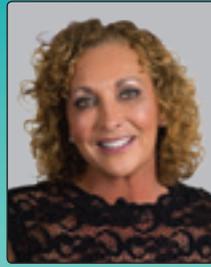




Dr. Elizabeth Arguelles



Ilona Box



Dr. Diane Brzezinski



Patti Byers



Irina Cheva



Shelly Church



Christina Davidow



Rhonda Fister



Tiffany Fortunato



Kimberly Gomez



Dr. Lindita Hobdari



Alison Holmes



Dr. Mai Huyn-Le



Emily James



Kay Jasso



Dr. Alexandra Konowal



Barbara Lewin



Donna Marshall



Linda R. Minck



Patti Monahan



Jill Rapps



Mackenzie Rickman



Michelle Spitzer



Adria Starkey



Vicki Tracy



Deanna Wallin



Lori Wegman



Nan Wright



Sharon Zuccaro



Rebecca Zung

WOMEN IN BUSINESS



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“Women in business must mentor, nurture, value and grow their staff by being inspiring, staying positive at all times, and appreciating loyalty and hard work. This is the ABCs of managing the available resources. It is the indicator of success.” ~ *Lindita Hobdari M.D., Hobdari Family Health LLC*

“One of the best qualities a woman can have is to know and feel her own internal value. It is from there that she will have a strong foundation to demonstrate her worth to the world.” ~ *Rebecca Zung, Long, Murphy & Zung*

“Create an intuitive, positive environment to ease the stresses that many women face in the business world and at home.” ~ *Patti Monahan, Anders-Monahan Insurance Agency Inc.*

“The same qualities that are needed for anyone in business — honesty, integrity, truly hard work and

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a good, strong vision, which informs decisions.” ~ *Lori Wegman, Wegman Design Group Inc.*

“It is necessary to have an extraordinary amount of determination and be willing to take risks. Determination gets you through challenges and gives you the courage to take risks. Determination gets you moving forward... to taking action!” ~ *Michelle Spitzer, MaidPro*

2 WHAT CREATIVE THINGS ARE YOU DOING TO ATTRACT QUALITY EMPLOYEES?

“You can teach almost anything except common sense. So, to be creative and encourage candidates to consider your business, go where like-minded people go. Look for candidates who are giving back to their community, engaging with others and recruit from that group. Writing personal notes always helps after you meet someone!” ~ *Vicki Tracy, Gulf Coast International Properties*

“Multiple communication methods and flexible hours to work. Today’s business environment for both employees and employer require technology and innovation as well as the one-on-one personal attention to work with both.” ~ *Patti Monahan, Anders-Monahan Insurance Agency Inc.*

“I always try to assemble the right team and showcase diverse talents by seeking professionals as well as trying to understand the next generation by offering mentorship to empower the work culture.” ~ *Lindita Hobdari M.D., Hobdari Family Health LLC*

“Promote an employee referral program and create a great family culture. When one of our PRO’s refers someone to work at MaidPro and that employee has been with the company for 90 days, they earn a cash bonus. We love paying out these bonuses — it’s a win-win for everyone...” ~ *Michelle Spitzer, MaidPro*

3 WHAT NEW BOOK HAS INSPIRED YOU?

“‘Wild’ by Cheryl Strayed. It’s a trust story about a woman that hiked the Pacific Crest Trail by herself. She dealt with rattlesnakes, bears, record heat and intense snowfalls. In scenery both barren and lush, she faces beauty and loneliness. The book is incredibly inspiring.” ~ *Iona Box, Concierge Wealth Management*

“Though it’s not a new book, ‘Ladies Who Launch’ is one of my favorite inspirations.” ~ *Patti Monahan, Anders-Monahan Insurance Agency Inc.*

“‘The E Myth Revisited’ by Michael E. Gerber. I recently have reread this book. It serves as a reminder to me of the importance to create



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succeed again. I have learned a lot from my mom, and she continues to inspire me." ~ *Michelle Spitzer, MaidPro*

"Oprah Winfrey is a great role model for women in business. Oprah has broken ceiling after ceiling. She was one of the first female talk show hosts, successfully navigating the male-dominated media world. She went on to produce several successful movies, launch a magazine and much more." ~ *Kay Jasso, Multiple Sclerosis Center of SWFL*

6 WHAT ADVICE WOULD YOU GIVE YOUR YOUNGER SELF?

"Trust your instincts and don't be shy. Ask for what you want, and don't be afraid to stand up for your beliefs. Accept that you won't be right all the time." ~ *Lori Wegman, Wegman Design Group Inc.*

"Follow your hearts and be true to yourself. Work is not work if you are doing something you love, with people who share your passion. It is the one thing that will keep you going through all the difficulties of life." ~ *Elizabeth Arguelles, MD, FACS, Southwest Florida Breast Surgery, A Division of 21st Century Oncology*

