

WELCOME NEW BOARD MEMBERS

Welcoming new members to the Alliance family.

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CONGRATS SANDIES WINNERS!

Celebrating outstanding Alliance volunteers!

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UPCOMING EVENTS

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

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SAY CHEESE!

We captured some great Alliance moments!

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January 2020

the alliance

Winter 2020

THE POWER OF CONNECTION

15 WAYS TO MAXIMIZE YOUR MEMBERSHIP IN 2020

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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[Lakewood Ranch Business Alliance](http://LakewoodRanchBusinessAlliance)

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DomDiMaio@lwrba.org

Caitlyn Driscoll//Membership Development Representative
CDriscoll@lwrba.org

Janeth Gonzalez//Events & Programs Coordinator
JanethGonzalez@lwrba.org

Dan Sidler//Director of Communications & Marketing
DanSidler@lwrba.org

Amy Treis//Membership Services Manager
AmyTreis@lwrba.org

Maggie Dougherty//Marketing Intern
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Lisa Kirkland
Chair of the Board

This past year we hit the ground running and kept an impressive pace throughout 2019. Thanks to the support, dedication, and enthusiasm of our membership, we celebrated many significant achievements. The remarkable work of our committees,

Board of Directors and hard-working staff has resulted in growing our member base to new heights. Additional highlights include creating new-fashioned opportunities for next-level member engagement, heightening awareness of member businesses and Alliance initiatives through enhanced marketing including fresh digital strategies as well as the LWR Guidebook, and the addition of a gifted leader to our staff in President and CEO, Dom DiMaio.

Launching into 2020 strategic goals are in place to:

- Grow our influence and connections regionally
- Provide dynamic and informative programming, events, and education to empower members with timely and useful information
- Support economic and workforce development initiatives for our rapidly growing area
- Advocate for business-friendly policy in our government
- Bring impactful, new connection opportunities for members to grow their network

2020 also brings a historic milestone as we celebrate the 15th Anniversary of the LWRBA. While the organization looks a lot different today than it did back in 2005, our mission of connecting, educating and strengthening the business community in the LWR region remains, and the heart of our organization continues to be the amazing people that form the Alliance. I am grateful for the privilege to serve as the 2020 Chair and look forward to a fun, prosperous, and vibrant year ahead!

Lisa Kirkland
2020 Chair of the Board



Dom DiMaio
President / CEO

2020: A time for crystal clear vision!

As 2020 represents our 15th year connecting, educating and assisting businesses with growth in the Lakewood Ranch region, it is fitting to think about time and clarity. Traditionally, crystal represents the symbol for a 15th

year celebration. Throughout the years, LWRBA has maintained a crystal clear vision of its mission:

- Connect – The LWRBA will increase the opportunities to connect with each other in 2020.
- Educate – The LWRBA’s educational events provide professionals with the knowledge and tools needed to take their careers and businesses to the next level.
- Strengthen – The LWRBA will continue to be a driving force behind economic advancement in the region, strengthening the business community by promoting business growth and advocating on behalf of member businesses.

A more modern symbol of a 15th year celebration is the watch, representing time:

- Connect – Time spent partnering together at committees, events and celebrations.
- Educate – Time spent dialing into ways to propel teams and individuals forward at events like our new Alliance LEADS series.
- Strengthen – Time spent giving back with our community partners that support the region through a philanthropic manner. #AllianceGivesBack!

As we begin the year and a new decade, we are nearly 750 members strong. Along with membership growth comes community strength. We are thankful that we will celebrate this special year together - moving our region, supporting our community, and growing within the Gulf Coast region. We look forward to another year of providing powerful connection!

Dom DiMaio
LWRBA President / CEO

THE POWER OF CONNECTION

15 WAYS TO MAXIMIZE YOUR MEMBERSHIP IN 2020

As we begin a new year at the Alliance, make sure you're making the most of your membership. There are so many ways the Alliance can help you grow your business, meet new people, and expand your reach. In honor of our 15th year, here are 15 member benefits, tips, and good-to-knows to take your involvement to the next level. Of course, if there's anything we can do help you or your business, call our office, email, or stop on by. Our staff is ready to serve you and help you make the most of your membership. Here's to a prosperous and successful 2020. We look forward to seeing you soon!



1. Update your member profile.

The information displayed on our website's Member Directory is pulled directly from your member profile. One of the simplest ways to make sure future customers can get in touch with you, is to keep that info up to date. Log-in to the website and click 'View Profile' to make changes.

