

THE 2020 SANDIES AWARDS

Congratulations Sandies Winners!

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WELCOME NEW BOARD MEMBERS

Welcoming new leaders to the LWRBA board of directors.

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RIBBON CUTTINGS

Celebrating new businesses opening in the LWR community.

PG 13

SAY CHEESE!

We captured some great Alliance moments!

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January 2021

the alliance

Winter 2021

Think LOCAL

SUPPORTING OUR REGION BY SUPPORTING EACH OTHER

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[Lakewood Ranch Business Alliance](https://www.linkedin.com/company/LakewoodRanchBusinessAlliance)

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DanSidler@lwrba.org

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L to R: Bryan Boudreaux-Manatee County Market Director,
Scott & Bea Spoerl-Owners of Finecraft Custom Cabinetry

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-Scott and Bea Spoerl, Owners, Finecraft Custom Cabinetry

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Amanda Parrish//Chair of the Board

Welcome to 2021

Let's take a deep breath. Believe it or not, 2020 is over, and before us, a new year with opportunities, growth potential, and a resilient community that thrives. While the last 12 months were everything but typical, let us focus on the many things worthy of gratitude. In a year where traditions were reimagined, smiles shared via screens, and "pivot" became our favorite word, the Lakewood Ranch Business Alliance never slowed. Together, the Alliance staff, leadership, Board, and volunteers, reached extraordinary mission-driven accomplishments.

- Connecting over 1,900 members through 42 virtual programs and events
- Visiting 750+ LWR businesses to educate them on CARES grant opportunities, plus reaching thousands more through print, online, and mailings
- Launching a successful, virtual, Executive Academy
- Responsibly returning to in-person events, including the Open-Air Showcase (with 45 vendors), a sold-out Ranch Scramble golf tournament, and networking socials
- Debuting a reimagined Sandies Awards celebration

While quantitative metrics are worthy of celebration and provide direction for this coming year, I'm most encouraged by all the intangibles; new members making connections, existing members expanding their reach, and acquaintances becoming friends/clients/vendors. In 2020, while the people stayed apart, the LWRBA most definitely came together.

There's no doubt that 2021 will also be different. As businesses adjust and continue to "pivot," the Alliance remains dedicated to our mission. With a Sweet-16 celebration pending, an increased regional emphasis, new programs waiting, and members that genuinely make a difference, the opportunities to enhance your business are endless.

As your new Board Chair, I look forward to seeing all of you much more (whether virtually or in-person). I'm honored to work with a talented and diverse Board of Directors and am confident in our forward momentum. Thank you for your continued involvement with this organization. Your support is our fuel.

May 2021 shine brighter than the uncertainty of the past, and together, let us all rise.



Amanda Parrish
Chair of the Board



Dom DiMaio//LWRBA President/CEO

Word for 2021 - Resilience

This past year the LWRBA marked 15 years of connecting one another throughout the LWR Region and beyond. We have grown from our 4 founders meeting to expedite business growth in the region to nearly 700 business members and 2,500 business professionals throughout those 15 years. As we move ahead in a region that leads the nation in growth, I am excited to lead the Alliance Team and Board of Directors on a path forward. What lies ahead will be different, but resilience will be the key driver to community growth and business performance.

Well, 2020 is behind us, but here are a few words or phrases that will never be forgotten:

- Social Distancing
- Pandemic
- Quarantine/self-isolation
- Lockdown
- Flatten the Curve
- Drive-by
- Mask(s)
- Zoom, Teams, Web-X

Sure, 2020 was a crazy difficult year. But we are here today, looking back. We set records for drive-by birthdays, graduations, and sick visits. For the first time in most of our lives, we went into isolation, if even for a short time. We debated over masks being good, bad or indifferent. We zoomed cocktail parties, dinner parties, exercise, family check-ins, business meetings and education.

Now, we all strive to regain socialization. If one thing this pandemic showed us, we miss our friends, co-workers and business associates. At the Alliance, our mission is to Connect, Educate, and Strengthen the business community in the Lakewood Ranch region and beyond. We will be working actively on programs and events that support this mission and you, our member. We will continue to develop new tools that will facilitate a valued member experience throughout 2021.

