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

LWRBA EXECUTIVE ACADEMY
Now accepting applications for Fall 2017!

YLA INTRODUCES NEW LOGO
The Young Leaders Alliance has a new, yet familiar look.

WELCOME NEW LWRBA MEMBERS
Welcoming new members to the Alliance family.

EAST MEETS WEST REGIONAL BUSINESS EXPO
TUESDAY, SEPTEMBER 19

July 2017
<table>
<thead>
<tr>
<th>Presidential</th>
<th>Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synovus</td>
<td>Norton Hammersley</td>
</tr>
<tr>
<td>Kerkering Barberio</td>
<td>Observer</td>
</tr>
<tr>
<td>Harrod Properties, Inc.</td>
<td>Business Observer</td>
</tr>
<tr>
<td>Lakewood Ranch</td>
<td>Observer</td>
</tr>
<tr>
<td>Sarasota Memorial</td>
<td>Observer</td>
</tr>
<tr>
<td>SMR</td>
<td>Observer</td>
</tr>
<tr>
<td>Bradenton Herald</td>
<td>Observer</td>
</tr>
<tr>
<td>A Life Story Foundation</td>
<td>Observer</td>
</tr>
<tr>
<td>Aqua Plumbing &amp; Air</td>
<td>Observer</td>
</tr>
<tr>
<td>BMO Harris Bank</td>
<td>Observer</td>
</tr>
<tr>
<td>Curphey &amp; Badger, P.A.</td>
<td>Observer</td>
</tr>
<tr>
<td>Doctors Hospital of Sarasota</td>
<td>Observer</td>
</tr>
<tr>
<td>Hometown News USA</td>
<td>Observer</td>
</tr>
<tr>
<td>Keiser University</td>
<td>Observer</td>
</tr>
<tr>
<td>Mauldin &amp; Jenkins, LLC</td>
<td>Observer</td>
</tr>
<tr>
<td>ME&amp;S General Contractors, Inc.</td>
<td>Observer</td>
</tr>
<tr>
<td>Najmy Thompson, P.L.</td>
<td>Observer</td>
</tr>
<tr>
<td>Polo Grill and Bar</td>
<td>Observer</td>
</tr>
<tr>
<td>Soda Group, LLC</td>
<td>Observer</td>
</tr>
<tr>
<td>The Mall at UTC</td>
<td>Observer</td>
</tr>
<tr>
<td>Wagner Realty</td>
<td>Observer</td>
</tr>
<tr>
<td>Hill, Barth &amp; King LLC</td>
<td>Observer</td>
</tr>
<tr>
<td>Ian Black Real Estate</td>
<td>Observer</td>
</tr>
<tr>
<td>Pittsburgh Pirates</td>
<td>Observer</td>
</tr>
<tr>
<td>State College of Florida</td>
<td>Observer</td>
</tr>
<tr>
<td>The Northern Trust Company</td>
<td>Observer</td>
</tr>
<tr>
<td>The Out-of-Door Academy</td>
<td>Observer</td>
</tr>
<tr>
<td>Tropex Plants</td>
<td>Observer</td>
</tr>
</tbody>
</table>

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

05 // Board Chair Address
An update from Lori Ruth, 2017 Chair of the Board

05 // Executive Director Update
A word from Executive Director, Heather Kasten

06-07 // East Meets West
Making Connections Across Sarasota & Manatee

08-09 // On the Calendar
Mark your calendars!

10 // Ribbon Cuttings
Celebrating new businesses!

10 // Pay It Forward
Non-Profit Spotlight: Care Net Manasota

10 // Sponsor Spotlight
RITE Technology

11 // Executive Academy
Now Accepting Applications for Fall 2017

12-13 // Photo Gallery
Say Cheese!

15 // Young Leaders Alliance
YLA Introduces New Logo

15 // New Members
Welcoming new members to the Alliance family

Find Us On...

