

WOMEN **in** BUSINESS

2014

SRQ MAGAZINE

COMMUNITY ★ ★ ★ LEADERSHIP

SRQ | The Magazine believes in cultivating our women leaders by recognizing those who have made meaningful contributions to the Sarasota and Bradenton communities in areas of business, philanthropy, education and the arts. Produced by SRQ | The Magazine President and CEO, Lisl Liang. Competition coordinated by Jay McManemon. Photography by Evan Sigmund, production by Shane Donglasan.



LEADERSHIP
CIRCLE

2014 Winners

Kelly Gilliland, Horizon Mortgage Corporation
Teri Hansen, Gulf Coast Community Foundation
Cynthia Holliday, Children's World and Children's World Uniform Supply
Angela Massaro-Fain, Grapevine Communications International
Joy Randels, New Market Partners

2014 Finalists

Lee-En Chung, Ivy Ventures
Sheryl Edwards, The Edwards Law Firm, PL
Karin Grablin, SRQ Wealth Management
Jaymie Klauber, Polo Grill & Bar / Fete Catering and Ballroom
Laurey Stryker, Styker Consulting
Susanne Wise, Take Care Home Health Care
Barbara Zdravecky, Planned Parenthood of Southwest and Central Florida

Nominees were asked to share challenges significant business contributions in the past year, their leadership in the community, how they overcame a challenge in their professional lives, their most difficult business decision and the message they want to share with young women entering the workforce today. Our judges scored each nominee based on their responses to the above questions.

Meet our judges.



Linda O. Simmons

R.R. Simmons Construction Corporation, President and CEO

Linda is the President & CEO of various entities that comprise the R.R. Simmons family of companies, including R.R. Simmons Construction Corporation, a Tampa based Design/Builder of commercial and industrial facilities. A life-long resident of the Bay Area, Linda is a proud 1975 honors graduate of the University of South Florida. Linda also graduated from the ABA's Stonier Graduate School of Banking. She is currently a member of the Tampa Bay Chapter of CREW, and as at the time the youngest and first female President of the Brandon Chamber of Commerce, she founded the Leadership Brandon Program, which continues to thrive today. Linda 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. As a result of a successful customer relationship for which R.R. Simmons provided design/build services for a headquarters project, Linda was recruited to and served for five years on the Grow Financial Board of Directors. Linda 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.



Jeannette Kraar

IGNITE 360 Mentoring Program, Women's Business Center, Florida Institute of Technology, Program Director

IGNITE 360 is an accelerated development program that was created exclusively for second-stage businesses that are in the growth phase of their life-cycle. As the owner and president of Performance Management International, LLC, and a highly-acclaimed business consultant, entrepreneur and author, Jeannette was the ideal candidate to develop and implement this important program. Kraar is a noted authority in strategic planning, change management, and business development. Her customized, cumulative processes close the gap between where a business is and where it can be by delivering specific, measurable business outcomes that support sustainability through increased revenues, improved margins, greater visibility, and expanded networks for resources and collaborations. Jeannette's first book, "BREAKTHROUGH SOLUTION" was released in early 2005. She is a featured co-author in the third edition of "Walking With The Wise Entrepreneur" with experts like Dr. Deepak Chopra, Suze Orman, Les Brown, Dr. Wayne Dyer and many more.



Samantha Bond

SB Recommend, President and Owner

Samantha Bond is President and Owner of SB Recommend, an agency focused on fulfilling small business insurance needs. She has represented hundreds of employers and tens of thousands of employees in evaluating needs and providing solutions including employee benefits, employee leasing aka professional employer organizations, and individual products to protect the business owner. She is certified by the Department of Health and Human Services on the Healthcare.Gov Marketplace. Her company is an Associate Member of the National Association of Professional Employer Organizations (NAPEO). She currently serves as President of the Network of Executive Women, a thirty year old organization based in Tampa.

