

# VIE®

people + places

NORTHWEST FLORIDA – COLA 2 COLA

SPRING 2010  
\$5.95 U.S.

## The Art of Life

### **The Cove**

*The Torchlight Film Series*

## Behind the Lens

### **The Many Sides of Ophelia**

*Photographed and Created by Romona Robbins*

## Voyager

### **Happy St. Patrick's Day**

*Discovering Ireland*

 PLUS:

### **Introducing The Business Corner**

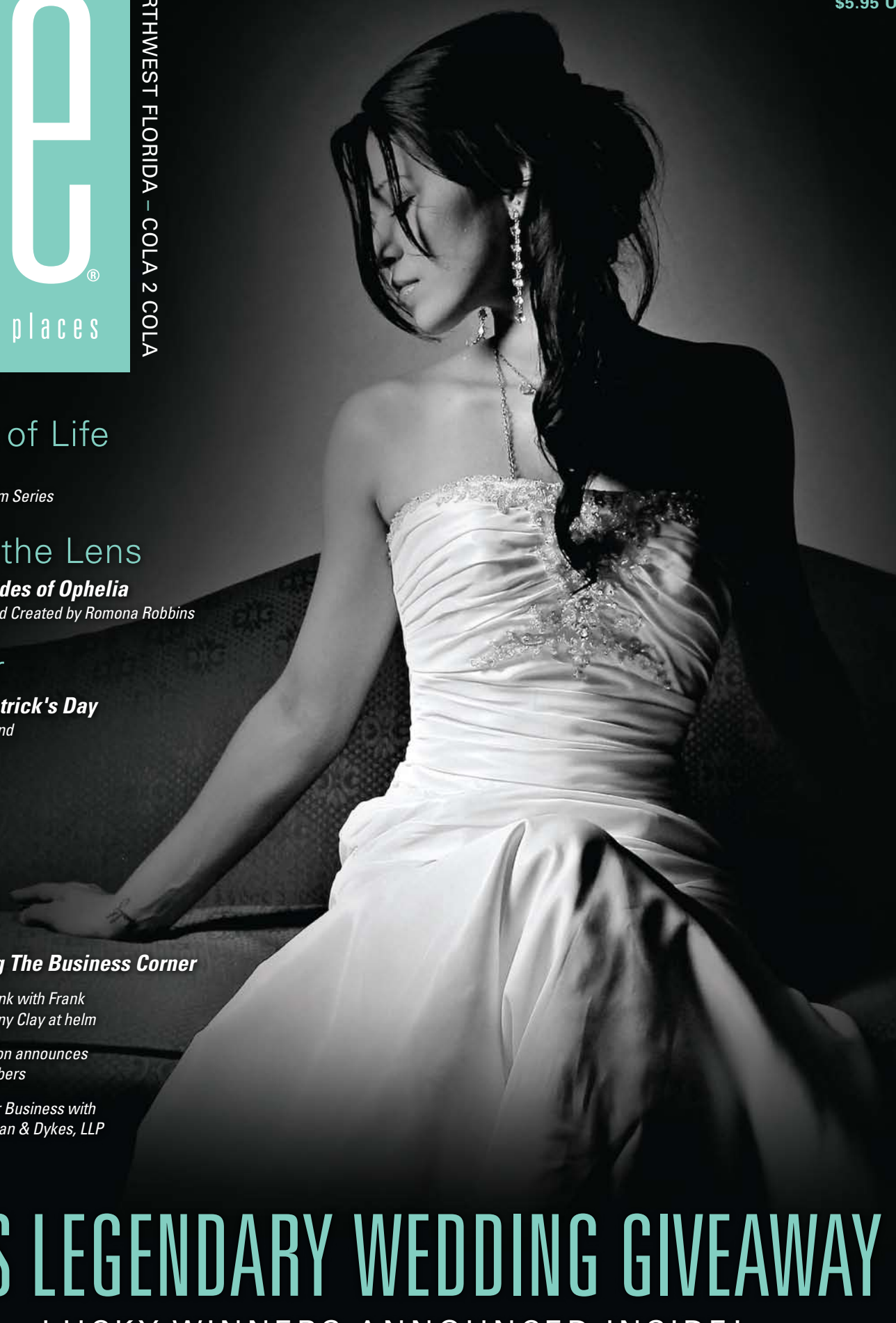
*First Florida Bank with Frank Burge and Ronny Clay at helm*

*Resort Collection announces new staff members*

*Protecting your Business with Conerly, Bowman & Dykes, LLP*

# VIE'S LEGENDARY WEDDING GIVEAWAY

LUCKY WINNERS ANNOUNCED INSIDE!



