

## ON THE CALENDAR

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

PG 08

## LWRBA EXECUTIVE ACADEMY

Let's welcome the Class of Fall 2017!

PG 11

## 2017 SANDIES AWARDS

Celebrating outstanding Alliance volunteers.

PG 11

## WELCOME NEW LWRBA MEMBERS

Welcoming new members to the Alliance family.

PG 13

October 2017

# the alliance

Fall 2017

THE LAKEWOOD RANCH 3RD ANNUAL

# BLOCKPARTY



LAKEWOOD RANCH BUSINESS ALLIANCE

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# 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

## 07//2017 Block Party

Join us for our 3rd Annual Main Street Block Party

## 08-09//On the Calendar

Mark your calendars!

## 10//Ribbon Cuttings

Celebrating new businesses!

## 10//Sponsor Spotlight

Harrod Properties, Inc.

## 11//Executive Academy

Introducing Our Fall 2017 Class

## 11//2017 Sandies Awards

Final Voting Round Ends October 23

## 12//Pay It Forward

Shining a Light on Non-Profits

## 12//Young Leaders Alliance

Upcoming YLA Events

## 13//New Members

Welcoming new members to the Alliance family

## 13//East Meets West

Rescheduled to Tuesday, November 28

## 14//Photo Gallery

Say Cheese!

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

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

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

**Amy Treis**//Membership Coordinator  
AmyTreis@lwrba.org

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



**Lori Ruth**//Chair of the Board

**“You can never have too much of a good thing.”**

You’ve probably heard that phrase. I find it perfectly describes this past year at the Alliance.

By the end of the year, our members will have had more than 100 opportunities to connect, learn and grow within our Lakewood Ranch community. We participated on Alliance committees, attended events to take advantage of educational programs and we met to network. Congratulations to our staff and our member volunteers who worked hard to keep our calendar loaded with fresh, creative and relevant opportunities as we navigated through our fast-paced lives.

Not only have the number of networking opportunities increased, but so has our membership. I was fortunate to have a spot on the bus at our Road Show this year. Many of the members we visited were not only new to the Alliance, they were new to our community. The extensive variety of businesses located in our area is absolutely amazing! Please be sure to find our list of new members in this newsletter and make a point to make them feel welcome.

This has been a year filled with an abundance of opportunities for our members. As your chairman, I had the good fortune to work closely with our amazingly devoted staff, dedicated board of directors and our committed members. Because of your hard work, there’s a lot of good stuff cookin’ here at the Alliance. As far as I’m concerned, you can never have too much of a good thing!

Lori Ruth  
2017 Chair of the Board



**Heather Kasten**//Executive Director

**Fall Favorites**

Fall is in the air, or at least we hope it is on the way. The time of year when the temperatures drop and we can break out our fall sweaters and college sweatshirts. I love having football on in the background for the college games on Saturday and then the pro games on Sunday as I work around the house. Then, of course, you have all of the beautiful rich colors of fall with the orange, golden and red colors. The scents of pumpkin, cinnamon and fall spices fill the air and we can’t seem to get enough comfort food. All of these things are my fall favorites.

Speaking of favorites - we have an incredible fall line-up in store for y’all this fall. Business opportunities for you to meet future clients, customers and referral sources. Fall is the time of year when the Alliance hosts three of my favorite events for our members. In October, the Block Party is the event of the season on the streets of LWR Main Street. This special event gives you a presence with LWR businesses and residents alike.

Then, as we move into November, we’ll reflect and celebrate our most treasured assets at the Alliance, our INCREDIBLE volunteers, at the Sandies Awards. We’ll close out fall with the rescheduled East Meets West Expo. If you want to get your business in front of close to 800 business professionals, this is the event for you!

I’m looking forward to seeing each of you this fall at the Alliance!

