

ON THE CALENDAR

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LWRBA EXECUTIVE ACADEMY

Now accepting applications for Fall 2017!

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YLA INTRODUCES NEW LOGO

The Young Leaders Alliance has a new, yet familiar look.

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WELCOME NEW LWRBA MEMBERS

Welcoming new members to the Alliance family.

PG 15

July 2017

the alliance

EAST MEETS WEST REGIONAL BUSINESS

EXP

Summer 2017

TUESDAY, SEPTEMBER 19

PG 06



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

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Lori Ruth//Chair of the Board

When I first moved to Florida from Fairfield CT back in 1997, it was hard for me to get a grip on knowing the time of the year because I had relied on the change of weather.

Weather doesn't differ much here, so I learned to gauge the season by the traffic. It used to be the summers turned our area into a ghost town without our seasonal visitors. This is not the case anymore. As a matter of fact, I advise all of you to catch your breath and squeeze in a vacation because we have less "off season" time every year. Our area has more full-time residents than ever before.

The Alliance calendar for the third quarter shows no sign of slowing down either. You will see some amazing opportunities to connect with other local businesses in the next few months. Be one of the first to visit the Finish Line Tower at Nathan Benderson Park at our July networking social.

Sharpen your selling skills at our half day Sandler Training workshop. Another option would be to get on the bus and join us for the Road Show in August! This is a great opportunity to visit the top businesses in both Manatee and Sarasota counties. My advice to all of you is to check all the opportunities listed in our newsletter, pencil in on your calendars and sign up early.

I look forward to greeting you at our next event!

Lori Ruth
2017 Chair of the Board



Heather Kasten//Executive Director

Our tagline here at the Alliance is the "Power of Connection". What does that really mean for you as a member and for your business?

The Alliance's laser focus on facilitating connections for our members has been, and will be, at the forefront of everything we do. Some of our members want connections in terms of customers, while others need connections to employees, tenants, suppliers, board members, or volunteers. Some of our members want connections to real world business education and programs... the list goes on and on.

This fall, consider one these ways to help you take your power of connection to a whole "notha level":

- Committee Involvement - Want to connect with others in a smaller setting and get to know them on a deeper level? Join one of our 7 committees focused on delivering value and return on investment for our members. Visit our website for dates and times.
- 2017 Economic Development Roadshow - How about learning about 50+ companies in the LWR region in one day? This could be the best investment of time you have - getting to know what businesses are here and who their leaders are.
- Executive Academy - This program is truly a world class professional experience where meaningful connections will be made. Visit www.lwrba.org/ExecutiveAcademy to learn more.

Regardless of what you're looking for, LWRBA has it. That's the Power of Connection!

Heather Kasten
Executive Director

EAST MEETS WEST REGIONAL BUSINESS

EXPO

A large white compass rose graphic is positioned to the right of the word 'EXPO', with its center aligned with the letter 'O'. The compass rose has eight points and a central circle.

TUESDAY, SEPTEMBER 19
4:30-7:00PM
ROBARTS ARENA

PRESENTING SPONSOR



EAST MEETS WEST: Making Connections Across Sarasota & Manatee

The Annual East Meets West Expo is back for its 9th year!



It's almost time for our annual East Meets

West Regional Business Expo! On September 19th, members from the Lakewood Ranch Business Alliance and Longboat Key Chamber of Commerce showcase their businesses at our largest event of the year, the 9th Annual East Meets West Regional Business Expo.

"The Alliance's and Longboat Key Chamber's East Meets West Expo is a great way for businesses of both organizations to gain valuable exposure and relationships on a regional basis. In its 9th year, this event continues to build each year in momentum and attendance," said Heather Kasten, LWRBA Executive Director.

Nearly 100 exhibitors will showcase their products and services at Sarasota's Robarts Arena. In addition to these exhibitor booths, complimentary tasting samples will be provided by our restaurant partners, and beverages will be available at the cash bar. The first 250 guests will receive East Meets West Goodie Bags loaded with treasures and useful swag.

