

contents

The “By Land and By Sea”
Issue

56

8 Our Thoughts

12 *should “best” be capitalized?

Look
All Chaos | Adult Acne Prevention and Treatment | The
best Underwater Cameras for Summer Pics | Book
Nook: Summer Reads | Trending Now: Get Creative With
Alternative Wedding Rings; Hun Buns: A How-To

20 Faves & Raves

One If By Land...Two If By Sea: Travel-Inspired Favorite
Finds

22 Style and Grace

The History of Tallahassee’s Annual Spring Garden Party

26 Healthy Living

Skin Safety for the Summer Sun

28 Bodies in Motion

Your Boarding Pass for Summer Exercise Fun

30 Real Life

Hold the Eggshells: Ingredients for Tackling
Controversial Conversations

44 Special Feature:

Marlene Williams: Getting Real About Life on
Land and Sea

46 WWMB Community

Women to Watch: Business | Milestones | New Girl | Arts & Culture

44

48 Money Talks

Understanding the Vacation Rental Industry

50 Our Community

Big Bend Habitat for Humanity Women Build
Women We Admire—Donna Korb | Around Town

60 Travel

Money Saving Travel Tips

62 Home and Garden

Birds of a Feather

64 The Dish

Acai Bowls Beneficial Blends

66 Funny Girl

E-mail Saga

76

32 On the Cover: Meet the Winners of the 2016 Women Who Mean
Business Awards: Women on Fire! Going Places *By Keasi Smith*

About the Cover: Photography by AJ Abellera | Shot on location at the Florida State University
Alumni Center

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***I don't understand this sentence - reword (?)**

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Tallahassee **Woman** MAGAZINE

June/July 2016 Volume 11 | Issue 3

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Tallahassee Woman is published six times
per year and is distributed on
a complimentary basis
throughout Tallahassee and the
surrounding communities.

The information in this publication is
presented in good faith. The publisher
does not guarantee accuracy or assume
responsibility for errors or omissions.

ADVERTISING

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OUR *thoughts*

“Faith is taking the first step even when you don’t see the whole staircase.” —Martin Luther King, Jr.

When Faith Trumps Fear

People often ask me how I started *Tallahassee Woman*. Well, I can tell you I didn’t wake up one morning and think to myself “I think I will start a magazine business.” Yes, a seed was planted and, believe me, there were often days that I didn’t nurture the planting. In fact, I tried to ignore the leading, hoping it would go away. This massive, daunting project was just too much for me to fathom taking on. I feared failure, ridicule and financial adversity. I rationalized why I shouldn’t (or couldn’t) start a magazine. But after months of dismissing the thoughts of why I shouldn’t do it, the fear of starting a magazine was **overcome with** the fear of not doing it. The fear of failure was soon **replaced with** something I found more **“overcome with” or “overcome BY”** back and wonder what might have been if I simply had faith and just tried. To me, I was more at peace with the decision to take the chance and possibly fail, than to not have tried at all.

I won’t tell you that it was always easy—sometimes it was downright overwhelming. But my faith is what has always kept me going—and still does. People who know me will tell you that God is who I rely on for guidance—and sometimes that has meant stepping out in faith, often to places where I could not see the path in front of me. However, I knew that it didn’t matter if I saw the result as successful or not—whatever happened I trusted it was meant to be. And that is what kept me going during the good times and even more so during the bad.

And the amazing result is we are here, celebrating ten years of *Tallahassee Woman*. The countless stories of inspiration, courage and love from all types of women in our community, as well as relationships developed over the years, are truly a blessing.

Now, when I think back to that seed, planted so many years ago, I see it as a flower—a sunflower. I reflect on this journey and see that sunflower grow, spreading seeds and leaving behind more blooms. So much has gone into the growth of this sunflower of *Tallahassee Woman*. Such a large part of the growth has been the sun which we see as the brilliant light created by the stories of the amazing women of Tallahassee. As they shared their spectacular journeys with us they have ultimately shared inspiration, hope and love.

Thank you to everyone that has supported TWM over the last ten years—our readers, our advertisers, and to the women who shared their stories. And last, but not least, to my amazingly talented team at TWM, who jumped onto this ride with me. What a humbling and joyous decade this has been.

Until next time.



Kim Rosier
Publisher

OUR CONTRIBUTORS

WRITERS



Dr. Asha Fields Brewer is a speaker, author and radio personality. She combined her love of sports medicine and her faith background to launch the Temple Fit Health organization in 2012. Through her weekly radio show, health empowerment programs, and inspirational speaking engagements, she has equipped communities across the nation to live well.



Amanda Wallace is a freelance writer who has lived in Tallahassee for most of her life. She received her degree in creative writing from the University of Central Florida. In addition to magazine articles, Amanda writes fiction and is currently working on a screenplay as well as a book, and contracts with Tallahassee Woman for marketing.

PHOTOGRAPHERS



***the "i" in "is" shouldn't be bolded**

AJ Abellera is the owner of AJ Studios Photography. He is a member Tallahassee Professional Photographers Guild; the Florida Professional Photographers, Inc. (FPP); and the Professional Photographers of America. In 2015, AJ received the Florida Degree of Photographic Excellence (FDPE Florida Master Photographer) offered by FPP. View more of his work at ajstudiosphotography.zenfolio.com.



Erin Pierson of E. Mika Photography was born and raised in Kansas, and graduated with a bachelor of fine arts degree in 2007. Since moving to Tallahassee in 2012 with her husband, she has fallen in love with the people here and delights in the gift of being able to document their special memories.



Romina Rivadeneira, owner of I Shot the Bride® and RominaPhoto.com, graduated from SCAD in Savannah with a Bachelor of Fine Arts in Photography, and from the Portfolio Center's Commercial Photography program in Atlanta. In addition to brides, Romina shoots kids, families, and commercial work throughout the Southeast and beyond.

