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SOUTH FLORIDA BUSINESS WEEKLY

AVID ENTREPRENEURS:  
FROM FITNESS TO ICE CREAM

DIGITAL MARKETING RULES  
FOR THE COVID-19 ERA

GINO SANTORIO

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Gino Santorio (shown here with wife Michelle) was photographed by Nick Garcia.





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# Adapt, Thrive & Inspire



There will one day be an issue of *SFBW* when we won't have to provide recommendations about how to deal with COVID-19 at work and at home, but until then we are here to serve and guide you. During a time of crisis and change, evolution has taught us that it is not necessarily the strongest or smartest who survive and thrive, but the most adaptable. This truth is exactly what Anthony Foscolos, managing principal of NPerspective, pointed out in our last issue: "We all like to hold on to what we know and knew. But you have to learn to live within that new paradigm. Assess where you're at because you do need to move and you do need to change."

Adaptation need not be painful, and limitations can spur creativity. It wasn't long after the fitness brand 54D started building a head of steam in Miami that the pandemic interrupted the plans of its leaders. "Since I started playing soccer as a professional athlete, I've always enjoyed being part of a team and having that personal connection with others," says 54D founder Rodrigo Garduño in our Agenda section. "Admittedly, switching to online classes was initially challenging because I'm used to interacting with people and feeding off their energy to fuel my own, but we've been able to feel very connected to our virtual audience through social media and our new platform." And 54D made it work, bolstered by a passionate, global Instagram following of 100,000.

The value of adaptation cuts across all sectors. In our Agenda section we also check in with interior designers who were suddenly called on to enhance residential offices for housebound workers—just when desks were in short supply because everyone was having the same thought. When demand outstripped supply, Palm Beach designer Scott Sanders found vintage desks to restore and install. Similarly, when executives at Think, a consultancy specializing in operations, swooped in to help companies weather the pandemic, they noticed that it was not necessarily the most focused employee who emerged as the most valuable player; it was the most resourceful ("Thinking Hard, Thinking Smart").

As everyone from coaches to consultants to interior designers uses their skills to help us through this period, this month's cover man Gino Santorio, president and CEO of Broward Health, reminds us of who models leadership most of all: "I really want to thank the people who tirelessly go out and sacrifice themselves and do what they do—the doctors, the nurses," he tells *SFBW*. In matters of life and death, a huge chunk of his workforce—thousands of people—quickly moved to telework to support those doctors and nurses. Talk about adaptation. "It's not just impressive," he says. "It's inspirational for the whole community and for all leaders." Gino reminds us that during this time, being an inspiration for someone else might just save someone's day, their business, or their life.

Drew Limsky

Editor-in-Chief

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## DOCKSIDE DEBUT

This Mid-Beach site doesn't have your typical development history. In 1925 it was constructed as the King Cole Hotel; in the 1940s, the parcel was redeveloped as the Miami Heart Institute, which operated until 2004. And now? Step into luxury hospitality at **The Ritz-Carlton Residences, Miami Beach**. Developed by Lionheart Capital, with Stantec as the architect of record, the project came to fruition through the talents of Italian master architect, Piero Lissoni. Stantec took on the task of converting the former hospital by transforming six hospital buildings into a premier multi-family condo totaling approximately 678,000 gross square feet. With notable amenities, such as a residential art studio and 36 private boat dockages, The Ritz-Carlton Residences impresses as an exclusive collection of 111 units, including lofts and penthouses ranging in size from 2,000 to more than 10,000 square feet. And the wow factor: an astounding 26,000-square-foot rooftop pool boasting views from ocean to bay. —Drew Limsky



### MASTER PLAN

For those awaiting news on the status of one of South Beach's most beloved hotels: Real estate owner and developer Michael Shvo just won coveted approval from the Historic Preservation Board of the City of Miami Beach to move forward with the three-acre development and restoration of the beachfront **Raleigh Hotel**, together with the adjacent South Seas and Richmond hotel properties.



