

Accolades

■ **Visit Sarasota County (VSC)** has announced that **Enriqueta Balandra** has been named one of Destinations International's (DI),



Enriqueta Balandra

30 Under 30 recipients. A Sarasota native, and VSC's Project Manager, Balandra will have the opportunity to engage with DI, a leading tourism industry organization, in professional development opportunities throughout 2019 and beyond. The honorees originate from a variety of destination organizations of all sizes and countries, and Balandra was one of only two Floridians selected.

The DI 30 Under 30 program helps further develop the tourism industry's leaders of tomorrow. Benefits include recognition on stage and throughout the 2019 Annual Convention in St. Louis, MO, July 23-25, 2019.

Since starting in 2017, Balandra has been promoted from Project Coordinator to Project Manager changing her responsibilities to help manage advertising efforts. Balandra stays involved in the local community and currently serves as Director of Special Events for the Central West Coast Chapter of the Florida Public Relations Association (FPRA). Recently she earned an FPRA Image Award on behalf of VSC for the promotion Savor Sarasota Restaurant Week in 2018. To learn more, visit www.visitsarasota.com.

■ **The Central West Coast Chapter of the Florida Public Relations Association (CWC-FPRA)** recognized the area's best work in public relations, marketing and communications during its "2019 Image Awards: All that Glitters is Gold" event in April. The local Image Awards competition is conducted annually to recognize outstanding public relations, marketing and communications programs and to encourage and promote the development of the public relations profession.

Kim Livengood, APR of The Eclipse Agency earned top honors – the Grand All Image Award – for her entry, "Finding the Bazaar." Earning Image Awards were Livengood for "Finding the Bazaar" and "Passport to the Bazaar"; Sharon Kunkel, Wordslinger Marketing & PR, for "Goodwill Manasota: A Hand Up Pays Off"; Premiere Sotheby's International Realty for "Shaquille O'Neal's Orlando Home Press Release" – which also earned a Judges' Award for cost-efficiency; and Visit Sarasota County for "VSC Savor Sarasota Restaurant Week." Earning Awards of Distinction were: Arts and Cultural Alliance of Sarasota County for "Arts and Cultural Alliance of Sarasota Art

Battle"; Next-Mark for "CMX Cinemas Makes an Epic Entrance into a New Market"; Habitat for Humanity Sarasota for "Lives Transformed: The Campaign for Hammock Place"; First Watch for "First Watch Blog"; and FCCI Insurance Group for "FCCI Website."

Additionally, **Eleni Pierce** was recognized with The Joe Curley Rising Leader Award. This program identifies and honors up-and-coming individual FPRA members who demonstrate emerging leadership traits and demonstrate active involvement in FPRA chapter activities, programs, functions and events.

Keynote speaker was **Rachel Weeks** who is a triathlete and track cyclist despite being "deafblind" due to Usher syndrome. CWC-FPRA meets monthly for professional development luncheons and networking. Visit cwcfp.com.

■ **The Manatee Arts Education Council's** inaugural Arts Alive: Manatee's Celebration of the Arts awards ceremony recently presented the Theatre Education Award to **Dr. Sherry Lawrence**. A retired curriculum specialist, she has worked with thousands of students and professionals in the areas of fine and performing arts and gifted education. The award will hold her name in perpetuity. The former Ms. Senior Manatee County, Dr. Lawrence serves on the advisory board of the USF Sarasota-Manatee Center for Partnerships for Arts Integrated Teaching (PAInT). She is a member of the Arts Education Partnership for the Arts and Cultural Alliance of Sarasota County and the U.S. National Committee for United Nations Women. Named as one of Manatee County's Outstanding Women and Woman of Excellence by the Bradenton Herald and Junior League of Manatee County's "She's Setting the Pace" recipient, Dr. Lawrence has been a film festival featured speaker on "Hollywood Films and the 1960's Women's Movement." She holds a doctorate in behavioral science.

Appointments

■ **Florida Senate President Bill Galvano** appointed **Angel Colonnese**, the Manatee County Clerk of the Circuit Court and Comptroller, to serve on the Executive Council of the Florida Clerks of Court Operations Corporation. Colonnese joins nine other council members,



Angel Colonnese

who discuss and make decisions regarding Clerks of Court Operation Corporation business and budgetary matters. Her two-year term as a Senate appointee begins immediately and ends April 10, 2021.

The Clerks of Court Operation Corporation was created at the direction of the Florida Legislature

and tasked with the important role of supporting the Clerks of Court in all 67 counties in Florida with their court-related budget activities. The Clerks of Court Operation Corporation provides the professional budget support to ensure fair and equitable allocation of resources needed to sustain court operations for Clerks.

As the first-ever female Manatee County Clerk of the Circuit Court, Colonnese has nearly 30 years of public service with Manatee County. The lifelong resident of Manatee County served as an assistant state attorney under Earl Moreland, prosecuting numerous crimes, including gang violence, homicides and DUIs. Colonnese also has years of service with the Manatee County Clerk of the Circuit Court, including serving as general counsel to R.B. "Chips" Shore.

