



JOFFREY'S BIG WIN
Tampa coffee company earns a spot on Publix shelves.
Page 3

TAMPA BAY Business Journal

EXECUTIVE PROFILE

The president of Pinstripe Marketing is a St. Petersburg native.
Page 20



STAY CAUGHT UP!
SIGN UP FOR FREE
E-MAIL NEWS UPDATES
tampabay.bizjournals.com

SUBSCRIBE!
THE #1 BUSINESS NEWS
SOURCE IN TAMPA BAY
813.873.8225

THE LIST: FLORIDA CANCER CENTERS. PAGE 13



The University Of
TAMPA

SEVENTH ANNUAL FLORIDA FAMILY BUSINESS AWARDS

Friday, March 6, 2009

The University of Tampa Vaughn Center
11 a.m. to 3 p.m.

Please join us for a luncheon honoring the Steinbrenner family as the 2008 Outstanding Florida Family Business and recognizing the small family business of the year



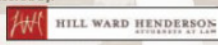
Featuring keynote speaker **Greg McCann, J.D., CPA**
Author of: *When Your Parents Sign the Paychecks*

Also featuring panelists Reid Haney, Shareholder, Hill Ward Henderson, and Stephen G. Salley, Esq., Co-Chairman, GenSpring Family Offices of Central and Southwest Florida

\$45 per person | \$300 for table of 8

To reserve your seats: Contact Angie Ballard at (813) 257-3782, download a registration form online at www.ut.edu/centers/fba, or e-mail aballard@ut.edu by Feb. 25.

Sponsored by:



Thanks to  and  for supporting this event.

SYMBOL OF EDUCATIONAL EXCELLENCE

Ginger Reichl: Sears job taught customer service

Tips of the trade

How do you keep yourself current in your field? I serve on the boards of several trade associations, including the American Marketing Association, Tampa Bay Advertising Federation and Legal Marketing Association. I attend marketing conferences, read the latest books, subscribe to dozens of industry publications, read marketing blogs and download related podcasts. We're in the communications business, so there is a wealth of information available to stay on top of what is new in the field.

How do you generate new ideas? My best ideas come when I take a break to let my brain work on something without interruption. I keep a pen and paper on my nightstand because, inevitably, they'll hit me at 3 a.m. out of a sound sleep.

How do you organize your "things to do" list? I just had Your Business Editor, a professional organizing company, come in to completely re-organize our offices. They helped me arrange my to-do lists into: things to do at the computer, calls to make, things to buy, items to delegate, etc. I am so much more productive now; it has changed my life!

Who is your mentor and why? My parents have been wonderful mentors, offering advice and guidance to not only make me a better businesswoman but a better person. They've always allowed me to find the right answers by simply asking, "What do you think?"

Background check

What was your first paid job? I worked in the parts department for Sears Service while I was going to Florida State. I could identify a part for a customer's washer or lawn mower before they made it through the doors. I was the only woman in the building, so I developed a thick skin with all the teasing I received from the technicians, but I learned a lot about how to give great customer service.

How did you get started in your current career? I decided I was going to be in advertising in the seventh grade. I participated in the *St. Petersburg Times* 'Design-Ad' contest, but didn't win. Even though I'm not a designer, it was motivation to go to school and learn how to do it well. It all came full-circle when my first job after school was as an advertising account representative for the *Times*.

What is your favorite activity with your family? Going to Tampa Bay sporting events!

What's a fact about you that few people know? I met Michael Jackson while I was interning at Disney, pre-scandal.

Who are your heroes in the business world and why? Mary Wells Lawrence is a pioneer for women in advertising and the first woman CEO of a NYSE-traded company. She founded Wells Rich Greene, which coined 'Plop Plop Fizz Fizz,' 'I Love New York,' 'Trust the Midas Touch,' 'Flick Your Bic' and many other legendary slogans.

EXECUTIVE PROFILE

WHO AM I?

NAME: Ginger Reichl
TITLE AND COMPANY: President, Pinstripe Marketing
YEARS WITH THE COMPANY: Celebrating 10 years since founding Pinstripe in 1998
YEARS IN TAMPA BAY: 37
NATURE OF BUSINESS: Marketing for professional services, such as law, finance, health care, engineering, architecture and technology
EDUCATION: B.A. in advertising, Florida State University
WHERE YOU GREW UP AND WHAT IT WAS LIKE: A St. Petersburg native, I have enjoyed watching the city grow from a small coastal retirement and tourist destination to the vibrant arts and cultural center it has become.

In one word, how would people describe you? Loyal

What music do you have in your car right now? I'm an XM Radio fanatic, so I'm constantly changing stations. I like most music. Otherwise, it's NPR.

Words to the wise

What advice would you give to someone starting out in your field? Get involved in trade associations. People say it is a small world, but our industry is even smaller. In Tampa Bay, we are very fortunate to have strong chapters of the American Marketing Association, American Advertising Federation, Public Relations Society and dozens of others.

How could Tampa Bay change to be more business friendly? Fix our transportation issues. We are never going to be 'one market' until we can travel easily within our own borders.



KATHLEEN CABLE

Need an upswing in a down economy?

Throw Us **The Perfect PITCH**

\$500,000
ADVERTISING GIVEAWAY!
From leading Tampa Bay Media

Two lucky companies will each win \$250,000 in each category: business-to-business & business-to-consumer.

Every applicant receives a free media gift bag valued at over \$3,000 from our media partners.

Learn from the best at the Finals on Thursday March 26, 2009
Raymond James Stadium 4:30 - 6:30pm

Presented by:  APPLICATIONS OR TICKETS AT www.malcolmoutloud.com/perfectpitch
813-868-1529

Sponsored by:

