EAST MEETS WEST
REGIONAL BUSINESS
EXPO
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Lakewood Ranch Business Alliance
Time Flies...

Can you believe that we are halfway through 2015? As the saying goes, “time flies when you are having fun.” If that’s true, we must be having a blast!

With summer here, some of us have the opportunity to take a breath and catch up. If you have been too busy to devote much time to the Alliance, you have missed some great events and fantastic relationship building opportunities this year.

Without a doubt, the highlight of this past quarter was our 10-year anniversary party, the Silver Soirée, which will probably be talked about for quite some time. Take a wonderful setting, mix in great company, fantastic food and entertainment and make sure there are no stodgy speeches or assigned seating - how can you go wrong? In many ways, the celebration was a perfect representation of what the Alliance has become. I want to offer my sincere thanks to the sponsors and to all who attended - your energy made the event a success. Also, I would like to extend kudos to the volunteers and staff members who spent countless hours developing and implementing the concept.

In addition to our monthly networking so-cials this past quarter, our Events Committee hosted our annual golf outing, which was a blast for all who attended. The Governmental Affairs Committee hosted the annual legislative update, which contained an element of the fireworks that have been on display in Tallahassee and locally this year. Finally, our Programming Committee hosted a number of events, capped by our June luncheon with Tampa Bay Buccaneers COO, Brian Ford.

Remember, the key to a successful Alliance membership is getting involved and cultivating relationships. If you missed some of the events this year, don’t despair - there are more on the horizon. An event you won’t want to miss, East Meets West, is planned for early September. We also have a great luncheon planned with representatives from Feld Entertainment in July, a special limited attendance breakfast with David Sessions of Willis Smith Construction, and plenty other opportunities to get out and meet your fellow Alliance members.

If there is anything I, the Board or the staff can do to help you make your membership or sponsorship a success, please ask. We are here for you, and your success is the foundation for the Alliance’s long-term success.

I look forward to seeing you over the course of the summer. Thank you for your support of the Alliance!
This September, over 800 people will file into Robarts Arena on Fruitville, as members from the Lakewood Ranch Business Alliance and Longboat Key Chamber of Commerce showcase their businesses at our largest event of the year, the 7th annual East Meets Regional Business Expo. Since 2009, the event has grown year after year. Last year’s event, the first EMW at Robarts, featured over 80 exhibitors, and over 800 attendees from the public and members of the LWRBA and LBCC.

In addition to the showcase of member businesses, complimentary tasting samples will be provided by our restaurant partners, and beverages will be available at the cash bar.

The first 500 guests will receive East Meets West Goodie Bags loaded with treasures donated by our members. Sign up by August 26 to register for half price at $5!

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. Exhibitors are encouraged to make their booths fun and engaging to draw people. Check out the Exhibitor Tips on the next page for some ideas on how to make the most of your booth. Exhibitor booths are $250 for standard locations, or $325 for premium corner booths. Complete details at www.EastMeetsWestExpo.com.

2015 East Meets West Regional Business Expo

Wednesday, September 2
4:30 pm – 7:30 pm
Robarts Arena
3000 Ringling Blvd., Sarasota
Advance tickets by 8/26 $5
Tickets after 8/26 or at the door $10

Purchase tickets at: www.EastMeetsWestExpo.com
Exhibitor Tips

Make the most of your Booth!

Exhibiting at a tradeshow is an investment in your business. To make the most of your investment, consider the following tips when planning your booth.

Make your booth stand out. Plan out your exhibit space and decorate it to catch the attendees’ eyes.

Have a goal in mind. What do you want to get out of exhibiting? How many attendees do you want to stop at your booth. How many leads do you hope to generate?

Think quality over quantity. Not everyone that stops by your booth will be a suitable customer. If your goal is to generate new business, focus on developing qualified leads that you can follow up on later.

Hold a drawing for a prize. Having some kind of prize drawing or contest is a great way to collect contact information from booth visitors. You can give away promotional items to encourage people to participate.

Make it interactive! Offer information, give little quizzes, play games. Engage their brain and they will remember you. And you will learn more about them, which will help in your follow-up.

Work in shifts. Staff your booth with enough people so you can take breaks and take turns touring the rest of the show.

Don’t tear down early! Surveys indicate that many exhibitors meet a quality prospect during the last half-hour of the show.

