Welcome New Board Members!

Please help us in extending a warm welcome and congratulations to the newest class of leaders joining the LWRBA Board of Directors. Best of luck in the coming year. We’re looking forward to seeing what 2016 has in store!

Special Thanks to our Outgoing Board Members

Annette Gueli, Pro-Motion Notions
Allan Shaivitz, Gulf Coast Contract Furnishings
Brian Volner, C1 Bank
Mike Wick, Gator Air Conditioned & Plumbing

These board members have shown incredible dedication and commitment during their time on the board. Your passion and hard work to the Alliance is invaluable. Thank you for your time and effort.
New Year, New Challenges
In 2015 your Lakewood Ranch Business Alliance met and exceeded benchmarks that were unimaginined. We turned 10 years old, completed a rebranding of our logo and mission statement and increased our membership to over 550 businesses. It was only through the hard work of the Alliance members and leaders that these goals were accomplished. THANK YOU!

Navigating the continued road to success and achievement in 2016 will be exciting, challenging, and ultimately rewarding. With new businesses opening on a daily basis and existing businesses expanding, the Alliance is in a unique position to develop and perpetuate that momentum.

In 2016 we will continue expansion of our technology and communication systems, enhance our Business Resource Center, support connectivity for our local economy to the global marketplace, advocate for business friendly policy in our government and continue working to support each and every business in our Alliance. Year after year new challenges emerge and 2016 will be no different. Many businesses will look to new and fresh mediums to attract new customers and others will be faced with strategic questions about expansion and relocation.

Each of these goals can be achieved and each challenge can be met through the continued support of our Alliance and of our members doing business with members. I’m excited for 2016 and look forward to serving the Alliance and its exceptional members.

-Darren Inverso

Bold Vision for 2016
Last year, the LWRBA celebrated 10 years of connecting people in the LWR Region - from our humble beginnings of 4 business professionals huddled around cups of coffee, to a 550+ plus member business organization in 2016. As we move forward into the New Year, I am even more excited than ever about what lies ahead.

2015 was a monumental year for the Alliance, with the unveiling of our new logo and branding efforts, our Silver Soirée event, new programs and educational opportunities for our members like the Economic Development Roadshow, and new events like Bon Appétit, an elegant dinner party. All these things support our members and our goals of connecting, educating and strengthening the business community in the LWR Region.

To support our growth, we are investing in new forms of technology and adding staff to help us better support our members and their business needs. We are developing new tools and benefits that will enable us to continue to deliver a quality member experience. We are doing this with a laser focus on what sets our organization apart - the power of connection - connecting people.

What gets me excited about our future is that, while we are a different organization than we were back in 2005, we are the same group of people, with big hearts, and the same purpose of connecting professionals with each other. Thanks for being a part of our family, and here’s to our journey together in 2016.

-Heather Kasten
The Alliance / Winter 2016

Main Street at Lakewood Ranch Presents

The Free Outdoor Concert Series

Music On Main

Benefitting Local Charities Through Food & Drink Sales

Bring a Chair | Leashed Pets Welcome | Please No Coolers

Every First Friday From 6-9 PM

Jan 8th
The Hatley Band
Southern Rock & Country
Benefitting Turning Points

Feb 5th
Paisley Craze Band
Pop, Rock & 60s Hits
Benefitting Monsters Lacrosse Academy

Mar 4th
SoulRcoaster
Classic Rock, Disco, Standards & Country
Benefitting Southeastern Guide Dogs

Apr 1st
The Distractions
Up Tempo Contemporary Music
Benefitting Easter Seals Southwest Fl

May 6th
The Lisa Ridings Band
Rock, Blues, Latin, Motown & Soul
Benefitting Birds of Paradise Sanctuary & Rescue

Jun 3rd
Kettle of Fish
Rock & Blues Band
Benefitting Animal Network, Inc.

Music on Main is Sponsored by:

www.LWRMainStreet.com

Pro-Motion Notions
941.952.1119

Get Your Brand Out There

1 in 4
Positive People - Powerful Products - Proven Results!
The Lakewood Ranch Business Alliance unveils new tag line and sharpened mission statement.

