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Success Magazine

in seminole county florida

SEMINOLE COUNTY'S PREMIER BUSINESS MAGAZINE

VOLUME 12 NUMBER 6

April/May 2010

A close-up portrait of a man with dark hair, smiling warmly. He is wearing a dark suit jacket, a white dress shirt, and a patterned tie with circular motifs in shades of blue, red, and white. The background is a solid, deep blue.

**Success Magazine Honors
Frank S. Ioppolo, Jr.
Success Award Recipient**

SPECIAL REPORT
Non-Profit Companies
How they impact Seminole County

SPECIAL FEATURE
Minority-Owned Businesses
Celebrating diversity in the local economy

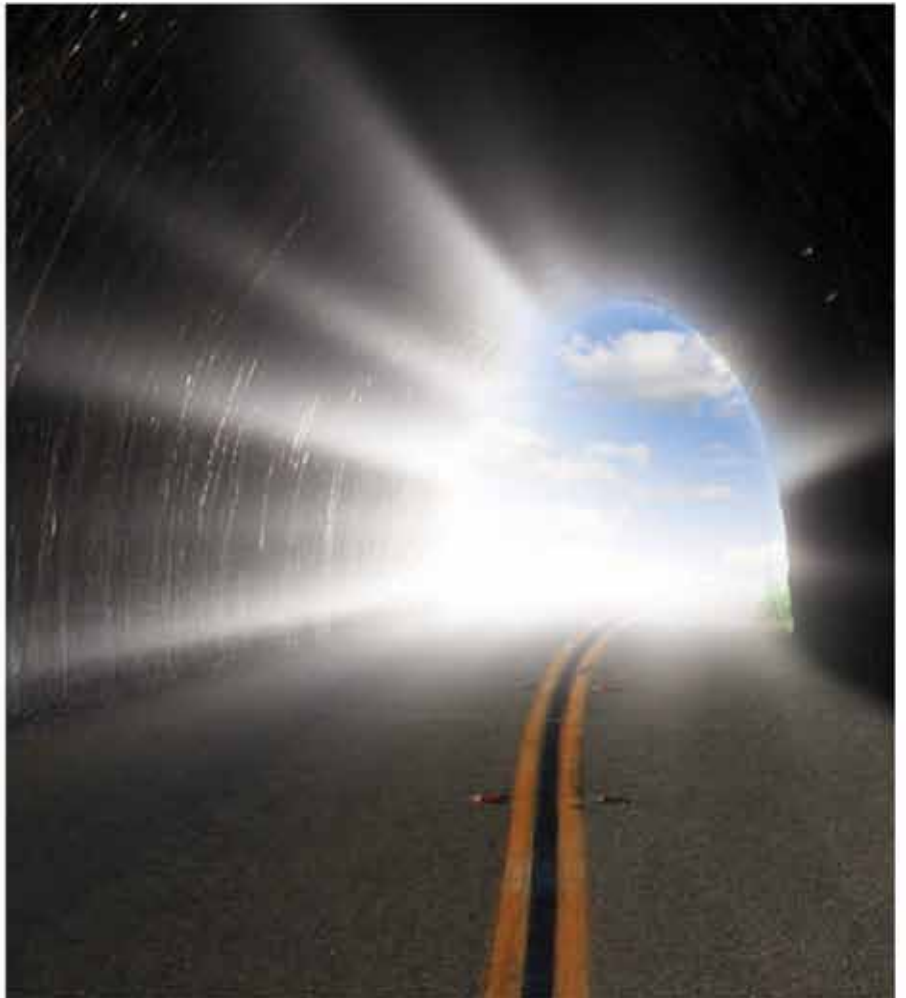
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April/May 2010

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in seminole county florida
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EXCLUSIVE WINNER OF THE CHAMBER CHOICE AWARD IN JOURNALISM

Vol. 12

No. 6

Seminole County, Florida, is known throughout the world for its ecosystem, and it ranks second in the nation for future business growth. *Success Magazine* is a bi-monthly publication published for Seminole County. It is intended to be a source for business and development in Seminole County by providing information about growth.

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AROUND SEMINOLE

CONTACT US: Do you have a unique small business story to share with us? Do you have a tool or plan that would assist small business owners in Seminole County? If so, please let us know. Email editor@specpub.com or our regular mailing address: IDC Building, 999 Douglas Avenue, Ste 3317, Altamonte Springs, FL 32714.

Dallari speech

2010 State of The County

Seminole County Commission Chair Bob Dallari discussed the successes and the challenges facing local government in the annual State of the County speech.

"We have much to be proud of, considering the economic challenges of the past few years," Dallari said, calling it "the worst economic downturn in recent history."

Dallari pointed to the "dramatic reduction" in revenue needed to fund key government services.

"On the heels of tax reform the year before, it conspired to create the perfect financial storm for local government," Dallari said.

But Dallari was upbeat about the future. "But today is a new day," he said, "We've made some tough financial decisions and some of them were unpopular. We've tried to be proactive to secure our community's future."

Dallari outlined steps the commission took to meet the financial challenges: a five-year budget forecast, streamlining services, reducing the budget by

Seminole State

New Logo

Seminole State College of Florida, formerly Seminole Community College, has a new logo. The logo uses blue and gold, which have been the traditional colors since the college was founded as Seminole Junior College in 1965. School officials say the new name more accurately reflects the broadened mission of the college as it begins offering a bachelor's degree program



Bob Dallari, County Commission Chair
Photo by Brian Price Photography

\$100 million from the previous year and establishing an economic stabilization reserve fund for future shortfalls.

One of the major projects coming to the area soon is SunRail. Dallari introduced a video presentation update from Commissioner Carlton Henley, a member of the regional commuter rail commission.

Henley said trains should start rolling in the first phase, which includes the four stations in Seminole County, sometime toward the end of 2012.

Another major project involves the future of water in Seminole County. Dallari discussed Yankee Lake, the first phase of the county's new water treatment facility. Dallari said major improvements have saved 280,000 gallons of water per day, using reclaimed water to irrigate lawns. He said that figure will rise to almost three million gallons per day saved when all phases are complete.

Tri-State installs solar panels



Altamonte Springs-based Tri-City Electrical Contractors, Inc. has equipped its pre-fabrication shop with solar panels. Tri-City's newly-launched affiliate, Tri-Green Energy, LLC, recently installed two 25 kilowatt solar arrays totaling 12,800 sq.-ft. which according to local building inspectors is the largest privately-installed system in Altamonte Springs and Seminole County.

Tourism Council

TDC names new members

The Seminole County Tourist Development Council announced the addition of four new voting Board Members to serve four-year terms.

The new members are Commissioner Velma Williams, City of Sanford; Steven Ragsdale, General Manager of the Westin Lake Mary; Joe Montisano, CEO of the Central Florida Zoo; and Amy Nichols of AAA. The new members were appointed by the Board of County Commissioners.

"The new members will certainly bring great experience and expertise to the TDC," said Sharon Sears, Executive Director of the Seminole County Convention and Visitors Bureau. "We are thrilled to have their service and look forward to a successful new year."



Amy Nicholas

The appointees join the existing TDC Members: Gregory Dull, of Orlando Sanford International Airport; Commissioner Colleen Hufford, City of Casselberry; Dennis Hale, Embassy Suites; and Brian Morgan, Hampton Inn Altamonte.

The TDC was formed in 1988 to help promote activities with the goal of bringing visitors to Seminole County, and as a result, create a positive economic impact for the County.



Steve Ragsdale



Joe Montisano



Velma Williams

Survivor 2010

Casselberry Business Expo

The Casselberry Chamber of Commerce will sponsor Survivor Expo 2010 from 4:30-7:30 pm Wednesday, May 26, at the Home Builders Association building, 544 Mayo Ave., Maitland.

The Expo, free for all attendees, provides networking opportunities for local small business owners, as well as a chance to win prizes, including a grand prize of a cruise for two or \$500 in cash.

The theme for the 4th annual Small Business Expo is based on the television show "Survivor," where contestants compete against one another in a series of challenges, with the losers voted off the island.

At Survivor Expo 2010, which will feature tropical island



décor and surf music, chamber members will give testimonials on how they survived the economic challenges of the past year. Attendees will vote for the winners with the most inspirational stories.

