

WEL'S 2025 SIGNATURE EVENT: A VIEW FROM THE TOP

PROGRAM



DCOTA | NOVEMBER 4, 2025 | 5:30-8:00 PM

WEL'S 2025 SIGNATURE EVENT EVENT SCHEDULE



**IMMERSE IN HOW LEADERS ARE
LOOKING AT TODAY'S KEY TOPICS
AND OPPORTUNITIES!**

5:30 PM - NETWORKING RECEPTION

- *Hors d'oeuvres*
- *Cocktails*
- *Conversations*
- *Powerful Connections!*

6:30PM - MODERATED CEO PANEL DISCUSSION

*Your chance to leverage powerful thought
partners, engage, and ask questions!*

ENJOY YOUR EVENING!

WEL'S 2025 SIGNATURE EVENT

MEET OUR PANELISTS



RITA CASE

**President, CEO and Owner
Rick Case Automotive Group**

Rita Case is the President, CEO and Owner of The Rick Case Automotive Group, the nation's largest retail auto group owned and operated by a woman.

Rita's parents were the first Honda car dealer in the U.S. 1968, where Rita worked throughout grade school. After graduating from the University of California she followed her passion back to her parents' dealership, where she was determined to prove that a woman could be a successful car dealer. While managing the dealership she met Rick at a Honda car meeting in 1977, they married in 1980 and together built the Rick Case Automotive Group.

Rita has received national recognition for her contribution to the auto industry. A few significant awards: 2024 TIME Dealer of the Year, "National Dealer of the Year" by USA Today; Automotive News "Outstanding Women in the Auto Industry".

She has been recognized for her business leadership: Horatio Alger Award, Ernst and Young "Entrepreneur of the Year", Nova Southeastern University "H. Wayne Huizenga Entrepreneur Hall of Fame".

Rita's philanthropic focus is supporting educational programs for youth facing adversity and improving health and safety in the communities. To date they have raised over \$125M for South Florida organizations.

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ANDREW KOENIG

CEO
CITY Furniture

Andrew Koenig graduated from Elon University in 2005 studying Finance and Accounting and received his MBA in Entrepreneurship from Nova Southeastern University – Huizenga College of Business and Entrepreneurship. Andrew began his full-time career with CITY Furniture in January 2006 in the Receiving Department unloading furniture on containers, and has worked his way up through the company and in almost all divisions of the company. He spent a significant time streamlining the Operations Department in the first 8 years of his career to become one of the industry's best. Currently, Andrew is serving as CEO of CITY Furniture.

Shortly before joining CITY Furniture, Andrew's passion for operational excellence led him to study Lean Philosophy at Toyota's global headquarters in Japan. In 2007, he introduced Lean Thinking to CITY Furniture, launching what is now called the "CITY Furniture Operating System (CFOS)." The company has since become one of the only retailers in the world formally partnered with the Toyota Supplier Support Center in its Lean journey – a transformation that has driven significant advances in associate satisfaction, customer experience, safety, sustainability, and long-term profitability.

A strong believer in giving back, Andrew helped establish CITY's 5% Giving Pledge, committing a minimum of 5% of profits annually to community impact. Under his leadership, the company also launched its 2040 Green Promise to become carbon neutral. He proudly serves as Chair of CEOs Against Cancer for the State of Florida and for Junior Achievement of South Florida. He also proudly sits on several boards – American Heart Association, Tech Hub South Florida, etc.

Andrew is a lifelong Floridian and avid golfer (played golf for Elon University). He's currently a member at Diamond Creek Golf Club in North Carolina and enjoys spending quality time on the course with friends, family, and fellow business leaders. He loves all things South Florida Sports – Dolphins, Heat, Panthers, and Marlins. He lives in South Florida with his wife Deana, whom he met during his MBA studies, and their three wonderful children – Aaron (10), Daya (8), and Christian (7).

