

## 2017 LEXUS CHAMPIONS FOR CHARITY

Your chance to play golf at  
Pebble Beach!

PG 07

## ON THE CALENDAR

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

PG 08

## WELCOME NEW LWRBA MEMBERS

Welcoming new members to  
the Alliance family.

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## PHOTO GALLERY

Check out these great  
Alliance moments.

PG 12

April 2017

# the alliance

Spring 2017

## THE RANCH SCRAMBLE

Lakewood Ranch Business Alliance  
9th Annual Golf Tournament

PG 06



LAKEWOOD RANCH BUSINESS ALLIANCE

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

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

### **Building for the Future**

My drive into work today was a little different. The roads were shifted in a new direction as I headed east on University Parkway off I-75. It was in the subtle change – just a slight shift to the right as they paved the left side of the road – I noticed the location of the new sidewalk. The new sidewalk has been put in place due to the construction of the Diverging Diamond project that has promised to make traffic flow better in Lakewood Ranch, as we grow with new residents and businesses. I sat through an extra red light and thought, all of this has been a growing pain, but it sure will be nice once the project is completed in August. We will be glad the new, improved road is there.

My thoughts shifted to the growth at the Lakewood Ranch Business Alliance. With well over 550 member businesses, we may need to think about adjusting, just slightly, to accommodate our growth. A bigger Alliance can be better, but only if we plan accordingly. Please let us know if you are experiencing growing pains and how our organization can help. I encourage you to reach out to me, our board members or one of the staff.

Look for new opportunities to connect with me and the board after hours. We can share a cold beverage and ideas while we avoid sitting through the extra light during rush hour.

Let's connect soon!

Lori Ruth  
2017 Chair of the Board



**Heather Kasten**//Executive Director

### **Leading the Way**

The Alliance is leading the way on many fronts within our region and amongst our members. This spring we will launch our second class of the Executive Academy. This is a strategic leadership program focused on building the individual leadership skills of each participant. The program is powered by game on Nation, who has created a unique curriculum specific to the Alliance. Game on is one of the most respected firms in communication, leadership, resiliency, and team building training. They are nationally recognized for working with some of the most demanding and high-profile corporations, leagues, and teams, creating unparalleled commitment and buy-in, with results that last. If you would like to learn more about the Executive Academy or apply for our fall semester, please reach out to me.

Harness the power of connection by attending our spring line-up of events and programming. Everything we do here at the Alliance is geared towards connecting our members. Make sure to check our website and save the dates on your calendar. Our logo is the picture of two hands connecting together – and that is what we are all about, bringing businesses and professionals together. It perfectly symbolizes our commitment to building business in the Lakewood Ranch region.

Thank you for your continued involvement as a member – we appreciate you!

Heather Kasten  
Executive Director

# THE RANCH SCRAMBLE

Lakewood Ranch Business Alliance  
9th Annual Golf Tournament



## **FORE! It's almost time for our annual Ranch Scramble Golf Tournament!**

The Lakewood Ranch Business Alliance is busy planning its ninth annual golf tournament, The Ranch Scramble. This yearly signature event is one of our most popular and sure to sell out! This year's Ranch Scramble will once again be held at the beautiful Lakewood Ranch & Country Club. The tournament's scramble format makes it suitable for golfers of all skill levels.

The Ranch Scramble will be held Friday, April 28, 2017 with a 1:00 p.m. shotgun start. Check in will begin at 11:00 a.m. The scramble style tour-

nament will be played with 4-person teams and guaranteed no bogeys and pick up at par. **Players may register at [www.lwrba.org](http://www.lwrba.org).** The cost of registration is \$750 per foursome (Individual Golfers \$200) and will include buffet lunch, awards reception, 1 round of golf, and golf cart. Ticket packages (2 mulligans and 5 raffle tickets) will be available the day of the event for \$20.

This event is your opportunity to take home fantastic prizes through interactive games, such as closest to the pin, putting, and hole in one contests. We will have dozens of wonderful raffle items available, so your chance of walking away with something special is better than ever!



"This year's Alliance Ranch Scramble will be the best one yet. We have some really high end additions to the event this year that will make it a day to remember. How does a cigar and scotch tasting sound? Or how about a chair massage as you get off the course? This event is a great way to spend quality time with your clients or customers on a beautiful private course. We can't wait for the big day," says Heather Kasten, LWRBA Executive Director.

## Thank You Sponsors!

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Our sponsors as of press time include: Ian Black Real Estate, Wilde Lexus of Sarasota, Synovus Bank, Grow Financial Credit Union, Mauldin & Jenkins, Willis Smith Construction, and Four Pillars of Health.