www.facebook.com/
LakewoodRanchBusinessAlliance

Lakewood Ranch Business Alliance

LWRBA Board of Directors

Lori Ruth // Chair of the Board
Observer Media Group
Darren Inverso // Past Chair
Norton, Hammersley, Lopez & Skokos, P.A.
Kim French // Incoming Chair
Willis Smith Construction
Heather Williams // Treasurer
Kerkering, Barberio & Co.
Lisa Kirkland // Secretary
Lakewood Ranch Medical Center
David Fink // Finance & Sponsorship Co-Chair/Past Chair
Halloway Financial
Dominic DiMaio // Finance & Sponsorship Co-Chair
Synovus Bank
Judy Athari // Membership Co-Chair
Buffalo Lodging
Dani Fox // Membership Co-Chair
Dani Fox Hypnosis
Al Benincasa // Events Co-Chair
Gator Air Conditioning
Cherri Kessler // Events Co-Chair
BMO Harris Bank
John Goda // Programming Co-Chair
RTI Insurance Services
Violeta Huesman // Programming Co-Chair
Keiser University
Dianne Kopczynski // Programming Co-Chair
Mauldin & Jenkins, LLC
Ryan McIntyre // Programming Co-Chair
McIntyre, Elwell and Strammer General Contractors, Inc.
Maribeth Phillips // Communications & Technology Chair
Meals on Wheels PLUS of Manatee, Inc.
Pam Adamson // Governmental Affairs Co-Chair
MIDFLORIDA Credit Union
Susan Goldstein // Governmental Affairs Co-Chair
Michael Saunders & Company
Jag Grewal // Economic Development Co-Chair
Ian Black Real Estate
Ken Swan // Economic Development Co-Chair
Wagner Realty
Erik Hanson // Young Leaders Alliance Chair
Norton, Hammersley, Lopez & Skokos, P.A.
Rex Jensen // SMR Liaison
Schroeder-Manatee Ranch
Lou Marinaccio // At-Large
Gallagher MGA
John Barnott // At-Large
Manatee County Government
Jeff Maultsby // At-Large
Sarasota County Government
Joseph Najmy // Legal Counsel
Najmy Thompson, P.L.

Staff

Heather Kasten // Executive Director
HeatherKasten@lwrba.org
Sherie Becker // Membership Services Manager
SBecker@lwrba.org
Amy Gonzalez // Membership Coordinator
AmyGonzalez@lwrba.org
Dan Sidler // Communications & Marketing Manager
DanSidler@lwrba.org

thealliance // summer 2017
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.

6371 Business Blvd. • Sarasota, FL 34240 • www.jamiekane.sandler.com
When I first moved to Florida from Fairfield CT back in 1997, it was hard for me to get a grip on knowing the time of the year because I had relied on the change of weather.

Weather doesn’t differ much here, so I learned to gauge the season by the traffic. It used to be the summers turned our area into a ghost town without our seasonal visitors. This is not the case anymore. As a matter of fact, I advise all of you to catch your breath and squeeze in a vacation because we have less “off season” time every year. Our area has more full-time residents than ever before.

The Alliance calendar for the third quarter shows no sign of slowing down either. You will see some amazing opportunities to connect with other local businesses in the next few months. Be one of the first to visit the Finish Line Tower at Nathan Benderson Park at our July networking social.

Sharpen your selling skills at our half day Sandler Training workshop. Another option would be to get on the bus and join us for the Road Show in August! This is a great opportunity to visit the top businesses in both Manatee and Sarasota counties. My advice to all of you is to check all the opportunities listed in our newsletter, pencil in on your calendars and sign up early.

I look forward to greeting you at our next event!

Lori Ruth
2017 Chair of the Board

Our tagline here at the Alliance is the “Power of Connection”. What does that really mean for you as a member and for your business?

The Alliance’s laser focus on facilitating connections for our members has been, and will be, at the forefront of everything we do. Some of our members want connections in terms of customers, while others need connections to employees, tenants, suppliers, board members, or volunteers. Some of our members want connections to real world business education and programs... the list goes on and on.

This fall, consider one these ways to help you take your power of connection to a whole “notha level”:

• Committee Involvement - Want to connect with others in a smaller setting and get to know them on a deeper level? Join one of our 7 committees focused on delivering value and return on investment for our members. Visit our website for dates and times.
• 2017 Economic Development Roadshow - How about learning about 50+ companies in the LWR region in one day? This could be the best investment of time you have - getting to know what businesses are here and who their leaders are.
• Executive Academy - This program is truly a world class professional experience where meaningful connections will be made. Visit www.lurba.org/ExecutiveAcademy to learn more.

Regardless of what you’re looking for, LWRBA has it. That’s the Power of Connection!

Lori Ruth
2017 Chair of the Board
EAST MEETS WEST
REGIONAL BUSINESS EXPO

TUESDAY, SEPTEMBER 19
4:30-7:00PM
ROBARTS ARENA
It’s almost time for our annual East Meets West Regional Business Expo! On September 19th, members from the Lakewood Ranch Business Alliance and Longboat Key Chamber of Commerce showcase their businesses at our largest event of the year, the 9th Annual East Meets West Regional Business Expo.

