

## ENHANCE YOUR POWER OF CONNECTION

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Welcoming new members to the Alliance family.

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October 2018

# the alliance

Fall 2018

## Above & Beyond

How to deliver a quality Customer Experience.

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LAKEWOOD RANCH BUSINESS ALLIANCE

8430 Enterprise Circle, Suite 140

Lakewood Ranch, FL 34202

info@lwrba.org | 941-757-1664 | www.lwrba.org

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[Lakewood Ranch Business Alliance](#)

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## Staff

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\*Smith, A. Improving Patient Comfort in Mammography. Hologic WP-00119 REV 003 (2017)

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

How time flies when you are having fun! As I look back on this year at the Alliance, I am truly amazed at how much we have accomplished together over these last 9 months! So much hard work by so many and the great news is, we all had a blast doing it!

But wait! We still have three months left and many of the coolest events are still to come. Our volunteer day in October, "The Alliance Gives Back," the Main Street Block Party, our Sandies Awards, our Non-Profit Luncheon in December, and so many more! The Power of Connection is alive and well. Believe me when I say, "no other group you belong to can provide as much as the Alliance can!"

And how did all of the above happen? Three main groups, working in a total team approach have been the main reason for all these successes being achieved to date - our hardworking President Heather and her above and beyond staff - Dan, Amy, Sherie and Caitlyn; our board of directors - what a unique combination of different skill sets and backgrounds - as professional a board as I have ever been involved with; and lastly, our individual committee leaders and committee members - I have attended these meetings and I can't say enough about the dedication and commitment exhibited by all involved.

I have thoroughly enjoyed my time as chair person of this special group this year and I want to personally thank everyone for all you have done!

Onward and upward!

Kim French  
2018 Chair of the Board



**Heather Kasten**//President/CEO

It's hard to believe that we are heading into the final 3 months of 2018. Even though here in Florida we don't feel the change of fall weather yet, what a great time to reflect and be truly thankful for the incredible year that the Alliance has had.

Our membership continues to grow and thrive in new and creative ways. Our 100+ volunteers and board members continue to be hyper engaged and tuned into providing the absolute best member experience possible for the membership as a whole.

This year we provided our members with over 150+ occasions to connect with other business professionals. We are so thankful for our volunteers and board members who work tirelessly to help guide and direct this organization. I am grateful, humbled and honored to get to work with such a hardworking, dedicated and consummate professional team - Sherie, Dan, Amy and Caitlyn!

Our 2019 Annual Sponsorships are launching this month, with more VALUE and LIMELIGHT for your business than ever before. Being an Annual Sponsor of the Alliance ensures that your business is being showcased whether you are in attendance or not. It means that your business logo and name are showcased across multiple media platforms, events and venues. We would love the opportunity to share with you the true benefit of being an annual sponsor with a meeting to tailor something that works for you and your business.

Heather Kasten  
President/CEO



# Enhance Your Company's Power of Connection

The Alliance offers plenty of ways to get your company's name in front of potential new customers. Below are two opportunities offering year-round exposure during 2019. **Call our office for more information!**

## Introducing The LWR Guide

Your connection to the LWR region.



\*Example only. Final design may change.

Welcome to an Outstanding Opportunity for Your Business! As a member of the Lakewood Ranch Business Alliance, you have the exclusive opportunity to put your business in the hands of **10,000+ locals and visitors** with an ad in our inaugural LWR Guide! As a benefit of membership, all members receive one FREE business listing.

The LWR Guide will be distributed to local doorsteps, visitor centers, waiting rooms, country clubs and more as the **#1 resource** for people searching for fun things to do, great places to go and an array of services in the Lakewood Ranch region.

- Printing Early 2019
- 10,000+ Issues Published
- THE Go-To Guide for All Things Lakewood Ranch
- Enhanced listings and advertising opportunities for year-round visibility start for as little as \$100.

Visit [www.lwrba.org/LWRGUIDE](http://www.lwrba.org/LWRGUIDE) for details.

## LWRBA Annual Sponsorships



There is no better way to ensure your company has visibility across the entire Alliance than one of our four Annual Sponsorship levels. Get your name in front of 600+ member businesses, and 2,500 professionals. With an LWRBA Annual Sponsorship, your business is highlighted at our events, on our sponsor banners, website, newsletter, and email blasts to keep your company top of mind.

