami hit the Indian Ocean region in December 2004, Van Vechten raised and donated \$8,000 to UNICEF. Twice a year, he empties his closets and drawers to fill packages with toys, games and clothes that he personally delivers to the children of local migrant workers. When visiting the island of Phuket in Thailand several years ago, Nick gave his favorite toy — a dinosaur he'd held for 20-hour plane ride — to a poor boy at the airport. Jay, Nick's father, will tell you his son has a "unique global understanding that we are a small part of a much bigger world." Nicholas simply thinks it's important to give back, and he realizes the good feeling will stay with him throughout his life.



PAT MORAN

As chairman of JM Family Enterprises, Pat Moran is in a position to oversee extensive and impressive philanthropic efforts. And she does just that. With the Dream, a not-for-profit retreat program for families facing serious illness including from the American Cancer Society, and is a board member of Take Stock in Children, a program that provides mentoring and scholarships to disadvantaged high school students. Moran personally shepherds the company's efforts to give back with the Pat Moran/JM Family Enterprises' Habitat for Humanity "Women Build," and the corporate citizenship initiative called Driving Stronger Families. "The most important resource we have in our community — and our world — is people," she says. "We need to foster strong families where adults support each other and children are nurtured and given every opportunity to succeed."



HARVEY & PHYLLIS SANDLER

Harvey and Phyllis Sandler are well known for their largesse. The couple pledged \$20 million to the Boca Raton Community Hospital cancer program, and have supported Federation/United Jewish Appeal and Congregation B'nai Israel. "Caring for the community is the responsibility of everyone — in any way they can. Devoting time, energy, and resources makes a difference in the lives of many," Phyllis Sandler says. "It is a comfort to have cancer care available close to home, as this new center will provide. In fact, it is a blessing."

JAN/FEB 2006

SOFLORIDA

Where business and life intersect

MAGAZINE

Antiquing

The hunt is on for great antiques... and the stories behind them

Dining Guide

Valentine's Day for the romantically challenged

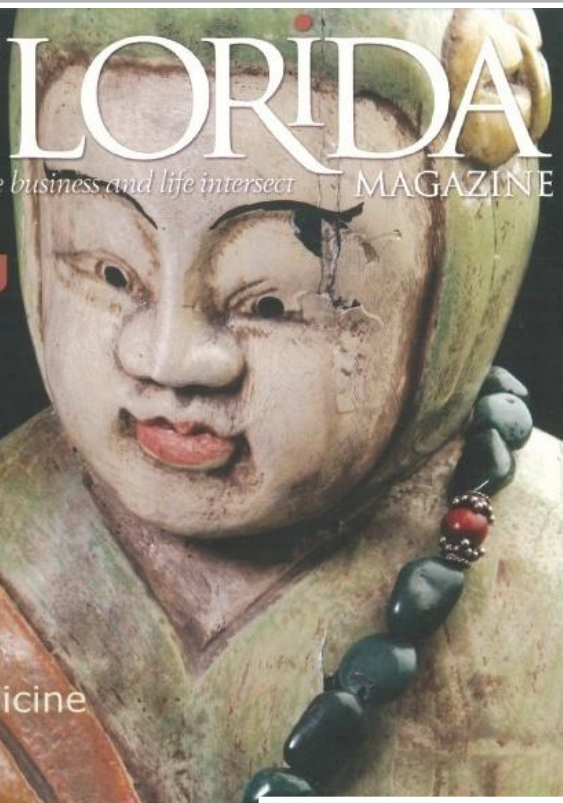
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Concierge Medicine

You Don't Know Jack

Jack Thompson
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SO GIVING



GIVING BACK

By Bonnie S. Kaye

Business & Community

Find Your Nonprofit Soulmate

Somewhere in South Florida's abundant community of worthy nonprofits is the perfect match for your business. The challenge for most businesses, large and small, is choosing which to support and how to begin.

First, make sure that the organization and mission you choose has meaning to you and your company. Your selection will determine and propel the significance of your support, internally and externally.

The cause you choose can be tied to your industry (disease-related for hospitals, legal aid for attorneys, chambers of commerce initiatives), your community's immediate needs (hurricane relief, cultural arts expansion, environmental issues, parks and recreation programming), an employee's personal plight (domestic violence, affordable housing, illness-related) or company branding (the opening of a new facility, lobbying industry association platforms).

If your choice has meaning to you and your organization, it will easily become a part of your daily "think" pattern, work routine and corporate strategies. You and your staff will then naturally find ways to enlist and increase involvement with the financial, human and in-kind resources your company has available.

To find "meaning" for a "match," begin by researching organizations through a variety of informal and formal ways: Read your daily newspaper; survey employees, colleagues and family on their current involvement; conduct Internet searches by category; and review published community and society calendars.

Once you have narrowed your list to five, do a more formal exploration via organization Websites. Then call the contacts listed to set up a meeting, as you will want to learn more about the organization's mission, membership, accomplishments to date and vision for the future, current needs, upcoming events, etc.

Many companies limit their involvement to donating monies, buying tables at galas or foursomes at golf tournaments that significantly raise much needed awareness and funds. But, there are many ways for companies of all sizes and budgets to creatively "bring something to the nonprofit table." Once the "giving back" philosophy permeates your organization, and the meaningful matches are made (you don't have to pick just one cause) you will easily find creative, inexpensive supportive opportunities.

Nonprofits need everything from donations of office space, furniture, staffing, computers/equipment and supplies, to support for fund-raising networks, introductions to new funding sources and dedicated board members and volunteers

to chair and implement events. Sometimes these organizations need counsel in your area of specialty, be it legal, accounting, management, marketing, catering, event planning, community relations. They could also use your ability to make introductions and meaningful matches with other businesses seeking to make a difference.

Like many busy professionals, you might lack sufficient time to personally do this research and matchmaking yourself. Consider creating an in-house staff committee to research and make recommendations to you. Then arrange a meeting between you, your committee and the nonprofit. You can also retain a professional "public/private community matchmaker," which can be an individual or public relations/marketing firm that is already knowledgeable and deeply rooted in a variety of community initiatives.

Once you find your match, the rewards for your efforts are limitless. A company pulling together to help the community gains team spirit, increased internal and external respect, and collective pride in knowing its efforts lead to a greater good right in their own backyard. ■

Bonnie S. Kaye, president of Kaye Communications, a South Florida-based full-service marketing and public relations firm, has been instrumental in "matching" establishing and directing numerous beneficial private/public partnerships on behalf of regional and national consumer and business-to-business clients for more than 26 years. An active champion of community, Kaye and husband and business partner Jon Kaye, serve as "hands-on" board members, event co-chairs and team leaders for a variety of diverse and nonprofit causes.



SO GIVING GIVING BACK

By Bonnie S. Kaye

FOUNDING A SOLUTION

You and your company are likely inundated with requests for donations, silent auction gifts, sponsorship dollars, gala table purchases, etc. to benefit a host of nonprofit missions and causes. Several requests will be from colleagues and clients you do not want to disappoint, family friends or perhaps those who have supported your past community relations initiatives and/or business endeavors.

Most likely, 90 percent of the requests will be from solid organizations with specialized vital missions in a variety of genres. You want to give to all, but your philanthropic budget line may not even cover 25 percent of the requests pouring in.

Getting the gift for giving

To simplify your decision-making and reduce your "personal" responsibility, review time and stress, you may want to consider establishing a company-funded foundation. This would also catapult your company's community impact and community relations positioning. And when you add in the financial and tax advantages that may be available to your company, setting up a foundation could be a rewarding benefit to all involved.

By appointing a foundation committee to review requests, you astutely move the fulfillment from a personal favor to the collective determination by a balanced, unbiased group of individuals that will review the merits of the requestors' presentations as it matches published foundation criteria.

Where do you start?

Begin with informal research to first see if the concept of setting up a foundation is of interest to you and benefits your company's mission, vision and business objectives. A quick review of various foundations on the Internet should give you insight on how other companies have set up their own foundations and how you might consider developing your own.

Search the Web sites of foundations established by large companies, such as the JM Family Foundation, California Pizza Kitchen Foundation and the Simon Youth Foundation.

Entrepreneurs who operate and own several companies, and business owners of smaller private companies often prefer to establish their foundations in their own family name. Visit sites for such family foundations as the George Snow Foundation, John S. and James L. Knight Foundation, Anthony R. Abraham Foundation, Arnatturo Foundation, Arison Foundation and John E. and Nellie J. Bastien Memorial Foundation.

While researching foundations, note:

- What types of causes do they support? Is there a single mission type listed? Are there areas that they don't support (i.e. religious and political groups)?
- How is it funded (i.e. by the corporation, employee donations, fundraising events, etc.)?
- Are there geographic restrictions? Some foundations only grant funds to organizations or causes that operate within the communities in which they have facilities and locations or deliver services.
- Review their application and related process guidelines. What types of information do they require from the requestor?
- Do they have monthly, quarterly or annual deadlines for request reviews? When do they announce their gifts (i.e. winter or spring, or an actual date) and how (i.e. check presentation to accompany a news release, letters to requestors, etc.)?

