

FLORIDA'S WOMAN-LED BUSINESSES®, 2010

Presented by the FIU Center for Leadership



WOMEN
LEADERS:
Ahead of the Curve



METHODOLOGY

Currently in its fifth year, the Florida's Woman-Led Businesses[®] Survey is an annual survey of businesses throughout the state of Florida that have women in the top executive position. The survey responses offer valuable insights into women-led businesses, as well as trends and business issues currently faced by these women.

The survey was developed by the Center for Leadership at Florida International University's College of Business in collaboration with The Commonwealth Institute South Florida, and administered by the Metropolitan Center at FIU.

In order to develop the most comprehensive access to women-led businesses, our research team used the affiliated contacts of the Center for Leadership, the Commonwealth Institute South Florida, professional networks, previous survey respondents, and other purchased lists of top women executives in Florida.

Approximately 25,000 female executives in Florida received notification about the online survey. To qualify for this study, participants were required to currently hold the position of president, chief executive officer, chairwoman of the board, and/or primary owner of a profit or not-for-profit organization in Florida.

A total of 307 completed surveys fit the criteria of our study. Of those 307 surveys, 282 were for-profit organizations and 25 not-for-profit. Notably, this year's survey resulted in the largest number of respondents in our longitudinal study thus far. Other responses which did not meet the desired top executive/senior-most executive position criteria were archived for future research.

Questions on the survey included inquiries about :

- The woman leader including her background, characteristics, career, and views on work-life balance
- Her company including revenues, employment, and strategies for growth
- Her perspective on the challenges ahead

As in the past, this year's survey includes the Psychological Capital index (PsyCap) which measures four leadership qualities strongly related to performance - efficacy, hope, optimism, and resiliency. A set of questions addressed issues of current concern to women leaders including questions on healthcare options, globalization, and the economy.

At the conclusion of this report, a list of the Top 50 women-led for-profit organizations in Florida (ranked by revenues) is provided. A list of the Top 10 women-led not-for-profit organizations is also included. Both lists include organizations with revenues/budgets in excess of \$5 million. Only companies for which revenues were reported in the survey are included; thus, the lists may not reflect the exact ranking of all women-led businesses/organizations in Florida.

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FLORIDA'S WOMAN-LED BUSINESSES[®], 2010

INTRODUCTION

Women are leading the way to the new economy. In a recent report on gender and education, the American Council for Education reported that, today, women comprise 56% of college enrollments and new college graduates. Influencing government's role in business, at the national level, women make up about 17% of Congress and about 24% of the membership of state legislatures. Earlier this year, the Pew Research Center reported that women now make up about half of the U.S. labor force. More and more, women are leading Fortune 500 companies, including Angela Braly of Wellpoint, Patricia Woertz of Archer Daniels Midland, and Indra Nooyi of PepsiCo. In age, education, and family composition demographics, these accomplished CEOs parallel the demographics of the Florida's Woman-Led Businesses survey respondents for 2010.

In Florida, women leaders continue to make a substantial contribution to the state's economy. With over 700,000 women-led organizations throughout the state, not only do they provide valuable goods and services, but Florida's women leaders are creating new job opportunities for many of the state's residents. Women-led businesses continue to grow and expand in spite of the economic downturn and contributed as much as \$125 billion to the state's economy.

As we seek to better understand the characteristics of these top executive women and the challenges and opportunities they face, the Center for Leadership at Florida International University's College of Business surveyed Florida's women business leaders who hold the top leadership position in their organizations. In addition, this year's survey asked how current issues facing our nation-including healthcare, unemployment, and the expanding global economy-have introduced new challenges for female executives who are running successful organizations while trying to maintain a balance between their professional and personal lives.

This report presents the results of the survey responses of women who lead for-profit businesses. Key factors analyzed include leadership characteristics of the women leaders, their business strategies, and career histories. Ranked in order by their reported revenues, the report also includes a list of prominent women who lead for-profit companies in Florida with revenues of \$5 million or more. This year for the first time, we have also included a list of the top 10 not-for-profit organizations led by women.

Our findings suggest that the existing economic climate continues to present Florida's female business leaders with several challenges, among them rising unemployment. With Florida among the Top 10 U.S. states for unemployment with 11.9% of its workforce currently unemployed, women-led organizations have also had to downsize (22%).¹ While organizations have benefitted from the surplus of job applicants in the marketplace (8% of respondents cited that during the last year they had hired new talent that had been laid off by other organizations), 47% of women leaders reported that maintaining profitability was the #1 business issue of concern and 38% cited the current economic conditions to be extremely challenging. Another 39% cited that revenue growth had declined more than 5% over the last two years (an upsurge from the 2009 survey when 25% reported a decline). As a result, many women-leaders have been forced to re-strategize their business practices in an effort to find new sources of financing, minimize costs, and maximize profits.

