

2002 Women in Business award finalists

LISA GLADSTONE

President

Priority One Financial Services, St. Petersburg

Priority One is a finance and insurance company that specializes in the marine industry. Gladstone started the firm with a phone, fax and \$13,000 loan from her parents.



Gladstone

Gladstone has become an authority on finance and insurance in the marine industry. She writes a regular article on the subject for Boat & Motor Dealer magazine. She is frequently quoted in Boat Industry magazine and other marine trade publications. Under her leadership, Priority One recently entered an alliance with Transamerica Retail Financial Services to provide financing and insurance outsourcing to Transamerica's 2,500 marine dealers nationwide.