



# CREW NEWS

orlando

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## CREW ORLANDO MONTHLY MEETING SCHEDULE

**Don't miss:**  
CREW Networking Forum  
LAUNCHING 2006

Join CREW for the January Networking meeting to connect with the top tier of commercial real estate professionals in our industry. Launch 2006 business development with a dynamic exchange of referrals, industry information, and business opportunities.

**Networking Lunch Program**  
**Wednesday, January 18**  
**11:30 a.m. – 1:00 p.m.**

## CREW ORLANDO

Commercial Real Estate Women

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## CONTINUED COMMITMENT KEY FOR 2006

### LETTER FROM THE PRESIDENT

by Anne C. Grady, 2005 CREW Orlando President

Thank you for your commitment to creating another outstanding year for CREW Orlando.

As we conclude the 2005 program of work, I want to recognize with pride and gratitude the support and investment in CREW Orlando by its leadership team, members, sponsors, program presenters and guests. Your active involvement is essential to successfully realize CREW's plan of action to create a platform for networking, information exchange and business development opportunities that is attractive to Central Florida's top real estate professionals. I encourage each of you to renew your commitment to CREW Orlando

and make 2006 an even stronger year.

On behalf of the CREW Orlando Board, I extend to you warmest wishes for enjoyable holidays and a prosperous New Year. Check your email and the CREW Orlando website ([www.creworlando.com](http://www.creworlando.com)) for news concerning upcoming events and opportunities. See you in 2006!

*Let's do business!*  
*Anne C. Grady*



**Anne C. Grady**  
Branch Banking  
& Trust Co.

## 2006 CREW ORLANDO BOARD OF DIRECTORS

### PRESIDENT

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## CREW NETWORK SCHEDULE

### 2006 Winter Meeting

Austin, Texas  
February 2 - 3  
Four Seasons Hotel Austin

### Mid-Atlantic Regional Conference

May 11-12, 2006  
Omni Hotel  
Richmond VA

### 2006 Spring Meeting

Charlotte, North Carolina  
June 8 - 9  
Hilton Charlotte Center City

### 2006 Annual Convention & Marketplace

October 18 - 21  
Atlanta, Georgia

### 2007 Annual Convention & Marketplace

Denver, Colorado  
October 3 - 6  
Hyatt Regency Denver

## 2005 ANNUAL CONVENTION

By Betty Crovato

CREW Orlando was well represented in Seattle with seven members attending.

Many discussions took place on chapter "best practices" and CREW Network is working to have all chapters on the same page relative to dues, categories of membership, etc. The Network is moving their membership criteria from a two year minimum to a five year minimum; but also is working on establishing special categories of membership for students, public agencies and retirees with appropriate membership rates for these categories. When the subject of members who transfer from one chapter to another during the year was brought up, it was agreed that all chapters should accept transfer members and not bill them for additional dues until the next year – membership reciprocity. CREW Network is also hoping to help chapters establish guidelines for vendor/affiliate membership which would be standardized for all chapters.

CREW Foundation related their Strategic Plan which is to "add value" to membership by giving back, creating opportunities, and supporting education for women and girls at all levels. Their "Big Audacious Goal" is to create a world where women and girls of diverse backgrounds have unlimited opportunities for economic and professional success. CREW Orlando has been selected by the Foundation to participate with nine other chapters in the 2006 CREW Careers program. You will soon be hearing from Helen MacLennan and Kathryn Williams in our chapter about how you and your company can participate to showcase our



professions to young girls and let them know the opportunities in all facets of commercial real estate.

If any of you want to hear the story about why CREW Orlando had their chapter picture taken in their bathrobes, then you'll have to find one of us and ask. We do manage to have some fun too!

Next year's convention is in Atlanta. Start planning now so that you will be in attendance. All of the Florida chapters have thrown their support behind CREW Miami to host the 2008 convention.

