ON THE CALENDAR
See what’s coming up and mark your calendars today.

WELCOME NEW BOARD MEMBERS
Introducing the LWRBA’s newest leaders.

SANDIES WINNERS
Congratulations to these outstanding volunteers.

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Welcoming new members to the Alliance family.

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STRENGTH IN NUMBERS
Connecting and growing through committee engagement

January 2018

LAKewood Ranch Business Alliance
8430 Enterprise Circle, Suite 140
Lakewood Ranch, FL 34202
info@lwrba.org | 941-757-1664 | www.lwrba.org
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Lori Ruth // Past Chair
Observer Media Group

Heather Williams // Incoming Chair
Kerkering, Barberio & Co.

David Fink // Treasurer/Past Chair
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Dominic DiMaio // Finance & Sponsorship Co-Chair
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Judy Athari // Membership Co-Chair
Buffalo Lodging

Violeta Huesman // Membership Co-Chair
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Al Benincasa // Events Co-Chair
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Ashley McCollum // Young Leaders Alliance Chair
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Maribeth Phillips // Executive Academy Chair
Meals on Wheels PLUS of Manatee, Inc.

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Ian Black Real Estate

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Manatee County Government

Jeff Hautsby // Ex-Officio
Sarasota County Government

Erik Hanson // Legal Counsel
Norton, Hammersley, Lopez & Skokos, P.A.

Rex Jensen // Emeritus
Schroeder-Manatee Ranch

Lou Marinaccio // Emeritus
Gallagher MGA

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A Happy New Year to all!
This past year was a great year for the Alliance with many significant accomplishments! Your incoming board and committees have been diligently working together in our ongoing planning efforts to make sure we continue to evolve as a group and many great new ideas and activities for the membership have resulted! As the Alliance heads full speed into 2018, there is certainly much to be thankful for:

- A vibrant Lakewood Ranch community which continues to thrive and to provide a wonderful place for us to live, work and play!
- The LWRBA members - what a unique group of diversified people we are! Our unique power of connection really works and is highly recognizable throughout this area!
- A great director, Heather Kasten, and dedicated staff, Amy, Sherie and Dan - committed, hardworking and always there to help!
- A top flight board of directors and proven committee chairs who are organized and ready to hit the ground running with successful programs and several new exciting things for all to get involved in!

Our ever present community and business challenges ahead will provide us with even more opportunities to work closely together to make this area the special place it is. One thing I can assure you - 2018 will be a great year to be an LWRBA member! Business and personal success, strong relationships developed and strengthened and a whole bunch of fun for everybody lies ahead. Let’s get moving!

Kim French
2018 Chair of the Board

A Year In Review - 2017
2017 had its share of challenges (Irma) and triumphs, yet through all of it, our members and volunteers hearts have never shone brighter. The Alliance may only be 12 years old, but we have packed more opportunities into 2017 than any other year to date. This was the year of connections- in the last year the Alliance hosted more than 100 meetings and events for our members to forge professional relationships to expand their business. Our membership has continued to grow and is now close to 600 member businesses. So what does that mean for you and your company? More opportunities to share your business model with more businesses and community leaders. We will continue in the vein of being a regional trailblazer bringing the Alliance members together with other local business minded organizations and representing our members on governmental issues and economic development projects in both Manatee and Sarasota counties.

We have some exciting new things on tap for 2018 that we will be unveiling at our Annual Meeting on January 24th at the Lakewood Ranch Country Club. You will not want to miss this special luncheon. I would encourage you, if you are not already part of one of our committees, to check them out in 2018. This takes your Alliance experience to the next level in leadership and opportunities.

I’m so grateful to our staff, our board members, our volunteers and our entire membership for making 2017 such a special year. Cheers to 2018 and looking forward to an incredible year with each of you!

Heather Kasten
Executive Director

Kim French/Chair of the Board
Heather Kasten/Executive Director
The strength of the Lakewood Ranch Business Alliance has long been its core of dedicated and hardworking volunteers. Today, nearly 150 individuals, across 8 committees, generously donate their time each month to make the Alliance the go-to business organization in the Lakewood Ranch region. Their passion and energy have been instrumental in shaping our organization.

