



Special Online Edition

May 15, 2011

*Letter from the Bonita Bay Club Board of Directors
Following the Annual Meeting and
Subsequent Response from a Member*

May 6, 2011

Dear Bonita Bay Club Member:

We would like to thank all members for the feedback we have received since the Annual Meeting last week. Much of the valuable information received focused on improving communications, fiscal responsibility, and the strategic planning priorities.

Your Board will be working to address these matters and other suggestions in the coming months. In order to further facilitate better communication, a special Bonita Bay email address will be established for the purpose of receiving member input and feedback. Management and the Board will regularly review the comments received. In addition, we plan to provide a brief financial update quarterly and other reports to the members.

In the continuing effort to understand member satisfaction and gauge member preferences relating to amenities and services, an operational survey of members will again be conducted in the upcoming weeks. This survey will serve as a follow up to a similar survey conducted last October. The survey is useful in the development of informed action plans by management and for the Board when prioritizing the application of club resources.

The Board and management have thoroughly studied a multitude of comparative industry data from numerous sources. It is clear that club operations today function well within an expected and acceptable performance range. However, many have asked that the Board look for ways to reduce overall operating costs without adversely affecting quality. In an effort to do so, the Board has decided to close our West Clubhouse to all activity and all west club golf operations on Mondays from June through September. This is a very common costs savings approach. Most of our reciprocal clubs are totally closed at least one day a week during the summer months. Inasmuch as

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the East Club golf and dining operations will remain open seven days a week, it was determined to be a reasonable and responsible approach. The Tennis and Fitness Facilities will not be affected.

The commitment of the Board to ensuring that we have a well managed and well maintained Club for which you can be proud, and that will enhance our golf facilities and attract new members was reconfirmed at the Annual Meeting. In that effort, the Board has approved a project to reconfigure, enlarge and improve the Marsh range and practice tee this summer. Because of the long lead time needed for regrassing, the project is scheduled to begin on May 16. In order to accommodate the desired improvements, the project will also include moving the putting green and expanding the short-game practice area behind the clubhouse. Once installed, the pathways and plantings will be consistent with the enhancements made last summer though the use of pavers and

landscaping. The newly expanded range tee, when completed, will greatly increase the number of daily rotations which will promote healthier turf during the busy season. The Marsh practice facilities are planned to reopen in October. We apologize to our year-round members for this inconvenience during construction. A regular progress update will be provided.

Thank you all for the wonderful support we have received during our first year as a member owned Club. We look forward to continue to serve you, to facilitate desirable improvements and to maintain our high level of pride and member satisfaction.

Regards,

Cynthia White

Daniel Miles, CCM

President

General Manager/COO

On behalf of the Board of Directors

From: Linda Heckel

Sent: 5/9/2011

Dear Board of Directors:

I am aware as you must be also of large number of protests to the dues increase and the continuance of the capital improvement assessment adding an additional \$1,600.00 per year for golf members. As far as the dues being increased I question the authenticity of your benchmarking process. You have chosen clubs that are invalid for a proper benchmarking. It does not take into consideration the number of members at the benchmarking clubs verses the dues they are charging.

We have 4 courses with 325 members per course. The Colony has 150 members with one course. Mediterra includes a beach club. Many of the clubs you are using for your benchmarking do not have the large number of golfers per courses that we do. Some clubs may prefer to have less members and have their members pay higher dues or they are not attracting the number of members needed to meet their overhead. I think it is important next year to better evaluate your process for the raising of any dues. You have to compare apples to apples if you are to draw valid

conclusions. It is important as a club to attract new members and by continuing to unnecessarily raise dues and have ongoing assessments is not the way to do that.

Unnecessarily.

The quote from page 14 of your Strategic Planning Update states: "The Board and Finance Committee anticipates that a large portion of the Phase One as described would be funded using existing cash reserves available at the time of construction in 2012." If in the Board putting this statement in the Strategic Plan then it is clear that the continuing capital assessment you are having the members pay now is for Phase One. I feel charging this assessment now is in direct violation of the by-laws (19.2) which are on the Bonita Bay Website. As said at the annual meeting the financial documents provided to us project a capital reserve balance of \$3.9 million on June 30, 2012. At the meeting Chuck Campbell indicated that the club would also have an additional \$1.5 million in cash for total cash projection of \$5.4 million. The members do not see why we need the continuing capital assessment other than to enable the board to spread it out over two years so you can avoid member approval for proceeding with Phase 1. Can you justify to the membership that you can "ethically" make these assessments when members are locked in to the three year vesting timeframe and have little choice but to pay the assessment? In doing this assessment you are able to proceed on Phase 1 without member approval or putting it to a vote. You cannot use assessments to pay for capital expenditures in excess of Two Million Dollars unless approved by the membership in a vote unless it is for extraordinary repairs or replacements that are results of an act of God or disaster. The board is certainly getting into a grey area on charging these assessments and I feel the membership would feel more at ease if you would seek a legal opinion from an outside attorney on your rights to do this to the membership.

