

## Accolades

■ **Jessika Arman** of RE/MAX Platinum Realty in Venice has earned the **Certified Luxury Home Marketing Specialist**



Jessika Arman

(CLHMS) designation. Issued by the Institute for Luxury Home Marketing, the CLHMS designation recognizes experience, knowledge

and expertise in high-end residential properties. Arman joins an exclusive group of real estate professionals who have completed the Institute's training and have a proven performance in the upper-tier market.

Arman is a second-generation Broker-Associate and Sarasota native who has been selling real estate since 1998. Raised on Siesta Key, she specializes in waterfront and barrier island properties in Sarasota, Manatee and Charlotte counties. She also holds numerous professional designations and certifications, including Accredited Buyer's Representative (ABR), At Home With Diversity (AHWD), Certified International Property Specialist (CIPS), Graduate Realtor Institute (GRI), Resort and Second-Home Property Specialist (RSPS), and Transnational Referral Certificate (RSPS).

■ Sarasota resident **Cheray Keyes-Shima**, APR, CPRC, a member of the **Central West Coast Chapter of the Florida Public Relations Association** (CWC-FPRA), was recognized



Cheray Keyes-Shima

with the **John Dillin Professional Award**, the highest honor accorded by FPRA. The award was presented at the association's 79th annual conference in Orlando.

The John Dillin Professional Award honors the spirit and dedication of FPRA's first president and founder, Lt. Col. John W. Dillin, and his lifetime of service to, and support of, the association. Keyes-Shima was recognized for her sustained leadership in FPRA. She has been an active member of the local chapter and the state association for more than 18 years.

Keyes-Shima is a managing partner with the Sarasota-based KSC Advertising & Public Relations, a full-service firm specializing in integrated marketing communications. She joined FPRA in 1990 as the treasurer of the Tallahassee student chapter at Florida State University. After serving as treasurer for the CWC-FPRA and earning her accreditation, Keyes-Shima became

the chapter's president in 1996.

The Central West Coast Chapter of the Florida Public Relations Association meets monthly for professional development luncheons and networking. Visit [www.cwcfpra.com](http://www.cwcfpra.com) for the latest details.

## Appointments

■ **State College of Florida, Manatee-Sarasota** (SCF) has named **April L. Fleming**, **director of education programs**. Fleming, who joined



April L. Fleming

the College in April, 2017, is responsible for the administration, direction and delivery of the Early Childhood Education degrees, Early Childhood Certificates

and the Educator Preparation Institute (EPI).

Fleming has more than 12 years of experience in higher education and an extensive background in early childhood education including teaching, research and marketing. Before joining SCF, she was Assistant director of student recruitment and enrollment management with Nova Southeastern University in Tampa.

■ **Five Visit Sarasota County** (VSC) staff were selected to serve on **VISIT FLORIDA committees**, with two selected as Chairs. VSC President, Virginia Haley, will continue to serve on the VISIT FLORIDA Board of Directors.

- **Virginia Haley**, VSC President, Chair of the Marketing Steering Council and member of the Executive Committee of the VISIT FLORIDA Board of Directors;
  - **Lynn Hobeck Bates**, VSC Communications Manager, Global Communications Chair;
  - **Erin Duggan**, Vice President VSC, Global Media Committee;
  - **Kelly Defebo**, VSC Director of Sales, Global Travel Trade and Air Committee;
  - **Shelby Connett**, VSC Meetings Manager, Meeting Committee.
- Each will serve in these roles for one year.

■ **Ryntal Property Management** has promoted **Kimberly Gnad** to **Operations Manager**. Kim will be responsible for Ryntal's property asset management strategy and execution and will lead the company's property management, maintenance, and inspection service teams. Kim joined Ryntal in 2015 as Executive Assistant to the President and rose to several supervisory and management positions.

■ **State College of Florida, Manatee-Sarasota** (SCF) has named eight faculty and staff members to its inaugural **SCF Leadership Academy**, designed for emerging leaders at the College. The program runs through April 2018.

The following faculty and

staff members have been selected for the academy:

- **Rebecca Ferda**, manager of business operations, Business Services
  - **Danny Fuerstman**, associate professor, Social & Behavioral Sciences
  - **Michele Groves**, advisor, Career Resource Center
  - **Shalia Moore-Hayes**, reading instructor, SCF Collegiate School
  - **Andrea Lee**, advisor, Advising Services
  - **Jason Reed**, assistant professor, Business & Technology
  - **Joshua Schulte**, professor, Natural Sciences
  - **Gloria Tracy**, assistant director, Human Resources
- For information, contact Jennifer LaHurd at [lahurdj@SCF.edu](mailto:lahurdj@SCF.edu) or 941-752-5599.

■ **Dr. Marie Byrd**, who joined USF Sarasota-Manatee 10 years ago and worked for several years in Miami-Dade County Public Schools, has been named **Director of USFSM's School of Education**. She replaces Interim Director Dr. Jane Rose, who serves as dean of the College of Liberal Arts & Social Sciences. The School of Education is part of that college.

