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Welcoming new businesses to the community.

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Our biggest event of the year.

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July 2016

# the alliance

Summer 2016



# EXECUTIVE

# ACADEMY

REAL SKILLS FOR REAL BUSINESS

PG 07



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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## Staff

**Heather Kasten**//Executive Director  
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SBecker@lwrba.org

**Amy Gonzalez**//Membership Coordinator  
AmyGonzalez@lwrba.org

**Dan Sidler**//Communications & Marketing Manager  
DanSidler@lwrba.org

*In an emergency,*  
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That way, life saving treatment can begin as soon as the ambulance arrives. The Emergency Department at Lakewood Ranch Medical Center offers 24-hour prompt, comprehensive treatment for adults, older adults and children of all ages.



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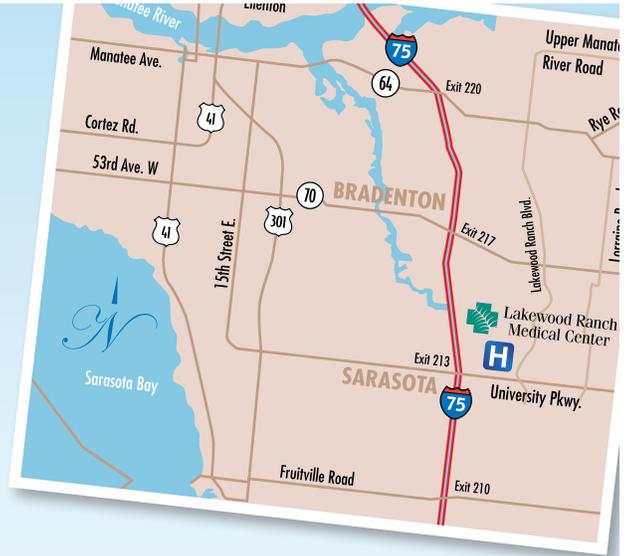
Lakewood Ranch Medical Center is an accredited Chest Pain Center by the Society of Cardiovascular Patient Care.

Our collaborative team of skilled physicians, cardiologists, nurses and technologists work together to provide acute cardiovascular treatment to help put patients on the road to recovery.

*For more information on emergency services at our hospital, please call 941.782.2113.*



Physicians are on the medical staff of Lakewood Ranch Medical Center, but, with limited exceptions, are independent practitioners who are not employees or agents of Lakewood Ranch Medical Center. The hospital shall not be liable for actions or treatments provided by physicians. 160326 5/16



## Lakewood Ranch Medical Center

### Emergency Department

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**Darren Inverso**//Chair of the Board

**Summertime at the Alliance**

No matter your age or years in business, summer is, and always will be, marked by the date kids get out of school. Even for those without children, schedules change, vacations are taken, and life takes on a little different pace. For me, the variety in the summer is welcomed, but I've learned over the years to plan ahead and get my schedule laid out in advance to avoid an unwelcome lull in my business.

This past quarter, the Alliance was jam-packed with many exciting events. At our May luncheon, the Government Affairs Committee hosted an exceptional panel of experts, who discussed how our higher educational system is working together with local economic development partners to keep qualified talent on the Ranch. We were also front and center at the announcement by The Players Centre for Performing Arts that they will be building a state-of-the-art entertainment campus in the new Lakewood Ranch Waterside community being developed by Schroeder-Manatee Ranch.

So to plan for your summer, be sure to head over to LWRBA.org and sign up for all of our exciting events in July, August, and September. This way, when summer is over, you can look back knowing you took advantage of the best of these networking and educational opportunities.

If there is anything I, the Board, or the staff can do to enhance your membership or sponsorship, please just ask. Looking forward to doing business with you!

Darren Inverso  
2016 Chair of the Board



**Heather Kasten**//Executive Director

**LWRBA: The Ultimate Team Sport**

Like many of you, I am a huge fan of sports. As hockey season comes to a close, baseball season cranks up, and it won't be long until football season is once again upon us - all of these sports require teamwork.