Nevertheless, women remain optimistic about the future of their organizations and continue to develop customer relationships, build consensus among employees, and look to their families for advice and emotional support. More than 90% reported that they can talk about their problems at work with their families and 84% seek family advice on work-related matters. In addition, an overwhelming majority cite mentorship as a key factor in their professional development (87%) and an important support system in their current positions. These women leaders seek to give back to their communities and to other women with almost 84% participating in business associations, economic development groups, and/or community organizations to some degree. Three of the women featured in the pages of this report credit their mentors with providing key opportunities and wise counsel at critical points in their professional development. Invariably they point to their mentors' ethics and values as pivotal in their career success.



The majority of women leaders (75%) anticipate their firms will grow financially over the next two years.

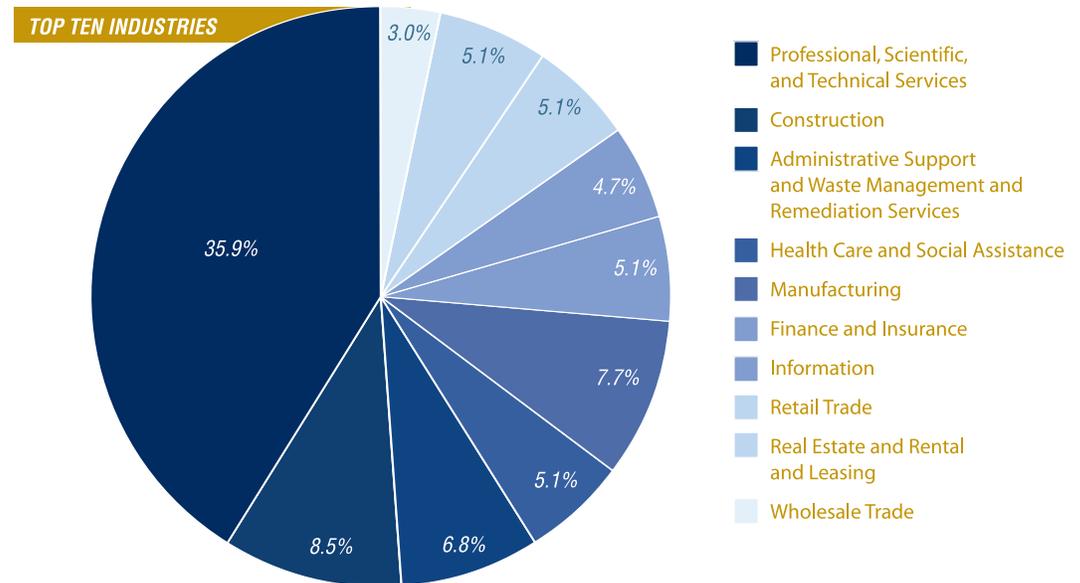
Florida's women leaders are powerful engines for economic growth in the state and have learned to balance personal and professional goals by seeking advice from those who have made it and by rethinking strategies for the "new" economy. Their leadership and involvement in their communities and with their peers by and large reflects their own professional development. The data included in *Florida's Woman-Led Businesses 2010* not only provides a snapshot of Florida's women leaders, but also a template for success to the next generation of leaders.

¹Bureau of Labor Statistics (2010). "Local Area Unemployment Statistics: Unemployment Rates for States."

ABOUT THE BUSINESSES

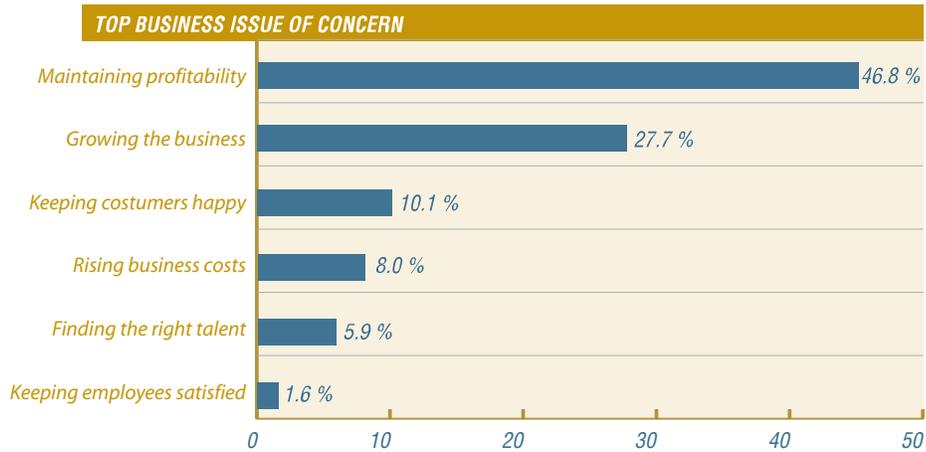
Woman-led businesses are an integral part of Florida economy. The woman-led businesses included in this study:

