

# Who's Reading BizBash Florida?

*BizBash Florida* readers include more than 18,000 corporate planners from insurance companies, real estate and development companies, accounting and law firms, pharmaceutical and health care organizations, as well as independent, association and third party planners. Here's a sampling:

**Chucha Barber**, Executive Director and Planner, **Mary Brogan Museum of Art & Science**, Tallahassee, FL

**Yazmin B. Castillo**, Corporate Planner, **Pollo Tropical**, Miami, FL

**Allan J. Dadetto**, VP New Business/Marketing Events Florida, **Hearst Corporation**, Tampa, FL

**Joe Doyle**, Meeting Planner, **Spherion**, Fort Lauderdale, FL

**Lori Elsbree**, Executive Event Planner, **Baptist Hospital**, Miami, FL

**Lauren Haplern**, Independent Planner, **Lauren Halpern & Associates** (formerly of **Office Depot**), Weston, FL

**Tara Liaschenko**, Independent Planner, **The Link Event Professionals**, Tampa, FL

**Stacy Stern**, President/Independent Meeting Planner, **The Special Events Group**, Boca Raton, FL

**Lauren Stewart**, Community Relations, **JM Family Enterprises Inc.**, Deerfield Beach, FL

**Caroline Van Der Poel**, Public Relations/Event Planner, **Premier Beverage**, Tampa, FL

**Tara Zerzovsky**, Incentive Travel and Meeting and Event Planner, **Tupperware Co.**, Orlando, FL

**Kathleen Zwart**, Meeting Planner, **Blue Cross/Blue Shield**, Jacksonville, FL

"As a corporate meeting and special event planner for one of South Florida's largest employers, I get inundated with meeting magazines. The one magazine I do read is *BizBash Florida*. The format and layout is superb! Not only is it fun to read, the content allows me to get a closer look at potential event suppliers. It's a great resource!"

— **Dahlton Bennington, CMP, Spherion**

"*BizBash* is one of my most trusted source for vendors, it's like getting a referral from someone who knows it all in this industry.

I love *BizBash*...I read each publication cover to cover, as an inspiration for new ideas and to keep up with all the latest trends."

— **Maureen Esposito, Event Logistics, Inc.**

"*BizBash Florida* keeps me up-to-date on what is happening in Florida — new products, unique venues, and new entertainment available. It's one of my most often used resource guides."

— **Mona S. Meretsky, COMCOR Event and Meeting Production**

"*BizBash* is the only industry publication that I actually take the time to open and read cover to cover the day it comes across my desk. I consider *BizBash* to be acutely on the pulse of what's new & hot in each of its areas of focus."

— **Hillary Hefner, Konzept Events**

"I read and love *BizBash Florida* because it is our industry! It keeps me abreast of the what's hot and what's not, and provides the information that allows me to be a better planner."

— **Tara Liaschenko, The Link Event Professionals**

# Our Marketing Partners

## Here's what they're saying about *BizBash*:

"*BizBash* works! Marketing to the event industry was new for us. Advertising with *BizBash Florida* really brought us the opportunities in this arena. We've been getting calls almost immediately with each new issue."

— **Leo Boczar, Fabric Images Inc.**

"Throughout 15 years in the club and venue business, *BizBash Florida* is the only publication that has delivered a return in actual business.

— **Gerry Kelly, The Fifth**

"*BizBash Florida* has proven to be hands down the wisest marketing investment we have made. In four months *BizBash* has paid for itself, and become a vital part of our success. We went from no events, to an average of four a month. Investing in *BizBash* has been more than just buying advertising space in a magazine. It is more like investing in a service which continues to pay off in more ways than one"

— **Richard Filippi, Grass Restaurant & Lounge**

"*BizBash Florida* has provided us with a wealth of exposure and networking capabilities to our direct target market. The exposure and the relationships we are building are priceless."

— **John Rossetti, 2Taste Catering**

"It was a big step to commit to an advertising program in *BizBash Florida*, but it was more than worth it. Once we were in print, it was like a snowball effect. *BizBash Florida* gave us exposure, which led to calls from all over the state, which turned into jobs. We see our investment working for us daily."

— **Frank Clemente, conceptBAIT**

"I received at least 10 calls right after *BizBash Florida* ran a discovery on my company. I book about 65% of my business through *BizBash Florida*."

— **Greg Zalkin, Room Service Furniture & Event Rentals**