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LOOK COOL IN THE HEAT

Summer 2016 Fashion Trends


By Sara Dreier

We've all felt the frustration of spending a considerable amount of time getting ready, going about the day in the Florida heat, only to soon find unwelcomed sweat stains and hair deflated and defeated by humidity. As much as we all enjoy summer, dressing for the heat is truly as much **as an art form** as layering for the winter. Like chameleons, we must **"as much OF an art form"** nature's scorching heat and hope for a breeze every now and again. Below is your quick guide to staying fashionable and comfortable during the summer season—don't sweat the rest.

Keep it light: Lightweight, breathable fabrics like cotton, linen and rayon are the key to beating the heat.

Cut it out: Shirts and shoes with cutout holes give you extra breathing room when you need it most.

Go with the flow: Tight clothing is prone to make you hotter faster, so opt for stretch linen pants rather than jeans during the day.

Summer colors: Bright and vibrant colors are the obvious choice, but two neutrals are unexpectedly making headway this summer: quartz gray and oyster pink. Both are subtle but add an elegant, feminine touch that's versatile enough for any occasion. 



PUT A FILTER ON IT

The evolution of the photograph has seen many stages: progressing from the modern flash bulb to the Polaroid camera, to the digital camera and finally—a way to digitally store photos in 1990. Even more recently, technological advances and the explosion of social media have allowed us to download and share pictures in a way like never before. With software like Adobe Photoshop, tech-savvy photographers and graphic designers spend hours manipulating their photos to create the desired effect. What if there was a way to produce beautiful, professional looking pictures without spending unwanted time or money to do so? Luckily, there's an app for that!

VSCO Cam

Turn a sub-par photo into a stunning masterpiece with nearly endless filter options. Instagram lovers go crazy for the app, insisting that one can immediately

tell the difference when a picture has been edited by VSCO Cam. The app is not to be confused with other editing systems, which can distort body shape, whiten teeth and blur imperfections. The VSCO Cam community is mainly focused on achieving the highest quality without sacrificing authenticity. Once downloaded, users can create a personal profile and connect with other VSCO Cam users. Accessible and user-friendly, the app has created quite a stir in the creative world.

Camera+

Worth the small purchase, Camera+ is available for iPhone and, many argue, is vastly superior to Apple's built-in camera app. Offering several photo borders, custom filters, and other personalization effects, you can layer effects and filters and make other edits to your photos before sharing to the world. Like a regular digital camera, it has modes a



flash modes. There's even a Clarity mode, which improves any photo with a tap of a finger.


with THE tap of a finger

Qwik

A photo editor beginner? Fast and easy to use, Qwik is available on iPhone and Android. With over 40 filters and light leaks to choose from, the app is constantly adding new filters and features. In addition, users have complete control over opacity and effect of each filter. Further personalize your photos by utilizing the app's artwork stickers, unique fonts, and

"with" the world (?)

*need apostrophe - "the app's"



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The Best Underwater Cameras for Summer Pics

By Jordan Berns

Summer vacations often involve H2O of the ocean, lake, or pool variety. Underwater adventures deserve proper documentation, and there's no better way to document a trip under the sea than with an underwater camera! Here's a list of recommended underwater cameras to kick your next vacation up a notch.

- **GOPRO HERO4 BLACK:**

GoPro is one of the most popular names on the action camera market, and with good reason. The GoPro Hero4 Black includes options such as 4K video, slow motion HD video at 120 frames per second, a lens with a 170-degree angle of view, 40m of waterproof depth, and a battery life of one to two hours. The camera is a little larger than a box of matches and costs anywhere from \$375-\$500.

- **TOMTOM BANDIT:** Another well-known name on the market, the TomTom Bandit is a top-notch camera choice. With options like 4K video, time-lapse sequences, stills at up to 16 megapixels, and a battery life of three hours, the Bandit is excellent for capturing any type of action. The only downside to the Bandit is that it is not itself waterproof. However, an extra lens cover can be purchased that offers up to 40m of waterproof depth. The camera can cost anywhere from \$375-\$500.

- **VEHO MUVI K-SERIES**

K2 NPNG: With an amazing 100m of waterproof depth, the UK brand Veho Muvi is the perfect underwater camera for deep sea excursions. While it doesn't have 4K video, it does take stills at 16 megapixels, has a battery life of up to four hours, and weighs a fraction of the weight of the GoPro or the Bandit. The best part is that the camera costs around \$200, making it much more affordable than both the GoPro or the TomTom Bandit.

word choice - "either" rather than "both"

BOOK NOOK



BEST SUMMER READS By Jordan Berns

A day at the beach is never quite complete without the company of a good book. Here's a list of reads that are sure to make a splash this summer.

VITAMIN N: THE ESSENTIAL GUIDE TO A NATURE-RICH LIFE / BY RICHARD LOUV

Looking for ways to get your kids outside? *Vitamin N* is the perfect guide for ways the whole family can connect with nature and explore the great outdoors. The book is a friendly read that slows down and appreciates the natural world and all of its splendor. *Vitamin N* has tips for everything from pursuing nature-affiliated medical professionals to nature-affiliated careers. Get back to nature with this perfect summer companion.

ATTACHMENTS / BY RAINBOW ROWELL

Attachments is the perfect lighthearted beach read. The novel explores the lives of two co-workers Beth and Jennifer, who e-mail each other about everything, and Lincoln who misuses his privilege as an Internet security expert to help women say. *Attachments* is full of romance, to.

