

2019 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 | LISI LIANG, ASHLEY GRANT
PHOTOGRAPHY BY WYATT KOSTYGAN

Meet Our 2019 Competition Judges



Cricket Burns | CricketsCrush.com

Cricket Burns of CricketsCrush.com is known for her renowned personal style and for having her finger on the pulse of collective fashion trends. She became an esteemed fashion editor and stylist in New York City where for three decades, she held masthead positions at numerous publications including posts as fashion editor at *Harper's Bazaar* and *Seventeen* magazines. Now she focuses her laser-chic styling on the world of home decor. While focusing her laser-chic styling and design expertise on the world of home decor, Burns also finds time to create and sell her collection of affordable diamond jewelry called, of course, Crickets Crush Diamonds on the Home Shopping Network, *EVINE*. She was recently featured on NBC's *Open House with Sara Gore* as a top NYC-based decorator filmed in her own home.



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.



Ria Persad | StatWeather

Ria Persad was born on June 18, 1974, in Trinidad and Tobago, is of East Indian descent, and moved to the United States of America as a small child. She is both a mathematician and a classical musician and was a child prodigy. She currently mentors technology companies and is signed as a fashion model. Persad is the author of the book *All Things are Possible: Unleashing the Superhuman Within*, available on Amazon. She was the founding CEO of StatWeather, recognized as the 2015 Top Data Provider Globally through Energy Risk Awards, Top U.S. Weather Company in Energy Risk Software Rankings 2013, Best Newcomer of the Year 2013, a 2014 Platts Global Energy Awards "Rising Star", and in the Top 5 Most Innovative Companies in America in 2015 through MeetAdvisor.

