

2017 RECOGNIZING WOMEN LEADERSHIP IN BUSINESS ON THE GULF COAST
SPECIAL COMPETITION AWARDS SECTION



WOMEN IN BUSINESS INITIATIVE

Hear Me Roar

RECOGNIZING WOMEN LEADERS IN SARASOTA AND BRADENTON
WHO HAVE MADE MEANINGFUL AND SIGNIFICANT CONTRIBUTIONS IN THE AREAS
OF BUSINESS, HEALTH, EDUCATION, ENTREPRENEURSHIP, SCIENCE,
SPORTS, PHILANTHROPY AND THE ARTS.

PROGRAM PRODUCED BY SRQ MEDIA | LISL LIANG, ASHLEY GRANT AND MADELINE CROTTS
PHOTOGRAPHY BY WYATT KOSTYGAN

Meet the Ambassadors of the 2017 Leadership Circle

Winners

Erin McLeod

President, The Friendship Centers

Nikki Taylor

President and CEO,
Taylor & Company, LLC

Graci McGillicuddy

Champion for Children

Jennifer Vigne

President, Education Foundation
of Sarasota County, Inc.

Karen Windon

Deputy County Administrator,
Manatee County Government

Finalists

Anna von Gehr

Senior Director of Development,
The Ringling Museum of Art

Veronica Brandon Miller

Vice President Foundation,
Goodwill Manasota

Liz Brookins

Senior Marketing Coordinator,
Willis A. Smith Construction

Renee Preininger

Realtor, Sarasota Trust Realty
Company, LLC

Susan Moseley

President, Moseley
Investment Management

Shannon Rohrer-Phillips

Co Founder, Visible Men
Academy

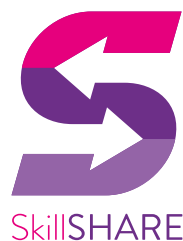
Debbie Smith

CEO, Two Trails, Inc.

COMPETITION OVERVIEW

Nominees were asked to share their insights with our judges on nine key areas: how they define success, what personal experiences have motivated and inspired their professional success, how they have guided transformational change in a rapidly evolving marketplace, what trends concern them the most, if they could have one superpower for a day what would it be and what would they do with it, their outlook on life in six words, who they would bring back from history to spend a morning with, what was their favorite child bedtime story and what meaning do they still glean from it today and what they would write in a letter to their younger selves. Our outside-the-market judges scored each nominee based on their responses to the above questions as they related to personal integrity, expertise, community engagement and change agents.

Programs powered by the Women in Business Initiative



SkillSHARE

Made for speed, SkillSHARE represents the basics of mentorship concentrated into mini-sessions that encourage honest interactions and allow for spontaneous connection. This event is a way to meet like-minded professionals, make valuable connections and get straight to your most burning questions about career and personal development. Each participant gets paired with several mentors for mini-sessions. Lasting from 10–12 minutes, each mini-session is unstructured, allowing for conversation, guidance and direction from each mentor. The next summit will take place on June 15, 2017. Register online at srqmag.com/skillshare.



SMARTgirl

SRQ Media believes girls can do anything. SMARTgirl fosters “curated networking” and engages local middle school young women in a program designed to educate them on career possibilities and the tools they need to succeed through mentorship, soft skills training and hands-on workshops. The inaugural SMARTgirl Leadership and Mentorship Summit was held on Friday, April 14, 2017 at The Hyatt Regency, Sarasota. Thank you to our sponsors for making this program possible. Let's help our future leaders ROAR by giving them with the opportunity to engage with female leaders in the region.

2017 Leadership Circle Inductees On How They Define Success

Veronica Brandon Miller

Vice President Foundation, Goodwill Manasota

Like many, I grew up equating money and power with success, and for a time, that framed my definition. I grew up in a modest, middle-class area where the thrive was to be a doctor, lawyer or Indian chief. But as I've matured, that has changed. You see, success is a very personal thing. Success can never be equated to what people expect of me, or what I believed society expects. For me, success is spending the majority of my time focused on work or tasks that are fulfilling, leveraging my ability vs. interest, maximizing my potential and helping other people in a meaningful way while providing the freedom, lifestyle and experiences that I desire. When I go home at night and look back at my day, I count the people I have helped and not the money I made.

Liz Brookins

Senior Marketing Coordinator, Willis A. Smith Construction

Watching an effort become reality. In the construction business, seeing a beautiful new building appear in the community and knowing that I have in some way contributed to making that happen, gives me a great sense of accomplishment. The facilities this firm builds become landmarks which will endure well into the future. On a private level, seeing my children accomplishing their goals and making strides in their personal and professional lives is truly gratifying.

Graci McGillicuddy

Champion of Children

If I put the words "child abuse" in a bottle, threw it out to sea . . . and 50 years later, someone would open the bottle and read the words "child abuse" and say, "What is that?"

Erin McLeod

President, The Friendship Centers

Success for the sake of success is reaching a goal or meeting an objective, but when I think of how I would define it for myself, it's a delicate balance of achievement, wisdom, lifting others and knowing the world will be a little better off because I walked this earth.

Susan Moseley

President, Moseley Investment Management

Leaving someone feeling better than when I came upon them. Curiosity drives me both personally and professionally. Understanding people and their emotions surrounding financial security and helping achieve a sense of security around that issue inspires me.

Renee Preininger

Realtor, Sarasota Trust Realty Company, LLC

When life throws me a curve ball, I do my best to look for the positive take-away. When I have a sincere appreciation for the situation, I am able to see that I am learning, growing and gaining insight for the future, which will allow me the opportunity to help someone else or tackle something bigger down the road. Most of my greatest successes in life are things that no one noticed or recognized.

Shannon Rohrer-Phillips

Co Founder, Visible Men Academy

For me, success means listening to my heart and being truthful to the wisdom of my inner self. It means looking my fears straight in the eye, and walking towards them. It means asking for what I deserve, unapologetically, and leaning in to claim my seat at the table. Success also means asking for help, and daring to love deeply. If I rise each day trying my best to give love and light to my children, spouse, family, community, friends, and myself, that is success.

Debbie Smith

CEO, Two Trails, Inc.

Defining success is being able to have a conversation with someone and have them already understand the concepts of green certifications, because that means at some point someone or some advertising has given them the proper understanding of sustainability. Which in turn means at some point my time educating has made a difference.