**italicize*

THE VACATIONERS: A NOVEL / BY EMMA STRAUB

From the author of *Modern Lovers* comes *The Vacationers*, a novel that explores the volatility of relationships. *The Vacationers* follows the Post family and their extended family and friends as they embark on a two-week trip to Mallorca. All is well until secrets are revealed, old troubles resurface, and the bonds of family and friends are pushed to the limits.

GIRLS IN WHITE DRESSES / BY JENNIFER CLOSE

Girls in White Dresses is the early years of adulthood in a nutshell. For Isabella, Mary, and Lauren it feels like every other person their age is getting engaged and finding success but them. Jennifer Close tells a story that is both heartwarming and entertaining and, for many, reminiscent of life before marriage. *Girls in White Dresses* is the perfect read for a sweet summer day.

"title" rather than "name" (??)

SUMMER SISTERS / BY JODY BLUME

The *name* itself is enough reason to crack this novel open for the season. *Summer Sisters* is a story of friendship between two women, working-class Vix and the privileged and uninhibited Caitlin. The girls share six summers in New England before the two go their separate ways and things eventually go awry. You won't want to miss out on this sultry summer story. TW



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GET CREATIVE WITH ALTERNATIVE WEDDING RINGS

By Jordan Berns

***incomplete sentence**

While beautiful, diamond rings don't work for everyone.

Besides the issue of being expensive, diamonds can prove to be a hassle for many brides. Weighing in at eight to ten carats, diamonds are not only expensive but also require a lot of maintenance. For any other type of activity that involves getting your hands dirty, a diamond ring can be a danger zone for precious stones. However, a diamond ring is simply a symbol of love and commitment. That being said, can't something more practical stand as a symbol in a diamond's place?

Enter alternative wedding rings. Brands such as QALO and SafeRingz have become extremely popular substitutions for the traditional solitaire diamond. Both brands craft rings made from medical grade, hypoallergenic silicone. The rings are fairly inexpensive, costing less than thirty dollars for a single ring. Not to mention the bands are super cute and come in a variety of colors, from a classic metallic silver to

a trendy aqua blue. QALO and SafeRingz are perfect for everyone from construction workers to stay at home moms to personal trainers.

This isn't to say you can't have your diamond and a silicone ring too. Save the precious stones for special occasions and times when you'll be hands-free, and rock the alternative band when things get messy.

TW

For more information on silicone wedding bands, visit qalo.com and saferingz.com.



Faves and Raves

One if by Land, Two if by Sea...

Should your summer vacation take you the water's edge, a
woodsy trail or the big city, you "take you TO the water's edge"
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advising patients of increased skin cancer and pre-cancer risks associated with UV exposure, numerous skin aging findings strongly correlate with UV exposure.”

It seems to be a well-respected medical opinion across the board that sun exposure has more risks than just skin cancer. Wrinkles, age spots (also known as solar lentigines), or even actinic purpura, which causes the skin to look bruised all the time, are all related to our exposure to the sun.

So what do we **“of” is unnecessary (?)** ie philosophy of “slip, slap, slop”. Slip into sun protective clothing... slap on a hat, or a figurative hat like an umbrella and slop on the sunscreen.”

Sunscreen is recommended on a daily basis for all areas exposed to the sun. What’s more, Dr. Kennedy recommends mineral based protectants such as zinc and titanium sunscreens that “actually reflect the sun’s rays” as well as being more natural and causing fewer irritations.

While treatments for sun-related skin issues have advanced in the last decade, the real goal is to avoid those damaging rays when we can by taking small steps, like picking a park with a sunshade for your kids to play on, or using clothing designed to protect against the sun, like swim shirts and hats. And don’t forget the sunscreen! **TW**

Skin Safety Checklist

Wear sunscreen every day on all exposed skin.

Use hats or sun shades when outside for long periods to reduce sun exposure.

Pick swimwear designed to protect against sun.

Schedule a yearly appointment with a dermatologist to have all moles and freckles checked.

Ask your doctor about the reactions your medications might have with sun and the effects they might have on your skin.



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from the news, or an anecdote from a previous conversation, data can be collected by simply paying attention to the outlets you encounter every day.

Bringing data to a conversation shows that you are attentive to the matter, and you have a broader knowledge about it. It also provides a technical undertone to what are sometimes emotionally-derived conversations. Use data to underwrite your claims, so you can more clearly define your position for those who may have difficulty seeing your perspective.

word choice - “applying”? maybe “adding”

applying the fourth ingredient: thick-skin. Conversations centered around taboo topics can be quite impassioned. Data can help you stay on track, but you must also be intentional about leading with your thoughts, concepts, and beliefs—not your feelings. Be careful not to take personal offense when someone disagrees with you or expresses an alternative viewpoint. Keep the conversation civil and educational by focusing on the information presented and the topic at hand. If the discussion takes a detour, take the lead in bringing the conversation back to the central issues or respectfully step away from the conversation altogether.

is the hyphen necessary?
Garnish **an open-mind.** Remember that the purpose of dialoguing about controversial topics is to think critically, learn and grow. This is both an individual and a collective experience. Therefore, you must at some point stop talking and start listening. Just because you are listening does not mean that you have given up or that you agree. It simply means you are mature enough to create space for respect. When approaching taboo topics, engineer an environment that encourages authenticity, honesty and civility by bringing an **open-mind** to the table.

