

Robin Parsons  
Lakewood Ranch Business Alliance  
Business Development Director  
941-757-1664  
Robin@lwrba.org

### 2010 Board of Directors

- Bobbi Larson, *American Red Cross Manatee Chapter*  
Chairman of the Board
- Marc Simms, *RPM Business Advisors*  
Past Chair & Education
- Brian Volner, *Community Bank*  
Chair Elect & Public Relations
- Craig Cerreta, *Signature Sotheby's International Realty*  
Governmental Affairs
- Barbara Jones, *Kerkering Barberio & Co*  
Treasurer
- Tommy Klauber, *Polo Grill, LLC*  
Membership Services
- Stephen Ackoury, *Synovous Bank*  
Membership
- Annette Gueli, *ProMotion Notions*  
Events
- Michael Tullio, *Blue Skye Lending*  
Programming
- Darrell Turner, *Turner Tree and Landscape*  
At-Large
- Irwin Davis, *Metropolitan Development Foundation*  
At-Large
- John Barnott, *Manatee County Government*  
At-Large
- Marie Pender, *Manatee Chamber of Commerce*  
At-Large
- Vicki Vega, *The Greater Sarasota Chamber of Commerce*  
At-Large
- Ian Black, *Ian Black Real Estate*  
At-Large
- Michelle Grunberg, *ICConnectU*  
At-Large
- Warren Simonds, *Willis A Smith Construction*  
At-Large
- Rex Jensen, *Schroeder Manatee Ranch*  
SMR Liaison
- Joseph Najmy, *Najmy Thompson, P.L.*  
Legal Council

### Chairman's Address

By Bobbi Larson,  
Chairman of the Board



Where does time go? With the end of the year quickly approaching, I want to take this opportunity to say thank you to all who have shared time, talent, and treasure in support of the Lakewood Ranch Business Alliance. Thank you to our hard working volunteers who serve on the Board of Directors and our various committees. Thank you to our sponsors who have invested in our organization. Thank you to our members who give the Alliance a strong voice and presence in the community.

Congratulations to each of the nominees for our inaugural Sandies Awards. Unfortunately, there can only be one winner per category. All of us that live, work or play in Lakewood Ranch benefit from the wonderful programs and services our nominees contribute to the success of our community.

It is a tremendous honor to serve as Chairman of the Lakewood Ranch Business Alliance. Thank you for your support of this great organization. It is truly appreciated. ✨

### Sponsorships. More bang for your buck.

By: Robin Parsons

It's finally Fall, where instead of looking at all the leaves change colors and enjoying a crisp nip in the air, we are left to review spreadsheets and evaluate business strategies. You guessed it, it's time once again to start thinking about the dreaded annual budget!!

When the economy changed, many companies were forced to make major cutbacks and the first area they looked at was always marketing. It should have been the last place to cut back because your marketing is the only thing that sets you apart from the others. Think back and remember that time, there are only a few businesses who embraced that philosophy. I remember Neal Communities being one of those.

Now that we are starting to see an upswing in the economy, deciding the best areas to utilize your marketing dollars has become even trickier than it was. Buying habits have changed. Prior to the change in the economic down turn, marketing was company driven where traditional advertising; direct mail, etc. were the common avenues. According to recent statistics, we have now switched to a consumer driven market where more internet research is being done before purchases are made. Product comparison and reviews are being investigated and customer ratings are checked. Additionally, Consumers are relying more on referrals from friends and colleagues to make their buying decision.

With new buying habits in play, how are you to decide on what marketing outlet will provide you with the best return on investment? Who has the time to do the analysis or has the extra funds to hire an expert to evaluate your ROI for you?

To get more bang for your buck, consider an annual sponsorship. When you place your advertising dollars in a bundle type of situation it offers you a variety of promotional opportunities for a more complete package. Unlike a "one shot deal" like most standard advertising efforts feature, you'll be able to see your investment working for you throughout the year.

You may also want to consider a sponsorship level with the LWRBA which includes Alliance Dollars to further your exposure. Alliance Dollars are a new option created this year. This option allows our sponsors the opportunity to get more involved with some of our annual events without having to utilize additional budget dollars throughout the year which may not be available.

Our Alliance Dollars are available with our top two levels. The Presidential (10K) level offers 4K worth of "Alliance Dollars" and the Executive (5K) level offers 2K worth of Alliance Dollars.