Nikki Taylor

President and CEO, Taylor & Company, LLC

Success is when you are able to move outside boundaries set by others. Usually a completely unnerving experience as the unknown is always a scary place, and in doing that you discover that you are much more capable than you ever gave yourself credit for, often times this awareness comes directly after an epic fail.

Anna von Gehr

Senior Director of Development, The Ringling Museum of Art

Success is connecting the right people around the right idea at the right time and then allowing all involved to dream rather than plan.

Jennifer Vigne

President, Education Foundation of Sarasota County, Inc.

Personal success is not a finite measurement and is not based on wealth, fame or fortune but is rather determined by the qualities of personal character I strive to uphold daily. Am I trustworthy, compassionate, generous, thoughtful, humble, dependable, enthusiastic, teachable, forgiving, optimistic, flexible, bold, faithful, joyful, fair, merciful, grateful, tactful, fearless, friendly, diligent, decisive, cooperative, and persistent? Living a life of integrity is at the core of my very being although it's an aspirational quest that is as elusive as finding the pot of gold at the end of a rainbow. I will never be able to say I fully achieved it, but my success will be measured by knowing how hard I tried.

Karen Windon

Deputy County Administrator, Manatee County Government

Success is reflected in our action and our impact. If we choose to continuously talk about something rather than act on it, our impact diminishes, both in terms of the project and the relationships around the project. If we don't reflect the value of those we interact with, our impact diminishes. Valuing others doesn't mean we like all or that we are all alike – it simply means we respect the other as a human and an individual.

Congratulations to Our 2017 Nominees

Aimee Cogan

Amanda Stutzman

Amy Fleece

Amy Meese

Ann Frescura

Anna Foster

Anna von Gehr

Anne Folsom Smith

Ansley Mora

Ashley Brown

Ashley Gruters

Ashley Leon

Aubrey Lynch

Audra Lange

Babette Bach

Becky Culp

Beth Owen-Cipielewski

Beth Ward

Betty Chambliss

Brena Slater

Bridget Ziegler

Brynne Anne Besio

Camillia Mankovich

Carissa Dressel

Dr. Carol Probsfelt

Carol Sirard

Caroline King

Charlotte Hedge

Cheri Christiansen

Cheryl Loeffler

Chris Voelker

Christen Benson

Cindy Devereaux

Claudia Baeza

Claudia Moricz

Courtenay Smith

Courtney Wise Snyder

Daniela Koci

Dawn Hair

Debbie Smith

Deborah Blue

Delia Smith

Denice Peoples

Denise Riley

Devon Davis

Diane Glass

Donna McKee

Donna Tortorice

Eileen Hampshire

Eileen Olson

Dr. Elizabeth Callahan

Erin Cigich

Erin McLeod

Fay Lynne Huang

Glenda Leonard

Grace Carlson, APRP

Graci McGillicuddy

Heather Kasten

Heidi Brown

Iceseas Farrell

Jackie Dezelski

Jamie Coffey

Jamie Jalwan

Janet Hansen

Janet Walter

Janna Overstreet

Jannon Pierce

Jennifer Peebles

Jennifer Smith

Jennifer Vigne

Jill Athridge

Jill Morris

Joy Mahler

Judith Lambert

Judy Robbins

Kara Saunders

Karen Bogues

Karen Face

Kate Atkin

Kate Rossi

Kelli Jaco

Kelly Katz

Kim Livengood

Kim Miele

Kristin DeFrancisco

Dr. Kristin Doyle

Laura Gilbert

LeeAnne Swor

Leslie Loftus

Linda Cavalieri

Linda Gross

Linda Page

Lisa Berger

Lisa Seidensticker

Liz Brookins

Liz Sniegocki

Llana Curry

Lori Davis

Lucy Nicandri

Lynn Hobeck Bates

Lynn Robbins

Marina Yeliseyev

Marisa Monroe

Marissa Rosnagle

Marnee Smith

Marsha Panuce

Mary Beth Bos

Mary Glass

Mary Sanders

Mary Thorpe

Meghan Serrano

Meredith Scerba

Michelle Kaprellian

Minta Getzen

Mitsi Henson

Monica Yadav

Morgan Gerhart

Nicole Pepe-Dorn

Nikka Colorado

Nikki Taylor

Patricia Courtois

Penny Hill

Rae Dowling

Rebekah Mandeville

Renee Phinney

Renee Preininger

Rita Altman

Robin Clark

Robin Dumas

Roxanne Jerde

Sadie Montanus

Sally Furon

Sara Ferguson
 Sarah Colandro
 Sarah Lancaster Massey
 Sarah Wertheimer
 Saralyn Dorrill
 Shana Tibi
 Shannon Rohrer-Phillips
 Sharon Barhorst
 Sharon Hillstrom
 Sharon Schwalm
 Shauna Ruby
 Shelli Freeland Eddie
 Stacey Corley
 Stacy Alexander

Stacy Howe
 Sue Parsons-Zipay
 Susan Moseley
 Susie Bowie
 Teresa Derron
 Tess Evanoff
 Tracy Spalsbury
 Tracy Vanderneck
 Ursula Nixon
 Veronica Brady
 Veronica Brandon Miller
 Virginia Haley
 Dr. Wendy Ellis

2016-17 Program Sponsors



THE DIAMOND VAULT WOMEN IN BUSINESS "HEAR ME ROAR" LEADERSHIP PIN

Thank you to Michael Chokr and his team at Diamond Vault for their custom creation of the "Hear Me Roar" Leadership Pin. Inductees to the Class of 2017 Leadership Circle will be the recipients of the pin to wear proudly as ambassadors of the Women in Business Initiative. We are thrilled to be able to bestow such a gorgeous gift upon our ambassadors. We thank Diamond Vault for collaborating with us on this special project.



COCKTAILS AND CRAFTSMANSHIP

The Leadership Circle Ambassadors were invited for a very special evening at Diamond Vault where they participated in a demonstration on how artisan jewelry is designed, modeled and crafted. What a treat!



DIAMOND VAULT 3979 S. TAMiami TRAIL, SARASOTA
 941-921-4016 | diamondvaultjewelers.com

Meet Our 2017 Competition Judges



Samantha Bond

President and Founder, Sam Bond Benefit Group, Inc.

