

THE RANCH SCRAMBLE APRIL 26TH

Tee off with the Alliance at our 2019 golf tournament.

PG 09

ON THE CALENDAR

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

PG 10

YOUNG LEADERS

Upcoming events & programs for under-40 Alliance members.

PG 13

WELCOME NEW LWRBA MEMBERS

Welcoming new members to our Alliance family.

PG 15

April 2019

the alliance

Spring 2019

THE SPIRIT OF
COLLABORATION
POWERING THE ALLIANCE

PG 07



LAKEWOOD RANCH BUSINESS ALLIANCE

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Heather Williams
Chair of the Board

First quarter of 2019 has flown by, I wish the construction at I-75-SR-70 would do the same. In January, I put on my running shoes; I was ready. Now we get to do a little off the beaten path exercise; but our core remains strong (our volunteers, our staff and the board).

We are busy implementing plans for 2019, looking for opportunities for continued partnerships and focusing on member engagement through unique programs and events. I'm proud to have such a dedicated and talented staff who are supporting our members and board during this transition. But for them, its business as usual around the Alliance.

Lakewood Ranch continues to flourish with growth, innovation and business activity; it is exciting to be doing business here. The LWR Brain Health Initiative is an amazing opportunity - for the community, our economy, and the health benefits we will see for years to come. The LWRBA will continue to utilize our power of connection to bring awareness to the importance of the Brain Health Initiative throughout the region.

We are proud to be a part of an organization that supports, promotes, and connects its members across two counties and beyond. We want your experience to be professionally and personally rewarding. As chair, I can certainly say my experience has been nothing less, and I'm committed to making sure yours is as well. To that end, if there is anything we can do, please let us know.

Thank you to all our committees, volunteers, sponsors and members. The Alliance is a very special organization and it is special because of each and every one of you.

Heather Williams
2019 Chair of the Board



Our Staff
Lakewood Ranch
Business Alliance

Well, it's been a little different around the office. After we said goodbye to our president and leader of nearly five years in February, we've entered a new chapter in the story of the Lakewood Ranch Business Alliance. With it comes new challenges and opportunities. Still, our

goal as a staff and organization is to continue to serve our members and provide them with opportunities to connect, learn, and grow within our business community.

As we move forward, our board of directors has shared with us that they are committed to keeping the culture around the Alliance intact. It's comforting to know we have leaders in the organization who will go above and beyond for not only the staff, but for our entire membership.

Yet, even during this transitional time, the Alliance remains a member driven organization. Our committees and volunteers are working harder than ever to provide our members with a top-notch experience. There are a number of exciting things planned for Q2, including our Ranch Scramble Golf Tournament, outstanding guest speakers, a wine tasting, and an unbelievable breakfast event with the Gulf Coast CEO Forum that you will not want to miss.

Our entire staff would like to thank our members, volunteers and board for the incredible support during this time. We are so proud and humbled to be a part of an organization that values people above all else. This people-first mindset is what sets the Alliance apart, from top to bottom.

If there is anything we can do to help you or your business, please don't wait to reach out to us. We look forward to seeing you soon!

Your Alliance Staff,
Dan, Amy, Caitlyn, and Janeth



THE SPIRIT OF COLLABORATION POWERING THE ALLIANCE

The Lakewood Ranch Business Alliance was founded on the backs of enthusiastic and dedicated volunteers. Today, the LWRBA has 8 volunteer committees with over 150 volunteers who power the organization and provide guidance and insight across all areas of the Alliance. These volunteers bring support, fresh ideas, and their talents in assisting the Alliance board and staff to execute the mission of the organization. Their passion and energy have been instrumental in shaping our organization.

We asked our committee chairs to provide an update on their respective groups, by sharing recent successes, what's in store for the rest of 2019, and why members should consider becoming engaged with their committee. This is just a glimpse into the happenings of each committee. To get a full sense of the Spirit of Collaboration at the Alliance, we hope you'll join us for an upcoming meeting!

WHAT ARE SOME EARLY SUCCESSES IN 2019?