“The Alliance’s and Longboat Key Chamber’s East Meets West Expo is a great way for businesses of both organizations to gain valuable exposure and relationships on a regional basis. In its 9th year, this event continues to build each year in momentum and attendance,” said Heather Kasten, LWRBA Executive Director.

Nearly 100 exhibitors will showcase their products and services at Sarasota’s Robarts Arena. In addition to these exhibitor booths, complimentary tasting samples will be provided by our restaurant partners, and beverages will be available at the cash bar. The first 250 guests will receive East Meets West Goodie Bags loaded with treasures and useful swag.

For the second year in a row, attendees will have the opportunity to collect stamps from exhibitors on their “Networking Navigator Passport” for a chance to win two tickets for any flight on Southwest Airlines.

EXHIBITORS
For business owners wanting to increase their visibility, an exhibitor booth at East Meets West is the perfect venue to get in front of potential customers. Exhibitor booths are $275 for standard locations, or $375 for premium corner booths. Don’t wait to sign up - last year’s exhibitor spots were sold out weeks in advance!

“I have participated in East Meets West for years and feel the exposure is wonderful. It’s a great event to show new products and have a lot of people see your business,” said Jack Dean of Montgomery’s CarpetsPlus ColorTile.

SPONSORS
Sponsorships are still available! Get your name in front of thousands of potential customers in the build up to the expo. More information is available on the website at www.EastMeetsWestExpo.com.

ATTENDEES
Take advantage of our half price special - attendee tickets are just $5 until September 18th! Purchase tickets online at www.EastMeetsWestExpo.com.

Whether you plan to show off your company as an exhibitor or sponsor, or just attend, we promise there will be something for everyone. We hope to see you there!

EVENT DETAILS

**EAST MEETS WEST REGIONAL BUSINESS EXPO**

**Tuesday, September 19**
4:30 - 7:00 p.m.
Robarts Arena (3000 Ringling Boulevard)
[www.EastMeetsWestExpo.com](http://www.EastMeetsWestExpo.com)
On the Calendar

**Networking Social // World Rowing Championship**
Wednesday, July 12 // 5:00-7:00 p.m.
The Finish Tower at Nathan Benderson Park, 5851 Nathan Benderson Circle

Be one of the first to check out the new Finish Tower at Nathan Benderson Park! Get details on the upcoming World Rowing Championship and connect with fellow Alliance members. Enjoy complimentary appetizers and a cash bar at this exclusive event.

Free for Members // Non-members $15

**Workshop // Prospecting the Sandler Way**
Thursday, July 13 // 8:30-11:00 a.m.
Polo Grill & Bar - Florida Room, 10670 Boardwalk Loop

Take your personal game and your sales numbers to the next level. Jamie Kane’s experience and his commitment to sharing the Sandler System will provide a real and tangible resource to improving their sales and overall business performance. Leave this workshop with applicable prospecting tools you can implement into your sales routine on day one.

Members $79 // Non-members $99

**Luncheon // It’s not an MBA… It’s Real Life Leadership**
Wednesday, July 26 // 11:30 a.m.-1:00 p.m.
Fete Ballroom at Polo Grill & Bar, 10670 Boardwalk Loop

Do you want to make executive level decisions, master conversations and drive actions in real-time? Speakers Doug Van Dyke and Michael Corley demonstrate how to comfortably and confidently handle daily management situations and position yourself as an effective leader.

Members $27 // Non-members $37

**Networking Social // Gold Coast Eagle Distributing**
Wednesday, August 2 // 5:00-7:00 p.m.
Gold Coast Eagle Distributing, 7051 Wireless Court

It’s a 2 for 1 Social Exchange! Join us for an extra fun social as we mingle with the Latin Chamber. Get to know our chamber neighbors and make some new friends along with mixing with our Alliance members.

Free for Members // Non-members $15

**CEO Forum // Hire the Right Salesperson**
Wednesday, August 9 // 7:15-9:15 a.m.
The Francis, 1289 N Palm Ave, Sarasota

In partnership with the Gulfcoast CEO Forum, we welcome Mark Wilensky, President of High Mark Systems, as he shares tips to hiring the right salesperson. His unique psychological approach provides insight into the minds of buyers and sellers and turns selling challenges into win-win partnerships.

$35 per person // Members Only
Visit us online for a full calendar
Visit www.lwrba.org/events for more information on these and other upcoming Alliance events.

