

THE ALLIANCE

Quarterly

Winter 2012

Hoot and Holla!
its
2012

Whoooo's
Ready?



Photo taken at
SMR Headquarters
by Cara McNeil.

Voice, Vision, Visibility

	Mon.	Tues.	Wed.	Thurs.	Fri.
January 2012	2	3	4 Memberfest	5	6
	9	10 M P	11 PR Membership Luncheon	12	13
	16 EV	17	18 Executive Briefing	19	20
	23	24 GA	25 New Member Orientation	26	27
	30				

	Mon.	Tues.	Wed.	Thurs.	Fri.
February 2012			1 Networking Social	2	3
	6	7 M	8 PR	9	10
	13	14 P	15 Executive Briefing	16	17
	20 EV	21	22	23	24
	27	28 GA	29		

	Mon.	Tues.	Wed.	Thurs.	Fri.
March 2012				1	2
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	12	13 P	14 PR Membership Luncheon	15	16
	19 EV	20	21 Executive Briefing	22	23
	26	27 GA	28	29	30

EV - Events/Fundraising P - Programming
GA - Government Affairs PR - Public Relations
M - Membership

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Willis A Smith Construction

Robin Parsons
Lakewood Ranch Business Alliance
Business Development Director
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At-Large

Chairman's Address

By Brian Volner Chairman of the Board

With the holiday season ending and the New Year beginning, it is an opportune time to say thank you to those who make our organization great – I would like to say THANK YOU to our members! It is because of your commitment and dedication to making The Lakewood Ranch Business Alliance great, that we soon will celebrate over 500 members and our 8th year Anniversary. I am proud to be part of such a dynamic, member-driven organization, which has come far in 7 short years.

It is exciting to know we ALL will play an important role in the success of our organization in 2012 and beyond. You, the members, have challenged us to focus on value and quality of membership. As Board Members, we listened and are responding. Our goal is to continue adding value to our members through quality educational and motivational programming, professional and relationship based networking events, and more member celebrations, such as our upcoming MemberFest. This is your Alliance, and moving forward, we will continue our efforts to enhance your membership experience.

Thank you to the members of the LWRBA for all you have done to help us achieve so much in such a short time, and for the opportunity to serve as your Chair, which is truly an honor. Here's to a GREAT 2012! ✨

Outgoing Chairman's Message

By Bobbi Larson, Past Chairman

How quickly a year passes! It was a great honor to serve as Chairman of the Lakewood Ranch Business Alliance. Thank you to my peers on the Board of Directors and to each of you who served on our committees, your support is truly appreciated.

Under the leadership of your new Chairman, Brian Volner, we can look forward to continued growth of the Alliance and increased impact of the organization on our local business community.

I look forward to even greater Vision, Voice and Visibility for the Lakewood Ranch Business Alliance and wish for each of you, a very prosperous year. Thank you again for this wonderful opportunity and for your support. ✨



Welcome 2012 New Board Members!!



Victor Ernest,
Omega Office Systems
Membership



Steve Hall,
Alltrust Insurance
Programming



Pam Lutz,
Cornerstone Solutions Group
Events



Lou Marinaccio,
MGA Insurance Group
At-Large



Dee Zulauf,
Envizage PR & Project Management
Public Relations
Chair

Your Voice takes Action

By: Candice McElyea,
GAC Public Relations Sub-Committee

How will redistricting affect your business? What happens if Lakewood Ranch is divided into two or more districts? What are the crime statistics in your area? How are those crimes being enforced? What state and local incentives are being considered to help attract and retain small business owners? How are your local and state elected officials and candidates responding to and voting on those initiatives? These are just a few of the issues and concerns that the Lakewood Ranch Business Alliance Governmental Affairs Committee (GAC) is evaluating and considering as we enter into a very busy political season.

The GAC is gearing up for political interviews and endorsements that will aid its members in making informed and educated choices at the polls. Recently

the Lakewood Ranch Business Alliance announced its first round of endorsements for the 2012 elections. They included:

Tom Knight for Sarasota County sheriff; Brad Steube for Manatee County sheriff; Ed Brodsky for state attorney for the 12th Judicial Circuit; Larry Eger for public defender for the 12th Judicial Circuit; and Vanessa Baugh for District 5 Manatee County commissioner.