We need to discuss controversial topics, so we can learn more about ourselves, each other, and the society we are building together. While difficult dialogue may be uncomfortable, there are no rewards for who can beat around the biggest bush and return with the most eggs unscathed. Therefore, it is time to start cracking a few eggs, so we can cook up some healthy conversations. **TW**

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Service Award Winner

Dr. Judy Mandrell

As Founder and CEO of the Dream Builders Greatness Center, Dr. Judy Mandrell has experienced ***long sentence** business with service to her community. She has touched the lives of many who have attended her daycare, after-school and summer programs for educational enrichment and leadership development by empowering men and women to activate their potential for greatness in every area of their lives, despite their mistakes or failures. "I want to teach others that they were created with a unique gift and that you must become all you can be, because you hold the key to someone else becoming great," said Judy, "God placed a dream within everyone, which is designed to make an impact in the lives of others." With 20 years of social work experience for the Florida Department of Children and Families under her belt, she continues to be a source of leadership and support in the community, including her role as Director of the Ministerial Staff, Ministry Leaders and the Women's Ministry. She also hosts the *Real Talk with Judy* radio show. Her pr ***professionALLY** educational and leadership ar **professional** and spiritually. "Tallahassee has such an array of diversity in people," said Judy, "Working with this array is similar to arranging a vase of beautiful, different colored roses. You keep arranging the roses until their individual beauty is connected to show the unified beauty of all."

Flame Of Inspiration:

"Serving others is the true meaning of life. Making other people's lives good is the greatest reward of life. If you would help somebody as you travel through life than your living would not be in vain. That's how I live my life! Making other people's lives better."

Rock Star- Tiffany Roddenberry
Holland & Knight, LLP

Tiffany Roddenberry secured not one, but two coveted federal court clerkships after getting first in her class at the Florida State University (FSU) College of Law. It was there that she served as an Executive Editor of the *Law Review*, won the 2010 Luke Charles Moore Civil Rights Invitational Moot Court Competition and argued before the Florida Supreme Court in the FSU Final Four Competition. She continues to excel in her career working as a litigator with Holland & Knight LLP, as well as providing pro bono legal services. “I love that I get to work in all kinds of litigation—everything from federal antitrust to state probate to administrative law. I learn something new every day. I’m never bored,” said Tiffany, who also helps empower girls in the community by serving various roles with Girls on the Run of the Big Bend. “Tallahassee is my home, so I want it to be the best place it possibly can be,” said Tiffany, “Girls on the Run marries two things I care immensely about: helping young girls navigate adolescence and running.” A rock star that shines bright, she believes the sky is the limit. “Don’t wait till you’re ready to do something—go do it. Don’t be afraid to wing it.”

FLAME OF INSPIRATION:

“Girls on the Run is my Flame of Inspiration. One Girls on the Run lesson I try to implement in my life is about plugging in the positive cord. In this lesson, the girls are asked to visualize having a socket on top of their heads that is plugged into a yucky, dirty cord. The dirty cord pours negative ideas and messages into their heads. The girls are asked to think about what that looks and feels like. Then the girls are told to pretend to unplug that negative cord, throw it on the ground, and plug in a new cord—a cord that is shiny and filled with energizing fluid. This cord puts in good thoughts and messages of confidence, hope, and patience. This lesson is about making the conscious decision every day to stay positive and joyful, despite what the worst parts of your brain tell you. It’s very easy—and I say this from a lot of experience—to get weighed down by the negatives. I would encourage everyone to make the decision every day to plug in their positive cord.”

WWMB AWARDS 2016 HONORABLE MENTIONS

With close to 100 nominees of women standouts in Tallahassee businesses, the top finalists as evaluated by our judges came from a group of women in all areas of the professional spectrum. What does it entail to be a Tallahassee woman “who means business?” She is a woman who makes strides in her workplace and community, and whose creativity, passion, leadership and vision are their own flames of inspiration. We salute and congratulate our finalists for 2016 and thank them and their nominators for sharing their business endeavors.

2016 LEGACY AWARD FINALISTS



A world-renowned talent agent for over 30 years, **Marsha Doll** has spent her career inspiring others in all areas of life to get out of their comfort zone and pursue their passions. As owner of Marsha Doll Models & Promotion Inc. and Marsha Doll Beauty, she works with top marketing companies all over the country. Her New York City Bootcamp program gives aspiring models and actors the opportunity to experience the city and meet with agents and casting directors. An author, public speaker, philanthropist, mother, wife and breast cancer survivor, Marsha has used her platform to publicize the needs of troubled teens and their families and

??
(cutoff?)



Paula Fortunas' 40-year career includes 28 years at Florida State University where she served as the FSU Foundation's chief financial officer and vice president for planned giving and 12 years at TMH where she presently serves as a vice president of the hospital and member of its leadership team. She also leads the TMH Foundation as its president/CEO. Paula is recognized as the TMH leader most influential in developing the comprehensive research agreement between FSU and TMH, among the first FSU alumni to be inducted into the University's prestigious Circle of Gold and is the recipient of the Council for the Advancement and Support of Education Lifetime Achievement Award. TW

delete one “of”

Circle of Gold

2016 ENTREPRENEUR AWARD FINALISTS



A philanthropist and champion of human rights, **Martha Barnett** was among the first women to study law at the University of Florida. Continuing her career of firsts, she was the first woman lawyer hired by Holland & Knight, LLP. She is president of the American Bar Endowment, on the board of Tallahassee Memorial HealthCare, was the first woman to serve as Chair of the House of Delegates of the American Bar Association (ABA) and the second woman president of the ABA.



Deanna Mims is owner of MarketDone, a consulting firm that works with its partners to create a comprehensive marketing plan and assist with business development. She has over 20 years of experience with social impact organizations and utilizes her expertise in social media, marketing messages, networking and public relations to mentor and advise others. She currently serves on the United Partners for Human Services Board, and the Women's Leadership Council for the Big Bend Minority Chamber of Commerce.

2016 INNOVATOR AWARD FINALISTS



As President of Moore Communications Group (MCG), **Terrie Ard** leads a creative team of more than 40 communications executives—providing strategy and counsel to ensure maximum client satisfaction, customer service and brand awareness. Described by her colleagues as a skilled strategist and enthusiastic motivator, she has helped grow MCG into one of the most sought after communications firm.



don't need a comma after name (?)