As a successful professional in the insurance industry for over 25 years, Samantha Bond brings a wealth of experience to her clients. She provides advice to small-business owners, focusing on the unique insurance needs of both the employee group and owner. Licensed as a Life, Health and Annuity Agent with the Florida Department of Financial Services, she has assisted hundreds of businesses and represented thousands of employees working in a diverse array of industries. Bond is a member of the National Health Underwriters Association (NAHU) and the National Association of Professional Employer Organizations (NAPEO). She is a registered broker for Small Business Marketplace (SHOP), a former President of Tampa Bay-based Network of Executive Women and has a BA in Mass Communications from University of South Florida. Samantha lives and works in Downtown St. Petersburg, where she is a contributing writer to the *Northeast Journal*.



Davi Bosch

Director of Sales, Eastern Region, Runbeck Election Services

Davi Bosch has focused her sales and business development career on determining and servicing the unique needs of her clients. As a US and Canadian citizen, she splits her time between the two countries. Bosch's career began in the United States but she settled in Toronto in 1989 and spent 13 years as an executive recruiter specializing in accounting and finance. Attaining partnership with the firm, Bosch built, trained and led a successful team of 20 consultants focused on Fortune 500 clients in the telecommunication and technology sectors. Following her zeal for cutting-edge technology, Bosch co-founded Bee Media, now Adcentricity. Continuing her journey and passion for democracy and great cloud-based technology solutions, she joined ScytI as Sales Director, North America. Leveraging her education at the University of South Florida, Bosch's background in behavioral psychology has given her core strengths and focus and a keen ability to listen, be flexible and non-judgmental and provide selling solutions. Her alternative methodology has won her numerous client awards and recognition.



Julia Forster

Director of Development, Spoleto Festival USA

Julia Forster has had 33 years of fundraising experience, including 21 years with Spoleto Festival USA as the Director of Development. Prior to her current employment, she worked in New York City for numerous cultural institutions including the American Museum of Natural History, Brooklyn Academy of Music and New York's public television station Thirteen/WNET. Forster is responsible for raising general operating, capital and endowment campaign support. Sources of support include individuals, corporations, foundations, government and special events. In addition to fundraising, she manages the festival's board of directors, is involved in the overall management of the institution and is a point person for the community at large.



Jo Watson Hackl

Attorney, Wyche, P.A.

Jo Watson Hackl is an attorney with Wyche, P.A., in Greenville, SC where she concentrates her practice in corporate and securities law and has helped register over \$1 billion in securities. Hackl is past President of the Greenville County Bar Association and was selected by the Best Lawyers in America listing as the 2015 Greenville Business Organizations (including LLCs and Partnerships) Lawyer of the Year. She is a Liberty Fellow and Riley Fellow and has been recognized as a Woman of Achievement by the YWCA. She was the first woman to serve as Chair of the Greenville Area Development Corporation. She also serves on the Boards of the United Way of Greenville County, EMRYS and Camperdown Academy. She holds a BA from Millsaps College and a JD from Yale Law School. Hackl is also a writer and outdoors enthusiast. She is the founder of Outdoorosity.org, a website devoted to providing inspiration and information about the outdoors.



Kellee M. Johnson

Principal, The Ballast Group

In 2005 Kellee Johnson founded the Ballast Group, an integrated communications strategy firm, after serving as director of corporate marketing for Abbott Laboratories where she managed 25 global teams. She then spent five years managing corporate communications for Tropicana, a multi-billion dollar division of PepsiCo, based in Bradenton at the time. Johnson has built and refined domestic brands of global companies and provided lead generation and growth for startup companies. She and her team build better relationships with stakeholders through storytelling that leverages qualified third parties in multiple integrated LISA App, communication channels. Johnson serves as a partner and advisor to the first open marketplace for on-demand beauty that connects artists and clients, based in Chicago. Focusing on all aspects of consumer products, healthcare and high-tech, Johnson has helped companies such as Hyatt, Kaiser Permanente, Stericycle, Safeway, Target, Cisco and Ultimate Software think differently about their relationships.



Linda Simmons

President and CEO, R.R. Simmons Construction Corporation

Linda Simmons is the President and CEO of various entities that comprise the R.R. Simmons family of companies, including R.R. Simmons Construction Corporation, a Tampa-based designer/builder of commercial and industrial facilities. A lifelong resident of the Bay Area, Simmons is a proud 1975 honors graduate of the University of South Florida. After graduation, she entered the banking industry and served in a variety of management positions with local banks in their retail and private banking groups. Simmons also graduated from the ABA's Stonier Graduate School of Banking. She is currently a member of the Tampa Bay Chapter of CREW, and is at the time the youngest and first female president of the Brandon Chamber of Commerce. She also founded the Leadership Brandon Program, which continues to thrive today. Simmons was the first woman to be elected as Chapter President of the Mid-Florida Chapter of Associated General Contractors, a national professional organization of construction service providers. Under her leadership, the chapter expanded its training and professional outreach programs. Linda was recruited and served for five years on the Grow Financial Board of Directors. Simmons served on the United Way of Tampa Bay (now the United Way Suncoast) Board of Directors for several terms, where she served as Campaign Chair, two terms as Chair of the Board of Directors and was a founder of the UW Women's Leadership Program.



Pam Van Der Lee

Former Chief Marketing Officer, iMatchative

Pam Van Der Lee is the former Chief Marketing Officer for San Francisco-based financial technology company iMatchative and its flagship product, AltX. Throughout her 25-year career, Van Der Lee has worked at the intersection of marketing, strategic planning and branding. Prior to iMatchative, Pam was a consultant to nonprofits, primarily within the educational and disability sectors. She served as chair of the National Down Syndrome Society and is currently President of the Board at the Tuxedo Park School, a pre-K to ninth grade independent school in Tuxedo Park, NY. Before making nonprofit work a full-time occupation, Pam ran corporate marketing and managed the marketing, licensing and research councils for Viacom. She was also the head of Ad Sales and Promotions Marketing and Strategic Partnerships for Nickelodeon. She received a Bachelor of Arts degree in English from Rollins College. Van Der Lee lives in New York with her husband and three sons.



