



June 2022 Newsletter

It's hard to believe that it's June already, the final month of our 2022 membership drive. If you've been thinking about joining or rejoining Impact 100 St. Lucie this year, now is the time to finalize your plan and send in your payment. We have not yet reached our goal of 100 members for this year and this is our final push. Please log into our website (www.impact100sl.org) to submit your membership fee and help improve the lives of the many underserved in St. Lucie County. We will be having one more get-together on Saturday, June 18th. Keep an eye out for your invitation. It will be a chance to meet some of our members and have your questions answered. We hope that you can make it!

Impact 100 St. Lucie was featured in the Luminaries section of the St. Lucie News-Tribune on Monday, May 30th. Unfortunately, the newspaper elected at the last minute not to print their publication on Memorial Day but offer only the online edition. I am sending a copy of the cover and the article out to everyone in a separate email. I hope that you will all read it to see how we've been helping our community these past several months.

Congratulations to Executive Committee member Melanie Wiles for her recent appointment as Chair of the Board of Directors for Communities Connected for Kids. Melanie replaces another well-known Impact 100 St. Lucie member, Kathryn Hensley, who is focusing on other projects. We know that both ladies will excel in whatever they pursue.

Member Highlight



Tatiana Dyer

Written by Vicki Hoyos

There's something here in the community called the Dyer Difference. For local charities in St. Lucie, Indian River and Polk counties, it's an opportunity for local charities to receive a financial gift from the Dyer Auto Group. Charitable giving aside, the real Dyer Difference is co-owner and Impact 100 St. Lucie member Tatiana Dyer.

Being a first generation auto dealer with her husband Will and his brother John, the Dyers recognize that it's the people they work with and serve through their dealerships, who really make the difference. "We're in the people business, buying and selling to locals within the community.

We are very customer-centric," states Tatiana. Known for blending the for-profit and the non-profit segments together to better the communities they serve, Tatiana plays an active role in being hands-on at the various dealerships each week as well as attending franchise meetings and supporting staff--something she learned while going through an MBA program for corporate social responsibility and working previously in non-profits. She also believes in supporting women in the automotive industry, in whatever capacity, as well as youth looking to go into the auto and skills trade through paid internships.

Customers are not her only priority, however. Tatiana and her husband have been married for 16 years and are originally from St. Petersburg, Florida. She passionately believes in being present and active in the lives of their two children. The family enjoys their time off being on the water in their boat wakeboarding. They also travel, taking yearly vacations. Tatiana, who is of Colombian descent, enjoys making regular trips to South America with her children to see family. Adding to their travel rosters, the Dyers have been to Africa, Dubai and many parts of the United States.

When asked about her participation in Impact 100 St. Lucie the last three years, Tatiana commented, "I always love when like minds come together. There's an exponential impact of efforts." She went on to say, "These women have the ability to have a front row seat to an organization moving mountains in our community. It's impressive to watch this group of women in action." Tatiana, we can see that you are a woman of action as well--using what you have to make the lives of individuals, particularly women, better. Your actions are what makes the "difference" for St. Lucie, Indian River and Polk counties. For that, muchas gracias!

Be sure to visit our website (www.impact100sl.org) and our Facebook page.

Impact 100 St. Lucie Executive Committee members

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Melanie Wiles

Executive Committee Members Emeriti

Debbie Butler ♦ Linda Chastain ♦ Bunny Webb

