

Appointments

■ **Danielle Mikesell**, Senior Vice President of Marketing and Product Management for **PGT Innovations**, has been appointed to serve on the **board** of the All Star Children's Foundation, an organization whose mission is to create a safe place for children to heal from the trauma of child abuse.

During her term, Mikesell and the other six board members will serve as advocates for the organization throughout the community, exercising fiduciary oversight and participating in the nonprofit's long-range and strategic planning. The board members are also responsible for supporting the mission of All Star Children's Foundation and its creation of the state-of-the-art Campus of Hope and Healing.

At PGT Innovations, Mikesell oversees the Marketing, Product Management, Engineering and Code Compliance departments. Prior to joining PGT Innovations in 2014, she amassed more than 25 years of marketing and sales experience and established her ability to lead nationally recognized brands to success. In addition to her appointment with the All Star Children's Foundation, Mikesell is also a board member of the Greater Sarasota Chamber of Commerce.

This year, the All Star Children's Foundation initiated a capital campaign to raise funds for its Campus of Hope and Healing. The 5-acre campus will feature a 12,000-square-foot trauma-focused center for clinical services, treatments and therapy programs, six single-family licensed foster homes, a community clubhouse, learning lab, indoor and outdoor recreational area, playground, park and community garden.

Located at 3308 17th Street in Sarasota, the entire All Star Children's Foundation campus is being designed as a trauma-sensitive environment that provides children victimized by abuse with a safe and healing place to empower and inspire. It is slated to open in fall 2019.

■ **Loveland** has announced that **Julie Kostelec** has been promoted to the position of Venice ADT Program Manager. Kostelec's career in working with individuals with disabilities began upon graduating from The Ohio State University with a bachelor's degree in special education. She worked as a substitute teacher and a camp counselor for children with disabilities before working in adult services in Cleveland managing group homes, coordinating adult day training services, and learning behavioral techniques.

Her move to Florida with her husband brought her to Loveland where she created a Wellness Program component aimed at weight loss and physical exercise. Kostelec served as community support specialist, lead instructor and activities

coordinator prior to her appointment as ADT Program Manager.

■ **Friendship Centers** have announced that **Crystal Rothhaar** is the organization's communications director. In this role, Rothhaar will be responsible for strategic communications including marketing, public relations, public education, and outreach.

Rothhaar comes to Friendship Centers with more than 15 years of experience in communications for non-profit organizations. Her background includes experience managing media relations, advertising, branding, copywriting, web development, social media, graphic design, and marketing strategy. Rothhaar was most recently communications director for the Manatee YMCA. She holds a Bachelor of Arts degree in public relations from the University of Florida.



Crystal Rothhaar

Accolades

■ **State College of Florida, Manatee-Sarasota's** (SCF) Communications and Marketing (CAM) department has won seven awards from the **Association of Florida Colleges (AFC) Communications and Marketing Commission (CMC)**. The AFC has 28 member colleges.

SCF brought home five first-place awards, a second-place award and a third-place award. First place awards were for SCF's Annual Report; publication of an article about SCF alumnus and inventor Sean Chan; an admissions marketing brochure designed to look like a graduation cap; a marketing campaign for the college's new Weekend College; and a poster advertising music and theatre scholarship auditions. SCF also took home a second-place award for a marketing campaign for the new "BSN in 4" nursing program and a third-place award for an admissions direct-mail piece.

CAM staff who had a role in the winning projects include Jamie Smith, director; Mace Thirtle, lead graphic designer; Sonjai Persaud, graphic designer; Kristen Hogentogler, former digital media coordinator; Marci Shantz, marketing coordinator; Toni Jefferies, communications coordinator; and Jon Stanton, creative content coordinator.

■ **Courtney J. Ruffner**, a professor with **State College of Florida, Manatee-Sarasota** (SCF), has been selected to serve a three-year term as Associate Editor on the **Italian American Studies Association (IASA) Annual's** editorial board. The IASA Annual is a nonprofit journal published by SUNY Press.

Ruffner, who earned her doctorate in literature and criticism from Indiana University of Pennsylvania, is a literature professor at SCF. Her first project in this position, a book of selected essays, "Theorizing the Italian Diaspora" was

released last month. The essays explore the after effects of migration.

For more information about the Italian American Studies Association, visit italianamericanstudies.net. For information about the editorial board, contact Ruffner at RuffneC@SCF.edu or 941-752-5478.

■ **Advice Solutions** is celebrating its **20th anniversary** in the advertising industry with a client roster that has included many local, regional and national brands. Owned by Sarasota resident **Linda Gross**, the agency made a name for itself over the past two decades with a specialty in the real estate industry and has worked with most major companies throughout



Linda Gross

the southeast and nearly every major developer in the area at some point during that time, including Neal Communities, Taylor Morrison West Florida and SMR Communities. "The past twenty years have been full of wonderful opportunities," said Ms. Gross. "We've seen some extraordinary successes with a multitude of clients and we're looking forward to even more adventures in the future. We plan to start the new year strong with refined services, an updated business plan and tools to better fulfill the business models of our current clients as well as potential new clients."

Advice Solutions added several new accounts over the past year and to name a few — Fergeson Skipper P.A. of Sarasota and Syntec Industries of Rome, Georgia. Advice Solutions continued its longstanding relationship with Morton's Gourmet Market and directed a successful multi-month summer direct mail campaign on their behalf.

The agency has big plans for the coming year, including a major web design project, a full menu of media placement, press relations and marketing services, and a new emphasis on digital and film production. In 2018 Advice contributed its services on a pro bono basis for the Sarasota/Manatee Association for Riding Therapy and Designing Women Boutique, where Linda volunteers on the Board of Trustees and several committees.