Wanda Lipscomb-Vasquez

Women's Business Center at Florida Institute of Technology, Program Coordinator

As co-owner of Acureach Consulting LLC Wanda helped small to mid-size companies develop effective business models and profit-driven cost structures through a research-based approach to business. By understanding industry trends and evaluating timely market research, clients gained better positioning, pricing and competitive advantage to gain greater market share. Now working with the Women's Business Center at FIT, Ms. Lipscomb-Vásquez consults start-up businesses and works with the Women's Business Center to grow the IGNITE 360™ Mentoring program for second-stage businesses. She also provides program support and focuses on the development of business education and content materials for the center that focus on education and development of corporate training materials and the advancement of new programs that support entrepreneurial development. Wanda continues as an adjunct Lecturer for the English Language Studies program at Eastern Florida State College. She has a special interest in program development, health literacy initiatives, and the promotion of cross cultural awareness in the workplace. Wanda earned a Regents BA degree at West Virginia University and a master's degree in Education, and a Graduate Certificate in Teaching English as a Second Language (TESOL), at Indiana University-Purdue University Indianapolis. Wanda is currently working on her master's degree in Computer Information Systems at Florida Tech.





NOMINEES

2014 Nominees

Barbara Ackerman, Coldwell Banker Previews International

Valli Baldassano, Cambryn Biologics

Samantha Beebe, Influence Boutique

Robyn Bell, Sarasota Pops Orchestra

Kim Berard, IMG Academy

Kimberly Bleach, U.S. Trust

Deborah Blue, Dickinson & Gibbons

Ronni Blumenthal, Global Organics

Lan Bradeen, Melange

Veronica Brandon-Miller, Goodwill

Michelle Brault, Lasting Looks

Tiffany Briggs, Manatee Sarasota Eye Clinic

Marjorie Broughton, Rock Solid Construction

Glamarier (Glama) Carter, Sarasota County Area Transit

Kathy Collums, Sabal Palm Bank

Sondra Conk, Our Town

Patricia Courtois, Clarke Advertising and Public Relations

Terri Dees, Dees Family Chiropractic

Elana de Lalla, Move Your Spirit Yoga

Melanie Denicourt, Indigo West

Jacki Dezelski, Manatee Chamber of Commerce

Dawn Dill, Dawn Dill Recruiting

Kristi Dorman, Humane Society of Sarasota County

Rae Dowling, Florida Power & Light

Beth Duda, Florida Studio Theatre

Jill Edwards, Plant Based Movement

Iceseas Farrell, NBOA Marine Insurance

Sandra Frank, All Faiths Food Bank

Gaye Freedman, Sarasota-Bradenton Women Entrepreneurs Network

April Glasco, Second Chance-Last Opportunity

Mary Glass, Manatee Education Foundation

Joyce Goldstein, Bella Interiors

Stacey Grad, Morgan Stanley

Judy Green, Premier Sotheby's International Realty

Jennifer Grondahl, YMCA Foundation of Sarasota, Inc.

Linda Gross, Advice

Jennifer Grosso, Williams, Parker, Harrison, Dietz & Getzen

Rachel Brown Hackney, Sarasota News Leader

Laura Hamel, U.S. Masters Swimming

Jessica Hays, SPARCC

Shawna Hicks-Cranston, Postnet 171

Sharon Hillstrom, Bradenton Area Economic Development Corporation

Kristen Horler, Baby Boot Camp LLC

Violeta Huesman, Keiser University

Virginia Isil, The Granite Place, Sinks and Faucets Too

Molly Jackson, New Balance Sarasota & University Park, Fleet Feet Sarasota, Molly's Boutique

Nancy Jenkins, Advice For What Its Worth

Lisa Johnson, CS&L CPAs

Jane Johnson, Indian Beach-Sapphire Shores Neighborhood Assoc.

Virginia "Ginger" Judge, Honeycomb Company of America (retired)