Once you have done your informal research, you should contact your corporate accountant, and an attorney who specializes in incorporating, developing and administering corporate-based and

family foundations, to counsel you on both the financial and legal aspects of this venture, and to help you determine whether or not establishing a foundation is of benefit to your organization.

Once the foundation is legally incorporated, financial arrangements and a bank account are secured, key causes are determined, and application process and guidelines set, you need to appoint a review committee and clearly outline to members their responsibilities, the process and deadlines. Committee members can be selected from inside (management, staff members, etc.) or outside of your company (clergy, teachers, community leaders, etc.). Often, a good mix of both is ideal.

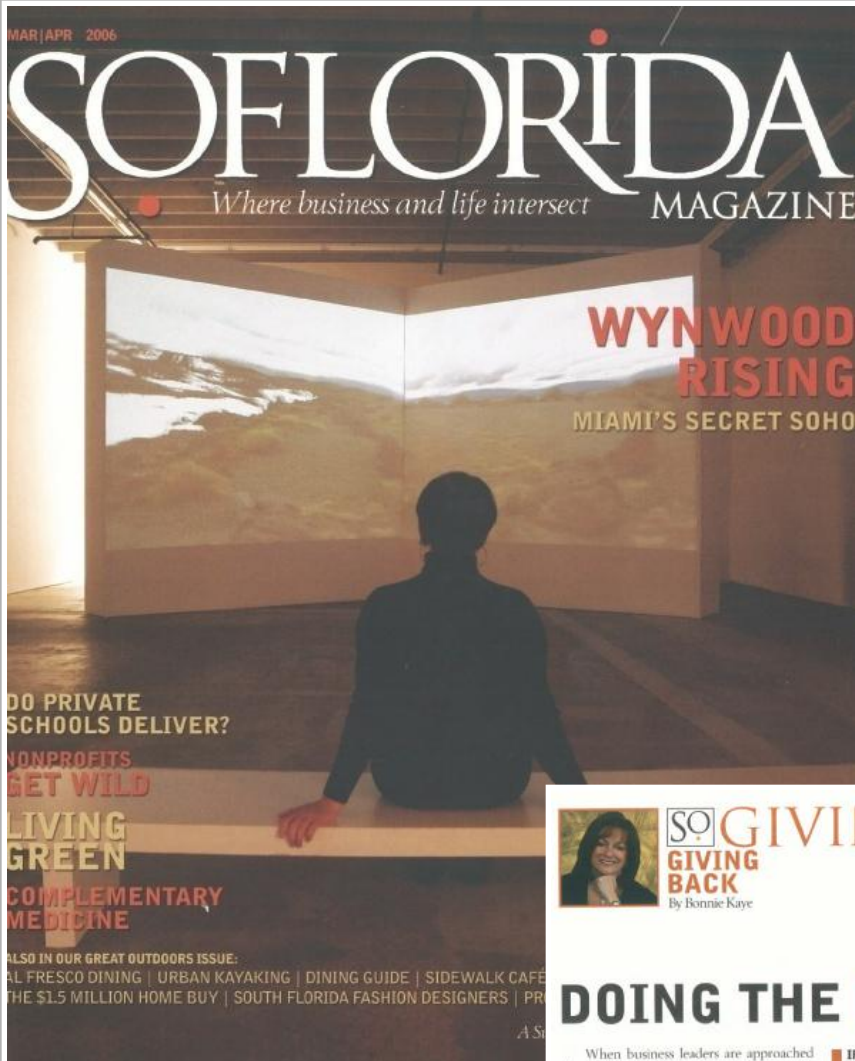
It is imperative that letters must be sent to all requestors as to whether or not they were awarded funds.

The foundation should announce, publish and distribute its guidelines via news releases to the media, letters to key nonprofit organizations and Website posting.

Since a foundation must file an annual report to the government, you might want to consider developing and distributing a well-designed annual report (which can be as brief as four pages) to community and business leaders, your current and prospective clients/customers, media, etc.

While establishing a foundation can take several months to finalize, you can begin developing, announcing and publishing your new corporate giving guidelines for the upcoming season. This will help corral requests and create positive awareness of your generosity throughout the community. □

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SO GIVING

GIVING BACK

By Bonnie Kaye

DOING THE BOARD WALK

When business leaders are approached about joining the board of a nonprofit, many are honored and looking forward to the networking opportunities these select positions offer. But it's important to remember that being a board member comes with great responsibility.

Nonprofits select, elect and use their board members to reach numerous goals, including fundraising, awareness, community outreach, business leadership, community positioning, advocacy and lobbying. Because they tap board candidates for certain strengths, it's vital that potential members know the specific attributes the groups are targeting them for and what is expected of them before making a commitment.

With acceptance of a board position, make sure you are able to remain "a hero" in the eyes of both the organization and its select "club" of board members. If you accept a position that you cannot completely fulfill or exceed expectations for, all your goodwill and best intentions can become an albatross of guilt-laden excuses.

A group of your professional and personal peers may be disappointed with your performance — tarnishing the reputation you have worked so hard to build within the business and nonprofit communities.

Before accepting a board position, consider the following:

The time involved

If you travel and/or need to be available to handle unanticipated crises for your company, do not commit yourself to an organization that requires you to attend weekly meetings or work on several committees. If you have young children in a school carpool, you do not want to commit to early morning meetings. If you

IF YOU ACCEPT A POSITION THAT YOU CANNOT COMPLETELY FULFILL OR EXCEED EXPECTATIONS FOR, ALL YOUR GOODWILL AND BEST INTENTIONS CAN BECOME AN ALBATROSS OF GUILT-LADEN EXCUSES.

already serve on several boards, be sure that adding one more commitment will allow you to deliver for each without conflict.

The monetary commitment

Many boards require a minimum gift from members. This can range from an annual or lifetime membership to an annual gift, or a one-time significant minimum contribution of \$1,000, \$10,000 or much, much more. If the amount is more than you can afford, ask if the donation can be a "give or get," meaning you can either give the required amount or be responsible for raising that amount from the community or colleagues throughout the year. The "get" option, if available, works well for those with limited cash who can draw upon a universe of relationships.

Clarify expectations

Surprise tasks can be serious distractions to your everyday business routine and build unnecessary angst.

Learn the board walk

Because of the challenging and competitive fundraising environment in which nonprofits function, they now offer many types of board participation. These include advisory boards, executive boards, boards of directors, patron circles, ambassador circles, trustee designation, etc. Know which one best suits your needs.

Can you make a difference?

While a nonprofit may believe you can make a significant impact on its future, it is you who truly needs to feel you can make a meaningful difference. If you are not sure that you can be a rainmaker for the organization, you need to do more research and soul-searching. Ask yourself if you are personally attached to the cause, such as:

- a health-related mission that has touched your family, friends or colleagues
- an education-based organization such as the university you attended or the institution from which you get many of your employees
- a cultural arts-based organization that supports your favorite pastimes
- an issue-related mission that taps into your personal passions/experiences or industry needs, such as a humane society, environmental cause, church or synagogue, or your children's private school

The Chinese philosopher Confucius said: "if you love what you do, then you will never work a day in your life."

The same is true of board members who are vital influences helping to make their community's future brighter.

To be one of the best, you must have a natural personal connection and interest in the nonprofit, heightened passion for its cause, plus steadfast commitment. Remember the board walk bottom line: Accept well and you will do well. □

Bonnie S. Kaye, president of Kaye Communications, a South Florida-based full-service marketing and public relations firm, has been instrumental in "switching," establishing and directing mutually beneficial private/public partnerships on behalf of regional and national consumer and business-to-business clients for more than 26 years.



SO GIVING GIVING BACK

By Bonnie S. Kaye

PLAN FOR 2007 NOW

Similar to the way retail and entertainment companies plan their "return on investment" strategy 12 to 18 months ahead of each season, all businesses should now be considering their "return on community involvement" (ROCI) strategy for 2007.

Our firm has coined the phrase as a catch all for the many golden "positioning" opportunities that support and help businesses meet or exceed their specific market presence, awareness, relationship-building, company pride and philanthropic goals.

While many groups tend to first focus on the upcoming September-May season after Labor Day, they may find by then that:

- a competitor may have already sown up its exclusive industry category for a high profile event that attracts key markets/audiences
- that hallowed "positioning" chairman spot has been spoken for
- affordable sponsorship levels are filled
- events are sold out

When event dates and related details are not blocked off early enough in their PDAs, the unfortunate "tail wagging the dog" scenario prevails. The later planned commitments and travel schedules dictate which coveted events company executives will miss. Without blocking out their calendars, executives may book business trips on the days of great events, and cannot back out of them once conflicts are realized.

