

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.

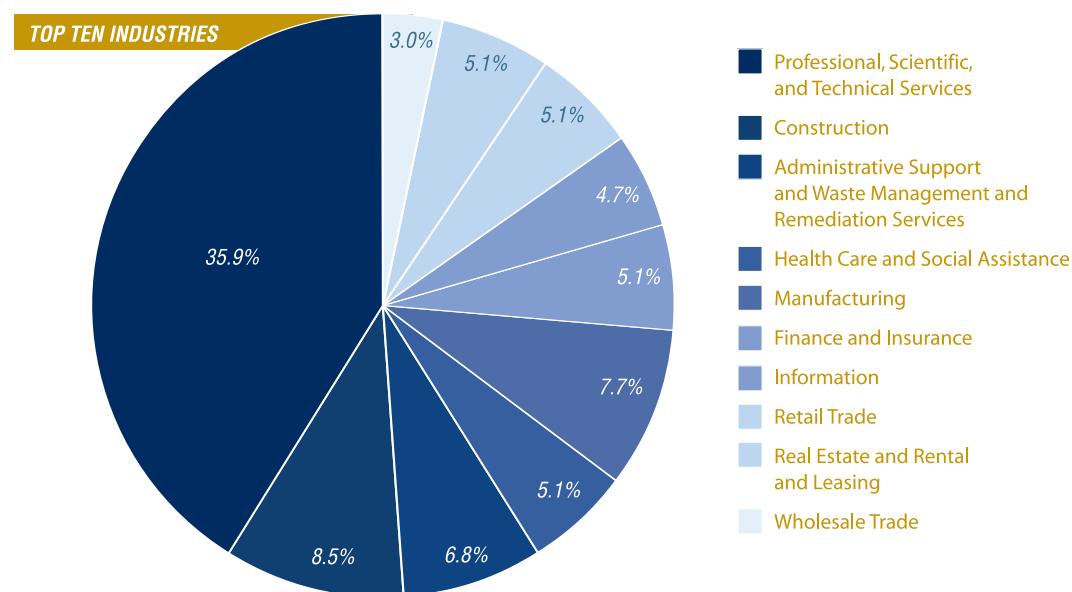
Florida's women leaders are powerful engines for economic growth in the state and have learned to balance personal and professional goals by seeking advice from those who have made it and by rethinking strategies for the "new" economy. Their leadership and involvement in their communities and with their 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

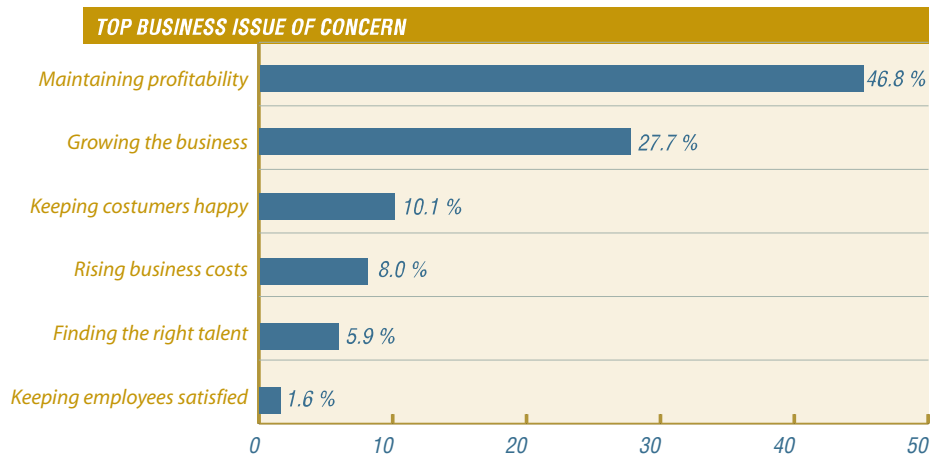
Woman-led businesses are an integral part of Florida economy. The woman-led businesses included in this study:

- 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%).