Nancy Whitworth

Deputy City Manager and Director of Economic Development, City of Greenville

Nancy Whitworth is the deputy city manager and director of economic development for the City of Greenville, SC. In addition to her role as deputy, she is responsible for commercial and neighborhood revitalization, downtown development, business recruitment and retention, planning and zoning and building codes. A native South Carolinian, she has been in Greenville for over 30 years and has played an integral role in Greenville's transformation. She received Master of Science and Bachelor of Arts degrees from Clemson University. She is a member of the American Institute for Certified Planners, the International Council of Shopping Centers, International Economic Development Council and Urban Land Institute. Whitworth is also a member of The University Center of Greenville, Inc. Board of Trustees, Greenville Professional Women's Forum, Commercial Real Estate Women (CREW) Upstate and Clemson University Advancement Board for Real Estate Development.

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"Never regret a day in your life: good days give happiness, bad days give experience, worst days give lessons and best days give memories."

NOMINEE | 2017

RITA ALTMAN, P.A., MPAS

FOUNDER | RITA MEDICAL ELITE, INC.

WOMEN ARE RESPONSIBLE FOR SO MUCH, THEY OFTEN STRUGGLE AND JUGGLE, NURTURE AND PLEASE, ENDURE AND CURE AND FEEL GUILTY AT THE END OF THE DAY. Rita Altman says it is an honor to be nominated and recognized by the dedicated Women in Business in Sarasota. She is also blessed to have amazing loyal clients who have given her the privilege of treating them, their loved ones and their friends and clients. To be able to transform a person to not only look better, but *feel* better about themselves is truly an amazing experience. To eliminate guilt and empower a person and teach them about self care not only from the outside but the inside as well is quite rewarding. Rita Medical Elite prides itself in not only technical expertise and skills, but also compassion and understanding of the aging process. Altman and her team educate you on your options to achieve your goals of turning back the clock while still looking natural. She offers a wide range of injectable fillers, Botox/Dysport and the most advanced Laser treatments in the industry.

2161 Siesta Dr., Sarasota | 941-951-2161 | ritamedicalelite.com



"It is my hope that Pineapple Yoga Studio can show what a difference a business can make in the community by serving those that are fragile, at risk or suffering from mental, emotional or physical wounds. The studio, instructors and teacher-training faculty feel a deep sense of gratitude for having the opportunity to share the gift of yoga which can change someone's life for the better, as mine once was."

NOMINEE | 2017

CLAUDIA BAEZA

OWNER | PINEAPPLE YOGA STUDIO

PINEAPPLE YOGA STUDIO OWNER, CLAUDIA BAEZA, MOVED TO Sarasota in 2016. Within weeks of moving and in the spirit of giving back to the community, she reached out to the City of Sarasota to offer free yoga at Bayfront Park to engage others in her love of yoga. This program has been extended into 2017 to help support the Robert L. Taylor Community Complex which serves families throughout Sarasota. The inspiration behind her studio, her practice and her devotion to the community is the concept of "seva," meaning "service" in Hindi, a guiding principle from Patanjali's *Yoga Sutras*, considered to be the authoritative text on yoga, its principles and practices. In September 2016, the South Pineapple Avenue space was offered by Ellen Hanson of Ellen Hanson Design; she approved the vision for the project and Pineapple Yoga Studio was born! Baeza's mission is to provide a space for healing the mind, body and soul. The studio is also used as an event space and hosts quarterly fundraisers for organizations committed to the community. The studio has had the honor of supporting Southeast Guide Dogs this past November, the Harvey Milk Festival in March and Goodwill Manasota in May. 100 percent of proceeds raised support these organizations' important missions. This summer, the studio will partner with Selah Freedom for an all-day yoga retreat to serve survivors.

517 South Pineapple Ave., Sarasota | 941-210-3739
pineapplestudiogastudio.net

"Devotion to worthy causes and raising money for organizations who support those in need is not just what I do for a living—it defines me as a person."

FINALIST



VERONICA BRANDON MILLER

VICE PRESIDENT, FOUNDATION | GOODWILL MANASOTA

VERONICA BRANDON MILLER HAS DEVOTED HERSELF TO WORTHY CAUSES professionally and personally for more than 25 years, helping nonprofits enhance and advance their mission. She led ShelterBox USA and helped them increase their donations by 1,000 percent, the Boys & Girls Club where she founded the Women's Leadership Council and the Smithsonian Institution where she helped complete the campaign for the National Museum of the American Indian. Currently, Miller is focusing her considerable capabilities on building philanthropic support for Goodwill Manasota, where she uses her talents in re-branding its image, creating an award-winning Goodwill Ambassador program and helping to raise significant funds to help provide more mission programs. While Goodwill already contributes \$81 million in economic impact to the local job market, Miller wants people to understand the scope of what the organization does with its donated goods. The mission is to help change lives through the power of work, especially for those individuals with disabilities or barriers to employment. She is very passionate about helping veterans reintegrate back into the civilian workforce and has also created a program called Good Futures that provides mentors to young adults transitioning out of foster care. In addition to the time devoted to Goodwill, Miller is an active Rotarian and serves as chair of the board for Project 180, as vice-chair of the board for the Child Protection Center and on the board for Ave Maria Preparatory School.

2705 51st Ave. E, Bradenton | 941-355-2721 | experiencegoodwill.org



NOMINEE | 2017

TESS EVANOFF

OWNER | SPA HOLLYWOOD

NEARLY 25 YEARS AGO, TESS EVANOFF WAS WORKING AS A HAIRSTYLIST in a small salon called Hollywood Hair of Sarasota. Shortly after the salon went up for sale, excited and scared, she jumped in and became a salon owner at the age of 24. Evanoff learned from her mistakes and grew from four chairs in a tiny startup space to 4,000 square feet of pure luxury. She credits her success of 25 years to always educating herself and her staff. She hires people who want to learn and grow with the company, providing staff with the technical and inspirational training to be the best they can be. The spirit of excellence that began with one individual has become a culture for a team of 40 members. She thanks her loyal clients for 25 years of business and allowing Spa Hollywood to be one of the leading Salon & Spas in Sarasota. The staff is thrilled year after year to be recognized as the Reader's Choice of the *Herald Tribune* for Best Day Spa and finalist for Best Salon. Evanoff is an active member in Sarasota community and enjoys spending her free time with husband Mike and three sons Christian, Cole and Chase.