Being a part of the Alliance is also like being a part of a team. It takes all of us working together as a team to fulfill our mission statement of connecting, educating and strengthening the business community in the Lakewood Ranch region. Our team consists of a strong board of directors, a lot of talented and diligent volunteers, a hard working staff, and of course our most treasured asset... our member businesses. It takes each member of our team to form relationships that help connect and move our businesses forward in these competitive times.

In the coming weeks, we will be rolling out some new programs specific to the Alliance and unique to our region - all with the intent of building our team and building future team leaders for the Lakewood Ranch region.

See this issue's feature article on page 7 to learn about our new leadership development series the "Executive Academy."

Thanks for allowing our Alliance team to serve you and your business!

Heather Kasten  
Executive Director

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## LWRBA Partners with game on Nation to Launch “Executive Academy” This Fall Now Accepting Applications

The LWRBA is now accepting applications for its new leadership development series, The Executive Academy: Real Skills for Real Business. The program is set to begin in September 2016.

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.

“The Executive Academy is a unique platform for professionals to enhance their management and team building skills from the premier firm in the industry. The Lakewood Ranch Business Alliance Board of Directors and staff are excited to bring this opportunity as a first of its kind to the region,” said LWRBA Chair Darren Inverso.

Founded by Steve Shenbaum in 1997, Bradenton-based game on Nation has become one of the most respected national firms in leadership, communication, workplace culture, and team building training. Through a groundbreaking, game-based training technique, called MILE™, game on’s program provides experiential learning fueled by the power of Mystery, Incentive, Laughter, and Empowerment, creating immediate improvement teams can see, feel, and measure.

In partnership with LWRBA, game on 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. Locally, game on was based at IMG Academy from 2003-2012, overseeing all communication, leadership, and media training programs for the world’s top junior and professional athletes, teams and corporations.



# EXECUTIVE ACADEMY

REAL SKILLS FOR REAL BUSINESS

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.

“Many of our clients are on the national scale, but we are equally driven to work with influencers who can impact our local community.” Steve shares. “This exciting program gives us a chance to do just that.”



The Executive Academy will meet Friday afternoons, from approximately 1:15 – 4:30pm, with Fall 2016 program dates: September 9th, September 23rd, October 7th, October 21st, November 4th, November 18th. Tuition for the Executive Academy is \$1,200 per participant and a limited amount of tuition assistance and/or payment plans are available.

Applications are now available online at [www.lwrba.org/ExecutiveAcademy](http://www.lwrba.org/ExecutiveAcademy). Applications are due by Wednesday, August 10th at 5 p.m. Apply Today!

**For more information, please visit**  
[www.lwrba.org/ExecutiveAcademy](http://www.lwrba.org/ExecutiveAcademy).

# On the Calendar

## Networking Social // Waterlefe Golf & River Club

Wednesday, July 6 // 5:00-7:00 p.m.  
Waterlefe Golf & River Club, 1022 Fish Hook Cove

Mingle with fellow Alliance members at the beautiful Waterlefe Golf & River Club. Includes complimentary appetizers and a cash bar. Golfers are encouraged to take advantage of our first "Business of the Greens" event prior to the Networking Social.

Free for Members // Non-members \$10



## Executive Briefing // Andrea Nierenberg

Wednesday, July 13 // 7:30-9:00 a.m.  
Keiser University, 6151 Lake Osprey Drive

Refresh and be reminded of the tactics, skills and strategies you and your team need to build your team's customer service skills. Walk away with tips from Andrea Nierenberg of the Nierenberg Group to create a team of ambassadors for your organization.