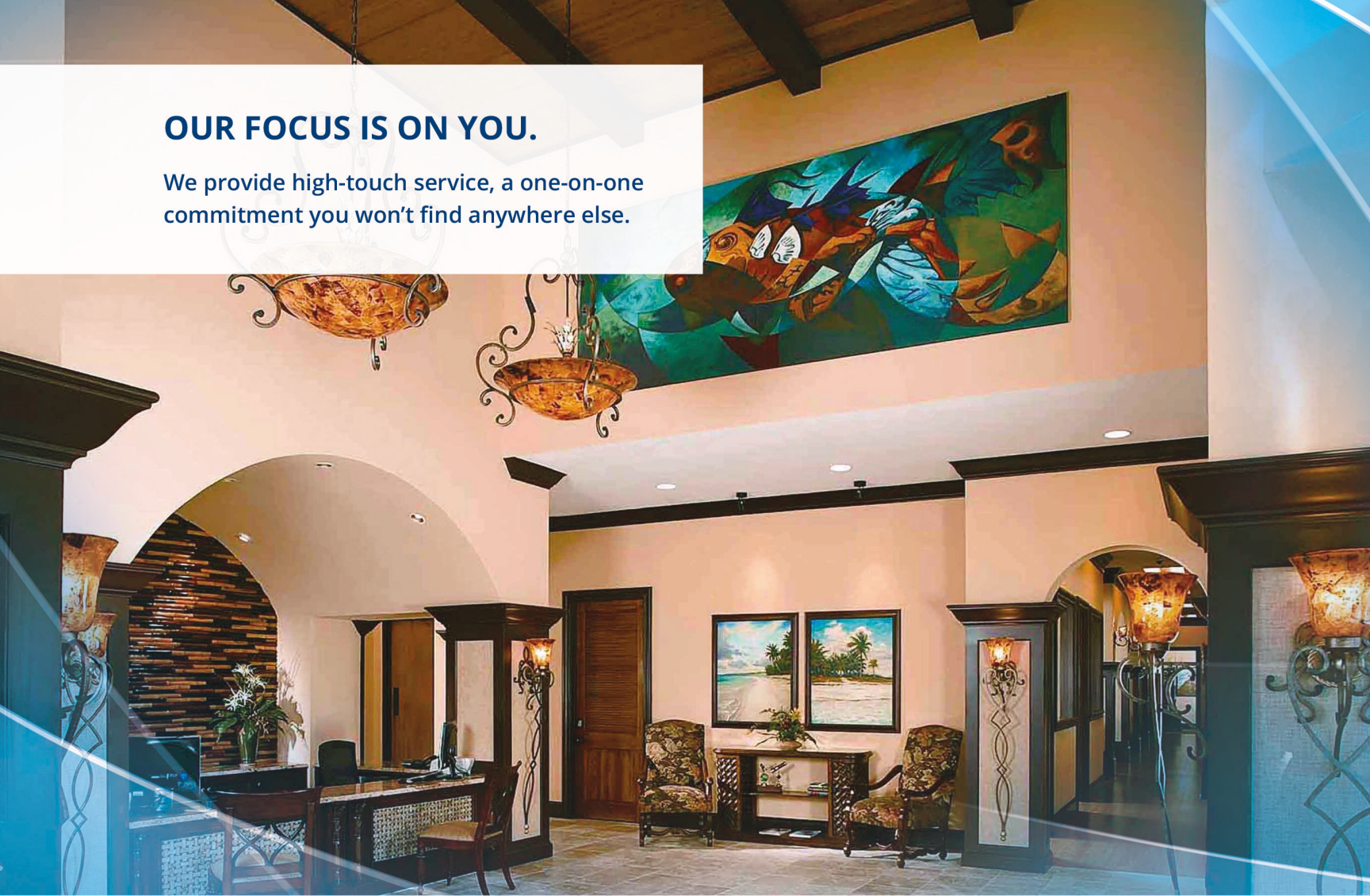


Pam Van Der Lee | Former Chief Marketing Officer, iMatchative

Pam Van Der Lee has 25+ years of marketing, strategic planning, partnership marketing and branding experience. She was most recently CMO of AltX, a hedge fund intelligence platform, based in San Francisco, where she was responsible for the branding, marketing and design of the AltX product and a member of the company's 5 person executive team. At Nickelodeon, Pam ran the ad sales promotion area at Nickelodeon, supporting ad sales efforts while also establishing and leveraging strategic alliances with numerous Fortune 500 companies to promote the network, its ancillary business and the brand. She also developed and managed Nickelodeon's cross-business branding initiative created to ensure the integrity of the Nickelodeon brand as it expanded into multiple businesses. At Nickelodeon's corporate parent company Viacom, Pam worked for the company's deputy vice chairman/COO, overseeing corporate marketing and managing the Viacom marketing, licensing, and research councils.

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– Bob Rosinsky, President & Chief Executive Officer,
Goodwill Manasota, Inc.

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Meet the 2019 Inductees Into the Women in Business Leadership Circle

Winners

Luz Corcuera

Executive Director,
UnidosNow

Johnette Isham

Executive Director,
Realize Bradenton

Terri Najmolhoda

Vice President, General
Manager, Saks Fifth Avenue

Christine Robinson

Executive Director,
The Argus Foundation

Sally Schule

Director of Community
Engagement, Sarasota Memorial
Healthcare Foundation, Inc.

Finalists

Lynn Hobeck Bates

Vice President of External
Relations, Marie Selby Botanical
Gardens

Mireya Eavey

Chief Workforce Officer,
CareerEdge Funders Collective,
Greater Sarasota Chamber
of Commerce

Ashley McCollum, M.S.

Founder and CEO, Rediscovered
Moments Concierge

Lisa Moore

CEO and Founder, Blaze of Hope
Owner/Stylist, Artisan Hair Studio

Kay Rosaire

Founder, Big Cat Habitat &
Gulf Coast Sanctuary

Renee Snyder

President and CEO, Habitat for
Humanity Sarasota

Rachel West

Co-Founder and CEO,
InfoAlliance LLC

COMPETITION OVERVIEW

Each year, SRQ Magazine invites the community to nominate women they feel exemplify the personal integrity, expertise and community engagement qualities recognized by the Women in Business platform in our regional change makers. Nominees were asked to share their insights with our judges in nine key areas via a written application: how they define success, what personal experiences have motivated and inspired their professional success, their most meaningful accomplishment, how they took a leap of faith to embrace a risk, their "secret sauce" and outlook on life in six words, the TV or movie character they would play in real life, who they would bring back from history to spend a morning with, their favorite child bedtime story and the wisdom they would share in a letter to their younger selves. Judges from outside-the-market score each nominee based on their application to render the selection of the five winners and seven finalists who are then inducted into the WIB Leadership Circle at the Annual Hear Me Roar Leadership and Awards Luncheon held each May.

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 13, 2019. 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 most recent SMARTgirl Leadership and Mentorship Summit was held on Friday, March 16, 2019 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. Call for applications from 5th, 6th, 7th and 8th grade girls open each year in October.

2019 Leadership Circle Inductees On How They Define Success

Lynn Hobeck Bates

VP OF EXTERNAL RELATIONS, MARIE SELBY BOTANICAL GARDENS

Success is beyond fame and fortune or anything material. It is having a sense of contentment and pride in knowing that my actions, whether for the good of all or for myself, were of benefit. I always aim to enjoy the process, or the journey, not necessarily focusing on the end result. This is success to me.

Luz Corcuera

EXECUTIVE DIRECTOR, UNIDOSNOW

Success for me is the ability to create possibilities through empowerment, education, and collaboration in pursuit of common good.

Mireya Eavey

**CHIEF WORKFORCE OFFICER, CAREEREDGE FUNDERS COLLABORATIVE/
GREATER SARASOTA CHAMBER OF COMMERCE**

Success is defined by accomplishments beyond ourselves with a focus for the greater good of others. True success is leaving behind a legacy that has helped someone improve their lives. It's collaboration that brings together people to accomplish a shared vision. To be successful one has to not give up and not give into our fears; one must push through. Vulnerability is also important you have to be able to put yourself in situation that may be difficult.

Johnette Isham

EXECUTIVE DIRECTOR, REALIZE BRADENTON

Success for me is investing in others so they achieve their personal and professional best.

Ashley McCollum, M.S.

FOUNDER AND CEO, REDISCOVERED MOMENTS CONCIERGE

I define success as being able to make a meaningful and lasting impact on those around me. Being a small business owner, I love the fact that I can teach my clients skills which allows them to run their businesses and personal lives more efficiently. My goal is to enable them to eventually be successful both with and without our company. In this way, we provide them with the tools so that they can make an impact on those in their own circles.

Lisa Moore

**CEO/FOUNDER, BLAZE OF HOPE
OWNER/STYLIST, ARTISAN HAIR STUDIO**

A work, life, and charity balance defines my success. I'm a mother of a teenage daughter, an owner of a hair salon, and the Founder/CEO of a not for profit organization in Sarasota. Each component of my life exemplifies my passion and keeping all of the plates spinning comfortably brings me peace, satisfaction and a sense of accomplishment.