- Had combined revenues of approximately \$2 Billion in 2008. The average revenue reported was \$11 million. Sixty-one percent of the women lead companies with revenues of \$2 million or more, with 16% reporting revenues of more than \$10 million.
- Employ approximately 9,000 employees with the majority (53%) employing fewer than ten people full time.
- Were primarily in the professional, scientific, and technical services industries (36%) followed by construction (9%).
- Provide healthcare coverage for their employees (69%).
- Derive most of their revenues from the domestic market (91%).
- Are family controlled (56%) with family (50%) and spouses (41%) working in the business.
- Are led by a woman who has been in her current position for over ten years (58%).



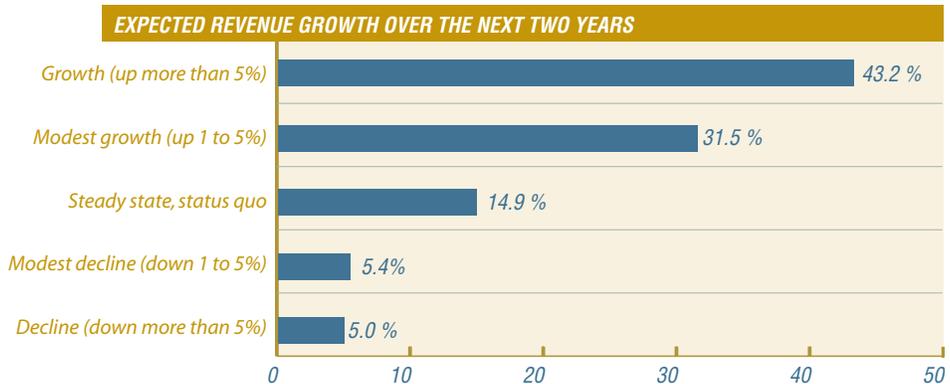
Woman-led businesses have been impacted by the difficult economic times.

- Only 37% of the women-led businesses experienced positive growth over the last two years compared with 54% last year. The percent of those experiencing growth of at least 5% in the past two years declined from 38% to 20%. Thirty-nine percent experienced a decline of more than 5% - up from 25% last year.
- Thirty-eight percent find the current economic environment extremely challenging and almost 50% do not anticipate any increase in employment.
- The business issue that keeps most of the women up at night is maintaining profitability (47%) followed by growing the business (28%).
- The two top obstacles to growth that women leaders encounter frequently, if not always, are finding adequate financing (32%) and government regulation (23%).
- The three top sources for financing operations remained the same from last year - cash flow from operations (76%); retained earnings (30%), and long term bank debt (23%). The number of woman-led businesses using private equity funding remained constant at 8%.



Women leaders are optimistic about the future.

- The majority (75%) anticipate their firms to grow financially over the next two years with the percentage expecting growth of more than 5% increasing to 43% from 27% last year.
- Forty-five percent anticipate a growth in their workforce in the coming years.
- The top three growth strategies were acquiring new customers and clients (41%), enhancing existing customer relationships (39%), and focusing on the marketing and sales of existing products and services (36%).



ABOUT THE WOMEN

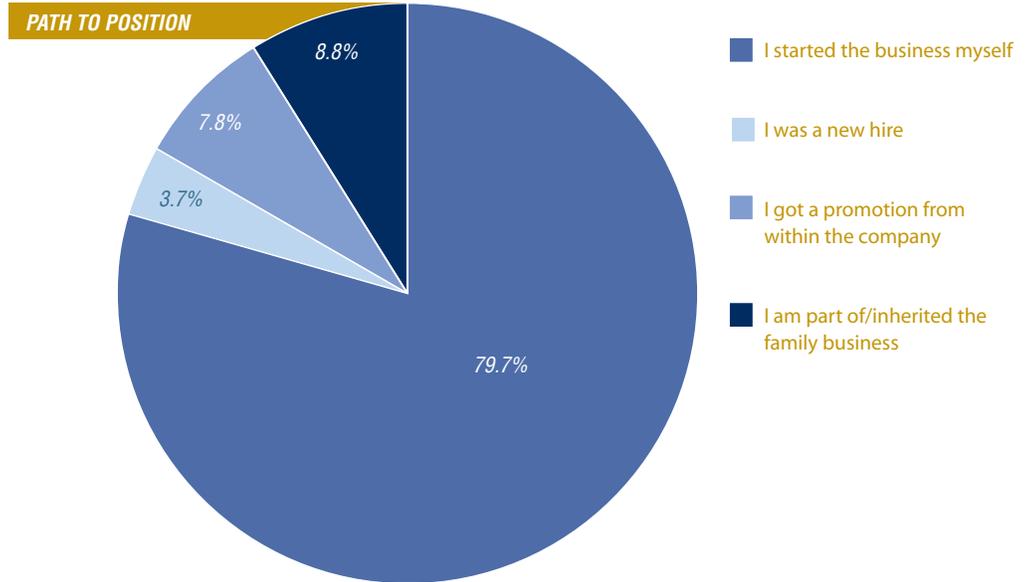
Women leaders are well-educated, confident, and goal-oriented.

