

2017 RECOGNIZING WOMEN LEADERSHIP IN BUSINESS ON THE GULF COAST  
SPECIAL COMPETITION AWARDS SECTION



# WOMEN IN BUSINESS

INITIATIVE

*Hear Me Roar*

RECOGNIZING WOMEN LEADERS IN SARASOTA AND BRADENTON  
WHO HAVE MADE MEANINGFUL AND SIGNIFICANT CONTRIBUTIONS IN THE AREAS  
OF BUSINESS, HEALTH, EDUCATION, ENTREPRENEURSHIP, SCIENCE,  
SPORTS, PHILANTHROPY AND THE ARTS.

PROGRAM PRODUCED BY SRQ MEDIA | LISL LIANG, ASHLEY GRANT AND MADELINE CROTTS  
PHOTOGRAPHY BY WYATT KOSTYGAN





FINALIST



## DEBBIE SMITH

CEO | TWO TRAILS INC.

Building a sustainable future for today and tomorrow is what Debbie Smith's company does day in and day out. Smith and her husband started Two Trails (one of the nation's premier sustainable building consulting firms) in 2001, to establish a healthier, more energy-efficient way to build commercial and residential projects. A sustainable building project examines all the systems and building techniques that go into a project, establishing a criterion of performance for homes and commercial projects. The project's components are inspected by a third-party company (Two Trails) and based on the verified measures, is awarded a certification such as a USGBC LEED certification, National Green Building Standard (referred to as NGBS or ICC700) or Energy Star certification. Two Trails also provides testing for energy efficiencies such as a HERS Index, Blower Door Testing, Leak Free Duct Testing and, on larger projects, Commissioning. Since its inception, and long before building "green" became a standard, Two Trails was an innovator in the industry, establishing the standards and building techniques that are now common practice. In addition to running a successful business, Smith's passion extends to working in her upstart vineyard, creating contemporary art, writing books and belly dancing. She enjoys spending time her son's family and their four children. She takes pride in humanitarian contributions for St. Jude's Hospital Dream Home Giveaway, Homes for Wounded Veterans, Habitat for Humanity, Stop the Clot and educational seminars and services for the building industry on the yearly NAHB New American Home and NAHB New American Remodel projects.

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*"I am a little bit of everyone I have ever met. For good or bad, they have changed and molded me to be the person I am today, providing me with a unique insight by which I live my life and that hopefully I can pass on to the next generation."*