Solar Solutions

Blue Chip Energy Acquires CEO

BlueChip Energy of Lake Mary announced the acquisition of Orlando-based Complete Electric Contractors, Inc. BCE provides complete solar energy solutions for residential, commercial, government and utility applications. CEC is an established leader in the commercial construction and the custom home markets.

In addition, BCE signed the first Letter of Intent on a 10 MW Solar Power Generation Plant and has registered and been approved by the federal government to operate as a utility company with a generation capacity up to 80 Million Watts.



Sanford Bus Tour

The Greater Sanford Chamber of Commerce is sponsoring a bus tour to promote Seminole County business. The tour, which takes place on Thursday, April 22, begins at the Central Florida Regional Hospital for a breakfast meeting with Wendy Brandon, CEO, Central Florida Regional Hospital; Dr. Bill Vogel, Superintendent, Seminole County Public Schools; David Johnson, CFA, Property Appraiser, Seminole County; and John Metsopoulos, County Redevelopment Authority.

The bus tour will then proceed to Seminole High School, Midway Elementary, Sanford Historic Area and Orlando Sanford International Airport.

The tour is highly recommended by the Chamber for realtors or others doing business or residing in Sanford. For more information, contact the Sanford Chamber at 407-322-2212 or email mickey@sanfordchamber.com.



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SMALL BUSINESS

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Husband-Wife Team

Custom Granite & Design

What do-it-yourself homeowner hasn't started a small project, only to have it mushroom into a whole-room renovation? Tony and Laura Rodrigues, husband-wife owners of Custom Granite & Marble Designs in Altamonte Springs, know the feeling. The custom granite and marble business that the couple began ten years ago has since evolved into a full-service custom renovation service offering cabinets and custom doors, along with guidance, recommendations and oversight to handle projects from design concept to completion.

Tony Rodrigues, a native of Portugal where he learned stone masonry, prides himself on the quality of his work and customer satisfaction. Custom Granite & Marble Designs offers customers

access to local yards where they choose their own stone slab. Tony then fabricates the material to the customer's personal preference. Granite, marble and quartz are fabricated on site; laminate and cultured marble are also available. Laura handles the sales and bookkeeping side of the business. Whether it's a counter top or back splash, she guides customers through the dizzying array of choices-ceramic tile, tumbled marble, granite, or glass tiles-to create a unique and functional addition to a home

As construction declined in recent years, the Rodrigues expanded and diversified their offerings. Custom doors, interior and exterior, are available through their Old World Custom Doors division. The couple are also direct representatives for Wellborn Forest, a cabinetry



Laura and Tony Rodrigues

company in Alabama. Rodrigues owns his own fabricating equipment so is able to further customize the cabinets and maintain product control. They also have resources for sinks and faucets.

Whether their client is one of the custom home builders they work with or an individual homeowner tackling a renovation, the Rodrigues are committed to providing quality workman and an exceptional level of service. From the design stage – insuring a workable design – to finishing the Rodrigues are available to offer helpful advice, recommend a contractor, or assemble a team of competent professionals. They don't step in to do it all, but they do know what needs to be done and even help insure that the right professional shows up at the right time. It's that attention to service that is bringing them repeat customers, even during the recession.

BUSINESS

INSIGHT

A closer look at Seminole County's business community

Here's your chance to participate in *Success Magazine's* newest feature-Business Insight!

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Tami Diebel

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Two Door Productions

Making TV Commercials

That 30-second television commercial, that a typical viewer channel surfs through, represents a month's worth of work for Diego Torroija and Two Door Productions. One of the most trusted animation and visual effects houses in the country, Two Door, located in Lake Mary, lists national clients such as Honda, Rooms To Go, Google, Wilson Tennis, and Disney among their clients, along with a number of local firms.

Under the leadership and artistic eye of Diego Torroija, Two Door Productions specializes in production and post-production video work for commercials, music videos, feature films and special corporate projects. Working primarily through local ad

agencies, Two Door Productions "does everything" needed to get a video from concept to a final spot. "Everything" includes participating in creative discussions about what the client wants to convey, being mindful of budget limitations and aware of the latest available technology throughout the shooting and editing process, and the ability to communicate well with everyone involved in the effort.

Torroija, a native of Argentina, found his way to digital media at the encouragement of his wife, Holly. She recognized an artistic bent in the entrepreneurial Torroija. Digital media was the perfect medium to combine his technological, artistic, and adventuresome characteristics. Armed with a degree in digital media from Full Sail University in Winter Park, Torroija began his career in southern California producing animation for video games like Spider Man and Black Hawk. Desirous of a lifestyle



Photo by R. Buckley Photo.com

Diego Torroija

more compatible with family life, the Torroijas returned to central Florida to launch Two Door Productions. His experience in the entertainment industry and a number of successful freelance projects provided the contacts and track record to open his own studio.

While Torroija's particular strength is his creativity, staying on the cutting edge of technology and "taking care of clients" are equally critical to his success. The trend in video technology is

toward smaller, more portable and better quality equipment along with a growing array of accessories. Keeping up with the growing number of options is a challenge. The recession has also presented challenges, forcing Torroija to release ten employees. Most of them continue to work with Two Door in addition to their own freelance projects. Downsizing has not, however, effected Torroija's ambition to carry out big ideas—among them work for a casino in Dubai and simulating one of the rides for the Harry Potter theme park opening at Universal Studios in the spring of 2010. Torroija and his crew devised an innovative solution to changing the point of view (parallax) between the screen and the ride.

Two Door may not be the largest animation and video effects studio in the industry, but it does have big, innovative ideas – and the ability to get them done.

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RECOGNITION

CONTACT US: Do you know of successful businesspeople who have recently been honored by their companies, government or private organization? If so, please let us know so we can tell everyone about it. Email editor@spicedpub.com or our regular mailing address: IDC Building, 999 Douglas Avenue, Ste 3317, Altamonte Springs, FL 32714.

International Award Seminole State Professor Honored

Giuseppe Corazzina, an adjunct professor in Seminole State College of Florida's Arts Department has received a Galileo Galilei medal and a Medal of Honor from his hometown in Italy for his international achievements in the arts and his social and civil efforts in Italy and the United States.

The awards are the highest honors anyone from Padua, Italy, can receive. They are sponsored by the City of Padua, the Padua Chamber of Commerce and Associazione Padovani Nel Mondo. Corazzina was one of only 15 Padua natives who now work in other countries to earn the prize for 2009.

Corazzina traveled to Italy in December to attend the award ceremony in Centro Congressi "Papa A. Luciani" Padova, the city's largest conference center.

Corazzina's passion for art was ignited when he was a little boy living in Padua. The city's architecture and artwork inspired him. Now in his 60s, Corazzina has an expansive career in the arts.



Giuseppe Corazzina

Besides his work at Seminole State, he has taught at Rollins College, Crealdé School of Art, University of Central Florida and top arts schools in Padua.

"I'm happy to help everybody with my experience," he says. "I help pull out the art that each student has inside."

But Corazzina says the learning experience is not one-sided. His students teach him, too.

"There's a new generation. I like to find a connection with students. When you find a connection, you're able to work harder and be serious, but you're happy, too."



Jen DeOrio

Sarabasa, Jr., president, D & A Building Services Inc. "She is the type of person that jumps in and does whatever it takes to get the job done."

D & A was recently named the largest janitorial/commercial cleaning company in Central Florida. The Company ranks annually among the Hispanic 500, a national poll of the largest Hispanic owned businesses.

Jen DeOrio D&A Employee of the Year

Jen DeOrio, senior executive associate with D & A Building Services Inc. has been named 2009 Employee of the Year at the facility maintenance provider. DeOrio, who interned at the Company during college from 1992 until 1995, joined the company in July 2002 after teaching for several years. She was the unanimous choice of her peers on the Company's management team where she supports the husband and wife team of president and executive vice president, Al and Kathy Sarabasa, as well as the sales team of both the landscape and janitorial divisions.

"Jen is a valued part of our management team," said Al

Paul Woessner, Jr.

Delta Connection names Sr. VP



Paul Woessner, Jr.

Delta Connection Academy announced Paul Woessner, Jr. has been named senior vice president of the academy.

"As an FAA commercial pilot, Paul knows what it takes to train and mentor top-notch cadets and he brings a wealth of aviation experience to the academy," said Delta Connection Academy Marketing Manager Rachel Bragg. "Not only is he skilled at developing innovative flight training programs and winning Fortune 500 contracts, his passion for aviation will be an asset in managing the academy and promoting an unparalleled curriculum and learning environment."

