



CREW NEWS

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CREW ORLANDO SCHEDULE

CREW Orlando Programs, Networking, and Lunch Meetings

3rd Wednesday of the month at The Citrus Club, Downtown Orlando

11:30 AM – 1:00 PM

Please visit our website at www.creworlando.org for details on specific events.

CREW ORLANDO Commercial Real Estate Women

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GOALS SET AND MET IN 2006

LETTER FROM THE PRESIDENT

by Betty Crovato, 2006 CREW Orlando President

Dear Fellow CREW Members:

As the saying goes: "Wow, what a ride!" This was a great year for CREW Orlando and for me personally. My goal of having our first CREW Careers Day was reached with great fanfare at City Hall last April – with many CREW members participating. Our Diamond Annual Partners were generous with their support, both financially and physically, providing employee members the time to work with CREW and by providing speakers for our lunch meetings and venues for special events.

We had 10 members in attendance at the CREW Network Convention in Atlanta – one of the tops in chapter attendance. Our Chapter has turned over more and more of our administrative functions to CREW Network and it was great to see some of their staff members face to face. If you haven't attended a Convention, then start planning to attend next October 3-6 in Denver, Colorado. What goes on at Convention stays at Convention!

Thanks to Pat Werner and her committee, our Annual Golf Tournament and Annual Celebration of Champions were both huge successes. Casa Feliz was a terrific venue for all of us to get together and celebrate our accomplishments over the past year. We have already gone to the Orlando City Council and presented Mayor Dyer with his President's Award; and we are scheduled to attend the January 30th Orange County Council meeting to present the award to Mayor Crotty. Be there!

Our faces have been in the news; our chapter is attaining one of its goals of being "the" commercial real estate organization in Central Florida where the business is done. Thanks to our Programs Committee, we have had record-breaking attendance at our monthly meetings. Potential members are applying monthly – they want to be a part of CREW Orlando, and who can blame them?

Our scholarship fund at Valencia Community College is funding 4 to 5 scholarships annually to deserving young women who might not otherwise be able to continue their education. Our annuity to VCC is now over \$200,000. Wow! Next step, we will be looking at ways to keep these young women involved with CREW so that we can help them with their career goals.

It is with a grateful heart that I thank each and every one of you for your contributions this year. I felt the support from you all along the way and know that you will be offering that same support to Cecelia Bonifay as she begins her Presidency. I am pleased that I will now have more time to sit and chat with you before and after the monthly programs – save me a seat!



Betty Crovato
Fidelity National Title
Insurance Co.

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BONIFAY BRINGS HER LEADERSHIP TO CREW ORLANDO'S TOP SPOT

by Carol Tanner, CREW Orlando Newsletter Editor

As a top real estate and land use attorney, and active community volunteer and leader, Cecelia Bonifay might have easily passed when invited to serve on the board of directors for CREW Orlando.

During her two decades practicing law, Bonifay has served as a member of the Board of Directors for Valencia Foundation, Leadership Alumni, and the Crealde School of Art, as well as her own firm, Akerman Senterfitt. She is a member of the Florida Bar, the Urban Land Institute, and the Orange and Lake County Bar Associations. Bonifay manages Akerman Senterfitt's Lake County office and also maintains an office in Orlando.

Her success has not gone unnoticed. Bonifay is recognized as one of Florida's Legal Elite by *Florida Trend Magazine*, one of the top five Rainmakers in the State in a recent issue of *Florida Lawyer*, ranked in *Chambers USA: America's Leading Lawyers for Business in Florida Real Estate/Land Use Law*, and listed in *The Best Lawyers in America 2006* for Environmental Law and Real Estate Law.

Yes, passing on years of service to the board of directors of CREW Orlando might have been an option. That would be, the Shareholder at Akerman Senterfitt admits, if not for the fact that working diligently, contributing to good causes, and providing services to others is in her blood.

