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**FOR IMMEDIATE RELEASE**

**FLORIDA VENTURE FORUM ADDS TWO NEW INDUSTRY LEADERS  
TO ITS BOARD OF DIRECTORS**

LFE Capital and VRA Partners join nearly 50 other firms  
guiding Florida's largest venture capital and private equity organization

**MIAMI & TAMPA, Fla – August 12, 2021** – Florida Venture Forum, the leading statewide support and member organization for venture capital and private equity professionals and entrepreneurs, today announced two new appointments to its board of directors.

The new members join a group of nearly 50 board members who work together to promote and further the Forum's mission of helping entrepreneurs connect with the funding and services they need to grow and scale.

The new board members are:

- **Leslie Frecon, Founder & Managing Partner, LFE Capital**
- **Chris Reilly, Director of Originations, VRA Partners**

"We are extremely excited to welcome Leslie and Chris to an already strong board," said Travis Milks, managing partner of Topmark Partners and 2020-2021 Florida Venture Forum board chair. "The Forum's strength lies in its strong membership comprised of the most active players in venture capital and private equity. Both LFE Capital and VRA Partners have made a major commitment to Florida and the companies the Forum serves and having them join our organization is a huge boost to the continuing growth of Florida's venture ecosystem."

More information about the Forum's newest board members:

**Leslie Frecon, Founder & Managing Partner, LFE Capital:** Leslie has been working with management teams to develop and execute growth strategies for over 30 years. Prior to founding LFE Capital, she was senior vice president, corporate finance, at General Mills, where she had responsibility for treasury, risk management, and corporate development worldwide. She also held senior management roles with Bank of America and has served as a board director for The Ryland Group, NYSE, one of the nation's largest home builders. Leslie is active in the community and currently serves as treasurer and on the executive committee of the Conservancy of Southwest Florida. She also has served as a trustee and executive committee member of the Greater Twin Cities United Way, the MacPhail Center for Music, Breck School, and the Minnesota Opera.

With headquarters in Naples, Florida, and offices in Minnesota, LFE Capital provides expansion or buyout capital to high-growth companies with revenues of \$2-20M. Its health and wellness strategy encompasses products and services that promote healthy living and improve healthcare. The firm has a strong interest in businesses with female ownership and management and targeting female consumers. <http://lfecapital.com>

**Chris Reilly, Director of Originations, VRA Partners**

Chris has more than 15 years of experience, both transactional and operational, across a diverse set of industries and companies. Prior to joining VRA Partners, Chris was a Principal and Co-Founder at Heritage Growth Partners LLC, a private multi-family investment office where he was responsible for leading and supporting the firms' efforts in sourcing new investment opportunities and capital, executing transactions and monitoring investments.

Chris began his career as a financial auditor working for Ernst & Young LLP where he covered public and private companies across various sectors such as financial services, transportation, manufacturing, waste management and healthcare.

VRA Partners is an Atlanta-based, independent investment bank providing M&A, capital raising and strategic advisory services to leading middle-market businesses and private equity firms. VRA also assists companies with raising capital for growth, acquisitions, recapitalization, going-private and management buy-out transactions, and provides valuations and strategic advisory services. VRA's professionals bring unsurpassed experience and resources from world-class institutions to a partner-driven, client-focused approach to every transaction. VRA Partners is a Member FINRA/SIPC. <http://vrapartners.com/>

**About the Florida Venture Forum:** The Florida Venture Forum is Florida's largest statewide support organization for investors and entrepreneurs, helping fast-growth companies connect with sources of capital from across the country. Since 1984 more than 1500 companies have presented at Forum events and have gone on to raise upwards of \$11B in equity capital, producing billions more in economic value to Florida. The Forum's 250+ members represent a "who's who" of venture capital and private equity dealmakers, including equity and debt investors at all stages, as well as major law, accounting, and investment banking firms, and large corporates active in the innovation ecosystem. The Forum provides programs and programming statewide throughout the year in addition to hosting major annual conferences like the Florida Venture Capital Conference, the Statewide Collegiate Startup Competition, the Early Stage Capital Conference, and industry-focused events including aerospace and healthcare. For more information, visit: <http://www.flventure.org>.

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