- Most started the business themselves (80%) and feel that the growth of the business has exceeded their expectations (45%).
- Most women leaders have at least some college education, with 33% having a master's degree or higher.
- Compared to women in the general population, these women leaders have an above average sense of self and a high degree of belief in their abilities (93%). A strong sense of self is characteristic of someone who believes that they are in control of their career success, believe that they generally succeed in whatever they take on, see themselves as being successful at work, and are satisfied with themselves. Unlike what we hear in the popular press as being characteristic of many CEOs, these women indicated that they do not have to be the center of attention nor do they have a view of themselves as being superior or arrogant. However, their above average score on sense of self may have helped them get to where they are today.
- Women leaders report a high degree of perseverance towards goals, energetically pursuing their work goals (88%), and finding ways to work around problems (91%).
- Women leaders usually take stressful things at work in stride (73%).
- When things are uncertain for them at work, women leaders report that they usually expect the best (80%) and are optimistic about what will happen in the future as it pertains to work (83%).

Women leaders energetically pursue their work goals (88%) and find ways to work around problems (91%).

Women leaders take control of their careers.

- Almost a quarter (23%) had experience working for a Fortune 500 company before starting in their business.
- Fifty-one percent had developed a career plan with clear goals early in their career, and 58% aspired to be the President or CEO of a company, or to own a business.
- Business networking and mentorship are considered important factors in their career success by a majority of women leaders. Forty-five percent believe a connection to a women's professional network is somewhat or very important to the growth of their business or professional development. Thirty-seven percent actively participate in professional business associations, economic development groups, or community organizations. Mentors have been somewhat or very important to 87% of women leaders.



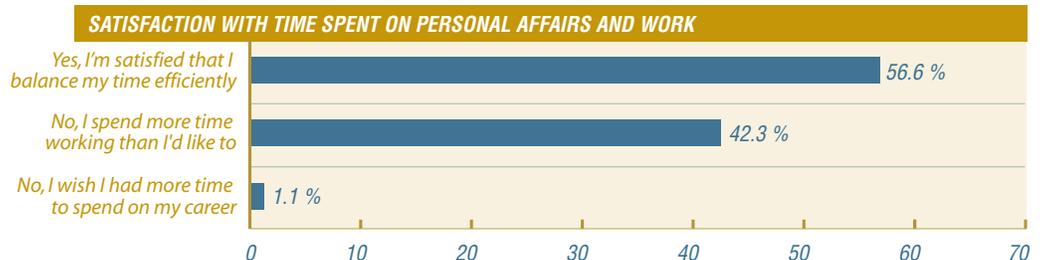
ABOUT WORK-LIFE BALANCE

Women leaders face work-life balance issues.

- Most are currently married (75%); spouses have full-time jobs (75%) with some flexibility (47%); and most (72%) have children.
- Just over half of women leaders (56%) indicated that they are satisfied with how they balance their time between career and family. This is unchanged from last year. However, 70% state that frequently, if not always, their career interferes with their responsibilities at home and keeps them from spending the amount of time that they would like to spend on career-related activities.
- Family expectations or norms can sometimes be in conflict. While most report that it is expected that family is their top priority (73%), only half responded that there is an expectation that they put work second to their families.

Work and family are closely interrelated in the lives of women leaders.

- How a woman leader feels about her performance at work impacts how she feels about her family responsibilities and vice versa. The impact of work on family is perceived to be slightly higher than the impact of family on work.
- An overwhelming majority (90%) state that they talk about work problems and concerns about their jobs with their family.



CONCLUSIONS

The conclusions of this study closely parallel the results found in previous studies. Women who are currently the leaders of for-profit organizations based in Florida most likely started that organization. Her family and her spouse are likely involved with the business. The biggest obstacle to business growth is finding adequate financing. For the most part, she is balancing the demands of work and family.