2. New to the Alliance? Look for membership committee ribbons!

Let's face it - it can be intimidating walking into a room of strangers! That's why our Membership Committee is eager to help you find your way. Look

for people wearing the yellow MEMBERSHIP ribbon with their nametags; they'll happily welcome you and introduce you to fellow members.

3. Events sell out - Register Early!

Are you guilty of waiting until the last minute to sign up for events? Some events have limited capacity, so don't get caught on the outside looking in. Keep a watchful eye on our e-newsletter for when registrations open and secure your spot!

4. Get your very own LWRBA nametag.

Did you know we offer custom LWRBA branded, magnetic nametags? For just \$25, let people remember your name while showing you're an active Alliance member. Order yours today by contacting Amy at AmyTreis@lwrba.org.

5. Learn something new - Alliance LEADS

Let your membership pay for itself by learning new skills that help you secure more business. Our new Alliance LEADS series will provide you with tools and resources to help you grow your business. Details about the new series can be found on page 9.



6. Sponsorship & Advertising Opportunities

Get your name in front of potential customers through a variety of low-cost sponsorship and advertising options available to members

only. Target your message directly to business professionals by advertising in our print newsletter, or reach LWR residents through the 2nd Edition of our LWR Guide, to be published Spring 2020. Call our office for more info about how to grow visibility throughout the year.

7. Member 2 Member Discounts

Members doing business with members is what the Alliance is built on. Did you know you can offer your fellow members a discount on goods and services? Post your own discount from your member profile, or check out www.lwrba.org/MemberDiscounts to see the deals available to you!

8. Post a Community Event/Press Release

Have an upcoming event or exciting news to share? Email us your press release or event information, and we'll gladly share it on our Member News and Member Events pages.

9. Rent the Alliance Boardroom

With seating for up to 30 people, the LWRBA Boardroom is available for members to use once per quarter, free of charge. Just book it in advance - call us today to check availability!

10. Host a Ribbon Cutting Ceremony

Opening a new, relocated, or renovated business? Let us help you celebrate with a traditional ribbon cutting ceremony! A ribbon cutting is a great way to create visibility for your new business. Schedule yours today!



11. Young Leaders Alliance: Events and Programs for Young Professionals

Our YLA subgroup offers monthly events

and programs for members under 40. Best of all, membership is free for LWRBA members. Visit www.LWRYLA.com for info on how your young professional staff can get involved.

12. New Member Basket Items

Every member who joins the Alliance receives a custom LWRBA cooler bag loaded with goodies

provided by fellow members. If you have promotional or logo'd items, this is another easy way to get your name in front of potential clients. Email Amy at AmyTreis@lwrba.org for details on how to be included in the next run of bags.

13. Get Involved: Join a Committee

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. Visit www.lwrba.org/committees for a complete summary of committees and meeting times.

14. Volunteer During Alliance Gives Back!

In just two years, our volunteer initiative has already become one of our flagship programs. Built on one of our core values, strengthening community, the Alliance Gives Back is your chance to volunteer and give back to local non-profits. The three-day event will return in the fall, and keep an eye out for announcements on other opportunities to "give back" throughout the year.

15. Embrace the Power of Connection!

As simple as it sounds, our top tip for maximizing your membership is just get involved. Attend events, join a committee, refer a fellow member... whatever fits your style and schedule. We've heard time and time again from members that the more they put into the Alliance, the more they see in return. It's the people in our organization who have shaped and formed our culture and made it so special; we call it the Power of Connection!





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Our New Educational Series: **Alliance LEADS**

During the organization's early years, the programming committee launched a monthly morning educational event, which came to be known as our Executive Briefings. As 2019 came to a close, we also closed a chapter of the Alliance's history, as the November Executive Briefing with Joey Brannon was our last. A fitting end, as Joey was an integral part of the committee who first brought the 'EB' series to life all those years ago.

Looking forward, providing relevant and topical educational programs remains a core piece of the Alliance's mission. Thus, Executive Briefings are being re-launched under a new name: **Alliance LEADS: Leadership, Education, Awareness, Development, Skills**. 2020 kicks off the new series with a strong lineup in the first quarter; we hope to see you there!