Terri Najmolhoda

VP AND GENERAL MANAGER, SAKS FIFTH AVENUE

Success is the sense of personal fulfillment that comes from me stretching myself further than I thought possible. Often, success for me is knowing that something that began as my hope or vision quickly became a journey of milestones and accomplish-

ments. In my professional career, success is often a collaboration of a team relentlessly pursuing a goal with tenacity, spirit and focus.

Christine Robinson

EXECUTIVE DIRECTOR, THE ARGUS FOUNDATION

Personally, success is defined by the positive impact you have on your family and community through the way you live your life in time, talent, and treasure. It is the personal satisfaction of leaving things better than you found it. Professional success is similarly defined by personal satisfaction that you get through growing a business or organization that serves the community with a service, product, or mission.

Kay Rosaire

FOUNDER, BIG CAT HABITAT & GULF COAST SANCTUARY

Success is a well-lived life, filled with love and warmth of lots of family, friends, and animals. Success is being there for others, when people or animals are in need, saying "Yes, I'm here for you!" When complete strangers come up to thank me for what we have done here, I'm very moved and very motivated to continue our mission.

Sally Schule

**DIRECTOR OF COMMUNITY ENGAGEMENT,
SARASOTA MEMORIAL HEALTHCARE FOUNDATION, INC.**

For me, success is the ability to develop relationships based on trust, loyalty and respect. The quality of the relationships I have built, be they professional or personal define me, and have enabled me to succeed in both business and life.

Renee Snyder

PRESIDENT AND CEO, HABITAT FOR HUMANITY SARASOTA

I define success as a leader in how one faces challenges and adversity and responds to change on a day to day basis. To keep myself motivated, I look for small wins each day. I think it's important to pause and celebrate the small wins. It's these daily victories that can often lead us to bigger opportunities and long-term success if we take the time to evaluate them.

Rachel Wei West

CO-FOUNDER AND CEO, INFOALLIANCE LLC

For me, success comes from knowing that I've contributed in a significant way and help transform the business landscape that is turning Florida from sunshine state to a birthplace of innovative ideas and technologies in healthcare, education, advance manufacturing, travel and hospitality and more. Personally it is knowing that not only my work is adding value to early stage companies that require significant financial capital as well as intellectual capital, but also to make a difference in the lives of other people. If I know that at the end of the day my advice has helped a startup to get their business off the ground and turning profit or to hire a few more local college graduates, I wake up every morning eager to start all over again.

Congratulations to the 2019 Women in Business Nominees

Michelle Accardi
Claudia Baeza
Ginger Bailey
Lynn Bates
Terri Behling
Julie Bender-Sibbio
Melanie Bevan
Susie Bowie
Gigi Cannon Bailey
Christy Cardillo
Erin Christy
Luz Corcuera
Stacey Crawford
Terri Derr
Kim Dalglish
Melissa DeAngelo
Donna DeFant
Wendy Deming
Francine DiFilippo
Rae Dowling
Danielle Duchene
Darcie Duncan
Mireya Eavey
Doreen Eberle
Lillian Elliott
Jennifer Evans
Joanne Fabec
Tiffany Farrell
Kathleen Feeney
Jina Foltz
Karen Fordham
Margi Furey
Alyssa Gay
Margie Genter

Samantha Gholar
Hermione Gilpin
Kristi Giuliano
April Glasco
Stephanie Glosser
Margaret Goreshnik
Charlotte Griffin
Linda Gross
Ashley Gruters
Jessica Hays
Penny Hill
Sharon Hillstrom
Grace Howl
Erin Hurter
Allison Imre
Shelby Isaacson
Johnette Isham
Kelli Jaco
KC Jones
Nicole Kaney
Christine Kasten
Heather Kasten
Umbreen Khalidi Majeed
Mischa Kirby
Donna Koffman
Gianna Kramer
Melissa Lane
Miranda Lansdale
Camilyn Leavitt
Kim Livengood
Sarah Lodge
Jaime Marco
Teresa Mast
Jennifer Masters

Jennifer Matteo
Melissa Mazaeda
Pat McKanic
Ashley McCollum
Lindsey McDaniel
Donna McKee
Trudy Moon
Lisa Moore
Ansley Mora
Susan Morin
Dr. Jill Morris
Jane Motosko
Terri Najmolhoda
Lucy Nicandri
Alahna Nicolas
Rochelle Nigri
Leslie O'Connor
Ellen O'Day
Dari Oglesby
Vicki Oldham
Monaca Onstad
Janna Overstreet
Noemi Pareja
Kathryn Parks
Denice Peoples
Jennifer Price
Jennifer Putnam
Elise Ramer
Carrie Riley
Christine Robinson
Kay Rosaire
Renee Ryckman
Sally Schule
Nikki Sedacca

Natasha Selvaraj
Meghan Serrano
Dr. Casey Siljestrom
Brena Slater
Renee Snyder
Olga Strelkov
Sandra Terry
Elizabeth Topp
Melissa Vanderbilt-Bestor
Lee Volpe
Samantha Von Achen
Daisy Vulovich
Summer Wallace
Heather Weisenborn
Rachel Wei West
Leymis Wilmott
Michelle Young
Bridget Ziegler
Diane Zorn

THANK YOU TO THIS YEAR'S HEAR ME ROAR LUNCHEON SPONSORS

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Hyatt Regency Sarasota
Community Foundation
of Sarasota County
New Balance Sarasota
Waterworks Members Club
Diamond Vault
Saks Fifth Avenue Sarasota
PSAV**

*A special recognition
to the Diamond Vault team
for the crafting and
production of the coveted
Hear Me Roar
Commemorative Pin.*

"Feel the fear and
do it anyway."