"If someone shows you who they truly are, listen." ~ *Ilona Box, Concierge Wealth Management*

"Be your own cheerleader! I was in the Air National Guard, worked full time for 10 years and went to college at night. I was asked, 'Why are you working so hard when you have a job and husband?' Now, I have a job that I love and the flexibility I need." ~ *Attorney Linda R. Minck*

"Self-care should be the first priority, no matter where we are in the stages of life. Protect (yourself) against naysayers and invest energy, time and money wisely. Think big, because achievement can only be materialized from our thinking." ~ *Dr. Mai Huyn-Le, Park Family & Cosmetic Dentistry*

"Get out of your comfort zone sooner. Take more risks! Do not be afraid to make mistakes. Focus on what could go right instead of what might go wrong. Put yourself out there, and go for what you want in business and in life." ~ *Mackenzie Rickman, Naples Wealth Planning*

"I would tell (my former self) not to sweat the small stuff and that the way people treat and react to other people is a direct reflection

of how they feel about themselves. It never has to do with you, so don't take anything personally." ~ *Rebecca Zung, Long, Murphy & Zung*

"To be my true, authentic self, and not worry about what other people think. Living life to the fullest — going after dreams, passions, purpose and calling. To not let others hold me back or make judgments ... Ultimately, I'm the one living my life." ~ *Rhonda Fister, Euro Spa of Naples*

"To work hard, but to maintain a healthy practice of nutrition, exercise, relaxation and time off. It's easy to become a workaholic to build one's career, but (that can come) at a cost. As women, we tend to be constant caretakers, but we have to remember to start with ourselves." ~ *Sharon Zuccaro, Henderson, Franklin, Starnes & Holt P.A.*

"Quit worrying! I can't tell you the number of times over the years I stressed or worried over something that never became a reality. It was a lot of wasted time and energy." ~ *Shelly Church, CFP, Concierge Wealth Management of Raymond James*

"Find your work passion (and) it will never seem like work if you love what you do. Later in life, I found the career I should have been doing all my life. Now I can't imagine doing anything else. Don't settle. Don't stop seeking." ~ *Nan Wright, Wright Interior Group*

"Nothing is impossible if you are willing to do the work necessary to achieve your goals. Once I decided I was going to become a doctor, I found that when I applied myself, I could do the work and learn the skills necessary to achieve my dream, actually excelling at my studies!" ~ *Dr. Diane Brzezinski*

"Build relationships, make connections and stay positive. Accept setbacks as learning opportunities. Don't just strive for something because that's what everyone else is doing. Recognize your strengths, then set your goals accordingly. Trust your instincts, and believe in your ideas." ~ *Kay Jasso, Multiple Sclerosis Center of SWFL*

"Start saving money at an early age. It can certainly help accumulate wealth much faster." ~ *Michelle Spitzer, MaidPro*

"Don't give up too quickly. Find what you are passionate about, and do that for a job — the money will come. Listen to your mother about your choice in men when you are young — she's usually right.



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“(I) enjoy reaching out to colleagues and brainstorming. It’s amazing how you can ignite new ideas by holding an informal roundtable discussion or picking someone else’s brain to collaboratively create new possibilities.” ~ *Kimberly Gomez, Busey Bank*

“I love throwing out different possibilities for cutting through a mental block, whether it be looking at it from an unexpected perspective, daydreaming of something else for a bit or getting others involved. Once you open up the possibilities, you get renewed energy into the situation.” ~ *Lori Wegman, Wegman Design Group Inc.*

“Research — read, get on the computer and listen to Motown! Motown music solves everything.” ~ *Vicki Tracy, Gulf Coast International Properties*

“When I am creatively stuck, I contact my mentors. Strong mentors who are just as excited about me as a person and our business goals.” ~ *Patti Monahan, Anders-Monahan Insurance Agency Inc.*

“I go for a walk on the beach. It’s the best way to clear my head and get my creative juices flowing again!” ~ *Shelly Church, CFP, Concierge Wealth Management of Raymond James*

“Step away and reflect. Sometimes the best ideas come to me when I go on an early morning run. While running, I find myself meditating and many times something comes to me as a big “Aha,” which gets those creative juices flowing ...” ~ *Michelle Spitzer, MaidPro*

9 WHAT’S THE BIGGEST CAREER RISK YOU’VE TAKEN?

“Having the courage to fail has served me well over the years. The very first job I applied for had qualifications that I didn’t yet possess, but I went for it anyway. I ended up getting the position — first on a temporary basis and then as a permanent position.” ~ *Barbara Lewin, Nutritionist*

“The biggest career risk I ever took was leaving a large law firm where I worked 12 years to open my own practice six years ago. While I miss my ‘firm family,’ I love having more flexibility to meet the needs of my clients, family, friends and myself.” ~ *Attorney Linda R. Minck PL*