**CREW Orlando made their presence known at the Seattle Convention during the Keynote Dinner.**



# Commercial Real Estate Women

## SECOND ANNUAL CELEBRATION OF CHAMPIONS

### Annual Meeting & Awards Ceremony

By Pat Werner, CEcD, WELBRO Building Corporation



The CREW Orlando 2005 Celebration of Champions premiered on Thursday, November 3 at Manuel's on the 28th floor of the Bank of America in Downtown Orlando. With a spectacular sunset and the evening view from this fantastic venue CREW Members and guests enjoyed the cocktails, food and festivities of the evening.

Anne Grady, CREW 2005 President and Senior Vice President of Branch Banking and Trust Company welcomed everyone to the event and recognized the following:

#### 2005 Diamond Annual Partners:

Akerman Senterfitt; Baldwin Park; Branch Banking & Trust Company (BB&T); Chicago Title Insurance Company; Commercial Net Lease Realty, Inc.; Fidelity National Title; Florida Business Interiors; Geller, Ragans, James, Oppenheimer & Creel; LandAmerica Financial Group; Shuffield Lowman; and WELBRO Building Corporation

**2005 Media Sponsor:** The Orlando Business Journal was recognized for their excellence in covering Commercial real estate, and for their continued sponsorship of CREW Orlando.



OBJ's Advertising Director Sue Ross joins Alan Byrd, Director of Marketing and Publisher Ann Sonntag to accept the award.

**Member of the Year:** Melodye Marvin, Chicago Title



Melodye Martin, honored as Member of the Year, is presented her award by CREW Orlando President Anne Grady.

**Year:** WELBRO Building Corporation



Welbro's Bruce Holmes and Patricia Werner join in accepting the recognition of their outstanding support of CREW Orlando.

#### Networking

**Award:** Betty Crovato, Fidelity National Title; and Vicki Giordano, American Surveying



Betty Crovato, Fidelity National Title Services, and Vicki Giordano, American Surveying, shared the spotlight for outstanding membership through networking.

#### Introduction of the 2006 CREW Orlando Board of Directors.



The evening also included the introduction of the 2006 CREW Orlando Board of Directors. Additionally, special recognition was given to the 2005 Board Members as well as Committee Chairs.

It was a wonderful celebration enjoyed by CREW Members and Guests in attendance and a memorable evening for the Award Winners.





**August:** Chris Hurn, President of Mercantile Commercial Capital, LLC speaks about creative financing.



**September:** Panel discussion on town centers.



**October:** Success the Beat way.

## AUTUMN MONTHLY PROGRAMS OFFER EXCLUSIVE INSIGHTS

By Carol Tanner, Newsletter Editor

CREW Orlando's Monthly Programs marched into fall, reflecting the organization's continued commitment to insightful discussions from national leaders and local experts in Commercial Real Estate.

Three recent programs packed private rooms at the Citrus Club in downtown Orlando with a blend of CREW Orlando members and other leading Central Florida real estate professionals.

Kicking off the Fall Lineup was a trio of experts offered insight into the growing markets surrounding creative financing for Commercial Real Estate. The August 17th Program included Ann Eppinger, a Principal, with Prager, McCarthy & Sealy, LLC; Chris Hurn, President of Mercantile Commercial Capital, LLC; and Therese Taylor, of KeyBank Real Estate Capital.

Eppinger shared details on Community Development District Bonds. Hurn offered details on the loans that his firm offers to business owners and how they utilize the SBA's 504 Program. Rounding out the discussion, Taylor discussed mezzanine debt of residential condos.

September's Lunch Program was a lively discussion on the vitality and economics of town centers. The panel of experts included Justin Pelloni, Senior Vice President, Pelloni Development Corp.; Chuck Whittall, President, Unicorp National Developments; and Ken Simback, Vice President of Veranda Park, Veranda Partners LLC.

While Simback reviewed some of the development and rebranding plans that his company has for MetroWest, Pelloni offered insight into his company's ongoing efforts to develop the land at Mills and Nebraska Avenues near Loch Haven Park. Whittall brought the attendees up to date on Unicorp's developments in Baldwin Park and throughout Florida.

