

President's Message



Dear EWI Orlando Chapter Representatives:

Happy New Year!! Are you holding true to your resolutions? 2009 should prove to be a challenging but an exciting year full of change.

Our Board Retreat in December afforded us an opportunity to discuss a primary focus for our chapter for this year. We all are aware that this year will pose some financial challenges, so we've decided to have more of an inward focus. While we want and need new active members, we need to build our core foundation and have a focused mission, then be selective in our recruiting process.

The mission for our chapter will be Education and Literacy. Our only philanthropy focus in 2009 will be Scholarship and Reading Rally. Education will encompass providing scholarship awards in May to qualified recipients as well as providing good programs and access to educational materials for each of us to enhance our own personal development. Literacy will encompass the Reading Rally, which is perhaps one of the most rewarding events we host, making a difference in a child's life.

Please make every effort to attend January's meeting to learn more and get involved. EWI Orlando needs each and every one of you. I look forward to seeing you and anticipate yet another great year for our chapter!

December Chapter Meeting

Date:

Tuesday, January 20, 2009

Location:

Juliana's Bar & Restaurant, 2306 Edgewater Dr.,
College Park, Orlando 32804
407. 425.1801

Parking in the Rear/No charge

Program:

Strategy for 2009

Schedule:

5:30 p.m. to 8:30 p.m.

Price:

Members \$30, Guests \$35

Please remember you must pay once a reservation is made. No shows are responsible for sending payments to the Chapter Sergeant at Arms. Payment for your meal is due at the event.

Reservation Deadline:

Friday, January 16, 2008

RSVP:

Gail Sisk
Phone: 407.425.7010
Fax: 407.) 425. 2747
Email: gsisk@zkslawfirm.co

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Announcing New Recruiting Solutions for Central Florida with Catherine Coates as Managing Director

C/F/R Talent Solutions announces it's opening in Central Florida with Catherine Coates serving as Managing Director. C/F/R Talent Solutions, in affiliation with AccountAbilities, Inc. Network, has partnered with Cross, Fernandez & Riley, LLP (C/F/R) Accountants and Consultants to provide recruiting and placement services for financial and accounting professionals in direct hire positions and short- and long-term contract/temp assignments.

"C/F/R Talent Solutions will provide personal service, while maintaining integrity, and we are committed to operate under the highest ethical standards in the recruiting industry," says C/F/R Talent Solutions Managing Director, Catherine Coates. "We believe that honesty and open communication ultimately result in finding the best match for both the client and the candidate."

Coates began her career as a CPA in public accounting and has over 20 years of finance and accounting background. She has spent the past 10 years in recruiting and business development within the accounting and finance arena, both in direct hire and contract resources. Catherine's reputation and sincere nature with developing and managing the candidates' careers, coupled with her ability to truly understand clients' needs, allows her to consistently deliver the appropriate resource to provide the best match of financial talent for a project or position.

Combined with the C/F/R management team and AccountAbilities, Inc. Network, one of the country's leading financial staffing firms, C/F/R Talent Solutions is in a unique position to identify great accounting talent and tailor staffing solutions for hiring managers. "Due to the increased demand for accounting and financial talent and the shortage of experienced professionals, we see this partnership as an opportunity to better serve our clients as well as the Central Florida Business Community," says C/F/R's Managing Partner, Jim Cross.

For more information about C/F/R Talent Solutions visit www.cfrtalentsolutions.com.

Congratulations Fred Leonhardt

Every year, the *Orlando Sentinel* prints a list of “The 25 Most Powerful People in Central Florida” According to the *Sentinel* “They are the people with the ability to get things done and the power to stop something dead in its tracks. This list is created by a panel of 15 plugged-in observers – leaders from business, religion, nonprofit, education, government and even the grass-roots sectors of the community.”

Number 14 on this list is one of EWI Orlando’s member firm executives:

Fred Leonhardt – He may be conservative at his core—as evidence by his constant presence at all things GOP, from conventions to fundraisers. But Leonhardt is awfully adept at joining the winning team, no matter the party. Consequently, the 59-year-old partner at GrayRobinson has easy access to everything from County Commission offices to Carlie Crist’s wedding



Frederick Leonhardt
GrayRobinson, P.A.

Lucille Johnson Perkins Award

For Outstanding Member Firm

Nominations due by April 15, 2009!



CONNECTIONS | CAREERS | COMMUNITY

Requirements:

- ✦ **Connections — Promoting Member Firms**
- ✦ **Careers — Enhancing Personal and Professional Development**
- ✦ **Community — Encouraging Community Involvement**

In 1938, Lucille Johnson Perkins recognized the importance and potential of an association of key women working with their executives to promote their firms and improve their community.

In September 2009 the Lucille Johnson Perkins Award will recognize one outstanding member firm as our first honoree. Each Chapter is permitted “one” nomination (Download Form 53).



Executive Women International®

All nominations must be submitted to the Corporate Office: 515 South 700 East Suite 2A/Salt Lake City, Utah 84102/Phone: 801.355.2800

Local Accounting Firms Announce Merger

Orlando, FL — The local accounting firms of Cross, Fernandez & Riley, LLP (C/F/R) and Beckert, Price, & Rowse, P.A. (BPR & Company) recently announced a merger. Effective August 1, 2008, BPR & Company will be recognized as Cross, Fernandez & Riley, LLP

“BPR & Company has a very rich tradition in Polk County and we have a great deal of respect for their team” stated Jim Cross, Managing Partner of Cross, Fernandez & Riley, LLP. “Our decision to merge was based on a number of factors but for the most part we recognized that we shared similar service philosophies – believing in the value of relationships and always putting clients first while focusing on giving back to the community. Combining our resources and knowledge base is a tremendous win for our clients and our professionals.”