I think understanding that a top quality club definition by our members may mean excellent service and food, quality updated appearance of our club and be very well maintained. The handful of times per year that we have a special event and members can't get a reservation lets say on Valentine's Day they just will make other plans. The food and beverage operation is losing approximately \$1.50 per dollar spent, even with us being at full capacity at our events last year. More space likely will increase the losses. Do we want an addition so we can have larger buffets since the kitchen expansion is not planned in Phase 1? If you are really looking for member preferences and input you would put any major additions to the club up for a VOTE with "actual costs" not "conservative estimates". It is important to remember that we are an older club with the majority of our current members being over the age of 65 on fixed incomes. Many are not in a position to keep paying assessments. I think you saw with 600 in attendance at the annual meeting the majority of members were not in agreement with the assessments and dues hike. I know the percentage of golf members are much lower in the lesser expensive neighborhoods in Bonita Bay Community and that is because of the cost to belong to our club and the dues paid in comparison to their income. When you look at 50% or more of the community not belonging to the club it is because you are pricing them out of ever joining as a golf member. Many of the golf members that already do belong will consider dropping their membership earlier with these continuing assessments coupled with their advanced ages. Our club would be more attractive to the future younger potential members you are looking to attract in our club if they saw that we have had a track record of being profitable without continuing assessments!

Most full-time members are not happy with the decision to close our club on Mondays as our dues are for a 7 days a week club. There is little money saved by closing only the golf course and club on Mondays. If we remain open we can take advantage of the fact that the other clubs are closed and bring in more reciprocal play here. Opening on Mondays also is a good way to have other clubs members come to our club as potential future members. Keep in mind we have more members here in the off season than many other clubs have full time which is the reason they may have the need to be closing. I would suggest closing the East courses on Monday before the West. It is usually very wet in the summer out east so many of our members usually don't want to play there because of that. Bonita Bay Group closed the entire club on Mondays to save money so just tell Bonita Bay Group we are closing the East courses on Mondays. So what if Bonita Bay Group are put off they can tell their players to find someplace else to play on Mondays. If there is not something in the agreement with Bonita Bay Group that prohibits your closing on Mondays out east that is the club that should be closed.

So in closing these are the points I am forwarding to the board of feedback from MANY members who have asked me to pass onto you:

1. Better benchmarking in the future for any dues increase.
2. No capital improvement assessment now as we are profitable and have funds for all current capital improvements.
3. Obtain a legal opinion on the assessment.
4. Do not close the West courses in the summer and bring more reciprocal play in on that day.
5. Close the East courses for cost savings on Mondays in the summer as it is used much less than the West.
6. Get member approval with a vote for any major additions to the club and have at that time accurate estimates not conservative estimates.
7. Not necessarily be the "largest" club in the area but have the finest quality, well maintained, best service and managed club in Southwest Florida.
8. Do future building additions to the club with our significant generated profits.
9. Slow down the spending.

If you are not convinced by any of the above consider asking these questions in the future survey of all members you discussed at the Annual Meeting which I believe is an excellent idea.

Thank you for the opportunity to help make our club the best in Southwest Florida and the job you are doing.

Respectfully,

Linda Heckel, Esperia

City Council Member John Spear's Decision on Seeking Re-election

From: John Spear
Sent: 5/4/2011
Subj: City Council, District 4

To all:

It is with considerable mixed emotions that I announce tonight that I will not seek re-election to the City Council of Bonita Springs in 2012. My reasoning is simple and will be apparent to all who know me: the conflicting time demands of my law practice, and more importantly, my family, make commitment to another four years of serving my community in this way something I am simply unable to do.

Although this was a decision that I made early this year, and had thought about starting months earlier, it has been important to me that my political future not be a distraction to the process that has led to the hiring of the City's second City Manager. As I have often said recently, the most important single votes I have made during the past three years have been the votes involving our new City Manager, and that process is now complete.

The past three years has been a great adventure; I have learned much about myself, and hopefully I have adequately served the community that I hold so dear. I am confident that there are dozens of other well-qualified persons in District 4 who can step up and serve our community for the next



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four or more years. As I always have, I suspect I will remain involved in that process going forward.

