

As a locally grown, locally owned company, SRQ Media Group pays tribute to our community's visionary local businesses and the people behind them who work hard to create economic opportunities every day on the Gulf Coast of Florida.

Written by Mary Darby Guidroz. Photography by Evan Sigmund.



"Going into 2015, we are seeing our client's small businesses turning around and improving. What we do is such an important part of that equation, because we are like a GPS for their business from a financial standpoint. Many people that start a small business know how to do what they are in business to do, but they might not be trained in finance, accounting or taxes. We are there to support them and I am really looking forward to seeing their continued success. That also includes my own business, because I am always looking to expand and bring on new clients as well." Brian J. McGinn CPA, Owner

## Complete Small Business Solutions

Complete Small Business Solutions has been providing tax planning, accounting and payroll services to area businesses for over 18 years. We provide our clients with ongoing advice throughout the year. We take a proactive approach to tax consultation, providing you with the opportunity to take advantage of opportunities and avoid costly mistakes. Our services include a full range of record keeping support for your business, resulting in timely advice and guidance. We offer customized methods of handling all of your payroll needs. We are QuickBooks Pro Advisors and provide consulting to our clients. Your relationship with the Complete Small Business Solutions professionals is on a monthly flat fee basis that is all-inclusive. Complete Small Business Solutions is a local public accounting firm. We are long-time members of the Sarasota Chamber of Commerce and a supporter of several local charitable organizations. Additionally, as a member of the Professional Association of Small Business Accountants, we bring the collective resources of a nationwide network of CPAs, Enrolled Agents and accountants to our firm. Through local contacts developed over the years and the support of other PASBA members, we are confident in handling all of our client needs.



2018 Oak Terrace, Suite 102, Sarasota FL 34231 941-926-4687 | www.completecpa.com



#### **Goodwill Manasota**

Many people in the Sarasota area are aware of Goodwill's mission to change lives through the power of work, but the impact of our services reaches a much broader community. One of our most important programs is supporting the veterans in the area that have so bravely served our country. Each veteran that reaches our offices is assigned a case manager to ensure they are connected to the organizations and resources they need. Goodwill acts as a gateway to existing programs in our community that offer mental health services, educational or workforce training initiatives, health and wellness programs and employment opportunities. The Goodwill Manasota office has created the "Veterans Resource Guide" – a comprehensive source of services and contacts to everything from benefits to food banks. In 2015, we look forward to building on the success of this program, which began two years ago. Goodwill Manasota is working with the State of Florida to expand our services into Desoto and Hardee counties. In casting a wider net to more rural areas, we hope to connect even more veterans with resources they need to reenter the workforce and care for themselves and their families. Thanks to our community advocates like Maverick Johnson of 106.5 CTQ/iHeart Media and Bill Robinson, local attorney and host of "Let's Talk Law" on WSRQ, we are able to amplify the difficulties facing veterans and help spread the word of Goodwill Manasota's Veterans Services. We could not accomplish this important work without the support of local leaders, businesses and organizations who believe in the importance of helping our heroes from deployment to employment.

"Innovation, like our veteran's program, requires fertile ground to bloom. The Board of Directors at Goodwill Manasota has always been willing to think beyond the confines of territory and program and have allowed staff to challenge the status quo in both the business and services aspects of Goodwill. Board leadership has created the optimal conditions for continuous improvement and creativity." **Bob Rosinsky, President and CEO of Goodwill Manasota** 





2705 51st Ave East, Bradenton, FL 34203 914-355-2721 | www.ExperienceGoodwill.org

"Ours is a company of true professionals with amazingly diverse backgrounds and experience. What unites them as one is their shared dedication to the company's tightly-held values of excellence, integrity, communication and mutual profitability. For nearly forty years these guiding principles have also united them in service back to the community, which is the common thread of which Drayton and I are most proud. As such, we look forward to another year of working together to provide exceptional real estate experiences and making our community all it can be." Michael Saunders, Founder and CEO