Wednesday, January 15

2020 Vision: Empowered to Succeed

Wednesday, February 12

Business Ethics: Do the Right Thing for the Right Reasons

Wednesday, March 11

The Secret of Being a Trusted Advisor

All LEADS events are 7:30-9:00 a.m.
(Check-in/networking 7:30-8; Presentation 8-9)
Location: Keiser University, 6151 Lake Osprey Drive
Members \$10; Non-members \$20

Register at [LWRBA.org/events](https://www.lwrba.org/events)

Welcome New **Board Members!**

Please help us in extending a warm welcome and congratulations to the newest members of the LWRBA Board of Directors. We're excited for 2020 and can't wait to see the energy they bring to our organization!



Programming Chair
Mark Gordon,
The Business
Observer



YLA Chair
Ashlyn McCarty,
Hampton Inn &
Suites by Hilton
Sarasota



Events Chair
Toni Perren,
Observer Media
Group

Special Thanks to our **Outgoing Board Members**

These individuals 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.



Judy Athari



Al Benincasa,
Total Air Solutions



Jeremy Burkinshaw,
The Mall at UTC



Kim French,
Willis Smith
Construction



Violeta Huesman,
Keiser University



Lori Ruth,
Observer Media
Group

2nd Edition The LWR Guide

Your connection to
the LWR region.



*2019 Edition Pictured

As a member of the Lakewood Ranch Business Alliance, you have the exclusive opportunity to put your business in the hands of 10,000+ locals and visitors with an ad in our LWR Guide! As a benefit of membership, all members receive one FREE business listing.

The LWR Guide will be mailed to Lakewood Ranch Business Alliance members and distributed to residents via the Lakewood Ranch Information center, waiting rooms, community events, country clubs and more as the #1 resource for people searching for fun things to do, great places to go and an array of services in the Lakewood Ranch region.

Deadline to reserve ads is January 15th. **LWRBA membership must be renewed for 2020 by January 31st in order to be included in the directory.**

- Printing Spring 2020
- 10,000+ Issues Published
- THE Go-To Guide for All Things Lakewood Ranch
- Enhanced listings and advertising opportunities for year-round visibility start for as little as \$100.

Visit www.lwrba.org/LWRGUIDE for details.

Congratulations Sandies Winners!



The Lakewood Ranch Business Alliance announced the 2019 Sandies winners on November 15th during our annual awards luncheon at the Ballroom at Grove.

Volunteer of the Year Award

Ashlyn McCarty, Hampton Inn & Suites by Hilton Sarasota

Above & Beyond Award

Amanda Parrish, Fawley Bryant Architecture

Rising Star Award

Julia Heide, Sarasota Magazine

Ray of Sunshine Award

Molly Lawley, Apple Spice

Networking King Award

Al Benincasa, Total Air Solutions, LLC

Networking Queen Award

Debbie Shaffer, Veteran Air

Bull by the Horns Award

Heather Williams, Kerkering, Barberio & Co.

Young Professional of the Year Award

Colleen Bankuty, Kerkering, Barberio & Co.

Best Rancher Award

Jaime Marco, Evolve Business Consulting



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ASMBS Affiliate Surgeon
Medical Director,
Bariatric Surgery
Blake Medical Center



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On the Calendar

Networking Social // Nathan Benderson Rowing Tower

Wednesday, January 8 // 5:00-7:00 p.m.

Nathan Benderson Rowing Tower, 5851 Nathan Benderson Circle

Join us as we kick off the year with our first networking social at the Nathan Benderson Rowing Finish Tower. Come connect with fellow Alliance members and enjoy commanding views of the Nathan Benderson Park and surrounding countryside. Enjoy complimentary appetizers and a cash bar.

Free for LWRBA Members // Non-members \$15



Alliance LEADS // 2020 Vision: Empowered to Succeed

Wednesday, January 15 // 7:30 a.m.-9:00 a.m.

Keiser University, 6151 Lake Osprey Drive

A new year often means a chance at a new beginning. We are excited to kick-off our new Alliance LEADS series with an engaging panel featuring three local experts on business, leadership, well-being, and finance. You will leave feeling renewed, inspired, and empowered! (Learn more about our new LEADS series on page 9.)

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

leads | Leadership
Education
Awareness
Development
Skills

Signature Event // 2020 Annual Membership Luncheon

Friday, January 31 // 11:30 a.m.-1:00 p.m.

The Ballroom at Grove, 10670 Boardwalk Loop

See what's in store for the Alliance in the coming year. Our 2020 Annual Membership Luncheon will honor our outgoing board members and reflect on the successes of the past year, as well as introduce the 2020 Board of Directors.