### PAST EXPOSURE

Top Miami interior design firm Britto Charette has won acclaim for their Wasi porcelains, a line of desk-ready Peruvian-influenced accessories, such as the **Kinchu porcelain box** (shown in gold; platinum also available).

Captivated by an exhibit of Peruvian art at the MET, Jay Britto and David Charette took their inspiration for Wasi (the Quechua word for "home") from the tools and artifacts of the ancient Inca.

### PRIME PROMOTION

The commercial real estate company Metro-1 is moving its corporate offices to Miami's culturally vibrant neighborhood of Little Haiti. The move coincides with founder Tony Cho's promotion of **Andres Nava** to managing director and broker of the Miami office. Nava, who has been with the firm for 7 years, has notched more than 200 transactions totaling over \$300 million in value.



### SMALL WORLD

Crafted from 100 percent reclaimed leather, this timeless **Armani Casa globe**, which sits on a stone base, is perfect for a traditional or home office. The Armani Casa showroom in the Miami Design District offers a trove of accessories as well as furnishings from the revered Italian brand.



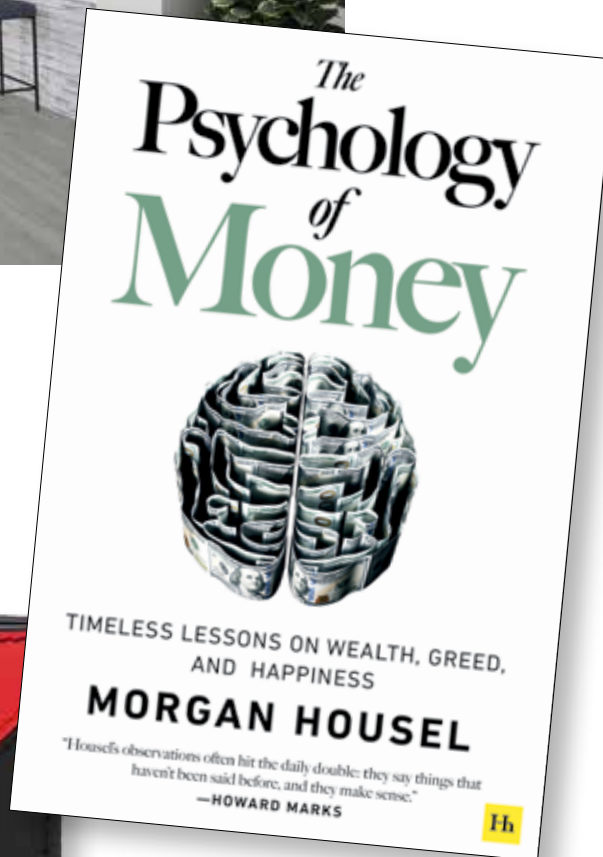


## AHEAD OF THE CURVE

In Fort Lauderdale, the 243-unit **CURV** apartment building launched virtual leasing and is now starting to welcome its first residents. The project is being developed by Ram Realty Advisors, which specializes in the acquisition and development of multifamily, retail and mixed-use properties in select high-growth markets throughout the Southeast.

## POCKET CHANGE

Boldly stylish, this brown **Fendi** bi-fold wallet features eight interior card slots and two bill compartments. Made in Italy of fabric adorned with the FF motif, the wallet is embellished with a black leather insert and inlaid details in shades of red. Available at the Fendi stores in Miami and Palm Beach Gardens.



## MONEY IN MIND

In *The Psychology of Money*, award-winning author Morgan Housel shares 19 short stories exploring the strange ways people think about money. The former columnist at *The Motley Fool* and the *Wall Street Journal* insists that doing well with money isn't necessarily about what you know or what you think you know. It's about how you behave.

## BUYING LOCAL

The cheeky acronym SOB means **Supporter of Broward** and comes courtesy of the Six Pillars Broward initiative, Broward County's community-led economic development plan. Its message: Buy local and consistently. Launched by Luciano Todeschini and Joseph Hovancak, the 90-day economic-shot-in-the arm campaign helped to restart needed retail therapy.