Prior to joining the DCA team, Woessner was with Boeing Training & Flight Services where he spent four years as a director of flight resources and Multi-Crew Pilot License.

"The opportunity to come on board with a premier flight school was too good to pass up," said Woessner, who has 30 years of experience in aviation and flight training. "I am looking forward to working with the outstanding team here at the academy to build on their reputation of excellence and move ahead as a global leader in flight training and pilot provisioning."

Delta Connection Academy operates a fleet of more than 96 training devices and has trained students from 90 different countries and has placed pilots with more than 30 airlines.

Employee of the Year



Stephen Crowley, store manager of The Lake Mary ABC Fine Wine & Spirits was recently awarded Employee of the Year for the Central/Coastal Regions and the store was named Store of Year.

Medical Insurance

GSIB Named Broker of Choice

Great Southern Insurance Brokerage, LLC, which provides healthcare professionals and attorneys with professional liability, property and casualty insurance, has been named "broker of choice" by Central Florida Medical Affiliates.

"With the expertise and vast markets available through GSI Brokerage, CFMA members are now able to come to us for one stop shopping with all of their insurance needs," Lynn Wilson, Managing Partner, said. GSI, which opened in 2009, is a client company of the UCF Business Incubation Program.



Lynn Wilson



May/June 2010

RECOGNITION. ECONOMIC ADVICE. INFORMATION.

Success Award • Economic Summit Chamber Choice Awards

Albert R. Sciuto, Publisher
Success in Seminole Magazine

Success in Seminole Magazine would like to thank the following businesses for their sponsorship of this special section:



Success in Seminole Magazine is pleased to be associated with a variety of events that contribute to the business community in Seminole County. On the following pages, you will see how Success in Seminole Magazine and the Seminole County Regional Chamber of Commerce have encouraged and publicized those businesses which have shown great success and contributed to the Seminole County economy.

Success in Seminole Magazine annually honors one of the business community's outstanding citizens for his/her work not only as a successful businessperson, but also for giving back to the community. This year, we honor Frank S. Ioppolo, Jr., Chief Operating Officer and General Counsel, MarketLeverage Interactive Advertising in Lake Mary.

Mr. Ioppolo not only has excelled in the business community but also been involved with many civic and charitable organizations. He symbolizes the partnership of the business community with those who need our help.

Success in Seminole Magazine is also pleased to be co-sponsor of the 2010 Chamber Choice Awards, to be presented on June 3. The Chamber Choice Awards recognize hard-working Chamber members and accomplished business leaders as nominated by members.

In addition, businesspeople can get an experts' view of the local economy by attending the Seminole County Economic Summit on May 20. Success in Seminole Magazine is the media sponsor. This year's Summit Theme is "What Drives the Seminole County Economy?"

An all-star panel of local experts from the world of business, government, tourism, finance, transportation, education, health care and real estate will discuss the wide range of issues that affect Seminole County business.

So there you have it- Success in Seminole Magazine, the Seminole County Regional Chamber of Commerce and the many businesses and civic organizations working together to bring you what you need most- information, advice and recognition of the best of the best in Seminole County business.

Thank you for your continued support. We look forward to working together with the Seminole County business community on many more events in the future.

Albert R. Sciuto,
Publisher
Success in Seminole Magazine

This page is sponsored by



The Success Award for

FRANK S. IOPPOLO, JR. IS THIS YEAR'S RECIPIENT OF THE ELEVENTH ANNUAL SUCCESS AWARD

Simply showing up isn't enough for Frank S. Ioppolo, Jr. "I wanted to volunteer to make a difference." Ioppolo, CEO and General Counsel for MarketLeverage Interactive Advertising in Lake Mary, has combined a successful business career with a determination to help others and Success in Seminole Magazine has named him the 2010 Success Award recipient.

"I always made up my mind that my mission was to make it an important priority in my life," Ioppolo said, referring to his volunteer efforts.

"It's given me an opportunity to contribute, its given me an opportunity to help give back to the community."

Ioppolo comes from a family steeped in the tradition of giving. His parents and grandparents all instilled in him the feeling of being appreciative of his position in life and a feeling of civic responsibility.

Along with hard work, another reason for Ioppolo's success is not being afraid to fail. "My dad was particularly focused on making sure I was never afraid to fail," Ioppolo said. "Trying and succeeding was important. I always wanted to make sure everything I did was the best I could do. If you've done everything you can, you can feel good about it."

His mother wouldn't let him complain about a problem without having a solution.

"Mother was a schoolteacher and she helped dad thru law school. My father had to work enormously hard and wasn't often home at dinnertime during the week. So if I started a conversation with mother about complaining I knew I had better also explain how to fix the problem in the very next sentence."

Ioppolo's career has been meteoric. He worked for Baker-Hostetler in Orlando for a few years before moving on to Greenberg Traurig. He worked on a variety of issues in business, corporate securities, financing, mergers and acquisitions and much more,

being involved in deals worth millions of dollars.

But being an attorney wasn't all he wanted to do in his career. "I had an itch to try the business side" and joined MarketLeverage Interactive Advertising, Inc. two years ago.

"We are a performance marketing company," Ioppolo explained. "We put advertisements for our clients online to make money and work as a consultant and distribution arm for advertisers trying to get their message out.

"We will help you get onto the online market so we help distribute your message thru email, search, banner ads, thru an affiliate network and we provide the legal, financial and technical infrastructure for those groups of people.

"We work with advertisers. We will help you get onto the online market so we help distribute your message thru email, search, banner ads, thru an affiliate network and we provide the legal, financial and technical infrastructure for those groups of people."

When he moved to Florida in 1991, "I didn't know anyone besides my parents and part of getting out into the community was getting the opportunity to meet people.

"When I was a young lawyer working long hours, other than the people I worked

with, clients and the waiter or waitress who took my order at Olive Garden, I didn't meet anybody. I wanted to find an organization so I could get out into the community and meet people and the first one was Junior Achievement. I taught courses and got dad to join too."

That led to other volunteer work with the Orlando Chamber of Commerce, March of Dimes, Ronald McDonald House, Seminole County Regional Chamber of Commerce, Seminole Community College (now Seminole State College of Florida), Leadership Florida and many other organizations.

How does he find time for family, work and all of these charitable causes?

"You have to be not very fond of sleeping," he laughed, "people will tell you they are used to getting emails from me at two, three, even four o'clock in the morning. The other reality is that no matter how engaged you are, if you're fortunate enough to be in a leadership position, the first thing you better realize is that you don't do it alone. You need to make sure that the recognition or agenda you are going to put forth is for the benefit of the organization; it's not about you. Surround yourself with people who are deeply committed and always smarter than you; and a goal that is bigger than you."

As successful as Ioppolo is, he realizes what's most dear to him.

"At the end of the day I want to be able to look at my kids and feel like I've given them all the tools to be successful; and not to forget what the important things are in life- it's not dollar signs.

"My wife is a real partner in every sense of the word. She gave up her career as senior manager at an accounting firm to stay home with the kids. She is my center of gravity. Without family, nothing else would matter."



Business Achievement

The purpose of this award is to recognize the achievements of an individual who has demonstrated high moral standards, has been a professional in Seminole County, is known for having a good reputation as an ethical businessperson and who has demonstrated strong civic, cultural and charitable responsibilities. Based upon this criteria, Success Magazine selected Frank S. Ioppolo, Jr.

Frank S. Ioppolo, Jr.,
Charissa, children
Olivia and Trey and
Josie the dog.

Photo by Bob Buckley
R. Buckley Photo.com





Linda Chapin

Former mayor Orange County

Linda Chapin served as the first elected mayor of Orange County, Florida from 1990-1998. After leaving office, she joined the University of Central Florida where she founded the Metropolitan Center for Regional Studies, which focuses on issues facing the region, primarily in areas of growth, the environment and transportation.

She retired in 2009 and is currently Chairman of the Orlando Health Board of Directors, serves on the Board of Directors for the Dr. Phillips Performing Arts Center, the Trust for Public Lands and myregion.org.



Randy Anderson, Ph.D.
UCF College of
Business Administration



Harry Barley
Executive Director
METROPLAN ORLANDO



Gary J. Earl
President and CEO,
Workforce Central Florida



Donald F. Eslinger
Seminole County Sheriff

ECONOMIC SUMMIT 2010

WHAT DRIVES THE SEMINOLE COUNTY ECONOMY?