In many respects she is ahead of the curve, providing healthcare benefits to her employees and exhibiting transformational leadership characteristics in the workplace. She is positive, optimistic, confident, connected, and goal-directed. She feels that her organization is achieving the growth goals established even in the current economic climate. Most see a brighter future ahead for their organizations and anticipate positive growth.

WOMEN IN NOT-FOR-PROFIT ORGANIZATIONS

Traditionally, women have had a strong commitment to not-for-profit missions and community service. Their zeal to find new ways to help and inspire those around them may have served them well. Women hold nearly 70% of staff positions in not-for-profit organizations, yet a majority of senior management positions in these same organizations are still held by men.² A recent report by the International Association of Association Management Companies (IAAMC) shows that ratio may be shifting. Among their active member companies, 33% of not-for-profit CEOs and Presidents are women.

In addition, not-for-profit organizations are being created at a record pace, offering women new opportunities in this sector. In 2008, there were approximately 72,000 not-for-profit organizations in Florida, up from 44,700 a decade earlier, a 61% increase.³ There is, however, very little data available on women leaders in this sector.

This year, for the first time, the Center for Leadership's Florida's Woman-Led Businesses Survey collected data related to women leading our state's not-for-profit organizations. The 25 respondents in this year's survey represent health care, education, community associations, and foundations; these women leaders manage combined revenues and budgets of nearly half a billion dollars and employ more than 4,000 individuals. Sixty-two percent of these women are the first woman to hold the top position in the organization.

The women who lead not-for-profit organizations are not that different from those who lead for-profit organizations in terms of leadership characteristics, career objectives, and views on work and family relationships. The 2010 list of the Top 10 not-for-profit women leaders showcases women who each manage revenues/budgets in excess of \$5 million. Over the next five years, the Florida's Woman-Led Businesses Survey will continue to track the growth of women leaders in the not-for-profit sector and to applaud their accomplishments.

² Boston Non Profit Center, "Women and Non-Profit Leadership."

³ National Center for Charitable Statistics. <http://nccsdataweb.urban.org>.

TOP 10 NOT-FOR-PROFIT ORGANIZATIONS

Rank	Leader	Title	Organization	City	Number of Employees
1	Patricia Rosello	CEO	Baptist Outpatient Services	Coral Gables	750
2	Kim Cavendish	President & CEO	Museum of Discovery and Science, Inc.	Fort Lauderdale	45
3	Susan Ventura	President & CEO	Easter Seals Florida	Winter Park	325
4	Jennifer O'Flannery Anderson	President & CEO	United Way of Broward County	Fort Lauderdale	40
5	Phyllis Kalifeh	President & CEO	The Children's Forum	Tallahassee	65
6	Eileen Maloney-Simon	CEO	YWCA of Greater Miami-Dade	Miami	265
7	Tina Phillips	President & CEO	Palm Beach Habilitation Center	Lake Worth	90
8	Suzette W. Wexner	President & CEO	Palm Healthcare Foundation, Inc.	West Palm Beach	12
9	Julie Rochman	President & CEO	Institute for Business & Home Safety	Tampa	30
10	Evon Emerson	President & CEO	Pensacola Bay Area Chamber of Commerce	Pensacola	32

FEATURED LEADERS



JUDY MITCHELL

President • PETER BROWN CONSTRUCTION • Clearwater, FL www.peterbrownconstruction.com

“Set clear goals and focus on achieving them.” This has been Judy Mitchell’s dictum for most of her life. One of only a few women in her accounting class at Ohio State, joining the staff of a construction company was not on Judy’s list of career goals. From an early age, Judy was certain, however, that she would own her own company and put her unique stamp on every situation. Judy is President & former owner of Peter R. Brown Construction, Inc., a leading construction company operating in Florida.

Mentors have been instrumental in helping Judy achieve her career goals. When Judy was working her way through college her mother urged her every step of the way. “I may have given up without her encouragement” Judy said. While she credits her parents for shaping her as a person, professionally she credits her mentor, Peter Brown, with teaching her how to live her values in the business world. He instilled in Judy the “do the right thing first and then do things right” philosophy that she brings to her business and her employees. A wife and mother, Judy finds that having a husband with whom she shares everything has been tremendously valuable.

Today, Judy finds inspiration in her work by bringing up the next generation in her organization. She actively looks for ways to provide the right tools for them to take over, “I deal with the same kinds of issues I always have,” she said, “but now I see them through the eyes of the next generation.”

Judy’s advise for would-be leaders: Have a goal - lacking direction does not serve you well; work hard -prove yourself, have patience, earn responsibility; don’t tolerate unethical behavior - there is always a way to do it right; and give back - there is great satisfaction in giving back to your community.