Heather Kasten  
Executive Director



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# THE LAKEWOOD RANCH 3RD ANNUAL BLOCK PARTY

**It's Party Time!**

**The 2017 Block Party is Friday, October 20**

On Friday, October 20th, Main Street at Lakewood Ranch will host the 3rd Annual Lakewood Ranch Block Party. Join the Lakewood Ranch Business Alliance, Lakewood Ranch Community Activities and Lakewood Ranch as we kick off Tour of Homes.

This block party will supply lots of fun. Vendor booths will line the street and there will be no shortage of beer, food and live music by Doug Deming and the Jeweltones.

Guests are welcome to bring chairs, but please leave coolers at home. Dogs are welcome, but must be kept on a short leash.

Booth spaces and sponsorships are available. For more information on how to have a presence at this event, please find additional information on our website at [www.lwrba.org](http://www.lwrba.org).

**2017 MAIN STREET BLOCK PARTY**  
**Friday, October 20, 5:00-8:00 p.m.**  
**Free to attend; Open to the public**



# On the Calendar

## Executive Briefing // Transformational Leadership

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

Michele Norris, Founder of Navigen Leadership, specializes in the changing demographics in the workplace by focusing on transformational leadership. In this conversation, Michele will reveal the 5 Traits that Transformational Leaders need to possess to attract and develop talent.

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



## Signature Event // LWR Main Street Block Party

Friday, October 20 // 5:00-8:00 p.m.  
Main Street at Lakewood Ranch

Join Main Street at Lakewood Ranch, the Lakewood Ranch Business Alliance, Lakewood Ranch Community Activities and Lakewood Ranch as we kick off Tour of Homes. This block party will supply lots of fun. Vendor booths will line the street, as well as beer trucks, food and live music by Doug Deming and the Jeweltones.

Free to attend // Open to the Public

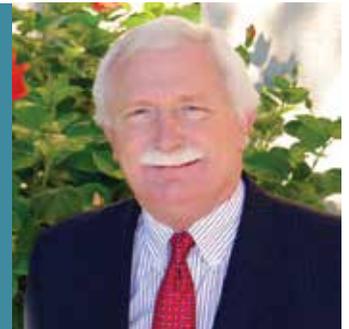


## Luncheon // Arts & Culture: Our Regional Brand

Wednesday, October 25 // 11:30 a.m.-1:00 p.m.  
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Do you know the impact of Arts and Culture in our region? It's a true economic driver and an important industry to our region. Jim Shirley of the Arts Alliance of Sarasota, along with Johnette Isham of Realize Bradenton, share some fascinating data about the arts in our region.

Members \$35 // Non-members \$45



## Executive Briefing // The Psychology of Money

Wednesday, November 1 // 7:30-9:00 a.m. (RESCHEDULED FROM SEPTEMBER)  
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



## Networking Social // Homewood Suites

Wednesday, November 1 // 5:00-7:00 p.m.  
Homewood Suites, 305 N. Cattlemen Road

The brand new Homewood Suites in the UTC area hosts us for our November Social. This new hotel features all-suite accommodations and brings you the comforts of home and the convenience of the office. Complimentary appetizers and a cash bar.

Free for Members // Non-members \$15



## 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.



### Master Class // Productivity & Profits Through People

Thursday, November 2 // 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 \$79 // Non-members \$99



### Signature Event // The Sandies Awards

Friday, November 17 // 11:30 a.m.-1:15 p.m.

Polo Grill & Bar, 10670 Boardwalk Loop

The Sandies let us come together to celebrate exceptional LWRBA volunteers who strive towards the highest levels of personal and professional accomplishment, devote time and energy to our community, and forge paths of leadership for others to follow.

Tickets \$37 by 11/6 // \$47 after 11/6



### East Meets West 2017 // Regional Business Expo

Tuesday, November 28 // 4:30-7:00 p.m. (RESCHEDULED FROM SEPTEMBER)

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

Attendee tickets \$5 (presale closes 11/27 12 p.m.) // Tickets at the door \$10



### LWRBA & YLA // Holiday Social on Main Street

Wednesday, December 6 // 5:00-7:00 p.m.

