

## SMALL BUSINESS WEEK

Celebrating small business  
with a week of events.

PG 09

## ON THE CALENDAR

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

PG 10

## WELCOME NEW LWRBA MEMBERS

Welcoming new members  
to the Alliance family.

PG 13

## PHOTO GALLERY

We captured some great  
Alliance moments!

PG 13

April 2018

# the alliance

Spring 2018



LAKEWOOD RANCH BUSINESS ALLIANCE

8430 Enterprise Circle, Suite 140 | Lakewood Ranch, FL 34202  
info@lwrba.org | 941-757-1664 | www.lwrba.org



THE RANCH  
**SCRAMBLE**  
10<sup>TH</sup> ANNIVERSARY

# In this issue

## 05//Board Chair Address

An update from Kim French, Chair of the Board

## 05//President's Update

A word from our President/CEO, Heather Kasten

## 06-07//Ranch Scramble

Our Annual Golf Tournament turns 10!

## 09//Member Tip

Is Your Member Profile Up to Date?

## 09//Special Thanks

Thank You Outgoing Board Member, Dani Fox

## 09//Small Business Week

Celebrating Small Business Every Day of the Week

## 10-11//On the Calendar

Mark your calendars!

## 13//New Members

Welcoming new members to the Alliance family

## 13//Welcome Caitlyn Driscoll

Welcoming our newest team member

## 13//Ribbon Cuttings

Welcoming new businesses to the community!

## 16-17//Photo Gallery

Say Cheese!

## 18//Sponsor Spotlight

Lakewood Ranch Commercial

## 18//Pay it Forward

Non-profit Spotlight: LWR Community Fund

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LakewoodRanchBusinessAlliance](http://www.facebook.com/LakewoodRanchBusinessAlliance)



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

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**Kim French**//Chair of the Board

### 2018 has taken off!

The Alliance Board, at the planning retreat last August established some very lofty goals to achieve this year. After our first quarter of 2018, we are well on our way to success in all of these areas:

- Being the premier business organization the region
- Expanding our outreach to other professional organizations as a leader and a strong Alliance voice in our community
- Increasing our Membership/Sponsor levels with the implementation of a new Membership Development position
- Increasing our membership participation
- Developing our new Community Engagement Committee with an initial focus on educational foundations

We have already expanded our relationships with several community groups, both in joint events/programs and also as partners in addressing our community's unique needs in education financing and bringing exposure to the many programs available. Meanwhile, all of our committees have been hard at work developing new opportunities for members, so stay tuned!

All in all, this jet plane has left the airport, folks! As I have said many times before, you only get out of the Alliance what you put in. The Power of Connection really works! Let's all get involved as we fly into these next few months. Hope to see you all soon!

Kim French  
2018 Chair of the Board



**Heather Kasten**//President/CEO

### Investing In Our Future

One of Steve Jobs' famous quotes has to do with not resting on your laurels, *"I think if you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long. Just figure out what's next."*

This is the kind of advice that the Alliance board has always taken to heart throughout its history. Future growth and success is never guaranteed, which is why we continue to invest in our organization and prepare for the future.

The Alliance has been on a growth trajectory for the past 14 years and in that short amount of time we have accomplished some pretty incredible things as an organization. Looking ahead, we have plans in place to continue to find new ways to assist our member businesses through the power of connection. Connection means many different things to our many member businesses. For some it means a connection to customers and referral sources, for some it means connections to educational opportunities through our events and programming, for some it means helping to bring new businesses, industry and residents to the Lakewood Ranch region.

This year, we will be investing in our technology, creating new visibility of our members, and adding to our staff to better serve our members and the community. As we grow and evolve, you have our commitment that everything we do will point back to the basics: connecting our members and providing relevant, meaningful resources.

Heather Kasten  
President/CEO



# THE RANCH **SCRAMBLE** 10<sup>TH</sup> ANNIVERSARY

**FRIDAY, APRIL 27**

LAKEWOOD RANCH GOLF & COUNTRY CLUB



# Ten Years of Scramble!

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

The Lakewood Ranch Business Alliance's Annual Ranch Scramble Golf Tournament turns 10 this year! The Ranch Scramble will be held Friday, April 27, 2018 at the private Lakewood Ranch Golf and Country Club. The 10th Annual Ranch Scramble is presented by Ian Black Real Estate.