Many highly visible sponsorship opportunities are still available for area businesses to gain exposure. **Complete sponsorship details can be found online at [www.lwrba.org](http://www.lwrba.org).**

## 2017 LEXUS CHAMPIONS FOR CHARITY National Championship



## Special Auction.

**Golf in the 2017 Lexus Champions for Charity Tournament at Pebble Beach!**

The LWRBA is auctioning off a ticket package for two golfers to play in the **2017 Lexus Champions for Charity Golf Tournament** at the prestigious Pebble Beach Resorts this December. A true once in a lifetime opportunity for any golfer, the courses at Pebble Beach are widely considered to be some of the most beautiful in the world.

**Visit [www.lwrba.org/auction](http://www.lwrba.org/auction) for more information.**

Tickets are courtesy of Wilde Lexus of Sarasota, with all proceeds from this auction going towards supporting the Lakewood Ranch Business Alliance and its mission.



# On the Calendar

## Networking Social // Coastal Orthopedics

**Wednesday, April 5 // 5:00-7:00 p.m.**

Coastal Orthopedics, 8340 Lakewood Ranch Boulevard (Third Floor)

Coastal Orthopedics welcomes us to the April Networking Social. Spend the evening making connections and getting to know the Coastal Orthopedics facilities and physicians. Includes complimentary food and cash bar.

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



## Executive Briefing // Being a Great Boss

**Wednesday, April 12 // 7:30-9:00 a.m.**

Keiser University, 6151 Lake Osprey Drive

Nancy Hardaway, from Listening 2 Leaders, combines her years of business experience in organizational development, coaching, and psychology to introduce the keys to being an effective leader.

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



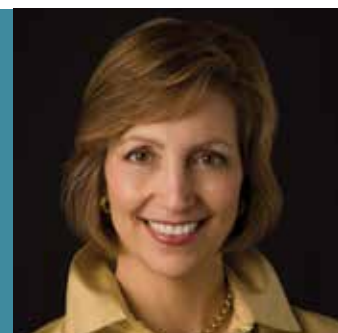
## Breakfast of Champions // Finding Your Voice

**Wednesday, April 26 // 7:30-9:00 a.m.**

Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Pauitra Ciavardone will present 4 steps to increase audience engagement and connection. Learn to speak from the heart, find your authentic voice, and understand the power of genuine connection in communication.

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



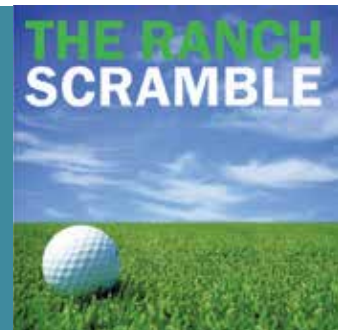
## Golf Tournament // 2017 Ranch Scramble

**Friday, April 28 // 11:00 a.m.-5:00 p.m. (1 p.m. Shotgun Start)**

Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

It's almost time for our annual Ranch Scramble Golf Tournament! This year's event is back at the beautiful Lakewood Ranch Golf & Country Club. Ideal for golfers of all skill levels. Includes lunch, awards reception, fun games, and raffles

**Foursomes \$750 // Individuals \$200**



## Networking Social // Synovus Bank

**Wednesday, May 3 // 5:00-7:00 p.m.**

Synovus Bank, 6705 53rd Ave E, Bradenton

It's a special Cinco de Mayo Networking Social hosted by Synovus Bank! Join us to connect with fellow Alliance members and enjoy complimentary appetizers and a cash bar at this festive edition of our monthly networking event.

**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.



### CEO Squawk Box // Ted Abrams

**Wednesday, May 10 // 7:30-9:00 a.m.**

LWRBA Boardroom, 8430 Enterprise Circle, Suite 140

This event is your opportunity to learn from an accomplished leader in our region. Ted Abrams, President & CEO of Joffrey's Coffee & Tea Co., joins us to share his philosophy on business and leadership.

**Open to Members Only \$20 // Limited to 20 Attendees**



### Luncheon // Face to Face: Sarasota and Manatee Counties

**Wednesday, May 17 // 11:30 a.m.-1:00 p.m.**

Polo Grill & Bar, 10670 Boardwalk Loop

Lakewood Ranch straddles two counties and is impacted by the policies of each. What does that mean for our community as a whole? Join us as Sarasota & Manatee county administrators Tom Harmer & Ed Hunzeker present their opportunities and challenges.

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



### Networking Social // Hyatt Place LWR

**Wednesday, June 7 // 5:00-7:00 p.m.**

Hyatt Place LWR, 6021 Exchange Way

Lakewood Ranch's newest hotel, the Hyatt Place, welcomes us for our June Social and an exclusive first look at their new location. Mix and mingle with Alliance friends and enjoy complimentary appetizers and a cash bar.