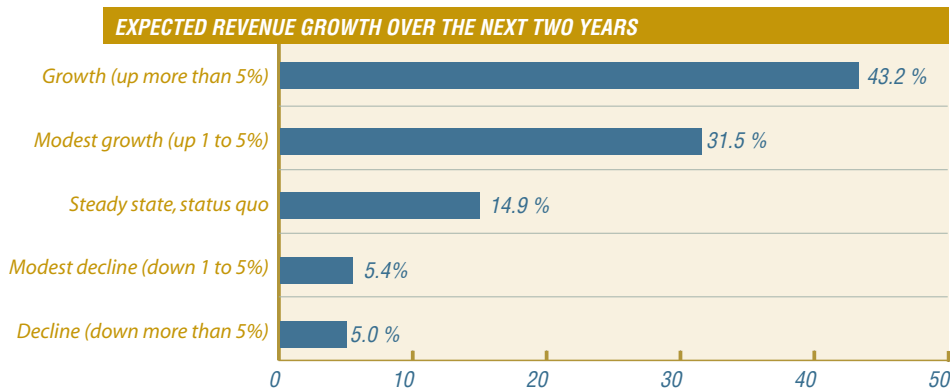
Woman-led businesses have been impacted by the difficult economic times.

- 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

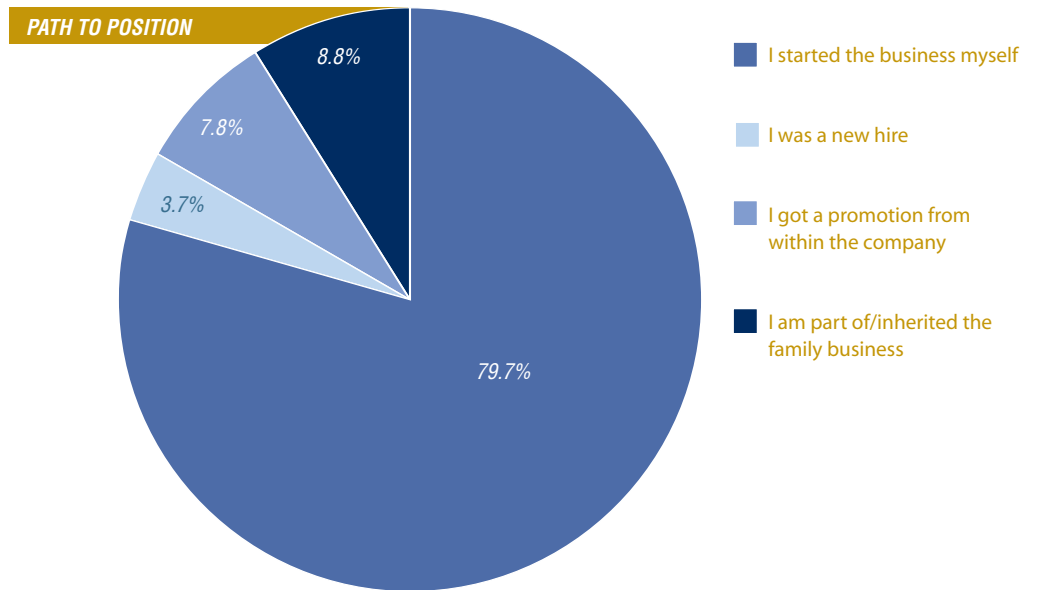
Women leaders are well-educated, confident, and goal-oriented.

- 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.



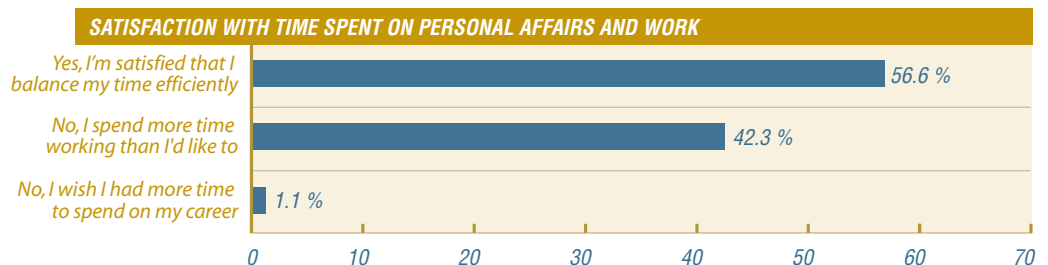
ABOUT WORK-LIFE BALANCE

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 Philips | 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 advice 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.

FIU | Business

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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

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.