

# PAY IT FORWARD



Local organizations are leading the way in giving back to support people, causes and organizations that make the region a strong network of givers. Learn how notable businesses and organizations maintain their commitment to giving back in this special section. In this issue we spend time with CS&L CPAs, Community Youth Development (CYD), Cool Today and The Resort at Longboat Key Club.

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## CS&L CPAS



**HOW DOES CS&L CPA ENCOURAGE GIVING BACK?** At CS&L CPAs, we know that instilling a corporate culture of philanthropy is just as important as maintaining a positive image and achieving corporate excellence. When CS&L CPAs was established in 1954, providing exceptional service to our clients and making a positive impact in our community were cornerstones of our firm philosophy. Over the past 60 years, these values have remained at the forefront of all we do. We believe it is so important, that we include community service and leadership in our mission statement. Giving back is one of the most rewarding parts of our mission. To ensure that giving back became an active part of our culture, we established “CS&L CAREs”, to foster an environment for our associates to get involved throughout the community. CS&L CAREs is an internal program that provides a platform for our employees to engage with the community through service and leadership opportunities. Every month of the year includes some activity that supports our CS&L CAREs initiative, no matter how big or small the contribution. Activities include wrapping toys in the holidays, food drives, 5k races and walk-a-thons, fundraising events, monetary sponsorships, in-kind donations, event support, volunteer hours and participation on boards of local organizations.

CS&L CPAs (Christopher, Smith, Leonard, Bristow & Stanell, P.A.) is a full service certified public accounting firm that has been serving our communities for over 60 years. CS&L CPAs provides taxation, accounting, auditing and consulting services to individuals, businesses and organizations. With offices located in Sarasota, Bradenton and Tampa, the firm is dedicated to providing exceptional service to its clients, creating an outstanding workplace for its employees, and supporting the local communities. CS&L CPAs has been voted a “Best Place to Work in Tampa Bay” by the *Tampa Bay Business Journal*, a “Best Company to Work for in Florida” by *Florida Trend Magazine* and the 2014 “Small Business of the Year” by the Sarasota Chamber of Commerce. In 2014, CS&L was the recipient of the “Community Spirit Award” by the Manatee Community Foundation and, in 2015, the “Small Business of the Year” by the Manatee Chamber of Commerce. The mission of CS&L CPAs is to understand your unique needs and create exceptional solutions.

### CS&L CPAS

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## CYD



**HOW DOES COMMUNITY YOUTH DEVELOPMENT INVEST IN SARASOTA'S YOUTH?** Community Youth Development (CYD) is in the business of making things happen for local teenagers. In today's ever competitive world for college entrance and career opportunities, CYD serves as a hero for kids that otherwise may not have access to personal and professional development. Since 1995, CYD has made it their mission to help kids like Javier Aramayo. Javier's parents moved to Sarasota from Peru when he was six years old in hopes of accessing better education and more opportunities for their son and daughter. Led to CYD by his older sister, Javier was quickly immersed in CYD's leadership and volunteer programs, like Alternative Spring Break (ASB). When other kids from his school spent a week at the beach or on vacation, he and other CYD members dedicated their spring break to serving local non-profits in Sarasota County. Not only did Javier feel good about serving others, he learned valuable skills like teamwork and leadership. Now he has an incredible experience to add to his resume and can speak to the importance of defining moments such as these, for the rest of his life. But with CYD, it doesn't stop there. Providing yearly opportunities like ASB is important, but CYD recognizes the value of keeping teenagers involved in their community through continued active participation. The STAR (Students Take Active Roles) Leadership Training teaches students about civics and philanthropy while developing communication and critical thinking skills. Graduates of the program serve as full voting members on various boards within Sarasota County--an opportunity normally reserved to adults. The SRQVolunteer Training Program empowers students to become agents of social change. Not only do the participants of both programs receive innumerable opportunities (like making connections with adults and other teens outside of their normal social circles), but our community becomes more progressive as it learns from and works alongside the younger population. "I've always had a voice," says Javier, "it's just that now, because of the opportunities I've gained in CYD, I know how to use it correctly. Not just in school, but in the community and everywhere."

CYD helps young people navigate the pitfalls of adolescence, teaches them to take pride in themselves and responsibility for their decisions, and prepares them to participate in our community as good citizens and civic leaders. Each year, thousands of local middle- and high-school students engage in CYD activities that cultivate leadership skills and support positive choices. But CYD is not just for leaders and high achievers. It is especially important to kids who might otherwise get left behind. For every teen with social skills and family support, there is one who struggles to fit in and stay out of trouble, who needs the structure and safety that CYD activities provide. For every teen who communicates with clarity and participates with enthusiasm, there is one who is bored and apathetic - until CYD gives her a voice and a purpose. For every teen who takes responsibility and acts with resolve, there is one who thinks his opinion doesn't matter and that youth can't make a difference- until CYD draws him into civic life and shows him that he can make good things happen.