Kathy Keh, Bright Life

Suzanne Kesten, Dr. Suzanne Kesten Mentorship Program

Molly Klauber, Go to Girl

Kristanne Korsch, Send Out Cards & JDRF Volunteer

Denise Kowal, Avenida de Colores, Inc. / Sarasota Chalk Festival

Dulcy Kushmore, Canada Med Services

Debbie LaPinska, PGT Industries

Tiffany Liashek, Studio South Fitness

Jan Loomis, Coldwell Banker

Adrien Lucas, Atomic Holiday Bazaar

Aubrey Lynch, CS&L CPAs

Wendy Mack, DM Constructors, LLC

Lori Ann Marinaccio, MGA Insurance Group

Mary McAndrews, Lasting Looks of Sarasota

Chelsea Mikula

Yen Reed, Goodwill Manasota

Janet Minker, Sarasota Architectural Foundation

Jennifer Mitchell, The Circus Arts Conservatory

Taryn Morgan, IMG Academy

Bev Murray, Murray Realty

Kristine Nickel, Nickel Communications

Lindsey Nickel-de La O, Nickel Communications

Susan Nilon, WSRQ Radio

Rhonda Nordin, Poochiespups Pampered Pups

Christine Nordstrom, Sift Bakehouse

Nicole Pepe-Dorn, Treat Boutique

Sarah Phillips-Frangioni, Phillips Advisory Group

Christina Pitchford, Allen Real Estate Services

Jaymee Plainer, Polo Grill

Susan Post, A Good Yarns, Inc

Leslie Power, Hotel Indigo

Carol Probstfeld, State College of Florida, Manatee-Sarasota

Eva Rey, Lakewood Ranch Inter-District Authority

Lori Rodgers, Bert Rodgers Schools

Maria Rosabal, Healthy Living Organic and Natural Market

Marissa Rosnagle, CS&L

Mary Ruiz, Manatee Glens

Brigid Saah, Tile Market of Sarasota

Amy Sankes, Gulf Coast Community Foundation

Lisa Seidensticker, The Francis, Libby's Cafe + Bar, Louies Modern

Misty Servia, King Engineering Associates

Tatyana Sharoubim, T.Georgiano's Shoe Salon

Barbara Shirley, Alta Vista Elementary School

Deborah Shuck, Women Owners of Florida, Inc.

Debbie Smith, Two Trails, Inc.

Olimpia Smith, OH! Media Design

Renee Snyder, Habitat for Humanity Sarasota

Sandi Stewart, Community Youth Development

Laurey Stryker

Tara Tahmosh-Newell, Sarasota School of Arts and Sciences

Caroline Tanner, Ringling Library Association

Patti Tripathi, TriPathMedia and Saris To Suits

Sheryl Vieira, Caldwell Trust Company

Chris Voelker, State Street Eating House

Rhoda Waiss, COPE Certified Health Coach w/ Take Shape for Life

Victoria Warren, Victoria Blooms

Sandra Washington, Events by Sandra Washington

Carol Weil

Anne Weintraub, Band Weintraub

Patricia (Pat) Westerhouse, Casto Southeast Realty Services LLC

"What we've done is create a Goodwill 2.0. We've elevated the Goodwill brand to not just a retail shopping experience but we've included our mission and how we engage the community to come join us and support us in what we do. Right now we're running a superhero campaign and it's a play on words about changing lives through the power of work and how you can be a superhero through simply joining us, shopping with us, and donating to us. And through our efforts we have brought Goodwill to new heights in this community." **Yen Reed**

Veronica Miller & Yen Reed

GOODWILL MANASOTA, VICE PRESIDENT
AND DIRECTOR OF MARKETING



NOMINEES

"I'm thrilled for the nomination because looking at these two powerhouses and how we can change, enlighten and heighten a brand such as Goodwill is really a great achievement."

Veronica Miller

What happens when two creative powerhouses get together?

A major creative explosion! One that can rebrand a major organization, like Goodwill Manasota, and transform its image from being perceived as a garden-variety thrift store to one of the top nonprofits in our community. "It was challenging taking a brand that people have known and embraced for more than 30 years and give it a newer look and feel," said Veronica Brandon Miller, vice president. "But, I am so glad we took the chance because now we have attracted a whole new generation of Goodwill hunters and donors." The team has also embraced and helped foster the new CEO, Bob Rosinsky's vision of developing a veterans' initiative into a staple program within our community. Their dynamic energy helped create an amazing veterans job fair at Orioles Stadium, a veterans resource guidebook (in its third printing cycle), and a very influential veterans task force. "I was very humbled at the amazing response we received from our efforts to help educate the community about the wonderful programs Goodwill offers," said Yen Reed, director of marketing. "I really enjoy how I am able to use my creativity and at the same time, change lives." Their vitality shows in everything they touch, ranging from fun events, such as the Goodwill Mardi Gras Gala to engineering media buzz around ground openings of their latest stores to a simple sale. "We love developing new designs and concepts. In fact, this past year we won 'Best Volunteer Program' from Goodwill Industries International for the Ambassador Program I created to engage people to donate their time, money and resources," said Miller. "And its outstanding what Yen has done to promote all of our mission programs. She has a creative and innovative energy that has revolutionized the way people now view Goodwill." As Reed states, "We're happy with how far we've come in the past year – but wow! – wait to see what's coming in the next year." 7501 15th St. E., Sarasota, FL 34243 | Phone: 941-355-2723 | Yen.Reed@gimi.org Veronica.Miller@gimi.org