It may have been October, but it felt like spring when entrepreneur and developer Beat Kahli addressed attendees of the CREW Lunch Program. Kahli, who is best known in Central Florida for his development of Avalon Park, discussed his exciting career with insights to how his fledgling master planned community has found success and is essentially built out. Kahli detailed how his new ventures include other developments in Florida as well as the growth of his cement business.



**Carol Tanner**  
RE/MAX 200  
Realty,  
Commercial  
Division

Attendees of the lunch recognized Kahli and his wife, who joined him at the luncheon, for their support of education at UCF. Kahli recently donated \$600,000 to create the Beat M. and Jill L. Kahli Endowed Chair in Oncology Nursing at the University of Central Florida's College of Health and Public Affairs. The gift creates a faculty position at the college and supports its research in nursing care for cancer patients. It's also eligible for state matching funds that would result in an endowment of more than \$1 million.

Alan Byrd, CREW Orlando Director of Programs, said the programs committee leveraged both the recent success of CREW events with his own and committee member's own professional strength in creating the fall line up.

"These programs show the strength of CREW as an organization," he says. "Throughout the year, the organization has been able to bring in key players throughout Central Florida to provide excellent insight into the commercial real estate industry."



## CREW ORLANDO MEMBER NEWS

## Member Company News

CREW Diamond Annual Partner **WELBRO Building Corporation** is ranked in the top 400 General Contractors in the nation by Engineering News Record for 2005. Coming in at #275, WELBRO listed \$167.1 million in revenues for 2004 with new contracts listed at \$142.9 million. WELBRO also ranked #11 in the Top 25 General Contractors in Hotels, Motels and Convention Centers category, with \$133.6 million in revenues. President Steve Davis attributes the company's success to the relationships and repeat clients that WELBRO has developed in its 26-year history as a Central Florida general contractor. CREW Board Member **Patricia Werner**, CEcD is WELBRO's Vice President of Community and Economic Development.



Pat Werner

**WELBRO Building Corporation** has completed the Nickelodeon Family Suites by Holiday Inn. WELBRO also topped out three additional hotel/hospitality projects: the 150-unit Residence Inn at Cape Canaveral; Fairfield Orlando at Bonnet Creek Resort Phase II, Building 3, a 122-unit 9-story 204,000+ sq. ft. timeshare building in Orlando; and the 94-unit Daytona Beach Homewood Suites.

**Nodarse & Associates, Inc.'s** Rick Acree has been named president of the East Central Branch of the American Society of Civil Engineers (ASCE) for 2005-2006. Winter Park-based Nodarse & Associates has six regional offices in Florida.

Al Anderson has joined **Nodarse & Associates** as Chief Financial Officer. Mr. Anderson possesses over 23 years of diverse business experience with a focus on hi-tech companies. Mr. Anderson has served as a financial consultant and member of the President's Roundtable to the Black Business Investment Funds. He received a B.S. in Accounting from George Washington University and an M.B.A. from the University of Central Florida.

**Nodarse & Associates** is also providing construction materials testing services for condominium projects in Daytona Beach and downtown Orlando. The seven-story Palmas de Mallorca condos will be constructed in Daytona Beach. Nodarse is providing threshold inspection services as well as construction materials testing for the 35-story Vue at Lake Eola tower at Robinson and Rosalind. The Vue will be Orlando's tallest residential building.

Five top brokers at **NAI Realvest** were among 63 U.S. commercial real estate professionals who comprised the first graduating class at the University of NAI Global, a three-day intensive training program followed by a fourth day final exam held in Princeton, N.J. **George Livingston**, NAI Realvest chairman, said the University of NAI Global broker program ranks as one of the most rigorous professional skills programs in the U.S. Justin Woods, Michael Buffa, Rob Blackwell, Sean DuPree, and Nick Degel participated in the course.



George Livingston

**NAI Realvest:** Mike Zelnik, Michael Buffa and Tom Morse, represented both buyer and seller on the \$20 million sale of the 250 North Orange Avenue building in downtown Orlando.

