



## Your Intelligence Report for Tuesday May 16, 2006

Welcome to the **S2** Report, your daily intelligence briefing of business news relevant to Sarasota and Manatee counties. Send us your business news and announcements for inclusion in the **S2** Report: [press@S2Report.com](mailto:press@S2Report.com). We can't publicize it if we don't know about it!

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**Home sales bubble bursting:** We all knew it was coming, even if we were in a bit of denial. The Florida Association of Realtors has released Florida home sales data for the first quarter of 2006 and, like the rest of the U.S., home sales are in decline in the state. Statewide, sales of single-family homes dropped by 20% compared to the same period last year – from 57,532 homes sold in 1Q 2005 to 45,864 this year. But the Sarasota-Bradenton area, with a 44% decrease in single-family homes sold quarter-over-quarter, claimed the biggest drop in the state. Statewide, the median sales price rose 20%, to \$248,000. In the Sarasota-Bradenton area, median sales price rose 12%, to \$331,100. [Read more.](#)

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**Greene Contemporary accepted to Scope Hamptons 2006:** Sarasota art gallery Green Contemporary is one of only four Florida galleries selected for Scope Hamptons 2006. Scope Hamptons 2006 will feature 60 of the best emerging and established international galleries, and is expected to attract some of the most famous collectors in the world. Scope Hamptons runs from July 14 to July 16 at East Hampton Studios in Wainscott. Scope will also host art fairs in London this October and in Miami this December. For more information about Greene Contemporary, go to [www.greenecontemporary.com](http://www.greenecontemporary.com).

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**Solar Direct gets Hardee Co. School System contract:** Bradenton-based Solar Direct, a leader in energy conservation products, has won a contract with the Hardee County School System. The company will design and install a Vortex Solar Pool Heating System and commercial grade cover and reel system for the Recreational Complex Pool at Hardee Senior High School. For more on Solar Direct, go to [www.SolarDirect.com](http://www.SolarDirect.com).

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**Sarasota Co. helps you get your book reviewed:** Sarasota-based Bookworld Press Inc. is offering a new service called ARC – Advanced Review Copy. The service helps book publishers earn reviews from major media by producing and shipping advance book copies to appropriate reviewers nationwide. Interestingly, ARC Manager Rosie Grupp explains that reviewers prefer to see a plain, un-designed “Uncorrected Galley” of a book, signifying that they are getting the galley before the book has actually

hit the market. For more on the Bookworld Companies and their services, [click here](#).

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## AMBITION

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**Dictor Martin launches new Web site:** Sarasota-based financial planning firm Dictor Martin has launched a new Web site focused on its niche as “Personal CFO” to wealthy families and business owners, offering comprehensive financial planning counsel to its clients. The new site, developed by Sarasota-based interactive marketing and Web design firm atLarge Inc., features innovative uses of the latest web video technology. Check it out: [www.dictormartin.com](http://www.dictormartin.com).

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**First State announces dividend:** First State Financial Corp., the Sarasota-based bank holding company for First State Bank, has announced a quarterly dividend of \$0.07 per share – a 16.7% increase over last quarter’s cash dividend. The dividend is payable on June 30, 2006 for shareholders of record as of June 15, 2006. First State Bank currently operates six offices, three in Sarasota County and three in Pinellas County.

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**SMH named a “Comprehensive Stroke Center:”** Only two hospitals in the state were named “Comprehensive Stroke Centers” by the Florida Agency for Healthcare Administration last week, and Sarasota Memorial Hospital is one of them. A “comprehensive” stroke center offers diagnostic imaging and advanced treatments not available at other facilities. While strokes often need to be treated immediately, some of the treatments available at SMH extend the treatment window up to 8 hours after a stroke – and some of the treatment options in SMH’s research trials extend the window to 10 hours.

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**Sunstate partners with South Fork:** Sarasota-based Sunstate Lenders has formed a referral affiliation alliance with South Fork Realty, a real estate firm located in Southampton and Hampton Bays, New York. Sunstate formed the alliance to serve its clients with summer homes or vacation homes in the Hamptons. Many of South Fork’s clients, likewise, have Florida property.

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**SKY Sotheby’s opens two new offices:** SKY Sotheby’s International Realty is opening two brand new locations in Osprey and Longboat Key. The Osprey location is already open at the corner of Blackburn Point Road and U.S. 41; the LBK location, at 4134 Gulf of Mexico Drive, will open this summer. Approximately ten SKY agents will staff each of the new branch offices. Read more about [SKY](#).