So, begin planning your 2007 ROCI strategy today.

- Approach the process as a marketing/relationship building tool for your company both internally (staff) and externally (client, industry colleague).
- Barring delays caused by unanticipated incidents, such as hurricane impacts, or the addition of totally new inaugural events, most annual events occur on the same date or weekend as the previous year. Research this past season's listing of nonprofit

events, and pencil (or pen) in the initial events/dates of interest.

- Effectively choose/match the event (5K team, black-tie gala, concert, golf tournament) and the invitee (client, government official, vendor) to your overall business and/or philanthropic objectives. Then prioritize the involvement levels to meet your "community" budget.

- Visit the organizations' Web sites to learn more about their missions and events, and the related opportunities. Call the event coordinator as soon as possible to begin the dialogue of participation options.

- Once you have selected the events/activities to support, employ the same earnestness that you do in booking your daily business appointments or scheduling your social and children's school calendars. Immediately block each date of interest on your calendar, and then alert those in and outside your organization that you will invite to join you. To increase buy-in, send them updates on the event, the organization's mission and why you are supporting it and inviting them to join you.

- While many know months in advance that they have committed to sponsorships that include a company table or golf foursome, a large percentage wait until days before to fill the seats. By waiting until the last minute, you lose great relationship-building potential.

- Keep a checklist of all deadlines, and allow for ample time to fulfill them.

- If an advertisement is part of your sponsorship package, be sure to design one that connects to the event and organization, the honorees, etc. Inserting a corporate commercial style ad does not convey the community relations mission of your sponsorship efforts, etc.

- If signage is included, be sure the organization has the exact art and PMS colors to be consistent with your company's branding.

When finalizing your commitment, you will want to ask the following questions:

- What are the particulars of the event? (i.e. date, time, location, attire, theme, mission/objectives, pre-event activities, etc.)
- Is a committee being formed to support it?
- Are there sponsorship opportunities? (These can range from minimal amounts to title sponsorships, which are much higher in cost and profile)
- If the current ones do not adequately meet my resources and the event needs, can I create a new sponsorship category?
- What can sponsors expect for their contribution (a table, an ad, signage, etc.)? Make sure you have all aspects in writing from the organization. That way neither party is unclear or embarrassed by incorrect assumptions or unanticipated surprises.
- Are there in-kind sponsorship opportunities? Sometimes your product or service can save them an expense line on their event/campaign budget.
- Is there an ad journal? What are the deadlines and specs for the ads?
- When will I see a wrap-up of sponsorship fulfillment by the organization? What form will it come in? (i.e. news clips, chart, etc.)

The earlier you get involved in planning your ROCI strategies for the next season, the more excitement and passion will come with it. The more planning and passion, the more return you will garner on your investment of time, dollars and community outreach.

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Boca Raton Resort & Club

News: Ariel Sharon wins Israeli election – 8A
Sports: National Signing Day preview – 1B

WEDNESDAY, FEBRUARY 7, 2001

Boca Raton News
THE LEADER IN LOCAL NEWS

48th Year / Issue 52

Woman dies in Boca crash
Train clips car on railroad tracks

Sunbeam seeing red, will file for Chapter 11
Company making plans to reorganize

BIRTHDAY BASH
Boca Raton Resort and Club rates its anniversary





News: Local crime statistics – 3A
Business: Industrial realty market strong – 5B

TUESDAY, FEBRUARY 6, 2001

Boca Raton News
THE LEADER IN LOCAL NEWS

48th Year / Issue 51

Protesters greet Clinton in Boca

Pink palace marks 75th
The Boca Raton Resort and Club celebrates with... pi champagne, a glamorous party and a live Internet webcast

Building on excellence
Michael F. Glennie sees a rosy future as he leads




DEEFS • 3 MARKETS • 4 WEATHER • 8

SUNDAY, AUGUST 5, 2006 • B8

Inside: Check out our movie listings, comics, puzzles and advice » 4-7

AUTONATION'S LOOKING UP
Company says the sharp drop in sales spurred by credit crunch is over

RED LIGHTS ARE TURTLE DELIGHT

Honda recalls air bags

List dispute continues





10

ADVERTISING & MARKETING

BEEFED-UP CAMPAIGN GRABS ATTENTION

There's a lot of marketing meat in a \$100 hamburger. Last month, Old Homestead Steak House — home of the \$19 Kobe beef hot dog — debuted the even more decadent Tri-Beef Burger at its new location at the Boca Raton Resort & Club. Owner Marc Sherry considered promoting the new burger by highlighting the restaurant's opening earlier in June.

But grand openings and ribbon cuttings don't draw the press, he realized. The news story was the burger itself: a 22-ounce, 5-inch-wide blend of U.S. prime, Argentine and Japanese Kobe beef made to equal the restaurant location's multi-million-dollar renovation.

Sherry said. The media, they surmised, would eat it up. But if it left a bitter taste with some media, how would publicists and clients respond?

Many publicity events for new stores, restaurants or products rely on old strategies, like grand openings or standard press releases. Creative ideas can create a buzz around the media, resulting in more widespread exposure.

"This wasn't about a ribbon cutting. This was about the burger," said Bonnie Kaye, principal with Kaye Communications Inc., the restaurant's and resort's Boca Raton media relations firm. "A newsworthy idea is essential. How the announcement rollout is implemented determines its success and audience reach."

Kaye turned the beef into the star. The three slabs of beef arrived in a black Hummer limousine, were ground and sautéed before reporters in the kitchen, and then garnished with tomatoes, mushrooms and organic greens, and served with a homemade chipotle ketchup with white mush-

JEFF ZBAR
ADVERTISING & MARKETING

beef. Another was that \$10 from each burger goes to the Make A Wish Foundation. Neither the restaurant nor the hotel likely suffered tarnished images, Kaye said. An old saying in P.R. is: There is no bad publicity, just spell the name right.

"It's a high-quality item that people are willing to pay for, like the difference between a Timex and a Rolex," he said. "Our job was to make sure that everybody knows Old Homestead is located at the Boca Raton Resort & Club. I think we've achieved that."

In the end, what made the P.R. work? The Kayes put their "reporter's hat on," considering what the media would want to learn and how the message would affect the client's mission, she said.

It wasn't about a grand opening, or the hamburger price, she said. It was about the quality of the beef and the burger's culinary creativity. They also knew the story had to change for writers from national magazines or local newspapers or regional television stations. An Associated Press story ran in hundreds of newspapers.

"This isn't about old-fashioned press agency. This wasn't a blind pitch," Kaye said. "It's really knowing what will work for a television news show's audience or a publication's readership. You have to think about what reporters will ask. That crafting will hone the message, because it's not just about the exposure. It's about how it will affect your mission and what it does for your business."

The PR firm prepped Sherry for the negative publicity, said Jeff Zbar, principal in the firm. One prepared message point highlighted the quality of the

Jeff Zbar is a freelance writer. Reach him at jeff@jeffzbar.com.

Grand Opening And Commemorative Special Events and Media Relations



California Pizza Kitchen



taste review

THE DISH ON FOOD, WINE & RESTAURANTS

PIECE MAKER

California Pizza Kitchen Pleases The Pickyest Palates

By Kenny Spahr

ABOVE: Moroccan Salad
LEFT: BBQ Chicken Pizza

Looking for a family-friendly restaurant that will delight kids and still satisfy adult palates? Head to California's California Pizza Kitchen (CPK), then it. Located in Town Center at Boca Raton, the restaurant caters to a variety of tastes. The younger set will appreciate the CPK Kid menu, with its child-friendly pizzas, pasta, salads and sweets. The restaurant offers signature beverages for kids of all ages, ranging from frozen lemonades, fruity Italian sodas and tropical smoothies for the little ones to a full bar, wine list and specialty cocktails for the big kid.

CPK is renowned for its California-inspired, creative take on familiar favorites. Easy starters like the delectable Avocado Club Egg Rolls, baked Tortilla Spring Rolls and refreshing Singapore Shrimp Rolls. Other appetizers (85 to \$11) range from Garlic Cheese Focaccia and Spicy-Ginger Dumplings to a rich and silky Asparagus Soup. Meat-worthy sub-

mits (half or full portions, \$7 to \$16) include Thai Crunch, BBQ Chicken Chop and Seared Miso. My favorite is the new Moroccan Chicken Salad, served with seasonal chicken breast and Roastie lettuce, along with an unlikely mix of roasted butternut squash, Medjool dates, avocados, fresh herbs, toasted almonds, chopped egg and dried cranberries.

Of course, pizza remains the menu's featured item. CPK, which opened in Beverly Hills in 1985, launched with its signature BBQ Chicken Pizza and the original star still reigns supreme (although new Bacon and Hawaiian varieties are close seconds). Jamaican Jerk Chicken, Shrimp Scampi, Wild Mushroom, Garlic Asada, BLT and the new Cheeseburger Pizza further showcase CPK's eclectic vision, while Italian sausage, Margherita and traditional Cheese pizzas appease less adventurous palates.