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INSIDE  
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# agenda

HOME DESIGN / CARS & YACHTS / PERSONAL FINANCE / ART COLLECTIONS  
FITNESS / FAMILY LIFE / FASHION & GROOMING / ENTERTAINING



## FULL STRENGTH

*"I'm used to interacting with people ... but we've been able to feel connected to our audience through social media."*

— Rodrigo Garduño



By VICTOR OZOLS

# The Transformers

54D finds success—online and off—training “generations” of fitness buffs

When former professional soccer player Rodrigo Garduño launched 54D in Mexico City eight years ago, his ambitions went beyond creating another fitness brand. He set out to build what he calls a “human transformation program,” a lofty goal that required more than a gym full of exercise equipment or a studio full of trainers. He wanted to sell what serious clients are looking for more than anything: results. And the difference, in his view, was commitment.

As Garduño saw it, success as a company depended on the success of each client. So when he developed his nine-week program of six workouts a week—that’s 54 days, hence the company name—he added a requirement: Every student must commit in advance to giving 100 percent effort. Age, experience and ability didn’t matter. If students were committed, 54D would provide everything else they needed—from expertise to motivation—to meet their fitness goals.

“We wanted to revolutionize the already saturated health and wellness market with a concept focused on training both the body and mind,” Garduño says. “People appreciate our no-excuses, full-commitment approach to fitness.”

Appropriately, one feature in the 54D studios comes from the soccer world—a ramp. In a lot of team sports, athletes run uphill during drills.

Business grew steadily, with a Coral Gables outpost joining existing locations in Mexico and Colombia in 2019. Then, a year later, the COVID-19 pandemic arrived, forcing all three gyms to close. (The Coral Gables site has since reopened.) The idea was just to ride it out, but once it became clear the shutdowns wouldn’t be short-term, Garduño dipped a toe into the online waters by streaming classes on Instagram Live.

“Since I started playing soccer as a professional athlete, I’ve always enjoyed being part of a team and having that personal connection with others,” he says. “Admittedly, switching to online classes was initially challenging because I’m used to interacting with people and feeding off their energy to fuel my own, but we’ve been able to feel very connected to our virtual audience through social media and our new platform.”



**NON-STOP**

This page: 54D Founder Rodrigo Garduño.  
Opposite page, top: CEO Omar Yunez

Team spirit clearly attracted someone: Omar Yunez was a member and was inspired enough to jump in as CEO in 2017. “Our business model is built on delivering results, and we know we can do that onsite,” says. “But how do you do that with somebody from around the world who buys your program and they’re alone with their screen?” The answer, once again, is commitment. Participants in each nine-week program, known as a “generation” just like the in-person groups, are divided into smaller subgroups.

Each subgroup has a dedicated 54D coach who checks in to keep students motivated, offer guidance, and track their activity and progress. And just as with in-person programs, students who don’t show the commitment they pledged upon enrollment are shown the virtual door. “One of the things that makes us unique is that we actually kick people out,” Yunez says. “There are around 30 members per group, and everybody is struggling, so the group suffers if some people aren’t committed.”

As with the in-person programs, online classes have been filled to capacity since they launched. There are classes in English and Spanish, drawing local athletes, and participants from Latin America and from as far away as New Zealand. On the other side of the pandemic, 54D is looking forward to a future where in-person and online programs coexist. “We’re probably one of the few fitness companies in the world that was able to bridge both worlds with the same quality of content,” Yunez says. “We created a live program and we created something online that’s similar. Digital is not something that competes with onsite—it’s something that supports onsite. We have members of the online generation that now want to do the Miami onsite.”

