

ON THE CALENDAR

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

PG 08

RIBBON CUTTINGS

Welcoming new businesses to the community.

PG 10

GEAR UP FOR EAST MEETS WEST EXPO

Our biggest event of the year.

PG 11

PHOTO GALLERY

Check out these great Alliance moments.

PG 12

July 2016

the alliance

Summer 2016



EXECUTIVE

ACADEMY

REAL SKILLS FOR REAL BUSINESS

PG 07



LAKEWOOD RANCH BUSINESS ALLIANCE

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

In this issue

05//Board Chair Address

An update from Darren Inverso, 2016 Chairman

05//Executive Director Update

A word from Executive Director Heather Kasten

07//Executive Academy

Introducing our leadership development program

08-09//On the Calendar

Mark your calendars!

10//Ribbon Cuttings

Celebrating new businesses

10//Upcoming YLA Events

Events for our region's young professionals

11//East Meets West 2016

Gear up for our annual tradeshow event!

12-13//Photo Gallery

Say Chees!

15//New Members

Welcoming new members to the Alliance family

15//Member Tip

Increase visibility through event sponsorships

15//Pay It Forward

Non-profit Spotlight: South Florida Museum

16//2016 Annual Sponsors

Find Us On...



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



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

LWRBA Board of Directors

Darren Inverso//Chair of the Board
Norton, Hammersley, Lopez & Skokos, P.A.

David Fink//Past Chair
Halliday Financial

Lori Ruth//Incoming Chair
Observer Media Group

Barbara Jones//Treasurer
Kerkering, Barberio & Co.

Heather Williams//Assistant Treasurer
Kerkering, Barberio & Co.

Lori Denny//Secretary
Community AIDS Network

Judy Athari//Membership Co-Chair
Buffalo Lodging

Dani Fox//Membership Co-Chair
Dani Fox Hypnosis

Cherri Kessler//Events Co-Chair
BMO Harris Bank

Pam Lutz//Events Co-Chair
CPR Concrete Painting and Restoration

John Goda//Programming Co-Chair
RTI Insurance Services

Violeta Huesman//Programming Co-Chair
Keiser University

Dianne Kopczynski//Programming Co-Chair
Mauldin & Jenkins, LLC

Lisa Kirkland//PR/Communications Co-Chair
Lakewood Ranch Medical Center

Maribeth Phillips//PR/Communications Co-Chair
Meals on Wheels PLUS of Manatee, Inc.

Paul Adamson//Governmental Affairs Co-Chair
Florida Community Bank

Susan Goldstein//Governmental Affairs Co-Chair
Michael Saunders & Company

Kim French//Economic Development Co-Chair
Willis Smith Construction

Jag Grewal//Economic Development Co-Chair
Ian Black Real Estate

Ryan McIntyre//Young Leaders Alliance Chair
McIntyre, Elwell and Strammer General Contractors, Inc.

Rex Jensen//SMR Liaison
Schroeder-Manatee Ranch

Lou Marinaccio//At-Large
Gallagher MGA

John Barnott//At-Large
Manatee County Government

Jeff Maultsby//At-Large
Sarasota County Government

Joseph Najmy//Legal Counsel
Najmy Thompson, P.L.

Staff

Heather Kasten//Executive Director
HeatherKasten@lwrba.org

Sherie Becker//Membership Services Manager
SBecker@lwrba.org

Amy Gonzalez//Membership Coordinator
AmyGonzalez@lwrba.org

Dan Sidler//Communications & Marketing Manager
DanSidler@lwrba.org

*In an emergency, **DON'T WAIT!** CALL 911 IMMEDIATELY.*

That way, life saving treatment can begin as soon as the ambulance arrives. The Emergency Department at Lakewood Ranch Medical Center offers 24-hour prompt, comprehensive treatment for adults, older adults and children of all ages.



Advanced, accredited chest pain and cardiovascular treatment

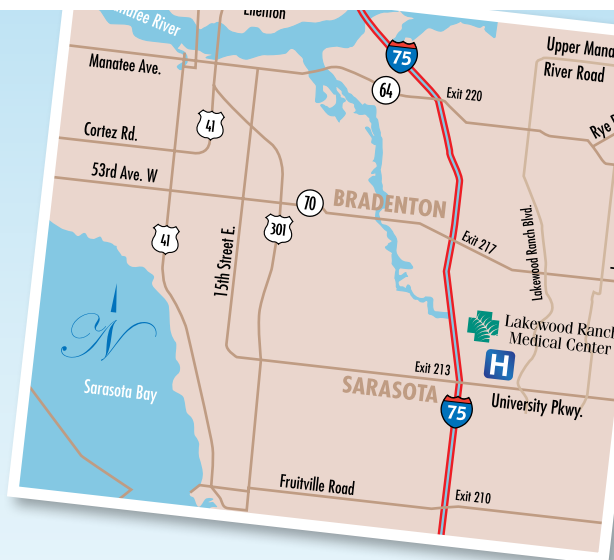
Lakewood Ranch Medical Center
is an accredited Chest Pain Center by the
Society of Cardiovascular Patient Care.