There's something other than pizza Entree such as Seared Mahi Mahi, Ginger Chicken and a dozen pasta dishes offer delicious variety (\$10 to \$18). I particularly enjoyed the Grilled Vegetable Sandwich served on rustic Garlic Cheese Focaccia. Finish your meal with a decadent old-fashioned Hot Fudge Sundae, Red Velvet Cake or a slice of multi-tiered Chocolate Banana Royale. Delicious!

where

California Pizza Kitchen is located in Town Center at Boca Raton, 4000 Glades Road. The restaurant serves lunch and dinner daily and offers takeout and curbside assistance. Call 561-368-2805 or visit cpk.com.

White Coats-4-Care Reception To Benefit The Charles E. Schmidt College of Medicine at Florida Atlantic University

July 14 through July 20, 2011 • Edition 56-13

SECTION B BOCA LIFE & ARTS
The Boca Raton Tribune
July 14 through July 20, 2011 • Year 18 • Number 105

"White Coats 4 Care" event to aid new med school at FAU

It is also the day that FAU's Charles E. Schmidt College of Medicine is to officially welcome the class of its new medical school. Later in the week, on Aug. 16, during a special ceremony each medical student at FAU will receive a white coat, which represents integrity, compassion and trust and symbolizes their shared commitment to serve patients and honor the Hippocratic Oath.

The "White Coats 4 Care" reception, to be attended by a supportive cross-section of healthcare, business, community and civic leaders, kicked off the Greater Boca Raton Chamber of Commerce's month-long 2011 Greater Boca Raton Festival Days, now in its 80th year. The annual series of facilitated events is held at different locations in Boca Raton during the month of August, pairing community Boca Chamber members, nonprofit, and

Other opportunities for support include the dedication of a chair in a classroom or auditorium, or sponsorship with "naming ability" to underwrite one or two "Care in the Community" health screening and patient care programs staffed by the medical students twice a year for indigent members of the community.

FOOD REVIEW
See page 16

ENTERTAINMENT
See page 17

BOCA RATON - Kaye Communications, Inc. will sponsor its first annual "White Coats 4 Care" reception to benefit the inaugural class of Florida Atlantic University's new medical school in the Charles E. Schmidt College of Medicine on Monday, August 1, 2011. Event admission is a pledge or donation with a minimum per-person gift of \$100 to underwrite and dedicate a white coat for a new medical student. The important fundraising event, which offers a wide variety of contribution opportunities to support the new school and its students, will take place from 5:30-7:30 p.m. at The Bridge Hotel's Carmen's Restaurant - Top of the Bridge located at 999 East Camino Real in Boca Raton.

To attend the "White Coats 4 Care" reception co-hosted by the Bridge Hotel, guests can select from a meaningful roster of contribution opportunities. In addition to the minimum \$100 gift to underwrite a white coat, gift opportunities range from \$150 to underwrite a student's stethoscope to a full medical student welcome package, and scholarship award, all presented with a personalized welcome note with the donor's name and information about them. Other opportunities for support include the dedication of a chair in a classroom or auditorium, or sponsorship with "naming ability" to underwrite one or two "Care in the Community" health screening and patient care programs staffed by the medical students twice a year for indigent members of the community.

IMMEDIATE RELEASE

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Bonnie S. Kaye, Kaye Communications, Inc., 561-392-5166-office/561-756-3099-mobile

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KAYE COMMUNICATIONS, INC.
Full-Service Integrated Marketing & Public Relations Counselors

**FAU'S NEW MEDICAL SCHOOL TO BENEFIT FROM
KAYE COMMUNICATIONS' FIRST ANNUAL "WHITE COATS 4 CARE" RECEPTION**

**Event Co-Hosted By The Bridge Hotel Kicks-off The Month-Long
Greater Boca Raton Chamber of Commerce 2011 Annual Festival Days**

BOCA RATON, FL (July 31, 2011) — Kaye Communications, Inc. will sponsor its first annual "White Coats 4 Care" reception to benefit the inaugural class of Florida Atlantic University's new medical school in the Charles E. Schmidt College of Medicine on Monday, August 1, 2011. Event admission is a pledge or donation with a minimum per-person gift of \$100 to underwrite and dedicate a white coat for a new medical student. The important fundraising event, which offers a wide variety of contribution opportunities to support the new school and its students, will take place from 5:30-7:30 p.m. at The Bridge Hotel's Carmen's Restaurant - Top of the Bridge located at 999 East Camino Real in Boca Raton.

To attend the "White Coats 4 Care" reception co-hosted by the Bridge Hotel, guests can select from a meaningful roster of contribution opportunities. In addition to the minimum \$100 gift to underwrite a white coat, gift opportunities range from \$150 to underwrite a student's stethoscope to a full medical student welcome package, and scholarship award, all presented with a personalized welcome note with the donor's name and information about them. Other opportunities for support include the dedication of a chair in a classroom or auditorium, or sponsorship with "naming ability" to underwrite one or two "Care in the Community" health screening and patient care programs staffed by the medical students twice a year for indigent members of the community.

for news 24/7 go to bocaratontribune.com August 11 through August 17, 2011 • Edition 60-15

SECTION B BOCA LIFE & ARTS
The Boca Raton Tribune
August 11 through August 16, 2011 • Year 18 • Number 059

'White Coat' reception helps equip inaugural class of FAU medical students

More than 170 supported and attended the sold-out White Coats 4 Care Reception to raise awareness and funds to "dress and equip" the inaugural class of the new Charles E. Schmidt College of Medicine at Florida Atlantic University. Held at the Boca Raton Bridge Hotel and sponsored by Bonnie and Jon Kaye and their integrated public relations and marketing firm Kaye Communications as part of the Greater Boca Raton Chamber of Commerce Festival Days, the first-time event drew an impressive cross-section of medical school and university leaders, including FAU President Dr. M.J. Saunders, the medical and healthcare community, business

and marketing firm Kaye Communications as part of the Greater Boca Raton Chamber of Commerce Festival Days, the first-time event drew an impressive cross-section of medical school and university leaders, including FAU President Dr. M.J. Saunders, the medical and healthcare community, business

ENTERTAINMENT
See page 16

Growing Up in the south with 'The Help'
See page 16

Let's Talk Life and Style
See page 19

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August 11 through August 17, 2011 • Edition 60-17

Boca Raton Tribune **COMMUNITY NEWS** East/West Boca Raton, FL

White Coats continued from page 15

and government leaders philanthropists, as well as several of students who started attended on their first day of class. According to Bonnie Kaye, president and chief strategist for Kaye Communications that specializes in public/private partnership development and a board member of the Greater Boca Raton Chamber of Commerce, a total of 64 white coats, 64 stethoscopes, a generous gift to underwrite a diagnostic ultrasound machine for the medical students to use in their clinical skills training, 12 scholarships, and seven dedicated auditorium seats were gifted by reception guests with more gifts coming in each day. "The establishment of the Charles E. Schmidt College of Medicine is a tremendous asset to our community in that joins an elite, small group of only 134 allopathic medical schools in the country that confers the M.D. degree," said Jon A. Kaye, COO and Chief Marketing Strategist of Kaye Communications, Inc. and advisory board member of the Charles E. Schmidt College of Medicine. "Based on today's burgeoning rate of population growth, we are truly fortunate to have a medical school right here in our community."

Continuing Scott, Jon Saunders, Bonnie Kaye

The Kaye Communications Team: Mike Andrews, Bonnie Kaye, Matt Kaye, Jon Kaye, Emerald Curt

More photos on page 16.

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International Museum of Cartoon Art

Lifestyle

WEDNESDAY • OCTOBER 6, 1999 • M5

ter reviews
Highly reviews of the productions, from Coral to Coral Springs.

ter reviews
Highly reviews of the productions, from Coral to Coral Springs.

A Charlie Brown birthday

By DEBORAH K. BIR

Good grief, Charlie Brown, you've just turned 40! But the International Museum of Cartoon Art is celebrating your life by heralding the new four-month exhibit heralding the new four-month exhibit heralding the new four-month exhibit...

SPACE BEAGLE: Astorland's helmet and orbiting doghouse were part of Snoopy's highly flying career as marked at the International Museum of Cartoon Art, Boca Raton.

Cartoon museum exhibit salutes half-century of Peanuts

ter reviews
Highly reviews of the productions, from Coral to Coral Springs.

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Highly reviews of the productions, from Coral to Coral Springs.

QUICK TRIPS

SUNDAY, SEPTEMBER 26, 1999 www.herald.com



Boca's Mizner Park: Soon you can go there for Peas

By JAY CLARKE

Boca Raton Chamber of Commerce, pointing out that only two hotels have frontage on the city's five miles of beach. Many other hotels, including major chain properties, however, are inland near I-95, most convenient to work larger corporations as Suncoast, Sopa, Sunamarine and Tyco that have established offices or plants here.

