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# THE NEWS-PRESS

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## GOP field makes Clinton focus of Orlando debate

Candidates unite to denounce Dem front-runner

BY BILL COTTERELL  
The News-Press Capital Bureau

ORLANDO — Republican presidential candidates — all trailing Democratic front-runner Hillary Clinton in national polls — told about 4,000 Florida Republican activists Sunday night the nation can't afford to have her in the White House, economically or militarily.

"She has never run anything," former Massachusetts Gov. Mitt Romney said. "And the idea that she could learn to be president, you know, as an internship just doesn't make sense."

New York's junior senator was mentioned so often on so many issues in the debate that the Florida Democratic Party rushed out a statement noting that none of the eight contenders mentioned President Bush at

all.

Sen. John McCain, R-Ariz., got the loudest applause of the 90-minute debate that concluded the Florida Republican Party's "Presidency IV" state convention, when he answered the Clinton question by alluding to his six years as a prisoner of war in North Vietnam.

Like the other GOP candidates, McCain said Clinton and other

■ See DEBATE A2

### GOP CONTENDERS DEBATE IN FLORIDA

■ **Sunday's debate** was the eighth of the campaign — the first since Sen. Sam Brownback of Kansas dropped out of the race. The remaining rivals fielded questions for 90 minutes at an event in Orlando broadcast by Fox News Channel.



MCCAIN



THOMPSON



GIULIANI



ROMNEY



HUCKABEE



PAUL



TANCREDO



DUNCAN

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INSIDE

■ **WEATHER**  
High 91 Low 75  
Mostly sunny, 20 percent chance of rain; forecast B12

■ **INDEX**  
Classifieds..... E1-12  
Comics..... D4  
Crossword ..... D4, E2  
Dear Abby ..... D2  
Obituaries ..... B6  
TV ..... D5

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## GETTING BRANDED

### FGCU slow to have its name marketed

BY DAVE BREITENSTEIN  
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Fans of Florida State, Florida and Miami need travel only as far as their neighborhood Target to buy a souvenir T-shirt to show their school spirit.

Specialty stores, such as Team Choice or Lids in Edison Mall, stock jerseys and caps from several dozen out-of-state colleges.

You name it — Alabama, Georgia Tech, Texas, Pittsburgh, Michigan State, Kentucky, Boston College, UCLA, Indiana — and some local retailer has it on a shelf.

Except for one college.

Florida Gulf Coast University has no apparel, hats, bumper stickers, shot glasses or mugs in any local store. In fact, the community as a whole lacks signs that a state college even exists in Southwest Florida.

It's not that store customers aren't requesting FGCU apparel; they have asked for it. Rather, university administration is skeptical that retailers could sell

■ See BRANDING A4

**INSIDE / A4**

■ **What will it take** for FGCU to have a stranglehold on Fort Myers, like the University of Florida has on Gainesville?



#### TEAM ITEMS



■ Nike Florida Gators pass rush fleece hoody \$60 — **Finish Line**



■ Florida State Seminole NCAA Alter Ego III with flocking \$24.99 — **Lids**



■ NCAA University of Miami Hurricane rally fan face cap \$9.99 — **Sports Authority**



■ University of Southern Florida rug \$19.99 to \$36.99 — **Target**



PHOTOS BY ANDREW WEST /THE NEWS-PRESS

■ Joe Mangano finishes up lunch at the McDonald's at the Gulf Coast Town Center. The restaurant is decorated with Florida Gulf Coast University posters and other items.



■ Florida Gulf Coast University golf towels, ball markers and club covers are sold at Golf Galaxy at Gulf Coast Town Center.

## Lee tries cold for cardiac therapy

Chilling the body helps heart patients recover

BY JENNIFER BOOTH REED  
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The hospital is where you go if you're suffering from hypothermia.

But what if the hospital were the cause of the dangerous internal chill?

Doctors at Lee Memorial Health System are inducing hypothermia to treat some victims of heart attack with a procedure that's tough to manage and tricky to coordinate but could save some patients from extensive neurologic damage.

How?

When the body is cool, the brain uses less oxygen, and there is less swelling around the brain compared to a body within normal temperature ranges. Additionally, the cold protects

■ See HYPOTHERMIA A4

## Lee may OK elections by paper ballot

BY RYAN LINGERICH  
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The process to change the way Lee County voters cast ballots is in motion.