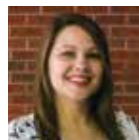
Programming - Kristi Hoskinson, Co-Chair

"The Programming Committee has kicked off this year with a wide variety of educational events! We have hosted six events covering an array of topics leaving our guests very pleased with the quality of the experience and speaker expertise. The events are informative, inspiring, and educational. They are also relationship-builders. People from all over the region connect at these events and get to know each other a little bit better in a relaxing, professional, and fun atmosphere."

Communications & Technology - Allison Imre, Chair

"A big early success for us is being a part of the excite-

ment with the LWR Guide. After spending 2018 laying the groundwork, it is tremendous to finally see it come to fruition knowing how integral our committee has been."



Young Leaders Alliance - Britney Guertin, Chair

"By eliminating the member fee to join YLA, we are seeing great attendance and engagement. I think this is also due in part to the push from LWRBA members to their younger employees! We had 50+ people at both January and February's socials. Also, the committee is grown to nearly 15 members now."

Membership - Shawna Hicks-Cranston, Co-Chair

"The Membership Committee is so excited to report that during the first two months of 2019, we have welcomed a record number of new members to The Alliance!"



Community Engagement - Erik Hanson, Chair

"Since its creation in January 2018, the Community Engagement Committee has grown to over 25 members that are eager to build bridges between our for-profit and not-for-profit members. We are working with SMR, the Lakewood Ranch Community Fund and Lakewood Ranch Community Activities to promote our not-for-profit members in Lakewood Ranch and the broader Manatee-Sarasota County area."

Governmental Affairs - Susan Goldstein, Chair

"We have had multiple opportunities to present our agenda to the legislators individually and as a group. We presented our priorities to both the Sarasota and Manatee delegations at their in-town meetings, and recently returned from a trip to Tallahassee where we met with

our Representatives, Senators and the Secretary of Transportation. This year, meetings with Senator Galvano's Legislative Aide and the Secretary of Transportation were new additions to our Tallahassee schedule. More and more, the legislators know us and look to us for information and issues of importance."



Economic Development – John Holz, Chair

"Our energized and motivated committee members have really stepped up and are actively involved in subcommittees and initiatives. We had strong engagement with top business and community leaders by representing the Alliance at the 2019 Bradenton Area EDC Hob Nob."

WHAT ARE YOU EXCITED ABOUT FOR THE REMAINDER OF 2019?



Events – Amanda Parrish, Co-Chair

"2019 brings a lot of opportunities. With the future addition of a new CEO and President for the LWRBA, more than ever, the Events

Committee has the unique chance to reflect and ensure that what we're doing is relevant, on mission, and progressive. In conjunction with Janeth, the new LWRBA Events Coordinator, and the rest of the Alliance staff and board, I feel like we're working hard to ensure every detail is right."

Community Engagement – Erik Hanson, Chair

"Community Engagement has some big things on the horizon for the remainder of 2019! Continuing the success of our inaugural Alliance Gives Back last fall, we are growing our volunteer initiative by partnering with the Young Leaders Alliance and expanding the event to three days this year: Thursday, October 3, 2019 – Saturday, October 5, 2019. Mark your calendars!"



Communications & Technology – Allison Imre, Chair

"Expanding the digital footprint of the Alliance. This year, we're working to enhance our online position and improve our social media platforms. We hope these efforts will create assets which assist in new member recruitment and engagement."

Economic Development – John Holz, Chair

"We have some great speakers scheduled for our meetings. They'll join us to share their insight on topics affecting our region's economy, from bridges to water to schools and employment. We're also excited to lead another blockbuster Economic Road Show in August!"

WHAT CAN A MEMBER EXPECT WHEN JOINING YOUR COMMITTEE?



Membership – Shawna Hicks-Cranston, Co-Chair

"Being part of a committee allows you to truly get to know a large part of the membership and the businesses they represent. In Membership, you get to welcome these new members and be the first to connect and share your favorite tips and experiences."

Programming – Kristi Hoskinson, Co-Chair

"We are a working committee that actively recruits speakers for the LWR Business Alliance. We have a lot of fun! Our meetings are collaborative, energizing, promote self-development, and are very rewarding. If you are looking to serve on an organized, productive, and well-led committee – please contact us. We'd love to have you!"