Members \$37 // Non-members \$47

2020 ANNUAL MEMBERSHIP
LUNCHEON
LAKEWOOD RANCH BUSINESS ALLIANCE

Networking Social // Sarasota Polo Club

Wednesday, February 5 // 5:00-7:00 p.m.

Sarasota Polo Club, 8201 Polo Club Lane

Join us at the Sarasota Polo Club for an evening of networking alongside fellow Alliance members. Enjoy complimentary appetizers, a cash bar, and experience the thrill of "the fastest game on four feet!"

Free for LWRBA Members // Non-members \$15



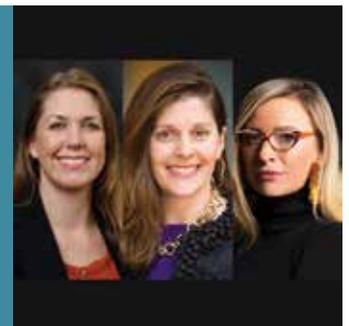
LECOM Suncoast Classic // Women's Executive Breakfast

Tuesday, February 11 // 8:30 a.m.-10:00 a.m.

Lakewood National Golf Club - 17605 Lakewood National Parkway

Join us at Lakewood National Golf Club, home of the LECOM Suncoast Classic, to hear three successful women discuss their personal story, what trends they're seeing with women in business and how their work in their communities is helping women with diverse backgrounds and objectives pursue their goals. Sponsored by Merrill - A Bank of America Company.

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.



Alliance LEADS // Business Ethics

Wednesday, February 12 // 7:30 a.m.-9:00 a.m.
Keiser University, 6151 Lake Osprey Drive

Prominent banker-turned-real estate developer Ron Wheeler breaks down the components that make up a company culture of integrity and fulfillment, without sacrificing ethics. Learn how to tell the difference – it's subtle many times – between the right thing to do and fiduciary responsibility, as well as the true value of keeping your word, and the costs of not keeping it.

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



Luncheon // From Cattle Ranch to Lakewood Ranch

Thursday, February 27 // 11:30 a.m.-1:00 p.m.
Lakewood Ranch Country Club, 7650 Legacy Blvd

Local historian and Executive Director at Historic Spanish Point John McCarthy joins us to dive into the history of our region. John will uncover the factors that influenced local entrepreneurs as they helped this community prosper, and how those lessons apply to today's business. This luncheon is in partnership with the Rotary Club of LWR.

Members \$27 // Non-members \$37



Networking Social // Sarasota Gateway Hotels

Wednesday, March 4 // 5:00-7:00 p.m.
Sarasota Gateway Hotels, 5985 Brookhill Blvd

Our March Networking Social will be hosted by Sarasota Gateway Hotels, the new campus at Fruitville & I75 offering three brand flags under two roofs: Comfort Inn & Suites and Sleep Inn/MainStay Suites. The hotels offer 193 rooms and nineteen different room types. Don't miss this one!

Free for LWRBA Members // Non-members \$15



Alliance LEADS // The Secret of Being a Trusted Advisor

Wednesday, March 11 // 7:30 a.m.-9:00 a.m.
Keiser University, 6151 Lake Osprey Drive

Understanding how we take in information is an important component of building any long-lasting relationship. Brett Morris of Momentum Consulting will share an approach to communicating and listening to ensure you're viewed as someone others can trust and with whom they WANT to do business – a 'trusted advisor.'

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



Luncheon // State of the State with Senator Galvano

Wednesday, March 25 // 11:30 a.m.-1:00 p.m.
The Ballroom at Grove, 10670 Boardwalk Loop

Join us as we host President of the Florida Senate Bill Galvano (District 21) as he delivers a 2019-2020 legislative session overview with an emphasis on Lakewood Ranch and Manatee & Sarasota Counties.

Members \$37 // Non-members \$47

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- JUN 05 *Dr. Dave Band*

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UPCOMING YLA EVENTS

January YLA Social at PGA Tour Superstore
Thursday, January 23 // 5:30-7:30 p.m.

February YLA Social at The Bishop Museum
Thursday, February 27 // 5:30-7:30 p.m.

YLA at the Bradenton Area EDC Hob Nob
Thursday, March 5 // 5:30-8:30 p.m.
(Discounted Tickets for YLA Members)

JOIN THE YLA TODAY!
LWRBA members under 40 can join the YLA free of charge at www.LWRYLA.com.

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Annette Sciolino-Guelli
2014 Chair of the Board
2010-2015 Board of Directors
2015 Legacy Member Award
2013 Sandies- Best Rancher Award
2013 Sandies- Volunteer of the Year

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Welcome New Members!