For the second year in a row, attendees will have the opportunity to collect stamps from exhibitors on their "Networking Navigator Passport" for a chance to win two tickets for any flight on Southwest Airlines.

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. Don't wait to sign up - last year's exhibitor spots were sold out weeks in advance!

"I have participated in East Meets West for years and feel the exposure is wonderful. It's a great event to show new products and have a lot of people see your business," said Jack Dean of Montgomery's CarpetsPlus ColorTile.

SPONSORS

Sponsorships are still available! Get your name in front of thousands of potential customers in the build up to the expo. More information is available on the website at www.EastMeetsWestExpo.com.

ATTENDEES

Take advantage of our half price special - attendee tickets are just \$5 until September 18th! Purchase tickets online at www.EastMeetsWestExpo.com.

Whether you plan to show off your company as an exhibitor or sponsor, or just attend, we promise there will be something for everyone. We hope to see you there!

EVENT DETAILS

EAST MEETS WEST EXPO
REGIONAL BUSINESS

Tuesday, September 19

4:30 - 7:00 p.m.

Robarts Arena (3000 Ringling Boulevard)

www.EastMeetsWestExpo.com

On the Calendar

Networking Social // World Rowing Championship

Wednesday, July 12 // 5:00-7:00 p.m.

The Finish Tower at Nathan Benderson Park, 5851 Nathan Benderson Circle

Be one of the first to check out the new Finish Tower at Nathan Benderson Park! Get details on the upcoming World Rowing Championship and connect with fellow Alliance members. Enjoy complimentary appetizers and a cash bar at this exclusive event.

Free for Members // Non-members \$15



Workshop // Prospecting the Sandler Way

Thursday, July 13 // 8:30-11:00 a.m.

Polo Grill & Bar - Florida Room, 10670 Boardwalk Loop

Take your personal game and your sales numbers to the next level. Jamie Kane's experience and his commitment to sharing the Sandler System will provide a real and tangible resource to improving their sales and overall business performance. Leave this workshop with applicable prospecting tools you can implement into your sales routine on day one.

Members \$79 // Non-members \$99



Sandler Training
Finding Power In Reinforcement®

Luncheon // It's not an MBA... It's Real Life Leadership

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

Fete Ballroom at Polo Grill & Bar, 10670 Boardwalk Loop

Do you want to make executive level decisions, master conversations and drive actions in real-time? Speakers Doug Van Dyke and Michael Corley demonstrate how to comfortably and confidently handle daily management situations and position yourself as an effective leader.

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



Networking Social // Gold Coast Eagle Distributing

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

Gold Coast Eagle Distributing, 7051 Wireless Court

It's a 2 for 1 Social Exchange! Join us for an extra fun social as we mingle with the Latin Chamber. Get to know our chamber neighbors and make some new friends along with mixing with our Alliance members.

Free for Members // Non-members \$15



CEO Forum // Hire the Right Salesperson

Wednesday, August 9 // 7:15-9:15 a.m.

The Francis, 1289 N Palm Ave, Sarasota

In partnership with the Gulfcoast CEO Forum, we welcome Mark Wilensky, President of High Mark Systems, as he shares tips to hiring the right salesperson. His unique psychological approach provides insight into the minds of buyers and sellers and turns selling challenges into win-win partnerships.

\$35 per person // Members Only



Visit us online for a full calendar

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



Economic Development // 2017 Road Show

Friday, August 18 // 8:30 a.m.-4:30 p.m.
Tour begins at Lakewood Ranch Town Hall

Want to learn about 50+ companies in the LWR region and make some great contacts with some regional leaders? You won't want to miss this year's roadshow, featuring all new stops with many brand new businesses that have just come on line in LWR.