The different sponsorship levels offer a variety of visibility opportunities for you with our member and non-members. Payment plans are also available to work with budget needs. Visit [www.lwrba.org](http://www.lwrba.org) for more information or contact Robin Parsons at 941-757-1664 for further details. ✨



### 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. ✨

FILL A BOWL, FEED A HEART

Empty Bowls 2011

THE FOOD BANK OF MANATEE

EMPTY BOWLS • OCT 20 & 21 • 941-749-0100

Select a beautiful, handcrafted bowl to keep, and enjoy a variety of soup, bread and dessert for \$20. All proceeds benefit The Food Bank of Manatee. 11:30-1:30 pm on Oct 20 at Renaissance on 9th, and Oct 21 on Main Street, Lakewood Ranch. [www.foodbankofmanatee.org](http://www.foodbankofmanatee.org).

# LWRBA Networking Events

Were You There?



East Meets West 3



July Luncheon - Incorporation and Business



July Networking Social - Holiday Inn/Alamo



August Networking Social - Speed Networking



September Luncheon - Pat Neal



Photos courtesy of Jesse Sunday, Amanda Vercheski & Scott Phillips

# EAST MEETS WEST III

PRESENTED BY: **WASTE PRO**  
Caring For Our Communities



By: *Annette Sciolino Gueli*

East Meets West III Expo presented by Waste Pro, was held at the Sarasota Municipal Auditorium on Wednesday, Sept. 7th. This event proved to be a great decision to get involved early for members of the Lakewood Ranch Business Alliance, The Longboat, Lido, St. Armands Key, The Gulf Coast Latin & The Siesta Key Chambers of Commerce.

The efforts of months of dedicated planning by the Subcommittee were rewarded by the impressive net revenues. Our tables sold out well in advance, but we hope to be able to accommodate more members next year. Over 775 of Sarasota & Manatee County's finest professionals turned out to network. They were greeted by a sea of over 40 brightly garmented "Volunteers" who made all the difference. Volunteers like Violetta from Keiser University who showed up early to set up her space and donated ice coolers for our bar. To those Events Committee members who worked the entire day and night and those that helped exhibitors unload in the pouring rain- Thank you!

Thanks to MGA Insurance, our bag sponsor, who helped provide the gift bags that were distributed at the entry. At 81 exhibitors on site, most exhibitors and guests felt the food, drinks and venue location were excellent. Thank You again to our host venue Debbie at SMA along with our sponsoring members like Goldcoast Eagle, The Alamo, Jason's Deli, the Broken Egg and Freedom Village for helping us look so good.

I thought it would be great to share a few of the comments from both the surveys we gave out to exhibitors that night and the Thank You cards and emails, personal visits and phone calls that have been flowing in with positive feedback. We even got some comments on Facebook and LinkedIn. Be sure to see the photo links we attached on our social media and the website.

"I just can't say enough about what a great show EMW turned out to be. The space was great- the aisles were wide enough and there was no bunching in front of the tables....great room

flow....fantastic planning and organization. Best venue yet- Congratulations!" ~ Joe Anziano - Advantage Print & Design

"We went through over 200 service menus- Thank You- we are definitely interested in exhibiting at EMW IV in 2012!" ~ Gina Morgando - Che Bella Salon/Spa

"I wanted to thank the LWR Business Alliance for a great event last night and for the excellent location... it was a wonderful turnout and a lot of fun. We loved the monkey!" ~ Tracy O'Neill - Kerkering Barberio & Co.

"Thanks Annette for all your hard work. It was a great event and we received several leads." ~ Rob Ferguson - Holiday Inn Lakewood Ranch

"Congratulations on another successful expo it gets better and better every year. Thanks for allowing the Sarasota Tax Collector's Office to participate!" ~ Colleen & Barbara

SouthTech Solutions, who ranked us excellent in all categories, asked us to consider musical entertainment...thank you Jessica, we will!