Events – Amanda Parrish, Co-Chair

"The Events Committee gives you a 360-degree view of what's going on with the LWRBA. Not only do you get to participate and volunteer at events (and therefore network with everyone walking through the door), you can shape the experience for everyone else."



Governmental Affairs – Susan Goldstein, Chair

"To best meet our objectives, the GAC Committee requires diverse representation and consistent attendance. The objective is to insure diversity of input, a careful evaluation of issues, a willingness to take on some responsibility, a commitment to the Alliance objectives and ability to see a broader perspective than one's own vested interest."

INTERESTED IN JOINING A COMMITTEE?

We encourage anyone to join us for a meeting on a trial basis to get a better idea of how a committee operates. Our 8 volunteer committees span across all facets of the LWRBA, offering something for everyone's interests and skills.

More information on each committee and the meeting calendar can be found at LWRBA.org/committees.



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THE RANCH SCRAMBLE

★ **FRIDAY, APRIL 26** ★
LAKEWOOD RANCH GOLF & COUNTRY CLUB



**REGISTER ONLINE
AT WWW.LWRBA.ORG**

**EARLY BIRD SPECIAL:
SIGN UP BY APRIL 12TH TO SAVE!**

PRESENTING SPONSOR



Tee Off with The Alliance at our 2019 Ranch Scramble!

Our 2019 Ranch Scramble will be held Friday, April 26, 2019 at the private Lakewood Ranch Golf and Country Club. 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. 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 11th Annual Ranch Scramble is presented by Ian Black Real Estate.

GOLFERS

The cost of registration is **\$770 per foursome (Individual Golfers \$200)** and will include **buffet lunch, awards reception, 1 round of golf, and golf cart. Early Bird prices are available until April 12th.**



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The yearly six-week leadership building experience, The Executive Academy, equips leaders and future leaders with the tools to continue to develop both personally and professionally.

Through a partnership with Bradenton-based Game On Nation, nationally recognized for working with some of the most demanding and high-profile corporations, sport teams, military organizations, the Executive Academy's interactive game-based

curriculum increases resourcefulness, confidence, and agility through tangible skill training for all types of business environments.

FALL 2019 CLASSES BEGIN AUGUST 17
The application window is set to open
April 24th. Stay tuned for more info.
www.LWRBA.org/ExecutiveAcademy



On the Calendar

Networking Social // The Market at LWR

Wednesday, April 3 // 5:00-7:00 p.m.
Sarasota Polo Club, 8201 Polo Club Lane

Join us for a special Networking Social at The Market at Lakewood Ranch. Far from the typical farmers' market, this is a curated gathering of the best flavors in the region, offering organic produce, meat, breads, pasta, juices, and prepared foods from over 40 vendors.

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



Executive Briefing // Negotiation - Getting to Yes

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

Bill Curphey, a business litigation attorney for over 40 years, shares his negotiation strategies that can "Get You to Yes." Learn how to prepare for a negotiation, establish standards of fairness in determining what's in it for the other side, and different negotiating styles - what works and what doesn't.

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



Luncheon // Creating a Thriving Organization

Wednesday, April 24 // 11:30 a.m.-1:00 p.m.
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Creating a high-performing company that can sustain the test of time requires a comprehensive approach to both culture and well-being. Hear organizational and wellness expert Rebecca Johnson on identifying three major reasons the conventional approach to employee health, engagement and productivity fails.

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



Golf Tournament // The 2019 Ranch Scramble

Friday, April 26 // 11:00 a.m.-6:00 p.m.
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

It's almost time for our 2019 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 \$690 (\$770 after April 12) // Individuals \$185 (\$200 after April 12)



Breakfast Networking Social // All Faiths Food Bank

Wednesday, May 1 // 8:00-9:30 a.m.
All Faiths Food Bank, 8171 Blaikie Court, Sarasota

Jump start your day with breakfast and coffee with your Alliance friends! Our May Networking Social will take place in the morning at All Faiths Food Bank in their expanded warehouse, now double the size in order to provide better services to their next-door neighbors in need. Continental breakfast and coffee will be served.

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



Visit us online for a full calendar

Visit www.lwrba.org/events for more information on these and other upcoming Alliance events.