KAY STEPHENSON

Co-founder, President, and CEO • DATAMAXX GROUP, INC. • Tallahassee, FL www.datamaxx.com

“I always wanted to build a business and lead others towards a common mission!” Kay Stephenson began her career as a paralegal in Miami. In 1991, she and her business partner acquired Datamaxx. She credits her success to having the ability to work through challenges and never taking “no” for an answer; to never accept failure, but instead to persevere.

As a woman in a man’s world of law enforcement and criminal justice, Kay knew from the onset that she had to prove herself on the technology side. One of the unique challenges in her business is that sometimes she is the only woman in the room, which can be intimidating and solitary during tough times. “I wish I would have had another woman to talk to; I wish I knew where to find that resource. I wish someone would have been there to warn me about what to expect.”

When asked what motivates her, Kay Stephenson replies: “I always loved what Datamaxx did, but September 11th motivated me to an entirely new level - I am driven to work with government agencies so they can better communicate and share critical information without the fear of compromising security. There are no real technological barriers today; primarily personnel and policy issues get in the way.” The Datamaxx team has built a company that helps remove those barriers by building trust with their clients. At Datamaxx she leads what she calls an “unbelievable team of people who are fiercely loyal;” in a technology business where turnover can be high, most have been with the company for more than 10 years.

The grandmother of seven, Kay has no regrets - and has no plans on retiring any time soon. Her work is her passion: “Datamaxx is involved in providing innovative products and services for the overall good of our country,” she said, “I can see the difference we are making.” She only wishes she could have been doing it longer.

Her advice to the next generation of leaders: “Don’t be afraid to ask for help; to ask ‘what did you do in this situation?’” .



CHRISTINE FRANKLIN

President • CHEROKEE ENTERPRISES, INC. • Miami Lakes, FL www.cherokeecorp.com

For the President of Cherokee Enterprises, Christine Franklin, the secret to success is knowing your clients' facilities "at least as well as the clients themselves." As a Registered Professional Engineer and Contractor, Christine attributes the environmental engineering firm's success to having a sustainable competitive advantage and operating in niche markets where they excel. Born in Guyana, Christine went to Bishops' High School, an all girls school, and then to the University of Guyana. In her early 20s and newly married, Christine moved to the U.S. and settled in Southern California. She admits that although having come to Florida "kicking and screaming," the move has been very good to her.

Two key turning points in her life were getting an MBA that focused on entrepreneurship, and working with Bill Bouck, the owner of Blasland, Bouck & Lee, Inc.. As her mentor, he taught her how to simplify problems that seemed monumental. When BB&L was about to transfer its Miami operations to Boca Raton, she and her partners saw an opportunity. But a week before buying the company, when she had buyer's remorse, Bill walked her through the process and remains her mentor until today. "I call him whenever I need advice," she said.

Christine has had to make difficult choices, continually tweaking her priorities to juggle her family and business demands. When making major decisions, however, Christine sticks to her core values. She remembers a time in her professional life when she thought it was the end of her world. "The situation could have been blamed on others and we could have easily gotten out of it. But we stuck to our core values and did the right thing, accepting responsibility."

She urges the next generation of leaders to establish a strong value system to live by and to have a broader vision. "The world is now borderless," she said "and we must learn where we fit as one community."



PATRICIA ROSELLO

CEO • BAPTIST OUTPATIENT SERVICES, BAPTIST HOSPITAL SOUTH FLORIDA • Miami, FL www.baptisthealth.net

Patricia Rosello CEO, Baptist Outpatient Services (BOS), Baptist Health South Florida (BHSF), always knew that she wanted to be a nurse. After receiving her bachelors and masters degrees from Barry University, she started her career at Pan American Hospital as an emergency room nurse. Being a small hospital, Pan American Hospital provided the perfect environment for Patricia to develop her leadership skills. "I would take any opportunity that came my way because I knew I would learn from it," Patricia said. By the time she left Pan American, every department within the hospital with the exception of the lab had reported to her.

Patricia joined BHSF in 1997 as the Vice President for Ambulatory Services. At that time, providing care outside of the hospital setting was a novelty. Under Patricia's leadership, an entirely new division - BOS - was created and today she oversees ten free standing diagnostic imaging centers, ten urgent care centers, two ambulatory surgery joint ventures, an endoscopy center joint venture, home care, and an executive health program. It is the division within BHSF with the highest operating margin and one that is the gold standard for patient care, quality, and satisfaction.