Economic Development // 2017 Road Show
Friday, August 18 // 8:30 a.m.-4:30 p.m.
Tour begins at Lakewood Ranch Town Hall
Want to learn about 50+ companies in the LWR region and make some great contacts with some regional leaders? You won’t want to miss this year’s roadshow, featuring all new stops with many brand new businesses that have just come on line in LWR.
$125 per person // Members only, limited space available

Breakfast of Champions // Pivoting as a Leader
Wednesday, August 23 // 7:30-9:00 a.m.
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard
In business and life, sometimes the best plans don’t work out as expected. Shawn Rhodes shares how to leverage change while still producing results and what top-performing teams in the Fortune 100 are doing to embrace change and close their profitability gap.
Members $25 // Non-members $35

Executive Briefing // The Psychology of Money
Wednesday, September 13 // 7:30-9:00 a.m.
Keiser University, 6151 Lake Osprey Drive
Research in the field of Behavioral Finance confirms the influence of emotional reactions on financial decision-making. This interactive conversation with Denise Federer, Ph.D. will explore the unique meaning of money and its impact on financial behavior and decision-making.
Members $10 // Non-members $20

East Meets West 2017 // Regional Business Expo
Tuesday, September 19 // 4:30-7:00 p.m.
Robarts Arena, 3000 Ringling Boulevard
Join us for our largest event of the year, the annual East Meets West Regional Business Expo. This trade show event brings together businesses from the Alliance and our neighbors at the Longboat Key Chamber. Visit www.EastMeetsWestExpo.com.
Attendee tickets $5 (presale closes 9/18 12 p.m.) // Tickets at the door $10

Luncheon // Right Brain Red: 7 Ideas For Creative Success
Wednesday, July 26 // 11:30 a.m.-1:00 p.m.
Fete Ballroom at Polo Grill & Bar, 10670 Boardwalk Loop
Imagine learning product design from the originator of the Nerf and Twister, toy and game brands that have generated over $8 billion in sales. Come learn ideas that have worked for Reyn Guyer, one of the most successful creative professionals of our time. Tim Walsh has co-wrote the book Right Brain Red and will share ways to create and recognize opportunity.
Members $27 // Non-members $37
Ribbon Cuttings
Celebrating new businesses!

Coastal Orthopedics  Paint with a Twist  Dani Fox Hypnosis
Arbor Grande (CalAtlantic Homes)  Hyatt Place LWR

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

A ribbon cutting can create additional exposure and buzz for your new business! For more info, call our office at 941-757-1664.

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

Care Net Manasota Pregnancy Center is a 501(c)3 that has provided compassion, hope, and help to anyone facing an unexpected pregnancy, over the past 20 years. Through limited medical services, parenting education, material assistance, adoption resources, and facts on all pregnancy options available, Care Net Manasota equips women and families to navigate the joys and challenges of parenthood, resulting in a more successful future for both the child and parents. We know an unexpected pregnancy can bring fear and uncertainty. We care and are here to help.

www.carenetmanasota.com

Sponsor Spotlight.
RITE Technology.

Driven By Service. Powered By Innovation.

Make the RITE choice for your premier source for copiers, printers, and document management technology.

Our Mission Statement:
To Achieve Profitability through Excellence and Integrity, Exceed our customers’ expectations & care for our employees; while honoring God. Let us impress you with our personal level of service. www.ritefl.com
Executive Academy

Now Accepting Applications for Fall 2017!

The LWRBA is now accepting applications for its Fall 2017 leadership development series, the Executive Academy: Real Skills for Real Business. The LWRBA Executive Academy is a results-oriented, six phase leadership training experience created by LWRBA and powered by game on Nation. The purpose of the Academy is to equip business professionals with the tools to continue to develop both personally and professionally.

In partnership with LWRBA, game on Nation has crafted an interactive curriculum for the Executive Academy that draws from their extensive experience delivering for elite clients including NASCAR, Hilton, Ernst & Young, the US Olympic Committee, Pittsburgh Pirates, and Honda.

The Executive Academy’s six-phase training themes include Communication, Branding, Economic IQ, Talent Retention, Workplace Wellness, and Leadership. Participants can expect an increase in resourcefulness, confidence, and agility through tangible skills training for all types of business environments, helping them lead and achieve team goals fearlessly and successfully.

Fall 2017 dates are: August 18, August 25, September 8, September 22, October 6, October 13.

Applications and more information are available online at www.lwrba.org/Executive Academy. Applications must be submitted by July 31st.

Congratulations Class of Spring 2017!

Thank you for your exceptional leadership and devoted service to the Lakewood Ranch region.

Brett Morris
Momentum Consulting

Lee Kotwicki
State College of Florida

Cheryl Walstad
All Star Laundry & Dry Cleaning

Erik Hanson
Norton, Hammersley, Lopez & Skokos, P.A.

