

OPEN AIR SHOWCASE

Outdoor Business Tradeshow
at The Mall at UTC.

PG 07

WELCOME NEW LWRBA MEMBERS

Welcoming new members
to the Alliance family.

PG 09

ON THE CALENDAR

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

PG 10

2021 LEGISLATIVE AGENDA

GAC Committee working
on your behalf.

PG 13

April 2021

the alliance

OPEN AIR SHOWCASE

THURSDAY, APRIL 29 / 4-7 PM



LAKEWOOD RANCH BUSINESS ALLIANCE

8430 Enterprise Circle, Suite 140

Lakewood Ranch, FL 34202

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/ tə-'ge-thər / adj.

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Janeth Gonzalez//Events & Programs Coordinator
JanethGonzalez@lwrba.org



Amanda Parrish
Chair of the Board

No question, 2021 is different than previous years. For all of us, the “new normal” is starting to take shape, and, if we’re honest, the results of such transition can be jarring. Q1 for the Lakewood Ranch Business Alliance, while

different, has allowed our team to grasp new safety requirements, recreate networking opportunities, and connect with old friends in new ways. I’m incredibly proud of the traction the Board, Staff, and Volunteers have made for our organization.

The first three months of this year showcased the resilience of our community. With digital and in-person networking socials, online continuing education opportunities, and the release of The Blitz, a Facebook Live snapshot of sensational business leaders, our members continued to show up, support, and move forward. In February, we gathered for our Annual Meeting. With 150 attendees, we celebrated growth through the storm and looked confidently towards a brighter future.

This month, as we welcome Q2, we have found our stride and are ready to provide an impressive lineup of business opportunities. For the first time since January of last year, this newsletter includes a complete event calendar. Regardless of where you and your company are on the journey into a new normal, the LWRBA will be a consistent resource for your forward momentum. The word for 2021 is “success.” That may look different than before, but I firmly believe it will look better!

Thank you for your continued support of the LWRBA. Your involvement is our motivation, and your success is our mission.

Amanda Parrish
Chair of the Board



Dom DiMaio
President / CEO

Well, Spring is in the air. 2021 remains a rebuilding year. LWRBA’s focus is to continue to deliver an annualized program that connects, educates, and strengthens our member businesses throughout the region. Although we are

fortunate to be in a state that allowed commerce to continue, for many, business was still impacted. So, what will 2021 bring – transformation. The LWRBA will continue to deliver modified programming and networking series. Throughout the year, we will strive to bring face to face opportunities as much and as safely as possible. This is where the creative opportunities truly happen amongst our membership. Under the leadership of Amanda Parrish this year, the LWRBA will strive to deliver a team approach to growth and prosperity within our region. Amanda’s motto is “Teamwork makes the dream work!” Be on the lookout for new opportunities to be a part of the TEAM.

We know that residential real estate sales are setting records locally. We fully expect that business growth will continue to follow right behind. The remainder of the year will be difficult, but FUN!

Just a few initiatives to watch for:

- Additional Open-Air Showcases
- Return of East Meets West Expo
- Redeveloped Economic Development Roadshows
- Alliance LEADS Roundtables

As we see immunity in the region mature, we will be hoping to see you in person at one of our exciting educational and networking events!

Enjoy your Spring, the best time to live in paradise!

Dom DiMaio
President/CEO

Bryan Boudreaux
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OPEN AIR SHOWCASE

OUTDOOR BUSINESS TRADESHOW

THURSDAY, APRIL 29
4-7 PM

@ THE MALL AT UNIVERSITY TOWN CENTER
FREE TO ATTEND - REGISTRATION REQUESTED
REGISTER AT LWRBA.ORG/SHOWCASE

Join the Lakewood Ranch Business Alliance on Thursday, April 29th in the parking lot at The Mall at University Town Center for our Open Air Showcase - Outdoor Business Tradeshow.

The Open Air Showcase will allow businesses to connect and engage with members and the public in an outdoor and distanced setting. The Budweiser beer truck will be on location, and Alliance member restaurants will provide appetizers at their booths. As a member of the Alliance there are many ways for your company to showcase your business - elevate your visibility with a booth space or sponsorship! Visit lwrba.org/showcase for info.

SHOWCASE YOUR BUSINESS! EXHIBITOR BOOTHS AVAILABLE

An exhibitor booth allows you to showcase your business and show off your latest products and services to Alliance members and the public.