Our collaborative team of skilled physicians,
cardiologists, nurses and technologists work together
to provide acute cardiovascular treatment to help put
patients on the road to recovery.

*For more information on emergency services
at our hospital, please call 941.782.2113.*



Physicians are on the medical staff of Lakewood Ranch Medical Center, but, with limited exceptions, are independent practitioners who are not employees or agents of Lakewood Ranch Medical Center. The hospital shall not be liable for actions or treatments provided by physicians. 160326 5/16



Lakewood Ranch Medical Center

Emergency Department

8330 Lakewood Ranch Boulevard
Bradenton, FL 34202

www.lakewoodranchmedicalcenter.com





Sandler Training

Finding Power In Reinforcement®

Sandler provides training solutions and consulting for small- to medium-sized businesses as well as corporate training for Fortune 1000 companies. We work with you to identify the training solution that best suits you or your organization.

Our training is based on the concepts of incremental growth and change — supported by reinforcement, business coaching and accountability.

Sandler has more than three decades of experience helping professionals like you grow and businesses like yours succeed. We have both the reputation and the results to prove it! If you're looking to move up to the next level or to learn more about our various training solutions, contact Jamie Kane at (941) 907-1520 and let us know how we can help.

6371 Business Blvd. • Sarasota, FL 34240 • www.jamiekane.sandler.com

Serbin - Connecting you with Proven Success!



PROUD to be a member of the *Lakewood Ranch Business Alliance*

From concept to mailbox, Serbin's dedicated team of marketing professionals work to provide innovative, cost-effective solutions to enhance the overall success of your business or organization.

44 years *CONNECTING*
local companies
with their customers.



1500 N. Washington Blvd.
Sarasota, Florida 34236
941-366-0755 • 800-282-6192
SerbinPrinting.com

Mail-it
DIRECT MAIL SERVICES

Member The Greater Sarasota
Chamber of Commerce
PODi - Print On
Demand Initiative

DSA - Downtown
Sarasota Alliance
PAF - Printing
Association of Florida

AFP - Association of
Fundraising Professionals
ASI - Advertising
Specialty Institute

FPRA - Florida Public
Relations Association
Xerox Premier
Partner



Darren Inverso//Chair of the Board

Summertime at the Alliance

No matter your age or years in business, summer is, and always will be, marked by the date kids get out of school. Even for those without children, schedules change, vacations are taken, and life takes on a little different pace. For me, the variety in the summer is welcomed, but I've learned over the years to plan ahead and get my schedule laid out in advance to avoid an unwelcome lull in my business.

This past quarter, the Alliance was jam-packed with many exciting events. At our May luncheon, the Government Affairs Committee hosted an exceptional panel of experts, who discussed how our higher educational system is working together with local economic development partners to keep qualified talent on the Ranch. We were also front and center at the announcement by The Players Centre for Performing Arts that they will be building a state-of-the-art entertainment campus in the new Lakewood Ranch Waterside community being developed by Schroeder-Manatee Ranch.

So to plan for your summer, be sure to head over to LWRBA.org and sign up for all of our exciting events in July, August, and September. This way, when summer is over, you can look back knowing you took advantage of the best of these networking and educational opportunities.

If there is anything I, the Board, or the staff can do to enhance your membership or sponsorship, please just ask. Looking forward to doing business with you!

Darren Inverso
2016 Chair of the Board



Heather Kasten//Executive Director

LWRBA: The Ultimate Team Sport

Like many of you, I am a huge fan of sports. As hockey season comes to a close, baseball season cranks up, and it won't be long until football season is once again upon us - all of these sports require teamwork.

Being a part of the Alliance is also like being a part of a team. It takes all of us working together as a team to fulfill our mission statement of connecting, educating and strengthening the business community in the Lakewood Ranch region. Our team consists of a strong board of directors, a lot of talented and diligent volunteers, a hard working staff, and of course our most treasured asset... our member businesses. It takes each member of our team to form relationships that help connect and move our businesses forward in these competitive times.