NOMINEE | 2019

MICHELLE ACCARDI

PRESIDENT | STAR2STAR COMMUNICATIONS

AS PRESIDENT AND CHIEF REVENUE OFFICER OF STAR2STAR COMMUNICATIONS, Michelle's mission is to inspire and maintain growth for the company and its partners, ensuring that customers get significant value from Star2Star's products and services. She is a tireless advocate for Star2Star's Partners and works to define long-term vision and operational strategy to assure that growth and market potential are achieved. She leads with a team player mentality to help Star2Star continue growing as one of the top five UCaaS providers worldwide, which offers the market's first and only Full Spectrum Communications solutions including cloud communications, SD-WAN, and Desktop as a Service offerings. In pursuit of this goal, Michelle sees engaging and listening to employees, partners, and customers as a primary function of her role in order to keep Star2Star on the optimal strategic path. In this way, customer success is assured as employees and partners are inspired to deliver an excellent product and experience with every interaction. Michelle believes that the most important success secret is to put people before technology or process. She is most proud of the growth she has observed in employees, peers, and mentees over her career, as well as Star2Star's growth into one of the top five global UCaaS providers. In her private life, Michelle is a dedicated wife and mother to her husband, three stepdaughters, and adopted twin boys. She is grateful for her amazing Star2Star work family and the incredible strength and support of her loving blended family at home.

600 Tallevast Rd., Suite 202, Sarasota, FL 34243 | 941-234-0001
star2star.com





"Living my dream."

SUE ELLEN LARRIMORE

OWNER | SUE ELLEN'S FLORAL BOUTIQUE

MY GREAT GRANDFATHER GREW CARNATIONS and my parents were florists in Indiana. My first memories were making bows, then I graduated to dried arrangements and plants in my teens. Designing came easy to me after watching my talented dad. Being a floral shop owner was my first dream. I was thrilled to move to Florida with my family to live our dream of being near the water and enjoying Florida's beauty. I was the managing designer for a florist here in Sarasota for 18 years, but it became apparent I needed to make changes in my career. I enjoyed spending time with my husband of 28 years and grandchildren; then life changed, and I became a widow.

The opportunity of owning my own flower shop presented itself and I gathered my courage and started living my dream—Sue Ellen's Floral Boutique opened in February 2018. I am grateful to my family and friends for helping me and thrilled that word has spread, and my shop is "bloom-ing." My goal is to remain a boutique florist where we can share our customers' life celebrations and help them find comfort in times of sorrow. Flowers express what words cannot many times. I am blessed to share my love of flowers with customers who are my friends. I now know flowers are what I need to bring myself happiness. How can you not be happy when surrounded by such beauty? After all these years, I still have my favorite blooms.

3522 Fruitville Rd., Sarasota, FL 34237 | 941-952-0404
sueellensflowers.com

"Merely aiming for goals can result in settling for less. Realizing your dreams – that requires an entirely different mindset, whether in work or in life."

NOMINEE | 2019

KAREN FORDHAM

CEO | VENICE REGIONAL BAYFRONT HEALTH

KAREN FORDHAM DOESN'T JUST AIM FOR GOALS. She seeks to realize dreams. After working in various leadership roles in healthcare for more than 20 years in the Midwest, Fordham arrived in Venice last fall to take the reins as CEO of Venice Regional Bayfront Health. Her role encompasses the 312-bed acute care hospital, the Venice HealthPark outpatient services facility and Gulf Coast Medical Group practices throughout South Sarasota County. Fordham believes that excellence in patient care begins with the organization's culture and how the medical staff, employees and volunteers think about their work and their value to the team. Her dream is to exceed the expectations of the patients, physicians and community by inspiring the team of healthcare providers at Venice Regional to provide exceptional healthcare with integrity, empathy and trust. Fordham enjoys kayaking and playing golf with her two school-aged children.

540 The Rialto, Venice, FL 34285 | 941-485-7711 | VeniceRegional.com



"Being behind the chair at a salon is much more than cutting and coloring hair. It is creating a great experience and making people feel their best." —Kristi Giuliano

NOMINEE | 2019

KRISTI GIULIANO **MOLLY MICHAUD**

CO-OWNERS | SAGE HAIR STUDIO

BETWEEN THE TWO OF THEM, Molly Michaud and Kristi Giuliano have over 30 years of experience behind the chair. The pair have a shared vision and passion for the hair industry. While being salon owners for a little over a year, they have succeeded in offering a creative space for other stylists to be motivated in a high energy, positive and professional environment while also maintaining their own clientele. Sage Hair Studio is a place for independent stylists running businesses of their own to come together as a team and create a fantastic level of customer service. For the two, the best thing about having a business is having clients come in and say that they feel such a great energy walking in the door.

9122 Town Center Pkwy., Suite 106

Lakewood Ranch, FL 34202 | 941-839-5755

sagehairstudiolwr@gmail.com

Instagram Kristi: [@styledby_kristigiuliano](https://www.instagram.com/styledby_kristigiuliano)

Instagram Sage Hair Studio: [@sagehairstudiolwr](https://www.instagram.com/sagehairstudiolwr)

Full service hair salon accepting new clients.