A new brick-and-mortar studio is slated to open in the Miami Design District in March 2021 and there’s talk of a New York expansion. Yet growth will be a gradual process. “If things get back to normal, our projections are to build anywhere from three to five locations a year,” Yunez says. “We’re not high-growth. You can’t focus on the customer experience at the level we’d like if you have a thousand locations.” ♦





# Work Space

In the pandemic era, home offices are getting bigger and better

Months ago, virtually every interior designer, locally and nationally, began to notice it: In terms of residential space management, the concept of the home office changed abruptly. The office as a prestigious nook for occasional usage was out. A desk as an obligatory, studious design element: equally

gone. Every homeowner suddenly wanted their home office to be more—larger, more functional, more comfortable, more inviting, more *something*.

What was clear was that clients, newly homebound thanks to COVID-19, were devoting much more thought and emotion to these now-essential rooms, whether they were envisioned and installed before or during the pandemic. “We are continually taking spaces that we’d decorated before and turning them into offices,” says designer Scott Sanders, who lives and works in Palm Beach and New York. “I’ve done this three times in the last couple months for different clients. It’s actually really hard to buy a desk now—they are sold out for months.” His solution was to locate vintage desks and restore them.

Dunagan Diverio Design Group has fielded similar requests. “We’ve gotten inquiries from potential clients asking us to come their homes to redo offices,” says Tom Diverio. One current client had enlisted the Coral Gables firm to design a combination gym/office, “but now with the pandemic he decided the gym had to go somewhere else. He’s focusing on having an ‘official’ office now.”

Miami-based designer Jessica Jaegger has likewise noticed the requests multiply. Her clients specify offices regardless of whether the residence is home base or a holiday getaway, and the guest bedrooms are not overlooked. “We are currently working in the design phase of



## DESK SET

This page: Designer Scott Sanders carved out a home office in a historic Palm Beach home.

Opposite page: An office with a stunning view, by Jessica Jaegger





**SITTING PRETTY**

This page: A Hermès desk graces a residential office designed by Interiors by Steven G.  
Opposite page: An office with a garden feel on Star Island by Dunagan Diverio





three projects—two for clients who will be living in the units and one client with a vacation home—and they all have requested offices,” she says.

“We’ve just finished a project for which the client requested a redo of their master suite to incorporate a private office,” Jaeger continues. “And what is different is the type of office areas being requested. Previously, clients would request a desk space in their bedrooms, but in these three recent projects, clients wanted dedicated office spaces. Even in the vacation home, for each bedroom that will serve adult children and their wives, we were asked to provide desk areas for both spouses to work remotely.”

In a brave—and busy—new world where work never seems to take a pause, interior designers are delivering true functionality without letting originality suffer. The aesthetics of the offices are as varied and distinctive as the homes they landed in. For a restoration of a landmarked Palladian-style home by architect John Volk, located in

Palm Beach, Sanders sourced a custom metal desk with a Calacatta marble top from John Boone, and paired it with a restored Karl Springer chair from the late 1960s. “It felt like Palm Beach, and the bone detailing is really incredible,” he says.

For a Zen office on Star Island, Dunagan Diverio conjured modern mindfulness, courtesy of a metal and black ash Dupont desk and a leather Eames chair from DWR. The pie-shaped office abuts a glass wall with a lush, sunlit garden on the other side.

On the other end of the spectrum, Interiors by Steven G created a contemporary baroque man-cave for a Coconut Grove businessman, complete with a cherry-red Hermès desk, a teal Sentry swivel chair by Bernhardt Design and a *Scarface*-inspired original canvas. Someone was no doubt paying close attention to that line about all work and no play. ♦

With additional research by Matthew Phenix.



By **DON NICHOLS**

# A Cut Above

At the Spot Barbershops, haircuts are the stuff of entrepreneurial dreams

When men walk into the Spot Barbershops for a haircut, most take a seat at a barlike counter and chill with a cocktail—on the house. As they down a little rum, vodka or whiskey while waiting their turn for a cut, they might do some friendly sparring about a hot topic, or glue their eyes on some big game on a flat-screen TV on the wall. A few browse a small library with books for sale.