Courtney Grovatt
Tampa Bay Buccaneers

Kimberly Borsheim
Lakewood Ranch Medical Center

Matt Andrus
Anna Maria Oyster Bar

Shelly Sexton
The Bridge Church

Lynn Hobeck Bates
Visit Sarasota

Diana Shoemaker
Manatee County Habitat for Humanity
Photo Gallery
Say Cheese!

Spring was packed with activities here at the Alliance! We made quality connections at socials hosted by Coastal Orthopedics, Synovus Bank, and the new Hyatt Place in LWR. Nearly 100 members hit the links at our 2017 Ranch Scramble. We even had a number of sold out events, including record attendance for our “State of the Ranch” luncheon.

For more photos from these and other events, check out the LWRBA Facebook page! www.facebook.com/LakewoodRanchBusinessAlliance
**Serbin – Connecting you with Proven Success!**

**PROUD** to be a member of the Lakewood Ranch Business Alliance

From concept to mailbox, Serbin’s dedicated team of marketing professionals work to provide innovative, cost-effective solutions to enhance the overall success of your business or organization.

44 years **CONNECTING** local companies with their customers.
Welcome New Members!

Young Leaders Alliance

**YLA Introduces New Logo**

The LWRBA's Young Leaders Alliance has a new, yet familiar look. To freshen up its image and more closely reflect its ties to the LWRBA, the YLA committee is introducing a new logo that should be instantly recognizable to Alliance members.

“Our members are the managers and CEO’s of the future. We hope that today’s Young Leaders will continue their involvement with our business community through the LWRBA for years to come, so uniting the two groups’ branding made a lot of sense for us,” said Erik Hanson, 2017 Chairman of the Young Leaders Alliance.

The YLA Committee would like to extend a sincere thank you to the Observer Media Group team for helping to complete this project.

With over 100 members, the YLA is a sub-group of young professionals within the LWRBA. Founded in 2013, the YLA’s mission is to provide opportunities for young professionals to enhance their leadership, communication, and project management skills through events and programs throughout the year.

Membership in Young Leaders Alliance is $35 per year. More information is available on the YLA website at [www.LWRYLA.com](http://www.LWRYLA.com).

**UPCOMING YLA EVENTS**

**Monday, July 24 // 6:00-8:00 p.m.**
Jumpin Fun Sports

**Thursday, August 24 // 7:30-9:00 a.m.**
YLA CEO Forum

**Wednesday, August 30 // 6:30-8:00 p.m.**
First Time Home Buyers Seminar
(In partnership with Sarasota YPG & Suncoast YPN)

For a complete and up-to-date list of all LWRBA members, visit [www.lwrba.org/MemberDirectory](http://www.lwrba.org/MemberDirectory).

AFC Urgent Care
Armentrout Chau & Associates, PLLC
Atlas Employee Benefits
Bayside Pet Resort
Beyond Dancing
Cardinal Mooney High School
CFO Alliance
Comcast Spotlight
DWELL Real Estate
Edward Jones Investments - Yann Gehan
Finish Line Leadership
Greenworks Landscape Management
Hyatt Place Sarasota/Lakewood Ranch
King Title, LLC
Little Geniuses, LLC
Little Greek Fresh Grill
Lucky Pelican Bistro
Massage Luxe-Lakewood Ranch
Massage Therapy Connections
MIDFLORIDA Credit Union
Morgan Stanley-Rick Schendel
Morrish Stewart Orthodontics
Morton’s Gourmet Market and Catering
Palmer Accounting Group, Inc.
Resort Lifestyle Communities
Respectable Receptacle
Riddell Law Group
Running With Scissors, LLC
Sarasota Memorial Hospital
SocialClick Solutions
Suncoast Blues Society
Tax-Chick
The Naughty Monk Brewery
Where do you go from here?

Anywhere you want.

In today’s challenging business environment, it’s not easy finding the right financial partner to help you get where you want to be. Synovus is well-positioned to be that partner. We realize the needs of every business are different and every vision is unique. As a major lender in the Southeast, we combine valuable local insight with the financial strength and depth of services to meet almost any business need, large or small. At Synovus, we have the understanding to share your vision and the resources to help you achieve it. Let us lend the way.

Commercial Real Estate Financing | Commercial and Industrial Lending  
Asset-based Lending | Capital Markets Expertise  
888.317.0085 | synovus.com

Loan products subject to credit approval. Banking products are provided by Synovus Bank, Member FDIC. Divisions of Synovus Bank operate under multiple trade names across the Southeast.