



Welcome!

Southwest Florida provides entrepreneurs and companies with rich opportunities for prosperity and growth, and *Gulfshore Business* serves as an invaluable tool for making the most of those opportunities.

Sunny blue skies, white sand beaches and a warm subtropical climate make this resort destination a desirable part of the country for a second home. And that's precisely why it's also a great place to do business.

Fort Myers, Cape Coral, Naples and the region as a whole have experienced some of the highest growth rates in the country as new residents, both full- and part-time, flock from the Northeast, Midwest and beyond.

Despite a slowdown in the residential real estate market, Southwest Florida's population continues to multiply, making it one of the stronger markets in the country. The combined populations of Collier, Lee and Charlotte counties grew by nearly 245,000 from 2000 to 2007, easily surpassing the 1 million mark. That point of critical mass that not only attracts national brands, but also is a great indication of the myriad opportunities for small businesses.

The population growth and maturation of the business climate feed several industries, including hospitality, retail, banking and finance, healthcare and technology as well as development and construction. And as baby boomers begin to retire nationally, they will seek out our region and continue to fuel business opportunities and the local economy.

Gulfshore Business has been keeping pace, providing information and insight and growing hand-in-hand with Southwest Florida's business community. We keep readers up-to-date with the ever-changing environment and provide information and other tools that employees and decision-makers need in this dynamic market.

Readers report that they spend as much as an hour poring over each issue—a remarkable amount of time in a busy world—and then pass it along to colleagues. What's more, 89 percent say they read the ads and editorial content, and they are likely to visit an advertiser's Web site after seeing the ad, making *Gulfshore Business* a significant influence in their spending decisions.

Learn more about our magazine in the following pages—our editorial philosophy, reader profiles and advertising rates. We think you'll realize that the smart businesspeople in Southwest Florida know *Gulfshore Business* can help build their business.

Phil Borchmann
Editor

From the Editor