

## 10TH ANNUAL EAST MEET WEST EXPO

Celebrating 10 years of our annual tradeshow event.

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## ON THE CALENDAR

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

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## PHOTO GALLERY

We captured some great Alliance moments!

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## WELCOME NEW LWRBA MEMBERS

Welcoming new members to the Alliance family.

PG 19

July 2018

# the alliance

Summer 2018

# The Alliance Gives Back!

 **LWRBA VOLUNTEER DAYS**  
OCTOBER 4 & 5, 2018

PG 06



LAKEWOOD RANCH BUSINESS ALLIANCE

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

In this age of constant movement and non-stop information, it is somewhat comforting to have an opportunity to slow the pace down a little and enjoy the summertime in Lakewood Ranch. This year the Alliance has blown through our first two quarters with an enthusiasm which can sweep you away if you are not careful!

Just how many business connections, fun events, and moments of personal enlightenment can a person handle without taking a moment to reflect and get ready for what is coming next! With kids/grandkids out of school, potential vacation time looming and just a plain old desire building to slow it down a notch, the Alliance motors on; continuing to provide excellent opportunities for all to keep on enjoying the fruits of being a member in this vibrant, always progressing group of folks, who truly enjoy working, living and playing at the Ranch.

We have established some lofty goals for 2018 and so far, we are right on track to achieve everything we set out to do this year! There are still many exciting days ahead and things to do this Summer. Feel that Power of Connection in the days ahead - it is really there to experience and benefit from. I can't tell you how rewarding these summer months can be for you if you just participate and provide some of your energy to the group!

Our wonderful staff - Heather, Dan, Sherie, Amy and Caitlyn are all here for you; your Board and I are here for you; and your fellow Alliance members are here for you! Whatever we can do - just give us a call!

Kim French  
2018 Chair of the Board



**Heather Kasten**//President/CEO

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, is and will continue to be at the forefront of everything we do. What that means for you, as both individual and a business, is that we provide a platform of opportunities for you to connect with other professionals in the region. Some of our members want connections in terms of customers and referrals, some members want connections in terms of employees, tenants, suppliers, board members, volunteers. Some of our members want connections to real world business education and programs - the list goes on and on.

This fall we have numerous ways for you and your business to get connected. The Alliance has 8 committees focused on delivering value and return on investment for our members. Feel free to check one or several out before deciding which one is a good fit for you. On the events front, our annual Economic Development Roadshow on August 10th will showcase over 50 area businesses, as well as some exciting future projects in LWR. A week later, the 4th class of our Executive Academy kicks off on August 17th, and on September 20th, we'll once again partner with the Longboat Key Chamber of Commerce to host the 10th Annual East Meets West Expo.

Keep an eye on our website for all the latest news on upcoming opportunities. We hope to see you soon! The Power of Connection- LWRBA makes it happen!

Heather Kasten  
President/CEO

# The Alliance Gives Back!



**LWRBA VOLUNTEER DAYS**  
OCTOBER 4 & 5, 2018

## Help Us Give Back to the Community!

**Introducing the LWRBA's Volunteer Initiative, set for October 4 & 5. Sign ups for volunteers will launch August 1, 2018.**

This October, as part of the organization's mission to "connect, educate, and strengthen the business community in the Lakewood Ranch Region," the LWRBA is launching the inaugural "The Alliance Gives Back" Volunteer Days 2018.

This is your chance to give back to the community. This volunteer initiative will connect business members with the 40+ Alliance member non-profit organizations to positively impact the community through various activities.

The Alliance is encouraging all its member businesses and professionals to consider dedicating a few hours of their time on one or both our Volunteer Days. Not only are we strengthening our community by working together, but volunteering has



been proven to foster strong connections between people because of the shared core values that bring them together in the first place.

Through a sign-up process for both non-profits and the individual volunteers, the LWRBA will establish connections between the two groups ahead of the

Volunteer Days of October 4 and 5, 2018. Direct communication between the non-profit organizations and individual volunteers will take place in advance of the actual events.