Now in its fourth decade of service to Southwest Florida, Michael Saunders & Company has grown from a single office into a network of 24 full-service offices—with more than 600 professionally trained associates and 163 staff members spanning the Gulf Coast region from Bradenton to Boca Grande. Powerful international brokerage affiliations including Christie's International Real Estate, Leading Real Estate Companies of the World, Luxury Portfolio International and Mayfair International Realty extend the company's message to qualified buyers globally, ensuring the broadest possible exposure for our sellers' properties. Clients and customers of Michael Saunders & Company are afforded the most comprehensive range of real estate services in the Southwest Florida marketplace. These include mortgage, title and relocation services, a commercial real estate division and full service rental and property management capabilities. Its in-house marketing division has received numerous local, national and international awards for its property marketing techniques and expertise. With sales that topped more than \$2.2 billion in 2013, Michael Saunders & Company is the largest-selling brokerage in all price ranges throughout Southwest Florida; and is ranked 55th largest in dollar volume according to the latest Real Trends 500 Survey of the 500 largest brokerages in the U.S. Locally focused and independently owned and operated, it is also listed among the 35 most influential Realtors in luxury real estate. For more information about Michael Saunders & Company, please call 1-888-552-5228 or visit us on the web at michaelsaunders.com.



100 S. Washington Blvd, Sarasota, FL 34236 941-953-7900 | www.MichaelSaunders.com "As a manager of my father's donut business at age 13, I learned a lot about leadership at an early age. I never asked anyone to do anything that I wouldn't do myself. If I was going to ask someone to scrape floors, they better see me scraping them first. As owner and founder of PayServ, I've carried that leadership philosophy with me. I have learned to invest in our collective goals and the importance of believing in your company. At PayServ we strive for 'Humble Excellence' — our operational philosophy and customer—service mind—set."

Todd Saylor, CEO and President

## **PayServ**

PayServ Systems is proud to announce the launch of EnterpriseHRMS in Sarasota this January. EnterpriseHRMS is a cloud-based single data source solution for time and labor management, payroll, and human resources that operates in real time. This sophisticated system was designed with the user in mind. With a high level of data capture from a single sign-in process, EnterpriseHRMS packages the benefits of all PayServ products into one, easy to use system. The PayServ company model is to be a single driver of solutions for businesses. With your payroll trust, PayServ provides insurance and staffing solutions that naturally fit the needs of your business. President & CEO, Todd Saylor, designed his company to be a one-stop-shop for businesses seeking payroll, time keeping, staffing, Workers' Compensation, HR and benefits management. Being privately owned, they understand the challenges of compliance and critical support services that go hand in hand with your daily business operations. The goal of PayServ Systems is to provide clients with products and solutions that work together seamlessly to provide the most accurate results. They believe in enhancing the natural flow of business functions and providing flexibility so companies can mix, match and interchange a plan to best meet their specific needs. "As a company with multiple offices and clients in 48 states, we are thrilled to unveil EnterpriseHRMS right here in Sarasota. Given this broadened platform of services, we envision an increase in business opportunities and we are proud to have chosen Sarasota as the home of PayServ System's new national headquarters," Saylor says.



1517 State St, Suite 203. Sarasota, FL 34236 941-365-5098 | www.payservsystems.com



"We are very excited and optimistic about 2015 for a number of different reasons; chiefly, this is the start of Perrone Constructions 35th year in operation building waterfront custom homes. I'm incredibly proud of our standing in the community and our reputation which I and my staff work hard each day to earn and maintain. Our company stays fresh because we truly enjoy what we do, my team share the passion and ideals which I founded the company upon over three and a half decades ago and which continue to make it a success today. I'm thankful for the opportunities we've been afforded and the team we have in place. We have some landmark projects we'll be wrapping up as we start the new year and some more very exciting ones that we will be starting as we move into 2015." Richard Perrone, Owner