Follow up on your leads! Lead generation is usually the #1 reason why a company chooses to exhibit, yet it’s often the one thing that isn’t followed up with after the show.
If you’ve lived in Florida for more than a couple of years, you’re likely familiar with the preparation procedures for securing your home in the event of a hurricane or tropical storm. But what about your business? Could it weather the storm, so to speak? The startling fact is that over 40% of businesses never reopen after a disaster, according to FEMA. The likelihood of your business getting “back to business” after a disaster, and how quickly, will depend on emergency planning done long before the first projected path ever pops up on your TV.

Although this is by no means a complete list, here are a few things you’ll want to consider before a disaster heads our way:

**Continuity Planning.** Carefully assess your internal and external functions to determine which staff, materials and external functions are absolutely necessary to keep the business operating. Plan what to do if your building is not accessible. Identify key suppliers and resources, and have a plan in place should a supplier be shut down.

**Emergency Planning for Employees.** Your employees are your most valuable asset. Be sure to communicate your plan with staff so they are familiar with the procedures.

**Emergency Supplies.** Keep a stock of essential supplies, such as batteries, first aid kit, water and food, duct tape, garbage bags, etc.

**Review Insurance Coverage.** Inadequate insurance coverage can lead to major financial loss if your business is damaged or interrupted for a period of time. Understand what your policy covers and what it does not.

**Protect Your Data and Computer Systems.** A plan for data backup and restoration of electronic information is essential.

**Write a Crisis Communications Plan.** Detail how your business plans to communicate with employees, suppliers, and clients in the event of a shut down.

**Review and Practice Your Emergency Plan Annually.** As your business changes, so will your emergency needs. Review your plan and share any changes with employees.

For more thorough information about preparing your business for a disaster, check out the following resources:  
[www.ready.gov](http://www.ready.gov)  
[www.fema.gov](http://www.fema.gov)  
[www.tampabayprepares.org](http://www.tampabayprepares.org)  
[www.mymanatee.org](http://www.mymanatee.org)
The Young Leaders Alliance has put together a phenomenal slate of events for the summer. For info about membership and more upcoming events, visit www.LWRYLA.com.

**YLA Networking Social: Game Night**  
**Thursday, July 23 // 5:00-7:00 p.m.**  
Square 1 Burgers  
5239 University Parkway  
Free for Members and Non-members

Join us for our Game Night Networking Social at Square 1 Burgers! We’ll have a bunch of fun ice-breaker games to get to know your fellow YLA members. It was a huge hit the last time we did this, so you won’t want to miss it. Bring lots of business cards and bring a friend. The YLA will even buy your first drink!

**Speed Networking with YLA, MYP, & YPG**  
**Thursday, September 24 // 5:30-7:30 p.m.**  
Gold Coast Eagle Distributing  
7051 Wireless Court, LWR  
$20 Members & Non-members

Join your friends of the YLA, MYP, and YPG at Gold Coast Eagle Distributing for a very special Speed Networking event. This is a great way to practice your elevator speech while making a bunch of great contacts! Complimentary appetizers and drinks will be provided.

How it works: Each participant will be introduced to 20 members. Each member will have 1 minute to talk about who they are and what they do. Every 3 minutes, you will move to the next table and meet someone new.

If you meet anyone you would like to get to know better, there will be an open networking opportunity after the event.

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**Serbin – Connecting you with Proven Success!**

**PROUD** to be a new 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.**
On the Calendar

**Networking Social // ComCenter**

**Wednesday, July 1 // 5:00-7:00 p.m.**
ComCenter of Lakewood Ranch, 9040 Town Center Parkway

Our July Networking Social is all about summer fun. With a Jimmy Buffett theme for the evening, ComCenter will serve up tropical vibes, “cheeseburgers in paradise” provided by Square 1 Burgers, and a cash tiki bar by Polo Grill.

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

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**Executive Briefing // Protect Your Digital Reputation**

**Wednesday, July 8 // 8:30-10:00 a.m.**
Keiser University, 6151 Lake Osprey Drive

Don’t let a poor online reputation harm your business. Expert George Leith teaches how to empower your online presence to restore or enhance your brand’s integrity. Sponsored by the Bradenton Herald.

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

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**Membership Luncheon // Feld Entertainment**

**Wednesday, July 15 // 11:30 a.m.-1:00 p.m.**
Polo Grill & Bar, 10670 Boardwalk Loop

Come one come all to hear Feld’s Senior Vice President of Event Marketing and Sales share with us the business of entertainment. Feld has infused over 300 new jobs into our market since their move here in 2013. Come learn what makes them successful.

