

# BUSINESS OF THE YEAR



Craig Rubadoux, FLORIDA TODAY

**'Not about us.'** Carol Craig's employees logged almost 300 hours of volunteer service during the past year. Two hundred people work for Craig Technologies.



Craig Rubadoux, FLORIDA TODAY

**'Employees always come together.'** Managing partner Troy Lotane serves on the board of the United Way of Brevard. All the firm's employees contribute to the community.



Tim Shortt, FLORIDA TODAY

**'Volunteerism is a part of us.'** Kathleen LaPorte is the senior general manager at Vitas Innovative Hospice Care, which cares for more than 460 patients a day in Brevard County.

## Craig Technologies

BY PATRICK PETERSON  
FLORIDA TODAY

### The business

**Address:** 7195 Murrell Road, Suite 101, Melbourne; 321-784-0465  
**Years in business:** Moved to Brevard in 2004  
**Volunteer work:** Habitat for Humanity, Junior Achievement, March of Dimes, Brevard Symphony Orchestra and Sentinels of Freedom  
**Why volunteering is important:** "Volunteering is feeling like our company is making a difference," Carol Craig said.

Craig Technologies encourages a healthy balance between work and life, allowing employees to create optimum work schedules. The result is a loyal workforce that feels like a family. Company leader Carol Craig also encourages volunteer work by example. Craig Technologies employees logged almost 300 hours of volunteer service during the past year. "I'm so honored that Craig Technologies was nominated for the (Volunteer Recognition) Award and am very proud of my wonderful Craig Technologies family," she said. "They work hard, play hard and volunteer hard."

Carol Craig moved to Brevard County in 2004 with her husband, U.S. Navy Capt. John Craig, and their children, Danny and Gillian. The engineering and technology company has grown to 200 employees.

During the past year, the company began CT Serves, a program to encourage all employees to serve their community, no matter where they live. Through Carol Craig's involvement, almost \$200,000 and

\$80,000 in in-kind contributions have been made on behalf of Craig Technologies during the past 18 months.

And as chair of Junior Achievement of the Space Coast, she organized community leaders to raise \$100,000 for business education programming for students in Brevard County. "My favorite aspect of volunteering is feeling like our company is making a difference in our community and the lives of others," Craig said. ■

## Vance, Lotane & Bookhardt

BY WAYNET PRICE  
FLORIDA TODAY

### The business

**Address:** 1900 Michigan Ave., Cocoa; 321-636-4861  
**Years in business:** 30 years  
**Volunteer work:** United Way of Brevard, Crosswind Youth Services, Central Brevard Sharing Board, Brevard Achievement Center and numerous other community activities  
**Why volunteering is important:** "It's important to note that this is part of our culture," said Julie Tokes, "and we have seen immediate morale improvements, as well as the feeling of being a part of something bigger than us."

Cocoa law firm of Vance, Lotane & Bookhardt sees itself as a community servant as much as it does a specialized legal firm.

All of its 46 employees focus on their daily jobs, but contributing to the community in some way — volunteering, donating gifts and sponsoring philanthropic programs — also is a key philosophy of the firm.

"Whether there are horrendous acts of nature . . . or locally significant events . . . the employees always come together and express their heartfelt giving," said Julie Tokes, an employee of Vance, Lotane & Bookhardt who nominated the law firm for a volunteer recognition award.

Tokes said that on average, seven to 10 employees volunteer monthly in different agencies. And they take their lead from the top people at the law firm.

For example, Troy Lotane, managing partner, serves on the board of the United Way of Brevard. Another partner, Sam Bookhardt, serves on numerous nonprofit boards, including Crosswinds Youth Services.

An associate attorney at the firm, Eric Hostetler is co-chair of Emerging Leader. Another associate, Robert Hoag, is on the Central Brevard Sharing Board. This list goes on and on. ■

## Vitas Innovative Hospice Care

BY KEILANI BEST  
FLORIDA TODAY

### The business

**Address:** 4450 W. Eau Gallie Blvd., Suite 250, Melbourne; 321-751-6671; 1901 S. Harbor City Blvd., Melbourne; 321-733-4536  
**Years in business:** Opened in 2002  
**Volunteer work:** Donated to and offered support to a multitude of organizations in the county. Vitas has provided almost \$120,000 in local sponsorships and more than \$1.2 million in charity care.  
**Why volunteering is important:** "We think it's important that we become part of the communities that we serve," said senior general manager Kathleen LaPorte.