Survey feedback proved the target market and number in attendance matched the exhibitors' need and provided value. We encourage you to get on board early next year so you don't miss out. If you are interested in participating as an exhibitor, sponsors or volunteer, it's not too early to reach out to Robin or me. Save the EMW IV date of Wed. Sept 5th. Get involved make some new friends - join us in February when the planning fun begins again. ☼

## 4th Quarter 2011 – October/December

For more info or to RSVP for all events visit...[www.lwrba.org](http://www.lwrba.org)

**October 5th – Wednesday 5:30-8:00pm – Awards Dinner Polo Grill / Fete Ballroom** The Sandies seek to recognize outstanding businesses and citizens within the Lakewood Ranch community. Awards will be given in four categories undefined Business of the Year; Citizen of the Year; Corporate Philanthropy; and Entrepreneurial Spirit. Don't miss this great opportunity to recognize those who have soared to new heights in 2011!!! \$65.

**October 12th – Wednesday 7:30-9:00am – Breakfast of Champions: "The Heart of a Champion" Lakewood Ranch Golf and Country Club** Ryan Nece of the Tampa Bay Buccaneers, SUPERBOWL XXXVII CHAMPION. Join this winner as he shares the importance of keeping things in perspective, leadership in times of trouble, and the difference between "want" and "will". His tremendous work ethic and solid play provided him the opportunity to be a significant contributor on special teams. Nece has helped to develop foundation programs that strive to promote volunteerism, health and wellness and character development among young people. Members \$20 / Non-Members \$30. This event is being sponsored by Keiser University.

**October 19th – Wednesday 7:30-9:00am – Executive Briefing: "Strategic Thinking" Keiser University** Mark Thompson, Partner, Decision Process International is the country's most noted authority in Strategic Thinking and the concept of the Driving Force. Areas of discussion will include preparing for success, strategy of the "Sandbox", your companies DNA, areas of excellence, and stealth competition. Members \$15 / Non-Members \$25.

**October 26th – 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 your new LWRBA membership as well as upcoming events, website features, etc. Members-FREE.

**November 2nd – Wednesday 5:00-7:00pm – Networking Social Viking Culinary Center** Make sure you mark your calendar to check out this "new" facility and addition to the LWR community. We will be serving an array of delicious complimentary hors d'oeuvres along with a fantastic selection of beer and wine at our cash bar. This will be a fabulous networking event and we cannot wait to welcome everyone to our new facility. Be sure to bring your business cards for the opportunity to win a gourmet cooking experience at the Viking Culinary Center. Members- FREE / Non-Members \$20.

**November 9th – Wednesday 11:30-1:00pm – Luncheon Polo Grill / Fete Ballroom** Join us as we host Rex Jensen, CEO of Schroeder-Manatee Ranch and Tim Mulqueen, Director of Sports at The Premier Sports Campus at Lakewood Ranch. Mr. Jensen will share information on the newest developments in Lakewood Ranch and Mr. Mulqueen will discuss future events, developments with the campus, and the significant economic impact this campus will produce for the Ranch. Members \$25 / Non-Members \$35.

**December 7th – Wednesday 5:00-7:00pm – Holiday Social The Lake Club** Come and enjoy the good cheer at the Lake Club. This is our 4th annual holiday social so don't miss out on our last event of the year. And remember... wear your craziest holiday hat or sweater to capture the grand prize of our HOLIDAY CHEER COMPETITION. Please bring canned food to donate for The Food Bank of Manatee. Members-FREE / Non-Members \$20.

## Welcome New Members!

- Buffalo Wild Wings
- Commercial Air & Refrigeration, LLC
- Commercial Design Services, Inc.
- Commercial Lending Solutions
- Conditioned Air Corp
- Eagle Strategies, LLC
- Fairway Funding Group
- Focused Management Consulting
- Freedom Village Bradenton
- Gary Keller
- Hornback Chiropractic and Wellness
- InStar Services Group, LP
- J S Realty Corp.
- JAR Sstems LLC
- John Hancock Financial Network
- JRS Business & Consulting Services, LLC
- Kenneth Jarvis PLLC
- Kimberly Leckie, P.A., CCIM
- Lenders Technical Assistance, LLC
- Manatee Educational Television (METV)
- Manatee Habitat for Humanity
- Mutual of Omaha
- Mx4 Marketing LLC
- Paradise Homes of Sarasota
- PayServ Systems
- Southern Trust Financial Planning
- Square 1 Burgers & Bar
- Synergy Landscapes
- The HarNess Group at Morgan Stanley
- University Auto Spa
- Vanessa Miranda of Neal Communities
- Viamedia
- Willis of Florida, Inc.