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Brandon salon owner used the mall as an incubator. Strategies, Page 21



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FOUR DOLLARS



Oxford Exchange

The business of inspiration

BY MARGARET CASHILL | STAFF WRITER

Top left, Blake Casper and Alison Adams, Oxford Exchange owners, in the conservatory with a retractable roof. Bottom right, Abigail St. Clair, owner of reBella Tea Co.

Two months since it opened, the much-discussed Oxford Exchange has become a popular meeting place that lives up to the vision of its founders. For many in the business community, the experience begins in the dining area, which offers breakfast, brunch, lunch and afternoon tea. Evan Brownstein, chief creative officer of Tampa advertising agency Schiffino Lee, said he likes to meet people at the Oxford Exchange

because it inspires him. "It is one of the places in Tampa Bay where I am most likely to see something or interact with someone that ignites a great idea," he said. The exchange of ideas is at the center of the vision of the Oxford Exchange, said Blake Casper, who runs the restaurant, retail and office complex with his sister Allison Adams.

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Bank accuses Alessi Bakery of moving money

Seeks trustee in Chapter 11 bankruptcy reorganization

BY JANE MEINHARDT
STAFF WRITER

TAMPA — A bank in the Alessi Bakery bankruptcy alleges payment to the Alessi family's boxing promotion business came before the bout's opening bell. The largest creditor, Zions Bank cites the transfer of \$171,853 from the bakery to

SEE ALESSI PAGE 30

Revenues are up at area's largest private companies

BY MARGIE MANNING
QUALITY AND CONTENT EDITOR

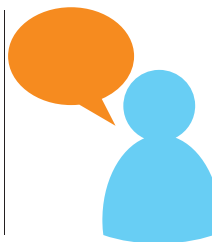
TAMPA — Revenue at the largest privately owned companies in the Tampa Bay area grew an average 23 percent in 2011, far outpacing many measures of economic growth.

In a year when the United States gross domestic product grew 1.7 percent, and the Dow Jones managed a 9 percent gain, companies such as wealth management firm Independent Financial Partners'

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CHIEF EXECUTIVE BLOGGER

Blogging takes a time commitment and it won't come overnight, but CEOs find it's worth the effort. Page 4