Our community is a conglomeration of small to medium sized businesses. These businesses will mature along the pandemic trail at different times. The team at the Alliance will be ready, willing, and able to assist you at each level of reengagement throughout the year!

We look forward to seeing you all again soon!

Dom DiMaio
LWRBA President / CEO

the Sandies

LAKEWOOD RANCH BUSINESS ALLIANCE 2020

Congratulations Sandies Winners!

On November 18, 2020, the Alliance hosted its 2020 Sandies Awards ceremony, streamed live across the LWRBA's Facebook and YouTube pages. As this year's program was all about celebrating the character and resilience of our business community, the five winners were chosen on their response to the current environment and how they rose above it.

"This year's event represented our 10th annual Sandies Awards!" said Dom DiMaio, LWRBA President/CEO. "Despite a health crisis distraction, LWRBA was able to honor our members who went above and beyond in 2020 for the Alliance and our community. These individuals and companies are examples of how we all should overcome our hurdles. We congratulate them, and thank them at the same time, for they are our most cherished community assets. We will always believe that the vibrance of a business community transfers to a positive economic future for all of its residents and businesses."



BUSINESS AWARDS

BULL BY THE HORNS COMPANY UNDER 25 EMPLOYEES

The Circus Arts Conservatory

BULL BY THE HORNS COMPANY OVER 25 EMPLOYEES

Boys & Girls Clubs of Sarasota County

COMMUNITY CHAMPION COMPANY

Willis Smith Construction

INDIVIDUAL AWARDS

RISING STAR

Alex Gault, The Otto Group at Hightower Advisors

COMMUNITY CHAMPION INDIVIDUAL

Peggy Kronus, Willis Smith Construction

Think LOCAL

SUPPORTING OUR REGION BY
SUPPORTING EACH OTHER





While Manatee and Sarasota counties have provided our small, local businesses with tremendous support during the last year, we can remind ourselves of the importance to 'Think Local.' Supporting local business not only enhances our quality of life in the region, there are a number of benefits you'll see as a consumer.

Improve the Local Economy

The most obvious reason to shop and support local businesses is to support and grow our local economy. The small businesses right in our neighborhoods are the backbone of our region. Supporting local business strengthens our community by keeping dollars in the region and promoting job opportunities. Local shops and service providers are more likely to rely on local suppliers and vendors. Studies show that local retailers return 52 percent of their revenue back into the local economy, compared to just 14 percent for national chain retailers.

Know Your Neighbors

People tend to do business with people they know, like, and trust. By shopping local, you'll get to know business owners and they'll get to know you. As

you get to know the people behind the products and services, you'll be personally invested in their success. As a business community, we all win if we support and celebrate each other.

Better Customer Service

Local businesses are able to provide stronger, more direct service than any 1-800 number ever could. Every customer matters when you're a small business, and therefore they're invested in giving you the best experience possible. Quality, personalized service is much more difficult to achieve at a large level, and that's where local business thrives.

Make Our Town Feel Like Home

A wide variety of unique businesses is what gives any town its character. Shops and restaurants special to our area are one of the reasons we live here. The one-of-a-kind spots are what get us excited, whether it is a new restaurant and boutique retail shop, you'll know you're getting a unique experience. These places also entice visitors to vacation here over other places, bringing tourism revenue into our region.

The LWRBA's 650+ member businesses reflect a wide variety of small and large businesses across all industries in and around Lakewood Ranch. For any of your business or personal needs, keep your fellow Alliance members in mind. Use one of these resources to find an Alliance member today!

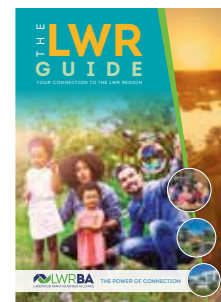
Online Member Directory

For the most up-to-date list of LWRBA members, visit our online Member Directory at LWRBA.org/MemberDirectory. The directory allows users to search by business category, company name, or keywords. Click listings to reveal business info, contact info, or send a direct message using the 'Send Message' feature.



The LWR Guide

Published in late 2020, the 2nd edition of *The LWR Guide* provides over 100 pages of community information right at your fingertips. This book not only showcases the numerous amenities and attractions of Lakewood Ranch, but also highlights the 650+ member businesses to consumers in the community and surrounding areas.