# THE BUSINESS CORNER

WHAT'S NEW IN BUSINESS FROM COLA 2 COLA

## NEW HIRES ANNOUNCED AT LARGEST PANAMA CITY BEACH RESORT

### The Resort Collection of Panama City Beach Expands Executive Team

By Crystal Hamon  
Photography by Jessie Shepard

*Kicking off the new year with some fresh faces, The Resort Collection of Panama City Beach proudly welcomes Heem K. Chee, John F. Ward, and Stacey Aronson to their executive team. The new personnel will serve to enhance the culinary, hospitality, and recreational services at The Resort Collection's luxury properties.*

*"With the opening of the new airport this year, we are expecting an increase in visitors and we want to be ready to put our best foot forward," said Tom Sparks, general manager for The Resort Collection.*

**HEEM K. CHEE** Heem K. Chee has joined the company as their vice president of food and beverage. In his new position, Chee will oversee all operations for banquets, bars, and eateries throughout all of The Resort Collection's properties. "The Resort Collection has always maintained an outstanding culinary team," said Chee. "I'm proud to be joining a company with a clear devotion to excellence in culinary talent and quality."

Chee's culinary expertise has been harnessed throughout his more than three decades of industry experience working for top hospitality brands in the U.S., Canada, and the Bahamas. "Heem's reputation in the food industry precedes him," said Sparks. "We are happy to welcome his culinary talent to our growing team."



**JOHN F. WARD** The Resort Collection is stepping up their game by hiring John F. Ward as the new vice president of golf and resort activities. "John has the background and experience to bring our golf and resort amenities to the next level of excellence," added Sparks.

With an extensive background as a PGA professional, Ward comes to the company with a wealth of diverse experience in successfully directing golf operations. "The Resort Collection is an excellent organization and the Hombre Golf Club is widely respected in the world of golf," said Ward. "I am excited about the opportunity to join forces with this amazing team."



**STACEY ARONSON** Stacey Aronson has also recently joined the company as their new vice president of lodging. "We are excited to welcome Stacey to our team," said Sparks. "Her knowledge and experience will be a great addition to our staff."

Aronson comes to The Resort Collection from Olympic Valley, California where she was the general manager for The Village at Squaw Valley, a 290-room hotel-condominium located in a four-season mountain resort. "I'm looking forward to incorporating all of the training and experience I have received into my new position at The Resort Collection," said Aronson.

*"We have assembled a great team of highly qualified professionals to move our company forward in 2010," said Sparks. "I feel confident that their talents and abilities will prove to be the vital impetus to our increased success in the future."*

## FRANK BURGE AND RONNY CLAY TAKE THE HELM OF FIRST FLORIDA BANK

In the last quarter of 2009, longtime friends and business colleagues, Frank Burge and Ronny Clay assumed leadership roles at Destin First Bank, located in the heart of Destin on Highway 98. In November 2009, Frank Burge and Ronny Clay were named chairman/chief executive officer and president, respectively, by Destin First Bank. The well-respected business duo had enjoyed a great reputation in the local banking community for many years as owners and top executives at Destin Bank (Destin Bancshares, Inc.) from 1992 to 2005 prior to selling to Whitney Holding Corporation of New Orleans in a lucrative transaction.

Back at the helm of Destin First Bank, one of the first orders of business was to initiate a rebranding campaign complete with name change and plans to relocate the corporate office. "The new name, First Florida Bank, was introduced to the local community during the first week of the new year in 2010, capitalizing on the feeling of a fresh new start that a new year ushers in," said Chairman and Chief Executive Officer Frank Burge. He added that he thinks it is a strong name—one that he is proud of. In addition to the new name, First Florida Bank will be moving the corporate headquarters to its new location at 125 Main Street in Destin. Ironically, this is where Destin Bank first got its start. "Some have said that we're returning to our roots. The goodwill and nostalgia of the original building, with the rocking chairs on the porch and where we knew everyone's name, feels like a good fit," added President Ronny Clay.

When interviewing both Frank and Ronny, it is clear that they have an explicit mandate and philosophy of how to build a business, and that is by "growing one customer at a time."

First Florida Bank offers competitive banking products and services with a personalized banking acumen. "In conjunction with our very competitive rates and free checking accounts, this summer we will be



Photo by Romona Robbins

offering our customers the opportunity to apply for a First Florida Bank business and consumer credit cards," noted Clay.

The launch of their new website will transition from the former Destin First Bank website in March 2010, and will offer an expansive list of competitive products including Remote Capture and other on-line banking services. Already under way is the projected May opening for a second branch, which will be located at 9461 Highway 98 East near The Market Shops at Sandestin with Carol Jones as branch manager.

Visit [www.firstflbank.com](http://www.firstflbank.com) or call (850) 269-1201 to learn more about First Florida Bank.