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



## LWRBA Luncheon // Transforming Downtown Tampa

Wednesday, July 27 // 11:30 a.m.-1:00 p.m.  
Polo Grill & Bar, 10670 Boardwalk Loop

Join us for a presentation by CEO James Nozar of Strategic Property Partners, the real estate development joint venture between Cascade Investment, LLC, and Jeff Vinik. SPP owns or controls 60 acres in downtown Tampa, and intends to create an urban, mixed-use waterfront district consisting of office, residential, hotel, and retail uses.

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



## Networking Social // Painting for the PLUS

Wednesday, August 3 // 5:00-7:00 p.m.  
Daybreak Adult Day Center, 10920 S.R. 70 E

Enjoy a fun evening of socializing at the Daybreak Adult Day Center. In addition to stellar networking, Alliance members may participate in an interactive art project, "Painting for the PLUS." Cash bar and light appetizers by Renaissance on 9th.

Free for Members // Non-members \$10



## Executive Briefing // Networking Mistakes

Wednesday, August 10 // 7:30-9:00 a.m.  
Keiser University, 6151 Lake Osprey Drive

Tiffanie Kellog has helped thousands of entrepreneurs grow their business by creating referrals for life. As an author, key note speaker, coach and business owner, she will share her knowledge of networking as a preferred method of growing your business.

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



## Visit us online for a full calendar

Visit [www.lwrba.org/events](http://www.lwrba.org/events) for more information on these and other upcoming Alliance events.



### Breakfast of Champions // Positive Expectations

Wednesday, August 17 // 7:30-9:00 a.m.  
Palm Aire Country Club, 5601 Country Club Way

Committed to positive motivation and creative problem solving, our speaker Tod Creneti will outline ways to realize your peak performance and overcome challenges to reach your potential physically, mentally and emotionally.

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



### Employment Law Workshop // New Overtime Rules

Thursday, August 25 // 8:00-10:30 a.m.  
Polo Grill & Bar, 10670 Boardwalk Loop

Pat Matthews, HR expert/consultant, and Christine Sensenig, whose firm specializes in employment law, will provide an in depth overview and presentation of the upcoming changes in government legislation that will affect businesses of all sizes.

Members \$65 // Non-members \$85



### East Meets West 2016 // Regional Business Expo

Wednesday, September 7 // 4:30-7:00 p.m.  
Robarts Arena, 3000 Fruitville Road

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 [EastMeetsWestExpo.com](http://EastMeetsWestExpo.com).

Attendee tickets before 8/31 \$5 // Tickets after 8/31 and at the door \$10



### Executive Briefing // Principles of Success

Wednesday, September 14 // 7:30-9:00 a.m.  
Keiser University, 6151 Lake Osprey Drive

Certified trainer Michael Kline teaches the content and methodology of Jack Canfield's bestselling book, *The Success Principles*. The book has been hailed as the new self-improvement classic, containing 67 of the most powerful secrets to success.

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



### LWRBA Luncheon // Emotional Intelligence

Wednesday, September 21 // 11:30 a.m.-1:00 p.m.  
Polo Grill & Bar, 10670 Boardwalk Loop

The biggest reason leaders fail is not IQ, but EQ (emotional intelligence). In this interactive talk, Dr. Mary Key shares what emotional and social intelligence is, some of the obstacles to growing emotional intelligence, and how to develop it.

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

# Ribbon Cuttings

Celebrating new businesses!

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



**CycleBar**



**LWR Info Center - Rangeland Parkway**



**Nick & Moe's**



**Lakewood Ranch Waterside**



**Mauldin & Jenkins**



**Brain Balance Achievement Centers**



**Hand & Stone Massage and Facial Spa**



**Cowork LWR**



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

LAKWOOD RANCH  
**YLA**  
YOUNG LEADERS ALLIANCE

## UPCOMING YLA EVENTS

**Thursday, July 28 // 5:00-7:00 p.m.**  
Networking Social at Truman's Tap & Grill

**Thursday, August 25 // 5:30-7:30 p.m.**  
An Evening with Toastmasters

**Thursday, September 22 // 5:00-7:00 p.m.**  
Networking Social at Oak & Stone

*Bon Appétit,*  
BUSINESS ALLIANCE!

