

As a locally grown, locally owned company, SRQ MEDIA 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.



AKSALA WEALTH ADVISORS

AKSALA WEALTH ADVISORS, HOME OF THE EVAN GUIDO GROUP, is purely focused on retirement transition planning for those who consider themselves the “Millionaire Next Door.” Our core strategy centers around rising dividend portfolios, providing our clients a current income stream that can increase over time. Our portfolios also offer you a prudent way to participate in the wealth-building process over the long term—so you can pursue a retirement with confidence. Run by President Evan R. Guido (contributor to the *Sarasota Herald Tribune*), AKSALA Wealth Advisors is your solution to a properly planned retirement.

Studies show that planning and coaching leads to better outcomes. There’s a lot of misinformation about finances out there—and that causes people to make misinformed or uneducated investment decisions. Accumulating resources is fairly straightforward, but distributing your hard-earned resources in a tax-efficient manner (and making sure they last) is where we come in.

AKSALA Wealth Advisors are experts on combining wealth management and retirement income planning, so you know you’re in good hands. And because most money decisions tend to have tax implications, it just makes sense to cover them both at once. As we work together to define your financial goals and uncover the best financial opportunities, we make sure that you’re fully comfortable with all aspects of your investment strategy. We educate our clients to adopt tax- and cost-efficient financial planning principles and encourage them to avoid trendy investment fads or speculative strategies.

Our mission is to help you achieve financial independence through professional advice, individualized planning, sound risk management, and quality investments delivered within a personal family office setting. What was previously only available to the elite—is now what we are dedicated to providing you.



AKSALA WEALTH ADVISORS

8225 NATURES WAY, UNIT 119, LAKEWOOD RANCH
941-500-5122 | AKSALA.COM

PICTURED: EVAN GUIDO AND HIS CHILDREN
OLIVIA, HUDSON AND SAVANNAH

“Life is a journey, and as a client and friend, we’re in it together.” — EVAN GUIDO, PRESIDENT

AND SENIOR WEALTH ADVISOR



BLOOMERANG

"One of the most important things I learned from owning a business is the importance of effective marketing." — ART CONFORTI, OWNER



PROMINENT SARASOTA ATTORNEY TOM HARRIS knows that the most effective way to acquiring new clients is with a strong online presence and a smart marketing strategy. That's why he has partnered with Bloomerang Solutions to give him the digital advantage in his competitive field. As a personal injury lawyer, Harris specializes in auto litigation and all forms of insurance cases. He has seen a substantial shift in that industry during his 36 years of practicing law and he knows that effectively attracting new clients takes careful planning and dedicated resources to remain competitive with the multi-million-dollar advertising budgets that some of the larger firms utilize.

"In today's business environment, the personal injury law field is so competitive that you have to have a top-notch website, a robust online presence, and the ability for people to find you there," Harris said. "I learned that you cannot do that by yourself even if you've studied and worked on that for years. With all the advances in technology and the constantly changing algorithms, you need a true professional to not only formulate a strategy, but to also implement it and maintain it on a regular basis." Bloomerang Solutions founder and president, Art Conforti, owned Beneva Flowers in Sarasota for 33 years and has always taken an aggressive approach to marketing.

"Most small business owners don't have the luxury of buying television ads or billboards, so they have to be smarter and more calculated with how they utilize their marketing budget," Conforti said. "Tom's field of personal injury law is so competitive that you can't turn on the radio or TV, or even drive more than a few miles down the road before noticing an ad for one of the big firms. It's hard to compete with those massive budgets so it's up to us to make sure that we're utilizing every outlet to reach the right audience for him."

Since hiring Bloomerang Solutions to build his new website and maintain his social media accounts and online advertising platforms, Harris has enjoyed a steady uptick in new clients in recent months. "Meeting Art and his team at Bloomerang has been a terrific experience and has been a tremendous asset for my practice," Harris said. "I went to Bloomerang because I wanted the phone to ring – and they're making it ring. They're a small boutique agency but they certainly know what they're doing. From the website design to the content they produce and the traffic they drive from the web, it's a turnkey solution that has freed up a lot of time to let me focus on cases for my clients."