2015 brought about some big changes and milestones for the Alliance. We launched new events, we celebrated a 10th birthday, and we launched a new logo and branding to take us to new heights. Despite this progress into new areas, as we continue to grow, it’s important to us that we don’t lose sight of what’s made the Alliance such a gem in the Sarasota-Manatee business community.

In the April 2015 issue of The Alliance, we talked about the origins of our group - how a few business people came together to create a group specifically for the business community here in Lakewood Ranch. Though we’ve evolved well beyond what many could have imagined back in 2005, the Alliance has remained the same where it counts. At its core, it’s a group of business people wanting to make genuine connections and find new ways to grow their business.

Never wanting to lose sight of these values, our Board of Directors and PR/Communications Committee set out to re-focus and streamline the LWRBA’s mission statement to concisely define not just what we do, but why we do it. The new mission statement, “To connect, educate, and strengthen the business community in the Lakewood Ranch Region,” reflects who we are and specifies our place in the business community.

Taking it a step further, we’ve also introduced a new tag line for 2016, “The Power of Connection,” cementing one of the core values of membership - making connections to grow your business.

This year, we’ll continue to strive for new ways for members to connect with other businesses, professionals, and new customers, as well as the tools and knowledge they’ll need to take their business to the next level.

Ways to Connect:
Networking is just one piece of the puzzle. Here are some ways the Alliance helps you connect outside of our monthly events and programs.

LWRBA Website // All member businesses are listed in our Member Directory. Verify your info is correct and current so potential customers can find you!

Industry Spotlight // Every month, the Alliance features member businesses from an entire industry in the Industry Spotlight eblast.

Exclusive Opportunities // We’re always looking for exclusive offers for our members. Last year, members were able to advertise at reduced rates in special sections of Biz(941) and the Bradenton Herald.

Young Leaders Alliance // The YLA provides opportunities for young professionals to enhance their leadership, communication, and project management skills through events and programs.

Committees // We have seven working committees that plan and execute a number of different activities throughout the Alliance.

Promotional Items // Throughout the year, members may contribute promotional items for use in our New Member Welcome Baskets and event goody bags.

Sponsorships // Become an annual sponsor or sponsor an individual event to get your name in front of hundreds of business professionals.

Advertising // Affordable advertising options are available in The Alliance quarterly newsletter.
An Inspiring Environment to
RESEARCH & DEVELOP

CORE at Lakewood Ranch is designed to attract scientific, educational, and research institutions to an inspiring business community setting. Retail, residential, hospitality, and commercial businesses are strategically interwoven throughout the campus, creating a neighborhood setting.

Contact Kirk Boylston for more information on purchasing land or moving your business to Lakewood Ranch, Florida.

lwrcommercial.com
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Sandler provides training solutions and consulting for small- to medium-sized businesses as well as corporate training for Fortune 1000 companies. We work with you to identify the training solution that best suits you or your organization.

Our training is based on the concepts of incremental growth and change — supported by reinforcement, business coaching and accountability.

Sandler has more than three decades of experience helping professionals like you grow and businesses like yours succeed. We have both the reputation and the results to prove it! If you’re looking to move up to the next level or to learn more about our various training solutions, contact Jamie Kane at (941) 907-1520 and let us know how we can help.

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Congratulations Sandies Winners!

The Lakewood Ranch Business Alliance announced this year’s winners at the 2015 Sandies Awards on November 20th.

One of a Kind Award
Janet Arena, Van Wezel Performing Arts Hall

Rising Star Award
Courtney Grovatt, Tampa Bay Buccaneers

Ray of Sunshine Award
Maria Hussey, Juvenile Diabetes Research Foundation

Networking King Award
Mike Wick, Gator Air Conditioning & Plumbing

Networking Queen Award
Yasemin Chain, ComCenter of LWR

Young Professional of the Year Award
Heather Williams, Kerkering, Barberio & Co.