Patricia is a role model for how a visionary, passionate, and dedicated leader can create something entirely new within an existing organization. She had never thought of herself as an entrepreneur or business woman, but she soon discovered that she loved the challenge of creating a new way of delivering health care that required a business mindset. Her ability to communicate a compelling vision along with an ability to inspire others to believe in the vision - even when achieving that vision involved taking risks - is one of her talents. Under Patricia's leadership, BOS expanded into Broward - the only division within BHSF to do so - and has just launched stand alone urgent care centers. Her challenge is not to keep innovating - this is part of what drives her - but to do so at a pace that allows others to buy-in to these innovations before trying to implement them. She remarked, "I have learned to take time in telling the story rather than rushing to get to the end of the story."

Patricia describes herself as "collaborative and inclusive, tough but personable." Instilling values, modeling them every day, and calling people out when they don't live up to the values is another important characteristic of her leadership. She takes great satisfaction in developing others. "For me the greatest feeling I can have is to see that I am able to help my employees achieve their goals," she said.

PROMINENT WOMAN-LED BUSINESSES IN FLORIDA

Rank	Leader	Title	Organization	City	Industry	Number of Employees
1	Judy Mitchell	President	Peter R. Brown Construction, Inc.	Clearwater	Construction	150
2	Barbara Keller	President	Keldorff, Inc	Merritt Island	Real Estate, Rental and Leasing	105
3	Diane Holtz	President & COO	Pet Supermarket	Sunrise	Retail Trade	1,200
4	Sandra Finn	President	Cross Country Home Services	Ft. Lauderdale	Finance and Insurance	380
5	Anne Deli	President	American Road Group	Orlando	Retail Trade	300
6	Deborah Jallad	President/Chair	Accredited Holding Corporation	Orlando	Finance and Insurance	51
7	Joyce Anderson	CEO	Florida Orthopaedic Institute	Tampa	Health Care and Social Assistance	401
8	Julie Klapstein	CEO	Availity LLC	Jacksonville	Information Technology	250
9	Susan Drenning	President	Everglades Direct, Inc.	Sunrise	Professional, Scientific, and Technical Services	270
10	Kathy Boyd	President	Sypris Test and Measurement Inc.	Orlando	Professional, Scientific, and Technical Services	350
11	Debra Lupton	CEO	TLC Engineering for Architecture	Orlando	Professional, Scientific, and Technical Services	376
12	Miriam Lopez	CEO	TransAtlantic Bank	Miami	Finance and Insurance	130
13	Sandra Benton	President	Landscape Service Professionals Inc.	Tamarac	Construction and Service	26
14	Elaine Silverstein Jennifer Beber	Chairwoman President	Beber Silverstein Group	Miami	Advertising and Public Relations	50
15	Marilyn Ounjian	CEO	CareersUSA	Boca Raton	HR Services including staffing and software	125
16	Susan Stokes	President/Owner	Stokes Mechanical Contractor, Inc.	Lake Worth	Construction	90
17	Gloria Pickar	President & Chief Academic Officer	Compass Knowledge Group LLC	Orlando	Educational Services	148
18	Joyce Landry Josephine Kling	CEO President	Landry & Kling Inc.	Coral Gables	Transportation and Warehousing	17
19	Olga Ramudo	President & CEO	Express Travel	Miami	Travel Services	31
20	Alexandra Miller	CEO	Mercedes Medical, Inc.	Sarasota	Distribution (medical)	45
20	Tracie Ward	President	Southeastern Surfaces & Equipment, Inc.	New Smyrna Beach	Construction	43
22	Karen Hoover	President & CEO	Action LaborMgt., Inc.	West Palm Beach	Administrative/Support and Waste Management/Remediation	85
23	Catherine Colan-Muth	CEO	O. R. Colan Associates	Tallahassee	Real Estate and Rental and Leasing	100
24	Carole Metour	President & CEO	PM Services Company	St. Petersburg	Professional, Scientific, and Technical Services	170
25	Claudia Lara	CEO	Girosol Corp	North Miami Beach	Finance and Insurance	55