■ **The Bay Park Conservancy** has selected **Veronica Brady** as the Director of Advancement to accelerate fund raising for the Bay Park. A successor to the Sarasota Bayfront Planning Organization, the Bay Park Conservancy's mission is to design, help fund, construct, and operate the bay redevelopment.

Brady will lead private philanthropic giving for the Bay Park Conservancy. Her career has been focused on helping families develop innovative philanthropic strategies and manage their giving to build a charitable legacy. She served for nearly a decade as Senior Vice President for Philanthropy at the Gulf Coast Community Foundation.

Brady was actively involved in the original successful fundraising effort for the Master Planning effort that exceeded its \$2 million goal. The Bay Park Conservancy (BPC) was formed in 2019, building on the work completed by the Sarasota Bayfront Planning Organization (SBPO) and the Sarasota Bayfront 20:20 organization to function as the design, planning, development, funding, operating, and sustainability partner of the 53-acres of land along the Sarasota Bayfront. Through a public/not-for-profit partnership of coordinated collaboration with the City, the Bay Park Conservancy will implement the Master Plan through development, funding, operations, and maintenance of The Bay Park.

■ **The Team Tony Cancer Foundation**, a Sarasota-based nonprofit organization that provides free peer-to-peer cancer support and resources to cancer fighters, survivors and caregivers in the local community, recently hired

Kelly Deam as its support program coordinator.

Deam brings more than 16 years of experience in the not-for-profit sector to her position at the Team



Kelly Deam

Tony Cancer Foundation. In her new role, Deam will oversee the peer-to-peer mentor and medical grant assistance programs and other project management tasks at the growing nonprofit.

Deam and other staff members from the Team Tony Cancer Foundation will work out of the nonprofit's new headquarters located at 3562 S. Osprey Ave. in Sarasota. Called the Cancer Connection Center (C3), the coffee-shop-style concept that provides a safe, warm, supportive and welcoming environment designed to deliver peer-to-peer support, create a sense of belonging and provide free resources and educational opportunities to enhance the well-being of those impacted by cancer. To learn more about Team Tony, visit www.TeamTony.org.

Nonprofit News

■ **Lighthouse of Manasota**, a nonprofit organization that provides no-cost rehabilitation training and education to the blind and visually impaired in our region, announced its new name and unveiled its new logo in front of more than 200 ardent supporters during the Art in the Dark gala on April 13. The organization will now be known as Lighthouse Vision Loss Education Center.



Lighthouse CEO Lisa Howard (right) and board member Angela Abrams with the new Lighthouse Vision Loss Education Center logo.

Lighthouse has served the community for nearly 34 years. In recent times, though, stakeholder feedback indicated that the organization was not telling its story well enough. Additionally, its name no longer accurately represented its geographic region – which has grown to encompass five counties – and its logo appeared outdated.

An intensive strategic planning process identified five crucial areas that should be addressed to strengthen operations and align with current best practices; the rebranding and outreach to the media – and, thus, the communities Lighthouse served – were the final phase of the process.

In 2018, Lighthouse hired a consultant, Wordslinger Marketing & PR, to spearhead the rebranding and convened a committee to inform the process. Rough & Ready Media was hired to design the new logo. The rebrand was completed in March.

The new logo uses a font that is more friendly to the visually impaired, incorporates Braille letters, and was designed using two shades of blue, a color that studies indicate is representative of hope.

The organization's new tagline is, "Hope and Empowerment for the Visually Impaired." Go to LighthouseEducationCenter.org for more information.

Business News

■ **Founder of Flynn Design Style, Marybeth Flynn**, is a certified True Colour Ex-



Marybeth Flynn

pert trained by renowned colorist Maria Killam. The distinct honor allows Flynn to enhance her skills at helping her clients

navigate the complexities of color and light to make the best decisions for their homes.

Maria Killam is the creator of Understanding Undertones™ – The Colour System and the author of How to Choose Paint Colours; It's All in the Undertones and White is Complicated; A Decorators Guide to Choosing the Right White.

Killam has trained thousands of design professionals and color enthusiasts her proprietary system of understanding undertones. "This is not an abstract theory or a rigid formula, it is a proven system that anyone can learn and use in any design scenario," said Killam. "It can be thought of as a periodic table for neutrals: it gives you a clear sense of how to organize colors into useful categories to predict how

they will behave in any space." The course teaches how to create beautiful color palettes that flow from one room to another and confidently explain why the colors in any space are right or wrong. "Only when we compare colors can we be truly confident in knowing we have made the absolute best decision for our clients" said Flynn. "This holds true not only for paint color, but also for decor and everything else. There is so much more to choosing color. Working with your space and your fixed elements is so important in choosing the best color for you."

As a Florida native, Flynn was inspired by Florida's natural beauty and draws her creative palate from Florida sunsets, beaches, flowers, and wildlife. Flynn believes that color, fabrics and materials are the foundation of every great design plan and uses color to set the tone and mood of a room. To learn more about Flynn Design Style, visit www.flynnndesignstyle.com. Flynn Design Style provides consultations for furnishings, wall colors, window treatments, artwork, etc. ☺

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