THURSDAY, SEP 22 | 6:00-8:30 P.M.  
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REGISTER ONLINE AT LWRBA.ORG



## EAST MEETS WEST REGIONAL BUSINESS

# EXPO

## 2016 East Meets West Wednesday, September 7

It's almost time for our annual East Meets West Regional Business Expo. On September 7th, members from the Lakewood Ranch Business Alliance and Longboat Key Chamber of Commerce showcase their businesses at our largest event of the year. 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.

**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.

**Take advantage of our half price special - attendee tickets are just \$5 until August 31st!** Complete details are available online at [www.EastMeetsWestExpo.com](http://www.EastMeetsWestExpo.com).



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Benefitting Manatee-Sarasota Sierra Club

AUG 5TH *ocean road*

Country Dance, Jazz, Pop, R&B & Rock  
Benefitting Selah Freedom

SEPT 2ND *big night out*

Latin & Top 40  
Benefitting Chargers Soccer Club

OCT 7TH *goodbye eddie*

Classic Rock  
Benefitting Women's Resource Center of Manatee

NOV 4TH *robin and the retros*

60s, 70s & Motown  
Benefitting Family Promise of Sarasota

DEC 2ND *shaman*

Pop, Rock, Disco, Top 40 & Motown  
Benefitting Meals on Wheels  
Plus of Manatee

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[www.lwrmainstreet.com](http://www.lwrmainstreet.com)

# Photo Gallery



Fore! Members tee off at our 2016 Ranch Scramble.



Feel that? It's the Power of Connection!





Sharpening business skills at Executive Briefing events.



## Say Cheese!

Spring was event season! Members took part in our annual Ranch Scramble Golf Tournament, connected at Networking Socials, and honed their business acumen at Executive Briefings. We even had the chance to be some of the first to check out the brand new Lodge at LWR Country Club. We can't wait to see what summer has in store!

For more photos from these and other events, check out the LWRBA Facebook page!  
[www.facebook.com/LakewoodRanchBusinessAlliance](http://www.facebook.com/LakewoodRanchBusinessAlliance)



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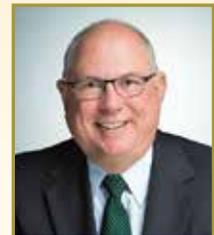
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Sara Mana Business Products  
Serve to Protect  
Starline Ventures, LLC  
The Fresh Market  
The Players Centre for Performing Arts

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

## Member Tip. Enhance your visibility with sponsorships.

If your company is looking for a way to increase visibility, sponsoring an Alliance event may be a great way to get your company name and logo in front hundreds of business professionals. The Alliance holds a number monthly and bi-monthly events that can be sponsored (or co-sponsored), such as Executive Briefings, Breakfast of Champions, Luncheons, New Member Orientations, and CEO Squawk Box events. New this year is the option to sponsor or co-sponsor an entire series.

**Sponsorships start as low as \$250. Give us a call and let us help you find the right event to get your name out there!**

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



**SOUTH FLORIDA MUSEUM**  
BISHOP PLANETARIUM • PARKER MANATEE AQUARIUM

As the largest natural and cultural history museum on Florida's Gulf Coast, the **South Florida Museum** offers engaging exhibits as well as educational programs that interpret the scientific and cultural knowledge of Florida, the world and our universe. In addition to permanent exhibits, the Museum features a constantly changing lineup of temporary exhibitions – offering something new to discover with each visit. The Museum includes the all-digital Bishop Planetarium Theater, currently celebrating its 50th anniversary year. The Museum is also home to Snooty™, Manatee County's official mascot and the oldest known manatee in the world, and young manatees from the Manatee Rescue and Rehabilitation Partnership.

[www.SouthFloridaMuseum.org](http://www.SouthFloridaMuseum.org)

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