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



### Executive Briefing // Building Your Personal Brand

**Wednesday, June 14 // 7:30-9:00 a.m.**

Keiser University, 6151 Lake Osprey Drive

Ever notice how some people possess the skills that make them shine and stand out in a crowd? Andrea Nierenberg presents the true value of networking, and how to build community and relationships to enhance your personal brand.

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



### LWRBA Luncheon // Economics & 3rd Grade Reading

**Wednesday, June 21 // 11:30 a.m.-1:00 p.m.**

Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

We are a region that strives for excellence, yet 40% of children aren't reading at grade-level by the end of third grade. That must change. Debra Jacobs will share the economics and implications for our future and what is underway in our region.

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

# Ribbon Cuttings

## Celebrating new businesses!

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



**R.E. Crawford Construction**



**CareNet Manasota**



**Little Town Smiles**



**California Pizza Kitchen**



**Florida Cancer Specialists Foundation**



**BB&T Insurance Services**

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

**The Sertoma Club of Greater Sarasota** is hosting its 2nd Annual My Hometown Fest on Saturday, April 15 from 12-5 p.m. at Nathan Benderson Park. Enjoy craft beers, regional foods and music from around the country. Last year's event at Premier Sports Campus at Lakewood Ranch drew nearly 2,500 people, and with the new location at Nathan Benderson Park, this year's event promises to be even bigger and better! By supporting My Hometown Fest, you will do more than just enjoy a fun day filled with great food and craft beer, you will also help hundreds of area children and their families with speech and language disabilities. **More information and tickets available at [www.myhometownfest.org](http://www.myhometownfest.org).**



## UPCOMING YLA EVENTS

**Thursday, April 27 // 5:30-7:30 p.m.**  
Social at LWR Golf & Country Club

**Thursday, May 25 // 5:30-7:30 p.m.**  
Battle of Generations

**Thursday, June 22 // 5:30-7:30 p.m.**  
Social - Location TBD

## Member Tip.

### Is your Member Profile Up to Date?

Is your Member Profile out of date or missing pieces of information? If so, you might not be using your Alliance membership to its fullest. Make sure your business category, business description, and contact information are current so we can communicate with you and potential customers can find you in our website's Member Directory.

To update your profile, visit [www.lwrba.org](http://www.lwrba.org) and enter your email address and password near the bottom left corner of the homepage and click "Log in."

**Need help?** Email your changes or questions to Amy at [AmyGonzalez@lwrba.org](mailto:AmyGonzalez@lwrba.org).

## Governmental Affairs.

### LWRBA Visits Tallahassee.

In February, a group from the **Governmental Affairs Committee** and Alliance members traveled to Tallahassee to meet with our local legislators. We had the opportunity to connect with the majority of them and share the

LWRBA legislative agenda and priorities that were established for 2017. A special thanks to David Fink and Richard Bedford for coordinating the meetings with the legislators - great job!



## Welcome New Members!

1st Source Bank  
5CK, LLC  
Aflac-Sharon Schulz  
Brown & Brown Insurance  
Cari Fallen Insurance Agency  
Centennial Bank  
College Hunks  
Culver's - University Parkway  
Curphey & Badger, P.A.  
Dex Imaging  
GIT Florida Title Services  
Go Fabrication, LLC  
Harrod Properties, Inc.  
Homewatch CareGivers of Lakewood Ranch  
Horizon Mortgage Corporation  
Hoyt Architects  
JDV World, LLC  
Keke's Breakfast Café  
Lakewood Ranch Medical Center Auxiliary Board  
LegalShield-Lori Abramson  
MB Financial Bank  
Murray Realty  
Painting with a Twist-Lakewood Ranch  
Performance Pressure Washing  
Schenkel Schultz Architecture  
Station 400  
Stock Development  
Stoneybrook Golf Club & Grill 8000  
Suncoast News Network  
Suncoast Partners International, LLC  
The Westin Sarasota  
Vaco  
Walters Levine & Lozano P.A.  
Web.com  
Woof Gang Bakery

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



# Photo Gallery







## Say Cheese!

2017 started with a literal bang, as shooters took aim at our 3rd Annual Sporting Clays Tournament. Members connected at Networking Socials hosted by LWR Golf & Country Club, Grow Financial, and Grill 8000.

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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Benefitting Tampa Mustangs TJ

MAY 5TH

*Wild Ginger*

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Benefitting Circus Arts Conservatory

MAR 3RD

*Big Night Out*

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JUN 2ND

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