Full details at LWRBA.org/showcase

All Booths Include:

Booth spaces are 10'x10'
Includes 6 ft. table with 2 chairs

Booth Space with Tent \$375

Booth Space without Tent \$225
(Bring Your Own Tent, if Desired)

Exhibitors to provide their own decorations, including table linens. Complete exhibitor instructions will be emailed closer to the event. **Certificate of Insurance will be required from all vendors.*

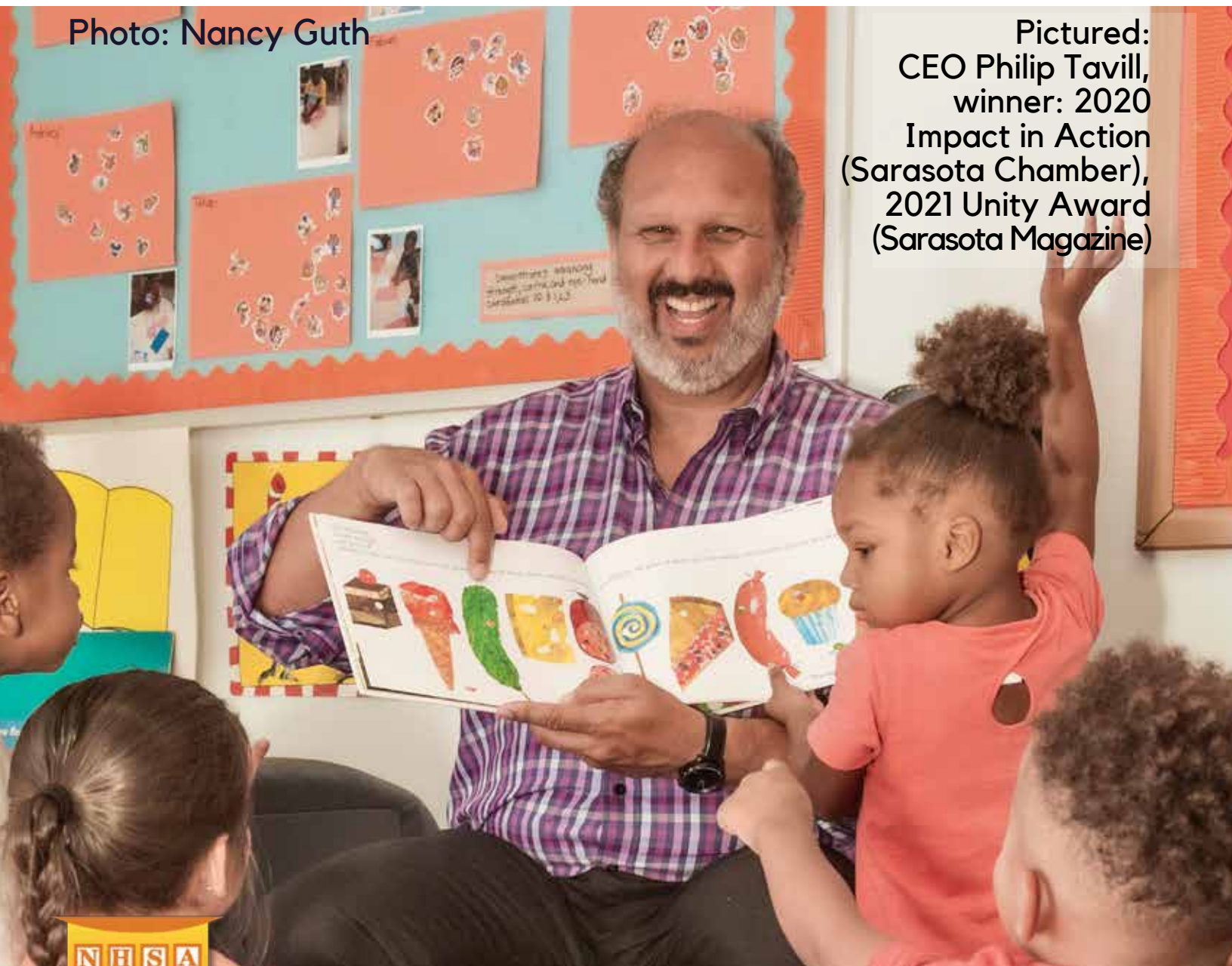




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Photo: Nancy Guth

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



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WELCOME NEW MEMBERS!

