



1971 Richard H. Goodlette was installed as the twenty-first President of Naples on-the Gulf Board of REALTORS by President of FAR, Levie D. Smith, on December 10, 1970 at the Beach Club Hotel on Gulf Shore Boulevard, Naples. The 1971 officers included: Richard H. Goodlette, president; Lester Whitaker, Jr., vice president; Thomas E. McBride, secretary; Robert H. Jaeger, treasurer; Paul E. Lees, director; Addison B. Miller, director; Roberta M. Bozeman, director.

Two weeks later January 15, 1971, REALTOR John R. Wood, past president of the Naples Board, was installed as the forty-sixth president of the Florida Association of REALTORS now 18,000 members strong.

The Naples on-the-Gulf Board of REALTORS was now classified as a medium-size board with a REALTOR membership of ninety-one, Associate membership of two hundred and fifty-seven, Affiliate membership was nineteen, and one Honorary member.

Goodlette, originally from Kentucky came to Naples to become the manager of WNOG, Naples first radio station, in 1954. When the radio station was sold he went into real estate. Mr. Goodlette served as a Collier County Commissioner from 1956-1960. He became Civil Defense Director for the county in 1960. He was very active in the Naples Jaycees. He was a Founder of the First Christian Church.

According to J. Ernie Carroll, Board Executive Officer, "In 1971 the Board continued to grow and 1971 was a good solid year in the real estate industry. Dick (Goodlette) was one of the finest presidents I have had the pleasure of working with as Board Exec. Much of the program of getting the Board right with IRS and NAR was completed during Dick's term. This was work that had been started by Earl Frey (President 1969) and carried through by Ad Miller (President 1970) and pretty much finished up by Dick(Goodlette). The Board was fortunate to have a man of Dick Goodlette's abilities as president during the year 1971."

President Goodlette, together with the Multiple Listing Committee members, revised the Policy and Procedures Manual in 1971. The free MLS breakfast, coffee and pastry, was held every Tuesday morning at 8:30 am at the Flaming Fountain Restaurant (the area is now a parking garage for the NCH hospital on U.S.41).

President Goodlette encouraged support of various bills in the Tallahassee Legislative session: a one cent increase in gasoline tax, two cent increase on the cigarette tax and for persons over age 65 that have been residents for five years, an additional five thousand dollar homestead exemption. This exemption was intended to encourage out-of-state visitors to become residents.

In local politics the battle continued for a 'fee free' Naples pier. A strong group of residents proposed the the pier at Twelfth Avenue S. be demolished and a new pier be installed in the state park in North Naples. The city council complained that it was unfair for Naples taxpayers to be burdened with the cost of pier maintenance, wherein another battle ensued over the figures regarding the income produced by the vendors on the pier paid to the city. The city continued to promote the twenty-five cents per visitor charge.

During Goodlette's term the battle for the location of I-75 was still brewing. Through the recommendation of (REALTOR) Lorenzo Walker, our district Florida State Representative, a public hearing about I-75 was to be held and he recommended the campaign begun by Ad Miller (president 1970) to impress the federal government with numbers. He continued with petitions numbering more than five thousand names "because presently (March 4,1971, The Naples Star page 15) the ecological study by Dr. Carl Kendrick still routes I-75 East of Fort Myers and not South to the Naples area."

Richard H. Goodlette was honored by his peers as REALTOR of the Year in 1972.

- Naples first high-rise, The Horizon House is completed on the beach in the Park Shore area.
- The shops and offices of Gulf Shore Square opened. (Many residents opposed because it was a commercial use in a residential area.).
- Rutenberg Homes,Inc announced two new developments; one near the Collier County Courthouse in East Naples and one in North Naples.
- On December 18, 1971 the J.W. Marriott Marco Island Resort opened.
- Port Royal annual dues are now \$250.00.
- The area boasts twenty Houses of Worship.
- Published train schedule: Pullman winter service operates both sleeping car and coach service from Naples directly to Manhattan Pennsylvania Station from December seventeen to April twenty-eighth. The northbound train leaves at 8:45 am while the southbound train is due to arrive at 6:50 pm.
- Goodlette-Frank Road, a north to south corridor, originating at U.S.41 /Tamiami Trail East, then North to Immokalee Road is dedicated to Richard H. Goodlette for his work as county commissioner and Paul Frank, a local pioneer who came to the area in the 1920's and started the Swamp Buggy Races.