

TAMPA BAY Business Journal

EXECUTIVE PROFILE

Teresa R. Craig shares the wisdom of Jiminy Cricket with clients and staff.
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THE LIST: FINANCIAL CONSULTING FIRMS. PAGE 21

NEXT STOP:

smart investing

Even if you never set foot on a bus, you're benefiting every day. An investment in transit generates new jobs. According to a national study* investing in transit generates 20,000 jobs for every billion spent; 130% more jobs than an investment in defense and 55% more than investing in health care.

Riding HART also supports local economy. By reducing the need for a car, riders can free up as much as \$6,000 per household — money that can be spent on food, clothes, recreation and more.

A thriving local economy takes innovation, resources, and an effective transportation system to keep it running smoothly. We can get there with HART.

*Source: The U.S. Employment Effects of Military and Domestic Spending Priorities, University of Massachusetts, Amherst, 2007



Teresa R. Craig: Coaches, spreadsheets are helpers

Tips of the trade

What do you get paid to do? I provide the vision to lead Suncoast Solutions into the future.

How do you keep yourself current in your field? I meet monthly with a group of CEOs where we listen to leading speakers and work together on specific issues. I participate in several national organizations, attending meetings, serving on committees and also presenting at conferences. I read several periodicals and electronic newsletters.

How do you generate new ideas? I am in close touch with leaders of innovative hospices and home health providers to stay on top of their software needs. We harness the talent pool of our employees through quick-response teams and regular think tank opportunities. We have focused steering committees of clients who meet by conference call and in person to make recommendations to us. I also share with our clients and staff the Jiminy Cricket saying, "When your heart is in your dream, no request is too extreme." This encourages people to think far beyond the products and services we offer today.

What was your best business idea and what was the outcome? My best idea is always recruiting and engaging the top talent in America for our organization. The outcome is an incredible team of "A" players.

How do you organize your "things to do" list? My "to do" list is an excel spreadsheet with categories and due dates. Tab one is to do currently, tab two is sales follow-up, tab three is projects for staff, tab four staff performance review dates and notes, tab five books to read, dreams for the future and leadership thoughts, and tab six personal items.

Who is your mentor and why? I am blessed to have several mentors. They include a business coach, Art McNeil, who helps me keep on track as a CEO; a life coach, Frankie Gibson, who reminds me there is more to life than work;

EXECUTIVE PROFILE

WHO AM I?

NAME: Teresa R. Craig
TITLE AND COMPANY: CEO, Suncoast Solutions
YEARS WITH THE COMPANY: 10
YEARS IN TAMPA BAY AREA: 10
NATURE OF BUSINESS: Software to serve hospice and home health care providers
EDUCATION: Wichita State University, BBA, CPA
WHERE YOU GREW UP AND WHAT IT WAS LIKE: I grew up in Wichita, Kan. Hometown values made it a great place to get an education, raise a family and learn from experience.

a spiritual mentor, our retired pastor, Bill Reese; and the most important, my husband, Art Craig. My husband has been an incredible life partner and keeps me grounded in reality. His business knowledge and experience has assisted me greatly.

Background check

What was your first paid job? My first paid job was ironing clothes for a neighbor who had six children. Everything had to be ironed in those days, and at age 10 I was thrilled to be earning money.

If you could have dinner with one person you've never met, who would it be and why? Jesus Christ because I have so many questions.

What is your favorite activity with your family? Mountain hiking in Rocky Mountain National Park.

What's a fact about you that few people know? I have three grown children, and I believe the experience of raising them taught me more about working with people than I could have learned any other way.

Who are your heroes in the business world and why? My business world heroes include an early boss of mine, Don Hammer, who taught me to take responsibility for the actions of my team; Mary Labyak, CEO, The Hospice of the Florida Suncoast, because of her vision for quality end-of-life care; and Barack Obama because of his commitment to building the right team regardless of political party.

What music do you have in your car right now? I have a real mix of music, from Abba to country, Nirvana to Kenny G to symphonies. It drives my family crazy.

Words to the wise

What advice would you give to someone starting out in your field? Trust your gut instinct, and never do anything you are uneasy about. Integrity is No. 1.



KATHLEEN CABLE

Diversity & Inclusion Awards

The Tampa Bay Business Journal is proud to present the second annual Diversity & Inclusion Awards.

We will be honoring the Bay area's Top 25 minority-owned businesses based on our annual list as well as recognizing companies and individuals who have been instrumental in contributing to the success of minority-owned businesses in Tampa Bay.



Diversity & Inclusion Finalists

Ambient Technologies
Carlton Fields, P.A.
Castillo Construction Services
conceptBAIT
Community Tampa Bay

Express Dental Care, LLC.
Fowler White Boggs P.A.
PBS&J
WRMD Telemundo Tampa
Yo Soy I am, LLC.

Thursday, March 19, 2009
Embassy Suites Tampa - USF
3705 Spectrum Blvd., Tampa, FL 33612-9412
Registration & Networking 11:15 am - 12:00 pm
Lunch & Awards 12:00 pm - 1:30pm
\$70 per person, \$750 per table of 10
To reserve your seats:
Contact Alyssa Bolognini or Angie Joseph at
813.873.8225,
register at tampabay.bizjournals.com
or email eventstampa@bizjournals.com

2009 Top minority owned businesses

- AaSys Group Inc.
- Advanced Cable Connection Inc.
- Alfonso Architects Inc.
- Ambient Technologies Inc.
- Apex Office Products Inc.
- Arroyo Process Equipment Inc.
- Bowen Travel Service - Varsity Enterprises Inc.
- Celestar Corp.
- CIRSCO
- Henriquez Electric Corp.
- Impact Industrial Supplies
- Independent Resources Inc.
- Italian Cast Stone
- Kisinger Campo & Associates Corp.
- Manzi Metals Inc.
- Mission Critical Solutions - MCS of Tampa Inc.
- Nujak Development Inc.
- Paul J. Sierra Construction Inc.
- Pure Air Control Services Inc.
- Quality Building Controls
- RCS Company of Tampa
- Sanwa Growers Inc.
- Sun State International Trucks LLC
- The Bernd Group Inc.
- The Diaz/Fritz Group Inc. dba Diaz Fritz Isabel

* Ranking order will be announced at the event!

All reservations non-refundable unless cancelled 72 hours in advance. Table reservations are limited. Please respond early.