## Member Networking

**GVA Advantis Handles 81,416 sf Lease For Lennar Homes - Emily Zinaich**, CREW Orlando Board Member and Treasurer and associate of office services for Advantis Real Estate Services Company and Greg Morrison, CCIM, SIOR, executive director of office services for Advantis, have recently negotiated an 81,416sf lease with Lennar Homes Inc. at 101 Southhall Center in the Maitland Center office park of Orlando. Zinaich and Morrison negotiated the transaction on behalf of the building's owner, The St. Joe Company. Bob Orban and Dan Caligiuri of Trammell Crow Company, and Jeff Lapinski and Jim Barton of Mohr Partners negotiated on behalf of Lennar Homes.



Emily Zinaich

**Ceme Curley, Tasco Promotions, put together the following deals with CREW Orlando members:**

- Four-color mousepads were created for distributing to residents of a CREW member firm. The mousepads depicted a beautiful photo of the community center and an important website to help all residents access community benefits.

- One client selling wholesale products to builders purchased microwave popcorn bags to give out at tradeshow. Booth traffic increased significantly and the bags showcased a message about all the services this client offers to builders.

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**BALDWIN PARK**  
NEIGHBORHOOD FRIENDLY. CITY SMART.

**BB&T**

BRANCH BANKING & TRUST



CHICAGO TITLE

**Commercial Net Lease**  
REALTY, INC.



**Fidelity National Title**  
INSURANCE COMPANY



**LandAmerica**

**SHUFFIELDLOWMAN**  
ATTORNEYS AND ADVISORS



## DIAMOND ANNUAL PARTNER SPOTLIGHT: Chicago Title Insurance Company

**Chicago Title Insurance Company**, one of the nation's foremost title insurance companies, traces its roots back more than 150 years through a succession of firms and corporations that were engaged in the abstract and title business in Cook County, Illinois. In 1847, a young law clerk in Chicago by the name of Edward A. Rucker, devised a method of keeping track of every recorded instrument affecting real estate titles. These records and similar indices formed the basis of what was to become Chicago Title and Trust Co.

In the 1950s, Chicago Title began to expand its business beyond Illinois and it was then that Chicago Title Insurance Company, as it is known today, was developed as a wholly owned subsidiary of Chicago Title and Trust Company. Through Chicago Title and Trust Company's merger with Fidelity National Financial in March of 2000, Chicago Title Insurance Company is an integral part of the largest title company in the nation.

In 2003, recognizing the need to provide the Central Florida legal community with the talent, service and expertise to expedite today's complex commercial real estate transactions, Chicago Title Insurance Company introduced the formation of Central Florida Commercial Title Services. This department was created to exclusively service all of the title insurance needs of the Central Florida commercial real estate attorney.

Central Florida Commercial Title Services' commitment to providing unparalleled service is built around a self-contained

department that provides a one-stop source for title searches, title examinations, order coordination, underwriting, escrow services and marketing.



**Melody Marvin**

Central Florida Commercial Title Services has the knowledge and expertise to address the most complex title insurance transactions. Our staff of eight title professionals has more than 160 years of combined commercial title experience.

**Melody Marvin** represents Central Florida Commercial Title Services as a member of CREW and we are proud to support CREW as a Diamond Annual Partner Sponsor.



## MEMBERSHIP RENEWAL TIME

Members are encouraged to watch their December email for 2006 membership renewal information.

Affiliate members must re-apply for membership to the Board of Directors by submitting the Application form and other documentation specified on the CREW Orlando website. Affiliate members are encouraged to submit this package by December 16 for Board action at its first 2006 meeting, tentatively set as Friday, January 6.