"I am so grateful to have chosen a career that is also my passion. I love being able to be creative and make others feel good about themselves."

—Molly Michaud



DIANNE GLASS

OWNER | BODY ROLLING DIANNE GLASS

Over 25 Years ago, I was amazed by the incredible and unique benefits of the Yamuna® Body Rolling Method (YBR) and am thrilled to share it with Sarasota's health conscious community. YBR teaches you life-long solutions to strengthen, align and relieve pain in every part of your body, from your feet to your face. It empowers you to self-treat your own stress, inflexibility, and discomfort while toning and stimulating your muscles and bones. After a rolling session, many visibly stand taller with effortlessly better posture.

Our proprietary method and kit of custom-made balls offer the tools to safely work on yourself anytime, anywhere. You can problem-solve and self-heal to feel better in your body at any fitness level. Dive in and experience it yourself. Join one of my local classes or workshops to learn the technique, then, practice on-the-go with my online video subscription YBR Anytime.

Take the experience even deeper into life-changing magic of a YBR Retreat. You'll find optimal health and wellness at one of this year's retreat destinations: Jamaica, Italy, Round Top, Texas and Costa Rica. Stay connected for more offerings in our local community. I hope to see you on the ball. And remember, "You have to feel it to heal it!"

941-587-7327 | DianneGlass@me.com
BodyRollingDianneGlass.com

"Feel better in your body
and move with ease with
YBR. You have to feel it
to heal it."





"Life is short. Spend it with those who make you laugh and feel loved."

NOMINEE | 2019

STEPHANIE GLOSSER

OWNER | PLANT PARENTS

Many years ago, a customer requested extensive plantings of flower beds in a house she was renting while her home was being built. When asked why she would spend money for in-ground plantings for a home that she didn't own, the customer said, "Life is not a dress rehearsal and while I am living in this house, I want it to be beautiful." That idea really resonated with Stephanie, particularly as a recent cancer survivor. Stephanie strives to live for today: use the good china for family, travel, read for pleasure and most importantly surround yourself with people that you want to be with. She extends that same philosophy to the community at large, where she works to provide green solutions to enhance an ever-growing clientele of local businesses, educational institutions, nonprofit organizations and public spaces. Among her most visible works is the "Downtown in Bloom" flower basket program. Stephanie administrates this eye-catching, large-scale Plant Parents program on close to 200 light poles, one which continues to delight locals and visitors alike. Behind the scenes, Stephanie is also active in charitable giving, including regularly working with local organizations to provide live plants for fundraising events.

6742 Richardson Rd., Sarasota, FL 34240
941-377-3070 | plantparents.com, [@plantparentsfll](https://www.instagram.com/plantparentsfll)

NOMINEE | 2019

SHELBY ISAACSON

DIRECTOR OF OPERATIONS | BOGART LABS, LLC./
SECOND & SEED

At a young age Shelby Isaacson was taught the power of paving her own way as well as the risks involved. She has vivid memories of painting pictures and selling them for a whopping 10 cents with her friend, Annie, to the neighbors. "We had a whole sales pitch," says Isaacson. "Funny enough my goals in business haven't really changed, I still strive to improve the quality of life of others." Around that same time, her dad took the training wheels off her bike, and after an entire day of learning to ride on the grass, he let her ride on the cement driveway where she fell almost instantly. Several stitches later, she went to see her grandmother. "She took one look at me, squeezed me and said something like, "But you learned to ride..." recalls Isaacson.

Isaacson now owns several businesses in the dynamic industry of plant-based medicine. Her most recent start-up, Second and Seed, an apothecary located in downtown Sarasota, specializes in CBD-rich hemp products. "We're proud to be the industry leader in Sarasota," says Isaacson "I want to empower others with resources that can transform their lives. I've been in that place where you lose hope due to a chronic illness. I'm proof that hemp does help."

Prior to Second and Seed, Isaacson was the public relations manager at Mote Marine Laboratory and Aquarium. She is an active member of Florida Public Relations Association and the Sisterhood for Good giving circle.

1231 2nd St., Sarasota, FL 34236 | 941-260-9971

SecondandSeed.com @secondandseed

"Authenticity and passion are magnets for others, so when we focus on those aspects of ourselves we raise the universal vibration for a better today and tomorrow."



REALIZE BRADENTON

EXECUTIVE DIRECTOR, BOARD OF DIRECTORS AND STAFF

TOGETHER WE REALIZE POSSIBILITIES! We celebrate the women who help make Realize Bradenton a beacon for emerging talent, economic investments, new opportunities, and fun.

WORKING TOGETHER WORKS! Realize Bradenton shapes Bradenton as a city where people want to contribute and live, work, and play. Our events, projects, and initiatives bring people together from all walks of life to create friendships, deep-

en their attachment to place, and boost civic pride. Weaving together the three strategies of placemaking, place branding, and civic engagement, we promote the arts, culture, heritage, and food here in our riverfront community. Realize Bradenton and the City of Bradenton work together to embrace the involvement and ideas of multi-generations, and particularly the perspectives of Gen Z and Millennial generations. The Riverwalk which opened in 2012



Left to right: Holly Eisemann, Sue Revell, Carrie Price, Kim Dalglish, Patricia Kelleher Annie Breitingner, Johnette Isham, Kay Wight, Joanna Bailey, Peg Haynes, Catherine Ferrer, Melodie Rich and Jodi Carroll.

and our current work with the City to double the length of the Riverwalk eastward exemplifies this approach to make downtown Bradenton an attractive and welcoming destination for all.