5780 Swift Rd., Sarasota | 941-927-2635 | spahollywood.com

"I have always believed my staff is what makes me successful. I believe in providing the best services and customer care. We carry the highest-quality products and cutting-edge equipment to always remain fresh, elegant and hip!"



NOMINEE | 2017

CAROLINE KING

CAMPUS VICE PRESIDENT | EVERGLADES UNIVERSITY SARASOTA

Under Caroline King's leadership, Everglades University Sarasota has won several national awards, including Most Innovative Program. Designated as a Sarasota County Green Business Partner, EU Sarasota has installed a number of energy-saving devices including a rooftop solar array, two solar trees, a wind turbine, a weather station and a solar teaching lab in order to prepare students to meet the increasing demand for green careers. Recognized for its outstanding commitment to sustainability and dedication to green initiatives, King's campus is the proud recipient of the 2016 Green Arrow Award and the Outstanding Business award from the Florida Gulf Coast Chapter of the US Green Building Council. As an advocate for the power of education, she is passionate about educating the community and welcomes Sarasota community groups including Girls, Inc., the Girl Scouts and the Boy Scouts to EU Sarasota to learn about sustainability and healthy living. Recently, King was honored as the recipient of the US Green Building Council Florida Gulf Coast Chapter's 2016 Outstanding Green Community Leader Award for demonstrated commitment to integrating a culture of sustainability in the community. She is also a strong proponent of community service and is a proud supporter of several great organizations including: All Faiths Food Bank, American Heart Association, American Cancer Association, Cystic Fibrosis Foundation, Habitat for Humanity, Hope Kids Community, National Veterans Foundation, Operation Homefront, Mayors' Feed the Hungry Program, SPARCC and Toys for Tots.

6001 Lake Osprey Dr., #110, Sarasota | 941-907-2262
evergladesuniversity.edu/sarasota-branch-campus

"I define success by my ability to affect positive change in my community. One of my greatest joys is helping students follow their dreams and reach their full potential by earning a college degree. I love to see students find their passion, graduate and go on to successful careers creating a better life for themselves and their families. I am so proud that Everglades University Sarasota provides students with the knowledge and skills to make the world a safer, cleaner and healthier place for all of us."





NOMINEE | 2017

SARAH LANCASTER MASSEY

AREA DIRECTOR | N2 PUBLISHING

Sarah Lancaster Massey is many things—a businesswoman, a saleswoman, an entrepreneur, a young professional, an athlete, a daughter, a sister and a mother, to name a few—but most of all, she is a Sarasotan. Massey grew up in the Southside Village area. After securing a business degree in Real Estate and Urban & Regional Planning from Florida State University, she joined Michael Saunders & Company in 2008, following in the footsteps of her mother, a fellow real estate agent. There, she and her husband Eric formed Massey & Massey, a team with MS&C's Commercial division. Massey contributed significantly to the facilitation of many commercial transactions with Massey & Massey, but over the years, she sought a deeper, more personal connection with the city she grew up in. In 2013, Massey partnered with N2 Publishing, a national magazine publishing company that specializes in neighborhood-oriented publications. What better a way for her to give thanks to the people of the neighborhoods in which she grew up for all the great memories than by providing them with a medium to share their own memories? *Southside Village Life* is a community publication sharing the stories of the people west of the Trail between Downtown Sarasota and Siesta Drive, funded primarily by its advertisers, the majority of which are local businesses. After the success of *Southside Village Life*, Massey went on to create a second publication called *City Islands Life*, focused on the Bird Key, Lido Key and St. Armands neighborhoods. Massey loves giving the families of these communities a way to connect and share their stories. In December of 2015, she became a mother to her first child, Jason. The following year, the Masseys added a daughter to their family, Evelyn. Massey is looking forward to returning the favor of her great Sarasota upbringing by raising a family of her own, here in her hometown.

941-374-2525 | sarah.massey@n2pub.com

"I am a big advocate of giving back to your community; I believe that the measure of a person's life is the effect they have on others."

NOMINEE | 2017

AUBREY LYNCH, CPA

PRINCIPAL | CS&L CPAS

Aubrey Lynch is passionate about helping hard-working individuals achieve their goals. She offers full-service consulting and compliance in all areas of taxation including corporate, international and estate planning matters. Lynch focuses her practice around building deep relationships with clients and helping business owners, executives and individuals create the structure and strategy necessary to achieve their personal and professional vision. Inside the firm, she devotes a significant amount of time and energy to mentoring younger professionals. In the community, she is active in several nonprofit committees and business advisory councils including the Manatee County Estate Planning Council, the Southwest Florida Estate Planning Council and the United Way of Manatee County.

1515 Ringling Blvd., Ste. 900, Sarasota | 941-954-4040 | CSLcpa.com

"Women in business bring unique strengths and insights to client service, relationship building and solution finding. With women in ownership, these characteristics are definitive of our firm's culture and strongly aligned with this women in Business initiative. I am proud to represent CS&L and stand with these WIB nominees in a commitment to strengthen our network."





FINALIST



SUSAN MOSELEY, CIMA

PRESIDENT | MOSELEY INVESTMENT MANAGEMENT

“NOTHING IS CONSTANT BUT CHANGE.” The world of business is a world of constant change. It's the perfect place for a person with great curiosity, man or woman. Advancements in technology and science, political and economic policy shifts, and most interesting of all, human behavioral reactions to these changes all provide opportunities daily for Susan Moseley to “solve the puzzle.” She is one of the lucky ones—she found her passion early in life and she has spent the past 38 years living it. Summed up: it's business, and it is personal. It's personal because it affects peoples lives on a macro- and micro-scale daily and on so many different levels. Solving these puzzles is what eventually leads to my greatest joy in business, hearing the words, “I feel so much better now.” Yes, she believes business is personal. The human side of business involves dealing with families and the many issues they face. Although she has spent many hours each year volunteering in the community, Moseley believes her primary avenue of caring for others is through her business practice. Empathy, understanding, bringing family members together, solving problems within a complex family dynamic, guiding people through one of life's many transitions including loss of a loved one and divorce—these are the human aspects of business that lead again to those words she loves to hear: “I feel so much better now.” Many people dismiss business as a way of caring. Moseley believes it creates the opportunity to care.

