

ON THE CALENDAR

See what's coming up and mark your calendars today.

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WELCOME NEW BOARD MEMBERS

Introducing the LWRBA's newest leaders.

PG 09

SANDIES WINNERS

Congratulations to these outstanding volunteers.

PG 13

WELCOME NEW LWRBA MEMBERS

Welcoming new members to the Alliance family.

PG 13

January 2018

the alliance

Winter 2018

STRENGTH IN NUMBERS

Connecting and growing through committee engagement

PG 06



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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Heather Kasten//Executive Director
HeatherKasten@lwrba.org

Sherie Becker//Membership Services Manager
SBecker@lwrba.org

Amy Treis//Membership Coordinator
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Kim French//Chair of the Board

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



Heather Kasten//Executive Director

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



STRENGTH IN NUMBERS

Connecting and growing through committee engagement

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)

Governmental Affairs Committee

This 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.



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!

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!



Programming Co-Chair
Kristi Hoskinson,
FCCI Insurance Group



Communications &
Technology Chair
Allison Imre,
Grapevine Communications



YLA Chair
Ashley McCollum,
Rediscovered Moments
Concierge Services, LLC



SMR Liaison
Monaca Onstad,
Lakewood Ranch
Communities, LLC

Special Thanks to our Outgoing Board Members



Paul Adamson
MIDFLORIDA Credit Union



John Goda
RTI Insurance Services



Joe Najmy
Najmy Thompson, P.L.

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.

Rotary



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

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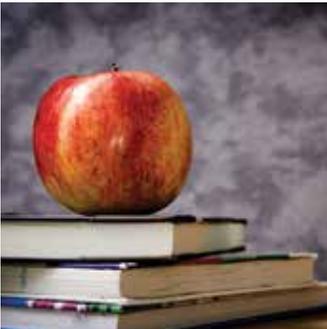
Breakfast Networking Social // MTC East Campus

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


Signature
EVENTS

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

Governmental Affairs. LWRBA takes on Tallahassee!



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&C 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.

Ribbon Cuttings Celebrating new businesses!



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

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Evolve Business Consulting
First Commerce Financial, LLC
Gonnello SEO, LLC
Halfacre Construction
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Lickity Splits Ice Cream
Manatee Education Foundation
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The Otto Group at HighTower
Parrish AnyTime Fitness
The Perlman Music Program/Suncoast, Inc.
Purple Monkey Print & Design
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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!

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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

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.

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.

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ARTIST • CRAFTSMAN • CEO

SOUTHTECH

Lakewood Ranch Medical Center

WILLIS SMITH CONSTRUCTION

Herald Tribune
HERALDTIBUNE.COM

Manatee County
FLORIDA

iHeart MEDIA

Homewatch CareGivers
Of Lakewood Ranch

Michael Saunders & Company
SERVICED REAL ESTATE BROKER

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

Tropex Plants

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