This year's tournament will be played on the King's Dunes course, so even if you played in last year's Ranch Scramble, this will be an entirely new experience. The tournament's best-ball scramble format makes it suitable for golfers of all skill levels, and pick up at par guarantees a bogey-free day of golf.

To celebrate the tournament's 10th anniversary, we have a few surprises in store. This event is your opportunity to take home fantastic prizes through fun, interactive games, such as closest to the pin, longest drive, and more. The odds of going home empty handed are slim, as dozens of wonderful raffle and silent auction items will be available. Returning from last year, the awards reception will feature a scotch and cigar sampling.

"This year's Ranch Scramble will be extra special as we celebrate the 10th anniversary of this signature

event," said LWRBA President/CEO Heather Kasten. "You won't want to miss this opportunity to celebrate with your business friends and colleagues while playing at one of the area's finest courses."

### GOLFERS

The cost of registration is \$750 per foursome (Individual Golfers \$195) and will include buffet lunch, awards reception, 1 round of golf, and golf cart.

**Early Bird discounts are available until April 6th.**

Check in will begin at 11:30 a.m. A buffet lunch will be served prior to a 1:00 p.m. shotgun start, and the awards reception will take place following play. Ticket packages (2 mulligans and 5 raffle tickets) will be available the day of the event for just \$20.

This event sells out every year. Don't wait - log on to [www.lwrba.org](http://www.lwrba.org) to sign up today!

### SPONSORSHIP OPPORTUNITIES

Many highly visible sponsorship opportunities are still available for area businesses to gain exposure. Complete sponsorship details are online at [www.lwrba.org](http://www.lwrba.org), or call our office at 941-757-1664.

## THANK YOU SPONSORS!

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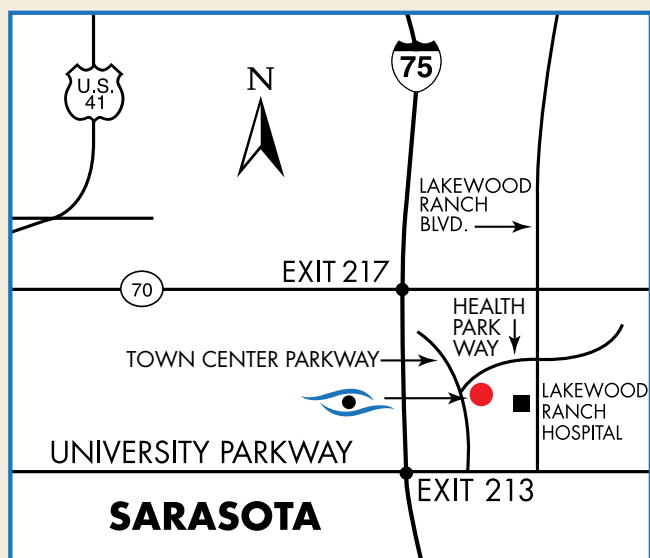
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## Member Tip.

### 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." To make changes, click "edit profile." And don't forget to save!

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

## Special Thanks.

Thank you, Dani Fox!



The Alliance would like to send a tremendous 'Thank You' to Dani Fox, of Dani Fox Hypnosis, who has stepped away from the Board of Directors to focus on growing her business. During her time as Membership Co-Chair, Dani showed incredible dedication and commitment to the Alliance. Thank you for your time and effort.



*The Lakewood Ranch Business Alliance Celebrates...*

**NATIONAL SMALL BUSINESS WEEK**

April 30 – May 6, 2017 | #SmallBusinessWeek

The first week of May marks the U.S. Small Business Administration's **National Small Business Week**. What better time to celebrate the small businesses in our back yard that make up the backbone of our region's economy.

As part of the week's festivities, we've put together a full lineup with events every day of the week. We hope you'll join us in this celebration!