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MEET OUR PANELISTS



TOM WALROND

President

**Raymond James & Associates,
Private Client Group**

Tom Walrond serves as President of Raymond James & Associates' Private Client Group (PCG), where he leads the firm's employee-based wealth management business. In this role, he is responsible for supporting strategic direction, advisor support, and operational excellence across the division, which includes thousands of financial advisors serving clients nationwide. His leadership ensures the continued alignment of Raymond James' client-first philosophy with the firm's long-term growth and advisor success.

Tom joined Raymond James in 1998 as a branch manager in Philadelphia, drawn by the firm's culture of independence and commitment to putting clients first. He was promoted to Complex Manager of the North Atlantic Complex in 2006, and following the acquisition of Morgan Keegan in 2012, became Regional Director of the North Atlantic Region. From 2014 to 2017, he served as Chief Operating Officer and Senior Vice President of Raymond James & Associates PCG. Most recently, he was Senior Vice President and Division Director of the Eastern Division before being named President.

Tom is a graduate of Drexel University with a bachelor's degree in business administration. He completed the Securities Industry Institute at Wharton (1999–2001) and Harvard University's Authentic Leadership Development Program in 2011. That same year, he was honored as Raymond James & Associates' Complex Manager of the Year.

Tom and his wife, Julie, reside in St. Petersburg, Florida, and are proud parents of three children.

WEL'S 2025 SIGNATURE EVENT MEET OUR MODERATOR



LISA LUTOFF-PERLO

Board Member, Best Selling Author
& Keynote Speaker

After a four-decade career spanning roles from sales to CEO of Celebrity Cruises, I now help boards, CEOs, and organizations navigate complexity, drive profitability, and lead transformation. I do this as a board member at AutoNation and Amerant Bank, a trusted advisor to executive teams, and a global keynote speaker. My focus is simple: help leaders make the right decisions that deliver results, create long-term value, and build cultures that perform.

What sets me apart is that I've been in the seat(s) myself. As President & CEO, I led one of the most innovative and profitable brand evolutions in modern travel—transforming financial performance, launching a groundbreaking class of ships, redefining luxury at sea, and proving that bold strategy and inclusive leadership deliver record-breaking results.

After my CEO tenure, I served as Vice Chairman of External Affairs for Royal Caribbean Group, advancing strategy and partnerships across its global portfolio. Most recently, I was Chairwoman of Hornblower Group, guiding one of the world's largest experiential travel and transportation companies.

Today, I bring that experience into the boardroom, the advisory room, and onto global stages—helping leaders and organizations solve their most critical business challenges across five core areas:

- Profitability and financial transformation
- Culture that drives performance
- Strategic vision and corporate alignment
- Leadership development and succession
- Crisis leadership and change management

I also share my journey through my bestselling book, *Making Waves*, and through my Leadership Academy, where I equip leaders with the mindset, strategy, and real-world tools to lead effectively.

Over the years, I've been honored with the Forbes Travel Guide Lifetime Achievement Award and the South Florida Business Journal's Lifetime Achievement Award. But what matters most is the opportunity to continue creating impact: helping organizations thrive, leaders grow, and boards deliver for their stakeholders.

If your company or board needs a trusted voice at the table, I bring the perspective and experience to align strategy, lead through change, and accelerate results.

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A SPECIAL THANK YOU

TO OUR SIGNATURE SPONSOR



**THANK YOU TO OUR OTHER
SIGNATURE EVENT SPONSORS & PARTNERS**



RAYMOND JAMES



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WEL'S 2025 SIGNATURE EVENT: A VIEW FROM THE TOP



EMPOWERING WOMEN FOR EXECUTIVE & BOARD LEADERSHIP

ADVOCATE | EDUCATE | CONNECT

THANK YOU FOR COMING!

**CLICK HERE TO COMPLETE
POST EVENT SURVEY**

WE'D LOVE YOUR FEEDBACK!

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WEL'S 2025 SIGNATURE EVENT EMPOWERING LEADERS...TOGETHER



ABOUT WEL

Women Executive Leadership (WEL) promotes and enables increasing balance on corporate boards and in executive suites through advocating, educating, and connecting accomplished leaders.