Rank	Leader	Title	Organization	City	Industry	Number of Employees
26	Leila Nodarse	CEO	Nodarse & Associates	Winter Park	Professional, Scientific, and Technical Services	170
27	Lisa Somerville	President & CEO	Restor Telecom, Inc.	Leesburg	Professional, Scientific, and Technical Services	80
28	April Newberry	President	Newberry Contracting, Inc.	Brandon	Construction	40
29	Kay Stephenson	President & CEO	Datamaxx Group, Inc.	Tallahassee	Information Technology	82
30	Doreen Courtheyn	President & CEO	Page Insurance Agency	DeLand	Finance and Insurance	19
31	Melode Smelko	President	Altrua Marketing Designs	Tallahassee	Professional, Scientific, and Technical Services	40
31	Sue Romanos	President & CEO	CAREERXCHANGE	Miami	Administrative/Support and Waste Management/Remediation	20
31	Lynn Moseley	President	Jimco Maintenance Inc.	Venice	Repair and Maintenance	80
34	Christine Franklin	President	Cherokee Enterprises, Inc.	Miami Lakes	Professional, Scientific, and Technical Services	40
35	Stacy Marillo	President	Astoria Imports/Compass Originals	Pompano Beach	Wholesale Trade	23
36	Leslie Laredo	President	Laredo Group, Inc.	Davie	Advertising and Marketing	62
37	Sandra Foland	CEO	Baron Sign Manufacturing	Riviera Beach	Manufacturing	56
37	Catherine Cook	CEO	Miller/Cook & Associates, Inc.	Marco Island	Professional, Scientific, and Technical Services	62
37	Vivian Santos Diana Brooks	Owner/President Owner/Vice President	VS Brooks Advertising	Coral Gables	Professional, Scientific, and Technical Services	7
40	Sylvia Berman	President	Post Haste Travel Service Inc	Hollywood	Travel	6
41	Adela Gonzalez	President	Future Force Personnel	Miami Lakes	Administrative/Support and Waste Management/Remediation	9
42	Ann Machado	CEO	Creative Staffing	Miami	Administrative/Support and Waste Management/Remediation	18
43	Heidi Joswig	President	Joswig Construction, inc	largo	Construction	50
44	Linn Farrior	President	Keegan Temps, Inc. dba Keegan Staffing	Pensacola	Administrative and Support and Waste Management and Remediation	10
45	Angela Massaro-Fain	Founder & President	Grapevine Communications Int'l., Inc.	Sarasota	Advertising, Marketing & Public Relation	11
46	Donna Brooks	President	R & B Contracting, Inc.	Jacksonville	Construction	25
47	Catherine Banta	President	Banta Properties, Inc.	Oakland Park	Real Estate, Rental and Leasing	23
48	Lorraine Celestino Wilde	CEO	GO Airport Shuttle & Executive Car Service	Fort Lauderdale	Transportation and Warehousing	55
49	Leigh Ann Hoey	President	Scientific Instruments, Inc.	West Palm Beach	Manufacturing	30
50	Patricia Dominguez	President/CEO	Triage Partners, LLC	Tampa	Technology/Communication	102

FIU | Business

Center for Leadership

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The Center for Leadership at Florida International University is committed to equipping leaders across all sectors with the competencies needed to succeed in complex, multicultural organizations. To realize its potential an organization must effectively develop and utilize the leadership capacity of its people. As the pace of globalization and competition accelerates, this ability is becoming an increasingly critical foundation for success. In recognition of this challenge and of the leading role that South Florida plays as a hemispheric hub, the Center for Leadership engages in cutting-edge research in the area of leadership development, conducts leadership development programs for organizations to assist them in building leadership capacity, and supports the leadership development agenda of Florida International University.

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College of Business Administration at Florida International University (CBA) is South Florida's most important business education resource and a recognized leader in international business education. As the largest of FIU's professional schools, the CBA enrolls approximately 6,000 undergraduates and more than 1,000 graduate students. The CBA also serves the multinational business community through an extensive menu of executive and professional education programs.

FIU | Metropolitan Center

The Metropolitan Center
Florida International University
150 SE 2nd Avenue, Suite 500
Miami, FL 33131
(305) 349-1251
metropolitan.fiu.edu

The Metropolitan Center at Florida International University is an applied research institute that delivers information and expertise to decision-makers, community leaders, and citizens as they seek to forge solutions to urban problems. The Center provides research, training, and technical assistance to governmental, non-profit, and for-profit institutions. At the forefront of public opinion research, the Center has a solid record of producing survey research studies, while adhering to recognized methodologies for survey design, administration techniques, and data analysis and reporting.



The Commonwealth Institute South Florida
16850-112 Collins Avenue, Suite 339
Sunny Isles Beach, FL 33160
(305) 799-6547
www.commonwealthinstitute.org

The Commonwealth Institute (TCI) is a dynamic, non-profit organization founded in 1997 to help women entrepreneurs, CEOs, and senior corporate executives build successful businesses. TCI's goal is to reach women leaders during the critical stages of their businesses and to provide them with the tools and resources they need for growth. The cornerstone of TCI's approach is peer mentoring in a confidential, small group atmosphere. Since its inception, TCI has worked with several hundred women-led companies. In January 2004, TCI expanded into the South Florida area, where it presently runs forums and monthly programs for women CEOs. TCI currently has more than 300 members, whose companies have annual revenues ranging from \$250,000 to more than \$12 million.