As we set forth to begin a new year, we are aiming to take committee engagement to the next level. Our committees work diligently towards achieving organizational goals and building value for you as a member. This is your Alliance, after all.

Becoming engaged in a committee is a fantastic way to make connections with fellow professionals to build long lasting relationships. Our 8 volunteer committees span across all facets of the LWRBA, offering something for everyone’s interests and skills. If you are looking for ways to boost your power of connection in 2018, take a look at our list of committees and see where your time and energy might best be served.

**Communications & Technology**
This committee is focused on all communications and technology that help our members connect with each other, with the Lakewood Ranch Community and our region as a whole. The committee is integral in working to protect our brand by overseeing both internal and external communications across all platforms, media, website, social media, eblasts etc.

**Time Commitment:** 1-2 hours per month
**Chair:** Allison Imre (allison@grapeinc.com)

**Programming Committee**
The Programming Committee’s role is to plan and implement educational programs and events. They
strengthen your business through education and learning by identifying relevant business topics, and vetting potential speakers. This committee focuses on helping members to be the best version of themselves, both personally and professionally, by creating exciting and relevant luncheons, executive briefings, workshops and other specialized programming. Programming brings businesses, individuals and our region together.

**Time Commitment:** 2-3 hours per month

**Chairs:** Diane Kopczynski (dkopczynski@mjcpa.com) & Kristi Hoskinson (khoskinson@fcci-group.com)

**Membership Committee**
The Membership team is focused on engaging and retaining our current members, as well as identifying and inviting new prospective businesses to become a members of the Alliance. This committee shares the benefits of the Alliance, welcomes new members, hosts membership appreciation events, assists with member ribbon cuttings and identifies potential new members.

**Time Commitment:** 2-3 hours per month

**Chairs:** Judy Athari (jathari@buffalolodging.com) & Violeta Huesman (vhuesman@keiseruniversity.edu)

**Events Committee**
This committee is tasked with creating unique and special occasions that will provide opportunities for our members to connect and engage with one another. This fun and lively group is responsible for the monthly networking socials, and signature events. Committee members have the opportunity to volunteer at Alliance events and programs.

**Time Commitment:** 2-3 hours per month

**Chairs:** Cheri Kessler (cherri.kessler@bmo.com) & Al Benincasa (abenincasa@totalairfl.com)

**Economic Development Committee**
This committee is focused on strengthening Alliance relationships with the local Economic Development Corporations, with SMR and with local business owners. This committee is a resource of community knowledge and connection for any Alliance member and new businesses looking to relocate to LWR.

**Time Commitment:** 1-2 hours per month

**Chair:** Ken Swan (kenswan@wagnerbb.com)

**Govermental Affairs Committee**
This is committee is responsible for strengthening Alliance relationships with the all local, regional and state government officials. This committee stays at the forefront of all governmental issues that could impact our members or business community. Note: The GAC committee requires an application process to participate. Call our office or visit the committee page on the website for details.

**Time Commitment:** 1-2 hours per month

**Chair:** Susan Goldstein (susangoldstein@michaelsaunders.com)

**Young Leaders Alliance (YLA)**
The purpose of this committee is to provide opportunities for young professionals to enhance their leadership, communications and project management skills by creating events and programs specifically for the YLA organization.

**Time Commitment:** 1-2 hours per month

**Chair:** Ashley McCollum (info@rediscoveredmoments.com)

**Community Engagement Committee (NEW)**
Brand new for 2018, this committee will work with our local partners such as SMR, Lakewood Ranch Community Activities, Manatee/Sarasota Schools, our member non-profits and other regional partners to bring the needs of our community to our members.

**Time Commitment:** 2-3 hours

**Chair:** Ryan McIntyre (ryan-mcintyre@mesgc.com)

**Not sure if a committee is right for you?**
We encourage anyone to join us for a meeting on a trial basis to get a better idea of how a committee operates. We are certain there is something for everyone. The New Year brings with it plenty of opportunity for growth and new connections. Greater engagement will no doubt lead to greater opportunities for everyone involved. Let’s make it a prosperous 2018, together!

Each committee meets monthly in the LWRBA Boardroom: 8430 Enterprise Circle, STE 140, Lakewood Ranch, FL 34202

Check our website’s calendar for an up-to-date schedule of all committee meetings.
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Committee Update.
Events Committee.