In the coming weeks, we will be rolling out some new programs specific to the Alliance and unique to our region - all with the intent of building our team and building future team leaders for the Lakewood Ranch region.

See this issue's feature article on page 7 to learn about our new leadership development series the "Executive Academy."

Thanks for allowing our Alliance team to serve you and your business!

Heather Kasten
Executive Director

LOCAL BANKING IS ABOUT YOU!

"Gateway Bank actually helps you get what you want. Work with a decision-maker who can back you up from start to finish."

Susan Kruse
University Parkway Branch Manager



GatewayBank

How Banking Should Be!

UNIVERSITY PARKWAY
6204 N. Lockwood Ridge
941-355-5749

gatewaybankswfl.com



DESIGN PRINT SEND

Custom Logos &
& Business Cards
& Brochures | Flyers
Signs | Banners &
UPS | FedEx &
& DHL | USPS

WE CAN HELP.

POSTNET

11161 E State Road 70,
Suite #110
Lakewood Ranch, FL 34202
(941) 755-7447



Our Mission is to work with you in taking care of your year-round home needs. Peace of mind while you are away. Peace of mind and support when you are at home.

PROGRAMS:

- 24/7 EMERGENCY RESPONSE
- HOME VISITS
- SECURITY ASSESSMENTS
- HOUSE SITTING
- TAILOR MADE SERVICE



ACCOUNT ACCESS
MOBILE AND WEB ACCOUNT
ACCESS 24 HOURS A DAY

844-727-2723



www.stpfl.com

1330 Main Street, Floor 2, Suite 4, Sarasota FL 34236

LWRBA Partners with game on Nation to Launch “Executive Academy” This Fall Now Accepting Applications

The LWRBA is now accepting applications for its new leadership development series, The Executive Academy: Real Skills for Real Business. The program is set to begin in September 2016.

The LWRBA Executive Academy is a results-oriented, six phase leadership training experience created by LWRBA and powered by game on Nation. The purpose of the Academy is to equip business professionals with the tools to continue to develop both personally and professionally.

“The Executive Academy is a unique platform for professionals to enhance their management and team building skills from the premier firm in the industry. The Lakewood Ranch Business Alliance Board of Directors and staff are excited to bring this opportunity as a first of its kind to the region,” said LWRBA Chair Darren Inverso.

Founded by Steve Shenbaum in 1997, Bradenton-based game on Nation has become one of the most respected national firms in leadership, communication, workplace culture, and team building training. Through a groundbreaking, game-based training technique, called MILE™, game on's program provides experiential learning fueled by the power of Mystery, Incentive, Laughter, and Empowerment, creating immediate improvement teams can see, feel, and measure.

In partnership with LWRBA, game on has crafted an interactive curriculum for the Executive Academy that draws from their extensive experience delivering for elite clients including NASCAR, Hilton, Ernst & Young, the US Olympic Committee, Pittsburgh Pirates, and Honda. Locally, game on was based at IMG Academy from 2003-2012, overseeing all communication, leadership, and media training programs for the world's top junior and professional athletes, teams and corporations.



EXECUTIVE ACADEMY

REAL SKILLS FOR REAL BUSINESS

The Executive Academy's six-phase training themes include Communication, Branding, Economic IQ, Talent Retention, Workplace Wellness, and Leadership. Participants can expect an increase in resourcefulness, confidence, and agility through tangible skills training for all types of business environments, helping them lead and achieve team goals fearlessly and successfully.

“Many of our clients are on the national scale, but we are equally driven to work with influencers who can impact our local community,” Steve shares. “This exciting program gives us a chance to do just that.”



The Executive Academy will meet Friday afternoons, from approximately 1:15 – 4:30pm, with Fall 2016 program dates: September 9th, September 23rd, October 7th, October 21st, November 4th, November 18th. Tuition for the Executive Academy is \$1,200 per participant and a limited amount of tuition assistance and/or payment plans are available.

Applications are now available online at www.lwrba.org/ExecutiveAcademy. Applications are due by Wednesday, August 10th at 5 p.m. Apply Today!

For more information, please visit
www.lwrba.org/ExecutiveAcademy.