TRIP PLANNER

Best for: Getaway couples, romantic weekends, families.

Also good for: Golfers.

Cost of two-night stay: About \$350-\$400, depending on choice of hotel.

Getting there: Boca Raton is about an hour north of Miami by car. It can also be reached by TriRail.

When to go: Prices are best in summer, weather is best in winter.

Area information: Greater Boca Raton Chamber of Commerce, 561-396-6452.

www.bocaratonchamber.com, Palm Beach County Convention and Visitor Bureau, 561-471-3985.

www.palmbeach.com

International Museum of Cartoon Art: At 201 Plaza Real in Mizner Park, one block north of PalmJox Park (near 75th St.) daily, 10 a.m.-5 p.m. Saturday-Sunday, noon-6 p.m. Sunday.

Info: 561-391-2550.

WHERE TO STAY

- Boca Raton Resort and Club, 501 E. Cam 561-447-2000. Summer packages, which start at \$145 per room per night. Fall rooms at \$200, winter at \$250. Lodging options include historic hotel, a modern tower, beachfront golf villas. Packages including golf and other activities available.
- Radisson Hotel Boca Raton, 888 E. Camino 561-398-9000. \$119-\$300 per room. Late fall, \$119. Winter, \$129-\$220. On Intracoastal Waterway beach.
- Ocean Lodge, 521 N. Ocean Blvd., Boca Raton 561-702-6292. \$145-\$175 until Dec. 18. \$65-\$112. Across from beach.

Many beach hotels and motels are found Highland Beach, Deerfield Beach and Delray B. Boca Raton also has many hotels and motels inland business parks and shopping centers.

WHERE TO EAT

- La Villa Matron, multi-themed five-star restaurant featuring traditional French cuisine. Palmtoes Park Rd., 561-261-6700.
- Martin's, Tulum steakhouse, new since Boca Raton, 3050 Town Center Circle, 561-362-3333.
- Mark's at the Park, 344 Plaza Real, 561-396-6452. Formerly of Mark's, formerly of Mark's, Dads, now of Mark's Las Vegas.
- Right Side, 7000 W. Palmtoes Park Rd., 561-362-3333.
- Alzazzana in Boca, 150 E. Palmtoes Park Rd., 561-361-0111.
- New Bowl, 22015 Powerline Rd., 561-364-3333.

Still, visitors in the know stay

vaunted Boca Raton Hotel, a r

radisson or at waterfront loc

nearby towns.

"They said we had to have 10-inch double doors on our doors, rather than the 8-inch ones, which would have cost a lot of money. We have 10-inch doors," said Chuck Smith, a hotel spokesman. "We've decided to put our money into improvements that mean more."

Two years ago the hotel built a \$10 million tennis and fitness center. Last year it redesigned every hole of its golf course, a \$4-million project. In the fall, a new feature was created, Mount Boca. It's a 10-foot-high "mountain" that is the highest point in Boca Raton.

CHARLIE'S GANG

Certain to be the most popular part of the exhibit will be a three-dimensional re-creation of Charlie Brown's neighborhood, complete with the Kite-String Tree, the Great Pumpkin and Snoopy atop his doghouse as a neck-tied World War I flying ace. Visitors also can interact with artifacts, photos, magazine covers, posters and stickers.

Though it's in the center of Florida's touristy Gold Coast, Boca Raton is a business-oriented town. "We're not really a

PALM BEACH EDITION
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NEW WRINKLE:

Becoming a celebrity dermatologist is part of Marta Rendon's strategy. **P25**



South Florida BUSINESS JOURNAL

THIS WEEK
in the SFBJ



EMBRAER EXPANDS
The Brazilian aircraft manufacturer opens a 55,000-square-foot center to serve executive jets. It may add up to 60 jobs in the next few years. **P3**



TAKING IT TO THE STREETS
Employees of Phorosite Group protest, saying they have received limited or no pay in recent weeks. The company's founder says he is trying to find money to avoid Chapter 11. **P7**

Fidelity fund sells Tao loan to Corus Bank

BY BRIAN BANGELL

Corus Bank has more of its millions riding on the groundbreaking Tao high-rise condo in Sunrise after buying out the mezzanine lender. Real estate experts are questioning whether buyers will close on units for as much as \$800,000 with a sky-high view of Sawgrass Mills and the Everglades. Tao's twin towers are completed, but developer Weitzer Kislak Sawgrass has yet to close a sale on any of its 396 units. Chicago-based Corus, one of the largest condo construction lenders in South Florida, bought Tao's mezzanine loan from Fidelity Real Estate Growth Fund II on Oct. 10, according to Broward County court records. At



Sawgrass Mills GM Luanne Lemberg says sales are still up by the double digits.

Value will be the sales pitch as shopping season begins

BY DARCE LUNSFORD

It's beginning to feel a lot like Christmas 2001 as cash-strapped and credit-deprived consumers promise to be more Grinch-like than in holidays past. The September financial crisis has spread an unexpected chill across the nation's retail industry, similar to that which followed the Sept. 11, 2001, terrorist attacks. This is creating a holiday scenario of bargain hunting and price-cutting as retailers could be caught off guard with too much inventory. This season, value and savvy marketing promise to be the hottest trends, retail experts predict. "I think we are in for a very tough season: heavy discounting, early discounting

Miami firms make big deal – not here

BY JANET LESSER

Miami's Adler Group and America's Capital Partners LLC are doing something different in these dog days of commercial real estate deals – making what could be the largest industrial deal of the year in the Tampa Bay area. Adler has paid \$28.4 million, or nearly \$85 a square foot, for 15 buildings with 332,582-square-foot in east Tampa near I-4. Seller America's Capital Partners LLC began snapping up the properties in 2006 with a series of transactions totaling \$21.1 million, records show.

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STRATEGIES

SOUTH FLORIDA BUSINESS JOURNAL | OCTOBER 24-30, 2008

BOLSTERING BUSINESS

Dermatologist diversifies for growth

BY BILL PROGRAMEN

Smoothing wrinkles, plumping lips, and keeping skin healthy is serious business for Dr. Marta Rendon, founder and medical director of the Dermatology and Aesthetic Center in Boca Raton – but it's not all she does. Rendon, 50, is growing her practice by conducting research trials, partnering with a national company and gaining ground as a lecturer and media figure – most recently as a "celebrity dermatologist" for a Head & Shoulders ad campaign. Rendon graduated medical school in Puerto Rico. She completed a three-year internal medicine residency in Philadelphia before doing her dermatology residency in Dallas – eventually becoming board certified in both dermatology and internal medicine. In total, Rendon said she spent about seven years studying and practicing before taking a more lucrative position as chairwoman of the Department of Dermatology at Cleveland Clinic Florida. Then, in November 1999, with a \$200,000 line of credit, she opened the 3,200-square-foot Dermatology and Aesthetic Center with four employees. Now, the center has 7,000 square feet and Rendon employs 19, including four doctors and several physician assistants.

She estimated the center sees about 450 patients a week. To reach this point, Rendon says she has reinvested more than \$1.5 million in the business. The multipurpose center has facilities for general dermatology, Mohs' surgery for melanoma, laser treatment and a research center, where Rendon routinely conducts trials for cosmetic and pharmaceutical companies. Rendon said the center's diversity – the research and the nearly 50-to-50 split between general and aesthetic dermatology – gives her a business edge. While she notes that the aesthetic work probably generates the most revenue, the research offers her industry cache. She estimated there are only about 10 independent dermatologists nationwide doing research outside the university system. Along with the research, she consults for skin care companies and trains other doctors how to use the latest products. "It's one of the points of differentiating myself from my peers," Rendon said. "It really leverages myself out in other aspects of my career." But, Rendon also is as a frequent lecturer – she spoke to the *Business Journal* while at a medical conference in Ecuador – and media fig-



Dr. Marta Rendon uses the dermatoscope on Ana Gonzalez of PGAL Architects.

THE DERMATOLOGY AND AESTHETIC CENTER
Owner: Dr. Marta Rendon
Web site: www.dreadna.com
Address: 880 N.W. 13th St., Suite 3C, Boca Raton 33480-2342
Phone: (561) 750-4544

ure. Currently, she can be seen in a media campaign for Procter & Gamble's Head & Shoulders shampoo. P&G promotes her as a "dermatologist to the stars" in ads appearing in glossy fashion magazines like *Elle* and *Cosmopolitan*. Rendon said she treats celebrities, but declined to reveal which ones, citing patient confidentiality. The media exposure is good for business. "It separates you," she says. "It gives you more prestige."

