It is with pleasure that I introduce your 2011 Lakewood Ranch Business Alliance Chair, Bobbi Larson. Bobbi is the Chief Executive Officer of the American Red Cross Manatee County Chapter. As such, she executes strategies, leads the operations and business activities of the local Red Cross chapter – skills that translate to effective leadership for the Alliance. Originally from Atlanta, Georgia, Bobbi has lived in Florida for nearly 20 years. Her now grown daughters are graduates of Lakewood Ranch High School.

Bobbi is a graduate of the Leadership Manatee and Leadership Hardee programs and is or has been an active participant and leader in numerous community organizations.

Bobbi says “the Alliance is an organization that has provided wonderful opportunities and tremendous support to me both personally and professionally. I look forward to the opportunity to give something back to the organization, its members and the Lakewood Ranch community.”

Passing of the Gavel by: Robin Parsons, LWRBA

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Past Chair Message by: Marc Simms, CPBA, CPVA

Serving as your 2010 Chairman has been a humbling and rewarding experience. I had not yet been entrusted with this level of responsibility in a public organization.

In 2010, we have set some milestones. Our membership reached 450+ corporate and 1200+ total members. Our sponsorship has more than doubled. Thank you to all our sponsors. We could not be successful without you!

Committee participation is at an all time high. Members benefit from participation on committees, by developing relationships. The leadership from committee and sub committee chairs is outstanding! Our committee members really took it to the next level with new projects, making it another successful year in our short history.

The Lakewood Ranch Business Alliance has a special energy. The entrepreneurialism, willingness to connect, and willingness to refer and do business with one another is unlike any other. I have served on every committee at some point since 2005, and enjoyed working with everyone.

I look forward to what the future holds for the LWRBA and have never been prouder to be part of this organization. I am honored to have served as your Chairman in 2010 and thank you all for your support.

Happy Anniversary Sarasota Polo Club!

Celebrating 20 Years and the Fastest Game on Four Feet!

Since 1991, the Sarasota Polo Club at Lakewood Ranch has been providing exhilarating polo matches at one of the most beautiful settings in Florida. Every Sunday afternoon during season, the public is invited to bring their picnic baskets and enjoy the thrill of the “fastest game on four feet!”

In 1992, The Uhlein family, founders of Schlitz Brewing Company, acquired a 28,000-acre property east of I-75 in Manatee and Sarasota counties. Over time, the property evolved from a timber farm to incorporate many agricultural businesses creating what is today known as Schroeder-Manatee Ranch, Inc. (SMR). Years later, SMR has expanded to include the award winning master-planned community of Lakewood Ranch, SMR Aggregates, the diversified agricultural operations of SMR Farms, and The Sarasota Polo Club. Although the Polo Club we know today was founded in 1993, polo on the ranch has deeper roots. Former executives, John Clark (SMR President) and Clive Morris (Vice President) created a Bahia polo field from a cow pasture near the former SMR headquarters. With limited knowledge of the sport, John, Clive and the cowboys who worked on the ranch played knock-around games free time.

Robin Uhlein, Sarasota Polo President, recalls “it was one of the craziest things I’ve ever seen.” After Robin rounded mallets, saddles and a few ponies to the cowboy games, things got interesting. It was around that time when talk of a “real” polo club began.

The Sarasota Polo Club, established in 1991, became the first development in Lakewood Ranch. “We started out small, just two fields. But the people came,” says Robin, recalling that it wasn’t easy to get them out to the club. At that time, University Parkway was a long, dusty shell road. Mary Fran Carroll, former CEO and Chairman of SMR, would invite people to attend matches like the Ringling Cup and other big charity events. They’d scoff and say, “Come on, there’s nothing east of the interstate!” and Ms. Carroll would respond; “Oh yes there is: trust me” and people would come in their fancy cars and fancy clothes and drive down this dirt road for an afternoon of polo.

Over the years, the Sarasota Polo Club has grown into a well-respected club, with paved roads, Bermuda playing fields and a first-class residential polo community. Today the Club boasts nine world-class polo fields and thirty-five private ranches (ranging from five to forty acres), some of the most sought after property in Lakewood Ranch.
SAVE THE DATE FOR...

PUTTIN’ ON THE RITZ!

The Lakewood Ranch Business Alliance is once again hosting its third annual golf tournament, Puttin’ On the Ritz.