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

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**Networking Social // Goodwill Manasota**

**Wednesday, August 5 // 5:00-7:00 p.m.**
Goodwill Manasota at Ranch Lake, 8750 E. State Road 70

Goodwill Manasota will host an evening of networking at their gorgeous new retail store on SR70. This is a perfect opportunity to check out their new location, while mingling with Alliance friends and enjoying complimentary appetizers and cash bar.

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

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**Breakfast of Champions // Justin Su’a**

**Wednesday, August 12 // 7:30-9:00 a.m.**
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

How To Succeed In Work, School and Life. Your competition is gearing up for 2016 – you should be, too. Learn how to finish 2015 strong – you will learn 5 Things that Elite Performers Do Best.

*Members $25 // Non-members $35*
Visit us online for a full Calendar
Visit www.lwrba.org/events for more information on these and other upcoming Alliance events.

Leadership Workshop // David Marquet
Thursday, August 20 // 11:30 a.m.-1:00 p.m. Luncheon // 1:00-4:00 p.m. Workshop
Polo Grill & Bar, 10670 Boardwalk Loop

Renowned speaker and bestselling author Cpt. David Marquet returns for a special luncheon and workshop. Fortune magazine called his book the “best how-to manual anywhere for managers on delegating training, and driving flawless execution.”
Register at www.LWRBA.org/events

East Meets West // Regional Business Expo
Wednesday, September 2 // 4:30-7:30 p.m.
Robarts Arena, 3000 Ringling Boulevard

Join us at our 7th annual East Meets West Regional Business Expo. Our largest event of the year, last year’s event featured over 80 exhibitors and more than 800 attendees. See page 4 for full event details and exhibitor information.
Early registration by 8/26 $5 // Tickets after 8/26 or at the door $10

CEO Squawk Box // David Sessions
Wednesday, September 9 // 7:30-9:00 a.m.
LWRBA Office, 8430 Enterprise Circle, Suite 140

An intimate breakfast with an accomplished leader from the region. Willis Smith Construction President and CEO David Sessions joins us to share his best practices and philosophy on leadership and management.
Open to Members Only $20 (Limited to 20 Attendees)

Membership Luncheon // Rusty Coats
Wednesday, September 16 // 11:30 a.m.-1:00 p.m.
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Rusty Coats blends deep journalism experience, revenue-building expertise, executive vision and grassroots leadership. He has a passion for helping organizations navigate through disruptive change and transformation – from vision to implementation.
Members $25 // Non-members $35

Upcoming Signature Events // Save these dates!
LWRBA & LWR Main Street 10th Anniversary Block Party
Friday, October 16 // 6:00-9:00 p.m.
Main Street Lakewood Ranch

The Sandies Members’ Choice Awards
Friday, November 20 // 11:30 a.m.-1:15 p.m.
The Fete Ballroom at Polo Grill & Bar
Photo Gallery

Lively Alliance networking.

Great time at our 2015 Ranch Scramble.
Say Cheese!

It’s been another awesome few months of events at the Alliance! Members networked at our monthly socials, golfed at the 2015 Ranch Scramble, and heard from local representatives. We even participated in LWR’s Memorial Day Parade. And of course, in May we celebrated our 10th anniversary at the Silver Soirée!

Stop by the Alliance Facebook page for more photos from all our events. www.facebook.com/LakewoodRanchBusinessAlliance

Our first Economic Development Road Show!

Celebrating 10 fantastic years.
Thank You, Barb Z!

Passion, dedication, and a positive attitude. These are only a few of the many precious things you’ve shared with us every day. Thank you and congratulations on your retirement!

We’ll see you around,

Your Alliance Family

Welcome New Members!

Abixweb, Inc.
Anexio, Inc.
Bayside Community Church
Cutting Loose Salon Lakewood Ranch
Envisioned BIOTECH Strategies, Inc.
Family First Homecare
Florida Mediation & Conference Center
HCM Resources, LLC
Honest Air Conditioning
IMG Performance
Jimmy John’s Gourmet Sandwiches
KB Pension Services
L. Leone Tax & Financial Services, LLC.
Lakewood Mind Body Center
Lee Roy Selmon’s
Norman’s Liquors and Fine Wines
NUOVO Salon Group
Objective Insurance
Office Pride Commercial Cleaning Services
Optivon, Inc.
Sarasota Sports Medicine
SCENE Magazine
Serbin Print Marketing & Publishing
Sharon Schulz-Aflac
SMART--Sarasota Manatee Association for Riding Therapy
Suncoast Golf Center and Academy
Sweet Sparkman Architects
T3-Prep
The Realco Group

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

6371 Business Blvd. • Sarasota, FL 34240 • www.jamiekane.sandler.com
Pay it Forward. Lakewood Ranch Community Activities.