\$125 per person // Members only, limited space available



Breakfast of Champions // Pivoting as a Leader

Wednesday, August 23 // 7:30-9:00 a.m.
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

In business and life, sometimes the best plans don't work out as expected. Shawn Rhodes shares how to leverage change while still producing results and what top-performing teams in the Fortune 100 are doing to embrace change and close their profitability gap.

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



Executive Briefing // The Psychology of Money

Wednesday, September 13 // 7:30-9:00 a.m.
Keiser University, 6151 Lake Osprey Drive

Research in the field of Behavioral Finance confirms the influence of emotional reactions on financial decision-making. This interactive conversation with Denise Federer, Ph.D. will explore the unique meaning of money and its impact on financial behavior and decision-making.

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



East Meets West 2017 // Regional Business Expo

Tuesday, September 19 // 4:30-7:00 p.m.
Robarts Arena, 3000 Ringling Boulevard

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 www.EastMeetsWestExpo.com.

Attendee tickets \$5 (presale closes 9/18 12 p.m.) // Tickets at the door \$10



Luncheon // Right Brain Red: 7 Ideas For Creative Success

Wednesday, July 26 // 11:30 a.m.-1:00 p.m.
Fete Ballroom at Polo Grill & Bar, 10670 Boardwalk Loop

Imagine learning product design from the originator of the Nerf and Twister, toy and game brands that have generated over \$8 billion in sales. Come learn ideas that have worked for Reyn Guyer, one of the most successful creative professionals of our time. Tim Walsh has co-wrote the book Right Brain Red and will share ways to create and recognize opportunity.

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

Ribbon Cuttings

Celebrating new businesses!

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



Coastal Orthopedics



Paint with a Twist



Dani Fox Hypnosis



Arbor Grande (CalAtlantic Homes)



Hyatt Place LWR

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

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

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Care Net Manasota Pregnancy Center is a 501(c) 3 that has provided compassion, hope, and help to anyone facing an unexpected pregnancy, over the past 20 years. Through limited medical services, parenting education, material assistance, adoption resources, and facts on all pregnancy options available, Care Net Manasota equips women and families to navigate the joys and challenges of parenthood, resulting in a more successful future for both the child and parents. We know an unexpected pregnancy can bring fear and uncertainty. We care and are here to help.
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EXECUTIVE ACADEMY

REAL SKILLS FOR REAL BUSINESS

Executive Academy

Now Accepting Applications for Fall 2017!

The LWRBA is now accepting applications for its Fall 2017 leadership development series, the **Executive Academy: Real Skills for Real Business**. 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.

In partnership with LWRBA, game on Nation 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.

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.

Fall 2017 dates are: August 18, August 25, September 8, September 22, October 6, October 13.

Applications and more information are available online at www.lwrba.org/ExecutiveAcademy. Applications must be submitted by July 31st.

Congratulations Class of Spring 2017!

Thank you for your exceptional leadership and devoted service to the Lakewood Ranch region.

Brett Morris

Momentum Consulting

Lee Kotwicki

State College of Florida

Cheryl Walstad

All Star Laundry & Dry Cleaning

Erik Hanson

Norton, Hammersley, Lopez & Skokos, P.A.

Courtney Grouatt

Tampa Bay Buccaneers

Kimberly Borsheim

Lakewood Ranch Medical Center

Matt Andrus

Anna Maria Oyster Bar

Shelly Sexton

The Bridge Church

Lynn Hobeck Bates

Visit Sarasota

Diana Shoemaker

Manatee County Habitat for Humanity



Photo Gallery





Say Cheese!

Spring was packed with activities here at the Alliance! We made quality connections at socials hosted by Coastal Orthopedics, Synovus Bank, and the new Hyatt Place in LWR. Nearly 100 members hit the links at our 2017 Ranch Scramble. We even had a number of sold out events, including record attendance for our "State of the Ranch" luncheon.

