

Rick Frier named 2010 CFO of the Year

By: Pam Huff Associate Editor February 25, 2010

Rick Frier, CFO of Catalina Marketing, was named the 2010 CFO of the Year Thursday at a luncheon hosted by the *Tampa Bay Business Journal*. Frier also won the title in the Large Private Company category.

More than 400 people attended the event at **The Quorum Hotel** in Tampa, presented by **Lanier Upshaw**. Sponsors included **AvMed Health Plans, Cherry Bekaert & Holland, Sandler Sales Institute, GTE Federal Credit Union and FEI Tampa Bay Chapter**.

TBBJ Publisher Bridgette Mill emceed the event and jokingly mentioned how most CFOs are considered the “no” people in a company.

“How you figure out the ‘yes’ is where you make a difference,” Frier said after winning the overall award. He also honored the CFOs in the audience, including the other finalists. “They are CFOs who go beyond numbers and are strategic business partners.”

Twenty finalists were recognized at the event, and winners were awarded in five categories.

Other winners and their “winning moment” comments are:

Small Private Company: Julianne Dunham, Dixie Signs Inc., said, “For me, this is icing on the cake because I love what I do.”

Medium Private Company: Duke Intrapaloon, Mission Critical Solutions, thanked his company’s owner, Gilbert Gonzalez, “who promised me I would never be bored.”

Nonprofit/Government: Mary Beth Rossi, David A. Straz, Jr. Center for the Performing Arts, said, “It is a very challenging position. You have to believe in yourself and trust yourself.”

Public Company: Judy Schmeling, HSNi (HSN Inc.), said she and Chief Executive Officer Mindy Grossman “weathered the perfect storm together.”

Additionally, the judges created a Turnaround CFO of the Year Award, which was given to Anthony DiLucente, former CFO of Masonite Inc.

Judges for the CFO of the Year Awards were Joseph Chillura, chief executive officer of USAmeriBank, William O. West, president of The Bank of Tampa, and Scott Besley, associate professor and chair of the department of finance at the University of South Florida.