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JUNIOR ACHIEVEMENT OF SOUTHWEST FLORIDA
ANNOUNCES 2027 BUSINESS HALL OF FAME LAUREATES

Distinguished Award Recognizes Influential Southwest Florida Business Leaders

FORT MYERS, Fla. – Nov. 18, 2026 – Junior Achievement of Southwest Florida announces Elizabeth Dosoretz, Founder, CEO & Licensed Clinical Social Worker (LCSW) of Elite DNA Behavioral Health; Charles (Chuck) Hallberg, Chief Executive Officer of Airotone, Inc.; Deanna Wallin, CEO and Founder of Naples Soap Company, Inc.; and Tim and Rev. Sheila Zellers, President and Vice President of Tamiami Family Auto Group, are to be inducted into the JA Business Hall of Fame on Tuesday, April 6, 2027, starting at 5:30 p.m. The ceremony will be hosted at the Signia Hilton Naples Grande Beach Resort and will honor the 2027 Laureates, who have demonstrated influential and visionary leadership in Southwest Florida.

Elizabeth Dosoretz is an entrepreneur dedicated to expanding access to quality mental health care. Under her leadership, Elite DNA has grown from a single Southwest Florida practice into one of the fastest-growing behavioral health providers in the Southeast, offering in-person and virtual services across Florida, Virginia, and Alabama. Elite DNA Behavioral Health proudly accepts most insurances, reflecting its mission to make quality behavioral health care a right for all, not a privilege. Beyond her professional accomplishments, Dosoretz serves on the boards of Junior Achievement of Southwest Florida and the Center for Progress and Excellence, supporting initiatives that strengthen opportunities and resources for children and families.

Charles (Chuck) Hallberg is an entrepreneur and business leader focused on innovation and improving access to healthcare solutions. Throughout his career, Hallberg has demonstrated a commitment to building and growing businesses that address important consumer and healthcare needs. His entrepreneurial experience includes growing a prescription affordability business into a nationally recognized enterprise. His leadership reflects a passion for innovation, business growth, and the creation of meaningful opportunities through entrepreneurship.

Deanna Wallin transformed her personal experiences with sensitive skin and her background in healthcare into a successful skincare business. Founded in 2009, the company has grown from a small Naples storefront into a publicly traded brand with retail locations and national distribution. Recognized with the Florida SBDC at FGCU's

2024 Distinguished Entrepreneur Award, Wallin also supports community health initiatives, including the American Heart Association, for which she helped lead fundraising efforts through the Southwest Florida Heart Ball.

Native Floridians and longtime business and community leaders, Tim and Sheila Zellers have invested in the well being of Southwest Florida for decades. Their family-owned Tamiami Family Auto Group includes Tamiami Ford, Hyundai of Naples, and Genesis of Naples. Each year, they support more than 40 nonprofit organizations and programs serving children, families, students, seniors, and individuals. Through their ministry, Motivated By Love Ministries, they respond to needs they see and to places where they feel called to serve. Their “We See You” initiative puts that compassion into action. Together, their charitable giving, community partnerships, and nonprofit leadership reflect their deep commitment to the region they call home. In 2023, their family business received the Outstanding Philanthropic Organization Award from the Association of Fundraising Professionals’ Collier Lee Chapter.

Each year, the Business Hall of Fame Committee, led this year by Vicki Tracy and Tom Moran as its Event and Laureate Chairs, selects influential leaders from Lee and Collier counties who support the mission and vision of assisting today’s youth in becoming the leaders of tomorrow. These philanthropic changemakers join an esteemed group of more than 100 business leaders in Southwest Florida who have been inducted into the Business Hall of Fame since its founding in 1988.

Business Hall of Fame sponsors help Junior Achievement of Southwest Florida make a difference in the lives of local students and are recognized in many ways before, during, and after the event. Current sponsors for the event include Presenting Sponsor First Citizens Bank; Champion Sponsor Title Professionals; Bar Sponsor MHK Architecture; Visionary Sponsors Lake Michigan Credit Union, Publix Super Markets Charities, Seacoast Bank, and State Farm Insurance; and Media Sponsor Gulfshore Business.

Tickets, sponsorship opportunities, and additional event information are available online. Inquiries can also be made by calling (239) 225-2590 or emailing events@jaswfl.org.

About Junior Achievement

Junior Achievement (JA) is the world’s largest organization dedicated to preparing young people to own their economic success, plan for their future, and make informed academic and financial decisions. JA programs are delivered by business and community volunteers and provide hands-on experiences that teach students from kindergarten through high school critical skills in financial literacy, work readiness, and entrepreneurship. JA is also expanding its reach to pre-K learners and young adults

ages 18 to 25 to ensure children gain a strong foundation and emerging adults are equipped for independent success.

Today, JA reaches more than 4.4 million students annually in 102 U.S. markets, contributing to a global network that serves 12.5 million students in over 100 countries. Junior Achievement USA is a member of JA Worldwide. For more information, visit www.ja.org.

Locally, during the 2025–2026 school year, Junior Achievement of Southwest Florida partnered with hundreds of classroom volunteers to deliver 131,347 hours of instruction to 16,995 students across Collier, Lee, and Charlotte counties. To learn more, visit www.JASWFL.org, call (239) 225-2590, or email info@jaswfl.org.

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ATTACHMENTS

- Headshots of 2027 Business Hall of Fame Laureates