BOLSTERING CREDIBILITY
Rendon also bolsters her medical credibility by instructing medi-

cal students and interns. She said she has teaching relationships with both Florida Atlantic University and the University of Miami. Rendon declined to disclose the exact revenue of her various enterprises, but gave a breakdown of her overall revenue stream:
70 percent: Rendon's practice
10 percent: clinical research
10 percent: consulting/advisory board participation/physician training
10 percent: speaking engagements and endorsements
 One of Rendon's satisfied patients is 50-year-old Boca Raton resident Linda Page, who started with the doctor as a general dermatology patient and kept coming back for cosmetic treatments. Page said she visits Rendon's office about twice a month, and the procedures she receives help keep her looking good. She said she's been to Rendon's office for botox, lines around her eyes, laser hair treatments and redness around her neck. She estimated she spends \$7,000 to \$9,000 a year at the office.

Rendon's academic and research credentials are important to Page. "I trust her," Page said. "I feel good that she keeps up on all the latest and greatest things." Rendon is currently working to bring her own line of skin care products to market as part of her plan to keep growing, diversifying and building her dream. Reflecting proudly on what the Dermatology and Aesthetic Center has become, she said: "It's like I have my little dermatology world there."

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INSIDE:
Personality traits: Trauma or triumph? **P27**



25

THE CHALLENGES

- Juggling business and personal life.
- Making the leap from being an employee on a set income to becoming an entrepreneur.
- Dealing with changes in compensation from insurance companies.

LESSONS LEARNED

- You have to be diversified.
- You have to work very hard. You can't sit at home and expect your business to grow.
- Be passionate about what you do and enjoy it.



Physician assistant Lorraine Kryvicky uses blue light therapy on patient Jamie Rowley.

Promise Hospital Renovation

Times BUSINESS
SATURDAY, JULY 21, 2007

CONTACT: BILL BEENE, 495-3357 or bbeene@gannett.com

NOTABLE ...
Wal-Mart executive resigns
Claire Watts, executive vice president of apparel merchandising at Wal-Mart Stores Inc., resigned after a transition to trendy items from low-priced basics she had led failed.

CLICKABLE ...
The Times online offers a variety of multimedia content ... [shreveporttimes.com](#)

MISS THAT STORY?
Miss a day of business news this week? Check the stories by day. AVAILABLE NOW

Hospital shows off \$3 million in renovations

By Tereba Barter
tbarter@shreveporttimes.com

Officials with the Shreveport campus of Promise Hospital of Louisiana showed off \$3 million in renovations Friday at the 1800 Irving Place facility.

"We've created a renovated environment for patients that is consistent with the mission of treating the sickest of sick with compassion and the highest level of care available today," said Martin Miller, senior vice president and chief executive officer.

Promise Hospital of Louisiana, the largest free-standing long-term acute care hospital in the area, provides specialized acute care for medically complex patients who are critically ill, have multi-systems complications and Washington or failure and require hospitalization. It opened in Shreveport in 2003 after purchasing Lagniappe Hospital.

Renovations to the 135,000-square-foot, 160-bed facility include updates to patient care areas and ancillary departments, relocation of several departments and services and the addition of a wide range of new equipment, upgraded technologies, systems and furniture.

"We're very proud of this hospital and we're happy to bring it forward with the most modern technological standards that can be achieved with any other in the United States," said Peter Barstow, chairman and chief executive officer of Promise Healthcare, Inc.

Miller said hospital's goal is to provide the best of the best long-term acute care available in Shreveport. Its in-house services include 24-hour laboratory, radiology and respiratory services, an in-house pharmacy and physical therapy. Construction is under way on a \$40 million Bossier City campus, 2825 Young Drive, with its expected opening in August.

"With the addition of our Bossier City campus, we are able to significantly increase our bed capacity to provide more area residents with our specialized high acuity health care services, as well as provide those living in Bossier City with an even more convenient location and greater accessibility of our long-term acute care services to meet its community's medical needs," Miller said.



Visitors are shown in the lobby of the ramshored Promise Hospital of Louisiana. The building has undergone \$3 million in renovations.

Want to make music? Let technology be your guide

on the scene and on the town

KOMEX: "Celebrate Life with Boldness" was the theme of the Survivor Luncheon of the Susan G. Komen for the Cure Shreveport-Bossier City affiliate event July 25 at Ristorante Giuseppe. Fashion shows from Coldwater Creek were shown, and numerous baskets were given out as do-it prizes. Kathy Larson chaired, and Marilyn Reck co-chaired. The event celebrated survivors overcoming radiation, chemotherapy, emotional and physical distress. Awards were presented to those who were clever, fun, bold, pink and beautiful. The group's vision is a world without breast cancer. Survivors received special pink and black beaded bracelets. **LSU:** Fans of LSU Tigers had dreams come true as they entered Tiger Stadium, passed the locker room and hit the famous "win" sign just before running onto the field, complete with lights and smoke. These were 650 women attending the third annual Ladies LSU Football 101 Clinic put on by Coach Les and Kathy Miles July 27 in Baton Rouge, with several from Shreveport in attendance. **TNT:** Shreveport Regional Arts Council's monthly TNT Express downtown trolley tour visits or discusses Municipal Auditorium, the Strand Theatre, the Spring Street Museum, the Logan Munson, artspace, Sci-Park, churches, the Sports Museum at the Shreveport Convention Center and much more. The event, last held on July 19, is free, and refreshments are served at most stops. **PROMISE:** Promise Hospital held a special "Renovation Showcase" on July 20 to show off this largest free-standing long-term acute care hospital in Louisiana. Lunch and personalized tours were provided. **BARATELLI:** Bangor-based designer Maria Barattelli creates special occasion clothing in Thai silk. She was in town July 13 for a trunk showing at Knox Goodman Boutique. **MARCH OF DIMES:** Local Brookshire's Food Stores helped raise money this year for the March of Dimes. Brookshire's District Manager Jerry Larrard presented the organization with a \$13,000 check.

To be included in KCOM's e-mail your high-res photos to: editor@shreveporttimes.com or mail photos, news and event information to: Editor at The Forum, 1138 South First, Shreveport, LA 71101. Photos are non-refundable. Mail includes a domestic phone number. Or contact Mary Ann Lee (Email at maryannlee@kcom.com for coverage. Contributions by Virginia D. Jilke and Debra McClelland.

March of Dimes: Jerry Larrard, Denise Bittig, Don Vukobrat

Komen: Marilyn Reck, Kathy Larson

Komen: Vicki Pruitt, Jackie Pruitt

Barattelli: Maria Barattelli, Knox Goodman, Madeline Quaff

Promise: Marty Milnes, Deborah Hawkins, Herbert B. Koslow

LSU: Kathy Miles, Susan Orsak

TNT: Cheryl Addison, Annette Youngblood

LSU: Emily Mackey, Kendall Thomas, Jerry Thomas

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Silver Lake Medical Center Media Coverage

14 www.kcom.com

Midweek, Wed. - Fri., Apr. 01 - 03, 2009 **Baltia**

SLMC manifests its strong mission to the community



THE BIG FIVE CUT THE RIBBON: From left to right are Mayor Eric Garcetti, Senior Vice Representative of NextGen Labs, Chair Assembly Appropriations, Eric Garcetti, President of the Los Angeles City Council, Don Steigman, CEO Success Healthcare, Dr. Luis Acosta, Chief of Staff, Silver Lake Medical Center, Steve Popkin, CEO, Silver Lake Medical Center.

and long-term objectives of both facilities.

"Our goal is to build upon the mission and values of Silver Lake Medical Center and have a beneficial impact on the community we serve," stated Popkin.

Popkin added that effective today (dedication and ribbon-cutting), there will be a new addition to the Los Angeles skyline. "Beginning tonight, there will be a new illuminated Silver Lake Medical Center sign on the hospital tower that will be visible to all those commuting on the Hollywood Freeway. The new sign serves as a beacon of Silver Lake Medical Center's commitment to quality patient care and the hospital's place in serving the community." Opening ceremonies



POWER PEOPLE

BY ROMY BORJES

that acquired the City of Los Angeles Medical Center (CAMC) from InterCare Health Systems, the hospital was renamed Silver Lake Medical Center when it began operations under the new ownership November 18, 2008.

Indicating new ownership and management orientation, Steigman reported that during its first week under Success ownership, the hospital was awarded Joint Commission accreditation, which is nationally recognized as a symbol of quality care.

Popkin reported the new SLMC management team is working closely with its physicians and staff to assure continuity and access to patient care for the community. All programs and services at both the hospital's Downtown and Inglewood campuses, including downtown campus's 24-hour Urgent Care Unit, continue to serve the community with no change in hours or services. He added that strategic assessments and planning for SLMC will be ongoing over the next several months as the hospital develops and implements a comprehensive operations plan that will support the immediate



MORE HELPING AMERICAN FRIENDS: Seated are (L-R) Cecilia Warren, and Ann Huffner, PRO, Physician's Liaison, and standing are (L-R) Dr. Luis Acosta, Program Director of Asian Pacific Health Program and Lydia Soriano, Executive Director and Melissa Phipps, American Diabetes helping people to develop their own businesses.