Booya Cabooya Fitness, **Dr. Liovani Nazario**, has made achieving personal fitness a real and attainable goal for her clients. Using individually tailored fitness programs, she is a trainer and friend to those she helps motivate and inspire on their way to pursuing a healthier body and mind. She also helped establish the Tallahassee Roller girls as an athlete and a coach, and worked eight years as a crisis counselor and volunteer coordinator at 2-1-1 Big Bend.

2016 ROCK STAR AWARD FINALISTS

unnecessary comma??



Allison Harrell, has gone from entry-level staff to one of the eight owners in the shareholders group at Thomas Howell Ferguson P.A. (THF). She is actively involved in the firm's recruiting activities and coaching programs. Allison also oversees the firm's not-for-profit Industry Team, leads the THF's People Initiative Committee, acts as Treasurer for Tree House of Tallahassee, is active with the American Institute of CPAs, is a Jim Moran Institute Outreach Fellow promoting entrepreneurship, and leads a women's group within her firm that has adopted Riley Elementary School.



Dr. Yvette Holmes began her professional career developing advertising and branding strategies. In 2014, after receiving her Ph.D, she began working as an Assistant Professor of Marketing at Florida A&M University as well as serving as a Strategic Business and Marketing Solutions Consultant for several businesses in the Southeast. Dr. Holmes' scholarly research has been published and presented all over the world. As a businesswoman and mentor, she continues to serve her community by actively working with the next generation of young, aspiring professionals.

2016 SERVICE AWARD FINALISTS



Tracy Morales is the co-owner of Healthy Solutions Medical Weight Loss. Her decision to start a small business grew out of her own struggles with weight and a desire to help patients maintain a healthier lifestyle. As the past president of Junior League of Tallahassee and the Capital Medical Society Alliance, she is active in both organizational and community roles. Tracy is a graduate of Leadership Tallahassee, a member of the Big Bend Hospice Board and the Obesity Medicine Association, and an Advisory Board Member to Dress for Success Tallahassee. An active member of Faith Presbyterian Church, her love of helping others has led her on two mission trips to Guatemala.

delete an "of"



Robin Safley has made a career combining her passion for health and nutrition with her experience working in government and the private sector. As Executive Director of the Florida Association of Food Banks and the previous Director of the Division of Food, Nutrition, and Wellness, she is a leader in maintaining state-wide nutrition and wellness programs. Her successes include enhancing the National School Lunch Program and expanding the summer feeding program, Summer Break Spot, which helped serve over 15 million meals last summer in Florida, a 42 percent increase from 2012.

2016 TORCHBEARER AWARD FINALISTS



Flecia Braswell is the owner of Flecia, LLC, a marketing and advertising firm in Tallahassee. In her career, she has worked for Florida Secretary of State Jim Smith, as Public Affairs Manager for Sprint and most recently served as Chief Brand Officer for Capital City Bank. Having held leadership positions with United Way of the Big Bend she has also served on the boards of Leadership Florida, Leadership Tallahassee, the Tallahassee Chamber of Commerce and the Tallahassee Memorial HealthCare Foundation. Founding member and advisor to the Community Foundation of North Florida, she currently serves on the Florida State University National Alumni Board and is current chair of Women United.



Possessing an innate ability to put people at ease during the most difficult times of their lives, **Susie Mozolic** has earned herself a reputation of doing business with integrity and dignity since entering the death care industry as a licensed funeral home director 40 years ago. The first of four female funeral directors at Bevis Funeral Home, she was recently promoted to General Manager for 3 Bevis locations. A savvy businesswoman with an ability to bring a team together, she has used her knowledge and skills to guide and mentor others, participating in the Springtime Tallahassee Belles and Gents program.

Getting Reel About Life on Land and Sea

By Heather Thomas

Photography by A.J. Abellera

delete "as" to simplify

Tallahassee is not as often associated with a boast of a coast, such as other Florida cities. However, for many in the Capital City, the anchor to the Gulf of Mexico's nearby shores can run just as a deep as the roots to its land. For Tallahassee native Marlene delete "a" an avid boating and sports angler, the call of the tides is a strong one. As Marlene navigates the seas of having a family and a career, she applies "reel" truths to help keep her journey on course, which provides a guide for anyone wanting

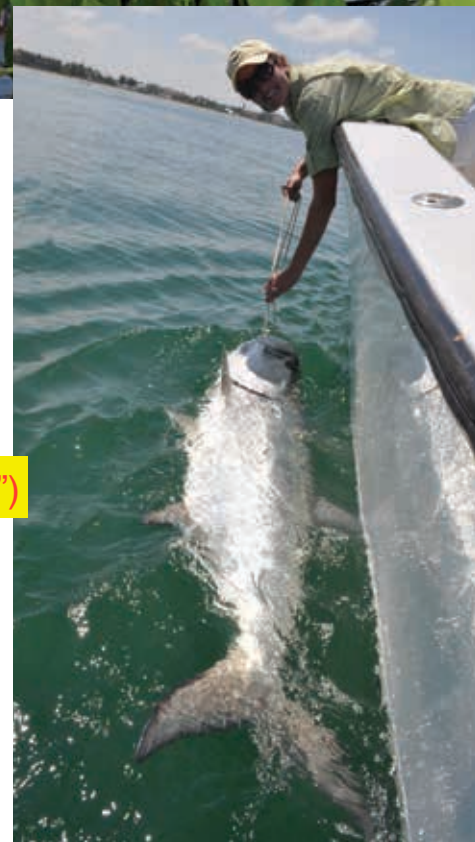
should be singular ("she applies 'reel truths...which PROVIDE")

Just like any good fish tale, Marlene Williams's story begins with the hunt of her first catch. When Marlene was a toddler, her father was casting for bait fish (Finger Mullet) on Dog Island, Florida, and the bait was put in a five gallon bucket. She was determined to catch the small, but fast bait fish with her hand, and she had her entire arm in the bucket sloshing the water all around. Marlene says, "I was scaring all the fish to death, literally, so it was good that I was actually able to catch one. I spent the next hour walking around the dock with this poor fish in my fist saying, 'my fish, my fish,' over and over."