An all-star panel of local experts from the world of business, government, tourism, finance, transportation, education, health care and real estate will discuss the wide range of issues that affect Seminole County business.

Randy I. Anderson, Ph.D., is the inaugural Howard Phillips Eminent Scholar Chair in Real Estate and directs UCF's research and education institute in the College of Business Administration.

Harold ("Harry") Barley is the Executive Director of METROPLAN ORLANDO, responsible under federal and state laws for transportation planning in Orange, Seminole and Osceola Counties.

Mr. Barley has worked in the transportation industry for 35 years.

Gary J. Earl is President and CEO of Workforce Central Florida. Mr. Earl also served as the CEO of the Private Industry Council of Seminole County. He was instrumental in the Private Industry Council's association with innovative alternative education programs in partnership with the School Board of Seminole County.

Donald F. Eslinger, Sheriff of Seminole County, has 31 years of service with the Seminole County Sheriff's Office. Sheriff Eslinger has won numerous awards, including Community Service Award from Seminole Association of School Administrators, 2009; Leadership Legends Award from Leadership Seminole, 2008.

Gregory Miller is Senior Vice President and Chief Economist with SunTrust Banks, Inc. He has been a practicing economist, forecaster and teacher for over 30 years. Mr. Miller forecasts the national economy, particularly its affect on interest rates. He advises corporate and bank boards of directors as well as SunTrust clients.

Sharon Sears has been the Executive Director of the Seminole County Convention and Visitors Bureau since June 2007. Prior to moving to Florida, Ms. Sears was the Marketing and

Public Relations Manager of the Dayton International Airport for over 22 years.

Karen van Caulil is the Executive Director of the Health Council of East Central Florida. The Florida Health Care Coalition recently awarded her the 2009 Community Services Award for her volunteer efforts to reduce health disparities for infants and children and for her work to increase access to care for the poor and uninsured in our community.

Dr. Bill Vogel is the School Superintendent of Seminole County Public Schools. Dr. Vogel has been selected as Florida Superintendent of the Year, received the Florida Association of School Administrator's Lamp of Knowledge Award and most recently was selected as the Florida Alliance for the Arts Education Superintendent of the year.



The Seminole County Economic Summit 2010, sponsored by the Seminole County Regional Chamber of Commerce, will be held on Thursday, May 20 at the Orlando Marriott Lake Mary from 8:30am-11am. Registration and networking will begin at 7:30am.

Senior VP, Chief Economist,
SunTrust Banks
Gregory Miller



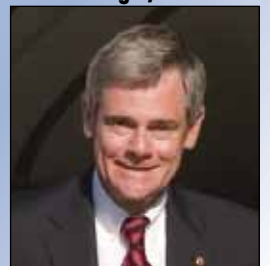
Executive Director
Seminole County CVB
Sharon Sears



Executive Director, Health
Council of East Central Florida
Karen van Caulil, Ph.D.



Superintendent
Seminole County Schools
Bill Vogel, Ph.D.





Dr. Carol Logan
Logan Eye Care
Lake Mary

Krissy Todd
Founder and Executive
Director, HOPE Foundation

Timm Godby
Owner & President, Fast
Signs - Casselberry &
Sanford/Lake Mary

Lyndy Ryan
President, General Works
Roofing and Sheet Metal

SOME OF LAST YEAR'S AWARD WINNERS

2010 Chamber Choice Awards

The annual Chamber Choice Awards recognize a number of Seminole County's hard-working Chamber members and accomplished business leaders as nominated by its members. Success in Seminole Magazine will also present its annual Success Award.

2010 Chamber Choice Award Categories

- ✓ Chamber Member of the Year
- ✓ Community Champion of the Year
- ✓ Education Champion of the Year
- ✓ Emerging Business of the Year
- ✓ Innovative Business of the Year
- ✓ Economic Developer of the Year
- ✓ Business of the Year
- ✓ Business Leader of the Year
- ✓ Public Servant of the Year

2010 Success Award

Success in Seminole Magazine's Success Award recognizes the achievements of an individual who has demonstrated high moral standards, has been a professional in Seminole County, is known for having a good reputation as an ethical businessperson and who has demonstrated strong civic, cultural and charitable responsibilities.



Frank S. Ioppolo, Jr.
2010 Success Award Recipient



The Annual Chamber Choice Awards will be on Thursday, June 3rd at the Hilton Orlando/Altamonte Springs, 350 S. Northlake Blvd. Altamonte Springs. Breakfast will be from 7:30 am - 9:00 am. Corporate Tables and Individual Seats will be available.

For more information and tickets, contact Missy Mercado at 407-708-4602 or email mmercado@seminolebusiness.org May 13, 2010

Diversity is a key in modern business and Seminole County is no exception, with many companies as diverse as their owners.

NR ELECTRONICS, LLC “Never consider failure.”

Liza Ordonez-Ruiz, co-owner of NR Electronics, LLC, part of the UCF Business Incubation Program, believes business owners should “never consider failure, plan ahead and work hard.”

Ordonez-Ruiz is definitely passionate about her company, a full-line distributor of electronic components, with offices and warehouses in Europe and the U.S. The company specializes in hard to find, allocated and obsolete parts from over 10,000 suppliers around the world.

“We focus on active, passive and electromechanical components, hard to find, obsolete and discontinued components and management of excess inventory and end-of-life products,” Ordonez-Ruiz said. “NR Electronics, LLC, is uniquely equipped to help our customers face the stated challenges of standardization, consignment,

Minority Business Photos by R. Buckley Photo.com



Norberto Ruiz and Liza Ordonez-Ruiz,
NR Electronics

kitted materials and billing efficiency in the electronic components industry.”

The company was founded in Longwood in December 2002, by Norberto Ruiz, as a sole proprietorship servicing the obsolete and spot market for the semi-component needs of manufacturing companies located in Spain. To facilitate expansion beyond the Spanish market, Ordonez-Ruiz joined the company in 2004. In 2005, it was reorganized as an LLC, with Ordonez-Ruiz as president and CEO and Norberto Ruiz as chief operating officer and vice president of business development. Since then, the company has continued to grow, marketing its products to clients nationally and in Europe, Asia and South and Central America, to companies in the military and aerospace, simulation and telecommunication industry. Its client list includes corporations such as Ericsson, Alcatel-Lucent, IBM and Olivetti. NR Electronics also has over 150 Defense Logistics Agency contracts.

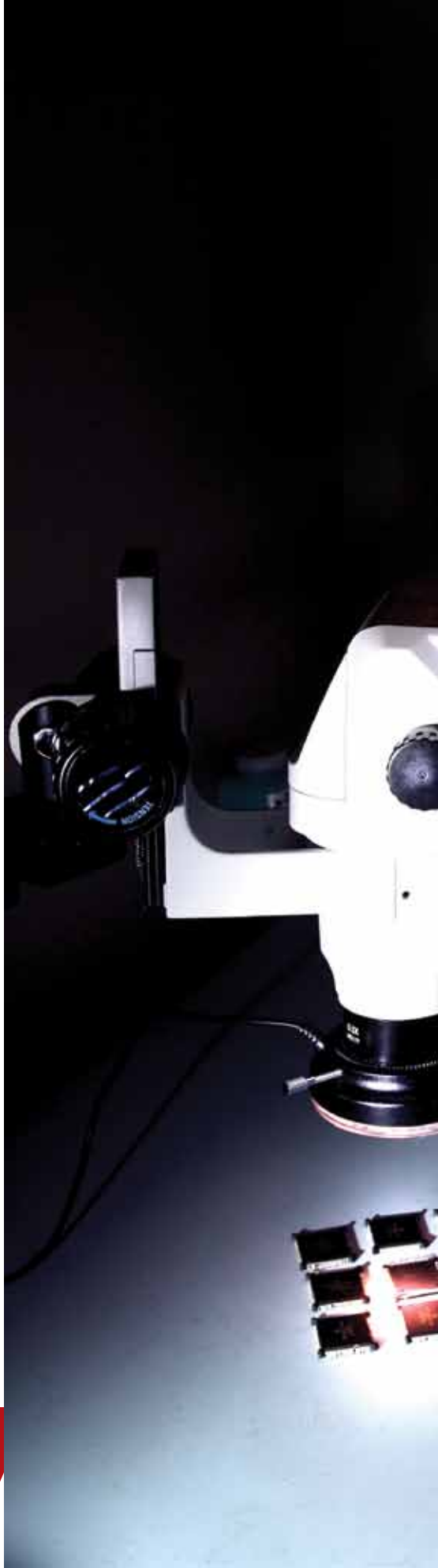
With four employees and four consultants, NR Electronics is still a small business; however, it is in the process of expanding.