The Lee County Commission on Tuesday likely will approve spending \$945,000 for voting machines and equipment in preparation for a major conversion to paper ballots beginning with the Aug. 26 primary.

The state has pitched in \$1,181,687 to buy ballot-scanning machines for 171 precincts and four early-voting sites. The county was left to buy about 35 units for staff training and community awareness programs, a backup machine, one for another early-voting site, and incidentals such as privacy booths, paper and ballot marking pens.

Touch screens will be used for the Jan. 29 election.

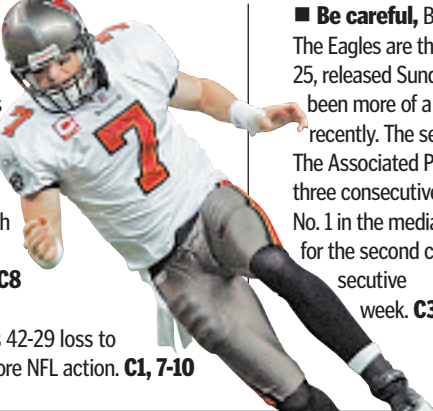
The move to paper ballots

■ See COMMISSION A2

### SPORTS NEWS OF NOTE: FOOTBALL, RACING, BASEBALL AND MORE

■ **The Detroit Lions** take advantage of two uncharacteristic Jeff Garcia miscues to score touchdowns and beat their former QB, and another NFC team with a winning record — Tampa Bay — 23-16. **C8**

■ **Also see** Miami's 42-29 loss to New England and more NFL action. **C1, 7-10**



■ **Be careful,** Boston College. The Eagles are the new No. 2 in the Top 25, released Sunday, a ranking that's been more of a burden than a reward recently. The second-ranked team in The Associated Press poll has lost three consecutive weeks. Ohio State is No. 1 in the media poll for the second consecutive week. **C3**



■ **Jimmie Johnson**, left, holds off Ryan Newman and Jeff Gordon over the final laps to win a record-setting Subway 500 at Martinsville Speedway on Sunday. The yellow flag flew 21 times, more than in any other race at this track where NASCAR has been competing since 1949, so it was fitting that it came down to a green-white-checked finish that was not a finish at all, as David Ragan spun out in Turn 1 as the field came back up to speed. **C1**

■ **In a game** to decide who will play the Colorado Rockies in the World Series, the Cleveland Indians and the Boston Red Sox take to the field in Game 7 of their ALCS series. **C1**



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ANDREW WEST/THE NEWS-PRESS

■ Jacob Hutchings, 23, a senior at Florida Gulf Coast University, browses through the bookstore at the campus student union Wednesday. FGCU is searching for a marketing firm to think of ways to expand its name in the community.

## BRANDING

■ Continued from A1

Eagles merchandise, and as yet FGCU hasn't pitched its products to area businesses.

"There is a certain economy of scale you are looking for," said Joe Shepard, FGCU's vice president for administrative services. "FGCU is at 9,500 students and we're growing rapidly, but our alumni base is still small. The stores look at it as space on their shelves. They want to make money off of it."

FGCU pales in comparison to the University of Florida's 50,000 students. FGCU has awarded 7,348 degrees in its history; Florida has 340,000 alumni worldwide.

However, sheer volume isn't everything. Wal-Mart in North Naples, for example, carries T-shirts and shorts for Barron Collier, Immokalee and Gulf Coast high schools.

### Marketing FGCU

FGCU now is competing in NCAA Division I athletics and celebrating its 10th anniversary. Those milestones prompted administration Wednesday to start searching for a marketing firm to help ignite demand from consumers and businesses, thus cementing FGCU's spot in the local marketplace.

Still, it's unclear how serious FGCU is about promoting its brand. Incoming President Wilson Bradshaw was unable to find any Eagles mementos during his weeklong interview in August. When The News-Press asked to interview him on the issue, Audrea Anderson, associate vice president for community relations and marketing, said it wasn't important enough to warrant his attention.

"I have to draw the line somewhere," Anderson said. "Until he works for FGCU, he doesn't have to respond."