“It’s like when you have visitors in your house. You make them feel comfortable,” says co-founder Fredis Perdomo, explaining his company’s upscale twist on the standard barbershop. And the men in the chairs are never customers or even clients; they’re guests.

Fredis and his older brother, co-found-

er Juan Carlos, opened the first Spot in Little Havana in 2001 and just unveiled the 16th in Miami Lakes in August. All of the shops are in the Miami area, except for one in Fort Lauderdale, but the brothers have ambitious expansion plans fueled by a franchising program launched this year. They estimate there will be 100 Spots by 2023, including in other Florida cities and outside the state.

Fredis, the barber of the two, is already thinking even bigger: “We work the vision day in and day out, and our attitude is that we’re not done with the product. We’re not getting comfortable because my dreams aren’t over yet—I want to go global.” The 38-year-old started cutting hair out of his Little Havana house at age 14 and has never put down his shears. Driven by passion, he still does up to six cuts a week, despite the demands of running a growing operation. “I like the art of it,” he says. “I like making people feel better about themselves, because that’s what a haircut does. It’s a sense of relief for them.”

The first four Spots were modest and in lower-income neighborhoods, but Fredis envisioned tonier shops in more affluent areas from the get-go. “I always had dreams of going high-end,” he explains. “Putting lawyers and doctors and entrepreneurs in our chairs was always in the back of my mind.”

The professional class does come now, and not

just for free booze and good reads, but also for the personal service the brothers consider paramount. The Spot is not the hair equivalent of fast food; appointments typically last from 30 minutes to an hour, ending with a shoulder massage. “We treat them like royalty. We make them feel pampered and appreciated,” Fredis says. “Most barbershops rush you. They sit you down, do the cut, then want you out of there.”

Besides haircuts, guests can get hot towel shaves; ear, eyebrow and nose waxes; beard and mustache trims and sculpting; manicures; and a Black Mask, an exfoliating treatment touted as drawing out skin impurities. Coming next year: facials. Prices range from \$15 to \$40, with a haircut going for \$32. A package bundling several services will set you back \$115.

Plus, there’s the lure of the eclectic, cinematic atmosphere. No two shops are carbon copies, but they all mix a contemporary industrial look (exposed brick walls and high ceilings with exposed pipes) with an old-school vibe—think old-fashioned metal pendant lights and vintage décor elements: old motorcycles, car parts, adding machines.

Authentic barber chairs from the 1930s and ’40s salvaged from around the country line the floor. “I’ve collected vintage chairs since I was 19,” Fredis says. “I’m drawn to vintage things because human beings made them to last.”

With the Spot Barbershops soon turning 20, the two brothers have created a concept with staying power. That’s what dreaming big will get you. Bold “God is Good” signs in the shops encourage their newly trimmed guests to think big, too. “It’s a positive message to never give up your faith, to follow your dreams,” Fredis says. “Everyone wants that assurance.” ♦

## ECLECTIC ENVIRONS

This page: The Spot Barbershop’s aesthetic is industrial vintage. Opposite page: The Spot offers personalized single or bundled grooming services.







COVER STORY

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As president and  
CEO of Broward Health,  
Gino Santorio makes  
his time count

BY DREW LIMSKY

PHOTOS BY NICK GARCIA

ears ago, Gino Santorio tried his hand at being a TV anchor. “I was terrible at it,” he says now, which no one believes.

Any producer would take one look at him, put a coffee cup in his hand and cast him as the affable host of a morning show. But if there weren’t at least some truth to Santorio being bad at the job, perhaps he would not have gone in a completely different direction, professionally: into a health care career marked by roles of increasing and varied responsibility—chief operating officer, chief financial officer, and for the past two years, president and chief executive officer at Broward Health.