### INFORMATION FOR NON-PROFITS

The LWRBA Community Engagement committee has been actively reaching out to member non-profits about identifying suitable activities for individuals to participate in during either half or full day sessions. The activities will be engaging, impactful and mission driven for each non-profit organization. The deadline to be included ahead of the volunteer sign-up period is July 24th.

### HOW TO GET INVOLVED AS A VOLUNTEER

Volunteer Sign Ups are set to launch August 1st through a simple online registration process; the registration window will remain open during the month of August. During this time, LWRBA members may select the activity in which they wish to participate. Sign up early, as we suspect some opportunities will fill up fast!

In the weeks leading up to our Volunteer Days, non-profits will communicate directly with their respective volunteers about details specific to their activity. While volunteering, each volunteer participant will receive their own "Alliance Gives Back" T-shirt as a way to promote teamwork and unity!

**The LWRBA is thrilled to launch this new initiative and use The Power of Connection to further strengthen our community in 2018 and beyond! Please stay tuned in the coming weeks for more details on volunteer opportunities and how you can help us make a difference.**

**For more information about to how get involved with "The Alliance Gives Back," either as a volunteer or a non-profit partner, please contact Community Engagement Committee Chair Ryan McIntyre at [Ryan-McIntyre@mesgc.com](mailto:Ryan-McIntyre@mesgc.com).**

## LWRBA Member Non-Profits

The following organizations are non-profit members of the LWRBA. Participation in our Volunteer Days will be at the discretion of each organization based on their means and availability.

A Life Story Foundation  
All Children's Hospital Foundation  
American Cancer Society  
Arthritis Foundation  
Bayside Community Church  
Big Brothers Big Sisters of the Sun Coast  
Boys & Girls Clubs of Manatee County  
Boys & Girls Clubs of Sarasota County  
Care Net Manasota East  
CareerSource Suncoast  
Crowley Museum & Nature Center, Inc  
Easter Seals Southwest Florida  
Education Foundation of Sarasota County  
Florida Cancer Specialists Foundation  
Girl Scouts of Gulfcoast Florida  
Goodwill Manasota  
Juvenile Diabetes Research Foundation  
John & Mable Ringling Museum of Art  
Kiwanis of LWR  
Lakewood Ranch Community Activities  
Lakewood Ranch Community Fund  
Manatee County Habitat for Humanity  
Manatee Education Foundation  
Manatee YMCA  
Meals on Wheels PLUS of Manatee, Inc.  
Mote Marine Laboratory & Aquarium  
Neuro Challenge Foundation for Parkinson's  
OneBlood  
Prospect Riding Center  
Sarasota Christian School  
Sarasota Opera  
South Florida Museum  
Southeastern Guide Dogs  
Suncoast Aquatic Nature Center Associates, Inc  
(SANCA) at Nathan Benderson Park  
Suncoast Communities Blood Bank  
Take Stock in Children  
The Circus Arts Conservatory  
The Perlman Music Program/Suncoast, Inc.  
The Players Centre for Performing Arts  
The Venice Symphony  
Tidewell Hospice  
United Way Suncoast  
Westcoast Black Theatre Troupe  
Women's Resource Center of Manatee

For a complete information about these organizations, please visit our Member Directory at [LWRBA.org/MemberDirectory](http://LWRBA.org/MemberDirectory).





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*The 10th Annual*

# EAST MEETS WEST EXPO

REGIONAL BUSINESS

THURSDAY, SEPTEMBER 20 • 4:30-7:00 PM • ROBARTS ARENA

## It's almost time for our 10th Annual East Meets West Regional Business Expo!

On September 20th, members from the Lakewood Ranch Business Alliance and Longboat Key Chamber of Commerce showcase their businesses at our largest event of the year, the 10th Annual East Meets West Regional Business Expo.



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.

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

## EVENT DETAILS

### EXHIBITORS

For business owners wishing 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 \$295 for standard locations, or \$395 for premium corner booths. Don't wait to sign up - last year's exhibitor spots were sold out weeks in advance!