"I have been influenced by a wealth of hard-working people in my life, and fortunately I have been raised to believe that you do what you can, not only for your family but for your community as well," explains Bonifay, who has stepped up as President of CREW Orlando for 2007.

"My parents were great role models, as well as being very supportive. They both felt that there were no limits to what you could achieve if you worked hard and stayed true to yourself and your principles."

Bonifay's involvement with CREW Orlando

began more than half a decade ago when her law firm sought her assistance in their commitment toward diversity within the 500+ attorney firm. She believes that momentum is building with industry leaders who see CREW as a "natural training ground from which they can recruit and hire the best individuals in the business."



Cecelia Bonifay
Akerman Senterfitt

Bringing her leadership skills into play, Bonifay recently organized a Strategic Planning Day for 2007 CREW Orlando board members, during which the three primary goals for the year were reviewed and refined.

The vision includes that:

- CREW Orlando will be widely recognized as a powerful and influential organization in the commercial real estate industry and business community;
- CREW Orlando will be the catalyst for its members to enhance business opportunities thereby influencing the industry; and
- CREW Orlando will have a strong operational platform to provide valuable tools and resources to its members and alliances.

"I look forward to serving the board and the chapter members as we work toward implementing strategies designed toward meeting these goals" Bonifay explained. "At the end of the day, our membership's diverse backgrounds and experiences will make for a great year. As excited as I am with the hard work and success of our chapter to date, I am even more enthusiastic about what the future holds as CREW Orlando celebrates its 20th Anniversary," Bonifay stated.

Save The Date:

February 21, 2007

CREW Orlando
Program & Luncheon
*From Vision to Reality:
Creating a Life Science
Cluster at Lake Nona*
Citrus Club,
Downtown Orlando

April 21, 2007

2nd Annual
CREW CAREERS
Orlando City Hall

May 11, 2007

16th Annual
CREW Orlando
Golf Tournament
Hawk's Landing Golf
Club at the Marriott
World Center



Joining Betty Crovato (center right) in presenting the 2006 President's Award to Orlando Mayor Buddy Dyer (center) are CREW Orlando members (from left) Holly Storrs, Elaine Devlin, Laurie Botts-Wright, Dale Donovan, Cecelia Bonifay, Karen Clark and Mary Pat Dunleavy.

Mayor Buddy Dyer Accepts CREW Orlando Annual President's Award

by Carol Tanner, CREW Orlando Newsletter Editor

CREW Orlando current and past board members joined Betty Crovato, 2006 CREW Orlando President at the City of Orlando Council Chambers, City Hall, for the presentation of the organization's 2006 Annual President's Award to Mayor Buddy Dyer.

Crew Orlando board member Laurie Botts-Wright, real estate division manager for the City of Orlando, introduced Betty Crovato to the Mayor, Council Members, and council meeting attendees. Crovato recognized the Mayor for his work in attracting and putting together the deals for the Burnham Institute, the UCF medical school, the new events center, the Citrus Bowl renovation and the new performing arts center.

"We recognize how much time and energy went into making these venues happen and that it not only required a spirit of

cooperation with the County, but the shared vision of this City Council along with a lot of hard work and dedication from City staff members to make the vision become reality," Crovato explained.

In accepting the award, Mayor Dyer noted to the City Council and the audience that he had participated in the September program luncheon presentation on downtown development and the city's efforts to get several major projects underway.

"Mayor Dyer is a great ambassador for all of us in securing the necessary state funding and private financial support to make this happen. The actions taken by the Mayor have and will continue to have a significant impact on the commercial real estate community and the members of CREW Orlando as the projects are steered to completion," Crovato added.



CREW ORLANDO CONTRIBUTES TO 2006 CONVENTION & MARKETPLACE

CREW Network Convention Discovers *Opportunities Rising*

Nearly a dozen members of CREW's Central Florida chapter contributed to record-setting participation in the 2006 CREW Network Convention. The national convention's theme of "Opportunities Rising" was delivered through maximum opportunities to network, enhance professional skills and gain cutting-edge industry knowledge.