MORE THAN BRICKS AND MORTAR! Public spaces like sidewalks, streets, and parks are vital to our city's success. These outdoor places come alive with over 125,000 people who attend our events each year— Farmers' Market, Mainly Art, ArtSlam, Music in the Park, Bradenton Blues Festival, Blues Appetizer, Long Table, and Walk Bradenton.

RealizeBradenton.com | WalkBradenton.com | 941-621-6471



NOMINEE | 2019

"I am guided by the belief that a vibrant, prosperous community thrives when engaged citizens have a part in its advancement. Our programs—Creating Together Bradenton, Pop-ups for a Purpose, Inside Access, Healthy Together, and Cook Together are examples of how diverse individuals can learn and contribute, while making a positive difference."

—Johnette Isham, Executive Director

"Looking at a crowd of thousands from around the world enjoying the Bradenton Blues Festival on the Riverwalk is awesome. However, my work with Realize Bradenton is inspired by unexpected accolades. When I overhear a group of people walking on Old Main Street discussing how downtown has become a destination, I feel pride in knowing that our organization has played an important role in downtown's momentum."

—Annie Breitingner, Board Chair



"We utilize a wealth management planning process by getting to know each client and developing a meticulous strategy in three key areas: asset, risk and legacy planning."

NOMINEE | 2019

SARAH LODGE, CFP®

FIRST VICE PRESIDENT FINANCIAL ADVISOR
| THE GRESS LODGE GROUP
RBC WEALTH MANAGEMENT

SARAH LODGE AND HER TEAM STRIVE to provide exceptional service to each client and build long-term generational relationships. Their personalized financial plans come with attention to detail in understanding, design and implementation. Sarah is a Certified Financial Planner (CFP®) and knows that planning is what makes a difference. She has a passion for helping others make the right financial choices so they can be financially independent. As time goes by, their clients' needs change and evolve just as the financial markets do, so ongoing and timely service is imperative. Whether they are helping a client gear up towards retirement, dealing with the loss of a spouse through death or divorce, helping business leaders with their corporate retirement plans and exit strategies, each situation is unique and takes the time and expertise that Sarah and her team have. They manage the financial affairs for successful medical professionals, entrepreneurs, business leaders and affluent retirees across the United States.

Sarah's passion to help others doesn't stop at her office. She currently serves as the President of the Rotary Club of Sarasota Foundation, a founding board member of Impact 100 SRQ, an active member in Rotary Club of Sarasota and the Junior League of Sarasota. She has served as Past President of the Junior League of Sarasota as well as volunteered for Boys and Girls Club of Sarasota County, Big Brothers Big Sisters of the Suncoast, St. Jude Foodlosofpy, Education Foundation and Sarasota Memorial Healthcare Foundation Golf Tournament, and supports many other wonderful organizations.

Sarah and her husband Ryan are proud parents to three young kids and love to spend weekends outside enjoying the beauty of Sarasota!

Sarah B. Lodge, Certified Financial Planner®

First Vice President-Financial Advisor

NMLS # 1575248 through City National Bank

RBC Wealth Management | 1819 Main St., Suite 1100, Sarasota, FL 34236

Toll Free 844-316-4811 | Direct 941-316-4811 | Fax 941-316-4848

Sarah.Lodge@rbc.com | thegresslodgegroup.com

**NOMINEE | 2019**

LISA MOORE

CEO/FOUNDER | BLAZE OF HOPE

OWNER/STYLIST | ARTISAN HAIR STUDIO

"Bless and be
blessed!"

LIKE MOST WOMEN, Lisa has faced challenges through her life and career but losing her young son to cancer could have been her knockout punch. Instead, she turned her devastating grief into unbridled passion, honoring her son by creating an organization in his name. She works tirelessly to support other mothers and families whose children suffer with chronic or terminal illness by helping ease their financial struggles so they can focus on what is most important . . . their child. Lisa is an incredible hair stylist in Sarasota and a successful salon owner for 17 years. She never envisioned herself as an advocate for families, a spokesperson for children's needs, and a fund raiser. Yet, Lisa Moore has developed Blaze of Hope into a sustainable and growing 501c3 agency that truly makes a difference in countless lives. Blaze would be so proud of his Mom. The Blaze of Hope mission is to provide financial assistance to families of children with a life-threatening medical condition while hospitalized, to enrich lives with hope, to build community and raise awareness.

Blaze of Hope

5922 Palmer Blvd, Sarasota, FL 34232 | 941-232-4568

blazeofhope.org**Artisan Hair Studio**

5918 Palmer Blvd., Sarasota, FL 34232 | 941-341-0688





"I didn't raise a pointer!" words of wisdom from my late father when I told him at a young age that I was going to be an Interior Designer. This was his not-so-subtle way of saying, 'Get out there and get it done yourself! Don't just point at things and expect other people to get it done for you! Learn every craft. Learn every trade you can on the job-site so you know what you're talking about and what it takes. And look the part.' If you can't put yourself together, how are clients going to trust you with putting their spaces together!"

NOMINEE | 2019

CARRIE RILEY, ASID, NCIDQ CERTIFIED, IIDA
PRINCIPAL OWNER/ENTREPRENEUR/LICENSED PROFESSIONAL
INTERIOR DESIGNER | RILEY INTERIOR DESIGN, INC.