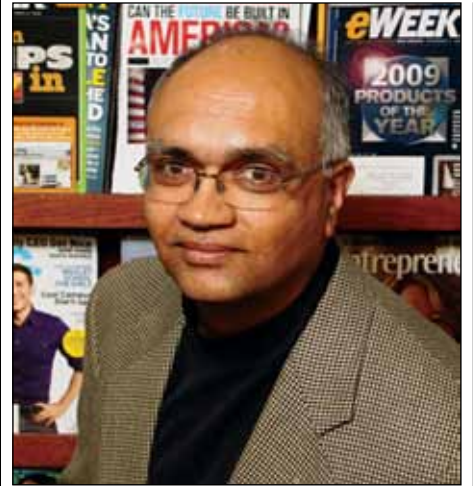
“Our goal is to position NR Electronics as the prime preferred supplier to corporations globally,” Ordonez-Ruiz said. “With our experience, we could also position NRE as a consultant to select customers. With this service, we envision steady growth and diversification of offerings and markets, the incorporation of quality certifications, and the addition of personnel.”

As a Hispanic owned company, NR Electronics is registered as a minority business, a status that has proved beneficial.

“But you cannot expect the status to work by itself, Ordonez-Ruiz said. “Just being a minority business owner isn’t enough to win business. Even companies that are thoroughly committed to diversity must show they add value to the bottom line. Minority status will get you through the door, but the products and services you provide are what really count.”

MINORITY





Sanjay Patel, Datanautix, Inc.

DATANAUTIX, INC. **“Be passionate about what you are doing.”**

Datanautix Inc., a client company of the UCF Business Incubation Program at the Seminole/Winter Springs Incubator, specializes in helping companies drive key business process improvements in the contact center/customer management market through its development of data mining customer service software. Founded in 2005, the idea for Datanautix was the result of specific consulting projects owner Sanjay Patel was doing for companies such as AT&T.

“We found an unmet need and have developed a solution to fit that need,” Patel said. Since then, the company has been growing steadily, doubling its revenue and growing its client base, with both local and global consumers.

Now 46, Patel emigrated from Kenya in 1982 to attend Yale University, where he earned an undergraduate degree in biology and computer science, a graduate degree in artificial intelligence and an MBA.

His advice to other small business owners: “Be passionate about what you are doing, be persistent in attacking the market and carving out your unique spot and be pragmatic and make decisions that allow you to survive until success is inevitable.”

BIENERS

The Heritage at Lake Forest

Great Food. Great Activities.
Great Socialization.

Mr. Wallace Olsen, concerned with the accommodations and care provided for his mother in her retirement years, designed and built The Heritage at Lake Forest. This one-of-a-kind new community allows us the opportunity to take so many personal extra steps, benefits both residents and staff. From the drawing board to a beautiful completed facility, The Heritage opened its doors to the public nine years ago and emerged to become the Premier Assisted Living Community in Central Florida. And that was just the beginning.... Over the last nine years we have served over 500 residents, from Independent Living to Assisted Living to Memory Care. Today, The Heritage enjoys a staff of over 180 healthcare professionals who serve our community proudly.

Everything here is First Class. Our residents' needs and their wishes are not only heard, but acted upon on the spot. That's one of the benefits of being a part of the Olsen Heritage family because, if it is important to you, you can rest assured it is important to us.

Our greatest strength is our caring and professional highly skilled work force.

Our specialized team of health care professionals with years in Geriatrics; RN's, LPN's, Certified CNA's, our twelve onsite physical, occupation and speech therapists, together with visiting Board Certified Doctors, take the time to listen and to respond. The Heritage at Lake Forest is distinguished by our high standards of personal care with a wealth of experience and unsurpassed excellence in all levels of care. Our staff has been carefully screened for both excellent credentials and sensitivity of seniors, and our ongoing updated training reinforces their care-giving skills. Our Health Promotion and Exercise Programs will ensure the well being of your loved one, and the exceptional care received will give you added peace of mind.

At The Heritage at Lake Forest, a beautiful home-like environment, every resident has a care plan designed especially for them. With this daily ongoing professional care, you will be able to meet new friends, attend many social activities, enjoy all the amenities offered and make your own choices while maintaining a high standard of independence. And the cost is less expensive than staying at home with caregivers and no socialization.



We are committed to enhancing senior's lives by helping them adapt to a healthier and active lifestyle through quality healthcare. And we know how important it is to have continuity in a senior's life, that's why a change in level of care does not mean a change in relocating. Our seniors do not have to move again and again. Here at The Heritage at Lake Forest, our seniors age in place. For this and for so many other reasons, we are recognized and recommended by top professionals in the industry for both quality, innovation and for the loving care we give our residents. A beautiful comfortable environment, we provide protection for those you care about most, with us at your side. Our residents love it here, our staff loves it here. Yes, we know we are doing the right thing because a happy place makes for a happy life.

What we do defines us!! We take pride in being a force for good in the Health Care industry. Families today are searching for good value, especially during these economic down turns. But the idea of value is a lot more than price. It is about a sustainable relationship of trust. The Heritage is not just an engine for value; it's a mission to serve our residents over a long period of time. Because NOTHING....is more important....than the people you LOVE. That's why we have the fortitude to do the right thing. With our reputation intact, Simplicity is our Success.

Great Food, Great Activities, Great Socialization. The safety and the health of your



Licensed Nurses



Management Directors



loved one depends on the decision made today.

Highly recommended by families and Health Care professionals” Assisted living bridges the gap between independent living and the need for assisted living. We offer you the help you need, when you need it most. We work with you and your family and listen to your needs and your concerns. We encourage family and friends to be a part of their loved ones activities and their life here at The Heritage.

Our activities staff covers each and every community keeping all our residents active with activities that cover every level of care, offering beautiful special seasonal events

such as, , Christmas, New Years, Easter, Passover and so much more..

Enjoy three meals daily prepared by our Award Wining Chef with the nutritional guidance of our diet professionals, in beautiful surroundings.

We continue to help you maintain your health and vitality by providing a wellness program of seminars, nutrition, health assessments and screenings. We encourage families to join us in a stimulating support group for Alzheimer’s disease and Related Dementia. For our Memory Care residents, we offer two safe

and secured memory care communities, and monthly support groups led by a trained and experienced professional from the Alzheimer’s Association.

Challenge your friends to the computer game of WII or a game of bridge, mahjongg, and painting or choose from a list of many activities. We provide all the resources. You can also take in the area’s rich cultural and recreational attractions. The residents go everywhere from grocery shopping, malls to parks, museums and theaters.

You need not worry about safety.

We have 30 hi-tech cameras in all public areas and exits, making for a quick reaction time to all safety situations. And what’s more we have a nursing staff on duty 24 hours. We have emergency response push buttons worn by all our residents and also one located in all their bathrooms.

We are with you when you need help. We get to know you, and you get to know us. This ensures you a personal relationship with someone you trust.

Together we can make your next life experience an exciting one.

With the full support of our dedicated and experienced professional team, it is no exaggeration, “we are a community you have to experience to believe”...and we will exceed your expectations.

Consistence and familiarity is what people remember and that’s what we are. Mr. Olsen visits The Heritage at Lake Forest on a monthly basis. He enjoys interacting with the residents as well as with the staff. He always reminds the staff to “remember, The Heritage is the resident’s home, we are merely their guests.”

The Heritage at Lake Forest, a privately family owned community, founded in love, is the perfect example of a senior community that works.



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for a virtual tour visit us online at:
www.heritageatlakeforest.com

Seminole County has many companies which forego profit in order to serve the community from aiding the poor to education and more.

Non-Profits: A Tradition of Service

Seminole County has a rich tradition of service and serving the community, as evidenced by the thousands of non-profit organizations that call it home. The few listed here are just a sampling of what Seminole County has to offer.