### **Perrone Construction**

Perrone Construction was founded in 1980 by Richard Perrone, who relocated from the east coast of Florida where he served as a superintendent for a luxury oceanfront builder. Our company specializes in custom, luxury waterfront homes. At Perrone, our team prides itself on delivering projects of the highest quality, premier design and completing projects both on schedule and on budget. We are firm believers in utilizing the latest materials and practices alongside tried-and-true practices that contribute to a home that is timeless, beautiful and stands up to the harsh waterfront environment. Our projects range from 3,700 to more than 20,000 square feet under air along Sarasota's waterfront. As a custom builder, we tailor our approach to each project and each individual client's wants and needs. We completed numerous banner projects in 2014, including a custom home modeled after the Atlantis Resort in the Bahamas. Overlooking Sarasota's downtown, this project is encased in hand-carved Egyptian limestone. The scale of the project and incredible amount of detail were a thrill to the Perrone Construction team. With over 75% of our clients living or spending most of their time outside of the state or country, we work under a finely tuned system to ensure interaction with our company is simple and seamless. We are incredibly proud of our reputation of our company and the satisfaction of our past clients—for some of whom we've built as many as four homes. For Perrone Construction, our satisfied clients are some of our best advocates. Our team enjoys the process and truly believes that the character and effort put into a project becomes part of the home for years to come.

Downtown Sarasota Office: 1400 State Street, Sarasota, FL 34236. South Sarasota Office: 7045 S. Tamiami Trail, Sarasota, FL 34231. Phone: 941-924-6900. www.PerroneConstruction.com



# Robert Davie & Associates Landscaping

Robert Davie and Associates Landscaping specializes in innovative landscape design of commercial and residential properties. For more than 35 years, Robert Davie and his team have transformed landscapes into creative works of aesthetic, sustainable design. Robert's background in Ornamental Horticulture from the University of Florida adds an element of expertise and finesse to each project. With a deeper knowledge of how plants grow and the best way to ensure their care, he develops a portfolio of plants and elements will grow and thrive harmoniously. While plants are the focal point, every element is important when considering the cohesion of an exterior space. The materials, textures and colors of the driveway, lanai, pool and outdoor lighting are elements that Robert incorporates into his design. Balanced exterior design of hardscapes and the landscape that grow more beautiful over time is always the end goal of Robert's designs. His company received Landscape Contractor Magazine's Best of the Best Theme Project and was showcased in a televised feature on home trends on CNBC. There, he was labeled a trendsetter for up-and-coming landscape lighting and design. Ballard Design International selected three of Robert Davies's projects in Lido Key, Old Forest Lakes and Cherokee Park as a setting for their gorgeous Spring/Summer catalog shoot. In the early 1980's, Robert Davie's landscape advertising was simple, yet groundbreaking. With ads reading "Think Green", a now mainstream notion 30 years ahead of the curve, he always recognized the importance of projects that are self-sustaining.

"We are excited to work with clients that appreciate the value of a curated landscape and exterior design. The end result always reveals a property that is more enjoyable and reflective of the spirit of their home. With planning and care, the aesthetic can be easily maintained. Our goal is to marry the landscape and plants with all elements on the periphery—including planters, pool and even the driveway contribute to the curb appeal of a home. When the details are considered and planned out, you end up with a more attractive and happier home." Robert Davie, Owner



3319 Plantation Drive, Sarasota, FL 34231 941-924-6629 | www.robertdavie.com



"At Rugs As Art, we believe in the importance of being personal. Building relationships with each person who enters our store is the best part of serving the community. We strive to provide an experience through exceptional customer service, and ultimately, creating friendships with our customers. We also realize that each customer has a different lifestyle and budget and we have setup the store with that in mind. There is truly a selection for every taste, a rug for every home and a price for every purse." John Murse, Owner