EXECUTIVES FROM PROMISE HOSPITAL: CEO Richard Laine and Lorraine Quinol, Physician Relations & Education Representative.

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REHENSIVE IMMIGRATION REFORM

it become a reality?

re-called 'illegals' are so not because they wish a law; but because the law does not provide any channels to regularize their status in any - which needs their labor: they are not the law, the law is breaking them." - Most! (Thomas Weisbi, Bishop of Orlando)

IDENTY Obama, in his earlier campaign, prom- to fix and make the immigration system pro- friendly. During his earlier campaign, he supported a law overhaul of immigration policy. This includes possible path to citizenship for all illegal aliens who as law-abiding, securing US borders and track- ing immigrants who have undocumented workers. He has about there since he took office in January. Hop- ing that "he is a man of his word", Obama restored in efforts to deal with the immigration system in with the Hispanic law makers last March 16, 2009, equality. Obama emphasized the group, saying that he immigration matters the same way he engaged on in- ter their major policies. Moreover, a public immigration is held perhaps within the next two months.

can the agenda for great America?

Immigrants hoping for an improved economy (which more jobs and elimination of workplace risks), man- in waiting for a possible reform that would bring them people "out of the shadows", rather than giving in of returning home. Many of these estimated 12 million for a reform similar to 1953.

18437

allows certain persons to apply for adjustment of pay a penalty of \$3,000. The LIFE Act temporarily ability to preserve eligibility for this provision of law 10, 2001. It was formerly limited to eligible individu- als the beneficiary of a visa petition or labor certifica- tion filed on or before January 14, 1998.

qualified for the previous 2002?

who entered the United States illegally. Worried of States (legally, failed to maintain continuous lan- tened under the Visa Waiver Pilot Program, Entered women, and Entered as foreign travelers in transit area. While we do not know who exactly will be qual- ified by the new reform act, should it materialize see President Obama's agenda, most immigrants seek- ing to have pending applications, as patterned with a 24-hour unit.

It uncertainty to Obama's immigration promise, ev- full of hope, with the belief that "America is a ben- efitting are possible." YOU as a possibly laid-off ben- efitting are possible." YOU as a possibly laid-off ben- efitting are possible." YOU as a possibly laid-off ben- efitting are possible."

People and Events

Silver Lake Medical Center launches new direction under the leadership of CEO Stephen Popkin

Business, Community, Healthcare, and Civic Leaders Attend Hospital Dedication and Ribbon-Cutting Celebrating New Ownership, Leadership and Name



1951, Stephen, CEO Success Healthcare, Dr. Luis Acosta, Chief of Staff, Silver Lake Medical Center, Steve Popkin, CEO, Silver Lake Medical Center.

The Silver Lake Medical Center Ribbon-Cutting Ceremony was held March 25, 2009 at the Downtown Campus facility at 771 West Temple Street. The event was attended by a well-represented group of various city, state and local officials. The officials were the main attendees of the ribbon-cutting ceremony which will be a new addition to the Los Angeles skyline. From left to right: Mayor Eric Garcetti, President of the Los Angeles City Council, Don Steigman, CEO Success Healthcare, Dr. Luis Acosta, Chief of Staff, Silver Lake Medical Center, Steve Popkin, CEO, Silver Lake Medical Center.

LOS ANGELES: Under the leadership of new hospital Chief Executive Officer Stephen D. Popkin, the renamed Silver Lake Medical Center (SLMC) is moving in a new direction, with ownership, leadership and name change demonstrating commit- ment to enhancing physician support and quality patient care as a responsible and valuable healthcare asset to the community. Officially marking its new direction and celebrating its Joint Commission accreditation, SLMC hosted a naming and ribbon-cutting today at the community hospital's Downtown Campus at 771 West Temple Street. The event drew a cross-section of business, community, healthcare and civic leaders representing the communities the hospital serves, with City of Los Angeles City Council President Eric Garcetti as keynote speaker, and Mayor Thomaston presen- ting an official acknowledgment on behalf of State Assemblyman Kevin De Leon.

According to SLMC governing board member and physician Marc Flierl, MD, "Feedback from the physician community has been extremely favorable and confidence has significantly increased with new interest from previously non-affiliated physicians. The medical staff is excited about the new ownership and management, and is eager to see the transformation that has long been anticipated." Popkin added that effective today, there will be a new addition to the Los Angeles skyline. "Beginning tonight, there will be a new illuminated Silver Lake Medical Center sign on the hospital tower that will be visible to all those commuting on the Hollywood Freeway. The new sign serves as a beacon of Silver Lake Medical Center's commit- ment to quality patient care and the hospital's vital place in serving the community."

Prior to taking the helm at SLMC on January 5, 2009, Popkin, a 20-year healthcare veteran in the Los Angeles area and board member of the United Hospital Association, served as Chief Executive Officer for the 172-bed Memorial Hospital of Garden and for the 127-bed East Los Angeles Doctors Hospital. According to Don S. Steigman, Chief Executive Officer of Success Healthcare, LLC, the Boca Raton, Florida-based hospital company that acquired the City of Angeleno Medical Center (CAMC) from InterCare Health Systems, the hospital was renamed Silver Lake Medical Center when it began opera- tions under the new ownership on November 18, 2008. Including new ownership and management commitment, Steigman reported that during its first week under Success ownership, the hospital was awarded Joint Commission accreditation, which is nationally recog- nized as a symbol of quality patient care.

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Alpha Phi Omega Hollywood Alumni donates to PGH, Lucena

IN keeping with their mission statement of leadership, friend- ship, and service, the Alpha Phi Omega Hollywood Alumni Association (APO-HA) has elected a newly formed fraternal organiza- tion new 80 members strong—its acting charity work com- mittee. The alumni association prides itself in having donated medical and surgical equipment to several places in the Philippines. Thirty-five building boxes, filled with medical supplies, are destined for the Philippine General Hospital, the oldest academic hospital in Manila with a total of 1,500 beds. Fourteen boxes have been shipped to Lucena, Quezon, in a township with little access to health care service.

The shipment of medical supplies will prove useful for PGH, which is a tertiary, state-owned hospital linked to the University of the Philippines, Manila. It is the largest government hospital of the univer- sity and is the largest training hospital in the country.

"It was a team effort. It took many brothers and sisters to trans- port and repair all the medical supplies," says APO-HA member Irma Almazan. An critical care nurse working at Harbor-UCLA Medi-



APO-HA members at PGH, Lucena.

of change. Furthermore, they agreed to ship the sum of \$10 boxes at an extremely reduced price.

With little doubt, APO-HA donation to the Philippine General Hospital, and in Lucena display the organization's willingness to give back to its roots. The brothers and sisters of Alpha Phi Omega Hollywood Alumni Association each belonged to an Alpha Phi Omega chapter

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Tips to avoid trouble for investors in the medical field
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Mall won't have Kohl's as anchor
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Helping Madoff victims poses unusual challenges for law firms

Retiree Adele Fox is worried that courts may seek to recoup payouts she got from investments with Bernard Madoff. Her attorney is Guy Fronstin, below.

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Helping Madoff victims poses unusual challenges for law firms

Special Helping Hands
Matrix Home Care provides home health aides that enable clients to venture out and about, instead of being stuck in their homes. **P17**

Year of foreclosures
A special report from Condo Values LLC outlines just how bad the wave of South Florida foreclosures was in 2008 and which projects led the pack. **P11**

Clouds over tourism
Holiday traffic was generally down at South Florida airports, but international travel and renovated hotels are providing some bright spots. **P1**

Streetcar desire
Miami Mayor Manny Diaz has added a \$200 million streetcar project to an infrastructure wish list that could be part of the federal stimulus package. **P4**



THIS WEEK
in the 39th



CASUAL DINING APPETITE LOW
Brand loyalty eroding as head-to-head competition for customers becomes fierce
YOUR MONEY, PAGE 3

SEXTING IS NOTHING TO LOL ABOUT

Is there anywhere lightning won't hit?
Four recent strikes raise safety questions
By Alyssa Balda

OMG. This is totally illegal!
I promise not to show...

Teens who text nude pictures could be guilty of a felony
By Missy Diaz
STAFF WRITER

At least twice a week, Amy Marun said she saw the same scenario play out at Spanish River High School in Boca Raton: A younger girl sending nude images of herself to an older boy in an attempt to win his attention. And it always played out the same way.

"The boys would usually show the pictures to their friends, and at lunch the girls would be crying," said Marun, 18, who graduated from Spanish River in May.

While teens and parents don't always agree on whether revealing images of themselves, or others, via cell phone or computer is acceptable behavior, most have no idea that it's a crime.