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 2018 has in store!

In addition to leading the charge in planning our regular monthly Alliance events, the LWRBA Events Committee was hard at work putting on three hugely successful premier events this fall: the Main Street Block Party, The Sandies Awards Members’ Choice Awards, and East Meets West Expo. Thank you to everyone involved in wrapping up a huge year for the Alliance!

But there is little time to rest! Our dedicated committee members have already been busy planning opportunities for 2018, including these special events during year’s first quarter:

- **Thursday, February 15 | 7:00 p.m.**  
  _Ovation - Presented by Circus Sarasota_  
- **Thursday, March 22 | 6:00 p.m.**  
  _Pirates Spring Training - Blue Jays vs. Pirates_

Visit www.lwrba.org/events to learn more about these events and to buy your tickets!

Is the Events Committee for you?
If you like planning parties and having fun, then the Events Committee is calling you. Experience the behind the scenes of the Alliance, while making new friends and building long lasting connections. The committee meets the 3rd Monday of the month, at 4 p.m. in the LWRBA boardroom. There’s no commitment; join us for a meeting and find out if the committee is the right fit for you!

Special Thanks to our Outgoing Board Members
Paul, John, and Joe 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.
On the Calendar

**Networking Social // EVEN Hotels**

**Wednesday, January 10 // 5:00-8:00 p.m.**  
EVEN Hotels, 6231 Lake Osprey Drive  
Join us to celebrate the New Year at the grand re-opening of EVEN Hotel at Lakewood Ranch, formerly Holiday Inn! Mix and mingle with your Alliance friends and enjoy complimentary hors d’oeuvres and a cash bar.  
**Free for Members // Non-members $15**

**Executive Briefing // The Future @ Work**

**Wednesday, January 17 // 7:30-9:00 a.m.**  
Keiser University, 6151 Lake Osprey Drive  
The Future @ Work is compounded by a huge demographic shift. Millennials will be 75% of the workforce in less than 8 years. Michele Norris, Founder of Navigen Leadership, specializes in the changing demographics in the workplace. In this conversation, Michele will reveal the 5 Leadership traits for attracting, retaining and developing talent.  
**Members $10 // Non-members $20**

**LWRBA Luncheon // 2018 Annual Membership Luncheon**

**Wednesday, January 24 // 11:30 a.m.-1:00 p.m.**  
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard  
Our 2018 Annual Membership Meeting will honor our outgoing board members and reflect on the successes of the past year, as well as introduce the 2018 Board of Directors and take a look at what’s in store for the Alliance in the coming year.  
**Members $35 // Non-members $45**

**Networking Social // The Market at Lakewood Ranch**

**Wednesday, February 7 // 5:00-7:00 p.m.**  
The Market at Lakewood Ranch, 8201 Polo Club Lane  
Join us for a special networking social at The Market at Lakewood Ranch. Meet new faces and catch up with old friends while learning about some of the local purveyors and their products, including seafood, eggs, cheeses, bread, honey, soap & more!  
**Free for Members // Non-members $15**

**Master Class // Productivity & Profits Through People**

**Tuesday, February 13 // 8:30 a.m.-12:00 p.m.**  
Polo Grill & Bar, 10670 Boardwalk Loop  
Join Brett Morris of Momentum Consulting, Pat Mathews of Workplace Experts and Michael Kline of Intus Personal and Group Transformation as they present this interactive workshop exploring how to improve employee engagement and workplace culture, leading to better profitability, productivity, and customer satisfaction.  
**Members $35 // Non-members $45**
Visit us online for a full calendar
Visit www.lwrba.org/events for more information on these and other upcoming Alliance events.

**Luncheon // The Rotary Club of Lakewood Ranch**

*Wednesday, February 21 // 11:30 a.m.-1:00 p.m.*
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Join the Lakewood Ranch Business Alliance for our monthly membership luncheon. This month, we’ll be joined by our friends of Rotary Club of Lakewood Ranch. This is a great opportunity to make new connections outside of our membership.