Reel Truth #1

"Fishing has taught me patience and persistence. If you stop trying you are not going to achieve what you want to accomplish."

Because of her lifelong love of boating and her family's passion for fishing, Marlene has been hooked on the feelings being on the water have given her, along with the hunt of the next big catch—preferably with a fishing rod instead of her hands. Laughing at that first fish tale, she says, "Fishing has



taught me patience and persistence. If you stop trying you are not going to achieve what you want to accomplish."

Persistence has paid off, since she's caught her fair share of most Florida fish, from

Grouper, Snapper, Redfish, Trout, Cobia and Tarpon. Her husband Andrew, also a Tallahassee native, is an avid angler as well. They were engaged at the St. Marks Lighthouse, and spending time in that area of water, where Andrew's family has a home, along with fishing, helps to "keep our friendship strong and our relationship solid." Their 19-month-old daughter, Mae Marie, is destined to be an angler as well. "It is my goal to make sure she knows how to tie her own hook, bait it and clean her catch."

There is one catch that Marlene is still angling to tell a story about. Every year on Memorial Day weekend in Longboat Key, Florida, Marlene's siblings, cousins, aunts and uncles tally a year's worth of fishing data, specifically on one fish—the Tarpon. At the end of a final weekend of fishing, the winner of the biggest caught Tarpon gets to take home the family trophy with their name, and the year on it, until the family meets again the next year. Although Marlene has not won yet, Andrew won the trophy in 2014, when Marlene was pregnant with Mae Marie, and they hung the trophy in her nursery. "The fishing reunion and competition started in the early '90s, and the trophy is presented in honor of my grandfather who passed a legacy of fishing to all of us. In fact, in lieu of flowers at his funeral, he requested that we all take a friend fishing. He knew how fishing can impact your daily life, and the lessons to be learned from it were meant to be shared."

Reel Truth #2

"Preparation is essential for fishing and for your career. However, you can be as prepared as much as you can be, and then not have it work out due to circumstances outside of your control. You learn how to handle disappointment when things don't go your way and when you choose to keep going."

When it comes to achievements on land, Marlene has traversed quite a bit of it at an age when many millennial adults are just getting their feet wet with their careers. At just 29 years old, Marlene is the Southeast Regional Manager of Government Relations for General Motors, responsible for Florida, Alabama and South Carolina. She, "hooked on politics," after graduating from the University of Florida with an English degree and becoming a Legislative Assistant for Messer Capareello, P.A. for two legislative sessions. "Watching legislation in action was fascinating to me, and I realized how important it is that concerned individuals become engaged with the laws, policies, and people that govern our city and our state. Just like fishing, every day is different and a new adventure."

For the next three years, she served as the Legislative Director for the Department of Management Services for Governor Scott's administration. While on maternity leave after the birth of Mae Marie, Marlene pursued an opportunity with General Motors (GM) to join their Government Relations public policy team. As an in-house lobbyist for the global automobile company for over a year now, she travels to the capitals of three states helping to give GM a

seat at the table when policy is being discussed.

Because those seats are predominately occupied by men, or are professionals that are older than Marlene, she realizes that this can make her job more challenging. "Sometimes I do feel that I have to work a little harder and put in extra effort to make sure it's known that I'm someone you should take seriously. However, the more prepared I am the more respect I earn as a professional. I've learned to appreciate criticism and use that as a positive thing, and improve myself on whatever that issue may be. Fishing is a great metaphor for life, fishing and for your career. However, you can be as prepared as much as you can be, and then not have it work out due to circumstances outside of your control. You learn how to handle disappointment when things don't go your way and when you choose to keep going."

Perhaps because fishing is also predominately male-dominated, Marlene is not intimidated and encourages other women to go against the current and give both pursuits a try. "I've found that men are surprised and impressed when they encounter women who can fish or lobby with the best of them. Don't let any perceived barriers stop you from going after what you enjoy and feel led to do."

Reel Truth #3

"Some storms need to be faced head-on."

Another analogy between life on land and on the water is inclement weather or tough situations. Being a working and traveling mother, Marlene has weathered her fair share of stormy seas. "When out on the boat, usually you can see a storm from far off and dodge it by going around it, or waiting for it to pass. Sometimes, the only option is to head straight into it. It's the same with life—sometimes you can out maneuver tough situations, and sometimes you have to face them head-on. I've learned that with faith and perseverance you'll make it."

It's not hard to find more truthful parallels in fishing and daily life for Marlene, but beyond life lessons, her bond with the water has gifted her with her own personal compass. "My faith, family, and personal happiness are the priorities that help me to navigate the waters of my life. Fishing keeps me connected to what matters most. For me it's that, and my hope would be that other women find what gives them the focus and perseverance to pursue their dreams."