Presidential and Executive levels also include Alliance Dollars, which may be redeemed for single event sponsorships, newsletter advertising, or event registrations. (Some restrictions apply.)

Visit [www.lwrba.org/sponsorships](http://www.lwrba.org/sponsorships) for details.





# Above & Beyond

How to deliver a quality Customer Experience.

As we head into the fall season here on the Sun-coast, we are entering the busiest and possibly most stressful time of the year. Here come the holidays and the snowbirds, and ready or not, it's time to get your game on. The Alliance recently hosted a sold-out Executive Briefing with Jaime Marco, owner of Evolve Business Consulting, who shared strategies to ensure your customers have a "WOW Experience" with your business. We sat down with Jaime to dig deeper into this idea delivering a quality customer experience, and how you and your team can go "Above and Beyond" during this busy season.

## What is the difference between "Customer Service" and a "Customer Experience?"

Customer service is a transactional interaction; your customer needs something and you provide the service or product, nothing more. A customer experience, on the other hand, is the way someone feels when they leave your business. It encompasses the atmosphere, how they were treated by employees, and how they feel about the product or service they received from the business. An experience is something you never forget.

## How do you define a "Great" customer experience?

Everyone has their own definition of a good experience. It's so much bigger than one moment-one and done. When people know that your business genuinely cares about them, this is the start of building an experience for your customers. It's the littlest of things that add up to the overall experience.

## Where does a great customer experience start?

Your first priority as a business owner is to your internal customer - your employees. Giving your employees the tools they need to handle every possible situation is the first place to start in building your brand and the experience that you want your customers to leave with. Unhappy employees lead to unhappy customers.

## What are some ways to ensure a "Great Customer Experience" is part of your company's culture?

The first step is making sure that the team understands your vision, your goal, and the values of your business. Invest time to train employees how to handle EVERY situation they may encounter. The holidays are the best worst time of the year. Make sure your team understands how to handle difficult situations and difficult people. Train people to ask discovery questions like "What brings you here today?" Whether you are a 1, 5, or 500 person business, everyone must be on board with the idea of creating a "WOW" customer experience. The little things really are the BIG things. It must flow down from the top of the company to the front line, and right back up.

## How can a company correct a "Bad" customer experience?

You never get a chance to make a second first impression, but when you receive a bad review and you don't respond to it, you are perceived as ignoring it or accepting of the bad review. It's as if you are saying to the customer, "I don't care." As a business, own the mistake and offer to make it right. Thank them for the feedback and convey your desire to make things right. That effort can go a long way. One of my favorite sayings is "Humankind - Be human and be kind."

In chatting with Jaime, it's clear the idea creating an incredible customer experience is all about the mindset. It really is the sum of the little things. It's the genuine care for your customers that will leave them remembering a positive experience, and it's this feeling that will have your customer or client excited to come back time and time again.

Jaime Marco is a Business Coach and owner of Evolve Business Consulting LLC.  
[www.evoluthebusiness.com](http://www.evoluthebusiness.com)  
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## BLOCK PARTY!

Join us for music & fun at our annual street party.

On Friday, October 19th, Main Street at Lakewood Ranch will host the 4th Annual Lakewood Ranch Block Party. Join the Lakewood Ranch Business Alliance, Lakewood Ranch Community Activities and Lakewood Ranch as we kick off Tour of Homes. This block party will supply plenty of fun. Vendor booths will line the street and there will be no shortage of beer, food and live music by The Cherry Bombs.

Booth spaces and sponsorships are available. For more information on how to have a presence at this event, please find additional information on our website at [www.lwrba.org](http://www.lwrba.org).

Guests are welcome to bring chairs, but please leave coolers at home. Dogs are welcome, but must be kept on a short leash.

**For sponsorship opportunities, contact Heather Kasten at 941-757-1664 x104.**



FRIDAY, NOVEMBER 16  
11:30 AM TO 1:15 PM

## 2018 Sandies Awards

It's time to celebrate our dedicated volunteers!

The Alliance is holding its annual signature event, The Sandies Members' Choice Awards, on Friday, November 16, 11:30 am to 1:15 pm, at the brand new Grove (formerly the Polo Grill).

The Sandies let us come together to celebrate exceptional LWRBA volunteers who strive towards the highest levels of personal and professional accomplishment, devote time and energy to our community, and forge paths of leadership for others to follow.