“I left a large and busy ophthalmology practice with four offices to start a small private practice in order to give my patients more personal, individualized care. I’ve never regretted spending quality time with each patient, rather than rush through the day seeing a volume of patients.” ~ *Dr. Alexandra Konowal, Konowal Vision Center*

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"I left a comfortable and lucrative support network at a mid-sized law firm in the area to ... (partner) with my husband and start our own law firm. What I found was a whole new avenue of challenges that consistently make me satisfied and fulfilled. Now I look forward to Mondays!"
 ~ Christina Davidow, Willis & Davidow, Attorneys at Law LLC

"After visiting a few times, I fell in love with everything here. I moved to Naples knowing no one. I knew this was a community I wanted to be a part of and took the leap and moved my business from mid-Missouri to Florida."
 ~ Mackenzie Rickman, Naples Wealth Planning

"I had never intended to be a sole practitioner, but believed opening my own law office would provide the independence I needed. My clients were loyal and my practice remained busy. I enjoyed the freedom of working for myself at that time in my life and trusted myself to take the risk." ~ Sharon Zuccaro, Henderson, Franklin, Starnes & Holt P.A.



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“Quitting a great paying job with great benefits to do a startup.”
 ~ Vicki Tracy, Gulf Coast International Properties

Becoming a franchisee. “They had systems, software, support, branding, marketing, employee manuals, policies, procedures ... I took a chance and converted my little cleaning company and became their ninth franchisee. I took the risk and it was the *best* decision I could have made and it changed my life.” ~ Michelle Spitzer, MaidPro

10 HOW DO YOU CREATE A CULTURE OF COLLABORATION?

“Every member of my team is valuable and has a voice. Each person is encouraged to give feedback and creatively think of ways to improve our organization. New ideas are welcomed, and it improves our performance and ability to collaborate.”
 ~ Elizabeth Arguelles, MD, FACS, Southwest Florida Breast Surgery, A Division of 21st Century Oncology

“I have a great staff that helps in decision-making of everything from marketing to buying new equipment. Everyone works together

to help make the patient’s experience pleasant from check in to check out. Customer service is important, and having an excellent staff working together makes for a great environment.”

~ Dr. Alexandra Konowal, Konowal Vision Center

“My team is an extension of me and makes or breaks my success. In order to perform seamlessly, three things are important: communication, respect and caring. We spend more time in the office than we do at home, so we need to make an effort! Team lunches help, too.” ~ Christina Davidow, Willis & Davidow, Attorneys at Law LLC

“Technology is incredibly helpful when you have employees across the state. We unite our team by using an internal social board called Beekeeper. This allows us to connect, share company information and praise our team members in a fun and engaging way. We also use Monday.com, a project management tool, to collaborate.”

~ Deanna Wallin, Naples Soap Company

“Involving our team members in all aspects of our business. We win and lose together.” ~ Patti Byers, Synovus Bank



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WOMEN IN BUSINESS

PROMOTIONAL FEATURE

"I like to know how others like to communicate, what is most important to them and making sure everyone in the group has the opportunity to share his or her ideas and talents. Once the group knows one another on a personal level, it is easier for the group to work together."
~ Jill C. Rapps, Ciccarelli Advisory Services Inc.

"The operative word is 'we.' We need to make our clients' lives better and easier. We need to provide creativity that delights and wows. We need to support each other by working as a team. When 'we' is part of the organization's vernacular, everyone is part of the equation, and we excel." ~ Nan Wright, Wright Interior Group

"Create a culture with no shame. No idea is a bad idea, and with no egos, and with a culture of teamwork, we all support each other. There is plenty of room for all kinds of individual success within the context of all working towards a common goal." ~ Lori Wegman, Wegman Design Group Inc.

"We naturally enjoy control. But as I have gradually 'trusted' the amazing women who assist me, I've been so impressed with their insightful vision and fabulous ideas. They know how much I respect and appreciate our collaboration." ~ Emily James, Emily James Art Gallery

"Making listening and trying to facilitate others' goals the priority. I found that going into a situation listening rather than speaking creates a culture of everyone feeling known and their needs/ideas/ goals seen. It sets up a safe, comfortable and organic way for things to be shared, and ultimately, everyone leaves feeling happy."
~ Tiffany Fortunato, To The Moon Boutique

"Listen to the front line and encourage multiple opinions. The first step to collaboration is listening. Many people don't necessarily want to be right — they just want to be heard." ~ Vicki Tracy, Gulf Coast International Properties

"Laugh at myself ... a lot! Admit that I'm human, and I made a lot of mistakes, too. And it's OK, as long as we learn from them."
~ Shelly Church, CFP, Concierge Wealth Management of Raymond James

"I believe in creating a teamwork environment by getting input from the team. If you have your team involved in making a decision or implementing a new idea, you will have their 'buy-in' to ensure your success." ~ Michelle Spitzer, MaidPro

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