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# ADVERTISE

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**TOMORROW, May 17: Wake Up! Venice:** The Venice Area Chamber of Commerce hosts this monthly networking breakfast meeting. This month's program will honor the Venice Chamber's Business of the Year Nominees. No charge. Wednesday, May 17, 7:45 am, at Bogey's Restaurant & Sports Pub, 652 Venice Ave.

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**TOMORROW, May 17: East Manatee Business After Business:** The Manatee Chamber of Commerce hosts this after-hours networking event for businesses located in the East part of Manatee County or looking to do business there. Wednesday, May 17, 5:00 – 7:00 pm, at SunCoast Bank, 5115 State Road 64 E in Bradenton. For more information, go to [www.ManateeChamber.com](http://www.ManateeChamber.com).

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**TOMORROW, May 17: SAMA Dinner Meeting:** Hendrick Serrie, PhD, international business consultant and Founding Chair of Eckerd College's International Business major, is the featured speaker at the dinner meeting of the Sarasota Manatee Area Manufacturers Association tomorrow night. Serrie will speak on the topic, "What must business leaders know about other cultures in a global marketplace?" Cost is \$25 per person. Wednesday, May 17, registration begins at 6:00 pm, at Rosedale Country Club, State Road 70 and I-75. For more information or to reserve a spot, email [Peter Straw](mailto:Peter.Straw).

## Wall Street Check-up

by Paula Dumas  
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Stocks were mixed today as oil and gold prices fell leaving the Dow up and the NASDAQ still declining. Weakening demand and rising inflation have oil down more than 3% at just under \$70 a barrel and gold is down from its 26 year high to \$685 an ounce. Although the market regained some upside, market internals suggest a bearish bias.

### Wall Street Terminology – Bears and Bulls

This week I will be reviewing some basic Wall Street terminology to help you become a more knowledgeable investor. You have probably heard investment professionals speak about bear and bull markets, but what actually constitutes a bear market or a bull market for that matter? A bear market is a prolonged period of generally falling prices in the market, usually by 15% or more, accompanied by widespread pessimism. While a bull market is a prolonged period of generally rising

prices in the market, usually 20% or more. Whether you're running with the bulls or away from the bears, it is important to understand these and other Wall Street terms. Tomorrow I will review fundamental and technical analysis.



### Top Local Area Public Company Stocks As of Closing Bell Yesterday

Coast Financial Holdings	(CFHI: NASDAQ Sm. Cap)	\$16.41	- 0.04	- 0.24%
CPC of America Inc.	(CPCF.PK: OTCBB)	\$9.00	- 0.50	- 5.26%
DNAPrint genomics	(DNAG.OB: OTCBB)	\$0.0183	- 0.001	- 5.18%
First State Financial Corp.	(FSTF: NASDAQ)	\$17.38	- 0.33	- 1.86%
Industrial Biotech. Corp.	(IBTY.PK: OTC)	\$1.05	+ 0.10	+ 10.53%
Intertape Polymer Group	(ITP:NYSE)	\$7.38	- 0.30	- 3.92%
Invisa Inc.	(INSA.OB: OTCBB)	\$0.25	+ 0.05	+ 25.00%
Gevity HR	(GVHR: NASDAQ)	\$26.51	+ 0.19	+ 0.72%
Global Signal	(GSL: NYSE)	\$49.19	- 0.31	- 0.63%
Morgan Beaumont	(MBEU.OB: OTCBB)	\$0.32	- 0.03	- 8.57%
Sinofresh Healthcare	(SFSH.OB: OTCBB)	\$0.22	+ 0.02	+ 10.00%
SkyLynx Communications	(SKYC.OB: OTCBB)	\$0.085	- 0.005	- 5.56%
Sun Hydraulics	(SNHY: NASDAQ)	\$19.90	- 1.12	- 5.33%
Telesis Technology Corp.	(TLST.PK: OTC)	\$0.80	0.00	0.00%
Teltronics Inc.	(TELT.OB: OTCBB)	\$0.55	+ 0.03	+ 5.77%

DOW	11,428.77	+ 47.78	+ 0.42%
NASDAQ	2,238.52	- 5.27	- 0.23%
S&P 500	1,294.50	+ 3.26	+ 0.25%
<b>Current U.S. Prime Rate</b>	<b>7.75%</b>		

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