

SARASOTA
VIP

CALDWELL TRUST COMPANY

Kelly and Melissa Caldwell are a dynamic duo—a perfectly matched couple who are highly successful in separate businesses. Kelly is CEO and president of highly regarded Caldwell Trust Company, an investment management firm he founded with his father and a few others 20 years ago. Melissa is a respected sales associate with prestigious Premier Sotheby's International Realty. Despite their very different careers, the native Floridians share a passion for family—especially their three sons—and their community. Two questions guide every action: What is the right thing to do? How can I make this a better place for everyone?

KELLY and
MELISSA CALDWELL



**FAVORITE MOTTO/
INSPIRATIONAL SAYING?**

KELLY: "If you can dream it, you can do it."

MELISSA: "Life is too short to sweat the small stuff."

**BEST BUSINESS MOMENT/
ACHIEVEMENT?**

KELLY: I was honored to be accepted as a member of the 2009-2010 class of Leadership Florida, which connects committed leaders serving Florida.

MELISSA: I was delighted to join Premier Sotheby's International Realty, which has greatly elevated my career.

**WHERE DO YOU GO TO GET
AWAY IN SARASOTA?**

KELLY: I cast off my worries when I cast off my boat to get out on the water.

MELISSA: I head for the tennis court and a few vigorous games.

**WHAT'S YOUR LATEST INTEREST/
PASSION?**

BOTH: Our entire family enjoys boating. Lately, one of our activities on the boat includes spearfishing with our young boys. They love it!

**WHAT DO YOU APPRECIATE
MOST?**

BOTH: Our family's good health and our ability to work and play in Sarasota County and enjoy all this community has to offer.

**WHAT'S ONE THING ABOUT YOU
THAT YOU WISH EVERYONE
KNEW?**

KELLY: I wish everyone knew—and practiced—my philosophy, which has served me well over the years: "Only worry about those things you can control and don't worry about what you can't."

MELISSA: I wish people knew that I am passionate about having children learn a second language and would join me in that goal. Our three children study Spanish.

**NAME A MENTOR WHO INSPIRED
YOU.**

BOTH: We both grew up modestly. We consider our fathers as a main source of inspiration. They put themselves through school and became successful businessmen, able to afford many opportunities for their families.

HOW DO YOU DEFINE SUCCESS?

BOTH: Our success will be defined by our children. Our goal is to teach them to be honest, loyal, driven, charitable and respectful, and to help Sarasota continue to prosper.

**WHAT DO YOU APPRECIATE
MOST ABOUT YOUR LIFE?**

BOTH: That we found each other. We are two separate people with great respect for one another. We have a passion for our common interests and our three beautiful, healthy boys. ■