Main Street at Lakewood Ranch

Come enjoy the sights and sounds of the season with your fellow Alliance members. We will gather under the giant tree on Lakewood Ranch Main Street and get into the spirit with carolers and holiday cheer.

Members \$10 // Non-members \$25



### Luncheon // Growing Your Business While Doing Good

Wednesday, December 13 // 11:00 a.m.-1:30 p.m. (Luncheon Presentation 12-1 p.m.)

Polo Grill & Bar, 10670 Boardwalk Loop

This interactive luncheon celebrates non-profits and the corporate giving in our midst and it explores how we might kick it up a notch or ten. Karen Eber Davis shares tactic and strategy ideas that will leave you ready to improve bottom-line success through doing good.

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

# Ribbon Cuttings

## Celebrating new businesses!



TriNet (Office Remodel)



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Lorraine Road Extension



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

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**NOV 3 YESTERDAYZE**  
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BENEFITTING HUMANE SOCIETY OF MANATEE COUNTY

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# EXECUTIVE ACADEMY

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## LWRBA Executive Academy Introducing our Fall 2017 Class

The following individuals have been accepted into the Fall 2017 Class. Please help us in welcoming them to the Executive Academy!

**Paul Cooper**

Bayside Community Church

**Rebecca Dalton**

Lakewood Ranch Communities

**Lisa Emory**

Herald-Tribune Media Group

**Stephanie Grepling**

Meals on Wheels PLUS of Manatee

**Kelsey Howard**

Asset Marketing Services, LLC

**Bruce Loeppke**

Willis Smith Construction

**Tiffany Masto**

Berlin Packaging LLC

**Elayne McKinney**

Neal Communities

**Wayne Parrish**

RITE Technology

**Crystal Riganati**

Kerkering, Barberio & Co.

**Renee Ryckman**

Escape Countdown

**Antonio Saviano**

Premier Sports Campus LWR

**Michael Talerico**

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More information about the Executive Academy is available at [www.lwrba.org/ExecutiveAcademy](http://www.lwrba.org/ExecutiveAcademy).



## 2017 Sandies Awards Final Voting Round Ends October 23

The Alliance is holding its annual signature event, The Sandies, on Friday, November 17, 11:30 am to 1:15 pm, at the Fete Ballroom at Polo Grill & Bar.

The Sandies lets us come together to celebrate exceptional LWRBA volunteers who strive towards the highest levels of personal and professional accomplishment, devote time and energy to our community, and forge paths of leadership for others to follow.

**Registration is now open at [www.lwrba.org](http://www.lwrba.org).**

Tickets are \$37 for members and non-members (\$47 after November 6).

Award Finalists and Winners will be selected by their peers through an online nomination and voting process. The nomination round has already begun. The final voting round is set to begin Monday, October 9th. Be sure to vote for those you feel are most deserving before voting closes on Monday, October 23rd at 5 p.m.

**For sponsorship opportunities, contact Heather Kasten at 941-757-1664 x104.**

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The Arthritis Foundation (www.arthritis.org) is the largest national voluntary health agency addressing



all forms of arthritis in adults and children. The Foundation's mission is focused on finding a cure and championing the fight against arthritis with life-changing information, advocacy, science and community. Our programs are uniquely designed to assist the over 4.1 million people in Florida living with the pain and disability of arthritis. The heart of our mission is to help people with arthritis live life to its fullest - easing pain and illuminating a path toward wellness. Interested in receiving more information on tools and resources or how to become involved with this great cause, please contact Rebecca Payne at [rpayne@arthritis.org](mailto:rpayne@arthritis.org).