Born in Albany, the state capital of New York, and educated at the University at Albany, the first-generation Italian-American worked as a budget analyst for Gov. George Pataki and then briefly for Gov. Eliot Spitzer. Another budget analyst position brought Santorio to Florida, and around 15 years ago, he parlayed his background in finance into a career in for-profit health care, rising to the CFO level in 2008. He was at Jackson Health System for six years and joined Broward Health around three years ago. He says he didn’t realize that health care would be his calling until he was already in the industry. “I thought my career would lead more in the direction of a county administrator or city manager,” he says. “Once I started in health care, I pretty much instantly fell in love with it.”

Despite his polished appearance, Santorio is a low-maintenance guy. The weekend warrior whose preferred workout, pre-pandemic, was Brazilian jujitsu—“You can’t really have a light workout when someone’s trying to fight you, but there’s a tremendous

amount of camaraderie”—has segued to weighted vest workouts in the park. (“It’s not fun, but it’s effective.”) This is a man who buys his suits off the rack and cuts his own hair. Really. “I’ve been doing that for 15 or 20 years,” he says. “I started because I could not just break away during normal hours to get a haircut. So I figured out how to do it.”

Married to a speech pathologist, and dad to a 2-year-old son, Santorio is quick to grasp the gravity of the part he plays in our anxious new world: “I really want to thank the people who tirelessly go out and sacrifice themselves and do what they do—the doctors, the nurses,” he says. “It’s not just impressive. It’s inspirational for the whole community and for all leaders.” As a key player during a medically fraught time, Santorio shares thoughts on his career path, his day-to-day life, and the elusive goal of “making it.”

## ROLE PLAYING

*You’ve been a COO, a CFO and a CEO. Which is the most fulfilling?*

I was also a chief compliance officer. They all play their vital roles, and having had the opportunity to have served in different roles has given me a greater appreciation and understanding. Finance is just the lens that I see the world through. Some people who work their way up to be hospital CEOs take the clinical route. Others come from the operations side, where you really learn how things tick—everything from the productivity of a transporter to what type of radiology procedures are best based on the community and specialists that you have. It kind of gives you the other side of the house. And from the CFO perspective, you can really understand the business of health care from every avenue.