Members of the GAC interviewed all contenders for the seats and made their recommendations, based on an unbiased scoring system, to the Alliance's Board of Directors. The board voted unanimously on the recommendations Nov. 17.

As quoted recently in the East County Observer, incoming Alliance President Brian Volner stated, "The interviews are the starting point by which we determine the objectives of what each candidate desires to accomplish in our greater community. We are looking to be that voice of our community, so we want to make sure there is an alignment between our political candidates and what's going to be in the best interest of the greater Lakewood Ranch community. The recommendations and/or endorsements, are not influenced by political affiliations. We are a pro-business organization and seeking candidates who will best serve the community as a whole."

After the holidays the Governmental Affairs Committee will continue to interview other political candidates in preparation for the Alliance's next round of endorsements. You can expect to see fundraisers for these candidates and opportunities to hear from them, talk with them and ask them questions at several events planned for 2012.

To help support these candidates the LWRBA recently formed a Committee of Continuous Existence, an entity that will allow the Alliance to raise money for endorsed pro-business political candidates and causes. An option to support the CCE was in your annual membership renewal packet. We encourage you to consider lending your support to increase our voice, vision and visibility in Lakewood Ranch and the region. It is crucial that The Alliance continues to support pro-business causes and candidates to ensure the long-range success of our members and our region. ✨

LWRBA Networking Events

Were You There?



Sandies Awards



October Breakfast of Champions with Ryan Nece



Photos courtesy of Jesse Sunday & Amanda Vercheski



**November Luncheon
Rex Jensen and
Tim Mulqueen**



**December Holiday Social
The Lake Club**



1st Quarter 2012 – January / March

For more info or to RSVP for all events visit...www.lwrba.org

January 4th – Wednesday 5:00-7:00pm – Networking Social / MemberFest Main Street at Lakewood Ranch Come and welcome in the New Year with the Lakewood Ranch Business Alliance. Join us on Main Street for a block party as we celebrate our members. There will be games at each booth with a chance to win GREAT prizes, food samplings from local restaurants and a cash bar. This will be a FREE event so members are encouraged to bring Non-Members to learn more about the LWRBA.

January 11th – Wednesday 11:30am-1:00pm – Annual Membership Luncheon Polo Grill / Fete Ballroom The seed of an idea to promote visibility and growth in the Lakewood Ranch business community has blossomed into a dynamic organization in just a few years. Help the Alliance celebrate the accomplishments of the past year and join in the excitement of hearing from our incoming and past chairman of the board as they share where we are headed in 2012!! Members \$25 / Non-Members \$35.

January 18th – Wednesday 7:30-9:00am – Executive Briefing: “How Bad Do You Want to Succeed?” Keiser University Todd Smith, Successful Entrepreneur and author of “The Little Things Matter” This presentation will include: How to Achieve Any Goal, Five Questions of Success and The Power to Focus to Achieve. Members \$15 / Non-Members \$25.

January 25th – Wednesday 7:30-9:00am – New Member Orientation Keiser University As we continue to grow, we are eager to meet some of the newest additions to the family. This is a chance to meet our Board of Directors and other fellow New Members. Come learn about all of the added value associated with your new LWRBA membership, as well as upcoming events, website features, etc. New Members - FREE.

February 1st – Wednesday 5:00-7:00pm – Networking Social Lakewood Ranch Medical Center Lakewood Ranch Medical Center will host the LWRBA Networking Social. While the event will take place in the main lobby, the hospital will offer tours of the newly dedicated Orthopedic Spine and Joint Center housed on the third floor. The hospital has embraced the Marshall Steele Program of Orthopedic Excellence turning our community hospital into a Destination Center for Orthopedic Care. The program aims to have patients

dressed in their own clothes the day after surgery- participating in group rehabilitation programs that include putt putt golf! Complimentary hors d’oeuvres will be served along with your beverage of choice at our cash bar. Members - FREE / Non-Members \$20.

February 15th – Wednesday 7:30-9:00am – Executive Briefing: “What Your Attorney Won’t Tell You about HR” Keiser University Patricia Mathews, President, Workplace Solutions Pros. Pat brings more than 30 years of experience in management and consulting to fortune 100 companies including Occidental Petroleum, Anheuser-Busch Companies, Emerson Electric and Edward Jones. This presentation will include: 10 Key Concepts for Preventing Lawsuits, Employment-At-Will, “Safe” Termination, Employee Handbooks: Those Critical Policies & Procedures. Members \$15 / Non-Members \$25.

