

# ORLANDO BUSINESS JOURNAL

Women Who Mean Business; 2013 Business Owners (Print)

 <p><b>Connor</b></p> <p>high school Disney World. <b>Achievements:</b> the future by our client base is. <b>Life-size card-Dyer in our</b></p> <p><b>Ultimate downtime:</b> A cabana in the Bahamas with friends <b>On my bucket list:</b> Produce a Broadway show <b>Advice to younger women:</b> No matter how great the reward may seem, never sacrifice your integrity — you can never get it back. <b>What illustrates my leadership:</b> I follow my heart and my gut in decision making, treat others how I want to be treated and learn from mistakes. I keep my priorities in order and don't take myself too seriously.</p> <p><b>My thoughts on ...</b> <b>Economic recovery:</b> Yes, please. <b>Glass ceiling:</b> Life's not fair and you have to make the best of what you're given. You may face more obstacles than someone else, but complaining won't help. No excuses.</p>	 <p><b>Rebecca M. Furlow,</b> president, CEO and owner, Leland Management Inc. <b>Description:</b> Community association management firm</p> <p><b>Personal</b> <b>Fun fact:</b> I go overboard for holidays, especially Christmas and Halloween. <b>Best recent professional achievements:</b> We were voted one of Central Florida's Best Places to Work for the second year in a row and opened our 10th office. <b>Ultimate downtime:</b> Boating and fishing <b>One thing not to do again:</b> Ignore my gut feeling or intuition in making business decisions <b>Best conversation piece:</b> Our art collection</p>	<p><b>On my bucket list:</b> Two months in a chalet in the south of France, and an African safari <b>What best illustrates my leadership:</b> I've had several good bosses in my early career. Over the years, I have tried to identify and incorporate the best traits of each of them. <b>For more women to reach the highest levels of business:</b> Teach your daughters there are no limits on their achievement.</p> <p><b>My thoughts on ...</b> <b>Dynamic leadership:</b> Empower your people, and they will move your company forward while you're all having fun doing it. <b>Economic recovery:</b> Adapt to the changing reality or you will be left behind. Don't look back — look forward.</p>
 <p><b>Gianno</b></p> <p><b>Achievement:</b> aware I decided to business. I try of Jacob in 2004 in me in 2012</p> <p>to Continuum and moved it to Lake Mary. I should have started out small with a retail business and expanded my knowledge instead of starting out big. <b>On my bucket list:</b> Travel to Italy, Greece, Scotland and Switzerland <b>Advice to younger women:</b> If you decide to start a family, find dependable help at home. It will give you freedom to have a career and a balanced family life. <b>What best illustrates my leadership:</b> The decision to bring my husband on board. As an engineer, he is very detailed and helps me to bring my visions to reality.</p> <p><b>My thoughts on ...</b> <b>Economic recovery:</b> We are entering a good cycle because we are busy at both companies.</p>	 <p><b>Dr. Farnaz Namin-Hedayati,</b> corporate psychologist, Center for Work Life <b>Description:</b> Coaching and consulting firm</p> <p><b>Personal</b> <b>Best recent achievements:</b> In the past 12 months, we have had 80 percent of our previous clients refer us to new clients. There's no greater achievement than that in our business. <b>Ultimate downtime:</b> Yoga, catching up on reading, swimming, hugging my children <b>One thing not to do again:</b> Serve store-bought stuffed grape leaves for a dinner party. Even the homemade frozen variety is better.</p>	<p><b>Best conversation piece:</b> Best golf game tips <b>Advice to younger women:</b> To exercise their choices from within with a more confident and "selfish" attitude <b>What best illustrates my leadership:</b> I am always advocating my clients to "play it hard, but play it real." <b>For more women to reach the highest levels of business:</b> There is a real perception problem in deciphering between our goals versus our roles. Take that perception and kick it to the curb. Just because there is a problem, it doesn't mean we have to succumb to it.</p> <p><b>My thoughts on ...</b> <b>Dynamic leadership:</b> Innovation is key, especially in today's global and technology driven economy.</p>