Under Florida law, each image is a felony punishable by up to five years in prison. The charge — typically possession of images of sexual performance by a child — is intended to snare pedophiles and other sexual predators. But teens who are sexting are caught in a loophole that could have life-changing repercussions.

22%
Teen girls surveyed who admit sending nude images

18%
Teen boys surveyed who admit sending nude images

LOCAL - PAGE 3
Putting a price on marriage
Family values conservatives are making it a \$100 costlier for at-risk couples to get married unless spouses-to-be investigate each other's credit records.

YOUR MONEY - PAGE 1
'Rescuers' not much help
Florida and federal regulators are cracking down on foreclosure relief companies they say take

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The Rotary Club of Boca Raton OPAL Awards

10A

Boca Raton/DeFray Beach News - Thursday, January 22, 2009 • www.bocaneews.com

Six honored at 12th annual Rotary Club OPAL Awards

(Melissa Korman/Special to the News)

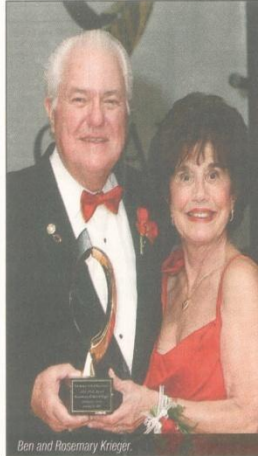
The 12th Annual Rotary Club of Boca Raton OPAL Awards held Jan. 16 at the Boca Raton Marriott honored six Boca Raton residents for achievements and contributions to the community.

Alan Kaye and Neil Saffer were co-chairs of the event and Jon Kaye was event producer.

OPAL stands for Outstanding People And Leaders, and the award is given in several categories.

Recipients were: Mickey Gomez, head of the Boca Raton Parks & Recreation Department, for civil service; Ben and Rosemary Krieger, boards members, donors and volunteers to various charitable agencies, community service; Kevin Turner, advanced placement human geography teacher and girls varsity soccer coach at Spanish River High School, education; Dr. Ira Gelb, a cardiologist and one of the founders of the Florida Atlantic University Medical School, for healthcare and medicine and Michael Kaufman, president of Kaufman Lynn General Contractors, in the private sector category.

Proceeds from the event will fund scholarships. Money raised at last year's OPAL awards provided four-year scholarships, including a laptop computer and bookstore stipend, to six local high school seniors.



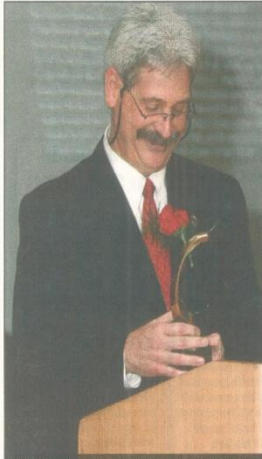
Ben and Rosemary Krieger.



Vivonne Boice and Al Zucaro.



Henrietta, Countess de Hoernle, watches from the crowd.



Boca Raton Parks and Recreation head Mickey Gomez.



Dr. Ira Gelb, center, receives his OPAL from Neil Saffer, left, and Alan Kaye, co-chairs of the event.

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SOCIETY PALM BEACH • PB

On the Scene

Sun Sentinel

Wednesday, February 4, 2009

A real gem—OPAL Awards Gala



OPAL winners Mickey Gomez, left, Kevin Turner, Dr. Ira Gelb, Rosemary and Ben Krieger and Michael Kaufman.

The Rotary Club of Boca Raton hosted the 12th annual Outstanding People And Leaders (OPAL) Awards Gala on January 16, at the Marriott Boca Center. A red carpet "Hollywood Themed Awards Show" was held as a fundraiser for college scholarships that will be awarded to deserving area students.

More than 300 guests attended in celebration of honoring OPAL Award recipients Kevin Turner, Education; Dr. Ira Gelb, Healthcare; Mickey Gomez, Civil Service; Michael Kaufman, Private Sector; and Rosemary and Ben Krieger, Community Service; as Outstanding People And Leaders in our community.

The OPAL Award honorees each received a magnificent marble and brass award with the OPAL icon and an engraved plaque.

Mayor Susan Wheelchel presented the evening's invocation and other notable guests included Florida State Representative, Adam Hasner, Boca Raton City Council members: Michael M.J. Mike Arts, Susan Haynie, Michael Mullaugh and Bill Hager with their spouses. In addition, past OPAL Award recipients included, Countess de Hoernle, Kathy and Ron Assaf and Helen Babione.

The restaurants of Boca Center included Absinthe, Big City Grille, Cucina d' Angelo, Morton's Steakhouse, Opus 5, and Uncle Tai's once again supported the Rotary Club

of Boca Raton fundraiser by providing cocktails and signature hors d'oeuvres during the reception which was held outside in the beautiful Boca Center Courtyard.

Community partners for the fundraising event included; Promise Healthcare, Inc., Malinda and Peter Baronoff, Base Line Engineering and Land Surveying Inc., Hodgson Russ L.L.P., Matrix HomeCare, Marriott Hotel, Miami Systems, Inc., Universal Jet Aviation, Sun American Bank, BNY Mellon Wealth Management, Coca-Cola Florida, Mummaw Associates, City National Bank, Ingrid & Fred Fulmer, Kaye Commercial Investment Group, Ritter Foundation, The Rotary Club of Boca Raton, Elaine J. Wold, Zucker & Associates, Allianz Championship, Mary Kelly, Multi-Image Group, Kaye Communications, Inc., Dr. Ron Rubin, Zimmer Consulting Group, The Shops at Boca Center, Historic Sports Car Racing, Flossy Keesely Dream Foundation, Saffer & Company Auctioneers, Chase Music Group, "Soul Survivor" and Southern Wine & Spirits.

Providing college scholarships to worthy candidates has been the primary focus of the Rotary Club of Boca Raton for more than twenty years. Proceeds from the OPAL Gala will again provide scholarships and laptops for deserving Boca Raton area students.

For more information, visit www.rotaryclubbocaraton.com.

CITY & SHORE
April-May 2009

The quest and conquest of
Penelope Cruz
SWIMWEAR SUBLIME
SOUTH FLORIDA EDUCATION 101
10 RESTAURANTS IN TOUCH WITH WHAT YOU WANT

out/about



1. Donald Trump and Dirk King at the Young Friends of the American Red Cross Party for a Purpose Beach Bash at Mar-a-Lago. 2. Lily Anderson and Britta Anderson at the Mar-a-Lago Beach Bash. 3. Robin Levinson, co-owner of Levinson Jewellers in Fort Lauderdale, with Denise and Jordan Zimmerman at the Nat King Cole Generation Event at The Forge. 4. Neil and Fran Saffer with Maggie and Alan Kaye at the 2009 OPAL Awards, honoring outstanding people and leaders in Boca Raton. 5. Dorene Kavan, famed designer and event Honorary Chair, with Cristine de la Fuente, actor and event Master of Ceremonies, and Paulina Rubio, Latin superstar at the Spirituality For Kids Gala at The Westin Diplomat in Hollywood. 6. Judy Dwyer, Shannon Navarro, Lorraine Thomas, Joe Mancilla and Renee Quinn at the Royal Dinner 10th Annual Tuna Ball.

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BOCA RATON, FL -- When it comes to a workout routine, how often do you say..I don't have time..!"

Newschannel 5's Roxanne Stein reported on a program where you really are in and out, and you never change your clothes..

Rebecca Kline always loved her jeans.. and now, she loves them more--because they look like this!

How'd Rebecca do it? Dieting?

"I still have donuts and everything ..it's the exercise."

That exercise is this: 20 minute workouts..two times a week, in her street clothes at the 'Super Slow Zone' in Boca Raton.

"And the idea behind the super slow zone: you workout very very slowly until the body is fatigued."

Does it work? Wellness coach and fitness instructor Dara Carvalho gave it a try.

"It's amazing. It's very very different. I teach classes for aliving and it's incredible how much different it is. the slow contractions the time it takes it fatigues the muscles after 3 reps. i'm

SEARCY DENNEY SCAROLA
BARNHART & SHIPLEY PA

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Family of Choking Man: "Why didn't anyone help him"

Comments | Recommend 0

August 11, 2009 5:42 PM

[John Bachman](#)

A local family desperately searches for answers after a family-member chokes on his Chinese food and ends up on Life Support. They family says no one helped the choking man for as long as 15 minutes. And they want to know why.

David Cormia, Jr. remembers the good times he used to have with his dad. And desperately hoping there will be more to come. But his fathers doctors tell him it's not looking good.

"We found out slightly before mid night on what occurred at the Chinese Restaurant. Devastating news for me and my family," Said David Cormia, Jr.

David Cormia senior was eating alone at the Empire Buffet in Delray Beach. His son says his father asked him to go, but he couldn't make it. He knows now if he had-- his father may not

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