1630 Ringling Blvd., Sarasota | 941-745-2799 | moseleyinvestment.com

*“If you live a life of curiosity and caring,
every day brings a new gift.”*

"This nomination is proof that my vision is shared within a community that cares. Donte's Den has accomplished so much in the small time we've been open, and we have even bigger plans for the future. I cannot wait to continue to improve and expand the haven for dogs that is Donte's Den!"

NOMINEE | 2017

MARSHA PANUCE

CEO/EXECUTIVE DIRECTOR | DONTES DEN

MARSHA PANUCE HAS ALWAYS HAD A LIFELONG LOVE OF DOGS. When she moved to Sarasota, she developed a two-minute TV segment called *Dog Days*, where she and a photographer went to local shelters to film adoptable dogs. Over its three-year run, 100 percent of the 375 dogs featured on the segment were adopted out. As time went on, she realized that she and her husband had everything in place for themselves if something happened, but nothing for our dogs. After the passing of her husband and dear dog Donte, Panuche opened Donte's Den in Myakka City in June 2015. Donte's Den is a state-of-the-art facility sitting on 50 acres of land. It provides housing, love and care for abandoned or surrendered dogs, dogs whose owners can't care for them due to illness and dogs of deployed military personnel. So far, over 200 dogs have found a home at Donte's Den, be it temporarily or permanently. Looking to the future, Panuche wants Donte's Den to be the only place that owners come to for the care and keeping of their beloved companions.

6801 283rd St. E, Myakka City | 844-366-8373 | dontesden.org





"I am deeply honored and humbled by this nomination and for being recognized in the company of such amazing women. I congratulate and celebrate all women in business and grateful for my many blessings."



RENEE PREININGER

REALTOR® | SARASOTA TRUST REALTY COMPANY, LLC

RENEE PREININGER LOVES BEING A REALTOR! She describes her career as a combination of her passions of family, helping people, all styles of homes and the Florida lifestyle. She is a self-described cheerleader for the community and can't imagine ever wanting to live anywhere else. Her enthusiasm for her career is evidenced with her recent record-breaking sales. Representing both buyer and seller, Preininger had the highest-priced resale for 2016 in Lakewood Ranch Country Club, closing at \$2.35 million. In February of 2017, representing the buyer, she set the record for the highest resale in the history of Lakewood Ranch's premier community The Lake Club, closing at \$4.6 million. Within the last 12 months, Preininger has put over \$20 million under contract. She attributes her success to her strong work ethic and total dedication to her clients. Having the opportunity to change people's lives and help them start a new chapter feeds her soul. Knowing firsthand what the challenges are when moving a family into a new community, or selling a family estate after a death, she truly empathizes with the emotional toll of buying and selling a home. The joy achieved in helping people achieve their real estate goals is the ultimate satisfaction. Preininger relishes the opportunity to provide her clients the benefits of a full-service boutique agency that offers a higher standard of commitment to ensure a seamless transaction from beginning to end. Having a superior experience that is highly personalized, attentive and professional is her goal with every client.

401 Burns Ct., Sarasota | 941-400-4235 | sarasotatrustrealty.com

NOMINEE | 2017

LISA SEIDENSTICKER

MANAGING PARTNER | TABLESEIDE RESTAURANT GROUP

LISA SEIDENSTICKER IS NOT ONLY A MOTHER BUT A SUCCESSFUL BUSINESSWOMAN as well. Since the establishment of Tableseide Restaurant Group eight years ago, she has found herself immersed into the very fabric of the Sarasota community. Although involved in all aspects of this established family business, Seidensticker has put her focus mainly on the Tableseide Restaurant Group's flourishing catering business, Modern Events. With venues that include, but are not limited to, The Francis, Libby's Cafe + Bar, Louies Modern and Muse at The Ringling, she has propelled Modern Events to the very top of a thriving market, making it a household name for special events within the robust community. Seidensticker continues to stay ahead of the game through the auspicious reinvention, intuitive management and pointed expansion of Modern Events alongside the award-winning Tableseide Restaurant Group itself. Modern Events ideals stem directly from Seidensticker herself: warm and friendly planning utilizing creative custom menus executed by experienced staff focused on true hospitality is what they are all about. Seidensticker is excited for what the future holds for the bustling Sarasota community and believes that the growth ahead will be especially exciting for women in business.

1235 North Gulfstream Ave., Sarasota | 941-538-7330 | tableseide.com

"Sarasota is full of powerful, brilliant women who have made a huge impact on Sarasota and I am humbled to be nominated. I am excited for the future of Sarasota and proud to be apart of the hospitality industry—it is the factor fueling our city."





DEBBIE SMITH

CEO | TWO TRAILS INC.

Building a sustainable future for today and tomorrow is what Debbie Smith's company does day in and day out. Smith and her husband started Two Trails (one of the nation's premier sustainable building consulting firms) in 2001, to establish a healthier, more energy-efficient way to build commercial and residential projects. A sustainable building project examines all the systems and building techniques that go into a project, establishing a criterion of performance for homes and commercial projects. The project's components are inspected by a third-party company (Two Trails) and based on the verified measures, is awarded a certification such as a USGBC LEED certification, National Green Building Standard (referred to as NGBS or ICC700) or Energy Star certification. Two Trails also provides testing for energy efficiencies such as a HERS Index, Blower Door Testing, Leak Free Duct Testing and, on larger projects, Commissioning. Since its inception, and long before building "green" became a standard, Two Trails was an innovator in the industry, establishing the standards and building techniques that are now common practice. In addition to running a successful business, Smith's passion extends to working in her upstart vineyard, creating contemporary art, writing books and belly dancing. She enjoys spending time her son's family and their four children. She takes pride in humanitarian contributions for St. Jude's Hospital Dream Home Giveaway, Homes for Wounded Veterans, Habitat for Humanity, Stop the Clot and educational seminars and services for the building industry on the yearly NAHB New American Home and NAHB New American Remodel projects.

8955 US Hwy. 301 North, #386, Parrish | 941-776-8680 | twotrails.com

"I am a little bit of everyone I have ever met. For good or bad, they have changed and molded me to be the person I am today, providing me with a unique insight by which I live my life and that hopefully I can pass on to the next generation."

"I am passionate about helping people and organizations transform lives and serve their communities. I believe that every day we have opportunities to make a difference in someone's life through the products or services we provide or giving of our time and resources. The key is recognizing those opportunities."