"We are proud to support small businesses in our community! Our expert lenders are able to offer valuable government guaranteed loan programs to our clients which are specifically designed to meet the unique needs of small business owners. CenterState's 'Preferred Lender' status is a testament to our commitment and successful partnership with the U.S. Small Business Administration."

— SHAUN P. MERRIMAN, WEST FLORIDA REGIONAL PRESIDENT

CENTERSTATE BANK

CENTERSTATE BANK CORPORATION operates as one of the largest community bank franchises headquartered in the state of Florida. Both the Company and its nationally chartered bank subsidiary are based in Winter Haven, Florida between Orlando and Tampa. With \$12+ billion assets, the Bank provides traditional retail, commercial, mortgage, wealth management, and SBA services throughout its Florida branch network and customer relationships in neighboring states. The Bank also has a national footprint, serving clients coast to coast, through its correspondent banking division.

CenterState Bank in partnership with the U.S. Small Business Association (SBA), offers tailored and specialized lending programs to help our local community business achieve their goals. We have local experts to help navigate and customize SBA Programs for our community business owners. If they want to expand, purchase real estate, purchase equipment, refinance debt or even start a new franchise, we are committed to giving small business the advantage. CenterState Bank offers SBA 7(a), SBA 504 and USDA loans through our government guaranteed lending program.

GIVING SMALL BUSINESS THE ADVANTAGE Obtaining financing for your business can be challenging for entrepreneurs. From being a startup to growing your established business, you may face difficulties with the requirements of conventional bank loans. The 7(a) Program offers flexibility, longer terms and lower down payments compared to other financing options. SBA 7(a) includes loans for real estate purchase, expansion, refinance or construction, leasehold improvements, business acquisition or expansion, working capital, machinery and equipment purchases, partner buy-out, franchise financing and debt refinance. The SBA 504 includes loans for real estate purchase, expansion and construction and purchasing machinery and equipment. The USDA includes loans for real estate purchase, expansion or construction, machinery and equipment and industrial acquisitions. **CONTACT JORDAN HALLAM, FIRST VICE PRESIDENT, SBA LENDING TODAY.**



CENTERSTATE BANK

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"Technology is rapidly changing and commoditizing accounting services. Business owners are looking for value and for advice that goes well beyond the numbers. We are using video and cloud-based services to communicate with our clients which helps them stay instantly in touch with us and their business finances from their smartphone, tablet, and other portable devices. We are a GPS for their business; guiding where they are going and how they are going to reach their goals. I welcome the opportunity to oversee their continued success. 2018 is going to be a fantastic year for our clients and we welcome any small business owner who wants to join our team!" —BRIAN J. MCGINN, CPA, OWNER

COMPLETE SMALL BUSINESS

COMPLETE SMALL BUSINESS SOLUTIONS has been providing tax planning, accounting and payroll services to area businesses for more than 21 years. We were named Accounting Firm of the Year by the Professional Association of Small Business Accountants (PASBA), a national association of almost 200 offices. We provide our clients with guidance throughout the year by taking a proactive approach to tax consultation. Our services include a full range of record keeping support, which results in opportunities for clients to take advantage of timely advice in decision making and avoiding costly mistakes. Client relationships with Complete Small Business Solutions professionals are on a monthly at fee basis that is all-inclusive. We also offer customized methods for payroll needs. We are Quick Books Pro Advisors and provide consultation to our clients using current and timesaving technology not utilized by our competitors. Complete Small Business Solutions is a local public accounting firm. As a member of PASBA, we bring the collective resources of a nationwide network of CPAs, Enrolled Agents and accountants to our firm. Additionally, through local contacts developed over the years, we are confident in handling all client needs and communicating in a way our clients can understand and apply to their decisions.



COMPLETE SMALL BUSINESS SOLUTIONS

2018 OAK TERRACE, SUITE 102, SARASOTA | 941-926-4687 | COMLPETECPA.COM

"To us, modern isn't a trend, it's a way of living. We travel the world looking for timeless designs. Rooted in heritage, redefined for today's lifestyles, every piece of furniture is a beautiful expression of form and function." —MIKAEL AND KAREN HANSEN, OWNERS



