

# SPOTLIGHT

# Linda Richardson

The holidays are a crazy time for “The Bag Lady,” the tongue-in-cheek self-moniker of Linda Richardson. Upon further discussion, that name is an apt description since Linda owns her retail packaging (gift bags) and promotional products business—[www.RomanPackaging.com](http://www.RomanPackaging.com). (more on the Roman angle later) Linda is one of the women who participated in the early days of the women-in-business movement which paved the way for so many successful businesswomen today. She began working summers as a “mother’s helper” and as a grocery store clerk in high school. One of her early professional jobs was with American Can Company which produced tin cans, “Dixie Cups,” and other consumer packaging.



Growing up in Larchmont, NY with three sisters, Linda was very close to her grandparents. When her grandparents moved to Tampa, Linda moved with them and obtained a transfer with her company in 1976. But, her office was in Orlando, so she commuted every day from Tampa, until all relocated to Orlando. Her company was bought out in the 1980s and she started her own business in retail packaging.

In the course of her business ventures, she married and had her son Anthony Simms with whom she started her current business in 2009. She says she loves what she does and takes great pride in her knowledge of the business and her long-time customer relationships. She sets her own hours and is not of the mind to retire any time soon!

On the personal front, ten years ago, divorced Linda met her husband Bill, a widower and retired executive from Litton Industries, on a blind date set up by a friend. It was a golf date at Timacuan Golf Club and a “double-eagle” relationship was born. Bill and Linda married and live in Timacuan subdivision on the 3<sup>rd</sup> hole. They have local grandchildren, ages nine and four, which they luckily get to see every day as they take care of them after school.

A few years ago, Bill and Linda moved their golf and socializing over to the Heathrow Country Club, where she joined the Ladies Golf League. Then Linda joined the Heathrow Women’s Club (HWC), after learning about the Club at the Heathrow Funival, and has become very, very active. She participates in committees that are too numerous to mention and has founded a number of social groups within HWC. She is also an excellent hostess and has hosted the HWC New Member Orientation and Happy Hour at her lovely home.

Speaking of her home, Linda loves to grow flowering plants like orchids and violets. And, during the holidays, Linda and Bill’s home is festively decorated both inside and out. It takes at least a day to put up all the outdoor lights and it takes Linda three days to put up all the inside decorations! A drive by or visit during the holidays will assure holiday cheer.

Back to the Roman angle, Linda’s father’s side is Italian and she had the good fortune to go back and visit relatives in the historic village of Roccasecca, Italy. That heritage explains the “Roman” in her company’s name. Linda’s mother was Puerto Rican/Cuban and travelled many times to Cuba. So, seeing Cuba is on Linda’s bucket list. In addition to enjoying travel, Linda and Bill are patrons of the performing arts.

Linda has a very interesting life involving business, family, socializing, the arts, and community. I am most grateful to Linda for her pioneering in business and I guess one can “have it all!”

By: Lee Granger