This tournament has quickly become one of our premiere events of the year and will certainly sell out. This year’s $150 registration fee includes your golf, cart, and a buffet dinner with draft beer at the Ritz-Carlton Members Club Golf Club.

Free Tee Sponsorships are available with all registered foursomes.

For more information and sponsorship details please visit www.lwrba.org or call Matthew Anderson at (941) 306-3602.

Where: The Ritz-Carlton Members Club, 15150 70th Terrace East, Bradenton, FL.

When: Friday, April 29th, 2011 with a 1:00 pm shotgun start.

Space is limited, RSVP is required.

Welcome New Members!

321 Swipe Merchant Processing Services
Adding Advantages Consulting, LLC
ADP | Advanced Healthcare Clinic, LLC
Avery-Ayers & Associates at REMAX Alliance Group
Chuck Carey Design, LLC
Crowder’s Gifts & Gadgets | Crown Shredding
DeSoto Palms Assisted Living Community
Digital Safety Net, LLC | Florida Shores Bank
Gateway Bank of Southwest Florida
Hill, Barth & King, LLC | Journalismtlr, LLC
Lakewood Ranch High School
Lighthouse Renovations & Construction, Inc.
Meals on Wheels Plus of Manatee, Inc.
Natural Designs Landscape Management
Naturoz Pest control | Palm Printing
PCM Networking | Primetime Limousines, Inc.
Premark Premium | Sanborn Studios, LLC
Sarasota County Government | South Florida Museum
The Humane Society at Lakewood Ranch | W.G. Mills, Inc.

February 2nd – Wednesday 5:00-7:00pm
Network Social The Cancer Support Community (formerly known as The Wellness Community) www.cancersupportsuncoast.org will host our monthly event. Take a stroll through their Tai Chi laws and trails, come see the Bridge of Hope arch, dining terrace and healing garden areas. Many of our LWRBA members have helped design, build and contribute to this unique eco-inspired 11,142 sq. foot Green building. Learn more about their free psychological and social support services they provide to people affected by cancer. Their new building is located at 5483 Communications Parkway, Network and enjoy complimentary hors d’oeuvres and a cash bar. Member - Free / Non-member - $20.

February 16th – Wednesday 7:30-9:00am

March 2nd – Wednesday 5:00-7:00pm
Network Social Willis A Smith Construction & Purvis Gray CPA’s Both Alliance members are located at 5001 Lakewood Ranch Blvd and will co-sponsor our monthly event. An exciting fun twist to encourage our members attending to learn more about our hosts, will include a Scavenger Hunt with prizes awarded at 6:30pm. Please dress as weather indicates. The event will be both indoors and outside at the main entry areas of the LEED certified building. Advance online registration is suggested as always, as a courtesy to our hosts who will be providing complimentary appetizers. Member - Free / Non-member - $20.

March 9th – Wednesday 11:30-1:00pm
LWRBA Luncheon Fete Ballroom The Knights of the Dinner Table presented by The Fresh Originals, Among the hosts will be: Tommy Klauber (Polo Grill, Pattigeorge’s), Michael Klauber (Michael’s on East), Ed Chiles (Sandbar, Beachhouse), Harry Christensen (Harry’s), Bob Kirschner (The Broken Egg), and more. Collaboration, synergy and aligning with like-minded people are all concepts that seem to be working in today’s marketplace, and there’s no better local example of that than The Fresh Originals. More than 50 independent restaurateurs with a common passion for culinary excellence have come together to form this incredibly unique and successful group that has made a mark on Sarasota and Manatee Counties. Come hear a panel of Originals talk about the concept and what it’s done for their businesses and the community as well. Member - $25 / Non-member - $35.

March 16th – Wednesday 7:30-9:00am
Executive Briefing Keiser University “Transform Your Business with Must Have Technology” presented by Paul Hoffman. Paul is the President of South Tech Solutions, a technology solutions firm servicing the Florida Suncoast since 1994. He will address must have productivity tools and software, the future of mobile computing and cloud based technology. Those people involved in the profitability of their company should attend. Member - $15 / Non-member - $25.

Breakfast of Champions: The Breakfast of Champions series will be held in April for another exciting year of motivation and inspiration.

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Happenings on The Ranch

For Details on any event, and to register, please visit the Events section at WWW.LWRBA.ORG

**Executive Briefing**

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**ED** - Education  
**EV** - Events/Fundraising  
**M** - Membership  
**PR** - Public Relations  
**PG** - Programming

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- The Observer
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