## COOL TODAY



**HOW HAS COOL TODAY BEEN TOUCHED BY THE YEARLONG #TAKINGCAREOFPEOPLE CAMPAIGN IN 2015?** TCPToday, (Take Care of People) the 2015 giving initiative of Cool, Plumbing & Energy Today is much more than a yearly campaign, it is part of the company's overarching mission. Under the leadership of President and CEO Jaime DiDomenico, the company strives to make a positive impact in the community. "I make it a priority to give back because I know what it is like to have very little," said DiDomenico on why he chooses to lead by example when it comes to philanthropic initiatives. "Growing up as the son of a barber and seamstress with six children, I learned early on what a difference generosity makes." Not only does Cool, Plumbing & Energy Today participate in planned community support through youth programs, veterans' services and non-profit organizations like The Sarasota Boys and Girls Club, Circus Arts Conservatory and Safe Place and Rape Crisis Center, they also believe in the power of spontaneous giving. Through the TCPToday campaign, Cool Today has generously supported deserving people that so graciously care for others. Unlike a typical company, Cool Today encourages giving not only by the leadership of DiDomenico, but also empowers each employee to give through their TCPToday initiative. Thanks to this deliberate mission to do good, Cool Today empowered all levels of their company to take care of clients. When Cool Today received word that the Lily School at Easter Seals of Southwest Florida needed a new refrigerator to prepare nutritious snacks for their students, it was a great thrill for the company to help meet their needs. The results of TCPToday have made a lasting impact on the company – through charitable acts and in addition to their unwavering commitment to superior customer service. "Our staff and customers have really connected with this initiative. We want to leave a legacy in our community that we reinvested back into it. Especially in areas of the greatest need," said DiDomenico. "TCPToday reinforced what we already knew about Sarasota and Bradenton. This is the most caring, generous community in the country!"

Cool Today, Plumbing Today and Energy Today serves homeowners and businesses in Sarasota, Bradenton, Port Charlotte, Tampa and West Florida since 1963 experience and a national reputation for exceptional technical skills in air conditioning, heating, plumbing, electrical, solar, and indoor air quality systems. Founded in 1963 in Sarasota, Florida as N&M Heating and Cooling, Cool Today has grown to be one of the most respected air conditioning, heating, plumbing and electrical service companies in Florida. Cool Today is proud of their long-standing commitment to 100% client satisfaction. A proud supporter of the local community, Cool Today emphasizes the importance of giving back to charitable causes and has developed initiatives like #TakingCareOfPeople to serve those in need. From plumbing, electrical and air conditioning repair, to water heater replacement, whole-house wiring and air conditioning installation, Cool Today strives to provide excellent service 24 hours a day, 7 days a week.

## THE RESORT AT LONGBOAT KEY CLUB



**HOW DOES THE RESORT AT LONGBOAT KEY CLUB INVEST IN THE COMMUNITY?** Renowned for its white sand beaches, outstanding amenities, two newly renovated golf courses, the award winning Tennis Gardens, exceptional spa and fitness programs, The Resort at Longboat Key Club is also an outstanding community partner and quiet supporter of many local charitable organizations. Being a part of the fabric of the local community has always been a focus for the resort and club, and that is evident in many of the activities and organizations that it supports. From cultural organizations such as the Asolo Repertory Theater and Van Wezel Performing Arts Center to service organizations such as Jewish Family & Children's Services, the Child Protection Center, the Glasser-Schoenbaum Human Services Center and the Boys & Girls Clubs of Sarasota and Manatee Counties, and environmental organizations such as Save Our Seabirds and Mote Marine Laboratory & Aquarium, the ownership and leadership of the resort and club believe in giving back to our community. The management team at the resort is very involved with organizations such as the Sarasota Chamber of Commerce, the Longboat Key Chamber of Commerce and supports the local Rotary and Kiwanis Clubs, that provide much needed services to our local Veteran's, school children, families in need and business initiatives. The resort recently established themselves as the teaching hotel for the USFSM School of Hospitality and Leadership Technology to assist with curriculum and teaching sessions that will help local students and residents prepare for future employment within organizations right here in our own community. Quietly, the resort is proud to offer respite and vacations to families who are impacted by terminal illnesses, giving them fond memories of time at the beach and beautiful sunsets that will be cherished forever. Our business goal is to run the best resort and club on the West Coast of Florida, and beyond. Our mission is to be a steadfast community partner, supporting causes that make us strong and giving hope to the families and causes that will make our community even stronger in the future.

The Resort at Longboat Key Club is a AAA Four-Diamond Sarasota resort that encompasses over 400 acres of lush lawns and pristine beachfront with authentic Old Florida boardwalks. An official Florida "Green Lodging" property, the resort is environmentally-friendly and just a short drive from the upscale shopping, museums and theaters in downtown Sarasota. Along with breathtaking ocean views, our guests enjoy oversized accommodations with private balconies, eight diverse restaurants and lounges, and year-round activities from 45 holes of premier golf to our full-service beachfront offering a full spectrum of water sports and relaxation. The Resort at Longboat Key Club boasts award-winning Tennis Gardens comprised of 20 Har-Tru courts, private instruction and summer tennis camps. The Spa offers holistic treatments and relaxation. Expansive views of the gulf are enjoyed with best with cocktails or a delicious meal prepared by the talented chefs at the resort. With an unmatched selection of water and land activities to choose from, including the largest marina on Florida's west coast, The Resort at Longboat Key Club is the perfect setting for family vacations, romantic getaways and guests looking for a tropical escape.