COPENHAGEN IMPORTS

COPENHAGEN IMPORTS was founded by the Hansens who came to the United States in 1955 from Copenhagen, Denmark. We began by importing beautiful items from around the world. Now in Sarasota for over three decades, we have brought modern, contemporary and Scandinavian furnishings to our customers along with unsurpassed personal service. "Sustainable" or "environmentally-safe" or "eco-friendly" furnishings are made and distributed in ways that protect our planet. We source furniture from makers who have adopted environmentally sustainable practices including using sustainably harvested hardwoods. Our furniture makers build furniture by hand giving the utmost care to each step of the production process. They employ local artisans who use methods that support uncompromising craftsmanship, people and the environment. Mikael and Karen Hansen connected with the Resurrection House many years ago through their church, appreciating it was an all-faiths organization lending a helping hand to those in need. They also found comfort in knowing that 100 percent of all the funds raised go directly to their mission. Resurrection House has been part of the Sarasota community, right in the heart of the Rosemary District, for more than 25 years. They provide our homeless population with a range of services, including but not limited to showers, laundry, counseling, medical treatments, veteran's assistance, food and clothing. Learn more at resurrectionhousesarasota.org. This holiday season, spend your money where it matters and be a multi-tasking master. If you need to shop for your home this season, help out the homeless while you're at it. And don't forget to say hi to Polaris on your shopping trip. I guess you could say she's Copenhagen Import's mascot. She was adopted from Southeastern Guide Dogs by the Hansens, after her affinity for chasing lizards prevented her from full-fledged Guide Dog status. She's quite content these days greeting happy shoppers and lounging in the sunlit showroom.



COPENHAGEN IMPORTS

7211 S. TAMiami TRAIL, SARASOTA | 941-923-2569 | COPENHAGEN-IMPORTS.COM



"At Cravats, quality products and superb customer service is the hallmark of our existence. With our tradition of client follow up that's designed to assess satisfaction, we are guaranteed that we have no dissatisfied customers. Our clients are always at no risk because they understand that their satisfaction is our guarantee." —HANK BATTIE, OWNER

CRAVATS CUSTOM CLOTHIERS

FOR CRAVATS OWNER HENRY "HANK" BATTIE, fashion has always been a part of his DNA. He enjoys telling the story of how he began buying his own clothes at the tender age of nine. With money earned from part time jobs after school and on weekends, he made great use of stores' lay-a-way plans. That way, he says, he could always afford the best. As he was and remains drawn to quality, it explains his philosophy on the subject. "If you have to look for quality in something, you won't find it because quality has a way of standing out," is the way he puts it.

When launching the Cravats atelier in 1990, he explained that quality was at the forefront of its philosophy and will remain its mainstay until the end. With a focus on custom clothing and shirts that he defines as "World class tailoring without compromise," the studio also offers an eclectic array of men's haberdashery that includes neckties/cravats, bow ties, scarves, ascots, belts, braces, hosiery, pocket adornments/handkerchiefs, jewelry, shoes, small leather goods and other men's items for "Special Order" and design. Located at 1530 Dolphin St. in the Burns Square area of downtown Sarasota, personal services include wardrobe evaluation and coordination. For the fashion conscious or fashion challenged, their "Jah'Noah" label offers head to toe ensembles that Battie describes as "Synergy in wardrobe creations," or as he likes to say, "Put your faith in our good taste."

As Cravats owner and fashion director, Battie has spent the past forty-four years in the menswear industry. With a beginning in 1974 at one of St. Armands Circle's finest men's stores to the past twenty-eight years at the helm of Cravats', fashion has indeed been a huge part of his life and as he said, obviously a part of his DNA. With years of membership in the prestigious and oldest men's fashion organization in the world, the Custom Tailors and Designers Association, he was awarded the group's highest honor of Master Custom Clothier/Designer in 2008. In addition to the superb products and customer service that has become the hallmark of Cravats, it has also shown a propensity to support many and various charitable organizations throughout Sarasota county.