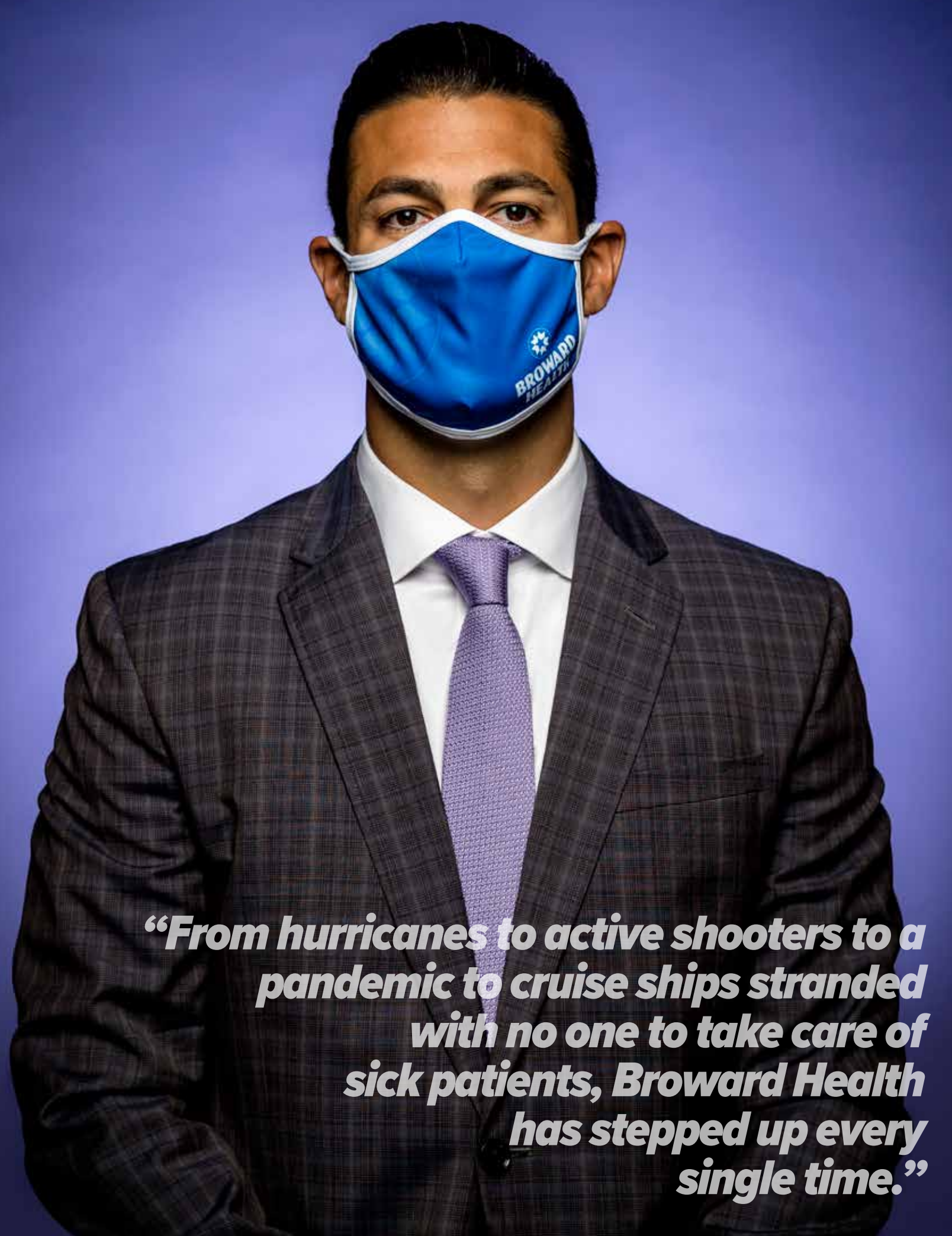
*But it became clear that CEO was the best fit?*

It’s something that I always wanted to do just because I could make the most impact in health care there. I didn’t know if there was something I was going to love more than being COO. And once I got the opportunity, I loved it, and it was a great fit for me.

*How has the pandemic changed what you’re doing in your role?*

You know, it hasn’t really changed what we’re doing. It has changed how we’re do-





***“From hurricanes to active shooters to a pandemic to cruise ships stranded with no one to take care of sick patients, Broward Health has stepped up every single time.”***



ing it. We have 8,000 employees, and close to 3,000 employees are now using some kind of telework at this point. Being able to maintain the strategic plan, when a majority of that plan used to be implemented through in-person meetings, and converting to an electronic platform was huge. This pandemic has certainly accelerated the necessity to have data in order to manage the disease, and that's something that we've put greater emphasis on.

*What is your typical day like?*

I have a different answer for every day of the week, and that's part of what I like about my job. You have your vision that keeps you on track and your mission and everything ties back to that in terms of your strategic plan, but my day-to-day takes some really big swings. After Hurricane Dorian, I remember calling volunteer groups and figuring out who had a private jet so we could ship supplies out to the Bahamas. I was out there literally lifting supply boxes onto a friend's jet. That was one day. The next day, I'm in a community meeting on homelessness. My day can be totally different from one day to the next, but over the course of a month or a year, directionally, you're still hitting the same things that you said you were going to do—executing on your strategic plans, growing the community and being there for

the community when it's needed. How you do that from day to day is what changes and keeps things interesting.

### DELICATE BALANCE

*What do you do for yourself to maintain a healthy balance?*

You find a way to fit things in. It's surprising how much time people waste throughout the day. Having a routine makes things easier in terms of working out and eating healthy. This job really doesn't lend itself to a routine, so you have to schedule when you can make things happen. So if I have a morning meeting and then the whole day is jam-packed until eight at night, that means I have to work out at 5:30 in the morning. If you're working remotely from home, and you have a meeting that starts at 7 a.m., and a meeting that ends at 7 or 8 p.m., you might be able to take 30 minutes at lunch for a workout. You have to be flexible. I tell my employees that wellness starts with them—if they're not well, they can't take care of the patients. And my wife, Michelle, motivates me to make sure we stay healthy, and that definitely helps.