## **Rugs As Art**

In 1986, John Murse turned his passion for rugs into a business and opened the doors to Rugs As Art in Sarasota. With a strong background in retail and importing, he set out with a vision to offer quality area rugs to the Sarasota market along with superior selection, outstanding service and unbeatable pricing. These principles allowed Rugs As Art to grow from a humble 800-square-foot showroom to the almost 20,000-square-foot showroom the company now occupies on South Tamiami Trail. Rugs As Art is highly lauded within the industry and was recently recognized as the "Best Rug Store in America" by over 100 area rug importers. Locally, the company has received numerous honors as well, including both the Insignia Award for Best Customer Service and the Frank Berlin Small Business of the Year Award by the Greater Sarasota Chamber of Commerce. With over 5,000 rugs in stock from approximately 40 rug-producing nations, Rugs As Art has the capacity to serve any big city in the nation. However, John recognized the Sarasota community as the ideal location to build not only his business, but also life and family. Operating a true family business, John is thrilled to work alongside his wife Lucy and their sons Matthew and Jesse on a daily basis. Rugs As Art has over 30 employees who are responsible for making each customer's shopping experience friendly and inviting. From indoor-outdoor and machine mades to the finest hand-knotted, Rugs As Art undoubtedly has a rug to fit every style and budget. The company also has a wonderful assortment of furniture, art, pillows and accessories that are hand selected with the west coast of Florida in mind. Additionally, Rugs As Art specializes in masterful cleaning, repair and appraisal of rugs.



6650 S. Tamiami Trail, Sarasota, FL 34231 1-800-733-784 | www.rugsasart.com

### **Smile Sarasota**

Smile Sarasota has had roots in the community for 20 years. Originally founded by Dr. Mitchell Strumpf, the practice is now in the capable hands of Dr. Adam Still and his wife Jaime. The new ownership of the practice is no less dedicated to delivering quality care than its founder. A testament to Dr. Still's vision for Smile Sarasota, the office has retained all members of the original staff. Each member of the Smile Sarasota team preserves the welcoming atmosphere that patients expect to experience on their visit. The guiding philosophy of Dr. Still's practice is to provide a level of service reminiscent to decades past. Spending time with each patient is standard procedure, developing a relationship with every patient and listening to their wants and needs are always top of mind when providing care and services. Dr. Still and his staff utilize state-of-the-art technology for a patient experience that surpasses expectation. Smile Sarasota is a general dentistry practice that believes in the power of preventative care, cosmetic dentistry, periodontics and reconstruction. As members of the community, the Smile Sarasota team supports local philanthropic efforts, including the Humane Society of Sarasota County.

"We believe the best dentistry begins with an evaluation of the entire patient, not just the teeth. Our goal is to provide comprehensive care while creating relationships built on trust. We believe open communication and education allows our patients to be an active part in their own dental care. In 2015 we look forward to welcoming new patients into the Smile Sarasota family who are looking for quality dentistry in a comforting environment."

Dr. Adam Still, D.M.D., P.L. and Jaime Still



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### Willis A. Smith Construction

With 43 years in business, Willis A. Smith Construction, Inc. is deeply rooted in the community and we believe it is our responsibility to make a difference. Willis A. Smith Construction is more than just a local Construction Manager we are real people that give back to the Sarasota community in a number of ways. While we continuously construct landmark buildings for great people and friends, we are so much more. We are moms, dads, uncles, aunts, brothers and sisters. We are church members, volunteers, laborers and philanthropists. We scuba dive, water ski, run, bike and compete in triathlons. We are weekend warriors, fishermen, wood working craftsmen, animal lovers, equestrians and nature lovers. We are parents of children that attend various local learning institutions from kindergarten up through local colleges and universities. We are supporters of keeping the business local, of giving to worthy causes, of getting your hands dirty helping others, of sustainability, of cultivating leaders and of team collaboration - which keeps our firm on a steady path of growth. We are part of this community because we are the community. This picture is only a small glimpse into some of our overall business strengths that set us apart, and. The strength of our firm lies within the awesome people that are among our ranks. Once an employee joins our team they are part of the family, with us for the long term. We believe that our culture sets us apart from other businesses. We are leaders in the community and feel our staff embodies the level of citizenship that is necessary to make a community great. We are thankful that the community has embraced us, and we wish everyone a happy, healthy and prosperous 2015. Cheers!



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"At willis A. Smith, working with our team is a privilege. I count all of our employees as members of my family, and as a business we strive to serve our clients with the same care and concern that we show each other. Our mission statement, 'to promote excellence and integrity in the construction industry, while contributing to the betterment of our clients and the communities we serve' is the guiding principle in all that we do. We set ourselves apart by giving to the community because we are part of this great community." John LaCivita, Vice President