Community Activities
Serving the Residents of Lakewood Ranch

Back to School Splash Bash
Saturday, August 29th from 10am to 1pm at the LWR YMCA. Come and enjoy one last fling of summer with your school friends by having a go at the water slides, live DJ, food and fun. We will deliver a wet and wild morning that will offer a towering 26 foot water slide and 34 foot surf & slide. Other fun activities will include the popular dunk tank, pool games, inflatable homerun derby; design your own backpack and our popular balloon artist.

Many sponsor booths will be on hand offering useful school products and services, watermelon and lemonade. To keep you fueled, sandwiches and ice cream will be on hand for items to purchase. Family time on our dime, because this event is free; children and parents of all ages are invited. We do ask that children be accompanied by a parent, and to protect our new swimmers the YMCA will provide body bubbles to keep them afloat and lifeguards will be on duty.

Additional recommended items to bring are swimsuits, towels, water shoes, sunscreen, and lawn chairs. For more information, visit or call Community Activities at Summerfield Information Center, or visit their website at www.lwrcac.com.

Sponsor Spotlight. Synovus Bank.

Synovus Bank of Florida, a division of Synovus Bank, has been serving customers along the west coast of Florida since 1979. Part of Synovus Financial, a financial services company based in Columbus, Georgia with approximately $27 billion in assets, Synovus Bank is one of the largest financial institutions in the Southeast providing commercial banking, retail banking, investment and mortgage services to customers throughout 28 locally branded divisions in Florida, Georgia, Alabama, Tennessee and South Carolina.

Synovus Bank of Florida locally serves clients via 20 branch locations located in Pasco, Pinellas, Hillsborough, Manatee, Sarasota, Lee and Collier counties as well as a wealth management office in Bonita Springs.

We recognize that the business of banking is founded on principles of trust, confidentiality and fair dealing. Our team members are committed to delivering unparalleled service to our customers and exceeding their expectations. “Synovus is proud to have representatives that live and work in the Lakewood Ranch Community,” states President and CEO Dominic DiMaio. “We are committed to helping small businesses succeed in Manatee and Sarasota counties.”

Synovus Bank, Member FDIC, is chartered in the state of Georgia and operates under multiple trade names across the Southeast. Divisions of Synovus Bank are not separately FDIC-insured banks. The FDIC coverage extended to deposit customers is that of one insured bank.
Ribbon Cuttings.
Celebrating new businesses!

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.

Daybreak Adult Day Center
Goodwill Lakewood Ranch
Homestead Funding Corp.
Pinnacle Chiropractic
Culver’s of Bradenton

NEW Degrees & Certificates at SCF

This Fall, SCF is offering three new A.S. degrees and four new certificates. Certificates can be earned on their own to enhance skills or to complement your A.S. degree.

For a complete list of all SCF A.S. degrees and certificates, visit scf.edu/CTE

941-752-5290 • 941-363-7216 • 941-408-1412

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State College of Florida, Manatee-Sarasota is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate and baccalaureate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of State College of Florida, Manatee-Sarasota. State College of Florida, Manatee-Sarasota does not discriminate on the basis of sex, race, religion, age, national origin/ethnicity, color, marital status, disability, genetic information and sexual orientation in any of its educational programs, services or activities, including admissions and employment. Direct inquiries regarding nondiscrimination policies to: Equity Officer, 941-752-5023, PO Box 1760, Bradenton, FL 34206.
# 2015 Annual Sponsors

## Presidential
- Aqua Plumbing & Air
- BMO Harris Bank
- Charter One Hotels and Resorts
- Digital Observer Media
- FCCI Insurance Group
- Keiser University

## Executive
- Mauldin & Jenkins
- Najmy Thompson, P.L.
- Michael Saunders & Company
- Polo Grill & Bar
- State College of Florida
- The Mall at UTC

## Corporate
- Al Purmort Insurance
- Brighthouse Networks
- ComCenter at Lakewood Ranch
- Cortez Heating & Air Conditioning
- Dawson Companies
- Grow Financial Federal Credit Union
- Hill, Barth & King, LLC
- Ian Black Real Estate
- LGM Contracting Inc. / Merucci Equipment Co.

## Associate
- Norton, Hammersley, Lopez & Skokos, P.A.
- Pittsburgh Pirates
- PostNet of Lakewood Ranch
- Suntrust
- Tropex Plants
- Turner Tree and Landscape
- Wagner Realty
- Willis Smith Construction Inc.