## UPCOMING YLA EVENTS

**Thursday, October 26 // 5:30-7:30 p.m.**  
Speed Networking (with YPG, MYP, & YPN)  
Gold Coast Eagle Distributing

**Thursday, November 14 // 7:30-9:00 a.m.**  
YLA Breakfast Social  
Location TBD

**Wednesday, December 6 // 5:00-7:00 p.m.**  
LWRBA & YLA Holiday Social  
Main Street at Lakewood Ranch

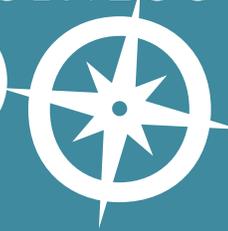
More information is available on the YLA website at [www.LWRILA.com](http://www.LWRILA.com).

# Welcome New Members!

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Aroma Coffee Service, Inc.  
Arthritis Foundation  
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The Better Benefits Group  
Big Brothers Big Sisters of the Sun Coast  
Burke Construction Group, Inc.  
Castle Group  
Centauri Insurance  
Community Foundation of Sarasota  
CumulusERP  
Designed Finishes, LLC  
Doodle Bugs Children's Learning Academy  
Edward Jones - Kevin Clayton  
Elite Laser Engraving, Inc.  
Gulf Business Systems  
Harbor Community Bank  
The Harlin Center for Precision Medicine  
Healthcare Solutions Team-Dania Suarez  
Homewood Suites  
John & Mable Ringling Museum of Art  
McDermott Law Offices, PLLC  
Mote Marine Laboratory & Aquarium  
Mobile Air, Inc.  
Newk's Eatery  
Nothing Bundt Cakes  
O'Brien Smiles, PLLC  
Premier Community Bank  
Space as Art  
Sutter Roofing  
Teresa K. Bowman, P.A.  
The Rainmakers Forum  
Total Air Solutions  
Worden Farm

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

# EAST MEETS WEST REGIONAL BUSINESS EXPO



## East Meets West Expo Our Annual Tradeshow Event Rescheduled to November 28th

Our 2017 East Meets West Expo has been rescheduled and is now set to take place on **Tuesday, November 28, 4:30-7:00 p.m. at Robarts Arena.**

Originally scheduled for September 19, the event was postponed to make way for electrical workers using Robarts Arena as their staging area following Hurricane Irma.

Despite the setback, we're looking forward to another fantastic East Meets West Expo, and expect this to be the best one yet!

### EXHIBITORS & SPONSORS

A small number of exhibitor booths and select 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](http://www.EastMeetsWestExpo.com).

### ATTENDEES

Take advantage of our half price special - attendee tickets are just \$5 until November 27th! **Purchase tickets online at [www.EastMeetsWestExpo.com](http://www.EastMeetsWestExpo.com).**



## Say Cheese!

The Power of Connection was alive and well this summer at our Luncheons, Breakfast of Champions, the 2017 Road Show, as well as Networking Socials hosted by Gold Coast Eagle Distributing and the brand new Finish Tower at Nathan Benderson Park.

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

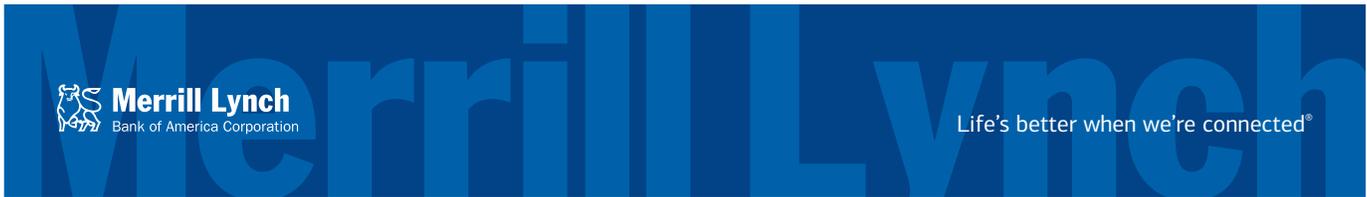


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