"The Taylor Emmons Scholarship Fund nominated me for my volunteer services to them. Their recognition affirms the value of reaching out to help others; the Women in Business nomination provides an opportunity to encourage other business women to commit their time and talent to our wonderful community. Our needs are great." Sheryl Vieira

Sheryl Vieira

CALDWELL TRUST COMPANY, MARKETING MANAGER

Sheryl Vieira manages Caldwell's strategic marketing and business development program, drawing on her extensive experience in advertising, community outreach, client relations, event planning, media relations and sales. Two Addy Awards attest her creative capabilities. Formerly a marketing consultant with New York based RHI Group, Inc., Sheryl relocated to Sarasota in 1999. For her first Florida client, Chef Paul Productions (now Mattison's), she assisted with public appearances, cooking classes, wine dinners, culinary tours and an SNN6 TV show. As a volunteer she co-chairs the annual Taylor Emmons Scholarship Fund golf tournament and is a Big Sister for Big Brothers Big Sisters of the Suncoast. She has co-chaired the 2012 Marie Selby Botanical Garden's Orchid Ball and served on committees for All Faiths Food Bank, Boys & Girls Clubs of Sarasota County, Children First, Every Child Inc., Junior League of Sarasota, Mote Marine Laboratory and Aquarium, Sarasota Bay Estuary Program and Tidewell Hospice. Sheryl enjoys boating, cooking, diving, drawing, fishing, photography, reading and snow-skiing. 1561 Main St., Sarasota, FL 34236 | Phone: 941-926-9336 | www.ctrust.com



“Set goals—professional and personal—and build a plan to achieve them. Serve your customers with the highest levels of professionalism and thoughtfulness. If you can do this well, while focusing on your goals, you will be successful.” **Judy Green**

Judy Green

PREMIER SOTHEBY'S INTERNATIONAL REALTY, PRESIDENT & CEO

Judy Green serves as President and CEO of Naples-based Premier Sotheby's International Realty, one of the world's largest Sotheby's International Realty affiliates. Green's 35+-year career includes positions as senior vice president and chief administrative officer of NRT LLC, the world's leading real estate brokerage, and chief executive officer of Coldwell Banker Residential Real Estate of Florida, Inc. In 2002, Green oversaw the country's largest real estate acquisition (28 companies including Arvida Residential Real Estate, Inc.). In 2004, she was ranked among the 500 most powerful women in the world by *Real Estate Magazine*. She founded Signature Sotheby's International Realty of Sarasota in 2008. Two years later, she merged that firm with Premier Sotheby's International Realty, creating Florida's largest luxury real estate brokerage. A mother of three with nine grandchildren, in January 2014 she was ranked #133 among residential real estate's 200 most powerful people in the Swanepoel Power 200 (SP200). 50 Central Ave., Suite 110, Sarasota, FL 34236 | Phone: 941-964-0115 | judy.green@sothebysrealty.com





"Our mission at The Circus Arts Conservatory is to preserve and expand at a national and international level, the extraordinary 90+ year heritage and culture of the circus in Sarasota started by John Ringling in the 1920's. Our programming and vision support this region's growing reputation as a leading cultural, athletic and sports based destination. We are home to world-class performances, excellence in circus arts training and community based education and humor therapy outreach programs." **Jennifer Mitchell**