By far biggest surprise I have had over the past few years was to learn that serving as an elected official is not been dominated with complaints and criticisms. Instead, almost without exception I have been repeatedly thanked for my service, and those kind and supportive words have meant a lot as I have juggled my time commitments.

And although I have no immediate plans for future civic involvement, I intend to remain an active and involved private citizen and to work passionately to make Bonita Springs that paradise that we so often refer to.

John D. Spear
Bonita Springs City Council Member
District 4

Finding a Successor for District 4

From: John Joyce
Sent: 5/11/2011
Subj: BonitaSprings City Council Candidate

John Spear, currently City Councilman for District 4 which includes Bonita Bay has chosen not to run for a second term. His current term expires in January 2012. A team of Bonita Bay residents - Jacke McCurdy, John Warfield, Dave Shellenbarger and I, are undertaking an effort to identify qualified candidates by early July. It is not mandatory that the candidate reside in Bonita Bay, but it can be helpful for the community. It is mandatory that the candidates be a full time Florida resident. The candidate also must reside in District 4.

This communication is part of an effort to obtain broad input to this issue. To give you some perspective on time requirements for the City Council, 1. There are two Council meetings per month which generally run from 2 to 4 hours; 2. Preparation time for these meetings will depend on the length and depth of the issues on the agenda and 3. There is one Zoning meeting per month which can run 2 to 3 hours. Preparation time is important primarily because of Florida Sunshine Laws, which preclude discussion among Council members of the agenda items other than at the City Council meeting.

Please give this issue some thought and share it with other people you think may be able to suggest potential candidates. The election for District 4 will likely be in January with a deadline for filling for election sometime in October.

Thanks for your consideration.

John Joyce, Mira Lago

Marina Club Plight

From: Ken Meyer
Sent: 4/15/2011
Subj: The Marina Club

All of us would agree that there is no depth that the Lucas family would not sink to if they thought they could make money. They have proven this time and time again. The current proposed

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transaction is just one more example:

1. They wait until most of us are leaving BB or have already left so that we cannot get together to discuss. Very important since I will predict that within 2 years, rental rates will have been increased substantially from current levels, boat slips will be converted from rentals to boat condos, and that the private character of the marina will be completely gone.
2. BB residents should not be surprised that the Community Association has not yet been turned over. The Lucases may be slow but they can smell money a mile away. They cannot sell boat slips and open up Backwater Jack's to the public outside of BB without full access to the property.
3. I personally proposed to the TOC that we negotiate a buyout even if it cost more money. It would have been the best money we ever spent--mark my word.

I think by the time we return next season, we will realize how much we need to aggressively fight them every step of the way. It, indeed, may be way too late by that time.

I will end this letter with a small point. These people have done nothing but mislead and lie to us. Now, just to rub a little salt into our wounds, we need to have our signatures on the release form notarized!

As much as I love Bonita Bay and the Marina Club, it will be good to get away from the dismal, unethical business climate created by the Lucas family.

Ken Meyer
Oak Knoll

More on the Lucas Family

(Editor's Note: The two links below are PR articles which appeared in the Ft. Myers Florida Weekly.)

http://fortmyers.floridaweekly.com/news/2011-04-06/Top_News/DEVELOPER_REBORN.html

http://fortmyers.floridaweekly.com/news/2011-04-06/Top_News/The_club_membership_dispute.html

(Editor's Note: On the other side of the coin, below is a link to a Naples Daily News report about Attorney General's case against Bonita Bay Group)

<http://swflmoms.com/news/2011/may/13/bonita-bay-group-refund-practices-were-not-decepti/>

Invitation to Tour the New Children's Hospital.

(Editor's Note: Barbara Friends Celebrity Tennis Event held in Bonita Bay in March raised funds to help build a Pediatric Pharmacy at The Children's Hospital)

From: Tracy Connelly – Lee Memorial.
Sent: 5/11/2011

Open invitation for anyone interested in learning more about the Children's Hospital to join us for a tour on Monday, May 23. A bus will leave FineMark National Bank & Trust in Bonita at 9:30 a.m. and return by 12:45 p.m.

If you or anyone you know is interested in taking the tour and learning more, please RSVP to Denise Markovits at 343-6065 or denise.markovits@leememorial.org. A limited number of seats is available on the bus.

We are so proud of our Children's Hospital, and want everyone to know what we are doing and what services are available.

Please share this invitation with colleagues, friends, clients, or associates who may be interested.

Thanks and I hope to see you May 23.