NOMINEE | 2017

AMANDA STUTZMAN

DIRECTOR OF ADVANCEMENT & COMMUNICATIONS |
SARASOTA CHRISTIAN SCHOOL

Three core values inspire Amanda Stutzman: faith, family and service. At Sarasota Christian School, she has the unique opportunity to blend these values. "As a parent, I see first-hand the impact blending Biblical truths with first-rate academics has on my children's lives," Stutzman says. "Watching SCS students excel not just academically but also flourish spiritually, inspires me to do more, dream about possibilities and pursue excellence." As Director of Advancement and Communications, Stutzman has played an integral part in the enrollment growth and innovation at Sarasota Christian. The education landscape has changed since the school's beginning in 1958, and the school has responded by offering unique programs including a dual-degree partnership with Southeastern University, where students can earn an Associates of Arts Degree in Business upon graduating from high school. Sarasota Christian ignites minds through advanced academics and infuses faith as students navigate the most influential years of their lives. The school's passion for equipping future generations to impact the world for Christ, commitment to teaching students to serve others, and dedicated faculty who provide mentoring relationships are among the many reasons she believes in its mission. Stutzman's 18 years in marketing, communications, graphic design and fundraising, have helped her to increase Sarasota Christian's market position, exceed fundraising goals and lead the school through a re-branding process. Her expertise has contributed to the school being voted best private school four years in a row, earning a 5-Star VPK rating, top 2A athletic program ranking and accreditation by four agencies.

5415 Bahia Vista St., Sarasota | 941-371-6481 | sarasotachristian.org



WINNER



NIKKI TAYLOR

PRESIDENT & CEO | TAYLOR & COMPANY, LLC

PRESIDENT & CEO Nikki Taylor: Taylor & Company started July 2017. This unique firm, with a healthcare-driven focus, works with organizations on all things marketing (as relates to development). Due to the nature of her "niche" business, she prefers to gain new clients solely through personal referrals.

HIRING A "PHILANTHROPHILE" My clients in many cases tend to be charities I have been involved with in the past as a donor, volunteer, activist, and sometimes all three. I am finding that these organizations like to keep lean re: staff and to outsource work that can frankly be done remotely so long as you have a seasoned marketing nerd and business brain. Someone who has worked within and understands the needs and complexities these organizations face today both from a donor perspective, and from an organizational perspective. Lastly (and perhaps most importantly for posterity's sake), someone who understands how to reach and engage multi-generationally. "Personalization is the key," says Taylor. "Every organization is vastly different and of course has different goals."

MY SPECIALTIES INCLUDE Website development management, blog/content creation and strategy, data integrations and analysis, visual content development & analysis, audience management, reputation/brand management, affinity marketing optimization, Search Engine Optimization Strategy, Strategic Sponsorship Planning, Social Influence Strategy/Digital Outreach, Certified Raiser's Edge NXT, Blackbaud (CRM)-Marketing.

By referral only | 941-587-9060

"I am honored and humbled to have been nominated for the Women in Business Award. To all past nominees and finalists: thank you for your leadership. And to those of this year and the future nominees: there is no limit to what we can accomplish so long as we keep grace in our hearts. Knowledge gained from past challenges stokes the embers of our future achievements."



"I am honored to be nominated for a Women in Business Award by *SRQ* magazine. My personal style is approachable, straightforward and creative. I give clients a true lifestyle experience—taking buyers to view waterfront property by boat and to see properties at all times of the day, watching sunrise and sunset so they can picture themselves in the property living the island life that I live with my family."

NOMINEE | 2017

JANET WALTER

REALTOR® | MICHAEL SAUNDERS & COMPANY

FROM THE BEGINNING, JANET WALTER SET HERSELF APART IN REAL ESTATE AND THE COMMUNITY. Her debut sale with Michael Saunders & Company was made in her first week back in 2015, when she sold Penthouse 19 at Echelon on Palm. The project is currently under construction, with a closing expected later this year. Not surprisingly, that same year Walter was named "Rookie of the Year" for the Longboat Key South office. She went on to earn her Certified Luxury Home Marketing Specialist Designation in 2016. She is known as a "Longboat Key Resident & Realtor," although her expertise and experience extends to buyers and sellers throughout the region, from Useppa Island, to Downtown Sarasota and Bradenton. In addition to Michael Saunders & Company, Janet has worked in commercial real estate/marketing roles for Sarasota Square Mall, Southgate Plaza, Kellogg & Kimsey Construction, the Colony Beach & Tennis Resort and the Jewish Community Center. Walter's passion for the place in which she has lived, worked and played for 23 years shines through in everything she does. Walter has worked with over 30 local charitable organizations to date, including: Girls, Inc., Donte's Den, The Ringling Museum of Art, HSSC, The YMCA and The Asolo Repertory Theatre.

440 Gulf of Mexico Dr., Longboat Key | 941-383-7591 | michaelsaunders.com



NOMINEE | 2017

MARY BETH BOS

VICE PRESIDENT | MBJ GROUP, INC.

MBJ GROUP IS A TALENT MANAGEMENT COMPANY THAT EMPOWERS THE EMPLOYEE, GROUPS AND INDIVIDUALS to find their employment passion to maximize potential and retention, and increase productivity and revenue. It has four core areas of service including facilitating searches for professionals in for-profit companies and nonprofit organizations, assisting professionals with career transition, utilizing behavioral assessments in their hiring process and performing executive coaching. MBJ Group, Inc. has been providing talent management and selection services for 17 years. "It is a pleasure to be nominated for the Women in Business Award and to be recognized for integrity and respect in the market place," says Bos. **7604 Fairway Woods Dr., Sarasota | 941-922-1777**

"There is nothing better than facilitating a search and bringing in a candidate that not only has the background and experience to do the job, but also fits the company's culture." – MARY BETH BOS



NOMINEE | 2017

LINDA CAVALIERI

BUSINESS RELATIONS |

KARINS ENGINEERING GROUP, INC.