GROWING UP IN A HOME OF ENTREPRENEURIAL PARENTS and knowing from childhood that Interior Design was her calling, Carrie hit the ground running to chase her design destiny. Carrie started working for the largest Interior Design firm in Omaha at age 16, starting at the bottom and working her way through internships, design assistant positions, Junior designer, Senior Interior Designer to a now 20+ year career in the industry and 15 years of Ownership as the Principal and Certified licensed Interior Design of Riley Interior Design. Having a degree from the University of Nebraska in Architectural Interior Design and hiring Interior Designers with Architectural backgrounds, enables the firm to work seamlessly with the most renowned and award-winning Architects and General contractors. Riley ID has earned numerous awards and accomplishments throughout the years, including multiple Home of the Year and Building of the Year titles. The Design firm has also been featured in luxury design publications throughout the country such as *The Luxury of Home Magazine*, *Home & Design Magazine*, *REAL* magazine, *The Scout Guide*, *SRQ* magazine, *Sarasota Magazine*, *Biz 941* magazine, *The Observer*, *Scene Magazine*, *Sarasota Herald Tribune* and featured on Houzz.

Riley has also been a part of the NFL organization The Tampa Bay Buccaneers for the past 19 years, a former Super Bowl-winning cheerleader, turned choreographer/game day assistant and now part of the judging panel who selects the team. Riley also supports the US Military as part of the ProTour Productions staff and travels the world with NFL players, cheerleaders and mascots, performing and supporting our troops. Locally, Riley Interior Design is committed to showing support for charities and foundations such as Sarasota Humane Society, supporter of the Designing Daughters events, Forty Carrots, Breast Cancer Awareness as well as dancing in Dancing with the Stars supporting CAN, WISH and was a member of the Women of Influence.

1929 South Osprey Ave., Sarasota, FL 34239 | 941-955-5522
riley-id.com License # IB26000942

EILEEN ROSENZWEIG

OWNER | SIR SPEEDY SARASOTA

EILEEN ROSENZWEIG HAS OWNED AND OPERATED Sir Speedy Sarasota for 30 years. She transformed and grew the company from a small quick-print shop into the third largest Sir Speedy franchise in the world—consistently ranked in the top 100 of all quick-printing companies nationally. She has expertise and proven success leading and managing all aspects of operations, customer service, and business development. Rosenzweig is a motivational leader who leads by example and cultivates an environment dedicated to consistently exceeding customer expectations. Her business is run with empowerment and teamwork. She never blames, but tries to look at every mistake as an opportunity for her staff and herself to change and grow. In 2003 and 2017, she was awarded “Franchisee of the Year” for the Sir Speedy Network. Eileen is a founding member and on the Board of Directors of Impact 100 SRQ, serves on the board of RADical Healing Inc., and is a member of Sunrise Rotary and Congregation Kol HaNeshama. She is a regular platelet donor and encourages everyone to give the gift of life. Her proudest moments are as a mom. She has twin daughters, Evelyn and Fay, who are wonderful, caring people.

3939 South Tamiami Trl., Sarasota, FL 34231 | 941-922-1563
SirSpeedySarasota.com

“I try to live my life by the Jewish concept “Tikkun Olam” – repair the world. I believe we should treat our employees, clients and those we meet daily the same way we want to be treated. Each day make sure you have improved someone else’s day.”



FINALIST



NOMINEE | 2019

RENEE SNYDER

PRESIDENT AND CEO | HABITAT FOR HUMANITY SARASOTA

RENEE JOINED HABITAT SARASOTA IN 2010, after more than 25 years in the banking industry, specializing in affordable housing and community development. Her dedication to affordable housing in the community and to the families she serves is tireless. Renee digs deep in creative ways to advocate for families and to leverage partnerships, always finding a solution. Simply put, she is a leader who does not give up and she doesn't take no for an answer.

It's her leadership that makes Habitat Sarasota *the real deal*. Habitat Sarasota has achieved steady growth during Renee's tenure, resulting in doubling the impact in the community, serving more families each year. Renee is motivated by the personal stories of the housing conditions that some of our families live in and their daily struggle from making life choices between buying groceries, medications or paying their rent. The determination of families to elevate themselves out of these difficult situations motivates her every single day to reach deeper and do more. Seeing their hard work and determination yield lifechanging results for their families is her reward and inspiration.

1757 North East Ave., Sarasota, FL 34235 | 941-365-0700
habitatsrq.org @habitatsrq

"To keep myself motivated, I look for small wins each day. I think it's important to pause and celebrate the small wins. It's these daily victories that can often lead us to bigger opportunities and long-term success, if we take the time to evaluate them."



PERSONAL MANTRA: *"Be the bee . . .
not the buzz."*

DAILY: *"You live but once; you
might as well be amusing."*

—Coco Chanel

PERSONAL: *"Alone we can do so little;
together we can do so much."*

—Helen Keller

BUSINESS: *"The key to success is to
start before you are ready."*

—Marie Forleo



LEADERSHIP CIRCLE | 2017 WINNER

NIKKI TAYLOR

PRESIDENT AND CEO | TAYLOR & COMPANY, LLC.

GIVING BACK IS PART OF NIKKI TAYLOR'S DNA. Her first memory of a philanthropic endeavor was working at an event (chaired by her mother) when she was just four years old. She remembers the feeling of exhilaration in helping others and immediately inquired about when she could next volunteer. From there, Nikki sought out every cause she could find, from Girl Scouts to school fundraisers to sorority-sponsored breast cancer awareness benefits. In Sarasota, she recognized a community that valued giving back as much as she did, and has, among other things, chaired over 24 events in the Sarasota area.