Tracy A. Connelly
Senior Director of Development
Children's Hospital of Southwest Florida
& The Lee Memorial Health System Foundation

Front Gate Security

(Editor's Note: One Bonita Bay Resident wrote the following about their concerns regarding front gate security)

There are many residents who have a stepped-up concern about security within the Bonita Bay community. Our concerns are related to the fact that Bonita Bay Group is advertising to the public to come and have dinner at Backwater Jacks.

We are not at all happy that just anyone and everyone can gain access to the community by saying they are planning to have dinner at BWJ. In the past, at least those who came from the outside were members of either the BBC or the Marina Club, or they were invited guests of residents. Now we have just anyone entering our gates, possibly not even heading to Backwater's.

Is there something that can be done about this? Thanks for your attention to this matter.

From: Community Association
Sent: 5/10/2011
Subj: Security UPDATE

Update regarding BWJ....

In addition to opening Backwater Jacks (BWJ) to boaters, BWJ will again participate in the local club reciprocal programs and will now be available to the public by reservation. A reservation list (similar to the Club's tee time sheet) including the customer's name, address and phone number is being forwarded to the BBGA Gatehouse. The customer is required to register at the Gatehouse and produce a photo ID. This program is currently available through May, at which time BBG will determine future plans.

From: Joyce Maloney
Sent: 5/1/2011
Subj: Security

The attached picture shows my new security system for Bonita Bay! This guy was 10 feet long and spent 5 minutes on my front porch!! A very good reason to keep your garage door closed at all times as many people have been recommending.

Thanks for your attention,

Joyce Maloney, Riverwalk



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Bonita Bay's Spring Tennis Challenge Sponsored by David P. Browne

Over 60 Bonita Bay tennis-playing volunteers and staff worked together to conceive, design, publicize, and run the inaugural Bonita Bay Spring Tennis Challenge the weekend of April 29-May 1.

Bonita Bay Tennis Director Paula Scheb formed a tournament committee consisting of Floyd & Gwyn Robinson, Joan Caes, Nannette Starapoli, John Pinti, John Jordan, Holly Croym, and Rick Carlton...way back in December...challenging them to create a tournament that would draw both professional and amateur players and showcase Bonita Bay Club as a first class destination for competitive tennis and to attract a fan base of potential new residents and members.

By every measure they succeeded ... with 169 total entrants in the three day tournament, including men's and women's 6.0, 7.0, 8.0 doubles and 7.0 and 8.0 mixed doubles, and over 70 entrants in the men's and women's open singles and doubles divisions. Winners, Finalists, and Semi-Finalists in the open division took home \$7500 in total prize money and in the other divisions winners and finalists were awarded gorgeous trophies. All participants enjoyed great prizes and goodies from generous local merchants and restaurants...as well as the aches and pains of a competitive and fun weekend well spent on the courts.

Throughout the tournament, Paula's able staff, supported by Bonita Bay's Food & Beverage team and John Pinti's army of volunteers, manned the grill, served beer, wine, & sodas, signed in and shepherded players, gave directions, answered fans' questions, swept courts, shagged balls, cleaned bathrooms, picked up trash, and watched some terrific tennis.

We had local phenoms...a 14 year old defeated by the # 1 Men's Open seed, a nationally ranked 17 year old narrowly losing to the eventual Men's Open Singles Winner; we had international stars... players from Mexico, Equador, Mozambique, a Swedish Fed Cup player besting a Slovakian women's star in Womens' Open Singles; and we had Bonita Bay winners...Jean Marnocha and Diane Jacobson in the 8.0 womens' doubles, Ed Ludemann and John Pinti in the 7.0 mens' doubles and Tom Himes and Paul Ramsey in the 6.0 mens' doubles.

A huge break-through came early on as Bonita Bay resident wills and estate attorney David Browne and his wife Diana agreed to sponsor the tournament, providing the seed money that was required to even consider such an undertaking. In presenting the open Winners' and Finalists' checks in front of a gallery of appreciative fans, David commented, "We're all already looking forward to next year's tournament!"

STAY TUNED!!!

Open Division Results:

Mens' Singles- Tye Myers def Paulo Burros 6-2, 6-3

Womens' Singles- Sandra Roma def Martins Frantova 6-1, 6-0

Mens' Doubles- Tye Manring / Jose Patrello def Manuel Encalada / Tye Myers 6-4, 7-6

Womens' Doubles- Sandra Roma/Malim Ulveseldt def Lynn Vosloo/Alejandra Aguilar 6-1, 6-0

Flighted Division Results:

8.0 Men- Nick Chlumski / Chad Yeager def J. Webb Horton / Frank Bova 6-4,1-6 (10-5)

7.0 Men- John Pinti / Ed Ludemann def Tom Auda / Frank Kaplan 6-1,7-6 (8)

6.0 Men- Tom Himes / Paul Ramsey def Brad Wind / Bill Drum 6-1,6-4

8.0 Women- Jean Marnocha / Diane Jacobson def Nannette Staropoli / Lori Lavery 6-1,7-5

7.0 Women-Monica Ruggeri/Michele Bennett def Bertha Brando/Barb Ludemann 7-5, 2-6, 10-8

6.0 Women- Ann Wright / Jan Carlson def Amy Newton / Heather Christie 6-1,6-1

8.0 Mixed- Fred Hindle / Nancy Burkhalter def J. Webb Horton / Deb Martin 6-0,6-3

7.0 Mixed- Bob Ostrom / Carol Shapiro def Ed Bonkowski / Bev Auda 6-3,6-7 (10-6)

For MANY pictures...visit these sites on the web:

<https://picasaweb.google.com/jfjesj/BonitaBaySpringTennisChallenge>

<https://picasaweb.google.com/118220858432674632310/LanaNovakBBTennisTour2011?authkey=Gv1sRgCOuL6NuGz5XLvgE>

An Alert about Dead Zones on Sabal

From: Dick Connelly, Woodlake

Sent: Monday, April 4, 2011

Subj: Incident

I want to make you aware of an incident that occurred Saturday afternoon on Sabal that caused us some concern. We have a group that plays Saturdays. One of our group, Frank Lacy, became ill Saturday with dizzy spells. He decided to quit after 9 holes and the foursome signaled a request for a ranger.

It took an hour for the ranger to arrive to bring Frank back to the Clubhouse. When we finished, we were anxious to see if Frank was OK and was he able to drive home. The pro shop knew nothing about Frank. They said those calls are handled by the Cart Barn staff. We talked to Ric Nalyd and he phoned Frank at his home and Frank said he was OK. The pro shop said there were dead spots out on the course that would affect a cart's signal from being received.

If these dead spots do exist, then the membership should be informed so that if they have an emergency, they should use a cell phone, assuming one is available. And members should be encouraged to bring cell phones with them. In the case with Frank, it turned out not to be an emergency but it might have been.

My foursome also noticed a delay when we reported we had found a lost club and a ranger did not come by for more than 40 minutes.

I'm interested in your response to our concerns.

Dick Connelly

From: Dick Connelly
Sent: 4/8/2011
Subj: Incident

Got a call back from Mike Weiler re the non communication on the Sabal course when Frank became ill. He said there is a dead zone between holes 10 and 14 because of the need for more relay towers. He said they'd had incidents before and were taking it up with the GPS company that services us.

I made the point that members should then be told of the problem, should there be an urgent need, and advised to bring their cell phones to assure a quick contact, if needed. We'll see if that happens.

Dick Connelly

Bonita Bay Car Show

Don Cerullo, Riviera, reported that the organizers of the Bonita Bay Car Show were very pleased with the cars that entered and the constant flow of residents on a 90 degree day on Masters weekend! The next year's Show is scheduled for March 18, 2012.



Susan G. Komen Fundraising Results

The committee for the Bonita Bay Susan G. Komen 2011 Fundraiser is happy to report that the event raised **\$48,687.**

75% of the funds stay in Southwest Florida.

Recent Classifieds

Wanted: Good used car for around Bonita Bay. 239-498-1464

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For Rent: Ocean City, Maryland 2 BR, 2 BA, Ocean Front. View VRBO.Com # 344417. Call 239 992 8441

City Council Meeting to Address YMCA Closure As reported by the Naples Daily News

(Editor's Note: The YMCA of the Palms announced the closing of the Bonita Springs branch on May 2. The 24,000 square foot center opened in April 2005 and cost \$7.2 million to build.)

<http://www.naplesnews.com/news/2011/may/12/bonita-ymca-members-petition-city-trying-keep-door/>

*Photo of the First Year Anniversary Party
of the Member Owned Bonita Bay Club*



Photo by Tommye Fleming

An advertisement for Diamond District jewelry store. The top left features the text "SOUTHWEST FLORIDA'S DIAMOND DISTRICT YOUR DIAMOND JEWELRY SUPERSTORE" in gold and white. Below this is an image of the store's building and two men, Jason and Todd, standing in front of a large diamond. The phone number "239.947.3434" and website "DIAMONDDISTRICTUSA.COM" are listed, along with "OPEN 7 DAYS". On the right side, a woman with blonde hair is shown wearing several pieces of diamond jewelry: a ring, a bracelet, and a necklace. The bottom right corner features the "COCONUT POINT" logo and the location "Estero NEXT TO T.G.I. FRIDAY'S".