The university has a licensing agreement under which it collects 7.5 percent royalties off

wholesale prices of logo merchandise. That amounted to \$20,000 last year, primarily through sales at the campus bookstore to students, parents and FGCU employees.

Licensing Resource Group Inc. has exclusive rights to FGCU's name, logos and likeness. LRG contracts with 148 colleges and athletic conferences for a variety of business, marketing and licensing agreements; FGCU's contract is primarily to assist with paperwork.

School information listed on LRG's Web site for Florida Gulf Coast, though, is substantially outdated: 3,000 students, 31 undergraduate and 17 graduate programs, and 10 athletic teams competing in Division II. The updated numbers are 9,346 students, 44 undergraduate degrees, 22 master's programs and 14 teams playing in Division I.

### Tough to buy

Naples resident Bob Easterly, 63, visited FGCU a decade ago to buy a T-shirt from the campus bookstore, which was inside a trailer at that point. He hopes FGCU starts hawking products in local stores. He wants a new shirt.

"They need to get into the local sporting goods stores, like Sports Authority, Finish Line and Wal-Mart," Easterly said. "There's nothing anywhere with Florida Gulf Coast on it."

The campus bookstore, now in the student union, remains the only place to buy FGCU apparel.

"If it were up to me, I'd have our stuff in every store in the five-county area, and beyond if we could," said athletic director Carl McAloose. "Someday, I would love to have our gear in Gainesville. That will happen eventually; it's just a matter of when."

### Supply and demand

In Economics 101, students learn that demand fuels pricing strategies. Lack of demand, however, is what's kept FGCU

from swarming the community with apparel and merchandise. Meanwhile, area Wal-Marts have added extra shelves of Gators, Seminoles and Hurricanes clothing because of high demand during football season. Those displays occupy prime space near checkout lines.

"As much as I hate to say it, which do you think will sell more: Florida State or FGCU?" asked David Vazquez, Florida Gulf Coast's budget director.

There is no way to tell whether Eagles merchandise would collect dust or would be the hottest thing since the iPhone until FGCU products compete side-by-side for shelf space.

The state Department of Motor Vehicles offers one avenue for comparison. In Lee County, the Florida Gators have the top-selling specialty license plate among 35 colleges. FGCU has a moderate lead over Miami for second place.

Through its existence, University of South Florida merchandise hasn't exactly blazed a trail at the cash register in the Tampa area. Now in its 47th year, though, retailers cannot keep team apparel on the rack.

Why a sudden demand? The Bulls football team was ranked No. 2 in the country before losing 30-27 Thursday against Rutgers.

"The Tampa community has finally gotten behind USF," said Gerry D'Angelo, executive director of Bulls Heaven, an off-campus merchandise store that has seen sales quadruple from last fall. "They feel the pride and are wearing the T-shirts."

### What not to wear

TLC network produces a TV show, "What not to Wear," in which style gurus point out flaws of fashion-challenged individuals. In FGCU's initial years, students often committed the ultimate faux pas on campus.

"It used to be, when I first got here, everybody wore Florida, Florida State and Miami gear

around campus," McAloose said. "Now you look around campus and it's all Florida Gulf Coast."

"We're taking mini-steps as we go, and hopefully we'll branch out."

Those fashionistas have yet to make over Southwest Florida, where the garnet and gold of Florida State, blue and orange of Florida, or orange and green of Miami trump college sports-wear sales.

FGCU Interim President Richard Pegnetter said he doesn't fault locals for wearing another school's colors.

"Everybody makes mistakes," Pegnetter said jokingly.

Mistakes happen on campus, too. One of FGCU's utility vehicles, a cross between golf carts and four-wheelers, has a Gators bumper sticker slapped on its side.

Sophomore Matt Albano, 19, admits he owns a few Miami T-shirts but that's because he is a fan of Hurricanes football. He has four FGCU shirts in his closet, too.

"When you're wearing your FGCU stuff, it kind of shows that you're proud to be at this school," Albano said. "It's a good university."

### Evidence of a college

Drivers navigating Ben Hill Griffin Parkway easily can zip past the subtle marquee announcing FGCU's main entrance. It's the same way across Southwest Florida — there are few signs a university is here.

The development of Gulf Coast Town Center, a mile northwest of campus, is about as good as it gets. The mall has an FGCU-themed McDonald's, complete with murals and photographs of athletes and fans. It also has a bulletin board on which students can post flyers or team schedules.