Executive Briefing // Communicating with Brevity, Clarity

Wednesday, May 15 // 7:30-9:00 a.m.

Keiser University, 6151 Lake Osprey Drive

Speaker Joan Lowery joins us to share how to become more engaging and effective communicators. Participants will learn about core techniques that enable getting to the point clearly and concisely, and how to deliver a listener-focused, compelling message in 20 seconds or less.

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



Luncheon // Gems of the Region

Wednesday, May 22 // 11:30 a.m.-1:00 p.m.

Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Our May luncheon will feature a panel discussion with three "Gems of the Region." Representatives from Mote Marine Laboratory & Aquarium, Marie Selby Botanical Gardens, and the Players Centre for Performing Arts join us to share future plans for their organizations and what they mean for the Lakewood Ranch region.

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



Networking Social // Raymond James Financial

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

Raymond James, 8120 Lakewood Main Street, Suite 201

Come connect with fellow Alliance members after hours at Raymond James Lakewood Ranch Main Street. Raymond James has grown to become a well-respected multinational firm with distinct business units that serve a variety of clients. Enjoy complimentary appetizers and a cash bar.

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



Gulf Coast CEO Forum // Bet on Yourself / Molly Bloom

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

Sarasota Yacht Club, 1100 John Ringling Blvd, Sarasota

Molly Bloom is an inspirational keynote speaker, entrepreneur, and bestselling author of *Molly's Game*, which was adapted into an award-winning film of the same name by Aaron Sorkin. Bloom's memoir chronicles her journey from college student to LA waitress to building and operating the largest and most notorious private poker game in the world.

\$60 per person // LWRBA Members Only



Luncheon // Tervis President Rogan Donnelly

Wednesday, June 26 // 11:30 a.m.-1:00 p.m.

Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Tervis President Rogan Donnelly joins us to share the history and future of one of the region's largest employers. Hear how the company has overseen a shift in products in the marketplace, and how Rogan, as a third-generation leader in the family-run company, has initiated change and avoided pitfalls.

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



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Ribbon Cuttings

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



LWRBA Special Event

Networking For New Wines: A Wine Tasting Experience

Thursday, April 18 // 6:00 – 8:00 p.m.

EVEN Hotel LWR (6231 Lake Osprey Drive)
\$25 Members until 4/13, 12 pm (\$30 thereafter)
\$35 Non-members

Networking is all about searching for something new. New friends. New ideas. New resources. Our Wine Tasting will focus on emerging wine varietals and blends that are generating national excitement. Wine Guy Bob Monica will serve as our master of ceremonies and the culinary team at the EVEN Hotel will provide delicious charcuterie offerings. Our evening will include five killer wine samples, contests, raffles and more.

Bob Monica is a personal wine consultant and president of Wine Guy Bob. He has 35 years of experience in senior hospitality management, and is past president of Monica Enterprises, a boutique wine company (retail, wine bar & bistro, and fine dining restaurant). Bob is a certified hospitality administrator, the highest designation of the AH&LA, and is a three-time recipient of the Wine Spectator Award for Excellence. He serves as a wine writer, teacher, judge and public speaker.



LWRBA YOUNG LEADERS ALLIANCE

UPCOMING YLA EVENTS

(Register at www.LWRYLA.com)

Luncheon: Creating a Thriving Organization

Wednesday, April 24 // 11:30 a.m.-1:00 p.m.

YLA Social at Homewood Suites

Thursday, May 23 // 5:30-7:30 p.m.

JOIN TODAY! LWRBA members under 40 can join the YLA free of charge at www.LWRYLA.com.

YLA: Mentor Connect Returns for its 3rd Year!

Thursday, June 13

5:30-8:00 p.m.

Cowork LWR

\$25 - YLA members only



Young Professionals: Are you ready for instant mentoring, and the opportunity for a long-term mentorship? Join us at Mentor Connect!

This introductory event grants you access to the experienced and knowledgeable business leaders of the LWRBA in order to establish relationships and potentially, a mentorship. At Mentor Connect, you will engage in several short, but authentic discussions about the topics of your choosing, and you will receive instant guidance and professional development – all in a quick-paced and exciting environment.