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



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AUG 4 THE KLIK BAND
CLASSIC ROCK & ROLL
BENEFITTING THE TINY HANDS FOUNDATION

SEPT 1 OCEANS ELEVEN BIG BAND
MUSIC OF COUNT BASIE, DUKE ELLINGTON, GLEN MILLER, BUDDY RICH & QUINCY JONES
BENEFITTING LWR CHARGERS SOCCER CLUB

OCT 6 KIM BETTS & THE GAMBLE CREEK BAND
COUNTRY & SOUTHERN ROCK
BENEFITTING LAKEWOOD RANCH YMCA

NOV 3 YESTERDAYZE
BEATLES, MOTOWN, WOODSTOCK, HENDRIX & SURF MUSIC
BENEFITTING HUMANE SOCIETY OF MANATEE COUNTY

DEC 1 KETTLE OF FISH
BLUES, FUNK, SOUL AND R&B
BENEFITTING WOBBLY FEET FOUNDATION

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Want to learn about 50+ companies in the LWR region and make some great contacts with some regional leaders?

ECONOMIC DEVELOPMENT
2017 ROAD SHOW

FRIDAY, AUGUST 18
8:30 a.m.-4:30 p.m.
Tour Begins at Town Hall LWR
\$125 per person
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Young Leaders Alliance

YLA Introduces New Logo

The LWRBA's Young Leaders Alliance has a new, yet familiar look. To freshen up its image and more closely reflect its ties to the LWRBA, the YLA committee is introducing a new logo that should be instantly recognizable to Alliance members.

"Our members are the managers and CEO's of the future. We hope that today's Young Leaders will continue their involvement with our business community through the LWRBA for years to come, so uniting the two groups' branding made a lot of sense for us," said Erik Hanson, 2017 Chairman of the Young Leaders Alliance.

The YLA Committee would like to extend a sincere thank you to the Observer Media Group team for helping to complete this project.

With over 100 members, the YLA is a sub-group of young professionals within the LWRBA. Founded in 2013, the YLA's mission is to provide opportunities for young professionals to enhance their leadership, communication, and project management skills through events and programs throughout the year.

Membership in Young Leaders Alliance is \$35 per year. More information is available on the YLA website at www.LWRYLA.com.

UPCOMING YLA EVENTS

Monday, July 24 // 6:00-8:00 p.m.

Jumpin Fun Sports

Thursday, August 24 // 7:30-9:00 a.m.

YLA CEO Forum

Wednesday, August 30 // 6:30-8:00 p.m.

First Time Home Buyers Seminar

(In partnership with Sarasota YPG & Suncoast YPN)

Welcome New Members!

AFC Urgent Care

Armentrout Chau & Associates, PLLC

Atlas Employee Benefits

Bayside Pet Resort

Beyond Dancing

Cardinal Mooney High School

CFO Alliance

Comcast Spotlight

DWELL Real Estate

Edward Jones Investments - Yann Gehan

Finish Line Leadership

Greenworks Landscape Management

Hyatt Place Sarasota/Lakewood Ranch

King Title, LLC

Little Geniuses, LLC

Little Greek Fresh Grill

Lucky Pelican Bistro

Massage Luxe-Lakewood Ranch

Massage Therapy Connections

MIDFLORIDA Credit Union

Morgan Stanley-Rick Schendel

Morrish Stewart Orthodontics

Morton's Gourmet Market and Catering

Palmer Accounting Group, Inc.

Resort Lifestyle Communities

Respectable Receptacle

Riddell Law Group

Running With Scissors, LLC

Sarasota Memorial Hospital

SocialClick Solutions

Suncoast Blues Society

Tax-Chick

The Naughty Monk Brewery

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

A large sailboat is shown from a low angle, sailing on the ocean. The sun is low on the horizon, creating a warm, golden glow across the sky and water. Several people are visible on the deck of the boat, looking out towards the horizon. The overall mood is one of freedom and adventure.

Where do you go from here?

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