And as for that elusive Tarpon? "I'll never stop trying to catch the biggest one! Ultimately, my dream is for Mae Marie to enjoy fishing as we do. I would love to see my name on that trophy, but even better would be to see hers." Such a story would be an inspiring fish tale, with another reel truth being the greatest catch of all—whether or not you land the fish you want, the real prize may be in the search for it. **TW**



The team at **Hill Spooner & Elliott, Inc. Real Estate** recently participated in a company retreat In attendance was L Hill, H Proct

***needs punctuation (a period to end the sentence)**

Add Lisa from Kanvas
Lynn image & write up

ADD Karen Moore /
Kim

**Submit your items for the
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for Business, STEAM, Milestones,
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UNDERSTANDING THE VACATION RENTAL INDUSTRY

By Jordan Stinson

Have you ever dreamed of owning or renting out a vacation home? A beach front cottage perhaps? Or, maybe you're like entrepreneur Barbara Wescott who prefers a glassy bay for kayaking in Stonington, Maine, where she rents out her five properties. Barbara, who has worked for, as well as owned, a rental agency, credits the Internet for the explosion of the vacation rental market. When she owned her rental agency, rental agents were using the Internet to advertise their homes, which gave her the upper hand. She again, credits the Internet for offering a platform for people in the industry to advertise their homes worldwide. For those looking to get into the industry, this *Women Who Mean Business Magazine* cover woman and award winning entrepreneur says that, "right now is a good time to buy" and offered seven tips for owning your own vacation rental property.

***offers - present tense**

1. Have a home you wish to live in someday, or someplace you maybe wish to retire. This way, the home will never be looked at as unsuccessful if you do not profit as much as you hoped.

2. If you're trying to cover your cost, you have to purchase a property that will pay for itself. Barbara says, "Get a good deal with a view. Don't buy the house in the woods when there is a house with a mountain view for sale a few doors down."

3. You have to have really good pictures of your property. This is one of the biggest mistakes people make." Show your property, to what the people

***is this a quote?**

4. Talk to rental agents in the area to get a clear understanding of the rental season. A rental agent will be helpful when it comes to understanding the peak season, the shoulder seasons, and the average renting prices of those seasons.

5. Decide whether you're going to rent your property out yourself, or go through a rental agency. Although rental agencies typically charge about 15 to 20 percent, if you do not have resources in the area to maintain your house when you're not around, a rental agency may be well worth it.

6. Find a property that you can make money renting out year round. Consider the seasons you will be able

to market your property, as well as the down seasons where you're not earning as much. Factor these considerations in with the cost of maintenance and potential damage.

7. Follow the golden rule—treat people the way you want to be treated. Barbara says "I take pride in my ownership and really take care of my customers." ^{TW}

OUR COMMUNITY

A look at the events, organizations, businesses and people that make Tallahassee a great place to live—and love.

BIG BEND HABITAT FOR HUMANITY'S WOMEN BUILD

By Jordan Stinson



Stumbling across a construction site swarmed by warm, welcoming, full-hearted women may have once been thought of as an anomaly. However, thanks to the work of Big Bend Habitat for Humanity's "Women Build," it just might become the new normal.

In the past four decades, Habitat for Humanity has become a worldwide beacon of hope, facilitating volunteer efforts to build, rebuild or repair the now over 600,000 affordable homes that offer shelter to 3 million-plus people across the globe. Locally, Big Bend Habitat for Humanity has turned 180 hopefuls into homeowners with the help of selfless donations and volunteer labor from the community.



Nolah Shotwell, Resource Development Director for the Big Bend Habitat for Humanity, talked about the significance of the first all-women, "Women Build." Where "Women Build" is usually a novelty, with only one day a year being set aside for women exclusively to work on one of their local builds, this build was different. The house was solely funded and built, from start to finish, by the women of Tallahassee and surrounding communities. Nolah described the build, surrounded by female entrepreneurs, doctors, lawyers, full-time moms and women of all backgrounds as "all girl power." She shared her experiences in previous regular builds as being "a bit intimidating for me as a woman to be at the builds." Nolah's experience at the all-women build site was empowering to say the least, having left the site for the first time thinking, "I was expected to do something."

Even more powerful, the Women Build's new homeowner, DeShawn Thompson, is a single mother whose home has been funded, built, loved on and prayed over by fellow women. **DeShawn** is a fearless mother of four, as well as a recent Tallahassee Community College graduate, not to mention the first person in her family to graduate high school and college. ***misspelled** to attend Florida A&M University to pursue a degree in business and administration. Nolah spoke of **DeShawn** as an "example of what we at Habitat for Humanity stand for," because DeShawn had to overcome significant adversity, yet still seems to "always have a smile on her face." DeShawn was eager and determined to begin this new chapter of her life and even put in over a hundred hours on her own home build.

In addition to the great work that Big Bend Habitat for Humanity has already done, 2016 has brought about changes that will lead to substantial results for the future of Women Build. By simply enhancing the Women Build program that was already in place, there is now ample opportunity for women to get involved, build each other up and help construct a solid foundation of unstoppable women in the Big Bend area. **TW**



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OUR COMMUNITY

A look at the events, organizations, businesses and people that make Tallahassee a great place to live—and love.

Big Bend Habitat for Humanity's Women Build

By Jordan Stinson

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Nolah Shotwell, Resource Development Director for the Big Bend Habitat for Humanity talked about

***comma needed before "talked"**

On Women Build. Where Women Build' is usually a novelty, with only one day a year being set aside for women exclusively to work on one of their local builds, this build was different. The house was solely funded and built, from start-to-finish, by the women of Tallahassee and surrounding communities. No-

***unnecessary comma before "described"**

lah, described the build, surrounded by female entrepreneurs, doctors, lawyers, full-time moms, women of all backgrounds as "all girl power." She shared her experiences in previous regular builds as being, "a bit intimidating for me as a woman to be at the builds." Nolah's experience at the all-women build site was empowering to say the least, having left the site for the first time thinking, "I was expected to do something."

Even more powerful, the Women Build's new homeowner, Deshawn Thompson, is a single mother having her home being funded, built, loved on, and prayed over, by fellow women. Deshawn is a fearless mother of four, as well as a recent Tallahassee Community College graduate, and not to mention, the first person in her family to graduate high school and college. Deshawn also plans to attend Florida Agricultural Mechanical University to pursue a degree in Business and Accounting.