Convention attendance figures rose to an all-time high of more than 800 commercial real estate professionals for what has been described as one of the best CREW events ever.

Business leadership and productivity authority, Jason Jennings kicked off the event with one of the most well received Opening Sessions of any CREW event. Jennings enthralled convention goers with his research findings that identified the best led, best managed companies in the world and what criteria earned these companies that distinction.

While Jennings taught attendees about great leadership, the remainder of the lead speaker lineup rounded out what might best be described as a 360° professional development workshop. Nadia Bilchik, CNN International news anchor, provided sound strategies for personal branding; cultural anthropologist, Jennifer James, provided attendees an edge by offering five factors that influence or bring about change, in order to help us anticipate and better respond to changes. Global strategy expert, Erik Peterson, provided a snapshot of the world out to the year 2025 providing information that will greatly impact the way we conduct business going forward.

The excitement of the event didn't end there. The Wednesday evening Network Marketplace drew one of its largest crowds to date and the energy that filled the room was palpable from the moment the doors opened. More than 50 exhibitors filled the Marketplace, where opportunities to network and initiate business with nearly 700 attendees were clearly the order of the day.

CREW Orlando's Board Member Carol Tanner of RE/MAX 200 flew in to support RE/MAX Commercial's exhibit, and the first-time CREW convention attendee didn't know quite what to expect. "It was a great opportunity to share news of the growth within our RE/MAX commercial divisions, but it was also a hotbed of leads and power-networking," Tanner said.

Professional development workshops punctuated the educational line up this year and the attendees' enthusiastic reception of these workshops clearly indicates they will be expanded upon next year. Workshop offerings included developing winning presentations, working with the media, fundamentals of real estate asset management, and strategic negotiation.

Another new feature to this year's event was the advent of a Town Hall Meeting. This event drew a standing room only crowd where attendees and panelists explored the question, "Are opportunities rising for women in commercial real estate?" President Beth Lambert-Saul moderated this two hour, unscripted session that elicited questions and comments running the commercial real estate gamut from building diverse workforces to negotiating equitable compensation packages to identifying characteristics most often found in those who are successful.

"The convention was a great experience! We learned new business strategies, networked with women at the top of their game and were re-energized to come back to our own chapters and jobs with new found energy," explained Emily Zinaich, President Elect of CREW Orlando.



Central Florida's attendees to the 2006 CREW Network National Convention in Atlanta.

Zinaich encourages all CREW Orlando members to mark your calendars now to attend the 2007 CREW Network Convention & Marketplace scheduled for October 3-6 in the Mile High City, Denver, Colorado!

Note These Important Dates on Your Calendar

CREW Network Convention & Marketplace

Denver, Colorado

October 3 - 6

Hyatt Regency Denver

CREW Network Winter Meeting

February 8 - 9

Philadelphia, Pennsylvania

Ritz Carlton Philadelphia

CREW Network Spring Meeting

June 14 - 15

Sacramento, California

Sheraton Grand Sacramento



CREW Orlando Members: WE WANT TO HEAR FROM YOU!

Enhance your profile with CREW Orlando's extensive newsletter subscription list by submitting your business announcement, press release or feature article to the Orlando CREW News.

Submit a brief write-up of your announcement to Carol Tanner at caroltanner@remax.net for consideration.

We are specifically looking for:

- CREW Orlando member networking stories - deals CREW members are working on together
- Member accomplishments (continuing education, industry designations, and promotions)
- Member company news (expansions, new services, and significant wins)
- Ideas for a feature article regarding a newsworthy topic of interest to our industry

CREW ORLANDO MEMBER NEWS

Elaine Devlin Moves to Ohio (Savings Bank!)

Elaine Devlin, Treasurer and member of the Board of Directors of CREW Orlando, is pleased to announce that she will be joining Ohio Savings Bank's Orlando Loan Production Office as Senior Commercial/Construction Loan Specialist. Elaine is a CPA with her BS/MBA from the University of Florida. Elaine has spent 21 years in various areas of the commercial bank including credit administration, compliance and loan review, with the last eight years in real estate finance.