ABOUT WEL'S STRATEGIC ALLIANCES

WEL collaborates with organizations that align with our mission and vision to enrich our members' experience. Athena Alliance and LeaderBoard are two national organizations that offer our community more resources, more experts, more networking, and more opportunities for achieving their professional goals. WEL is also one of 4 organization members of Florida Women on Boards (FWOB).

HOT OFF THE PRESS!

READ THE LATEST THE FLORIDA CENSUS OF WOMEN PUBLIC
COMPANY DIRECTORS 2025 THIRD ANNUAL REPORT.

DOWNLOAD HERE

COME TO OUR UPCOMING EVENTS:

<https://wel florida.org/events/>

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WEL'S 2025 SIGNATURE EVENT EXPLORE MEMBERSHIP



FLORIDA DIAMOND OR SAPPHIRE TWO POWERFUL PATHS. ONE GOAL: YOUR SUCCESS.

Unlock new opportunities, expand your influence, and accelerate your path to leadership with the power of a **Florida Diamond or Sapphire Membership**.

Designed to **support your success as a leader**, these exclusive memberships provide the knowledge, connections, and insights needed to **rise to the C-Suite and Boardroom**. Through dynamic **educational programs, thought-provoking discussions, and access to a network of accomplished leaders**, you'll gain the tools and relationships that empower you to lead with confidence and impact.

MEMBERSHIP OPTIONS:

- FLORIDA DIAMOND
- SAPPHIRE MEMBER

GET INVOLVED

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WEL'S 2025 SIGNATURE EVENT EXPLORE ANNUAL PARTNERSHIP OPPORTUNITIES



JOIN OUR COMMUNITY OF FORWARD-THINKING ORGANIZATIONS

to support qualified women leaders as they grow, excel and flourish from executive roles to the C-Suite and into the Boardroom.

Partner with WEL AND **Lead the Way** in **Women's Leadership**

By aligning your brand's values with WEL's, your name will become synonymous with the support of progress, connection and empowerment in women leadership.

- Brand and Media Exposure
- Connect to WEL's Unique Community of Leaders and Businesses
- Speaking Opportunities
- Inside Track to Recruit Top Talent
- Display Commitment to Gender Balance and Elevating Accomplished Women Leaders
- Enhance Your Corporate Culture

Learn more about our partnership packages: welflorida.org/partnerships/

OUR ANNUAL PARTNERS

SILVER



Right
Management®

CONTACT COMMITTEE CHAIR, AMELIA WATERS
PARTNERSHIPS@WELFLORIDA.ORG

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WEL'S 2025 SIGNATURE EVENT WEL FLORIDA ANNUAL PARTNERSHIP PACKAGES



PROMOTIONAL / MARKETING	Silver \$5,000	Gold \$10,000	Platinum \$20,000
Featured on WEL website	✓	✓	✓
Partner logo displayed at events	✓	✓	✓
Partner promotional materials distributed at signature events	✓	✓	✓
Partner announcement and recognition on WEL's LinkedIn and Facebook	✓	✓	✓
Feature in the WEL newsletter		✓	✓
Platinum Partner's banner displayed at quarterly events			✓
Industry exclusivity			✓
THOUGHT LEADERSHIP			
Presenter and panelist opportunities	✓	✓	✓
Speaking opportunities		✓	✓
Access to <i>LeaderBoard</i> events and opportunities			✓
Advisory Board member			✓
EVENTS			
Exclusive Partner/Member Events	✓	✓	✓
Preferred event pricing for employees	✓	✓	✓
10-top table at annual event & VIP Reception	✓	✓	✓
Exclusive Platinum Partner and Diamond Individual Member Events			✓
Opportunity to hold event on your corporate site			✓
MEMBERSHIP AND OTHER			
Annual (Sapphire) Membership to be used by Partner or gifted to outside organization	1	3	5
One complimentary Board-Readiness Bootcamp			✓
Discount on purchases of Diamond memberships.	15%	20%	25%

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