Cross, Fernandez & Riley, LLP has roots in Central Florida dating back to 1963. Based in Orlando, Florida, C/F/R serves closely-held businesses along the I-4 corridor from Tampa to Daytona Beach. Founded in 1980, BPR & Company is also a locally-owned accounting and consulting firm serving clients throughout Polk County. Both firms take a progressive approach to traditional services including accounting, auditing, tax planning and compliance and consulting. Together, the firms will maintain specialties working with both public and private mid-sized businesses in the real estate, timeshare, not-for-profit, manufacturing/ distribution, construction and agriculture industries. In addition, the firm has an experienced IT specialist armed with the knowledge to perform systems implementations and other IT consulting services. C/F/R will continue to offer additional services in forensic accounting and litigation support, business valuation, emerging business, HR consulting and finance and accounting recruiting.

“We view this merger as a marriage of similar values,” said BPR & Company President, Howard Beckert. “Our main goal as a firm is to provide exceptional client service through close personal attention to our clients. Collectively, we believe this move enhances our ability to reach our goal and allows us to more effectively serve as a trusted advisor for our clients.”

The merged practices will retain the name Cross, Fernandez & Riley, LLP and the Orlando and Tampa office locations will remain the same. The new C/F/R office location in Polk County will be located in the former BPR & Company facility at 525 Pope Avenue, NW, Winter Haven, Florida 33881. The professionals at Cross, Fernandez & Riley, LLP can be contacted at (407) 841-6930 in Orlando and at (863) 299-5638 in Winter Haven.

ASIST winner Ben Lavin sends Christmas Card to EWI Orlando:

May you have a wonderful Christmas and a very prosperous New Year!

Happy Holidays to you all.

I appreciate being able to give something back at the Silent Auction, even if last year I was able to offer a bit more!

Best - Ben Lavin

EWI® Mission and Vision Mission

Executive Women International® is an organization which brings together key individuals from diverse businesses for the purpose of:

- Promoting member firms
- Enhancing personal and professional development
- Encouraging community involvement

Vision

To be the Leading Connection for Business Professionals

No GrayRobinson Xmas Party this Year. Instead, a Donation

Blog posted by SMaxwell on Oct 20, 2008 12:17:43 PM

Fred Leonhardt, senior partner at GrayRobinson, just called to say that his law firm decided to scrap plans for its annual holiday party -- one of the biggest in town, which usually attracts everyone from local CEOs to U.S. senators.

The reason I'm sharing this, though, is because of the reason. The firm decided to instead donate the money it would have spent on the extravagant party -- \$150,000 -- to local charities, which are hurting for money. Among the recipients: the Second Harvest Food Bank, the Coalition for the Homeless, the American Red Cross, the Sentinel's Family Fund and MacDonald Training Center, Inc.

Said Leonhardt: "We usually have 90 minutes of great fun. But I think the folks who run and benefit from these charities will enjoy this for a much longer time. And have a substantially bigger impact."

Good for them.

When Leonhardt called, I was actually in the midst of writing my next column about the mounting problems of local nonprofits, which are facing a double whammy -- increased need with decreased donations. I visited one place last week that was so busy with people in need -- many of them working people, mind you -- that there wasn't even a place to park. So we'll have more on that Wednesday.

Comments

- ⊃ *Way to Go GrayRobinson, I applaud you.*
- ⊃ *I've been to the GrayRobinson party, and it's a heckuva lot of fun, but this is such a wonderful thing for them to do for the community. Very inspirational. How nice to get some good news during these tough economic times.*
- ⊃ *Maybe people will remember things like this when they scream about how bad lawyers and big business are. I sure can't write a \$150K check to any charity, but I'm glad that GrayRobinson can. Good for them :)*
- ⊃ *That truly is impressive and a great and rare bit of sensitivity. Hope the attitude spreads.*
- ⊃ *For the first time in my life, I wish I was wealthy enough to afford an A-List law firm. GrayRobinson would be my first choice--or is it WouldBeMyFristChoice?*
- ⊃ *Class act. Guess I'll have to lay off of my attorney jokes at least through Christmas.*

2009 Scholarships Teleseminar

DATE: TUESDAY, JANUARY 13, 2009
TIME: 1:00 pm ET; 12:00 pm CT; 11:00 am MT; 10:00 am PT; 8:00 am HT
AGENDA: EWISP – ASIST and FELLOWS information
RSVP: Please RSVP to [Misty](#) in the Corporate Office by Friday, 1-9-09

If you have any questions that you would liked answered prior to the teleseminar, please email them to me at: reneaewi@gmail.com.

Supplementary information on these scholarships will be sent out to all that RSVP and the transcript and questions and answers will be posted on the website after the teleseminar.

EWI Orlando Member Firms

American Business Advisors

Arts Sandwich Shop & Catering

Brite Top Roofing

Cross, Fernandez & Riley, LLP

DeVry University

Enterprise Florida

FL High Tech Corridor Council

GrayRobinson, PA

Gulf Eagle Supply

Hansard Accounting & Consulting Inc.

Longaberger, Inc.

Metro Orlando Economic Dev Commission

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Orange Lake Country Club

Oviedo Transcription Inc.

PSTCorp.com

Seminole Community College

Seminole County Sheriff's Office

SunTrust Bank

Zimmerman, Kiser & Sutcliffe, PA

Executive Women International®

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Contact Information:

Email: ewi@executivewomen.org

Websites:

www.executivewomen.org
www.ewiorlando.com

**SHARE THE NEWS! SHARE THE PULSE
WITH YOUR EXECUTIVES TOO!**

Send submissions for the Chapter Pulse to:

Contact: Colleen McGinley
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Deadline for publication is the 25th of each month



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