On the Calendar

Networking Social // Waterlefe Golf & River Club

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

Waterlefe Golf & River Club, 1022 Fish Hook Cove

Mingle with fellow Alliance members at the beautiful Waterlefe Golf & River Club. Includes complimentary appetizers and a cash bar. Golfers are encouraged to take advantage of our first "Business of the Greens" event prior to the Networking Social.

Free for Members // Non-members \$10



Executive Briefing // Andrea Nierenberg

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

Keiser University, 6151 Lake Osprey Drive

Refresh and be reminded of the tactics, skills and strategies you and your team need to build your team's customer service skills. Walk away with tips from Andrea Nierenberg of the Nierenberg Group to create a team of ambassadors for your organization.

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



LWRBA Luncheon // Transforming Downtown Tampa

Wednesday, July 27 // 11:30 a.m.-1:00 p.m.

Polo Grill & Bar, 10670 Boardwalk Loop

Join us for a presentation by CEO James Nozar of Strategic Property Partners, the real estate development joint venture between Cascade Investment, LLC, and Jeff Vinik. SPP owns or controls 60 acres in downtown Tampa, and intends to create an urban, mixed-use waterfront district consisting of office, residential, hotel, and retail uses.

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



Networking Social // Painting for the PLUS

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

Daybreak Adult Day Center, 10920 S.R. 70 E

Enjoy a fun evening of socializing at the Daybreak Adult Day Center. In addition to stellar networking, Alliance members may participate in an interactive art project, "Painting for the PLUS." Cash bar and light appetizers by Renaissance on 9th.

Free for Members // Non-members \$10



Executive Briefing // Networking Mistakes

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

Keiser University, 6151 Lake Osprey Drive

Tiffanie Kellog has helped thousands of entrepreneurs grow their business by creating referrals for life. As an author, key note speaker, coach and business owner, she will share her knowledge of networking as a preferred method of growing your business.

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



Visit us online for a full calendar

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



Breakfast of Champions // Positive Expectations

Wednesday, August 17 // 7:30-9:00 a.m.
Palm Aire Country Club, 5601 Country Club Way

Committed to positive motivation and creative problem solving, our speaker Tod Creneti will outline ways to realize your peak performance and overcome challenges to reach your potential physically, mentally and emotionally.

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



Employment Law Workshop // New Overtime Rules

Thursday, August 25 // 8:00-10:30 a.m.
Polo Grill & Bar, 10670 Boardwalk Loop

Pat Matthews, HR expert/consultant, and Christine Sensenig, whose firm specializes in employment law, will provide an in depth overview and presentation of the upcoming changes in government legislation that will affect businesses of all sizes.

Members \$65 // Non-members \$85



East Meets West 2016 // Regional Business Expo

Wednesday, September 7 // 4:30-7:00 p.m.
Robarts Arena, 3000 Fruitville Road

Join us for our largest event of the year, the annual East Meets West Regional Business Expo. This trade show event brings together businesses from the Alliance and our neighbors at the Longboat Key Chamber. Visit EastMeetsWestExpo.com.

Attendee tickets before 8/31 \$5 // Tickets after 8/31 and at the door \$10



Executive Briefing // Principles of Success

Wednesday, September 14 // 7:30-9:00 a.m.
Keiser University, 6151 Lake Osprey Drive

Certified trainer Michael Kline teaches the content and methodology of Jack Canfield's bestselling book, *The Success Principles*. The book has been hailed as the new self-improvement classic, containing 67 of the most powerful secrets to success.

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



LWRBA Luncheon // Emotional Intelligence

Wednesday, September 21 // 11:30 a.m.-1:00 p.m.
Polo Grill & Bar, 10670 Boardwalk Loop

The biggest reason leaders fail is not IQ, but EQ (emotional intelligence). In this interactive talk, Dr. Mary Key shares what emotional and social intelligence is, some of the obstacles to growing emotional intelligence, and how to develop it.

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

Ribbon Cuttings

Celebrating new businesses!

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



CycleBar



LWR Info Center - Rangeland Parkway



Nick & Moe's



Lakewood Ranch Waterside



Mauldin & Jenkins



Brain Balance Achievement Centers



Hand & Stone Massage and Facial Spa



Cowork LWR



A ribbon cutting can create additional exposure and buzz for your new business! For more info, call our office at 941-757-1664.



UPCOMING YLA EVENTS

Thursday, July 28 // 5:00-7:00 p.m.

Networking Social at Truman's Tap & Grill

Thursday, August 25 // 5:30-7:30 p.m.

An Evening with Toastmasters

Thursday, September 22 // 5:00-7:00 p.m.