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TBBJ LIST

Tampa Bay Business 100 ranked by 2011 revenue

Rank/ Rank last year	Name Address Phone/website	Revenue: 2011 2010	Local employees	Total employees	Year founded	Nature of business	Chief executive Title Email
51 NL	American Food Distributors 8402 Lemon Road, Port Richey 34668 (727) 848-1010/americanfooddist.com	\$84 million \$74.8 million	104	104	1997	Food distributor	Bill Loiacano CEO
52 63	Jerry Ulm Dodge Inc. 2966 N. Dale Mabry Highway, Tampa 33607 (813) 872-6645/jerryulmdodge.com	\$83.9 million \$66.9 million	151	151	1992	Automobile dealership	G.H. Ulm President, owner
53 55	Arthur Rutenberg Homes Inc. 13922 58th St. N., Clearwater 33760 (727) 536-5900/arthurrutenberghomes.com	\$82.3 million \$82.1 million	92	250	1980	Franchisor of homebuilding companies	Frank J. Pizzica CEO
54 NL	PP+K (fka Pyper Paul + Kenney) 1102 N. Florida Ave., Tampa 33602 (813) 496-7000/uniteppk.com	\$82 million \$55 million	50	50	2004	Advertising and marketing agency	Paul Daigle CEO, president pdaigle@uniteppk.com
55 57	FKQ Advertising + Marketing Inc. 15351 Roosevelt Blvd., Clearwater 33760 (727) 539-8800/fkq.com	\$79 million \$77.3 million	82	82	1961	Full-service advertising, marketing, public relations, interactive agency	Lisa Faller President, CEO lfaller@fkq.com
56 61	Vology 4027 Tampa Road, Ste. 3900, Oldsmar 34677 (813) 280-1300/vology.com	\$78 million \$72 million	137	152	2001	Sale of new and pre-owned networking and telecom equipment	Barry Shevlin CEO sales@vology.com
57 58	MTS Medication Technologies Inc. ¹ 2003 Gandy Blvd. N., St. Petersburg 33702 (727) 576-6311/mts-mt.com	\$75 million \$76.3 million	258	300	1984	Manufacturer of medication packaging and automation equipment	Bill Shields President
58 NL	Shear Enterprises LLC 12120 28th St. N., St. Petersburg 33716 (727) 540-9800/rhondashear.com	\$74.5 million \$20.5 million	20	20	2001	Apparel company specializing in shapewear, sleepwear, separates and lingerie sold in boutiques, shopping channels and online	Van Fagan CEO
59 60	J2 Engineering Inc. 6921 Pistol Range Road, Ste. 101, Tampa 33635 (813) 888-8861/j2-eng.com	\$73 million \$72.5 million	45	120	2001	Construction design-build firm	Jose Morales CEO
60 NL	Hooters Management Corp. 107 Hampton Road, Ste. 200, Clearwater 33759 (727) 725-2551/originalhooters.com	\$72 million \$71 million	700	1,600	1988	Hospitality, restaurant, management	Neil Keifer President, CEO neil.keifer@originalhooters.com
61 NL	Kellogg & Kimsey Inc. 6077 Clark Center Ave., Sarasota 34238 (941) 927-7700/kelloggkimsey.com	\$70 million \$49 million	35	35	1986	General contractor	Philip A. Kellogg President
62 NL	Ripa & Associates 1409 Tech Blvd., Ste. 1, Tampa 33619 (813) 623-6777/ripatampa.com	\$68 million \$60 million	225	225	1998	Utility construction and site development services for local governments, institutions and developers	Frank P. Ripa CEO
63 NL	BlueGrace Logistics 2846 S. Falkenburg Road, Riverview 33578 (813) 641-0357/mybluegrace.com	\$63.5 million \$38.9 million	133	142	2007	Transportation/supply chain management services	Bobby Harris President, CEO
64 67	Marcobay Construction Inc. 4025 S. Pipkin Road, Lakeland 33811 (863) 680-2293/marcobay.com	\$63 million \$57.5 million	65	65	1975	General contractor	Howard Bayless President hbayless@marcobay.com
65 79	Veredus 4300 W. Cypress St., Ste. 900, Tampa 33607 (813) 936-7004/vereduscorp.com	\$61.8 million \$43 million	339	756	2000	Contract and permanent placement of information technology professionals	Dan Rodriguez CEO, founder drodriguez@vereduscorp.com
66 73	myMatrixx 5706 Benjamin Center Drive, Ste. 103, Tampa 33634 (813) 247-2077/mymatrixx.com	\$59.3 million \$49 million	133	143	2001	Full-service pharmacy and ancillary medical benefit management services focused on the workers' compensation market	Steven MacDonald CEO
67 69	The Bernd Group Inc. 1251 Pinehurst Road, Dunedin 34698 (727) 736-2288/berndgroup.com	\$57 million \$52.3 million	47	48	1989	Supply management, strategic sourcing	Pilar R. Bernd President
68 68	Fowler White Boggs PA 501 E. Kennedy Blvd., Ste. 1700, Tampa 33602 (813) 228-7411/fowlerwhite.com	\$56.6 million \$53.6 million	168	308	1943	Law firm	Rhea F. Law CEO, Chair of board rlaw@fowlerwhite.com
69 NL	MedPartners HIM 302 Knights Run Ave., Ste. 1175, Tampa 33602 (813) 418-3800/medpartnershim.com	\$56.1 million \$41.5 million	26	26	2006	Healthcare and information technology staffing	Bob Bradley President
70 NL	BCH Mechanical Inc. 6354 118th Ave. N., Largo 33773 (727) 546-3561/bchmechanical.com	\$54.2 million \$49.8 million	405	460	1976	Mechanical contractor	Daryl Blume President darylblume@bchmechanical.com
71 NL	The Fountain Group 4505 Woodland Corporate Blvd., Ste. 200, Tampa 33614 (866) 416-1960/thefountaingroup.com	\$53 million \$35 million	100	1,000	2001	Contingent labor services provider	Hunter Cone President
72 78	Commercial Design Services Inc. 5805 Barry Road, Tampa 33634 (813) 886-0580/cdstampa.com	\$50 million \$43.5 million	45	79	1988	Office furniture dealership	Stewart Davis President sdavis@cdstampa.com
73 66	Kimmins Contracting Corp. 1501 E. Second Ave., Tampa 33605 (813) 248-3878/kimmins.com	\$48 million \$58.5 million	220	220	1923	Specialty contractor, site developer, demolition, stone & aggregate recycling	Joseph M. Williams President jwilliams@kimmins.com
74 NL	Interlink Communication Systems Inc. 640 Brooker Creek Blvd., Ste. 465, Oldsmar 34677 (727) 524-8663/interlinkweb.com	\$47.5 million \$19.7 million	22	22	1990	Communication products distributor	Joe Serra President, COO jserra@interlinkweb.com
75 75	Tampa Bay Banking Co. 601 Bayshore Blvd., Ste. 100, Tampa 33606 (813) 872-1200/bankoftampa.com	\$47 million \$45.7 million	212	212	1973	Bank holding company	A. Gerald Divers President

LIST NOTES: NL = Not listed last year. NR = Not reported. 2010 revenue serves as a tiebreaker. 1 = MTS Medication Technologies was acquired by Omnicell, a publicly-traded company, in May 2012. Bill Shield's new title is EVP, non-acute care for Omnicell. Companies listed are based in Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota counties. Research by Christine Erickson (cerickson@bizjournals.com).

UPCOMING LISTS: Temporary employment firms, Permanent employment firms, PEOs