*Members $35 // Non-members $45*

**Breakfast Networking Social // MTC East Campus**

*Wednesday, March 7 // 8:00-9:30 a.m.*
Manatee Technical College - East Campus, 5520 Lakewood Ranch Boulevard

Join your Alliance friends for breakfast and coffee to jump start your day! Our March Networking Social is a set to take place in the morning at Manatee Technical College’s East Campus, right here in Lakewood Ranch!

*Free for Members // Non-members $15*

**Luncheon // The Cost of a Good Education**

*Wednesday, March 14 // 11:30 a.m.-1:00 p.m.*
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Will the proposed tax increases in Manatee and Sarasota benefit our children and our community? Join us as Sarasota and Manatee School Board Superintendents Todd Bowden and Dr. Dianna Greene break down the real cost of a quality education.

*Members $35 // Non-members $45*

**Executive Briefing // Present on Purpose**

*Wednesday, March 21 // 7:30-9:00 a.m.*
Keiser University, 6151 Lake Osprey Drive

How do you channel your preparation, perspiration, and potential into delivering an outstanding presentation? Julie Henry will outline how to own and leverage each moment in front of an audience to drive business results and maximize your impact as a leader.

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

**2018 Signature Events // Save these dates!**

Don’t miss 2018’s biggest events. Mark your calendar today!

- **Wednesday, January 24**
  2018 Annual Membership Luncheon
- **Friday, April 27**
  Ranch Scramble Golf Tournament
- **Thursday, September 20**
  East Meets West Expo
- **Friday, October 19**
  Main Street Block Party
- **Friday, November 16**
  2018 Sandies Awards
Members of the LWRBA GAC team, including Richard Bedford of SMR, Jamie Miller of the Sarasota EDC, Casey Welch of USF Sarasota-Manatee, Heather Kasten, Executive Director of LWRBA and Susan Goldstein of MS&G Commercial traveled to our state capital to ensure the Alliance maintains strong lines of communication. Our group held meetings with Representative Jim Boyd, Representative Joe Gruters, Representative Julio Gonzalez, Senator Bill Galvano, and Senator Greg Steube, delivering both a Legislative Agenda of issues important to our membership and an open door to our organization for any feedback, insight or assistance.
Welcome New Members!

Allen Real Estate Services, Inc
Andersen RacePark
Art & Soul Dance Company
Bon Eau Enterprises, LLC
Brightside Services SRQ, LLC
CCAV Event Production
The Center for Skin Wellness
Clean Juice
Comcast Business
Crowley Museum & Nature Center, Inc.
Discount Prescription Services
Edward Jones-Matt Holt
Evolve Business Consulting
First Commerce Financial, LLC
Gonnello SEO, LLC
Halfacre Construction
Harry E. Robbins Associates, Inc.
Home-Watch 4 U
iD8
JDRF
Kiwani of LWR
LandrumHR
Lickity Splits Ice Cream
Manatee Education Foundation
Mime Photography
NBI Suncontrol
OPIIS, LLC
The Otto Group at HighTower
Parrish AnyTime Fitness
The Perlman Music Program/Suncoast, Inc.
Purple Monkey Print & Design
Sarasota Christian School
Suncoast Window Films
Tampa Rejuvenation
TLC Engineering for Architecture, Inc.
Windy City Apparel

For a complete and up-to-date list of all LWRBA members, visit www.lwrba.org/MemberDirectory.

Congratulations Sandies Winners!

The Lakewood Ranch Business Alliance announced this year’s winners at the 2017 Sandies Awards on November 17th.

One of a Kind Award
Dianne Kopczynski, Mauldin & Jenkins

Rising Star Award
Amanda Arnold, Lakewood Ranch Golf & Country Club

Ray of Sunshine Award
Lisa Kirkland, Lakewood Ranch Medical Center

Networking King Award
Adam Miller, Keller Williams – Lakewood Ranch

Networking Queen Award
Charlotte Griffin, Berlin Patten Ebling, PLLC

Bull by the Horns Award
Lori Ruth, Observer Media Group

Young Professional of the Year Award
Keith Pandeloglou, Lakewood Ranch Community Activities

Best Rancher Award
Fern Grace, Abacus Web Services

Volunteer of the Year Award
Violeta Huesman, Keiser University

Flip to page 16 for event photos!
Avoid the interstate construction and take the new Fort Hamer Bridge to the

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Lakewood Ranch, FL 34202

Honorees:
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- Foundation Lead Patient Support Volunteer Terri Prechtl

Honorary Chairs:
- Dr. Richard Brown, Dr. Anjan Patel
- Dr. Miguel Pelayo

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Photo Gallery
Say Cheese!