Elaine Devlin

Dale Donovan Named To Affordable Housing Advisory Council

The City of Orlando Mayor Buddy Dyer recently announced the appointment of **Dale L. Donovan** of NAI Realvest, as the ninth member of the Affordable Housing Advisory Council. AHAC reviews established policies and procedures, ordinances, land development regulations and recommends to Mayor and City Council specific initiatives to encourage or facilitate affordable housing.



Dale Donovan

Donovan, Vice President Land Services, specializes in acquisitions and sales of land for commercial and major residential properties. Client services include positioning, managing, and marketing key properties for and to commercial and residential developers and boutique builders. Her expertise also includes tenant/buyer representation, site selection, market analysis, due diligence and corporate services.

Donovan's broad range of experience in commercial real estate brokerage spans over 20 years.

An integral component of Donovan's networking success is the result of her

strong connection for over 13 years with the CREW Network and the CREW Florida Chapters. She anticipates that the "Power of the Network" will continue to build opportunities with NAI Global professionals as well as those connected to CREW Network. Ms. Donovan is also active in other professional associations as ICSC, NAIOP, & ULI.

Fidelity National Title Promotes Mary Pat Dunleavy To Area Manager For Mid-Florida Agency Operations

Mary Pat Dunleavy, a longtime title insurance professional who has been instrumental in the success of Fidelity National Title Insurance Company's (FNTIC) Florida Agency Operations, has been promoted to Area Manager for Mid Florida.



Mary Pat
Dunleavy

Dunleavy, an 18-year title insurance veteran who has been a part of the FNTIC team since 1997, will oversee the entire Mid-Florida Region for Florida Agency which currently includes the Brevard County, Metro Orlando and the Tampa/St. Petersburg markets, says Matthew Frasure, CLS, Vice President and State Agency Manager for Fidelity National Title's Florida and Caribbean operations.

Fidelity National Title is part of the nation's largest family of title insurance companies owned and operated by Fortune 500 giant Fidelity National Financial (NYSE: FNF) which provides a broad scope of commercial and residential title insurance and examination and other real estate services for attorneys, law firms and corporate title agents throughout the country.

Dunleavy's promotion is part of a strategic revamping of FNTIC's Florida Agency management structure into three separate independent and autonomous regions designed to increase profit, market share and overall quality of customer service throughout the state.

During her 10 years with FNTIC, she has

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MEMBER NEWS

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been recognized numerous times for excellence and outstanding performance, including receiving the company's prestigious President's Club Award six consecutive years from 1999 to 2004 and earning a 2004 Southeast Region Hall of Fame Award.

Dunleavy has been an active part of the Central Florida title insurance scene since the late 1980s. Before joining FNTIC in 1997, she was an Agency Representative with Commonwealth Land Title where she handled business development for North and Central Florida.

"Mary Pat Dunleavy is one of the persons responsible for helping make Florida Agency one of the strongest and most profitable divisions in Fidelity National Title's national network," says Frasure. "She has been an integral part of our continued growth and success and now is in a position to have an even greater impact."

Robyn Moran Leads Marketing Team That Expands Mercantile Commercial Capital, LLC Nationwide

Mercantile Commercial Capital, LLC (MCC), a local commercial real estate lender is expanding their loan programs nationally. **Robyn Moran** leads the marketing efforts in a more than 50 step campaign including advertising, public relations, direct mail, e-marketing and internet marketing, and was the coordinator for the company's first Summit that resulted

in agreements with the company's first 15 independent commercial mortgage brokers in 9 states.



Robyn Moran

Mercantile Commercial Capital specializes in commercial real estate lending and leads with their 504 Loan Program which provides 90% loan-to-cost financing for owner-occupied properties at below-market, fixed interest rates. Loan volume for the company has soared by 536 percent since it was first formed in February, 2003. Moran was the company's first employee, starting just one month after they began operations.