Dr. Byrd has served as associate director the school's Initial Teacher Preparation Program since 2012 and has overseen the Masters of Arts in Teaching (MAT) Program since 2007. In addition to the support of colleagues, she received encouragement from Dr. Rose, who served as a mentor to Dr. Byrd this past academic year.

Dr. Byrd has taught undergraduate and graduate course at the School of Education since coming to USFSM in 2007. Under her new position, she will teach graduate-level classes only.

Dr. Byrd worked as a teacher and administrator in Miami-Dade County Public Schools for several years before pursuing her university career. In addition to teaching, she was a reading curriculum specialist for two years and an assistant principal for five, both in the Miami area.

■ **USF Sarasota-Manatee** has named **Lee Williams**, CFRE, as **interim regional vice chancellor for advancement**.

Williams will oversee university advancement and alumni affairs. One of her goals is to raise capital for USFSM's planned STEM building, although she remains focused on other objectives and events as well, such as Brunch on the Bay, the campus' primary fundraiser of scholarships, and the NCAA USF women's rowing team initiative.

Prior to joining USFSM, Williams served as interim senior vice president of development and alumni relations at Embry-Riddle Aeronautical University in Daytona Beach. In addition to her earlier role at USF in Tampa, Williams held fundraising positions at Mississippi State University, George Washington University, the Georgia Institute of Technology and the University of Massachusetts Dartmouth.

She holds a B.S. in secondary education, an M.S. in public relations from the University

of Southern Mississippi and is a Certified Fundraising Executive (CFRE) through the Association of Fundraising Professionals.

■ **The Otto Group at HighTower** has hired **Laurel Corriveau** as **Director of Client Relations** for its Sarasota, Florida and Vail, Colorado offices.



Laurel Corriveau

Corriveau comes to The Otto Group with nearly 30 years of professional services business development and marketing experience. Prior to joining The Otto Group, Corriveau was a business development manager for a regional law firm, and managed business development activities for their Florida offices.

## Board News

■ **The Players Centre for Performing Arts** has announced the appointment of a new board member to **The Players Board of Trustees**, **Angela Massaro-Fain**.



Angela Massaro-Fain

Angela is the founder of Grapevine Communications Inc. in Montreal, Canada. Grapevine Communications operated as an award-winning, full-service ad agency from 1988 to 1998. Customers included Alcan Aluminum, Biovail Pharmaceutical, Brother International, Honeywell, Johnson & Johnson, L'Oreal, Playtex Canada and more.

In 1998, Grapevine Communications was acquired by one of its customers, Intertape Polymer Group (IPG), a publicly traded corporation in the packaging industry. After relocating to the Executive Office in Sarasota, Angela became the Advertising & Investor Relations Manager, heading up their in-house advertising agency responsible for brand and creative continuity, investor and public relations, messaging and global media purchases.

Angela partnered with John Fain in 2002 to re-establish Grapevine Communications International, Inc.—a full-service Advertising, Marketing & Public Relations firm serving clients nationwide, with a focus on Southwest Florida. By 2016, Grapevine rose to be the most award-winning agency in the seven-county region, with 16 full-time employees.

During her 15 years as President & Executive Creative Director, Angela oversaw all sales and pricing, media strategy and placement, and drove the creative vision for all their clients,

as well as collaborated with partner John Fain in the natural organic growth of Grapevine.

In April 2017, Angela and John sold Grapevine Communications and all its assets to Allison Imre Perkowski. Angela remains on during the transition period as Executive Creative Director. She has 42 years of industry experience.

## Business News

■ **Robin Tam** has opened her own salon in the **Copper Via Salon Studios** off



Robin Tam

University Parkway in Sarasota. Innovation Hair & Cosmetics, located at 6309 Center Ring Road, Studio 9, is focused employs

products that are healthier for the individual, easier on the environment, and safer for both the stylist and client. Innovation is a green salon that also has support services for health such as ionic footbaths and personalized certified essential oil blends for scalp and hair.

Tam has been evolving in the business since she was a child. Her mother operated the Beauty Academy in Bradenton and by the time she was 18, Tam had her cosmetology license. By 21, she was teaching in her mom's beauty school, a large enterprise which she managed for nine years. She worked with make-up artists, attended training shows and managed competitions. She later ran her own salon in Bradenton for 11 years. However, the ammonia-based color lines were wreaking havoc on her body.

When Tam became ill, she decided to go back to college and earned a degree in psychology from USF. The mother of three girls—the youngest of whom she has home-schooled—Tam is currently completing a master's in career and technical education. When she moved to Sarasota and started working in an organic salon, she realized two things: that exposure to toxic chemicals in certain hair products may have contributed to her illness; and that she “was not done yet” with the beauty business.

Her main line is Kevin Murphy, which is a naturally sulphate-free, paraben-free, plant-based botanical product, and certified cruelty free (not tested on animals). The Kevin Murphy color line is ammonia free with a honey base. She also carries Alter Ego color line from Italy (also ammonia and paraben free) and a Japanese style line, Kitoko arte.

Tam's shop also has a full organic coffee and tea bar. For more information and appointments, call 941.224.6726 or email [innovationtam@aol.com](mailto:innovationtam@aol.com). ☺

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