Registration is now open at [www.lwrba.org](http://www.lwrba.org). Tickets are \$37 for members and non-members (\$47 after November 6).

Award Finalists and Winners will be selected by their peers through an online nomination and voting process. The nomination round has already begun. The final voting round is set to begin Monday, October 15th. Be sure to cast your vote before voting closes on Wednesday, October 24th at 5 p.m.

**For sponsorship opportunities, contact Heather Kasten at 941-757-1664 x104.**

# On the Calendar

## Networking Social // Gold Coast Eagle Distributing

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

Gold Coast Eagle Distributing, 7051 Wireless Court, Sarasota

Join us at Gold Coast Eagle Distributing to mingle with fellow Alliance members and enjoy appetizers and complimentary beverages. This event will also feature a special meet and greet with candidates running in November's state and local elections.

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



## CEO Squawk Box // Andy Guz, LWR Medical Center

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

Lakewood Ranch Medical Center, 8330 Lakewood Ranch Boulevard

Learn best practices from an area leader. Andy Guz, CEO of Lakewood Ranch Medical Center will share some of his successes and his approach to difficult issues in business. He'll also provide a tour of the hospital and touch on what's in store for LWR Medical Center's future.

**\$20 per Person (Includes Breakfast) // Open to Members Only**



## LWRBA & YLA // Speed Networking

**Wednesday, October 17 // 5:30-7:30 p.m.**

Gold Coast Eagle Distributing, 7051 Wireless Court, Sarasota

Join members of the LWRBA & YLA at Gold Coast Eagle for a special Speed Networking event. Make 20 connections in an hour through a fast-paced, rotating format. Bring plenty of business cards and don't forget to practice your elevator speech!

**\$10 per Person // LWRBA & YLA Members Only**



## Signature Event // LWR Main Street Block Party

**Friday, October 19 // 5:00-8:00 p.m.**

Main Street at Lakewood Ranch

Join Main Street at Lakewood Ranch, the Lakewood Ranch Business Alliance, Lakewood Ranch Community Activities and Lakewood Ranch as we kick off Tour of Homes. This Block Party will supply lots of fun. Vendor booths will line the street, as well as beer trucks, food and live music by The Cherry Bombs.

**Free to attend // Open to the Public**



## Luncheon // Change the Culture, Change the Outcome

**Wednesday, October 24 // 11:30 a.m.-1:30 p.m.**

Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Award winning author Tony Moore will introduce a process for designing and building a positive workplace culture. Infused with humorous stories and real-life examples, this highly interactive workshop will provide participants with practical tools to help them design, build, & harness the full power of a healthy culture.

**Members \$30 // Non-members \$40**



## 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.



### LWRBA & YLA Networking Social // Bank of America

**Wednesday, November 7 // 5:00-7:00 p.m.**  
Bank of America, 6311 Atrium Drive #101

Our November Social will be at Bank of America, where the theme is "Better Money Habits." This is a joint social with the Young Leaders Alliance, who will be celebrating young professionals in the region through our inaugural "Next Gen Recognition."

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



### Executive Briefing // Data + Social = ROI

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

Marketing for businesses and brands have transformed over the years to a digital and social world. Bryan Green of iD8 will walk you through steps to create, manage, adjust, and realize an effective social campaign for your business. He will explore examples of different industries and products paired with realistic expectations to build valuable actions.

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

### Signature Event // The Sandies Awards

**Friday, November 16 // 11:30 a.m.-1:15 p.m.**  
Grove, 10670 Boardwalk Loop

The Sandies let us come together to celebrate exceptional LWRBA volunteers who strive towards the highest levels of personal and professional accomplishment, devote time and energy to our community, and forge paths of leadership for others to follow.

**Tickets \$37 by 11/6 // \$47 after 11/6**



### LWRBA & YLA // Holiday Social at the Lake Club

**Wednesday, December 5 // 5:00-7:00 p.m.**  
The Lake Club, 8307 Lake Club Boulevard

Let's celebrate the holiday season! Join LWRBA and YLA members at the beautiful, newly renovated Lake Club in Lakewood Ranch. Complimentary hors d'oeuvres will be served, along with plenty of holiday cheer!

**\$10 per Person // LWRBA & YLA Members Only**



### Luncheon // Philanthropy: Adopting a Winning Strategy

**Wednesday, December 12 // 11:30 a.m.-1:00 p.m.**  
Lakewood Ranch Golf & Country Club, 7650 Legacy Boulevard

Imagine transforming your haphazard choices to give time, talent or treasure into thoughtful decision-making about philanthropy that maximizes your brand, your values, and your corporate objectives. Join a team of superstars for some lively and thoughtful strategies to strengthen the intersection between your business and charitable giving.

