

PALM BEACH WOMAN





There are amazingly intelligent women making a difference, creating magic and working hard. These women get up each day to meet the challenges and opportunities with grace. They conquer, support, collaborate and innovate. They inspire us. We celebrate each and every one of you.

SHE
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OF THE FUTURE.

BONNIE S. KAYE



Kaye Communications Founder and Chief Strategist Bonnie S. Kaye develops award-winning seriously strategic (TM) public relations and marketing programs that propel regional and national brands to grow and dominate their marketplace. Telling clients what they ‘need’ to hear, not just what they ‘want’ to hear, Kaye provides candid counsel and expertise in brand authenticity and destination positioning, media relations, community relations and crisis communications honed through a blended 36-year career in both agency and in-house corporate headquarters leadership. Serving as both a respected business and active community leader, she has introduced and stewarded

hundreds of public/private partnerships in what is now called community engagement best practices. She just completed a six-year term on the board of the directors for the Boca Raton Chamber of Commerce and currently serves on the Florida Atlantic University Foundation Board and the executive committee for the Marmot Boca Raton Bowl. Celebrating her 20/30 this year: 20 years at Kaye Communications, 30 years married to Jon Kaye (also her business partner) with two sons (employed in advertising and broadcast journalism respectively) Matt 23, Mike 27 and new daughter-in-law Ariel, 27.

What are your five tips for women in business?

1. *Be seriously strategic™*. Prepare and be present, intently listen, observe, learn and ask questions as opportunities, solutions and your next client or career move are often hiding in plain sight.
2. *'No' should never be a first, second or third option*. When you go the extra mile, it is less traveled and will result in more recognition and value.
3. *It's just not what you say, but how you say it that determines success*. In today's rapid e-mail, text and sound-bite world, it is even more challenging to stand out, effectively engage and encourage collaboration and buy-in, so choose your words, approach and style wisely.
4. *Just because someone says so, doesn't make it so*. Today with self-publishing and online courses, anyone can be a self-proclaimed expert, journalist, webinar maven, opinion leader or do-it-yourself proponent so never take claims, advice or referrals purely at face value. Dig deeper; ask about track record and experience, do research, challenge and check references before engaged in both business and personal life.
5. *No more 'handshake' deals, get everything in writing*.

What Inspires you?

1. *A challenge*. I am energized when participating or leading client 'think tanks' to help create and navigate game-changing solutions, launching new brands and revitalizing and re-inventing others.
2. *Learning something new ...which is why I love the industry I am in!* With each new client we explore and engage in new industries, pursue new audiences and maximize relationship-making.
3. *Reading biographies* on government, business and thought leaders and successful family legacies that share their challenges, opportunities and wisdom, the

'how' and 'why' of their decision-making and the impact their successes and failures have had on their careers, communities and family life.

What do you do on a day off?

What's that? Even on a day off, I am invigorated and inspired by the world around me and always thinking how I can integrate what I have experienced (from conversations, new relationships made to a new skill or venue/destination visited) to enhance or benefit my business, my clients' businesses, personal enrichment and family life. A day of pampering is always in order.

What are some things that people don't know about you?

Love my DVR. Guilty pleasure playlist is diverse, filled with crime and drama series, docu-dramas and biopics- that transport of me out the everyday world for a brain re-boot.

What are your favorite places in PB County?

Dining out at *Trulucks*, *Chops Lobster Bar* or 'on the water' at *Deck 84* or *Benny's on the Beach*, sitting by the pool at the *Boca Beach Club*, catching a movie at *IPic Theaters*, cheering on the *Owls* or *Marmot Boca Raton Bowl* teams at *FAU Stadium*, attending galas to support important health, wellness, education and children's missions.

What are some of your favorite things?

Love dancing; a great live concert, movie, art show or Broadway production; exploring new travel destinations 'as a native' (and sometimes a tourist!). But most cherished 'fave' thing is enjoying family time chill-axing at home or celebrating milestones with my husband (and business partner) Jon, our adult sons Matt and Mike, our new daughter-in-law Ariel, relatives, friends (who are our 'chosen' family) and our three rescue pups.

