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**Blog: Biz Currents**

**Women In Business: Timely, Helpful Events**

Jackie McConnell  
Managing Editor



Friday, March 12, 2010, 5:42pm EST | Modified: Tuesday, March 16, 2010, 12:04pm

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Joyce Cotton



Lazenby



Cynthia Fox

Welcome back women and men in business to a look

at happenings in the Tampa Bay area.

- The Women in Tourism meeting March 19, open to the public, will focus on Amendment 4, aka the proposed Florida Hometown Democracy amendment. Women in Tourism is asking, "If passed this year, how will it negatively affect the tourism industry?"

A panel has been scheduled to speak about how [the amendment](#) would affect businesses and residents. Members of the panel are Mike Meidel, executive director of Pinellas County Economic Development; Kathleen Peters, mayor of South Pasadena; Deborah Nicklaus, an owner of the Sirata Beach Resort; and Pinellas County Commissioner Karen Seel.

The Women in Tourism meeting will be held at the Post Card Inn on the Beach, 6300 Gulf Blvd., St. Pete Beach. Registration and networking begins at 11:30 a.m.

The cost is \$25 for members and \$30 for guests. RSVP by noon March 17 to Vicki Kolb at [Victoriasgarden3@aol.com](mailto:Victoriasgarden3@aol.com).

- Jane Mason's company, eMason, is sponsoring the One & Done Celebrity Tennis Pro-Am at the Belleair Country Club's tennis facility on March 21. Soosie Lazenby, owner of URBANcoast, a retail and event styling studio in Belleair Bluffs, is hosting the event.

Players include Anna Kournikova and Jim Courier. Proceeds benefit Morton Plant Hospital's Doyle Women & Children's Health Initiative.

- The newly formed Achievement Rewards for College Scientists Foundation - Tampa Bay held an inaugural luncheon and fundraiser Friday to raise funds for two \$15,000 scholarships for University of South Florida graduate students studying marine science and cancer biology.

"Fashion and Fun Down to a Science" attracted 160 supporters to the Renaissance Vinoy Resort and Golf Club in St. Petersburg. The event featured collections from Wilbourn Sisters Designs of Atlanta, Maison Rouge Lingerie and Accessoreez.

St. Petersburg-based Maison Rouge, owned and designed by comedienne and actress Rhonda Shear, features lingerie, everyday bras and panties, bridal specialties, shade wear, sleepwear

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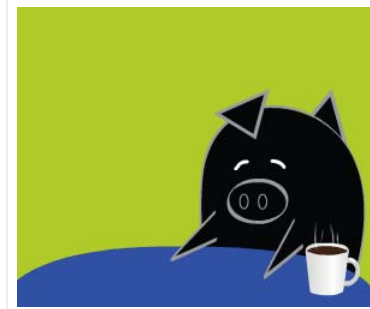
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and loungewear for women of all shapes and sizes. St. Petersburg designer and artist Leslie Belcher creates "art to wear" of the Accessoreez collection of necklaces, earrings and bracelets using hot-fired borosilicate glass as the focal point, a release from ARCS said.

Dermazone Solutions was the platinum sponsor of the event. Gold sponsors included Ageless Medicine, Doubletake Studios and DW Group Inc. Additional corporate sponsors include Accessoreez.com, Life Reflections LLC, Maison Rouge by Rhonda Shear, MamaRazzi Foto Inc., The Peak Performance Group, St. Petersburg Downtown Partnership, WEDU and Wilbourn Sisters Designs

The ARCS Foundation, a 501(c)3 organization founded in Los Angeles in 1955, provides scholarships to academically outstanding United States citizens studying to complete their degrees in science, medicine and engineering.

ARCS Foundation - Tampa Bay founding officers include Karen Krymski, executive managing director of eWomen Network; Linda Seefeldt, president of AIM Above; Janet Dickinson, CPA, financial systems consultant at Mills & Murphy Software Systems Inc.; and Elaine Bispo Smalling, vice president of the St. Petersburg Downtown Partnership. Krymski is president of ARCS Foundation - Tampa Bay, Seefeldt is vice president and president elect, Dickinson is treasurer, and Smalling is secretary.

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