Jennifer Mitchell

THE CIRCUS ARTS CONSERVATORY,
MANAGING DIRECTOR

A typical day in my position at The CAC may begin watching one of our arts educators loading a low wire into their vehicle for children to learn science in a Title I school, or an aerial yoga class commencing in the unique arena to benefit health and fitness through the circus arts. The afternoon might include a report from our Human Therapy outreach team about the continued relationships they build with those in care facilities through laughter and joy; and the 100+ children of the rigorous training program Sailor Circus join us every day, five days a week on campus in preparation for their bi-annual productions. This year we celebrated a milestone with the Sailor Circus 65th Anniversary as America's longest running youth circus training program. This unique curriculum melds athletics with performing arts, and has molded over 10,000 spirited youngsters into disciplined and skilled young adults with professions in the arts, trades, entertainment, government and more. All the while in the 1700-seat off-site Big Top, or other venues, artists from the around the world are brought to present the best in circus arts for Southwest Florida audiences to be delighted. It is impossible to imagine where performance, training, outreach and legacy in the circus arts could all happen without The Circus Arts Conservatory. Alongside our passionate Co-Founders and dedicated staff and volunteers, I am committed to sharing the entertainment, education and enrichment that circus arts provide. 2075 Bahia Vista St., Sarasota, FL 34239 | Phone: 941-355-9335 | www.circusarts.org





NOMINEES

Dr. Carol Probsfeld and Robyn Bell

STATE COLLEGE OF FLORIDA, PRESIDENT
AND DIRECTOR OF INSTRUMENTAL STUDIES

Dr. Carol Probstfeld is the president of State College of Florida, Manatee-Sarasota, the area's oldest and largest public college with more than 41,000 graduates. With campuses in Bradenton, Venice, Lakewood Ranch and online, SCF proudly serves residents of Manatee and Sarasota counties with 27,000 credit students annually and another 14,000 participants in classes and workshops in the noncredit division. Carol has a proven track record of fostering strong relationships with the community through collaboration and partnerships. Before her appointment as president in January 2013, she served 10 years as SCF vice president of business and administrative services and continues to use her business savvy to lead this \$100 million enterprise and major economic driver in the region. Carol is a member of the Sarasota Chamber of Commerce board of directors and is active in several business and community organizations in Manatee and Sarasota counties. She has been elected to numerous boards and committees, including serving on the steering committee of the Florida Council of Presidents and previously was chair of the Florida College System Council of Business Affairs. In recognition for her outstanding professionalism, expertise and service to the Florida College System, she was selected as the Ken Jarrett Award recipient in 2009. **Robyn L. Bell is the director of instrumental studies** at SCF's Music Program where she conducts the Wind Ensemble and Orchestra, and teaches classes in music appreciation and music theory. SCF's Music Program actively collaborates with the area's prestigious community organizations and educational centers to provide innovative experiences for the College's students and audiences alike. Robyn is a personal example of those collaborations as the conductor of the Sarasota Pops Orchestra and former conductor of the Sarasota Youth Symphony. Robyn has received the Silver Baton Award from Women Band Directors International and the Citation of Excellence from the National Band Association. 5840 26th St. W., Bradenton, FL 34207 | Phone: 941-752-5000 | www.scf.edu

"In my roles as director of instrumental studies at the SCF and conductor of the Sarasota Pops Orchestra, I have the privilege to work with music makers of all ages and abilities: middle school, high school, college, adult amateurs and professionals. Although I do not own my own business, I'm pleased that the 'business' of participating in the performing arts in our community and bridging the varying ability levels of all music makers is valued highly enough to be nominated for this award. How very gracious." Robyn Bell

"I have the privilege to work with dedicated faculty who have a passion for teaching and committed advisors and professional staff who take tremendous satisfaction in helping our students succeed. After 57 years, our college is still the choice of local first-time college students and returning students needing to upgrade their skills. SCF's quality of education and excellent value are the reasons we are still the top choice. We will continue to uphold our high standards." Dr. Carol Probsfeld