Networking Social at Oak & Stone

Bon Appétit,
BUSINESS ALLIANCE!

THURSDAY, SEP 22 | 6:00-8:30 P.M.
USF CULINARY INNOVATIONS LAB
MEMBERS-ONLY EVENT

OKTOBERFEST

REGISTER ONLINE AT LWRBA.ORG



EAST MEETS WEST REGIONAL BUSINESS

EXPO

2016 East Meets West Wednesday, September 7

It's almost time for our annual East Meets West Regional Business Expo. On September 7th, members from the Lakewood Ranch Business Alliance and Longboat Key Chamber of Commerce showcase their businesses at our largest event of the year. In addition to the showcase of member businesses, complimentary tasting samples will be provided by our restaurant partners, and beverages will be available at the cash bar.

Exhibitors: For business owners wanting to increase their visibility, an exhibitor booth at East Meets West is the perfect venue to get in front of potential customers. Exhibitor booths are \$275 for standard locations, or \$375 for premium corner booths.

Take advantage of our half price special - attendee tickets are just \$5 until August 31st!
Complete details are available online at www.EastMeetsWestExpo.com.



THE LAKEWOOD RANCH OUTDOOR CONCERT SERIES

music on main

EVERY FIRST FRIDAY FROM 6-9PM ON MAIN STREET AT LAKEWOOD RANCH
BRING A CHAIR | LEASHED PETS WELCOME | PLEASE NO COOLERS
BENEFITTING LOCAL CHARITIES THROUGH FOOD AND DRINK SALES

JULY 1ST *tropical avenue*
R&B, Top 40, Latin & Island Music
Benefitting Manatee-Sarasota Sierra Club

AUG 5TH *ocean road*
Country Dance, Jazz, Pop, R&B & Rock
Benefitting Selah Freedom

SEPT 2ND *big night out*
Latin & Top 40
Benefitting Chargers Soccer Club

OCT 7TH *goodbye eddie*
Classic Rock
Benefitting Women's Resource Center of Manatee

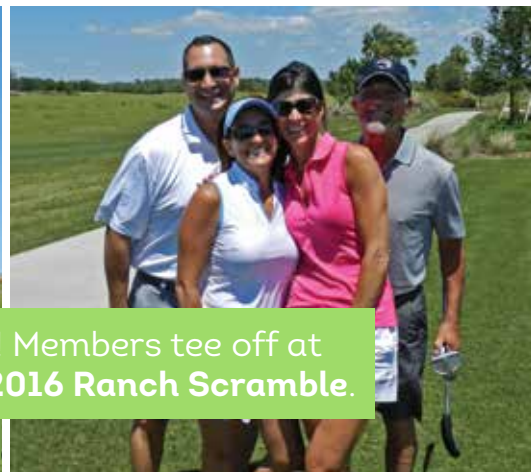
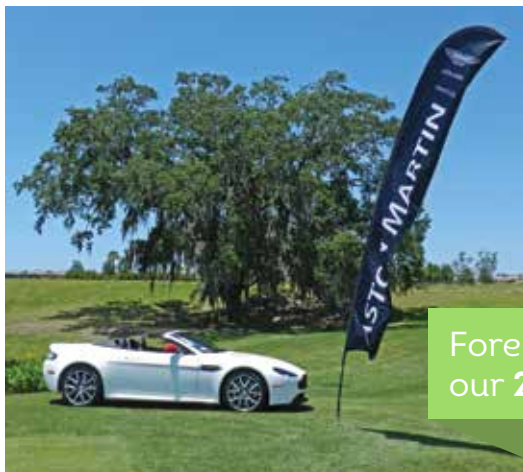
NOV 4TH *robin and the retros*
60s, 70s & Motown
Benefitting Family Promise of Sarasota

DEC 2ND *shaman*
Pop, Rock, Disco, Top 40 & Motown
Benefitting Meals on Wheels
Plus of Manatee

MUSIC ON MAIN IS SPONSORED BY

www.lwrmainstreet.com

Photo Gallery



Fore! Members tee off at our **2016 Ranch Scramble**.



Feel that? It's the **Power of Connection!**





Sharpening business skills at
Executive Briefing events.



Say Cheese!

Spring was event season! Members took part in our annual Ranch Scramble Golf Tournament, connected at Networking Socials, and honed their business acumen at Executive Briefings. We even had the chance to be some of the first to check out the brand new Lodge at LWR Country Club. We can't wait to see what summer has in store!