Monday, April 30, 5:00-7:00 p.m.

**Cheers with the Chair: Get to know our Chair of the Board, Kim French**

Tuesday, May 1, 8:00-9:00 a.m.

**Business on the Ranch: An update on the current and future state of business in LWR**

Wednesday, May 2, 5:00-7:00 p.m.

**May Networking Social: A Little Somethin' Sweet at San Marco Plaza**

Thursday, May 3, 8:00-9:00 a.m.

**Search & Social: The Ultimate One-Two Punch**  
Take your online presence to the next level

Friday, May 4, 8:00-10:00 a.m.

**Franchise Friday: Visit with a few franchise small businesses at the Alliance office**

**Register online at [www.lwrba.org/events](http://www.lwrba.org/events).**

(Some events have limited space available.)



# On the Calendar

## Networking Social // Lakewood Ranch Medical Center

**Wednesday, April 4 // 5:00-7:00 p.m.**

Lakewood Ranch Medical Center, 8330 Lakewood Ranch Boulevard

Join us at our monthly social at the beautiful Lakewood Ranch Medical Center. Discover the pulse of the neighborhood while enjoying complimentary appetizers and mingling with Alliance friends.

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



## Executive Briefing // Business in the Age of #MeToo

**Wednesday, April 11// 7:30-9:00 a.m.**

Keiser University, 6151 Lake Osprey Drive

Now, more than ever, it's important for businesses to develop a better understanding of what constitutes harassment in the workplace. Attorney Jennifer Fowler-Hermes will discuss types of harassment and provide guidance on how employers can prevent, recognize, and respond to harassment.

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



## LWRBA Luncheon // Simplifying Your Message

**Wednesday, April 25 // 11:30 a.m.-1:00 p.m.**

Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Join Steve Shenbaum, President & Founder of game on Nation, as he shares 3 keys to crafting an impactful message, while empowering others towards action. Delivered through highly collaborative, game-based exercises, this engaging workshop will share tangible concepts that can be implemented immediately to enhance your personal and professional development.

**Members \$30 // Non-members \$40**



## Golf Tournament // The 10th Annual Ranch Scramble

**Friday, April 27 // 11:30 a.m.-6:00 p.m.**

Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

It's almost time for our 10th Annual Ranch Scramble Golf Tournament! Join us at the beautiful Lakewood Ranch Golf & Country Club for an afternoon on the links with your Alliance friends. Ideal for golfers of all skill levels! Includes lunch, awards reception, fun games, and raffles.

**Foursome \$680 (\$750 after April 6) // Individuals \$175 (\$195 after April 6)**



## Networking Social // "A Little Somethin' Sweet"

**Wednesday, May 2 // 5:00-7:00 p.m.**

San Marco Plaza, 8215 Natures Way

Join us at San Marco Plaza for Small Business Week! Discover this unique collection of small businesses, while enjoying "a little somethin' sweet" at each San Marco Alliance member. Start the evening by checking in at Cheers to Wine to grab your map!

**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 // Leslie Glass

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

LWRBA Boardroom, 8430 Enterprise Circle, Suite 140

Enjoy an intimate breakfast in the Alliance boardroom with Leslie Glass, CEO of Reach Out Recovery. Leslie will share the history and future of Reach Out Recovery, as well as some of her successes and her approach to difficult issues in business. Come learn some best practices from an area leader.

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



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### Luncheon // The Journey of an Entrepreneur

**Wednesday, May 23 // 11:30 a.m.-1:00 p.m.**

Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Please join us as we hear from Rob Povolny, president and founder of Tampa-based Fresco Foods, Inc. (Eat Fresco). Rob will share his story of going from big corporate America to starting and operating Eat Fresco with his wife. This is a luncheon you will not want to miss.

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



### Networking Social // Earth Fare

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

Earth Fare, 11525 State Road 70 E.

Join us at our monthly social at the new Earth Fare. Learn about the Earth Fare food philosophy, clean food security and the Boot List, which means 100% clean food for your family. Enjoy sampling some of the freshest food in the region while connecting with Alliance friends.