NOMINEE

Valli Baldassano

CAMBRYN BIOLOGICS, PRESIDENT

Valli Baldassano is President of Cambryn Biologics, a bio-therapeutics company in Sarasota, Florida. A graduate of Georgetown and Syracuse Law School, she began her career defending corporations and then went the U.S Attorney's office, where she prosecuted federal crimes involving healthcare fraud, public corruption, and narcotics trafficking. Additionally, she was a litigation partner at the national law firm Fox Rothschild. Valli has extensive experience in the pharmaceutical industry. She was EVP and Chief Compliance Officer of Cephalon, Inc., responsible for Cephalon's Global Compliance program and Worldwide Quality Assurance. She designed and implemented compliance and quality programs for multinational corporations. She was VP of Global Compliance for Schering-Plough's Global Prescription Business and was Senior Director of Global Compliance for Pharmacia Corporation. 600 Tallevast Rod., Ste 201, Sarasota, FL 34243 | Phone: 941-355-7400 | www.cbbiologics.com

"While this nomination as a business leader is an enormous honor in itself, the greatest honor has been the ability to positively affect the lives of so many people while doing exactly what I love. My MS, while increasingly challenging, has never weakened this passion for my work; rather, it has heightened my dedication to the job and to giving back to a wonderful, supportive community." Valli Baldassano





"I am deeply honored to have the distinction of nomination for the SRQ Women In Business. It is a wonderful privilege to be recognized alongside our region's most dynamic, talented and influential women." **Angela Massaro-Fain**

Angela Massaro-Fain

GRAPEVINE COMMUNICATIONS, PRESIDENT

Angela Massaro-Fain is where unabashed creativity and unstoppable compassion meet. She is renowned for her award-winning work as the founder and president of Lakewood Ranch-based Grapevine Communications—one of the top advertising agencies in the region—and widely recognized and respected as an active voice for a range of organizations and causes. From the very beginning, Angela's ability to be creatively fearless and emotionally honest helped Grapevine thrive. An active part of the community, she sits on several non-profit boards and committees in Sarasota and Manatee counties, and was recently selected as marketing co-chair for the 2014 Modern Pentathlon events in Sarasota-Bradenton. Her community-focused approach to business is the push behind the agency's tireless expression of pro-bono support. Grapevine, which currently has 18 employees, has donated approximately \$1.6 million in pro-bono services to local not-for-profit organizations since 2002.

Under the leadership of Angela and her husband/partner John Fain, Grapevine has experienced substantial organic growth to its cross-industry client base. This expansion of clientele has been complemented by a collection of accolades, including the firm's recognition as 2006 Young Business of the Year and 2010 Small Business of the Year by the Greater Sarasota Chamber of Commerce. Grapevine has also been a finalist for the Manatee Chamber's Small Business of the Year for the last five years. In 2014, Grapevine marked its 11th straight year named as a "Top 25 Advertising Agency in Southwest Florida" by *Tampa Bay Business Journal*, and the fifth year in the row as a "Gulf Coast Top 500 Business" by the *Gulf Coast Business Review*. Additionally, the agency has continually garnered attention for its exceptional work, winning nearly 110 ADDY and AMY awards to date. Angela holds a Bachelor of Fine Arts from the School of Visual Arts in New York. She enjoys cooking, entertaining, traveling and collecting fine art. Her greatest joy is her college-bound daughter, Maria-Francesca. 5201 Paylor Lane, Sarasota, FL 34240
Phone: 941-351-0024 | www.grapeinc.com





“Proper movement is the foundation for any successful training program. Once we determine this foundation, we can help you move forward to the strength, endurance, power and wellness you seek from your fitness experience -without the risk of injury.” **Tiffany Liashek**

Tiffany Liashek

STUDIO SOUTH FITNESS, OWNER

Your body is unique. The way it moves, how it reacts to those movements, and the benefits it gains are all dependent upon your individual, one-of-a-kind makeup. Tiffany Liashek had this concept in mind when she opened the doors to downtown Sarasota’s popular Studio South Fitness in 2012. For Tiffany, personal fitness is about understanding the uniqueness of your body and learning what works best for you. Tiffany’s fitness philosophy – paired with no membership requirements, one of the country’s most highly certified team of trainers, and a full regimen of custom workouts, private sessions and small group classes – has made Studio South Fitness an attractive spot for those who want more from their workouts. And people are definitely taking notice. Within just 18 months in business, Studio South Fitness has achieved amazing all-around success, leading to tripled revenue and the ability to donate more than \$36,000 to 42 area charities and causes. Tiffany’s studio has also made great strides in the community, earning a collection of prestigious local “Best Of” and Chamber awards, plus recognition as the Business Partner of the Year by Sarasota’s Southside Elementary.