## DIAMOND ANNUAL PARTNER SPOTLIGHT: Florida Business Interiors

### Florida Business Interiors – Creates Real Estate That Performs

There was a time when an organization could quite easily predict its real estate and workspace needs for years to come. In today's age of high-speed technology and global economy, where factors beyond our control constantly influence our businesses, this practice becomes less feasible. What happens when your 300-person company wins a major government contract and you have to double your staff in two months? Or the price of oil drops \$20 and you need to consolidate employees onto one floor? The associated timelines, downtime and disruption, along with material waste and significant cost factor would disturb any business leader who would rather see money invested in growing the business than in reconfiguring workspace. Interior Modular Construction provides a workspace for today built on a platform for tomorrow that is readily adaptable to change.

This current and still-emerging trend in office construction –modular walls, energy efficient lighting, raised access flooring and plug-and-play technology – offers a solution that not only reduces the environmental footprint of buildings and interiors, but also positively affects the corporate bottom line. By creating office space that can expand, contract or re-invent itself as needs change, real estate is maximized, energy usage and waste are reduced, construction timelines are shortened considerably, and productivity can actually be increased.

Interior Modular Construction starts with the premise that adaptability, flexibility and scalability allow organizations to respond to evolving business needs while staying true to their priorities of aesthetically pleasing, healthy and productive workspaces. It also allows them to do so with less disruption to their operations, a shorter timeline to completion, and reduced costs.

Most of us spend the better part of our workdays at the office, so we appreciate space that is comfortable, attractive and functional. Interior Modular Construction delivers on the human element, while allowing spaces to adapt to changing business needs, evolve with trends in style, and reduce the substantial impact to the environment caused by traditional deconstruction and renovations. Modularity also opens the door to a wider range of finish materials, layouts and designs, so your space can keep pace with your company's aesthetic evolution.

Why predict when you can prepare?

Visit Florida Business Interiors, a CREW Diamond Annual Partner to learn more about helping your clients make their real estate an asset to their business.



Joyce Lee



## SURVEY: More Women Entering Commercial Real Estate, But Men Still Earn More

by Denise Kahler, CREW Network

In the commercial real estate industry's first comprehensive look at women in the industry, a survey conducted by Commercial Real Estate Women (CREW Network) finds that, while the number of women professionals in the industry is increasing, men earn more than women across the board at comparable levels of experience and age, and across industry specializations.

"The survey results provide a benchmark against which the industry can measure the future progress of women professionals, both in terms of their representation in the field and the advancement of their careers. We consider this a very important initiative," said Brett White, CEO of CB Richard Ellis, the premier underwriter of the survey. "We have long placed a priority on fostering the professional development of women, and are pleased to underwrite the first comprehensive study of the status of women professionals in the commercial real estate field."

The survey found the number of women in commercial real estate has been growing. Over the last five years, the percentage of women professionals in the industry increased from 32 percent to 36 percent.

In addition, the Women in Commercial Real Estate Survey: 2005 found - at comparable levels of experience - significantly more men achieve senior level positions than women. Comparing women and men with more than 20 years of experience in the industry, 44 percent of men held the title president, chief executive officer or chief financial officer, while only 23 percent of women held those titles. Women were much more likely than men to have positions of vice president or below.

"We are pleased to see more women working in commercial real estate, an industry in which the professionals have predominantly been men," said Ginger Bryant, CREW Network 2005 president. "However, there is clearly more work to do to achieve parity between men and women in terms of compensation and career advancement, and to increase the number of women in certain segments of the industry."

Overall, commercial real estate is a high-paying field, according to the survey. More than one third of the respondents- men and

women combined - earned more than \$150,000 in 2004, and 18 percent earned more than \$250,000. However, while 58 percent of the men reported incomes of \$150,000 or higher, only 24 percent of the women reported incomes of \$150,000 or higher.

These findings stand in contrast to perceptions of parity in the industry. When asked if there is gender-based disparity in incomes, less than half the respondents- both men and women correctly recognized that an income gap exists.