Nikki isn't just about events. After experiencing the loss of a parent, improving the health of others became a passion. She says, "It hit me hard. I wanted to make sure other folks had the resources they need to stay well and be more proactive about their health." In addition to her many healthcare volunteer efforts, Nikki is also the owner of Taylor & Company, a boutique healthcare marketing firm. Past and current clients include Sarasota Memorial Healthcare Foundation, Johns Hopkins All Children's Foundation, The Roskamp Institute, and several other healthcare-specific organizations.

The depths of her philanthropic energy echo the exhilaration of that first volunteer experience. Although focused on her career and family, she remains an active and engaged member of The Greater Sarasota Community. Her list of current volunteer commitments includes Designing Daughters, Leadership Sarasota Alumni, AFP, Women's Leadership Council, SkillSHARE Mentoring, SMARTgirl Mentoring, PTO Fundraising Chair, Pediatric Cancer Awareness Chair-Southside Elementary School.

1226 North Tamiami Trl., Ste 201, Sarasota, FL 34236 | 941-587-9060
TaylorandCompanyofSRQ.com



NOMINEE | 2019

LEE VOLPE

AUTHOR. HUMORIST. INFLUENCER.

A “CHATTY CATHY” AND NATURAL BORN ENTERTAINER, Lee Volpe has never been at a loss for words. Since 2011, she has been making a name for herself professionally as an honest, ‘laugh out loud’ humorist, dealing with daily life and relatable situations. Applauded for saying what most are thinking, Lee has a gift of finding funny in the simplest of moments.

Building her brand identity around the message of self-acceptance, speaker and author Volpe is busy entertaining fans of her popular book, *Black Sheep Tries Bleach*. With her YouTube channel, *The World According To Lee*, she is reaching new audiences and sharing the benefits of laughter globally. Recognizing the importance of inspiring a younger audience, Lee established a kid-friendly zone by introducing her miniature house pig, Officer, to the brand.

Bed hog and banana enthusiast, Officer The Mini Pig, can now add children’s author to the list. *Officer’s Pig Tales* is an encouraging series of fundamental lessons taught through the tales of a misfit pig. His first book in the series, *This Is Me*, is a valuable lesson of self-acceptance and the meaning of happiness.

A champion and voice for the voiceless, Lee’s philanthropic interests include children and animals. She has actively supported local nonprofits like the Manatee Police Athletic League, Manatee Children’s Services, Save Our Seabirds, and the Humane Society of Sarasota County.

When Lee is not traveling, doing live appearances (often alongside Officer), you may see them around town. Like the drive-thru line at Starbucks, where Officer’s “regular” is a banana.

LEEVOLPE.COM @theworldaccordingtolee

“When life happens,
laughter begins”



NOMINEE | 2019

MIRANDA LANSDALE

COMMUNITY OUTREACH SPECIALIST AND GRANTS PROGRAM
COORDINATOR | SARASOTA COUNTY GOVERNMENT,
NEIGHBORHOOD SERVICES

PLEASANTLY DEAFENING. Miranda says that's how loud the "roar" of the women she works with is. As coordinator of "Civics 101", she collaborates with Sarasota County's directors—a number of them female—to engage residents in conversations about governmental roles. She's witnessed their overwhelming combination of intelligence, passion, and drive for improvement. She also coordinates the "Neighborhood Initiative Grant Program", visiting neighborhoods with staff experts. Their boots-on-the-ground approach to educating and inspiring residents reminds her daily that change begins with each one of us. She considers her manager, who helped start those programs, a master at nurturing creativity. As an outreach specialist, Miranda has met countless women in the organization and in the community with the hunger to learn about and serve Sarasota County. **1660 Ringling Blvd., 1st Floor, Sarasota, FL 34236 | 941-861-5000 scgov.net Keyword: Neighborhood Services**

"Nothing beats the feeling of asking myself at the end of the day, 'Was I the best I can be?' and knowing with conviction that the answer is yes."



NOMINEE | 2019

JULIE BENDER-SIBBIO,

RDN, LDN, cWC

FUNCTIONAL AND INTEGRATIVE DIETITIAN/
NUTRITIONIST | JBS NUTRITION & WELLNESS, LLC

JULIE BENDER-SIBBIO IS A NUTRITION TRAILBLAZER who helps her patients get to the root of chronic illness and digestive challenges. Passionate about restoring hope and health from within, she combines her conventional dietetic education, functional and integrative nutrition training, wellness coaching and 20+ years of experience to help her patients recover and thrive so they can live their best lives. Julie's nutrition practice is grounded in her values, compassion, and gifts. Each day, you'll find her listening closely to patients; seeking to understand how each person's biochemistry, food, environment, lifestyle, history and genetics influence their health; and using evidenced-based nutrition and lifestyle interventions to restore harmony to body, mind, and spirit. A recipient of the BEST of SRQ-Nutritionist 2016 & 2017, Julie is a member of the Sarasota's Holistic Chamber of Commerce and volunteers her time with various organizations. **1217 South East Ave., Suite 209, Sarasota, FL 34239 214-986-1024 | JBSnourishwell.com**

"Life and health are a journey—not a destination. When your ongoing journey to balance physical, emotional, psychological and spiritual health is working in harmony, the results are energy, vitality and PEACE from within."