FROM THE START IN 1999, KARINS ENGINEERING GROUP, INC. has had a dual focus on structural engineering design for new construction and restoration consulting for existing buildings. Since 2003, Linda Cavalieri has been part of the firm's growth from within. Karins Engineering Group's diversity of practice and intrinsic understanding of the many components of a successful building project have developed through a deep history of structural engineering design, inspection and restoration work on commercial, residential and government buildings. Its senior principals are known nationally for their contributions in practice, code development, construction and research. The firm has expanded from its headquarters in Sarasota to another five offices around the state with plans to develop new locations. The sales and marketing team Cavalieri has assembled is committed to the firm's continued growth and dedication to making Karins' clients look good with structures that are strong and beautiful. **2017 Siesta Dr., Sarasota | 941-927-8525 | keg-engineering.com**

"Every day we aspire and contribute towards continued success through our combined skills, enthusiasm and commitment."

– LINDA CAVALIERI



NOMINEE | 2017

KIM MIELE

EXECUTIVE DIRECTOR | GULF COAST CEO FORUM

AS THE EXECUTIVE DIRECTOR OF THE GULF COAST CEO, Kim Miele's mission is to help CEOs continue their professional and personal growth while serving the community. With a focus on business leadership, the CEO Forum hosts insightful and leading-edge educational seminars designed to reflect the culture of today's CEO. The 16 founding members realized that there was a need in this area for like-minded people at the top of their game to come together to connect with each other and share ideas and solutions to help them continue to grow as individuals while also giving back. With the skills and experience gained from her background in consulting for Harvard Medical School, Miele has been able to help the CEO Forum grow from 50 to 105 members and benefit the area with programs like BIG (Bright Ideas on the Gulf Coast) that are helping not only CEOs, but also local students. In her personal time, Miele is dedicated to serving the Sarasota/Bradenton community. In 2014, Miele's husband passed away unexpectedly. Suddenly, she was a single mother at the age of 43 with children ages 4 and 10 and realized there was a great need in the community to help children who have lost a parent or sibling move through the process of grieving. She connected with the Mark Wandall Foundation, an organization that helps children cope with grief and, as a board member for the organization, has been instrumental in furthering the mission and services for the organization. Miele also serves as an Ambassador for TIFF (To Inform Family First), a Kindergarten Ambassador for Saint Stephen's Episcopal School, a committee member for the institution's long-range planning committee and will be inducted as a board member for Saint Stephen's Episcopal School in 2017. She is a committee member for the South Florida Museum Annual Gala, has served the Sarasota Memorial Healthcare Foundation through planning and facilitation of its annual Key to the Cure event and Golf Tournament, served on the 2016 committee for the US Olympic Modern Pentathlon competition and, most important to her, has held the position of pack leader for her son's Boy Scout troop for many years.

gulfcoastceoforum.com | 941-932-2671

kim@gulfcoastceoforum.com



**WOMEN
IN BUSINESS**
INITIATIVE

NOMINEE | 2017

ANN FRESCURA

EXECUTIVE DIRECTOR | SIESTA KEY CHAMBER OF COMMERCE

WHEN ANN FRESCURA LEARNED OF HER NOMINATION, she remembers thinking, "Wow, I'm not sure how that happened, but what an honor!" She is very proud to represent the Siesta Key Chamber of Commerce and its mission to encourage a strong local economy through marketing, member services and tourism. The Chamber also recognizes the value of people-to-people connections, respect for our natural assets and the shared community bond. Having the prestigious distinction of being named the no. 1 beach in the USA (and no. 5 in the world) is extraordinary and comes with an equally extraordinary responsibility to cherish and protect it. Ann is inspired by all this community has to offer and the unique people who live, work and play here. **5114 Ocean Blvd., Siesta Key | 941-349-3800 | siestakeychamber.com**

"Your smile is your logo, your personality is your business card and how you treat others becomes your trademark."

— ANN FRESCURA





SHANNON ROHRER-PHILLIPS

CO-FOUNDER / DIRECTOR OF STUDENT & FAMILY SERVICES
VISIBLE MEN ACADEMY

AS A SOCIAL ENTREPRENEUR, SHANNON ROHRER-PHILLIPS HAS DEDICATED THE LAST 23 YEARS OF HER CAREER to advocating for at-risk women, children and families in the nonprofit sector. Along with her husband, Neil Phillips, and a dedicated team, she co-founded Visible Men Academy (VMA) in 2012. VMA is a tuition-free public charter school in Bradenton that uses an innovative whole child and family approach to educating boys from under-served communities. Rohrer-Phillips is the mother of two biracial sons, and is particularly interested in issues of diversity, inclusion and women's empowerment. With an emerging focus on strategically connecting the nonprofit, philanthropic and arts community for social change, Rohrer-Phillips believes storytelling and the arts have the power to break down barriers and unite us.

921 63rd Ave. E, Bradenton | 941-758-7588 | vmacademy.org



ANNA E. VON GEHR

SENIOR DIRECTOR FOR DEVELOPMENT | THE RINGLING MUSEUM OF ART

ANNA E. VON GEHR IS AN ADVOCATE FOR THE ARTS and humanities and works to engage the widest possible audience with the transformative and transcendent experience that uniquely occurs when one connects with great visual and performing arts. A facilitator by nature, Von Gehr works to strategically connect unconventional partners to impact the community while creating opportunities to support the artists themselves in creating new and inspiring works.

5401 Bay Shore Rd., Sarasota | 941-359-5700 | ringling.org

NOMINEE | 2017

COURTNEY WISE SNYDER, MSG, CMC

PRESIDENT | TAKE CARE PRIVATE DUTY HOME HEALTH CARE

AS PRESIDENT FOR TAKE CARE PRIVATE DUTY HOME HEALTH CARE AND TAKE CARE ADVISOR, Courtney Wise Snyder coordinates and facilitates daily operations, ensuring a continuity of character and consistency of values that enable both companies to provide outstanding services. Take Care specializes in personal care, whether in the client's home or facility and helps clients navigate their health care with registered nurse geriatric care managers. Snyder's leadership has been especially pivotal when in 2008 she launched Take Care Advisor. She continues to directly contribute to growing both companies to be a highly recognized and dedicated health care company. Snyder is well known for her leadership and partnerships with the nonprofit community. She is an active board member of Girls Inc. and for more than eight years was a mentor in the Big Brothers Big Sisters program. Snyder has been recognized with several local accolades and awards such as She Knows Where She's Going, 40 Under 40, Young Professional of the Year and People to Watch. **3982 Bee Ridge Rd., Bldg. H, Ste. A, Sarasota | 941-927-2292 | takecarehomehealth.com**

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