CRAVATS' CUSTOM CLOTHIERS

1530 DOLPHIN STREET, SUITE 5, SARASOTA | 941-366-7780
CRAVATSCLOTHIERS.COM

"At Diamond Vault, we don't just sell jewelry. We're in the business of celebration and making memories, something we've proudly been doing for 40 years. When a guest enters our store, we want them to feel that their engagement, anniversary or special occasion is just as important to us as it is to them. We make sure that every detail is perfect so that when they leave, their jewelry becomes part of their own story." —MICHAEL CHOKR

DIAMOND VAULT

EVERY PIECE OF HANDCRAFTED JEWELRY from Diamond Vault is made with something very special: a story. From the moment a customer walks in to acquire something special, the Chokr family meets them with excitement and humility, a rare combination in the jewelry business. Diamond Vault's story began in 1978 and ever since, it has raised the local standard of glittering gemstones and precious metals and garnered the attention of a global audience through their creation of one-of-a-kind pieces. Starting with a custom design isn't the easy way to make jewelry, but it is the right way when purchasing a piece that is as meaningful as it is lovely. The talented team of GIA Graduate Gemologists and jewelry designers capture each exquisite piece through full-scale hand-carved wax molds or through intricate CAD designs to best reveal each stone's unique personality. The finished product is hand-set, finished and polished with careful attention to preserve the quality and beauty as each setting takes its place as an instant heirloom for the wearer. While a far-reaching clientele (stretching from the United Kingdom to Norway to China) has established Diamond Vault as a premier purveyor of the finest diamonds, rare colored gemstones and watches along the Gulf Coast, the heart of this family-run business is evident to every customer that gazes at their illuminated cases.



DIAMOND VAULT

DIAMOND VAULT

3979 S. TAMiami TRAIL, SARASOTA | 941-921-4016 | DIAMONDVAULTJEWELERS.COM



"For all things BasketCase; you need a Queen BasketCase to handle the chaos!" —LORI DAVIS, OWNER

JUSTABASKETCASE EVENTS

JUSTABASKETCASE EVENTS showcases their craziness and passion for all things events, custom gifts, party favors, wedding decor and overall one-stop-shoppe. Along with an amazing and unique staff the company is building and growing their brand to welcome Baby BasketCase for novelty baby onesies and gift boxes. The brand started in the Sarasota-Tampa area and beginning this January, will be national as BasketCase. In addition to being known for their amazing gift baskets and gift boxes, JustaBasketCase will be joining the ranks of monthly box subscription this Spring 2019. Lori Davis, owner and Queen BasketCase credits her local amazing vendor friends for catapulting her business into what has become. Ask her where the name came from and she will tell you. "It is based on her personality and I merely added the "Justa" to stand out from the norm," says Lori Davis. You can always find JustaBasketCase on local ABC7 Suncoast View sharing their gift designs, event decorating and planning 101 for the do-it-yourselfer. With 2019 around the corner, you can catch JustaBasketCase on another exciting game show. Stay tuned . . .



JUSTABASKETCASE EVENTS

5020 CLARK ROAD, #417, SARASOTA | 941-400-3039

LOFTUS LAW

LESLIE LOFTUS OPENED LOFTUS LAW IN 2013, after having worked to establish a new family law department within an existing local law firm. She began her career as a commercial litigator over 30 years ago and began devoting her time to representing clients in family law matters exclusively after moving to Sarasota in 2002.

Loftus and her team of professionals offer a concierge, client-driven approach to each case. She enjoys working with her clients and collaborates with them to ensure that they have articulated, agreed-upon, legitimate, and realistic goals. Loftus believes communication is key and she provides her clients with a range of options designed to meet their objectives, reviewing the advantages and disadvantages of each option and providing her recommendation. She believes strongly in seeing that the client is empowered and fully-informed.

No lawyer can guarantee what results might be obtained in court. Going to court to resolve family law disputes is expensive and a lot of wear and tear on a family that is already going through significant changes. Loftus believes it is in her clients' best interest to resolve family law issues, if possible, outside of the courtroom. Should this prove impossible, she is happy to advance her clients' legal matters to court. At all times, she presents her clients' positions in a vigorous, thorough manner designed to achieve success without sacrificing professionalism.

Loftus is also passionate about community involvement and devotes time to serving the local community. Currently, she is honored to serve as a member of the Board of Trustees of Florida House on Capitol Hill, a member of the City of Sarasota's Board of Adjustment, a member of the Sarasota Tiger Bay Club's Board of Directors, and chair of the 12th Judicial Circuit's Professionalism Panel.

"I take great pride in my work and in my community. It is a privilege to be of service." —LESLIE LOFTUS



LOFTUS LAW
FAMILY LAW MATTERS

LOFTUS LAW

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