Bull by the Horns Award
David Fink, Halliday Financial

Best Rancher Award
Brad Cranston, PostNet of Lakewood Ranch

Volunteer of the Year Award
Susan Abbott, C1 Bank

See page 10 for event photos.
On the Calendar

**Breakfast Social // Stop Wishing. Start Doing.**
Wednesday, January 6 // 7:30-9:00 a.m.
Lakewood Ranch YMCA, 5100 Lakewood Ranch Boulevard
Start your year by joining us for a special breakfast social at the LWR YMCA. Enjoy coffee and a light breakfast while connecting with your Alliance friends. Special Health and Wellness Goodie Bags for the first 100 guests!
Free for Members // Non-members $10

**Executive Briefing // Do Less, Not More in 2016**
Wednesday, January 13 // 8:00-9:00 a.m.
Keiser University, 6151 Lake Osprey Drive
This informative and action oriented briefing will focus on a year of simplification and focus. Less is the new “more.” Michael Corley of The Corley Company uses his experience as an organizational leader to help you work smarter in 2016.
Members $10 // Non-members $20

**LWRBA // 2016 Annual Membership Luncheon**
Wednesday, January 20 // 11:30 a.m.-1:00 p.m.
Polo Grill & Bar, 10670 Boardwalk Loop
To kick off the new year, we’ll reflect on the successes of the past year, introduce the 2016 Board of Directors, and take a look at what’s in store for the Alliance in 2016. We’ll get an update from the new CEO of the Tampa Bay Partnership, Rick Homans.
Members $25 // Non-members $35

**Networking Social // Keiser University**
Wednesday, February 3 // 5:00-7:00 p.m.
Keiser University, 6151 Lake Osprey Drive
Join us for a special Valentine’s Day themed Networking Social hosted by Keiser University. Join us for an evening of networking with your fellow Alliance members. Complimentary appetizers will be provided, as well as a few giveaways!
Free for Members // Non-members $10

**CEO Squawk Box // Debra Jacobs**
Wednesday, February 10 // 7:30-9:00 a.m.
LWRBA Office, 8430 Enterprise Circle, Suite 140
Enjoy an intimate breakfast with one of the area’s leading CEOs, Debra Jacobs with The Patterson Foundation. Debra will share the history and future of the Patterson Foundation, and some of her successes and her approach to difficult issues in business.
Open to Members Only $20 (Limited to 20 Attendees)
Visit us online for a full Calendar
Visit www.lwrba.org/events for more information on these and other upcoming Alliance events.

**Breakfast of Champions // Turning Action Into Results**
Wednesday, February 17 // 7:30-9:00 a.m.
State College of Florida - Lakewood Ranch, 7131 Professional Pkwy E

Want to improve your company’s performance? Justin Nelson of Tony Robbins’ Peak Performance Strategy will demonstrate the three step process for creating lasting change and activate the driving force that moves you to action and results.

*Members $25 // Non-members $35*

**Networking Social // Willis Smith Construction**
Wednesday, March 2 // 5:00-7:00 p.m.
Willis Smith Construction, 5001 Lakewood Ranch Boulevard

Willis Smith Construction will host us for a evening of networking. Enjoy complimentary appetizers and mingle with Alliance members at Willis Smith’s state of the art building here in Lakewood Ranch.

*Free for Members // Non-members $10*

**Sporting Clays // 2016 Sporting Clays Tournament**
Friday, March 4 // 1 p.m. Registration & Lunch, 2 p.m. Tournament Begins
Ancient Oak Gun Club, 16800 SR 64 East, Lakewood Ranch

Get ready for our 2nd Annual Sporting Clays Tournament. Suitable for expert marksmen and beginners alike, this event promises to be a fun day of shooting at LWR’s own Ancient Oak Gun Club. Includes lunch and awards ceremony.

*Individuals $125 // Team of 4 $400*

**Executive Briefing // Making Meetings Work**
Wednesday, March 9 // 8:00-9:00 a.m.
Keiser University, 6151 Lake Osprey Drive

One of the top work related complaints is “too many meetings, and not enough progress!” Cheryl Stock will use her skills as a time management and communication expert to help participants connect and reach higher levels of performance in meetings.

