



FOR IMMEDIATE RELEASE

Site Selection Experts to Meet with Cape Coral Business Leaders

Sept. 23 workshop will offer ideas on attracting new businesses to city

CAPE CORAL, Fla. (Aug. 26, 2008) – Two leading national experts on corporate site selection will meet with Cape Coral business leaders at a workshop Sept. 23. Ron Starner and Michael C. Rareshide will discuss the strengths and weaknesses facing Cape Coral from a site-selection standpoint, the types of businesses that are the best fit for the city, and techniques that can be used to diversify its economy, be more competitive and attract new businesses.

The workshop, which is the first of its kind in Cape Coral, is being hosted jointly by the Cape Coral Economic Development Office, the Cape Coral Chamber of Commerce and the Council for Progress.

The workshop will take place Sept. 23 from 11:30 a.m. to 1:30 p.m. at the Palmetto Pines Country Club. The cost, including lunch, is \$20 per person. Seating is limited. For reservations, contact the Cape Coral Chamber of Commerce at (239) 549-6900, ext. 300, or visit www.capecoralchamber.com.

Ron Starner is the general manager of Site Selection magazine, an international corporate real estate publication. He is also executive director of the Industrial Asset Management Council (IAMC), whose 515 members are corporate real estate managers. Starner has a master's degree from the University of South Florida and is a former publisher and editor for the Florida Real Estate Journal.

Michael Rareshide is the executive vice president of Partners National, a Texas-based company offering corporate real estate services. He has worked directly with top level companies in more than 100 office markets across North America and is regularly quoted in national industry and business publications.

For more information about the workshop, contact the Cape Coral Economic Development Office at ecodev@capecoral.net or (239) 574-0444.

Cape Coral is one of the fastest growing cities in the United States and the largest in Southwest Florida. INC Magazine ranked the Cape Coral-Fort Myers MSA No. 1 in its 2007 list of the best mid-sized cities for doing business. The Cape Coral Economic Development Office assists existing businesses and recruits new ones, administers incentive programs and conducts global marketing for the city. Visit www.bizcapecoral.com.

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