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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, wearing a dark suit jacket, a white shirt, and a patterned tie. The background is a solid blue color.

## 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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Local companies and business leaders will be honored at the Chamber's annual awards ceremony along with the presentation of Success Magazine's annual Success Award.

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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.

#### PUBLISHER

Albert R. Sciuto, ext. 24

#### EDITOR

Steve Zibrack, ext. 26

#### CONTRIBUTING WRITERS

Maya Lazarovitz  
Judy Hagey

#### CONTRIBUTING PHOTOGRAPHERS

Robert Buckley  
Rae Marie

#### ACCOUNTING

Mary L. Sciuto, ext. 10

#### DIRECTOR SALES AND MARKETING

Betty Harper, ext. 32

#### ADVERTISING SALES REPRESENTATIVES

Rannia Amer  
407-891-6284

Michael E. Farris  
Thomas F. Smith

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#### PRESIDENT

Albert R. Sciuto

#### EDITOR

Steve Zibrack

#### DIRECTOR SALES AND MARKETING

Betty Harper

#### ACCOUNTING

Mary L. Sciuto

#### PRINTING

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#### WINNERS OF AWARDS FROM



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# 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