Vitas Innovative Hospice Care of Brevard has come a long way since its start in 2006 with just three employees and no patients.

Now, the facility has eight teams and 300 employees who care for more than 460 patients on a daily basis.

And its volunteer efforts stretch to just about every area in the county.

Vitas partners with the American Cancer Society, and has supported many other local organizations such as the American Heart Association, NAACP and Relay for Life. The hospice also has offered several bereavement support groups throughout the county.

And that's just to name a few, according to Vitas senior general manager Kathleen LaPorte.

Volunteerism also is part of what keeps the hospice going. LaPorte said Vitas thrives off volunteers who serve important roles there, such as shop for groceries for patients and their families, or sit with patients during their final hours.

LaPorte, is a retired nurse who has worked in some

form of hospice care since 1986, says: "It's the most rewarding type of care I've ever provided. And I believe we're privileged to serve our community; we're blessed." ■

# CITIZEN OF THE YEAR



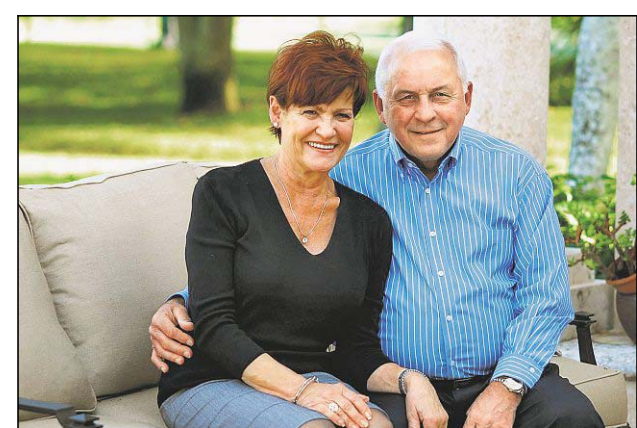
Rik Jesse, FLORIDA TODAY

**'Making a difference.'** Charles "Chas" Hoyman, managing directors of Hoyman Dobson, is chairman of the 2010 United Way of Brevard Campaign.



Craig Rubadoux, FLORIDA TODAY

**'A heart for children.'** Richard Rogers of Viera is the area director of Eckerd Youth Alternatives Inc. on the campus of Endeavour Elementary in Cocoa.



Chris Kridler, FLORIDA TODAY

**'A lot to be done.'** Bryan and Judy Roub are drawn to helping young people and support The Haven for Children. They also host a Christmas party at their home for some children.

## Charles Hoyman

BY SUZY FLEMING LEONARD  
FLORIDA TODAY

### The citizen

**Who:** Charles "Chas" Hoyman  
**Hometown and town of residence:** Originally from south of Pittsburgh; moved to Brevard County when in junior high; lives in Suntree  
**Family:** Wife, Vonnice; children, Heather, Christopher and Matthew  
**Volunteer work:** Chairman of the 2010 United Way of Brevard campaign, Civ-Mil Foundation, Economic Development Commission of Florida's Space Coast and many others  
**Hobbies:** Photography, cycling and working with the plants he grows on property in North Carolina

Charles "Chas" Hoyman has his work cut out for him.

As chairman of the 2010 United Way of Brevard Campaign, he's responsible for leading the county in raising \$6.8 million for the agency during an economic recession.

He's taken on the challenge with gusto — and humor. When his colleagues at Hoyman Dobson, where he is a certified public accountant and managing director, reached and exceeded their United Way fundraising goal, he agreed to dress like a clown.

"They wanted me to stay dressed as a clown all day long," he said.

So he worked at his desk in his clown costume and even went out to lunch with a client wearing the rainbow wig and red, bulbous nose.

Hoyman is happy to serve, because he's invested in this community.