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

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Benderson Development
Big Fish Technologies
Bite Me Cookies by Cindy
Bob Adams Agency-Nicole Adams
Casement Group
Chapman Insurance
Chen Moore and Associates
Current Technologies
DBS Software and Services
Esplanade Golf & Country Club of Lakewood Ranch
exp Realty-Jeff Davis
Fairway IMC
Fetzerhaus Technology, Inc
Fiseru
Florida Southern Roofing
Franchise-Options
Home & Design Magazine
Izzy Pollack-Michael Saunders & Company
KCM Technology Consulting
Kind Smiles Dental Health
Legacy Golf Club at Lakewood Ranch
Limitless Investigative Solutions
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Pixie Health Insurance
Pro Veteran Home Inspections
Purvis Gray & Company
Sarasota Sleep in Heavenly Peace
Spinner Law Firm
Sunshine Baskets, LLC
The Pickleball Club
Yarnall Moving & Storage Solutions
Z Bos Electrical

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



Signature EVENTS

SAVE THESE DATES!

East Meets West Expo

Wednesday, September 15

Ranch Scramble Golf Tournament

Friday, October 1

Alliance Gives Back Volunteer Days

October 7-9

2021 Sandies Awards

Friday, November 19

Member Tip.

Introducing the Alliance's
Non-Profit Connecting Tool.



Non-Profits, this is your chance! Leverage your membership in the Lakewood Ranch Business Alliance through our new Connecting tool.

Whether you're in need of board members or volunteers, the Alliance can help. Simply click 'Connecting Nonprofits' under the 'Our Community' tab on the website, complete the form and the Community Engagement Committee will do the rest.

Visit the Connecting Non-Profits Portal at
LWRBA.org/ConnectingNonProfits.

On the Calendar

Networking Social // Legacy Golf Club at LWR

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

Legacy Golf Club at Lakewood Ranch, 8255 Legacy Boulevard

Come connect with fellow Alliance members at Legacy Golf Club at Lakewood Ranch. Legacy recently underwent a \$2 million renovation to beautify and restore the club. Join us and enjoy complimentary appetizers and a cash bar.

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



Alliance ACES // Sunset Polo Happy Hour

Thursday, April 22 // 5:00-8:00 p.m.

Sarasota Polo, 8201 Polo Club Lane

Join the party for Sunset Polo Happy Hour at the Sarasota Polo Club, on the West Field next to the Polo Clubhouse (not the Championship Field where Sunday Polo takes place). Enjoy exciting polo action, food, drinks, and divot-stomping against a backdrop of a breathtaking sunset.

Free to Attend // Members-Only



Luncheon // The Art of Building Bridges in Business

Friday, April 23 // 11:30 a.m.-1:00 p.m.

The Ballroom at Grove, 10670 Boardwalk Loop

In this thought provoking and inspirational session, Dr. Davis-Cotton and Shannon Rohrer-Phillips will share their deep knowledge, personal experiences, and expertise to support you in increasing your organizations' diversity and creating a more inclusive work environment. This event is in partnership with Sarasota-Manatee Human Resource Association.

Members \$39 // Non-members \$49



Signature Event // Open Air Showcase

Thursday, April 29 // 4:00-7:00 p.m.

The Mall at UTC - East Parking Lot, 140 University Town Center Drive

The Open Air Showcase comes to The Mall at UTC. This outdoor business tradeshow will allow businesses to connect and engage with members in an outdoor and distanced setting. The Budweiser beer truck will be on location, there will be a wine booth, and Alliance member restaurants will provide appetizers at their booths.

Free to Attend // Vendor Booths Available - LWRBA.org/showcase



Networking Social // Esplanade at Lakewood Ranch

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

Esplanade Golf & Country Club, 12951 Malachite Drive

Join us for a Cinco de Mayo celebration alongside your Alliance friends on the beautiful terrace overlooking the 18th hole at Esplanade Golf & Country Club at Lakewood Ranch. Complimentary appetizers and a cash bar will be available.

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.



Alliance LEADS Online // Cross-Generational Coaching

Wednesday, May 12 // 8:00 a.m.-9:00 a.m.
Online via Zoom

The workplace is evolving. A new generation is entering the workforce, and with that comes the potential to impact a company's culture. At our May LEADS program, four generations come together for a lively panel discussion as they share experiences and insight to help you and your company foster a workplace poised for cross-generational success.

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



Luncheon // Prioritizing Mental Health in the Workplace

Wednesday, May 26 // 11:30 a.m.-1:00 p.m.
The Ballroom at Grove, 10670 Boardwalk Loop

It's more important than ever for employees and their employers to prioritize mental health in the workplace. Colleen Thayer, National Alliance for Mental Illness (NAMI), and Michele Miller, Northern Trust share how mindful leaders and their employees can increase team wellbeing, productivity, and loyalty by advocating for themselves and supporting their teams.