**Visit LWRYLA.com/MentorConnect to apply or learn more.
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Allure Medical	Oola HR
Ben Brown Insurance Agency	Parker & Associates, PA
Burn Boot Camp	Pearl Real Estate Advisors
Camp Gladiator	KW Commercial
Cantle Technology Corporation	Planet Stone Marble + Granite
Cat Depot	Port Manatee
Century 21 Integra Realty	Pottery as Art
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Children First	Prestige Medical Group
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Comprehensive Benefit Administrators	Right Talent Advisors
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Divine Interiors Group	Sleep Number
Earthworks Landscape Services	SmartHouse Integration
Ed's Tavern	Sokos Social
European Wax Center	Spacco Italian Grill
exp Realty	Steve Sapato Seminars
Fifth Third Bank	Suncoast Loaded Cannon Distillery
First Citizens Bank	Sunshine Kids Foundation
Florida Life Team	Sustainable Solar + Storage
GIT Florida Title Services	The Dominguez Group at Keller Williams
Glory Days Grill	The Mark Wandall Foundation
Grand Living at Lakewood Ranch	The Mosaic Company
Green-Packer LLC	The Patterson Foundation
Heritage Harbour Golf Club	The Westin Sarasota
Insurance Planning and Design, LLC	TNB Consulting Group
IT Security Consultants of LWR	Transaction & Litigation Counsel
Jay Ellis	Valley
Lets Jump Events	W3Evolutions
Lightning Restoration	Wellness Concepts of Florida
Longevity Wellness	WSRQ

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



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Photo Gallery





Say Cheese!

The first few months of 2019 brought us a number of fantastic events! In addition to our Annual Membership Luncheon in January and our usual slate of opportunities for connection, the Alliance shook things up with special events like our Executive Golf Breakfast at the LECOM Suncoast Classic, as well as our first ever YLA Mini Golf Social!

For more photos from these and other events, check out the LWRBA Facebook page!
www.facebook.com/LakewoodRanchBusinessAlliance





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Founded in 1925, **Williams Parker** comprises over 50 attorneys and offers one of Florida's largest trusts and estates practices, as well as accomplished real estate, tax, employment, corporate, healthcare, and litigation practices. The firm also serves clients' needs globally through its membership in Ally Law, an international alliance of law firms with a membership of 60 firms that include more than 2,300 lawyers in 100 business centers throughout 40 countries. Williams Parker takes great pride in its contributions to the community and ongoing investment in its region. The firm is located at 200 South Orange Avenue, Sarasota, Florida. **For more information, please visit www.williamsparker.com.**



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LECOM.



Lake Erie College of Osteopathic Medicine (LECOM) is the nation's largest medical college, with campuses in Bradenton, FL, Erie and Greensburg, PA, and soon, Elmira, NY. It is the most-applied-to medical school in the country and has one of the lowest, private medical college tuitions. LECOM's mission is to prepare students to become osteopathic physicians, pharmacy practitioners and dentists through programs in education, research, clinical care and community service to enhance quality of life through improved health. LECOM Bradenton welcomed its first medical students in 2004, pharmacy students in 2007, dental students in 2012, and began teaching the business of healthcare in 2014. **www.lecom.edu**

The Lakewood Ranch Concert Series **FIRST FRIDAYS** 6-9PM

MUSIC on Main

JAN Thomas Wynn & The Believers American Country/Folk Rock *LWR turns 25!*

FEB Betty Fox Band Blues & Soul Band

MAR Jah Movement Reggae, Top 40, R&B

APR Ashley Smith & The Random Occurrence Bluesy Pop Folk

MAY La Lucha Latin Salsa with a hint of Jazz

JUN One Night Rodeo Contemporary Country

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Pay it Forward.

Shining a light on Non-Profits.

Nate's Honor Animal Rescue has served the Lakewood Ranch community for over 10 years. Our visionary approach to animal sheltering has helped us become one of the largest shelters in Manatee and Sarasota counties, placing over 2,100 animals in new homes last year. We know we can do more though. With your support, The Journey Home capital campaign will increase our capacity to save lives by 50% and provide valuable medical and training services to our community.



Visit www.honoranimalrescue.org to learn how you can help change their future, one animal, one family, one generation at a time.

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