Harvest Time International is a Christian organization that helps those in need, both at home and abroad. Locally, HTI has its Community Hope Center, a self-sufficiency program to support low-income and financially distressed families, as well as elderly and disabled households on fixed low-income, by supplying them with food, a variety of household goods and hygiene products. The program also provides emergency assistance for those who are in a financial crisis and need short-term help. Since its beginnings in 1999, the CHC has been able to serve more than 21,000 families around Central Florida.

Since the January 12 earthquake in Haiti, HTI has been working with organizations such as the Red Cross, the Salvation Army, Seminole County Emergency Management, the state Department of Children and Families and local churches and corporations, collecting and sorting items for relief and sending them to Haiti. By the end of January, HTI had distributed 45 sea containers filled with more than 1.5 million pounds of much needed supplies, including one million bottles of drinking water, baby food, baby supplies, diapers, first aid items, generators, medical supplies, food, tarps and plastic sheeting. In addition to the sea shipments, HTI filled up a Boeing 727 with 40,000 pounds of basic need items.

"We have trucks coming every day and community members and corporations dropping off items, from Kissimmee to Ormond Beach," said Lena Smolinsky, outreach and communications director for HTI. "It's been overwhelming. It's amazing how everyone just wants to help somehow. It's just unbelievable how generous and compassionate people are. We've even gotten calls from people in New Orleans and Tennessee asking us to pick up their donations. People want to donate."

The relief organization continues to accept

SPECIAL REPORT

Seminole non-profits have over \$6 billion in assets



Harvest Time International helps both local residents in need and around the world. HTI has shipped close to \$500 million in donations to 89 countries since 1996.

product donations in its Sanford facility, as well as at its other established collection sites in various counties statewide.

HTI is active in providing relief, both emergency and long-term, to hurricane, tornado and flood victims in Florida, as well as nationally and internationally. HTI has also been appointed as a disaster distribution and recovery center for Seminole County, working closely with Seminole County

Emergency Management, the sheriff's department, FEMA, the Red Cross, the Salvation Army and many other agencies and organizations, both locally and statewide.

Internationally, HTI works with other non-profit organizations and ministries to provide relief to disaster, hunger and refugee victims worldwide, by distributing food, clothing, household goods, hygiene products, medicine, blankets and whatever is requested to supply the need in these regions. Harvest Time International gathers the needed products, covering the costs for the transportation, warehousing, equipment and the staffing needed to get the products from the donor to the people who need them. When the products arrive at their destinations, HTI works together with reliable partners to distribute the items to those in need. In 2006, HTI shipped over \$50 million in donated products to be used for relief to other nations. All together, Harvest Time International has shipped close to \$500 million in donations since 1996. To date HTI has shipped relief products to 89 countries worldwide.

Donations can be dropped off at Harvest Time International, 225 N. Kennel Rd., Sanford, FL 32771,

**Seminole Non-Profits
Florida Ranking-14
Ranks in Top 7% of
all U.S. Counties**

Tax Exempt/NonProfit
Organizations in SEMINOLE
COUNTY -1,655

Total Income Amount from
Tax Exempt/NonProfit
Organizations- \$3.238 billion

Total Asset Amount of
Tax Exempt/NonProfit
Organizations- \$6.223 billion

Non-Profit Photos by
R. Buckley Photo.com



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**Hearing screenings are always free. This is not a medical exam and is intended to assist with amplification selection. Hearing aids can't restore natural hearing. Success with hearing aids depends on a number of factors, including hearing loss and ability to adapt to amplification. *Restocking fee is \$75 per hearing aid.

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SPECIAL REPORT

NON-PROFIT COMPANIES

Monday through Saturday, from 9am to 5:30pm. HTI is also in need of monetary donations, "to help with the cost of shipping supplies," Smolinsky said. Monetary donations can be made online at www.harvest-time.org, or via check to Harvest Time International, 225 N. Kennel Rd., Sanford, FL 32771. Volunteers are needed as well. To volunteer with HTI, go to www.harvest-time.org.

To lend a helping hand in education, there is Choices in Learning Elementary Charter School, located in Longwood. A charter school for nine years, Choices in Learning is open to all elementary-aged children in Grades K-5. Recently, the school, whose mascot is the cheetah, was awarded a 15-year renewal charter from the county.

As a charter school, Choices in Learning has its own school board and budget, and is more site managed than a traditional public school, although it does have to meet county and state learning criteria. However, it can set its own rules and regulations.

Choices in Learning is rated as a five-star school by the state for community involvement, and is a recipient of the Golden School Award for the number of parent and community member volunteer hours committed, accolades that demonstrate Choices in Learning's excellence in education, Principal Shannon McCutcheon said.

The school uses a learning style called cooperative learning that emphasizes teamwork.

"We follow the same basic Sunshine State standards as public schools, but we have more freedom in our approach," McCutcheon said. "Even though there is individual student accountability and individual assessments, team cooperation is very important. So students who come here would have to be able to work in teams. If a student needs private time, our school is not the best for their learning strategy. Also, if they have sensory integration issues, we wouldn't be the best fit. If a student couldn't work in a team, that student would not be successful here."

Cooperation is also emphasized among the faculty.

"There is a lot more teamwork and planning here," said Melissa Kretchmer,

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BE SURE TO ASK ABOUT OUR SPECIALS!

Non-Profits County Comparison

County	Orgs	Income	Assets
Orange	5,709	\$10.095 Billion	\$16.687 Billion
Volusia	2,234	4.406 Billion	4.959 Billion
Seminole	1,655	3.238 Billion	6.223 Billion
Lake	1,218	1.218 Billion	1.945 Billion
Osceola	662	179 Million	230 Million

SPECIAL REPORT

NON-PROFIT COMPANIES

first grade teacher. "The same grades get the same assignments, and there are a lot more common assessments and sitting down together. As teachers we have a lot more support. It's a nice feeling."

While there is no tuition, admission to Choices in Learning is first come, first served, with a waiting list for those who don't make it.

Currently, Choices in Learning is housed at the First Baptist Church of Longwood. However, McCutcheon hopes that Choices in Learning will have its own building soon.

Choices in Learning is open to business partnerships with any company that

would be willing to help with this endeavor.

"We've been successful academically and professionally," McCutcheon said. "Now we just need our own building to feel successful as a school. I am very proud of our school, our staff and our parent involvement."

SPECIAL REPORT

Types of Tax Exempt Organizations Under U.S. Law

Tax Code Section	Type of Tax-Exempt Organization
501 (c) (1)	Corporations organized under an Act of Congress
501 (c) (2)	Title-holding companies
501 (c) (3)	Religious, charitable, educational
501 (c) (4)	Social welfare
501 (c) (5)	Labor, agriculture
501 (c) (6)	Business leagues
501 (c) (7)	Social and recreational clubs
501 (c) (8)	Fraternal beneficiary societies
501 (c) (9)	Voluntary employees' beneficiary societies
501 (c) (10)	Domestic fraternal beneficiary societies
501 (c) (11)	Teachers' retirement fund
501 (c) (12)	Benevolent life insurance associations
501 (c) (13)	Cemetery companies
501 (c) (14)	Credit unions
501 (c) (15)	Mutual insurance companies
501 (c) (16)	Corporations to finance crop operation
501 (c) (17)	Supplement unemployment benefit trusts
501 (c) (18)	Employee-funded pension trusts
501 (c) (19)	War veterans' organizations
501 (c) (20)	Legal services organizations
501 (c) (21)	Black lung trusts
501 (c) (25)	Holding companies for pensions
501 (d)	Religious and apostolic organizations
501 (e)	Cooperative hospital service organizations
501 (f)	Coop service org of operating edu org
521	Farmers' cooperatives
527	Political organizations

Sophisticated and Affordable...



They'll call it perfection... You'll call it memorable

The Orlando Marriott Lake Mary hotel is in the heart of Seminole County's high tech corridor. 304 guest rooms are impressively appointed with custom European furniture, luxurious bedding, marble bathrooms, free high-speed Internet and 32" flat-panel TVs with Marriott's Plug-In Panel®. This premier hotel also features Bistro 1501, Cobalt's Lounge, a gift shop, fitness center, swimming pool & spa, business center, and over 11,500 square feet of flexible meeting space – including the largest convention ballroom in Seminole County. Whether you're looking for an elegant setting or a casual atmosphere, you'll find it here.