*Members $10 // Non-members $20*

**LWRBA Luncheon // The Suncoast on a Tankful**
Wednesday, March 30 // 11:30 a.m.-1:00 p.m.
Polo Grill & Bar, 10670 Boardwalk Loop

Elliott Falcione, President of the Bradenton Area CVB and Virginia Haley, President of Visit Sarasota will give an update on the exciting things happening in our two counties. Leave having learned of 100 hidden gems and exciting things to do on the Suncoast.

*Members $25 // Non-members $35*
Photo Gallery

The Sandies Members’ Choice Awards
Among the many fantastic events this fall, we savored the flavors of Tuscany at our very first Bon Appétit, Business Alliance! event, partnered with LWR Main Street for a banging 10th Anniversary Block Party, recognized our top volunteers at the Sandies Awards, and kicked off the holiday season with our annual Holiday Social.

For more photos from these and other events, check out the LWRBA Facebook page! www.facebook.com/LakewoodRanchBusinessAlliance
This season, Sarasota Opera makes history as it closes out its Verdi Cycle, the company’s 28 year commitment to performing every work of Giuseppe Verdi. Running from January 30, the Sarasota Opera Winter Festival Season will feature Verdi’s grandest opera Aida, Mozart’s comedy Cosi fan tutte, Beethoven’s only opera Fidelio, and Verdi’s rarely seen The Battle of Legnano. In addition, Sarasota Opera will present two Verdi-themed concerts, a retrospective exhibit on the Verdi Cycle, and an international Verdi Conference with scholars from around the world. Come experience why Sarasota is Verdi’s American Home! www.sarasotaopera.org
Ribbon Cuttings
Celebrating new businesses!

Inspired Living of LWR
The Roots Chiropractic
LWR Information Center
KoKo Fit Club
Halliday Financial
Mattamy Homes

Visit our website’s Member Directory to learn more about these new businesses.

Contact us about touring available land, office suites, retail space, data sites and research facilities. Choose from an impressive portfolio of business opportunities in one of the nation’s top green communities.

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- Business Benefits Planning Group
- Care Net Manasota East
- Chapman & Associates Real Estate Appraisers
- Cheers to Wine
- Chick-fil-A
- Colonial Life
- Creative Fundraising Concepts, LLC
- Dust Guard
- Esplanade Golf & Country Club
- Hall Architects
- Homes by Toune
- Intus Personal and Group Transformation
- Jumpin Fun Sports
- Keys for Learning
- Koko FitClub
- LyteWorks
- MedTel Services
- Modern-Wealth, LLC
- Moore Financial Management, Inc.
- MTech MDM
- Murnet Technologies
- Neuro Challenge Foundation
- Nierenberg Consulting Group
- One Sarasota Realty Group
- One Stop Cooling & Heating, LLC
- Orangetheory Fitness
- Palm Aire Country Club
- Panera Bread
- Perspective Communications, Inc
- Realize Bradenton
- Sadge Mediation Services
- Salty Printing
- Sarasota Opera House
- Sarasota Orchestra
- Seaglass–Beach Bag Gifts
- Southeastern Guide Dogs
- Stantec
- Sylvan Learning
- The Advantage Group
- The Granary
- The Law Place
- The Sheridan at Lakewood Ranch
- Three Six Oh Public Relations, Inc
- Turf Tec of Florida
- Western & Southern Life
- Women’s Resource Center of Manatee
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- Grow Financial Federal Credit Union
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- LGM Contracting Inc. / Merucci Equipment Co.
- Norton, Hammersley, Lopez & Skokos, P.A.
- Pittsburgh Pirates
- PostNet of Lakewood Ranch
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- Turner Tree and Landscape
- Wagner Realty
- Willis Smith Construction Inc.

*Increase your Power of Connection with an LWRBA Annual Sponsorship. Contact Heather Kasten at HeatherKasten@lwrba.org or 757-1664 for more info.*