For first quarter 2007, MCC will offer commercial real estate loans through these brokers in Florida, Michigan, Illinois, Pennsylvania, North Carolina and Massachusetts and California to follow shortly. The push into these new markets marks the beginning of their expansion Nationwide. Moran reports that MCC's marketing team will target up to 150 U.S. markets during the next 18-24 months.

Commercial Agents At RE/MAX 200 Fill Medical Space Needs

Two commercial agents with RE/MAX 200 Realty recently represented medical professionals in three separate Seminole County deals.

In October, **Connie Snyder** and **Carol Tanner** negotiated the sale of a medical office condominium at Altamonte Medical Plaza from Moroosse, Reynolds, and Castillo, GP to Altamonte Medical Holding, LLC.

During the next month, Snyder and Tanner negotiated the lease of a 2,990 sf medical office condominium at South Seminole Physician's Plaza from GSG Equities, Inc. to Family Azelvandre, D.O. & Associates, L.L.C. In December, the two agents negotiated the lease of a 2,623 sf medical office condominium at the MEDPLEX in Lake Mary from GSG Lake Mary, LLC to Gold Coast Medical, PA.

Tanner joined Remax 200 Realty in late 2004 and has since completed more than \$6 Million in transactions in the past 14 months. Snyder, also a commercial specialist with REMAX 200 Realty, joined the firm in 2005.

The focus for the commercial agents at

RE/MAX 200 includes working with business owners, investors, and entrepreneurs, with most transactions closing under \$10 Million. For more information about these transactions and other commercial real estate services, contact Kevin Acker, Vice President of Sales for RE/MAX 200 Realty at 407. 629.6330.

Patrice Viscuso, With Asset Preservation, Inc. (API) Offering Investment Classes

Patrice Viscuso, of Asset Preservation, Inc., has an extensive background in the real estate industry, having been involved with the major national, regional and local real estate firms and their agents. Viscuso's lectures teaches real estate investors and their advisors how to take advantage of the tax benefits in Internal Revenue Code §1031 tax deferred exchanges and how to acquire better performing investment properties.



Patrice Viscuso

Asset Preservation, a subsidiary of Stewart Title Company, is a leading national IRC §1031 "Qualified Intermediary" and is efficiently handling exchanges in every state. Combining a national title company as a partner has proven to be the approach of choice by astute investors. Asset Preservation is one of the most respected national Qualified Intermediaries in the United States and has successfully completed over 120,000 §1031 exchanges throughout the nation.

Presently, Viscuso dedicates a significant portion of her time speaking to accountants, attorneys, financial planners, real estate agents, commercial brokers and real estate investors throughout Florida. She lectures on the subject of IRC §1031 tax deferred exchanges and related real estate matters. Her exchange presentations are always practical and feature many real-life exchange scenarios to illustrate a wide range of investment and tax strategies.

A new member of CREW Orlando, Viscuso can be reached at 866-394-1031 to schedule a class or to learn more about Asset Preservation's services.



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CELEBRATION OF CHAMPIONS MARKS THIRD YEAR

CREW Orlando members, sponsors and guests enjoyed a evening of music, food and memories in a historic setting when they honored the association's best and brightest during their third annual awards ceremony, a "Celebration of Champions."

Held at the Historic Casa Feliz off of North Park Avenue in Winter Park, the November event was hosted by the 2006-2007 Board of Directors and sponsored by LandAmerica Commercial Services.

Honored during the event was Emily Zinaich, GVA Advantis, as Member of the Year (right photo) and Welbro, represented by Corrine Hall, Pat Werner, and Bruce Holmes, as Company of the Year (center left photo). Holly Storrs, Commercial Design Services, Inc. and Jan Rothfield, Creative Space + Management, were recognized for completing the Networking Deal of the Year (center right photo).



Commercial Real Estate Women

CELEBRATION OF CHAMPIONS

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Celebration of Champions Sponsor

