



CELEBRATING
WOMEN in
BUSINESS

SECRETARY'S REMARKS



Greetings, and welcome to Celebrating Women in Business!

On behalf of the Department of Business and Professional Regulation, I thank you for attending our 7th Annual Celebrating Women in Business panel discussion and networking event. Our panel includes some of Florida's best and brightest businesswomen. I thank them for joining us and sharing their valuable insight and expertise.

This event is intended to provide women business leaders with an opportunity to gather and exchange ideas, information and best practices. Today, you'll interact with some of the most talented women in our state. I encourage you to collaborate with one another to discuss the topics you find most interesting.

As a native Floridian, I take pride in the growth of our business culture. Each of you impacts the business community in Florida, and we are honored to have the opportunity to host you at this event.

I sincerely hope today's discussion will offer useful professional- and personal-development information that will help you throughout your career.

Thank you again for joining us.

Sincerely,

Jonathan Zachem, Secretary
Florida Department of Business and Professional Regulation

SCHEDULE

1:00	-	1:30	REGISTRATION
1:30	-	1:45	SECRETARY WELCOME SPEECH
1:45	-	2:00	PANELIST INTRODUCTIONS
2:00	-	3:00	PANEL DISCUSSION
3:00	-	3:30	AUDIENCE Q&A
3:30	-	4:00	NETWORKING
4:00	-	4:50	WORKSHOPS
4:50	-	5:00	CLOSING REMARKS

PANEL

RUTH DILLARD (MODERATOR)

Director of Administration and Financial Management at DBPR



Ruth Bizzell Dillard has served as the Director of Administration and Financial Management for the Florida Department of Business and Professional Regulation since 2011. She prides herself on having started her career in the fields of Eastern North Carolina, which laid the foundation of a serious work ethic coupled with a dedication to academics and learning. Tar Heel born and bred, Dillard is a graduate of the University of North Carolina at Chapel Hill with a bachelor's degree in English and a Juris Doctorate. Her journey has encompassed private-sector work as an attorney in North Carolina and over 25 years in state government. She has worked as an attorney for the Florida Department of Transportation, managed the agency's Equal Opportunity Office and served as their Director of Administration.

Since coming to the Department of Business and Professional Regulation, Dillard has provided direction, policy development and oversight to the offices of Human Resources; Agency Services; Budget; and Finance and Accounting. Balancing the 8-5 (on a good day), Ruth is also passionate about serving as a community volunteer

focused on needs and scholarships in Jefferson County and the underserved portions of Leon County.

ALLISON HARRELL

Shareholder, Assurance Services at Thomas Howell Ferguson



Allison Harrell is a Shareholder, Assurance Services with Thomas Howell Ferguson in Tallahassee. Since 2002, Harrell has provided assurance services to governmental, not-for-profit and for-profit entities. A graduate of Florida State University with a bachelor of science in accounting and a master's of accountancy with emphasis in assurance services, she has provided a range of services including financial statement audits, compliance audits, internal control studies, agreed-upon procedures and financial reviews. Her responsibilities as an auditor consist of planning, fieldwork and report preparation in the areas of financial and compliance audits. Harrell has experience with OMB Circular A-133 and GASB Statement No. 34. She performed operational audits of state agencies and certain local governments while employed with the State of Florida Auditor General.

Harrell is a member of the American Institute of Certified Public Accountants, the Florida Institute of Certified Public Accountants (FICPA), the Florida Governmental Finance Officers Association and the Florida Society of Association Executives. She

is Board Treasurer for Tree House of Tallahassee, Inc.; a North Florida Outreach Fellow with The Jim Moran Institute of Global Entrepreneurship; a member of Capital City Bank's Leon County Community Board; and a graduate of Leadership Tallahassee, Class XXVII.

Harrell was a Leadership Pacesetter Nominee of Leadership Tallahassee and a Rock Star Award Nominee in *Tallahassee Woman* magazine's Women Who Mean Business Awards. She was named among the *Tallahassee Democrat's* 2016 "25 Women You Need to Know" and received a Golden A.C.E. Award in the Finance Category from the Tallahassee Network of Young Professionals. She received a Women to Watch Emerging Leader Award from the FICPA and was named among the Institute's "26 Under 36" honorees. She was named among the Top 40 Under 40 by *CPA Technology Advisor* magazine.

PANEL

MERCEDES ANGELL

Commercial Realtor at Cushman & Wakefield



Mercedes Angell joined the Tampa office of Cushman & Wakefield as a Leasing Manager in 1995. Angell primarily represents landlords and building owners with assets throughout the Tampa Bay area and is responsible for a portfolio of office parks totaling more than 2.4 million square feet. The properties range from Class “A” buildings to single-story, garden-style office parks. Since 2002, Angell has leased 6.5 million square feet of office space.

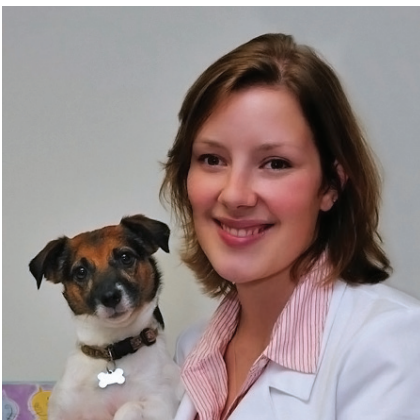
Angell translates and communicates market information through review and analysis of data collected through her canvassing efforts. She provides clients with a variety of services, in customized formats, including competitive positioning of properties; establishing pricing to maximize rates; designing and implementing marketing plans to maximize absorption; analyzing the financial aspects of prospective leases; coordinating team members (i.e., marketing, space design, property and construction management, advertising and legal services); and maintaining timely and consistent activity reports.