"I wanted it to be a place where FGCU students could come and hang out," said franchise owner Tom Fewster.

When Golf Galaxy opened

March 30 at the mall, it became the only business selling FGCU merchandise. Golfers can purchase towels, ball markers, club covers and green repair tools with the Eagles logo.

The university did not approach Golf Galaxy. Instead, store operations manager J.T. Lison, a 2000 FGCU graduate, wanted to carry merchandise from his alma mater along with Gators, Seminoles and Hurricanes equipment.

Lison had to promise his corporate bosses that he could sell 24 of each FGCU item within a year. Golf Galaxy sold it all within seven months. Many buyers were parents looking for FGCU souvenirs after they visited campus.

Although Golf Galaxy initiated that deal, Lison believes the ball is in FGCU's court.

"They have to be proactive in pushing products into the community," he said. "They can't wait for the big box stores to approach them."

FGCU supporter Colleen Orr agreed.

"They need to market themselves," said Orr, 37, of San Carlos Park. "People won't start coming to them."

Coca-Cola, FGCU's exclusive beverage supplier, produced 6,000 cases, or 24,000 8-ounce glass bottles, of soda emblazoned with the university's 10th anniversary commemorative logo. Area Target and Wal-Mart stores were the first to receive their shipments.

"It's not selling too great," said Josh Stutzman, executive team leader at Super Target at the Gulf Coast Town Center.

Pricing could be the cause for slow sales. A six-pack of FGCU bottles retails at \$4.99, while a regular six-pack of 16.9-ounce plastic bottles sells for \$3.19.

Vazquez, FGCU's budget director, said any local businesses wanting to sell FGCU merchandise simply can ask for it.

Even if Eagles apparel doesn't sell quickly, that's OK.

"One item sold off-campus is worthwhile," Vazquez said.

## HYPOTHERMIA

■ Continued from A1

patients from the potentially dangerous side effects of restarting the heart. Typically, when the blood gushes back through the body, the oxygen it carries generates toxins that can lead to tissue damage and trigger inflammations. Chilling the body appears to minimize those problems.

"We've seen some of these people leave the hospital with intact neurologic functions," said Dr. Kenneth Tolep, a pulmonary specialist and one of the intensive care unit directors at HealthPark Medical Center.

That's a tremendous advancement.

Only about 30 percent of heart attack victims initially survive the incident. Of them, 40 percent never wake up. Those who do often have significant problems, including brain injuries, Tolep said.

In the early 1950s researchers investigated hypothermia in animals, but the outcomes weren't positive and the idea was abandoned, Tolep said.

Then, five years ago, new research suggested that a mild hypothermia, approximately 89.6 to 93.2 degrees, could improve heart attack outcomes. The theory is also being applied to stroke and spinal cord injury victims, including Buffalo Bills tight end Kevin Everett who sustained a spinal cord injury on Sept. 9 during a game against the Denver Broncos.

Doctors chill the patients using a combination of ice packs and an iced saline solution delivered intravenously. Lee Memorial is also looking into purchasing special cooling blankets that were recently put on the market.

The patients must stay in the chilled state for 12 to 24 hours.

"The earlier we get them cooled the better," Tolep said.

Much remains unknown. Researchers are still trying to figure out how to cool patients quicker and more effectively, and to learn more about how cooling saves cells.

It's unclear how many medical centers are doing the procedure, particularly outside of teaching hospitals and urban medical giants.

The process is labor intensive. The emergency room staff must get in touch with the intensive care unit if they suspect they have a patient who fits the criteria for hypothermia. A nurse must sit with the patient around the clock to monitor his or her temperature. Overcooling the patient could be harmful.

"It's a huge project," said Dr. Jeffrey Scott, the medical director of critical care services at Southwest Florida Regional Medical Center. "It's very cumbersome."

"It is a tremendous project," said Dr. Marilyn Kole, the intensive care director for Lee Memorial Health System. "But if you're going to have better outcomes and you believe in it, you've got to do it."

That's even if the hospital doesn't get paid.

There's no billing code for hypothermia, so there's no way for the health system to charge insurance companies, government health plans or individuals for the treatment.

"You do it because it's the right thing for the patient," Kole said.