This level of unprecedented attention was accompanied by internal expansion. Tiffany’s staff has grown from one person to a team of 24 highly certified and knowledgeable trainers. Each one has their Functional Movement Screen (FMS) certification, making Studio South Fitness the nation’s first and only fully FMS-certified facility. At Tiffany’s studio, every client starts with FMS to learn more about their particular body movements and discover any potential weak spots, strong suits and posture imbalances. The outcome is unlike what you’ll find anywhere else: Extra-effective, personalized fitness programs and a significantly diminished chance of injury. “It’s not about the next new diet or fitness trend,” said Tiffany. “It’s about learning how your body responds best and using that to get results.” 711 S. Osprey Ave., #1, Sarasota, FL 34236 | Phone: 941-365-4584 | www.studiosouthfitness.com



NOMINEE



"I am honored to be nominated as a woman in the business of spreading the sacred practice of yoga." Elena de Lalla

Elena de Lalla

MOVE YOUR SPIRIT YOGA

Elena teaches **Atma Yoga**, (a word meaning "Spirit" in Sanskrit) a holistic healing style created by Saul David Raye, an internationally acclaimed teacher, healer, and mystic known for his empowering and transformational approach to yoga, healing, and spirituality. Elena's classes, open to all levels of students, include a dynamic flow of asanas (postures), pranayama (breathing techniques), and meditation. Eclectic energy work together with teachings from Bhakti, Tantra, Shamanism, and up to date audio mixes are at the core of each of her classes. 1903 Baywood Dr., Sarasota, FL 34231 | Phone: 941-587-2126 | elena@moveyourspiritityoga.com | www.moveyourspiritityoga.com



"I started my business in 2007. I'm a single mom with two boys who run me around like crazy. To be nominated for something like this, I have to acknowledge the fact that there is no way that I could be here without the other amazing women in my life who help me shine. I have a huge support group of people who help me with my kids and with my business. For me, and for everyone else who was nominated, I think we need to look around us at the other women in our lives." **Sarah Phillips-Frangioni**

Sarah Phillips-Frangioni

PHILLIPS ADVISORY GROUP, LLC, CFP/FOUNDER

Ms. Phillips entered the financial services industry in 1995 and spent over 10 years with the world's largest financial institutions. After receiving the coveted Certified Financial Planner (CFP®) designation, she established Phillips Advisory Group, LLC.

As a proud mother of two young boys, Sarah practices a very holistic approach to money, assets, and family. She goes to great lengths to bring the financial planning process down to earth and tries to create an investing and saving environment that allows her clients to experience something that is real, functional, and unique for each family or situation. It is this "getting back to basics" philosophy that is the foundation Sarah believes has made Phillips Advisory Group the choice for family financial planning. With 20 years experience, five year consecutive "Bauer 5 Star Rating," Sarah is licensed across the United States to meet the needs of her clients and community. 2170 Main St., Sarasota, FL 34237 | Phone: 941-365-0222 | www.pagroupllc.com



NOMINEE



"Congratulations to our women in business nominees! As women leaders, we value developing deep relationships with our clients, our community and our team. This natural inclination to connect with others often provides great opportunities for women in high client-service fields, such as accounting. **Aubrey Lynch, CPA; Lisa Johnson, CPA**

Aubrey Lynch & Lisa Johnson

CS&L CPAs

At CS&L CPAs, fifty percent of our leadership group is female. Having a prominent voice at the table is inspiring and motivating for young women at our firm, and we are proud to provide a growth-oriented environment for our future leaders. 1515 Ringling Blvd., Sarasota, FL 34236 | Phone: 941-954-4040 | www.cslcpa.com



NOMINEE

"Being a woman with her own business is exhilarating and empowering. In a fast-paced changing world, having my own company gives me the responsibility and pride to work 24/7 to create the ideal vision for my clients. Creativity doesn't work from 9 to 5—it never stops and neither do I." **Olimpia Smith**

Olimpia Smith

OH! MEDIA DESIGN, LLC, PRESIDENT

Oh Media Design LLC is a Sarasota-based design company, owned and operated by Olimpia Smith. She brings an innovative and eye-catching perspective to media. Whether you need a logo, flyer, website, or company branding/rebranding, Olimpia is sure to create the message her client seeks to convey in a sleek and memorable way. With experience with local clients and Europeans who want a youthful state of the art profile, Oh Media Design LLC will make your presence felt!