THE COLES

Casey and I co-founded *NKCGH* in 2008 in memory and in honor of our father, the legendary musician and vocalist Nat King Cole, as a response to the nationwide budget cuts to schools' arts programs. Our non-profit organization provides music education to children with the greatest needs and fewest resources. Funds raised provide musical instruments and equipment, programs, mentoring and scholarships to local government funded, Title 1 schools and community organizations. Our outreach in Florida is Palm Beach, Okeechobee, Broward and Dade Counties, and New York, with plans to expand nationwide.

One of our programs is *Nat King Cole Generation Hope Summer Strings at Lynn University* which provides funds for a week long summer camp giving elementary students without means an opportunity to receive the highest quality string instruction and private lessons with Lynn conservatory students serving as their mentors and Palm Beach County School District's music teachers serving as their directors. This June will mark its 5th year in operation.

Our vision is that Nat King Cole's unforgettable legacy, and now Natalie's as well, ensures that future generations are given the opportunity to learn and experience the joy of music and the art of creative expression in their lives.



TIMOLIN COLE

What are your five tips for women in business?

1. *Don't let people mistake your kindness for weakness*
2. *Stay true to your core values and purpose*
3. *Build a team that shares your core values and purpose*
4. *Know your self worth*
5. *Act like a lady, think like a man!*

What Inspires you?

I am inspired by the great musical talent of my father and sister to preserve and promote both their iconic legacies through NKCGH. It is our hope their remarkable lives and careers serve as an example to the youth around the world to work hard to make their dreams come true.

What do you do on a day off?

A day off consists of a long walk with my yellow lab, Treble followed by a long nap with him!

What are your favorite places in PB County?

Our favorite places in Palm Beach are *Eau Spa*, *Spanish River Nature Trail*, *Tramonti*, *Boca Raton Resort & Club*.

What are some of your favorite things?

Family dinners, labrador puppies and white roses.

CASEY COLE

What are your five tips for women in business?

1. *Don't hesitate.* If you're hesitating because you don't feel like you belong or you start doubting your abilities, that is you limiting yourself...not reality.
2. *Be confident.* Always have that one purpose in mind. Stay focused on your goals.
3. *Remain determined against all odds.*
4. *Presentation is everything!* Style is key. Perception is reality...
5. *You're not always going to be liked by everyone...*It's not a popularity contest. Some people will fall off the ladder as you continue to climb up that ladder. There will always be haters in your path. Step over them and move on!

What Inspires you?

My son, Wyatt is my inspiration. I am so very proud of the man he is becoming and feel so blessed to be his mother. He is achieving great things in his life. He has big dreams. He works hard... motivating me to continue to persevere.

What do you do on a day off?

I enjoy spending time with my yellow labrador, Princeton. We take long walks and go to the park. I also like spending quiet time watching a movie at home.

What are some things that people don't know about you?

1. I love to travel, but I am the worst packer! I always forget something!
2. Once I start cooking, I actually enjoy it!

What are your favorite places in PB County?

Eau Resort and Spa, *Spanish River Trail*

What are some of your favorite things?

A glass of Cabernet, roses and lilies, a song that stirs up a memory or two



MINDY CURTIS HORVITZ

What do you do? How did you get there?

I am the general manager of Lord & Taylor at Mizner Park Boca Raton, the only Lord & Taylor in the state. I've been in retail my entire adult life, spending more than 20 years at Saks Fifth Avenue in Palm Beach Gardens as General Manager VP and prior to that at Bal Harbour. Lord & Taylor and Saks are both part of the Hudson Bay Company family.

What are your five tips for women in business?

1. *Follow your passion!* Do what truly interests you and put your all into it.
2. *"Lean in,"* as Sheryl Sandberg says, to help balance a family and personal life with a career.
3. *Work as a team.* There is no "I" in the word team and few things can be accomplished by just one person.
4. *Find a mentor.* For young working women, find a mentor who can help you pave the way toward success.
5. *Dress for Success.* Find a few classic staple pieces that you can mix and match and change around with accessories, shoes and handbags.

What Inspires you?

My wonderful husband, beautiful son and daughter and my three dogs.

What do you do on a day off?

Spend quality time with my husband and our 3 golden retrievers. We live on the water in Jupiter and love days by the pool.

What are some things that people don't know about you?

Brunch is my favorite meal.

What are your favorite places in PB County?

Mizner Park. Great restaurants that are dog friendly, great people watching and of course, the best shopping! I also enjoy the waterfront in Jupiter, my home and haven.

What are some of your favorite things?

My family
My dogs
My friends
Shopping