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





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Please help us in welcoming our 2018 Class of the LWRBA Executive Academy!

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**Christopher Chesley**  
The Out-of-Door  
Academy

**Pamela Chiappone**  
Berlin Packaging

**Lauren Cross**  
Lakewood Ranch  
Medical Center

**Jackie Godlewski**  
Meals on Wheels Plus

**Chelsea Gruber**  
Halfacre Construction

**Jackson Haskins**  
SouthTech

**Kimberly Hopper**  
IBERIABANK

**Kara Koenig**  
Manatee County BOCC

**Heidi LeRoy**

**Jen Milne**  
Waterlefe Golf &  
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**Toni Perren**  
Observer Media Group

**Stephanie  
Pierre-Charles**  
Manatee County BOCC

**Denise Pope**  
Tidewell

**Tami Prince**  
Access Management

**Jeri-Ann Schleicher**  
Elite Laser  
Engraving, Inc.

**Chip Turner**  
Rite Technology

**Marlo Turner**  
Community Foundation  
of Sarasota County

**Tess Vaessen**  
FCCI Insurance Group

More information about the Executive Academy is  
available at [www.lwrba.org/ExecutiveAcademy](http://www.lwrba.org/ExecutiveAcademy)

## The 10th Annual EAST MEETS WEST REGIONAL BUSINESS EXPO

### East Meets West a Huge Success!

Our 10th Annual East Meets West Expo on September 20th was a tremendous success. Thank you to all of our sponsors, exhibitors, and attendees for making it the best EMW yet. We can't wait for next year!

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# Advice. Beyond investing.

## The Zelniker Dorfman Group



New to the Ranch! We would like to introduce Ryan Lynch, a member of the Zelniker Dorfman Group, to Lakewood Ranch. Ryan is moving down from our team's New York office and is excited to get integrated into the Lakewood Ranch community.

**Ryan Lynch**  
Financial Advisor  
941-364-7271  
ryan.p.lynn@ubs.com

**UBS Financial Services Inc.**  
Sarasota City Center  
1819 Main Street, Suite 900  
Sarasota, FL 34236

[ubs.com/team/zelnikerdorfman](https://ubs.com/team/zelnikerdorfman)



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## Say Cheese!

The Power of Connection was alive and well this summer at our Luncheons, Networking Socials hosted by Rosedale Golf & Country Club and The Capital Grille, and the YLA's 2nd Annual Mentor Connect event, pairing future leaders with established LWRBA mentors.

For more photos from these and other events, check out the LWRBA Facebook page!  
[www.facebook.com/LakewoodRanchBusinessAlliance](http://www.facebook.com/LakewoodRanchBusinessAlliance)





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## Sponsor Spotlight.

### Lakewood Ranch Communities.



#### LAKEWOOD RANCH™

Lakewood Ranch celebrates 24 years of community building with its 21st annual **Tour of Homes**, running Oct. 19-Nov. 18. There is no better way to immerse yourself in day-to-day Ranch life than through Tour of Homes and its myriad of activities. During the month-long experience, visit more than 70 models and move-in-ready homes by more than 20 builders in 14 distinct villages, and attend any number of community or builder-planned events. Find out what makes Lakewood Ranch the second best-selling master-planned community in the United States!

For more information visit [lwrtourofhomes.com](http://lwrtourofhomes.com).

## Pay it Forward.

### Shining a light on Non-Profits.

#### Meals on Wheels PLUS of Manatee

offers many programs and services in Manatee County,

providing nutrition

and independent living. Our "PLUS" programs

include home-delivered lunch and dinner meals,

The Food Bank of Manatee, Daybreak Adult Day

Care, The Enrichment Center at Renaissance on

9th, Two Friendship Dining Centers, and monthly

Lunch Clubs. This year, we launched a Mobile

Produce Pantry, delivering fresh produce to WIC,

and "Produce on Wheels"-bringing produce to our

home-delivered meal clients. We deliver pet food

too!



We regularly conduct tours of our programs and always welcome new volunteers. Please visit our website at [www.mealsonwheelsplus.org](http://www.mealsonwheelsplus.org)

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