Among other survey findings:

- The specialization of Financial/Professional Services saw the most growth in terms of the percent of women- from 37 percent five years ago to 44 percent today. The specialization of Development/Development Services saw no growth in the percentage of women.
- Brokerage/Sales/Leasing saw growth in terms of the percentage of women, from 20 percent to 23 percent in the same time period. However, the survey results demonstrate that men are more likely to hold, and to pursue, positions that include commissions as part or all of their overall compensation structure.
- A majority of both women and men in commercial real estate reported that they have achieved high levels of success in their careers.
- Both men and women in commercial real estate report that they are less satisfied with their work/life balance than with the level of success that they have achieved.
- Women who consider themselves very satisfied with their work/life balance report that their satisfaction levels increased as their experience levels increased. This trend was not true for men, who reported a drop in their level of satisfaction with work/life balance mid-career.
- Women are more likely to directly manage women, and men are more likely to directly manage men- regardless of industry specialization.

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## SURVEY

### Continued from Page 9

CREW engaged Knowledge Systems & Research Inc. to execute both an online and a telephone interview survey. There were 1,834 online survey participants from all disciplines in commercial real estate - 64 percent women and 36 percent men. Respondents were drawn from the industry at large, and were not limited to CREW Network members. The 250 telephone interviews were drawn from the online respondents and provided more detailed qualitative research on select topics.

Other survey underwriters include~ Holland+Knight, Prudential Financial, Appraisal Institute, CCIM Institute, First American Title Insurance Company National Commercial Services, GMAC Commercial Mortgage and the National Multi Housing Council.

## CREW ORLANDO MEMBER NEWS

### Continued from Page 6

- Silver coins created in a die struck motif showcasing properties built on one side and the building company logo on the opposite and are distributed as a keepsake for architects, project managers and clients.
- One developer client traditionally sends out holiday cards. Knowing the cards are discarded and wanting to get more mileage out of the budget, the company purchased a greeting card with CD enclosed. Generic holiday music CD will be a permanent keepsake by the client and a welcome gift during the holiday rush and the card versus states a message of thanks for doing business.

### Member Accomplishments

Our CREW members are among the most talented and accomplished real estate professionals in Central Florida. Just a few examples:

Moore Stephens Lovelace, P.A. (MSL) announced that CREW Board Member **Catherine Franklin**, CPSM is MSL's new Director of Marketing. MSL is a leading provider of accounting, business advisory and financial services in Florida and the Southeast, serving clients from offices in Orlando, Miami, Clearwater and Tallahassee. MSL has specialized practice groups



**Catherine  
Franklin**

For copies of the complete report contact Denise Kahler at 785-832-1808. The survey price is \$35 for members of CREW Network and \$60 for non-members.

The mission of CREW Network ([www.crewnetwork.org](http://www.crewnetwork.org)) is to advance the success of women in commercial real estate. CREW Network members represent all disciplines of commercial real estate- every type of expert required to "do the deal." Members comprise more than 6,500 commercial real estate professionals in 57 markets across North America.

in the areas of healthcare, government, SEC/corporate finance, professional services groups, not-for-profits, hospitality/timeshare, employee benefit plans, fraud examination and business valuation/litigation support. In order to meet the national and international needs of their clients, MSL is a member of both Moore Stephens North America and Moore Stephens International Limited, with a combination of 481 offices in 90 countries, making it one of the largest accounting firm networks in the world.

**Sarah Kelly**, Vice President of Business Development at Wayne Automatic Fire Sprinklers, Inc. was honored by HKS Architects during their recent anniversary celebration and "Power of Ten" awards luncheon. As one of 10 Central Florida leaders who have helped make Central Florida a world-class community, Kelly was recognized for her contributions to Orlando's Downtown Development Board and Community Redevelopment Agency, a 1,600-acre tax increment district. Kelly also serves on the boards of the Orlando Neighborhood Improvement Corporation and the Downtown Arts District Commission. She is a past CREW Orlando President.

**Jane Smalley** has joined Lake Nona Land Company as Director of Marketing & Communications.



**Jane Smalley**

**Carol Tanner** has been named Managing Director of the Commercial Division of Re/Max 200 Realty in Winter Park. Carol serves on the Communications Committee as editor of the CREW newsletter.