Another major project for the year was the launch of GroundWorks, an innovative program initiated by Designing Women Boutique in partnership with local non-profits to channel consignment donations into funding for scholarship and mentoring opportunities. Advice created a multi-level creative and media campaign to introduce this new initiative. Already the program has attracted seven major partners and generated thousands of dollars in consignment merchandise. Plans for 2019 include promotions for an extravagant Upscale Sidewalk Sale fundraiser in February.

Advice was once again named to the Gulf Coast Top 500 companies as published in the Gulf Coast

Business Observer, Top 75 Women-Owned Businesses and the Top Ranked Women Owned Businesses as published in the Tampa Bay Business Journal.

For more information about Advice Inc. or a business review, visit advice-inc.com or call 941-907-9507.

Board News

■ **Designing Women Boutique** (DWB) has announced new and returning members of its **Board of Trustees**. The slate of trustees was approved in recent meetings and includes the following individuals:

Rosenda L. Calloway, AAA district mgr.; **Dennis Campagnone**, financial planner; **Rita Caton-Greenbaum**, philanthropist; **Barbara Epperson** (Secretary); **Melissa Furman**, international purser Delta Airlines; **Barbara Glanz**, Hall of Fame speaker and best-selling author; **Linda Gross**, advertising agency owner, Advice Solutions; **Janet Gale Hammer**, secondary market dealer — retired Lladro porcelain; **Dr. Martha H. Harrison**, educator, author and GroundWorks liaison to Ringling College; **Mitchell L. Helton**, PNC Wealth Management; **Barbara A. Jones** (Treasurer) CPA, Kerkerling, Barberio & Co.; **Francine DiFilippo Kent, Ph.D.**, AiSCV/AVS-GJV, AiV-Certified Valuer, Advanced Valuation Specialist, and Gems & Jewelry Valuer; **Marlene Liberman**, Michael Saunders Realtor; **Carolyn Michel**, actress; **Lynn Robbins**, Coldwell Banker Realtor; **Judith Schwartzbaum**, senior vice-president wealth management Morgan Stanley; **Janice Zarro**, attorney and GroundWorks committee chair; **Ida Zito** (President) & sponsorship chair.

Jean Weidner Goldstein, co-founder, previous board member, former CEO, volunteer staff consultant and GroundWorks chairperson, has returned in a more active role and will continue her leadership as a mentor and benefactor. Fellow co-founders Diane Roskamp and Margaret Wise will be instrumental in many of the programs and will continue in their roles as mentors and benefactors.

A special high note for 2018 - DWB unveiled GroundWorks, a program introduced in association with seven organizations to offer scholarships, mentoring and internship opportunities. Participating groups include Girls Inc., The Out-of-Door Academy, Ringling College of Art & Design, Sarasota Memorial Healthcare Foundation, Marie Selby Botanical Gardens, The Sarasota YMCA, University of South Florida (USF) — Manatee and Sarasota and Roskamp Institute. The GroundWorks concept allows these groups to solicit donations from their own donor bases of high-end accessories, jewelry, handbags and art to be consigned on a VIP status through DWB. Each group will receive a major split of the proceeds to be used to fund their designated scholarships. DWB will direct their minor share of sales to further its annual grants programs that benefits local arts and human services organizations. In addition, DWB has expanded its online sales department and added a staff position to manage the program.

For a peek at upcoming events, to donate, volunteer, consign, or shop online, please visit DesigningWomenSRQ.org.

Established in 2002, Designing Women Boutique is a non-profit boutique featuring upscale fashions, jewelry, fine art and home goods. They also offer concierge estate liquidation and downsizing services. Through the sale of consigned, donated and new merchandise as well as sponsorships, donations and other fundraising activities, DWB has given over \$4 million in grants and merchandise to more than 75 local recipients. Their mission is to grow funding for the benefit of Sarasota's arts and human services organizations.

DWB is located at 1226 North Tamiami Trail. For information, call 941-366-5293 or visit DesigningWomenSRQ.org.

Good Deeds Dept.

■ Members of the **Sarasota Yacht Club, SYC Cares group**, raised more than \$85,000 during a **fund-raiser** to benefit the Sarasota Memorial Healthcare Foundation and the women's breast cancer services at Sarasota Memorial Health Care System.



(left to right): Sally Schule, Director of Community Engagement at the Sarasota Memorial Healthcare Foundation; Hugh McIlrevey, Commodore of SYC; Karen Harmon, GM/COO of SYC; Madelyn Kujawski, Event Chair; Stephanina Feltz, Member Relations Director of SYC

The Boaters Battling Breast Cancer Bash included live and silent auctions as well as pink-clad SYC-SMH doctors and other male SYC members selling 50-50 tickets to party-goers. Emcee Jeff Birnbach and auctioneer Greg Goebel kept the fundraising momentum going throughout the evening. Event chair, Maddie Kujawski, along with Stephanina Feltz, SYC Member Relations Director and others, were proud to announce that this year's event raised nearly three times as much as last year.

Funds raised help cover approximately 1,000-breast health visits for low-income or uninsured residents who need breast health screenings and/or diagnostic tests. Tests include mammograms, breast ultrasounds and breast biopsies for those who do not qualify for other assistance. Ongoing grants from Sarasota Memorial Health Care Foundation also support a Clinical Oncologist Coordinator, Cancer Research Coordinator and Gynecological Tissue Banking Collection. ♡

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