

Everything you always wanted to know about Lisa Almeida, but were too afraid to ask!

Born and raised a Floridian, who claims to bleed salt water when she gets cut, Lisa Almeida has enough energy to power the fleet of 18 boats she currently owns. It's a fuel that burns full throttle, ignited by her love and passion for the water. With a 25 year career in Sales and Marketing and the label from her friends and colleagues, as "Queen Marketer" she is in the perfect position as the Owner of Freedom Boat Club, Jacksonville and St. Augustine, Florida.

Her career began right after graduating from Flagler College in 1980. She started as a Sales Representative with Bellsouth, has received many awards, including a four time Presidents Club winner, the highest recognition possible. She was then promoted to Sales Manager, Director of Training, Executive Leader of Competition, and finally to Director of Marketing for the nine state Bellsouth region. During her tenure, she was continually recognized for her innovative, creative problem solving, and her ability to engage an audience with her speaking skills.

In 2007 she took an early retirement from Bellsouth to make a career change. Her life passion has always been to be in, on, around the water. She actually chose Flagler College, because it was close to the beach. Her parents were competitive water skiers, and skied in shows at Cypress Gardens. *continued on back*





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She grew up loving the water and boating. At age 23 she bought her first boat, and has always loved bringing people to the water. In 2009, Freedom Boat Club, The Alternative to Boat Ownership, hired her to manage two locations in North Florida, a dream come true; what a blessing to be able to marry her passion for the water with her award-winning Sales, Marketing, and Management skills.

With her enthusiasm, knowledge and drive, she brought the Freedom Boat Club locations that had been operating in the red to profitability in four short months. In two and half short years she had grown from a fleet of four boats, to sixteen. With that kind of success, the President asked her if she wanted to buy the business. Fast forward to Sept. 30, 2011, she and her partner Kevin Seelig purchased the two local franchises.

As an advocate for the water, she is a member of the Captains Club, The Jacksonville Power Squadron, The Jacksonville Marine Association, and serves on the City of Jacksonville's Boating Committee. Most recently she was recognized by the Mayors' Office for her contribution for both Freedom Boat Club's involvement and her seat on the "Save the Parade Committee" in saving the Jacksonville lighted boat parade, a 27-year-old tradition. This venture was the FIRST ever City/Private partnership event in Jacksonville's history.

Lisa enjoys giving back to her community. This past year she was able to combine her love of dancing with passion for sharing the water, and she gave to several organizations. She competed in Jacksonville's Dancing with the Stars and was awarded 2nd place, raising \$11,000 for Special Olympics. As an Aquaholic she did several charity boat rides for underprivileged children. The charities involved were: Hospice, Fathers Harbor School, Baptist Children's home, and Celebrations Church.

Freedom Boat Club has been recognized in several Jacksonville publications, especially for their Charity Boat Rides they do quarterly. Lisa feels boating should be an escape rather than a nuisance. "Boating is a way for people to relax, connect with friends and create powerful memories with family." It is also a way to see any area from a totally different perspective. With 5,000 miles of shoreline in Duval and St. Johns counties, she wonders what you are waiting for...

Learn more about Freedom Boat Club online at www.freedomboatclub.com and Facebook.