### 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](http://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](http://www.EastMeetsWestExpo.com).

*The 10th Annual*

**EAST MEETS WEST EXPO**  
REGIONAL BUSINESS

**Thursday, September 20**

**4:30 - 7:00 p.m.**

**Robarts Arena (3000 Ringling Boulevard)**

**[www.EastMeetsWestExpo.com](http://www.EastMeetsWestExpo.com)**

# On the Calendar

## Networking Social // Rosedale Golf & Country Club

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

Rosedale Golf & Country Club, 5100 87th Street E, Bradenton

Beat the summer heat at our special joint LWRBA & YLA social at Rosedale Golf & Country Club. Rosedale has recently undergone a beautiful renovation; join us and find out what makes this club so special!

**Free for LWRBA & YLA Members // Non-members \$15**



## Luncheon // The Future of Air Travel in Our Region

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

Carlisle Inn, 3727 Bahia Vista Street, Sarasota

SRO Airport CEO/President Rick Piccolo joins us to present a look into the inner workings of the airport. He will offer an update on air service and discuss the airport's huge positive and beneficial impact on our local economy. This luncheon is in partnership with The Greater Sarasota Chamber of Commerce.

**Members \$25 // Non-members \$30**



## Networking Social // The Capital Grille

**Wednesday, August 1 // 5:00-7:00 p.m.**

The Capital Grille, 180 University Town Center Drive

Join your Alliance friends at The Capital Grille outside the Mall at UTC for our August Networking Social. Enjoy delicious hors d'oeuvres from their kitchen while connecting with fellow members in The Capital Grille Bar and outdoor lounge. Cash bar.

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



## Gulfcoast CEO Forum // Better Teams, Better Business

**Wednesday, August 8 // 7:15-9:15 a.m.**

The Francis, 1289 N Palm Avenue, Sarasota

In partnership with the Gulfcoast CEO Forum, we welcome leadership and peak performance expert Scott Greenberg. Discussing both skillset and mindset, Scott helps business leaders and their teams elevate performance and grow their companies. He challenges conventional thinking and gets people immediately focused on the ideas and action that matter most.

**\$35 per Person // Members Only**



## UF & USF Present // Biomed: Research to Reality

**Wednesday, August 8 // 11:30 a.m.-1:00 p.m. OR 5:30-7:00 p.m.**

Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Dr. Christine Schmidt, Ph.D. (University of Florida) and Dr. Christopher Passaglia, Ph.D. (University of South Florida) join us to share research and findings in the biomed field of medicine, as well as outline the business side of creating, launching and funding a biomed product in today's marketplace. More info at [www.LWRBA.org/biomed](http://www.LWRBA.org/biomed).

**\$25 per Person // \$10 for Students**



## 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.



### Economic Development // 2018 Road Show

**Friday, August 10 // 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 connections with regional leaders? You won't want to miss this year's roadshow, featuring all new stops with many brand new businesses.

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



### Executive Briefing // Creating the Wow! Customer Experience

**Wednesday, September 12 // 7:30-9:00 a.m.**  
Keiser University, 6151 Lake Osprey Drive

Join Jaime Marco, President of Evolve Business Consulting, and learn how to "Wow!" your customers and clients every time. Her revolutionary way of thinking and creative tactics will guarantee your customers have a positive and memorable experience with every interaction with your company.

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



### East Meets West 2018 // Regional Business Expo

**Thursday, September 20 // 4:30-7:00 p.m.**  
Robarts Arena, 3000 Ringling Boulevard

Join us for our largest event of the year, the 10th 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](http://www.EastMeetsWestExpo.com).

**Attendee tickets in advance \$5 // Tickets at the door \$10**



### Luncheon // From the Farm to the Boardroom

**Wednesday, September 26 // 11:30 a.m.-1:00 p.m.**  
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Recognized as one of the top female bankers in Florida, Rita Lowman (author of *From the Farm to the Boardroom: Leadership Lessons*) will share her story of leadership and success. Learn important leadership lessons about how to harness strength, tenacity and drive to become a brilliant leader, and also empower your team to be great!