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



NOW TOURING



**THE SHERIDAN
at LAKEWOOD RANCH**
BEST-IN-CLASS ASSISTED LIVING
AND AWARD-WINNING MEMORY CARE

**CALL 941-244-4259
FOR A TOUR TODAY!**

11705 EVENING WALK DRIVE
LAKEWOOD RANCH, FL 34211
WWW.SENIORLIFESTYLE.COM
SHALL BE APPLYING FOR LNS ASSISTED LIVING LICENSE



WHY WAGNER?

Because we *sell businesses too!*

*The Wagner Realty
Business Brokers Group
is *knowledgeable,*
*experienced and discreet**

- One of southwest Florida's most respected business brokers
- Combined, our brokers have over 75 years of experience
- Wagner Realty's worldwide reputation attracts qualified buyers and E-2 investors

Call: (941) 756-7800



Don Swartz



Ken Swan



WagnerRealty.com/business-brokerage

Welcome New Members!

Advanced Healthcare Clinic
Aflac
Arts & Culture Alliance of Sarasota County
Boys & Girls Club of Sarasota County
Brain Balance Achievement Centers
Catering by Clayton
Creative Resurfacing
DAI Solutions
David W. Miner Law Office
Dragonfly Pond Works
Englewood Bank & Trust
First Citizens Bank
First Security Investments
Florida Business Transfer Specialist, Inc.
game on Nation
Gucciardo Law Group, P.A.
Hand & Stone Massage and Facial Spa
Home Helpers Bradenton
Hultman Sensenig + Joshi, P.A.
Hyatt Regency Sarasota
Keller Williams Commercial Realty-Richard Curtis
Keller Williams Realty Select-Bruce Abramson
Keller Williams Realty Select-Paul Oakes
Keller Williams Realty-Manatee-Pam Price
Kobernick Anchin Benderson
Lee Wetherington Homes
Panama Travel Consultants
PGT Custom Windows & Doors
Pulte Group
Ringling College of Art and Design
Sara Mana Business Products
Serve to Protect
Starline Ventures, LLC
The Fresh Market
The Players Centre for Performing Arts

For a complete and up-to-date list of all LWRBA members, visit www.lwrba.org/MemberDirectory.

Member Tip. Enhance your visibility with sponsorships.

If your company is looking for a way to increase visibility, sponsoring an Alliance event may be a great way to get your company name and logo in front hundreds of business professionals. The Alliance holds a number monthly and bi-monthly events that can be sponsored (or co-sponsored), such as Executive Briefings, Breakfast of Champions, Luncheons, New Member Orientations, and CEO Squawk Box events. New this year is the option to sponsor or co-sponsor an entire series.

Sponsorships start as low as \$250. Give us a call and let us help you find the right event to get your name out there!

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



SOUTH FLORIDA MUSEUM
BISHOP PLANETARIUM • PARKER MANATEE AQUARIUM

As the largest natural and cultural history museum on Florida's Gulf Coast, the **South Florida Museum** offers engaging exhibits as well as educational programs that interpret the scientific and cultural knowledge of Florida, the world and our universe. In addition to permanent exhibits, the Museum features a constantly changing lineup of temporary exhibitions – offering something new to discover with each visit. The Museum includes the all-digital Bishop Planetarium Theater, currently celebrating its 50th anniversary year. The Museum is also home to Snooty™, Manatee County's official mascot and the oldest known manatee in the world, and young manatees from the Manatee Rescue and Rehabilitation Partnership.

www.SouthFloridaMuseum.org

2016 Annual Sponsors

Presidential



SYNOVUS®

Executive



Corporate

Aqua Plumbing & Air

BMO Harris Bank

Cool Today/Plumbing Today

Doctors Hospital of Sarasota

FCCI Insurance Group

Hometown News USA

Keiser University

Mauldin & Jenkins, LLC

Najmy Thompson, P.L.

Polo Grill and Bar

The Mall at University Town Center

Associate

Ad-VANCE Talent Solutions, Inc.

Al Purmort Insurance

Bright House Networks

ComCenter

Conditioned Air Corp

Cortez Heating & Air Conditioning

Dawson Companies

Goodwill of Manasota

Gulf Coast Community Foundation

Hill, Barth & King LLC

Ian Black Real Estate

Jason's Deli

McIntyre Elwell & Strammer General Contractors, Inc.

Pittsburgh Pirates

PostNet of Lakewood Ranch

State College of Florida

Suntrust

The Northern Trust Company

TriNet

Tropex Plants

Wagner Realty