

# D | Local Business

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IBM software engineer Sheri Daye created an ocean expo to be “educational and entertaining where attendees can learn about latest techniques and products, shop for great deals, listen to the best speakers and network with one another.” CONTRIBUTED

## Software engineer runs event for ocean lovers

Blue Wild Ocean Adventure Expo created as a one-time event is entering its 10th year.

By Antonio Fins  
Palm Beach Post Staff Writer

Sheri Daye manages a software engineering department at IBM. But this coming weekend, she will be managing a much different enterprise: the Blue Wild Ocean Adventure Expo.

It's the 10th year Daye has organized the two-day event, which features seminars and exhibits on free diving, scuba, spearfishing, fishing, marine art, underwater photography and videography, paddleboarding and adventure travel. This year's expo, which takes place Saturday and Sunday in Fort Lauderdale, has signed up 65 exhibitors and expects 5,000 attendees.

Daye founded the event a decade ago as a fundraiser for her brother's school. Since then, it's grown to become a hub for marine enthusiasts.

"I'm thrilled to be celebrating our 10th anniversary this year. We strive to offer an exciting atmosphere where like-minded ocean lovers and water sport enthusiasts of all ages can meet up and socialize," said Daye. "I've crafted the expo to be both educational and entertaining where attendees can learn about latest techniques and products, shop for great deals, listen to the best speakers and network with one another."

**Name:** Sheri Daye  
**Age:** 60  
**Hometown:** Boca Raton  
**Education:** Mechanical engineering degree from University of Florida and MBA from University of Miami  
**Family:** Single, very close to my brother who is developmentally disabled

### MONDAY MEETING

A Q&A WITH ...

SHERI DAYE  
Cloud Services Practice Manager at IBM

**About your company (revenue, clients/caseload, employees, mission):** I work for IBM as a cloud services practice manager where I manage 12 employees. Our organization brings in several million, and our mission is to help clients implement IBM Cloud and Middleware software. I also produce an annual Ocean Adventure Expo event which started as a fundraiser for my brother's school which takes place Saturday and Sunday. Although intended as a one-time fundraiser, it has exploded and is now approaching its 10th anniversary and 5,000 attendees. [www.thebluewild.com](http://www.thebluewild.com)

**First paying job and what you learned from it:** I started working at 15 years old for minimum wage in a fast food restaurant. I was buying my own clothes and saving for college from early on and have been working ever since. I learned the relationship between hard work, advancement, earning potential, and quality of life. I also learned the importance of being able to interact with the public and being positive, energetic, and communicative.

**First break in the business:** My lucky break was getting hired by IBM. When I graduated with an engineering degree, I had 12 job offers and was

delighted to accept a job with IBM. They have been a wonderful company to work for – they paid for my MBA, helped me develop as a manager, and provided a positive environment for career development.

**How your business has changed:** When I started, we manufactured personal computers in Boca Raton. IBM has evolved from a hardware/manufacturing company to more of a software/services company. The mission is still to provide companies with IT solutions so they can be efficient and successful.

**Best business book:** "How to Win Friends & Influence People" by Dale Carnegie – an old one but still my most influential.

**Best piece of business advice you received:** When I was in high school and working at a bakery, a security guard at the mall told me, "Don't just stand around when there are no customers in the store, figure out what extra things you can do even without being told." He was right. There are employees who only do what they are told, and there are those that are proactive, think ahead, and go the extra mile – I prefer the latter.

**What you tell young people about your business:** I tell them engineering is a great field for women, but whatever you do, pick something you enjoy so that it doesn't feel like work.

**Many successful people learn from failure. Is there one failure that you learned a valuable lesson from?** I've learned many lessons along the way. For one, I failed to realize the power of social media. With regard to promoting my Ocean Adventure Expo event, I was paying for radio and newspaper and ignoring social media. If you want

Monday continued on D3

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## NEWSMAKERS & SHAKERS

CARLA S. BRYANT



Carla S. Bryant is the CEO of Paradigm Shift At Work, a management consulting and coaching firm providing strategic workforce and workplace solutions that improve employee and organizational performance. She has trained and coached globally more than 15,000 employees from government, business, and non-profit in a variety of areas including leadership, workforce planning, teaming, communications, diversity and business analysis. Her professional affiliations include the Palm Beach County Health Facilities Authority and the Society of Human Resource Management. She currently serves as a Trustee of the Chamber of Commerce of the Palm Beaches.



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## PEOPLE to WATCH

ALEX D. HERNANDEZ



Alejandro (Alex) D. Hernandez is the new Program Director for outreach programs at Jack the Bike Man, Inc. Alex previously worked as a therapist for children and families at Uplift Family Services in Los Angeles, and has experience counseling youth and adults with addiction and severe mental illness. He recently developed a partnership with The Lord's Place to work with the women's re-entry program, and formalized an after-school program with students at Conniston Middle School. Alex has a Bachelor of Business Administration in Computer Information Systems from the University of Texas at El Paso, and a master's degree in clinical psychology from Antioch University in Santa Barbara.

## WHO'S WHO IN LOCAL BUSINESS

NEWSMAKERS



Haynes

ENGINEERING

**Erdman Anthony** has hired **Robert Charles Haynes** as a hydraulic modeler in the civil engineering core business in the West Palm Beach office. Haynes has a Bachelor of Science degree in biology and marine science from the University of Alabama. The Boynton Beach resident has more than 17 years of hydraulic modeling experience.



Emerman

ENTERTAINMENT

**Silverspot Cinema** has named **Randi Emerman** as vice president of programming and strategic partnerships. She previously was vice president of marketing for the company. In her new role, Emerman will create a program for Silverspot that exceeds current exhibition models, not only in the special event arena, but through activities with movie studio participation, theatrical marketing, event cinema, indie films and specialty film series. Her multifaceted career spans film marketing, publicity, production, exhibition and distribution along with live theater production and promotion. As head of marketing and corporate communications for Muvico theaters, she helped lead the team that created and branded some of the most innovative, unique and highly attended venues in the country. During her years at Muvico, she spearheaded all theater, IMAX Theater, and corporate marketing, promotions and publicity.

FOR MORE LOCAL NEWSMAKERS, D2

VIDEO INDUSTRY

## Family Video owner improvises to keep company alive

Purchasing real estate, creating side ventures are firm's key strategies.

By Corilyn Shropshire  
Chicago Tribune

CHICAGO — At a time when Amazon, Apple and Comcast rule the movie rental business, Keith Hoogland is quick to point out

that renting videos the old-fashioned way – at an actual video store – is not out of style.

But Hoogland, president of Family Video parent Highland Ventures, also admits he knows that the old-school method of renting videos will eventually vanish.

Still, that doesn't worry Hoogland, 57, who started working in the privately held family business at age 23 and since then has



Hoogland

managed to keep his company growing, he says, with nearly 10,000 employees and real estate

always had the next idea percolating.

Even though Family Video's revenues have declined in recent years, Hoogland has

over roughly 760 locations (660 of which he owns), properties that include Family Video stores, Stay Fit 24 gyms, Marco's Pizza restaurants (located inside Family Video) and Digital Doc, an electronics retailer and repair service. He's even dabbled in the cable business, although he sold that venture this year.

Hoogland, whose office is in suburban Chicago, frequently

says "we" when he talks about his business, which he says means his team and namely his father, Charlie, who launched the video arm of Highland Ventures in 1978. Since Keith took over in 1995, the company has expanded.

The following interview has been edited for length and clarity.

Family Video continued on D2



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