Members \$39 // Non-members \$49



Networking Social // Waterside Place

Wednesday, June 2 // 5:00-7:00 p.m.
Waterside Place at Lakewood Ranch, 7500 Island Cove Terrace

Lakewood Ranch's newest retail and entertainment center, Waterside Place, will host us for a "Sneak Peek" street party. Join your fellow Alliance members for an early look at Waterside before it opens later this year!

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



Alliance LEADS // Exploring Effective Venues of Online Media

Wednesday, June 9 // 8:00 a.m.-9:00 a.m.
Online via Zoom

Learn how to maximize your online presence in today's environment. Experts from Abacus Web Services, Sokos Social, and Grapevine Communications join us to share trends, behaviors, and benchmarks that are shaping the business of the future from an online media perspective.

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



Luncheon // Tourism and Travel: Post-Pandemic Impacts

Wednesday, June 23 // 11:30 a.m.-1:00 p.m.
Lakewood Ranch Country Club, 7650 Legacy Blvd

An all-star panel, including Virginia Haley (Visit Sarasota), Elliott Falcione (Bradenton Area CVB), Rick Piccolo (SRQ Airport), and Nate Huff (Miles Partnership), joins us to discuss the impacts on local and state tourism and travel following the pandemic.

Members \$39 // Non-members \$49



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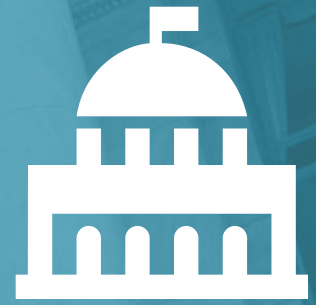
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Governmental Affairs Committee 2021 Legislative Agenda



The Lakewood Ranch Business Alliance represents over 500 businesses throughout Manatee and Sarasota Counties. The following legislative agenda reflects the fiscal realities of 2020/2021 and has not included certain funding requests and programs that otherwise would be part of our agenda. The following represent the top priorities of our members for the current legislative session:

ECONOMIC RECOVERY AND RESILIENCY

Support policy/legislation that assists business continuity through the pandemic and encourages business expansion and relocation in Florida.

- Support Enterprise Florida to proactively market the State for business development.
- Support reinstatement of the Qualified Target Industry (QTI) Tax Refund or similar program.
- Support policies that increase flexibility of business recovery programs including payback periods, interest rates, and allowable uses.

INFRASTRUCTURE

Support policy/legislation that promotes the efficient access and movement of people, products, services, and opportunities.

- Support accessible transit that creates mobility to major employment centers in a regionally efficient and collaborative effort.
- Support for local infrastructure improvements serving major employment centers.
- Support policy/legislation that addresses the digital divide and provides access to remote working and distance learning opportunities.
- Support policy/legislation addressing water quality solutions.

EDUCATION & WORKFORCE

Support policy/legislation that create a highly skilled workforce prepared for the careers and positions of today and tomorrow, including industry certification, rapid credentialing, apprenticeships, and investment in the K-20 schools and programs.

- Support for workforce programs at all regional higher education institutions.
- Support for Early Learning/VPK programs and K-12 public schools.
- Support for Fixed Capital Outlay projects at local K-20 schools.
- Support updating the state funding formula for Florida's Public Technical College/Centers Workforce.
- Education Programs at a minimum funding level of 100% of the state model as developed and approved by the State FLDOE Workforce Education Funding Committee.
- Support policies that will encourage the development and construction of workforce housing.
- Support modifications to the social benefits system that will allow for a gradual exit-path for working families, including the implementation of a study to address the impacts of amendment 2 as it relates the "benefits cliff."

For additional information on the Lakewood Ranch Business Alliances Governmental Affairs Committee, please contact Susan Goldstein the GAC Chairman for LWRBA at (941) 757-1664.

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The early part of the year brought back some of our favorite events with a focus on health and safety, including our 2021 Annual Membership Luncheon. And virtually, we launched our new Facebook Live interview series, shining a light on outstanding leaders in our region.





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- Build meaningful relationships & meet new friends
- Develop your skill set & increase professional abilities
- Amplify your visibility & brand exposure
- Additional channel for referral sources

JOIN TODAY!

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

UPCOMING YLA EVENTS

Sunset Polo - Joint LWRBA/YLA Event

Thursday, April 22 // 5:00-8:00 p.m.

YLA Social at Oak & Stone

Thursday, May 27 // 5:30-7:30 p.m.



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