Angell studied marketing at the University of South Florida and successfully completed the Society of Office and Industrial Realtors Office Brokerage I and II courses. Her affiliations include 2014 President for CREW Tampa Bay (2012 National Delegate – Commercial Real Estate Women) and The Spring of Tampa Bay, Florida’s largest domestic violence shelter.

Before joining Cushman & Wakefield, Angell spent seven years as an Office Specialist with Arnold Associates. She is a recipient of the Tampa Bay Business Journal’s Top 40 Professionals Under 40 Award and has been an annual recipient of the FGCAR Pinnacle Award since 1994. She was a 2002 FGCAR Top Five Producer in General Brokerage; a 2003 FGCAR Top Five Producer in Office Brokerage; and a 2004 FGCAR Top Four Producer in Office Brokerage. Angell was named among the *Florida Real Estate Journal’s* Top 20 Women in Commercial Real Estate in Florida and is a recipient of the CoStar Power Broker Award; the NAIOP Outstanding Special Use Building Award; the Cushman & Wakefield Client Service Excellence Award; and Real Estate Florida’s Woman of Influence Award. In 2013, the CREW Tampa Bay Excellence Awards presented Angell with the distinguished Office Lease of the Year Award.

TIFFANY HALL

Associate Veterinarian at Novey Animal Hospital



Dr. Tiffany Hall earned her bachelor’s degree in animal biology in 2005 and her doctorate of veterinary medicine in 2009, both from the University of Florida. She has been practicing small animal medicine as an Associate Veterinarian at Novey Animal Hospital in Tallahassee since 2009.

Dr. Hall works daily with patients and clients and participates in the management of her busy practice. She has a special interest in ultrasound and internal medicine.

Dr. Hall serves as Vice President of the Florida Leadership Foundation, the parent non-profit corporation of the North and Mid Florida Hugh O’Brian Youth Leadership Seminars, or HOBY, a youth leadership development and community-service organization. Dr. Hall has been involved with the organization for over 12 years in multiple roles, helping the seminars become known as two of the premier sites in the world.

Dr. Hall lives in Tallahassee with her husband, Steven; son, Brooks; daughter, Beckett; two cats; and two dogs.

PANEL

CASSANDRA PASLEY

Director of the Division of Children's Medical Services, Florida DOH



Cassandra Pasley is the Director of the Division of Children's Medical Services at the Florida Department of Health. CMS provides preventive, evaluative and early intervention services for children at risk for or who have special health care needs, to prevent or reduce long-term disabilities. Pasley also served as the Bureau Chief of Health Care Practitioner Regulation for the Department of Health's Division of Medical Quality Assurance. In that position, she supervised executive directors who serve as administrators for Florida's health care boards and councils and supervise the licensure of health care practitioners.

Previously, Pasley worked as an attorney for private industry representing health care entities. She also practiced law in state government where she represented health care boards, defended health care licensure examination challenges and arbitrated disputes between condominiums/cooperatives and their respective unit owners.

Pasley received her juris doctorate degree from Florida State University and has been a member of the Florida Bar since October 1998. She is a member of the Bar's Health Law Section.

Prior to her career as an attorney, Pasley worked as a registered nurse at Orlando Regional Medical Center on the Cardiology Step-down Unit. She received her bachelor's of science in nursing, with honors, from the University of Maryland. She also served as a medic in the U.S. Army. Her last assignment was at Walter Reed Army Medical Center on the Cardiology Step-down Unit during Operation Desert Storm.

NATASHA HARTSFIELD

Vice President of Programs at the Tallahassee Museum



Natasha Hartsfield was born and raised in Tallahassee. In 1995, at the age of 20, she hit the road with three good friends on a journey west which led her to Portland, Ore. She studied cultural anthropology and international relations at Portland State University, earning a master's of science in environmental sustainability.

While in Portland, Hartsfield became involved with social justice and environmental sustainability projects which instilled an ideology for how she would live her life and do business. After working overseas off and on for several years, she decided to pack up her minimal belongings, and her Korean street dog, and buy a house in Tallahassee in 2007.

Today, Hartsfield has three dogs and four cats, and is the Vice President of Programs at the Tallahassee Museum. She also is the owner and operator of Sassafras Soapery and serves as the Board President for New Leaf Market Co-op.

In her spare time, Hartsfield paints in oils and enjoys spending time in the woods with her dogs, gardening, paddling on any body of water and fishing in the Gulf of Mexico.

FL BUSINESS PORTAL

START YOUR NEW BUSINESS IN 2018!

In collaboration with several State of Florida agencies, the Department of Business and Professional Regulation developed the Florida Business Information Portal. The website takes prospective business owners step-by-step through the process of starting and operating a business in the Sunshine State.

The one-stop, user-friendly site features a search bar allowing potential business owners to look up information by the type of business they wish to start. The portal creates a checklist explaining governmental requirements for each business category. A downloadable eGuide provides additional tools and resources.

**The portal focuses on State of Florida government requirements and resources for businesses. It is not designed for individuals seeking professional licensing or certification. Detailed federal and local requirements are not included in the portal at this time.*

OPEN MY FLORIDA BUSINESS



Visit www.openmyfloridabusiness.gov to access the Florida Business Information Portal.

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