Phone: 941-726.4273 | www.ohmediadesign.com | olimpia@ohmediadesign.com





LEADERSHIP
CIRCLE

"Over the last two years I've closed over \$100,000,000 of commercial real estate transactions, including providing the construction financing for the PF Chang's in Sarasota. Over my 15 years, the highlights include the meaningful relationships I've developed with clients. The ability to provide such a service to local business owners and real estate investors is a tremendous opportunity. It is also such a pleasure to work in a family business environment." **Kelly Gilliland**

Kelly Gilliland

HORIZON MORTGAGE CORPORATION, VICE PRESIDENT

Horizon Mortgage Corporation has been the leading commercial mortgage banker on the West Coast of Florida since 1979. Our commercial real estate brokerage arm, has also been the leading commercial real estate broker on the West Coast of Florida since 1974. We are unique in being able to provide both financing and commercial real estate sales, as well as raise equity for our clients, and we are very well known by all for our customer service. 200 S. Washington Blvd., Sarasota, FL 34236 Phone: 941-365-0450 | KellyG@horizonmort.com



LEADERSHIP
CIRCLE

"As we enter our 19th year in business, we know that planning and training of the next-in-line leadership team is critical to our growing company. With generational involvement, we have the continuity of character and expectations with consistency of values. This is the stabilizing force that ensures creativity and innovation to move our company forward to continually pursue the best in care." **Susanne Wise**



Susanne S. Wise

TAKE CARE HOME HEALTH, OWNER/EXECUTIVE ADMINISTRATIVE, RN, MBA

From the inception, passion and integrity have been at the heart of Take Care Home Health, founded by Susanne S. Wise, RN, MBA. Take Care opened in 1995 with four employees and has successfully grown to having more than 500 staff with locations in Sarasota, Bradenton, and Venice. We select qualified, expert, and compassionate caregivers who provide care in any setting. Phone: 941-927-2292 | www.takecarehomehealth.com



NOMINEE

"It is hard not to show enthusiasm for your work when you live in such a beautiful place. I am inspired by the fact that we can be outdoors all year long, by the strong sense of community here in Sarasota and the continuous evolution of our small, busy city." **Bev Murray**

Bev Murray

MURRAY REALTY, BROKER/OWNER

After enjoying a successful career in London, Bev moved to Sarasota where she launched her boutique real estate company, Murray Realty. Her rare ability to truly understand and relate to her clients reflects in her success. Bev is mom to three active boys and is passionate about children's causes in the Sarasota community. 25 S. Osprey Ave., Sarasota, FL 34236. Phone: 941-724-4994 | www.murrayrealtyflorida.com | Bev@murrayrealtyflorida.com



NOMINEE

"I am honored to be nominated as a woman in business. Sarasota is a wonderful community full of amazing, successful women. One of the things I like best about this community is the respect and commitment shown to non-profits." **Caroline Tanner**

Caroline Tanner

RINGLING COLLEGE LIBRARY ASSOCIATION,
DIRECTOR OF MEMBERHIP EVENTS

I feel lucky to have a career in the non-profit sector where one of the measures of success is personal philanthropy. My parents, through their example, truly inspired me to be successful and to also give back through being philanthropic. I hope to show my daughter, Isabella, that it is possible to be a mother and a woman in business. I am thankful for my husband Patrick; he supports my efforts to balance the two worlds and for always encouraging me to follow my dreams. As I start a new journey in my career with the Ringling College Library Association, I am grateful for my years at Easter Seals Southwest Florida and on the board of the Florida Public Relations Association. Both have allowed me to grow personally and professionally. I look forward to what the future holds and always remind myself to live each day with a smile. 3178 Regatta Cir., Sarasota, FL 34231 | Phone: 941-925-1343 | www.rclassociation.org