Though he's taken on multiple charitable roles over the years, now his concentration is on United Way.

"Our firm has been involved with a lot of the agencies who receive United Way support," he said. "Having audited quite a few of those agencies and continuing to audit a few of those agencies, I realize the significant

impact they have in our community."

His passion and dedication definitely are appreciated.

"Chas Hoyman is one of the most humble, hard-working, genuine people you will ever meet," United Way spokeswoman Suzanne Sparling said. ■

## Richard Rogers

BY JENNIFER SANGALANG  
FLORIDA TODAY

### The citizen

**Who:** Richard Rogers  
**Age:** 33  
**Family:** Wife, Amber; sons, Logan, 3, and Aiden, 10 months  
**Hometown and town of residence:** Raised in Cocoa Beach; lives in Viera  
**Volunteer work:** "Collection" is the word. Rogers collects used computers for kids who don't have them at home, turkeys for needy families around Thanksgiving; and toys for children around Christmastime.  
**Hobbies:** He plays football, basketball, occasionally surfs, mentors children and enjoys playing with his kids.

"I've always had a heart for children," said Richard Rogers, the Central Florida area director of Eckerd Youth Alternatives.

"My father was a teacher, my mother was a nurse, and we had a great childhood," he said. "But I did have a lot of people close to me who dealt with issues of substance abuse and domestic violence. I've always wanted to give back to other people who may have dealt with those same issues."

His commitment to that cause is one reason Rogers is up for Citizen of the Year in FLORIDA TODAY's Volunteer Recognition Awards.

He's been with Eckerd for about 11 years. He serves on numerous boards and coalitions and advocates for children's issues.

One child who inspires him is his niece, Alicia Martin, who died at 8 from pediatric brain cancer in December 2006.

Rogers is active with his sister's board, "Just One More Day," which helps families affected by diffuse intrinsic pontine glioma and was created in memory of Alicia.

He recalled a selfless act of his niece, who voluntarily cut her long, blonde hair so it could be made into a wig for other children suffering

from cancer. She died 16 months after her diagnosis.

"She's an inspiration," Rogers said. "She makes us think that we've got to stop thinking about how busy we are."

"Sometimes we get caught up in our own issues. We need to stop and think about the kids who are crying inside and need help." ■

## Bryan and Judy Roub

BY CHRIS KRIDLER  
FLORIDA TODAY

### The citizens

**Who:** Bryan and Judy Roub  
**Hometown and residence:** Grew up in Cleveland, Ohio; live on Merritt Island  
**Family:** Three sons, Paul, Bradley and Michael; seven grandchildren ages 7 to 13  
**Volunteer work:** Various board members and volunteers for Brevard Zoo, AMIKids Space Coast, The Women's Center, United Way, The Haven for Children, Easter Seals, Health First Foundation, Easter Seals  
**Hobbies:** Family and travel; Bryan likes golf and yard work

Bryan and Judy Roub give their time, their money and especially their hearts to the many organizations they support.

Their fathers were milkmen in Cleveland, Ohio, where they grew up. Their volunteer efforts began there and carried over to the Space Coast, where Bryan, now retired, became senior vice president and Chief Financial Officer of Harris Corp.

"The one thing I like about this community . . . is that people give their time," he said.

They are drawn to helping young people. They support The Haven for Children, and Judy volunteers at its Lamb Shoppe thrift store in Indian Harbour Beach.

"There are upward of 30 children (in Haven homes) and thousands that have gone through and have been in a safe place for maybe the only time in their life," Judy said.

AMIKids, recently called Space Coast Marine Institute, helps young men who've been in trouble with the law. Its graduations are emotional events, board member Judy said.

The youth who earn the privilege attend a Christmas party the Roubs host at their Merritt Island home.

Bryan serves as treasurer

on the board of the Women's Center.

Their support for Brevard Zoo is reflected in the Paws-On Petting Zone that bears their name. And their combined support for United Way totals almost \$100,000.

"There's a lot of good out there and a lot to be done," Judy Roub said. "A lot of the time, it doesn't take any money at all; maybe some time." ■