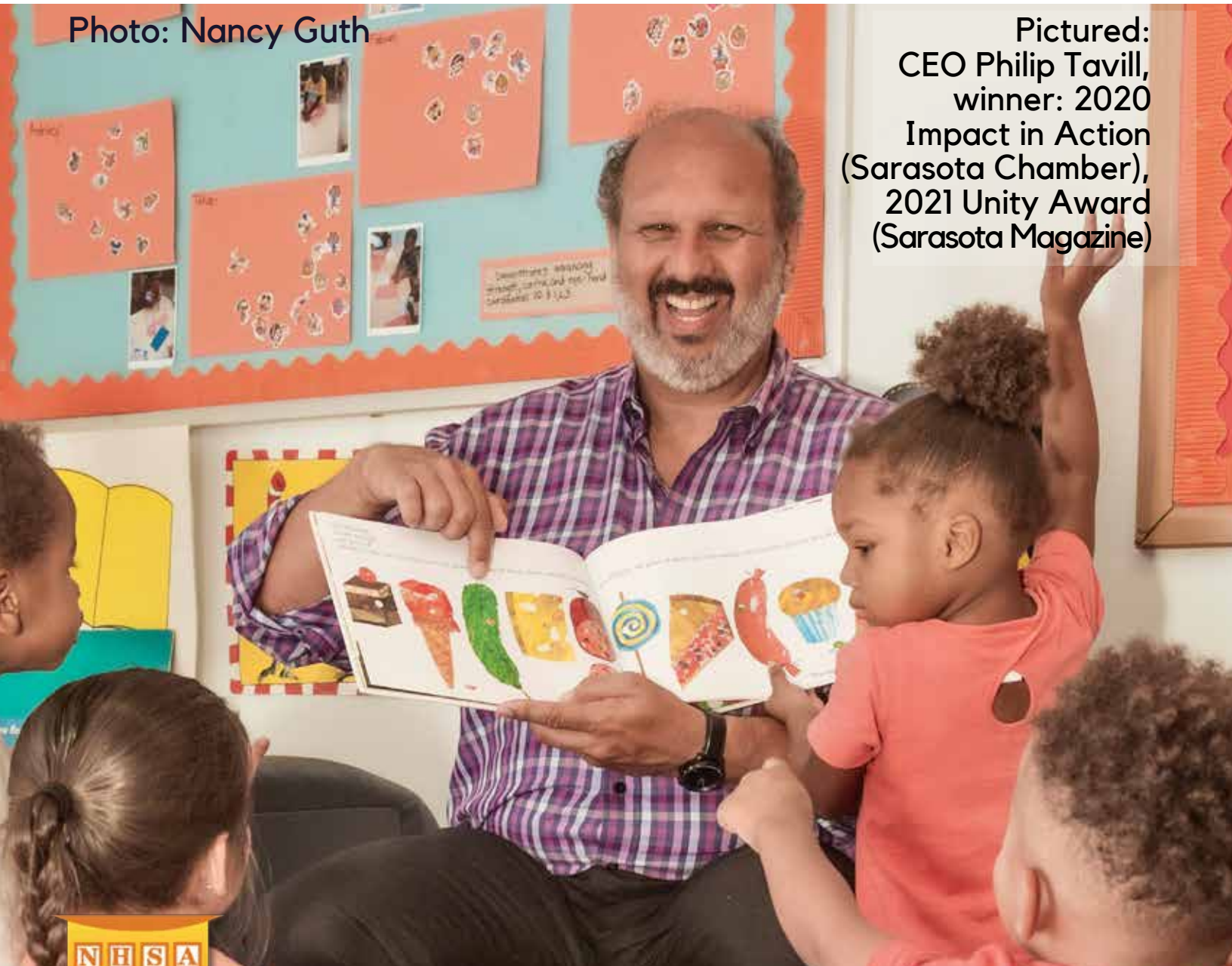




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60TH ANNIVERSARY &
HONOR CEO PHILIP TAVILL
FOR 25 YEARS OF SERVICE
TO OUR COMMUNITY!**

Photo: Nancy Guth

Pictured:
CEO Philip Tavill,
winner: 2020
Impact in Action
(Sarasota Chamber),
2021 Unity Award
(Sarasota Magazine)



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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 eager to start strong in the new year and can't wait to see the energy they bring to our organization!