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



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

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

**Thursday, September 20**  
East Meets West Expo

**Friday, November 16**  
2018 Sandies Awards

**Friday, October 19**  
Main Street Block Party



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# Ribbon Cuttings

## Celebrating new businesses!

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



Carlisle Inn Sarasota



LWR Obstetrics & Gynecology



Bob Gardner Community Park




Mr. Handyman



Bayside Pet Resort

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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**FALL 2018 CLASSES BEGIN AUGUST 17**  
[www.LWRBA.org/ExecutiveAcademy](http://www.LWRBA.org/ExecutiveAcademy)

Want to learn about 50+ companies in the LWR region and make quality connections with regional leaders?



ECONOMIC DEVELOPMENT  
**2018 ROAD SHOW**

**FRIDAY, AUGUST 10**  
**8:30 a.m.-4:30 p.m.**  
 Tour Begins at Town Hall LWR  
 \$125 per person  
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**To register, visit [www.lwrba.org/events](http://www.lwrba.org/events) or call the LWRBA office at 941-757-1664.**



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9am - 4:30pm

Sat  
10am - 2pm



# Photo Gallery







## Say Cheese!

This spring brought us a tremendous slate of events! In addition to our usual monthly opportunities to network and learn, our members enjoyed a beautiful day at the Lakewood Ranch Golf & Country Club for our 10th Annual Ranch Scramble Golf Tournament!

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)

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<b>WILD ROOT</b> ROCK & R&B BENEFITTING CAN COMMUNITY HEALTH	<b>AUG 3</b>
<b>JAH MOVEMENT</b> REGGAE, TOP 40, R&B, FUNK, SOUL BENEFITTING TAYLOR EMMONS SCHOLARSHIP FUND	<b>SEPT 7</b>
<b>THE HYDRAMATIC</b> STRIPPED DOWN SOUL WITH SOUL BENEFITTING LWR BAND BOOSTERS ASSOCIATION	<b>OCT 5</b>
<b>DR. DAVE BAND</b> HIGH-ENERGY CLASSIC ROCK, COUNTRY & BLUES BENEFITTING LEUKEMIA & LYMPHOMA SOCIETY	<b>NOV 2</b>
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Life Pharmacy, Inc.  
Mercedes Medical  
MIDFLORIDA Credit Union  
Mid-Florida Property Services  
Modern Concepts  
My Shower Door  
Navigator Kitchens & Cabinetry  
Nivea Hospitality  
Notary to Go  
Platinum Blue, LLC  
Prospect Riding Center  
Rosedale Golf & Country Club  
Service Contracting Solutions  
Sirius Day Spa  
Speaks Clam Bar  
Spherion Staffing  
Suncoast College Advisors  
Suncoast Credit Union  
Suzanne Duret Enterprises  
The North Group, Inc.

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



## Young Leaders Alliance Mentor Connect - August 23

**Thursday, August 23**

**5:30-8:00 p.m.**

**Cowork LWR, 8130 Lakewood Main Street #103**

**\$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](http://LWRYLA.com/MentorConnect) to apply or learn more. Sign up early - space is limited!**

### Interested in being a mentor?

The YLA committee has started recruiting seasoned professionals from the LWRBA to act as mentors during the event. As a mentor, you'll have the opportunity to transfer wisdom and experience to mentees, empowering them to become the future business leaders in Manatee and Sarasota counties. If you are interested in being a mentor, please email subcommittee chair Britney Guertin at [bguertin@grapeinc.com](mailto:bguertin@grapeinc.com) by July 19th.

A complete list of frequently asked questions can be found at [LWRYLA.com/MentorConnect](http://LWRYLA.com/MentorConnect).



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- ▶ Mandatory OIG Sanction Screening
- ▶ Nationwide Drug Testing
- ▶ Education Verification
- ▶ Professional Reference Checks
- ▶ Motor Vehicle Record History
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