March 7th – Wednesday 5:00-7:00pm – Networking Social Holiday Inn/ Alamo – Lakewood Ranch Join us for our March meeting at the Holiday Inn Sarasota-Lakewood Ranch. They are excited to offer an evening of music and samplings from the Alamo Steak House menu and from their customized catering menus. The staff is anxious to welcome the Business Alliance and prove how they received the Torchbearer award, only given to the best of the best among the Intercontinental Hotel Group. Members- FREE / Non-Members \$20.

March 14th – Wednesday 11:30am-1:00pm – Luncheon Polo Grill / Fete Ballroom “Increasing Your Margins & Sales Volume in Today’s Economic Climate” Mark Thompson, Partner Decision Process International. Mark is this country’s most noted authority in Strategic Thinking and the concept of the Driving Force. Mark will discuss how to identify your Differentiating Value, how to not compete on price, the secret to keeping profitable customers longer and the one thing that brought Federal Express from start up to world domination. Members \$25 / Non-Members \$35.

March 21st – Wednesday 7:30-9:00am – Executive Briefing: “Corporate Excellence” Keiser University The Essence of Whole Foods Corporation with Nikki Logan, Marketing Director, Whole Foods Market. You will learn: Understanding Your Customer, Value vs. Price, Employee Engagement and Ethics in Business = Success. Members \$15 / Non-Members \$25.

2011 Holiday Social Update....

Thank you to everyone who helped make our Holiday Social truly special!!

At the event, we received \$75 in Publix Gift cards, \$1,250 in cash and whopping 1,298 pounds of food to help support Meals on Wheels of Manatee. In addition, a food drive was also held throughout the community of Lakewood Ranch and with those collections Meals on Wheels of Manatee ended up with a grand total a total of \$9,400 in cash donations and 3,500 pounds of food to help feed the needy this holiday season. We would like to recognize, Sandies Citizen of the Year Awards winner - Don O’Leary, Dick Moran and Rich Lozier who tirelessly donated their time to these efforts.



Sponsor Highlight

For many people, filing a tax return can be a chore. It is a task to be completed, and hopefully, the outcome will be favorable – or at least not too unpleasant. There is a better alternative. Tax planning should be done from a short and long-term perspective to position you most effectively and eliminate surprises. Year-round interaction with a tax professional that brings the valuable in-depth tax knowledge, asking the key questions at the right time is critical to your overall personal and financial success. Kerkering, Barberio & Co. has the resources to meet your tax planning needs. Whether these are issues impacting your individual or business income tax return, or matters involving trust and estate, our staff has the experience and training to guide you. We are well-versed in handling all levels and types of tax preparation.

To schedule an initial, no obligation consultation, call (941) 365-4617 and ask for Michael Goldstein or Barbara Jones, our Lakewood Ranch Team. We look forward to helping you, your family and your business to prosper and grow in this vibrant community. ✨

Welcome New Members!

- Aqua Plumbing & Air
- AXA Advisors
- Blue Door Spa & Salon
- Boost Studio
- Buffalo Lodging
- Burling Consultants, LLC
- CMIT Solutions of Manasota
- Colonial Life
- Complete Music of Sarasota
- Conley Buick GMC
- Country Inn & Suites - Bradenton
- DMK Associates, Inc.
- Dye, Deitrich, Petruff & St. Paul, P.L.
- Fishermen’s Village Waterfront Shopping, Dining, Resort & Marina
- Grimefighters Carpet Cleaning, Inc.
- Hot Brands International Inc., USA
- Iberia Bank
- John Cannon Homes, Inc
- Lakewood Ranch Town Hall
- Lost Creek Resort Apartments
- Macsy Termite and Pest Control
- Milks and Milks, INC.
- Pope Financial
- Principal Financial Group
- Robert Casella of Keller Williams
- Sarasota Sports Medicine
- SpringFin
- Synergy Landscapes
- The Center of Integrated Medicine
- Workplace Solutions Pros
- Zirkelbach Construction