We captured some great moments of our smiling members this fall! The season was jam packed with a full slate of our annual signature events: the 3rd Annual Main Street Block Party, The Sandies Awards, and East Meets West Expo.

For more photos from these and other events, check out the LWRBA Facebook page! www.facebook.com/LakewoodRanchBusinessAlliance
Sponsor Spotlight.
Kerkering, Barberio & Co.

Kerkering, Barberio & Co. (KB) is Sarasota’s premier CPA firm providing a variety of tax, audit, accounting and specialty services to both businesses and individuals alike. While KB’s roots are in downtown Sarasota, the firm opened a location in Lakewood Ranch in 2001. KB was attracted to Lakewood Ranch as a thriving community with both residential and business activity; the expansion made good business sense. Over sixteen years later, KB has become a trusted advisor to many businesses and individuals in Lakewood Ranch and the surrounding areas and enjoys the relationships, growth and many other benefits that being in Lakewood Ranch offers. www.kbgrp.com

Member Tip. Increase Your Power of Connection through an Annual Sponsorship.

2018 Annual Sponsorship opportunities are still available. This is an incredible way to give your company ADDED visibility to our 575+ business members throughout the year. We have an incredible package of benefits at 4 different price points. Don’t wait, as some of the categories are industry specific and limited to only one company per given industry.

For more information, contact Heather Kasten at HeatherKasten@lwrba.org or 941-757-1664 x104.

Pay it Forward. Shining a Light on Non-Profits.

Join Mote Marine Laboratory for its annual Tea for the Sea! This high tea event celebrates women’s leadership in the fields of science and philanthropy and the convergence of the two. For Mote’s 2018 event, Sarah Fangman, Superintendent of the Florida Keys National Marine Sanctuary will be the featured keynote speaker.

The tea will take place from 2:30-5 p.m. on February 28 at The Lakewood Ranch Golf & Country Club. Mote is engaging participation from the “next generation,” including interns, scientists and philanthropists. Bringing your daughter, granddaughter, niece, neighbor, etc. is highly encouraged. For tickets and information, visit www.mote.org/tea.
# Annual Sponsors

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- **KB Kerberio**
- **Harrod Properties, Inc.**
- **Sarasota Memorial Health Care System**
- **SMR**
- **Bradenton Herald**
- **ME&S General Contractors, Inc.**
- **Najmy Thompson, P.L.**
- **Polo Grill and Bar**
- **Soda Group, LLC**
- **The Mall at UTC**
- **Wagner Realty**

## Executive

- **BMO Harris Bank**
- **Curphey & Badger, P.A.**
- **Doctors Hospital of Sarasota**
- **Hometown News USA**
- **Keiser University**
- **Mauldin & Jenkins, LLC**
- **Norton Hannersley**
- **Observer**
- **Observer Business**
- **Polo Grill and Bar**
- **Soda Group, LLC**
- **The Mall at UTC**
- **Wagner Realty**

## Corporate

- **Aqua Plumbing & Air**
- **BMO Harris Bank**
- **Curphey & Badger, P.A.**
- **Doctors Hospital of Sarasota**
- **Hometown News USA**
- **Keiser University**
- **Mauldin & Jenkins, LLC**
- **ME&S General Contractors, Inc.**
- **Najmy Thompson, P.L.**
- **Polo Grill and Bar**
- **Soda Group, LLC**
- **The Mall at UTC**
- **Wagner Realty**

## Associate

- **A Life Story Foundation**
- **Ad-VANCE Talent Solutions, Inc.**
- **Al Purmort Insurance**
- **ComCenter**
- **Conditioned Air Corp**
- **Cortez Heating & Air Conditioning**
- **FCCI Insurance Group**
- **Goodwill of Manasota**
- **Hill, Barth & King LLC**
- **Ian Black Real Estate**
- **Pittsburgh Pirates**
- **State College of Florida**
- **The Northern Trust Company**
- **The Out-of-Door Academy**
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