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The Greater Sanford Regional Chamber of Commerce
Presents

PUTTIN ON THE RITZ

Saturday, April 17, 2010

\$50.00 Single or \$90.00 per Couple

The Sanford Civic Center 401 East Seminole Boulevard Sanford, FL

6:00 pm to 7:00 pm Cocktail Hour

7:00 pm Dinner/Show/Dancing

A Portion of the proceeds from this event will go toward our Scholarship Fund

Tickets available @
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EVENTS



Rock N' Classic Car Show

Sat., April 24 3-9 PM Lake Concord Park, Casselberry

Be ready to dance to your favorite songs from the 50s to the 80s, performed by Group Therapy and look at lots of classic cars from your youth!

Over the course of the past few years, this Central Florida-based trio has emerged as one of the club scene's most highly regarded bands.

Combine the virtuoso keyboard talents of Chili handling the lead vocals along with Eric's cosmically-influenced guitar style and backing vocals then insert Paul's thunderous drums and falsetto vocal harmonies and this burgeoning trio can fill any venue with energy, excitement and a whole lot of horsepower.

Witness the band's dazzling performance skills and see why they have solidified their standing as musicians' musicians.

A juried classic car show with prizes for first, second and third places will also be held. No cars newer than 1978 will be shown. There is a five-dollar donation fee to participate and all proceeds go toward Casselberry Seniors for a Better Community Committee.

There will also be plenty of food, drink and memorabilia to purchase. For more information, visit www.casselberry.org/classiccars, call 407-262-7700 x 1507 or x 1576 or email events@casselberry.org.

22nd Maitland Spring Festival of the Arts

Sat. & Sun. April 17-18 Lake Lily Park

The Maitland Area Chamber of Commerce will hold its 22nd Annual Spring Festival of the Arts with over 100 artists participating in this juried fine arts and fine crafts festival, children's activities, great festival food, entertainment, community participation and over 50,000 guests arriving from all over the country.

This year's entertainment calendar will feature Maitland Stage Band Presented by The Performing Arts of Maitland under the direction of Gary Blalock and Classical Guitarist Fred Hodes. The Colby School of Dance along with the Suzuki Players of Maitland will also be performing during the two day event. The children's entertainment calendar is full as well with Rae Rae the Red Panda and his Enviropals in the park for a meet and greet Saturday and Sunday, Madeline Potts, local entertainer and recording star



and Klutz d clown and Howie the Balloon Man.

The Maitland Historical Society will invite guests into the historical 1884 Waterhouse home in Lake Lily Park for a tour during festival hours, the Maitland Art Center will host children's interactive art during the two days of the festival and the Maitland Public Library will host their annual Spring Book Sale.



Join a Relay for Life event near you!

Relay For Life is a true community event where people of all ages and from all walks of life come together to raise funds for the American Cancer Society.

Altamonte Springs

April 16-17 Lake Brantley High School
www.relayforlife.org/altamontespringsfl

Lake Mary

April 16-17 Colonial Town Park
www.relayforlife.org/lakemaryheathrowfl

Sanford

April 23-24 Sanford Zoo
www.relayforlife.org/sanfordfl

Winter Springs

May 7-8 Winter Springs High School
www.relayforlife.org/winterspringsfl



Lake Mary Farmer's Market
 Lake Mary Blvd & 4th Street
 Every Saturday 9 AM-1 PM



Star Spangled 4th of July

RiverWalk & Ft. Mellon Park Sanford Begins at 5 PM

This year's celebration includes lots of new features for an afternoon of patriotic family fun. Enjoy live music, strolling entertainment, activities for the kids to keep the party rocking right up to the spectacularly choreographed fireworks show over beautiful Lake Monroe. There are food and beverage vendors for all tastes. Come see our new splash pad and play area for the kids in Ft Mellon Park.

"There is nothing as

spectacular as our Fireworks extravaganza over Lake Monroe," commented City of Sanford Mayor Linda Kuhn on the annual 4th of July community event. Entitled Star Spangled Sanford, this year's free 5-hour festivities on Sunday, July 4th, engender a family atmosphere with live music, stilt walkers, temporary flag tattoos and a widevariety of festival food.

For more information, please visit www.sanfordfl.gov/events.

Summer Collegiate Baseball Season

Sanford River Rats
 Historic Sanford Stadium
 Opening Night June 3

The Sanford River Rats, Florida Collegiate Summer League, kicks off the season with their opening game against Leesburg Lightning on Thursday, June 3rd at Sanford's Historic Memorial Stadium. The league provides a place for college players to play against top-level competition in a festive community environment. For more schedule details go to www.floridaleague.com.

The Lake Mary Farmer's Market provides a place where the community can shop for a variety of items including fresh locally grown produce, plants and specialty & gourmet items that are available at one central point in the community.

The market is located in an area which provides an adjacent park-like area surrounding Lake Mary City Hall, where people can toss a frisbee, picnic, read a book, or just relax. Open year from 9:00 am - 1:30 pm.

There are several food vendors providing a variety of snacks, meals and desserts to choose from, at affordable prices. The Farmer's Market provides a family atmosphere so the entire family can enjoy a "low cost" outing.



Upcoming Zoo Events

- | | |
|-----------------------------|----------------------------------|
| April 23 Relay for Life | May 22 Good Looking & Green* |
| May 7 Tiger Tee-Off Golf | June 26 Green Cleaning Workshop* |
| May 8 Sustainable Gardening | July 3-4 Red White & ZOO |

Events dates subject to change and those with * have a program fee.

Enjoy Nature on Casselberry's New Wirz Trail Section II

Connecting several neighborhoods, Wirz Trail-Section II at Winter Park Drive and Marigold Rd. is a 10-12 ft. wide paved trail that is 1.5 miles in length. The adventure begins

at the trailhead where a 500-foot wooden boardwalk invites one to walk on and be completely surrounded by towering wetland trees full of wildlife.



Red Hot & Boom!

Saturday, July 3
 Cranes Roost Lake
 Altamonte Springs

Beautiful Cranes Roost Park lights up with an immensely popular festival and fireworks display that includes live music from nationally and international known entertainers, as well as an awesome fireworks display and food/beverage booths at the Red Hot & Boom! Independence Day Celebration. Sponsored by the City of Altamonte Springs and XL 106.7 FM, Red Hot & Boom! is the largest Independence Day celebration in Central Florida.

Admission to Red Hot & Boom! is free and performances run from 4 PM to 11 PM. The fireworks display by Pyro Shows, Inc. takes place at 9:30 PM. For more information about 2010 Red Hot & Boom!, visit <http://www.uptownaltamonte.com>.



The park is highlighted by lush forests of graceful palms, towering pines and stately live oaks that provide a spectacular environment for an international ensemble of hundreds of animals.

Plenty to do at the Zoo

Enjoy hundreds of animals, lush gardens, go for a splash or a ride on a miniature train

Escape the workaday world of business and discover a world of animals in the enchanted, tropical world of the Central Florida Zoo & Botanical Gardens, located just north of Orlando in Sanford, on the shores of Lake Monroe.

The park is highlighted by lush forests of graceful palms, towering pines and stately live oaks that provide a spectacular environment for an international ensemble of hundreds of animals including birds, primates, mammals, felines, reptiles and amphibians. The gardens are interspersed throughout the Zoo and include over 800 plant species, highlighting many of the native plants found in Florida. These plants create a beautiful, lush landscape and the plant collection will show examples of plant diversity and their relationships to the animals that depend on them, providing an educational opportunity not found in most botanical gardens.