Please help us in welcoming the newest addition to our Alliance family of businesses!

5CK, LLC
AC Warehouse
Affordable Closets
APG Engineering
Art Ovation Hotel
Blue Heron Home Staging
Business Resource, Inc.
Capstan Financial Consulting Group
Carousel's Soft Serve Icery
Casto
Connection Before Direction
Cruise Planners-Brian Schmidt
Dr. Vijaya Nair
Dynasty Dance Clubs
eXp Realty
Foundations Christian Montessori Academy
Friends of the Library at Lakewood Ranch
Honest Hair Restoration
Honest-1 Auto Care
iHeal Day Spa
Jim McDonald & Sons Heating and Cooling
klg communications
Lakewood Equipment Appraisals
LGM Law, PLLC
Macy's Inc.
Make-A-Wish-Southern Florida
Mark Boehmig-Michael Saunders & Company
Mark Kamin and Associates
Meadowbrook Insurance Agency
Medallion Home
Metz Culinary Management
Michael Saunders & Co - Timothy Koons-McGee
Mirror Image Memories
Modern Spaces LWR
Optavia
Ovation-School of Musical Theatre
Peterbrooke Chocolatier
PGA Tour Superstore
Presstige Printing
Residences at the Green
Richard Dean Insurance
Row House-UTC
Samaritan Counseling Services of the Gulf Coast
Sandpiper Solutions
Sea of Strengths Academy
Smith Seckman Reid, Inc.
Sonny's Real Pit Bar-B-Q
Steiner Law Offices
Swindell Insurance
TeamWorks
The Florida Center
The Joint Chiropractic
The Twig
Unidosnow, Inc.
Urology Treatment Center
Westshore Financial Group
Yellowstone Landscape

For a complete member list, visit www.lwrba.org/MemberDirectory.

Pay it Forward. Shining a light on Non-Profits



Founded in 2000, the **Lakewood Ranch Community Fund** enhances the quality of life in and near the Lakewood Ranch community by promoting philanthropy, responding to community needs and granting funds.

On December 11, 2019, during a joint luncheon with the Alliance, the Community Fund announced its 19 grant recipients for 2019: Early Learning Coalition of Manatee County, Easter Seals of Southwest Florida, Foundation for Dreams, Healthy Teens Coalition of Manatee County, iTN SunCoast, Josh Provides Epilepsy Assistance Foundation, Manatee YMCA Lakewood Ranch, Massachusetts General Hospital, Meals on Wheels Plus of Manatee, Nature's Academy, Sarasota Opera, Sarasota Manatee Association for Riding Therapy (SMART), Southeastern Guide Dogs, St. Joseph Food Pantry, Take Stock in Children of Manatee County, The Haven, The Mark Wandall Foundation, Tidewell Hospice, Visible Men Academy.

The LWR Community Fund also announced its 2019 C. John A. Clarke Humanitarian of the Year Award recipients - Barbara and Joe Najmy, for their numerous efforts and contributions to our community.

For more information about the Lakewood Ranch Community Fund and how you can help, visit www.lwrfund.org.



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Say Cheese!

The fall season brought with it many of our annual signature events - East Meets West, the LWR Block Party, and our Sandies Members choice awards. Nearly 200 individuals volunteered their time to take part in Alliance Gives Back! That's all on top of our regularly scheduled luncheons, networking socials, and educational programs!

For more photos from these and other events, check out the LWRBA Facebook page!
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The **Brain Health Initiative (BHI)** is a cutting-edge, new approach to studying and taking action on brain health and brain illness. This approach is set to revolutionize associated research and position the Gulf Coast as a global leader in scientific transformation. Through a groundbreaking collective impact framework that seeks to engage community members in the full brain health promotion, research and innovation process, the BHI will draw on some of the brightest minds of our time to address what experts say may be the biggest medical priority of the 21st century: brain health.

Featuring collaborative leadership from Massachusetts General Hospital, a Harvard Medical School Teaching Hospital, and the Academy for Brain Health and Performance, the BHI will focus on the science, application, and innovation of brain health promotion, prevention, early identification, innovative intervention, and performance optimization across the lifespan. This focus intends to increase brain health protective factors and reduce risk factors, improving brain health outcomes across the lifespan for the Gulf Coast region and beyond. www.BrainHealthInitiative.org



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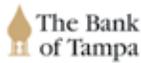


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