***misspelled** Nolah spoke of Deshawn as an "example of what we at Habitat for Humanity stand for," being that DeShawn had to overcome significant adversity, yet still seems to, "always, have a smile on her face." Deshawn is confident and determined to begin this new chapter of her life, and even put in over a hundred hours on her own home build.

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WWMB 2016 Awards

Tallahassee Women recently hosted the 2016 Women Who Mean Business Awards at the Florida State Capitol. This is a year-end event for the third year in a row. The awards luncheon honoring six businesswomen in the community.

*is this continued?



- 1. Anna Keys, Robin Safley, Deanna Mims, Sandy Safley
- 2. Christine Borns, Sarah Trayner, Cherilynn Rivers, Joanne Gallagher, Kim Koegel
- 3. The Prime Meridian Bank team.
- 4. Sonua Davis, Lisa Williams, Mara Cooper
- 5. Gerald Mandrell, Judy Mandrell, Carolyn Wydell
- 6. Whitney Burselson, Stormy Arkeil, Fabiana Oropeza
- 7. Christine Borns, Sarah Trayner, Cherilynn Rivers, Joanne Gallagher, Kim Koegel
- 8. Kim Bibeau, Jamie Brown, Tracy Michael, Tracy Morales, Susan Walton, Mary Lee Kierkoff
- 9. Barbara _____, Curtis Richardson, _____, _____/_____/_____

- 10. Brooke Kennerly, Arthur Kennerly, Neddy Sumners, DeWitt Sumners, Margaret Lynn Duggar
- 11. Pam Bauer, Vita Woodrich
- 12. _____, Calynne Hill
- 13. Nancy Gavalas, Linda Figg, Grey Annih
- 14. Kristine Dobosenski, Susie Mozolic, Elizabeth Emmanuel
- 15. _____, Sharon Ames Denard, Tiffany _____, Michelle _____
- 16. _____, Curtis Richardson
- 17. Tanya Wilkins, Elizabeth Ekk, _____
- 18. TWM Interns Cristie McKee, Jolee Keplinger, Alexi Saliba

WWMB Magazine Launch Party

Celebrating the recent launch of the Women Who Mean Business Community signature magazine, TWM and invited guests celebrated at Domi Station, the location and focus on businesswomen on the premier cover.



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- 4.

The Authors Scholarship Luncheon

Chapter FP of P.E.O.'s second annual scholarship luncheon took place on April 22. P.E.O. is a philanthropic organization that celebrates the advancement of educational goals through scholarships, grants and awards. Scholarship recipients, Allison Hess, and Jocelyn Turcotte, were recognized along with local authors--Julie Strauss Bettinger, Donna Meredith and Adrian Foglin. Guests enjoyed lunch while listening to each author's book.



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- 2.
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- 6.



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As Kaitlyn peered into the mirror she felt she was living a terrible nightmare. The reflection revealed broken and chipped front teeth! Who could she trust to restore her smile? For Kaitlyn, Dr. Oppenheim was the clear choice! Was it Dr. Oppenheim's ten gold medals in international cosmetic dentistry competitions, or that he is one of only 63 dentists worldwide to have achieved the elite status of Accredited Fellow, or that his patients have appeared on the cover of *The Journal of Cosmetic Dentistry* eight times? - Kaitlyn says, "Yes, it was!"

MONEY-SAVING TRAVEL TIPS

By Jordan Stinson

Angie Culpepper’s affinity for travel began at a young age, roaming and camping around the state with her parents. From there, her desire to see everything she possibly could only grew stronger. She started traveling with her husband of 17 years when they took their one-year anniversary getaway to Susiana Plantation outside of Thomasville, Georgia. There they met an older couple who gave the Culpeppers advice that they carry with them and honor to this day. This couple said, “The biggest thing we can tell you is to make your relationship a priority. Every anniversary, you need to take an anniversary trip.” Now as a mother of three boys, Angie has mastered the art of packing neat and traveling cheap. Whether you prefer to fly solo, or travel in packs, Angie offers you eight tips for traveling on a budget.



1) **Research, research, research.** Angie says, “I start planning nine months out. Not only is it beneficial to be familiar with where you’re going and what to expect, but planning all the time gives you something to look forward to and becomes a fun pasttime in and of itself.”

2) **Airfare.** When it comes to air fare, check rates out of bigger hub airports in cities such as Atlanta or Tampa. Also, Southwest Airlines is a great airline for families because you get free checked baggage. Speaking of baggage, when you are traveling with children, be sure to pack plenty of entertainment, e.g. books, art supplies, iPad, Nintendo DS, iPod. For Tallahassee departure deals, sign up for e-mail alerts through online travel sites that will notify you when there is a airfare price that is lower than usual.

3) **For car rentals, search more than just car rental sites.** Check out stores such as Costco, which typically can provide a cheaper rate than renting a car directly from the rental company.

4) **Become a member or frequent flyer for multiple airlines.** ***as well AS** accumulate frequent flyer miles that add up to free flights, **as well earning** points for free hotel stays.

5) **Bring your own food.** You would be surprised just how much money you can save by simply not eating out.

6) **Consider getting a travel credit card,** one that has no annual fee that you use only for travel so you can pay it off easier.

7) **Consider a cruise.** Cruises are great all-inclusive trips that are relatively inexpensive when you consider all that comes with it, such as seeing multiple places in one trip,

food, lodging, and excursions.

8) **Expose your kids to travel at a young age.** It helps them make a visual connection to what they’re learning about. Angie says, “Just take little trips—you don’t have to go far. Memories made will be well worth it.” **TV**



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