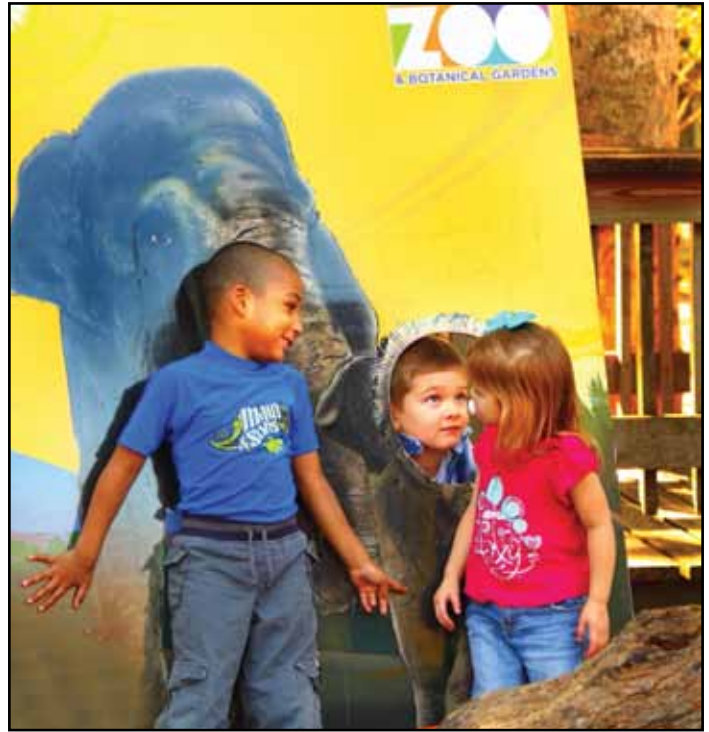


Whether you can spend only an hour or a full day, there is always something cool to do at the Zoo. Bring your flip-flops, beach towel and sunscreen and enjoy the Wharton-Smith Tropical Splash Ground, challenge yourself as you ZOOM through the trees at ZOOM Air Adventures and take in a Keeper Chat where you can ask keepers questions about what they do with the animals in their care.

You can see domestic animals in the Animal Adventure Children's Zoo. Or you may want to visit one of the largest collection of venomous snakes



Zoo photos by R. Buckley Photo.com



The Central Florida Zoo provides recreational and educational opportunities to over 260,000 guests annually.

and non-venomous reptiles in the southeast in the Herpetarium.

Ride the world's finest miniature streamline train. Built in 1951, Champ the Train is a 1/5-scale replica of the famous Florida East Coast Champion. On a mile-long track, Champ will take you through woods, wetlands and a 110-foot tunnel. If you visit the Zoo often, you may now purchase an Annual Pass for the Champ the Train and the Animal Carousel.

A recent addition to the Zoo is the Wharton-Smith Tropical Splash Ground where children of all ages will find welcome relief in the warm Florida weather. Located at the front of the Zoo, the Splash Ground was designed for those hot and humid days in Florida when you just want to cool off. The new Splash Ground features unique water sources resembling some of the local residents and former residents of the Zoo including an alligator, frog, and hippopotamus, as well as raining trees, a water tunnel and a bucket dump.

The newest botanical exhibit added to the Zoo's botanical collection is the Porcupines of the Plant Kingdom. The exhibit has been built adjacent to the African crested Porcupine exhibit and highlights the similar defense mechanisms used in the plant and animal kingdoms.

One of the most popular of the Zoo's programs is the up-close and personal Animal Encounters, in which docents (trained volunteers) educate visitors about the characteristics of nearly 70 animals ranging from snakes to screech owls to alligators.

The Wayne M. Densch Discovery Center and the ZOOLab facility offer unique learning opportunities that truly bring the "Classroom to Life." Guided tours, animal presentations, over night adventures, outreaches, home school classes, Boy Scout and Girl Scout programs and many other opportunities are available throughout the year.

Summer camps have a dozen different themed weeklong

adventures for ages six to 12. Attend half day or full day, with early drop off and late pick up options. Both indoor and outdoor activities, crafts, games and of course plenty of live animal encounters make these fun camps popular with all budding zoologists. Younger children and their parents can also enjoy the zoo's Cub Club preschool and parent class series together.

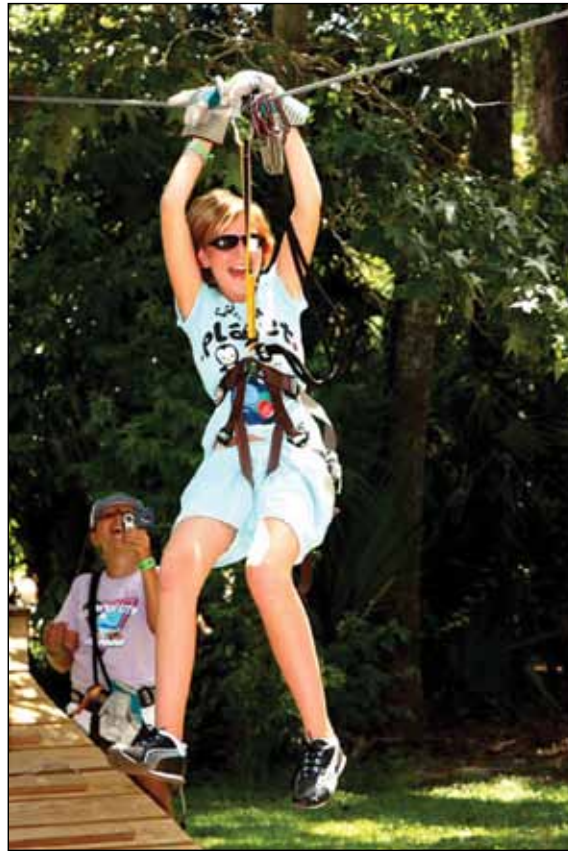
The Zoo also participates in 19 cooperative management programs through the Species Survival Plan and Population Management Plans governed by the Association of Zoos and Aquariums.

First established as the Sanford Zoo in 1923 with a collection of donated animals held by the Sanford Fire Department, the Zoo was in danger of closing in 1971 when the city announced it was planning to dispose of its animal collection. The Zoo's mission, however, continued when an initial support group dubbed the Seminole Zoological Society came to the rescue.

The Society, now known as the Central Florida Zoological Society, provides much-needed volunteer and financial support to sustain the mission of the Zoo. Owned and operated by the Central Florida Zoological Society, Inc., a private, non-profit charitable organization, the Zoo provides recreational and educational opportunities to over 260,000 guests annually. Through its many education and conservation efforts, the Zoo is preserving the animals and habitats that comprise a rich global heritage.

The Central Florida Zoological Park is open from 9 a.m. to 5 p.m. seven days a week except Thanksgiving Day and Christmas Day. Admission is \$11.95 for adults, \$7.95 for children (3-12 years) and \$9.95 for senior citizens 60 years or older. Children 2 years and under are admitted free. For additional information, please call the Central Florida Zoo & Botanical Gardens at 407-323-4450.

One of the most popular of the Zoo's programs is Animal Encounters, in which visitors learn about nearly 70 animals.



"ZOOM" from tree to tree using rope bridges, zip lines, suspended disks, log walks, spider webs, tight ropes, wooden barrels and a variety of unique systems.

ZOOMAir Photos by R. Buckley Photo.com

ZOOMAir Adventures Aerial Obstacle Course

ZOOMAir Adventures is an eco-friendly aerial obstacle course that will allow you to explore the tree tops from an animal's perspective. This is not a zip line course, but an aerial adventure course. ZOOMAir Adventure is the first of its kind aerial adventure course in the United States. Individuals can "ZOOM" from tree to tree using rope bridges, zip lines, suspended disks, log walks, spider webs, tight ropes, wooden barrels and a variety of unique systems for this exciting addition to the Zoo. Guests will immerse themselves in the canopy of the

forest much like an animal would pass through the trees and view the world. The level of adventure ranges from 20 feet up to 50 feet in the trees depending on the course.

This eco-friendly, entertaining, yet educational adventure will allow nature lovers and challenge seekers alike, an opportunity to enjoy the thrill of adventure in Central Florida. Participants must be 54 inches tall to take part in Upland and Rainforest courses. Prices for ZOOMAir Adventures start at \$22.95 for the Upland Course. A kid's course is also available with a height requirement of 36 inches up to 60



inches for \$14.95. You can also purchase a Season Pass for the year call 407-330-0767 for details.

Wear closed-toe athletic footwear. Children under 16 must have a parent or guardian sign the release register. Total measurement of courses is 4,893 feet-Jungle 996 feet, Upland 1,413 feet, Rainforest 2,484 feet and there are several zip lines throughout the course. Typical time to complete Upland 1 and

2 is 1.5 hours and to complete Upland and Rainforest, allow 2.5 hours to complete.

ZOOMAir Adventures is at the Central Florida Zoo & Botanical Gardens, 3755 NW Highway 17-92, Sanford (I-4, Exit 104). Call ZOOM Air at 407-330-0767 or the Zoo at 407-323-4450 ext. 100. Hours for ZOOM Air Adventures are 9:00am to 5:00pm (last admission at 4:30pm) daily except Thanksgiving and Christmas Day.



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