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



### Executive Briefing // It's About HOW You Lead

**Wednesday, June 13 // 7:30-9:00 a.m.**

Keiser University, 6151 Lake Osprey Drive

As leaders, we have functional objectives to attain, financial commitments to meet, and (for some) promotions to secure. Yet HOW we obtain those results can be the key to leading teams. Tracey Thorsen breaks down the four elements that are foundational to any successful executive. Join the conversation and see how you can take your "how" to the next level.

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



### 2018 Signature Events // Save these dates!

Don't miss 2018's biggest events.  
Mark your calendar today!

**Friday, April 27**

Ranch Scramble Golf Tournament

**Thursday, September 20**

East Meets West Expo

**Friday, October 19**

Main Street Block Party

**Friday, November 16**

2018 Sandies Awards



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Investment Strategies for Today and the Long Haul

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How our team can serve as your personal CFO

#### Upcoming Dates:

- April 18<sup>th</sup> from 11:30am to 1:30pm
- May 16<sup>th</sup> from 5:30pm to 7:30pm

Keynote Speaker: **Scott D. Zelniker, CRPC<sup>®</sup>, CRPS<sup>®</sup>**  
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# Welcome New Members!

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Office Furniture and Design Concepts  
PermaGuard Coatings  
Remedy Employer Services  
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The Venice Symphony  
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WUSF Public Media

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

## Welcome to the Team!

### Caitlyn Driscoll, Membership Development Representative

Please help us in extending a warm welcome to the newest member of our team, Caitlyn Driscoll. As Membership Development Representative for the Alliance, Caitlyn will be working to sign up new members by sharing the benefits and available opportunities with local businesses. Prior to joining the Alliance, she spent time developing new business as branch manager for Enterprise Rent-A-Car. She holds a bachelor's degree from Coker College in South Carolina. Welcome, Caitlyn! We're so excited to have you on the team.



## Ribbon Cuttings

### Celebrating new businesses!



**Tampa  
Rejuvenation**



**Stone River  
Retirement  
Community**

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



Real Estate with Aloha



Nine Times Network

One of our commitments for 2018 is to be the go-to referral partner for our Alliance members.

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# Photo Gallery





## Say Cheese!

The first quarter of 2018 was loaded with events! Our luncheon's tackled important community issues, we were welcomed by EVEN Hotels, The Market at LWR, and Manatee Technical College for our Networking socials, and we even got in on some Lakewood Ranch Main Street fun at March's Music on Main!

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



## Sponsor Spotlight.

### Lakewood Ranch Commercial.



In 1996, **Lakewood Ranch Commercial** was formed as a subsidiary of Schroeder-Manatee Ranch (SMR) and has since emerged as a leader in commercial real estate within the Sarasota, Manatee and Lakewood Ranch marketplace.

Lakewood Ranch Commercial guides the future of commercial development within Lakewood Ranch through master planning and subsequent land sales for commercial project development. This includes a variety of development categories including office, industrial, retail, healthcare, hospitality and community serving projects, designed to provide an optimal mix of uses while avoiding over-saturating any single category. Providing a high quality of jobs and services for the residents of Lakewood Ranch is the goal of Lakewood Ranch Commercial.

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

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

The **Lakewood Ranch Community Fund**, the only philanthropic entity focused solely on Lakewood Ranch, has awarded more than \$1 million in grants to 100 nonprofits that serve our community and east Sarasota and Manatee counties. Struggling readers from low-income families are getting caught up with their peers, the lives of veterans with PTSD and children with disabilities are enhanced with the therapies they need, women are receiving life-saving mammograms, and many more positive outcomes are being achieved. As a vital part of Manatee Community Foundation, the Lakewood Ranch Community Fund helps our community benefit from good investments, smart stewardship, and staff who are experienced in charitable giving. **Contact us at (941) 747-7765 to learn more.**



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- APR 6 THE KAREN & JIMMY BAND**  
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- MAY 4 OCEAN ROAD**  
Country, R&B, Jazz, Pop & Rock  
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