Treasurer
Dianne Kopczynski,
Mauldin & Jenkins



Programming Co-Chair
Devin Dash,
Axiom Strategic Consulting



Young Leaders Alliance Chair
Colleen Bankuty,
Kerkering, Barberio & Co.



Community Engagement Chair
Julia Heide,
Sarasota Magazine



Communications Chair
Julie Fanning,
Benderson Development



At-Large
David Otterness,
Willis Smith Construction



At-Large
Ron Beck,
Gulfside Bank

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.



Ken Swan
Wagner Realty



Maribeth Phillips,
Meals on Wheel
PLUS of Manatee



Kristi Hoskinson



Heather Williams
Kerkering, Barberio
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Jag Grewal,
Ian Black Real Estate



Britney Guertin,
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SunCoast Blood Centers

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.



WELCOME NEW MEMBERS!

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

Alliance America
Esplanade Golf and Country Club
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Inspectors Inc.
Juniper Landscaping of Florida
Maloney Funeral Home
Modern Concepts
Optimal Function Chiropractic, PLLC
Pineapple Kitchen, LLC
Resilient Retreat
Results Global Impact Consulting Agency
Shutts & Bowen
The Roots Chiropractic
Tidewell Foundation, Inc.
TPC Prestancia
Your Main Concern
Your Total Body LLC

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

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Brad and Shawna, Owners

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—Candace

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Say Cheese!

This fall saw a return to in-person events with an emphasis on safety. Outdoors, distanced, and masked up, these events offered opportunities to get back together. Of course, virtual events were still in full swing, offering something for everyone's comfort levels.





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15 Years of LWRBA Legacy Honorees

As 2020 marked the 15th Anniversary for the Lakewood Ranch Business Alliance, we'd like to express our gratitude and appreciation for all the businesses who have been a part of our organization over the years. And we'd especially like to thank the following businesses, who have been with us since the very beginning and remained active throughout the 15 years. Thank you for your continued support!



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EXECUTIVE ACADEMY VIRTUAL

Congratulations Class of 2020!

Thank you for your exceptional leadership and devoted service to the Lakewood Ranch region.

Ali O'Donnell, Carr, Riggs & Ingram, LLC
Austin Bartley, Asset Marketing Services, LLC
Matt Brame, Synovus Bank
Elena Cassella, Foundation For Dreams
Cynthia Clark, Longevity Wellness Clinic
Amy Cook, Manatee County Government
Jennifer Danis, SouthTech
Bailey Farley, Asset Marketing Services, LLC
Christine Fritz, Manatee County Government
Ash Ghaffari, Keiser University
Ray Johnson, Sarasota Metropolis FC
Tamie Langman, Manatee County Government
Katie Mathewson, Grapevine Communications
Tiki McKelly, Capstan Financial Consulting Group
Kim Miele, Brain Health Initiative
Katie Pearson, Manatee County Government
Jessica Rogers, Children First
Kyle Rogers, Manatee County Government
Frank Santora, IBERIABANK
Brittany Serafin, Manatee County Government
Lizzy Stanley, Nothing Bundt Cakes
Alice Stevens, Entech
Carolyn Strong, Manatee County Government
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Senior Community
Development Manager
bethanyk.lynnh@cancer.org
American Cancer Society
of Sarasota Manatee



Annette Sciolino Gueli
President
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Total Raised
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For more information, visit
LWRBA.org/sponsorships.



The Power of Connection

Renew Your Membership Today

A friendly reminder that Lakewood Ranch Business Alliance memberships expired on December 31st, 2020.



Account admins can renew their membership for 2021 online by logging into their member profile on the Alliance website - www.LWRBA.org. Click Member 'Login' near the top right of the homepage, click 'View Profile,' and then 'View/Pay Invoice.'

We are grateful for you and your participation in our organization, especially this past year! In 2021, we will keep finding ways to bring our business community together. We are excited for the year ahead as the Alliance celebrates its 16th year serving businesses in the Lakewood Ranch region.

Thank you LWRBA Annual Sponsors

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Conditioned Air Corp	SunCoast Blood Centers
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