So far, Lee Memorial doctors have treated about 10 patients with hypothermia over the course of the past year. The number of patients who fit the criteria for the procedure is small. Patients must come into the hospital unconscious, showing a certain type of abnormal heartbeat and lacking blood flow to the brain.

Angel Carbonnell was one of those patients.

A year ago, the 32-year-old Cape Coral man passed out while getting ready for bed. Carbonnell had high cholesterol and wasn't taking medication for it. But he said he hadn't been feeling ill. He had gotten up earlier that day and gone to his real estate job.

"I don't like pills," he said. "I didn't know I was going to put myself in that dangerous situation." His wife later told him that doctors had to resuscitate him. His heart had stopped.

Doctors at HealthPark Medical Center induced hypothermia. Carbonnell didn't know it until well after the fact.

"I'm grateful that they did it. They said I was dead," he said.

In the year since the heart attack, Carbonnell said he's resumed a normal life with an added bonus. His wife, who was pregnant at the time of the heart attack, gave birth to their first child, a little boy, last May.

"The reason I'm here is they did that procedure. I think basically that procedure saved my life," Carbonnell said.

# There's state's big three ... then FGCU

Name recognition a work in progress, study shows

BY DAVE BREITENSTEIN

dbreitenstein@news-press.com

Quick, name the first five colleges that come to mind.

"University of Florida, Miami, Florida State, Central Florida, South Florida," said Bob Brooks, 61, of Fort Myers Beach.

His answers weren't unique.

The state's big three universities — Florida State, Miami and Florida — topped the charts in an informal college poll by The News-Press, which surveyed 15 residents in Lee, Collier and Charlotte counties, ages 19 to 66.

How did the region's only state university fare?

Florida Gulf Coast University held its own, cracking the top five on seven of 15 respondents' lists. Three participants cited FGCU first, although one was a student and one a parent of a FGCU student.

Ten years after its opening, FGCU is trying to creep from the shadows of more established colleges. FGCU doesn't suffer from an

identity crisis, but freshman Oscar Cardenas believes his school can become No. 1 on everyone's list if it creates more off-campus programs.

"The university needs to get involved in the community more," said Cardenas, 20, a Naples resident surveyed last week. "It's a great school."

Other colleges nabbing multiple citations were South Florida, Harvard, Edison College, Central Florida and Ohio State.

Three common themes emerged from the surveys:

■ Respondents had heard of FGCU but were not familiar with university programs.

■ FGCU should step up its marketing efforts.

■ Sports teams should play big-time colleges to gain attention locally and nationally.

"I think it's just being new," said south Fort Myers resident Tom Anderson, 53, who cited FGCU first on his list. "The other schools are more established."

"If you look at it sportswise, it's a



**BROOKS**  
Fort Myers  
Beach resident



**CARDENAS**  
FGCU student  
from Naples

Paul, the region's largest metropolitan area, and asked respondents to rattle off five colleges.

"Within North Dakota, we more than hold our own," said Don Kojich, executive associate vice president for university relations.

"When we go to the Twin Cities, we're just a blip on the radar screen."

Minneapolis and St. Paul are home to about 11,000 North Dakota alumni, a large base that often schedules social events and gatherings. Following its survey, North Dakota decided to incorporate recruitment fairs for prospective students with existing alumni events to dig deeper into the market.

FGCU officials believe 2007 is their year to make a move. FGCU is celebrating its 10th anniversary and sports teams now are competing in NCAA Division I athletics, the highest level of competition.

On Saturday, FGCU is opening its doors for an open house that is expected to draw 3,000 to 5,000 locals to campus. It's also family weekend, FGCU's version of homecoming.

"A 10-year celebration is our opportunity to take advantage of the special attention," said Interim President Richard Pegnetter. "People are really starting to get a strong sense of our presence."

### SURVEY SAYS

The News-Press surveyed 15 residents of Collier, Lee and Charlotte counties, asking: "Quick, name the first five colleges that come to mind." Here are the colleges and number of respondents who mentioned each school:

- Florida State: 11
- Miami: 8
- Florida: 7
- Florida Gulf Coast: 7
- South Florida: 7
- Harvard: 5
- Edison College: 4
- Central Florida: 3
- Ohio State: 2
- \* 21 other colleges received one mention.