*How important were mentors in your life?*

Certain family members were mentors in terms of instilling hard work and showing me that if you work hard you can always attain success through opportunity. There's

plenty of opportunity in this country. That started at an early age, with my parents and my brothers. And for professional mentors, there are a lot of people I tap into in the community that I refer to as my kitchen cabinet—hardworking, successful individuals who really have an open mind about things—and sometimes hearing their take on things, even if they're in different industries, is really extraordinarily helpful.

*Do you remember the best piece of advice when you were starting your career?*

Always do the right thing, and you'll never have a problem.

*What does doing the right thing mean to you?*

In an organization, for example, it's really putting the vision for the organization ahead of yourself, and doing so with the highest level of ethics. You know, there are a lot of shortcuts in this world, and you may be able to get some short-term benefit by skirting some of the rules, but in the end, it's only going to cost you more.

*You've achieved so much at such a young age. Do you ever have a moment of, "I've made it"?*

I never really quite feel that I've made it. I've been doing this now for more than



a decade and I remember feeling proud of something I did 15, 20 years ago and the celebration in my household lasted about 15 seconds before it was, ‘Great job, what’s next?’ It was always the ‘What’s next?’ that really forced me to continuously push myself and improve. It doesn’t mean that you don’t appreciate how far you’ve come and where you’ve been, but it keeps you grounded and forward-moving.

## TIME-SENSITIVE

*Is there something you’ve done for yourself or bought for yourself to reward yourself in the last year?*

You know, I really can’t think of one. I would say that the things I’ve done to reward myself would just be to spend time with my family. Last month, the board asked me to take a day off—they actually voted at a board meeting to force me to take a day off. [Laughs.] So I got to spend a long weekend with my wife and son. That’s the kind of stuff you just can’t buy.

*So you’re a pretty driven guy if the board has to vote to make you take a day off.*

I really don’t take a lot of time off. Even when you’re off, you’re constantly kind of on the job. During the pandemic, I have had a difficult time disconnecting. Even though I have a very strong team that

could carry the weight without me, from a participation standpoint I just feel I have to do my part to be there.

*I know you’re not a “fashion victim,” but do you have any advice for men who want to look as put together as you do?*

Laying out your clothes the night before saves a tremendous amount of time and saves me from getting yelled at by my wife for turning on the light in the morning. I really like my Cole Haans. They’re really light and very comfortable and they pretty much go with everything. I have three pairs—one in every color. And I wear an Apple watch. I like not having to pull my iPhone out of my pocket for notifications. You can get the general gist of it and deal with it later or take care of something now. I have another watch, a Breitling that was given to me when I was younger. I put it on and then I’m always checking for notifications that don’t exist.

*What advice would you give to people starting your career in terms of following their passion?*

First of all, people need to concentrate on their strengths. A lot of people focus only on their weaknesses. And make sure that money is not your driver. If you’re good at something, and you enjoy what you’re doing, you’re going to be a whole

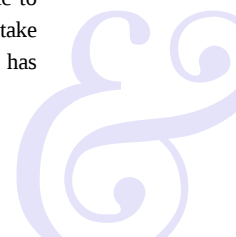
lot happier and a whole lot more effective. And more fulfilled.

*The advice used to be to follow what you love. More recently, the advice is to pursue what you’re good at. A few years ago there was a slew of articles with the same theme: Following your dream is bad advice. The headlines were based on a Stanford study that concluded that following your dream can narrow your focus so much that it actually closes off avenues to success.*

It’s very difficult because some people are good at what they enjoy, and some people are not good at what they enjoy, and that becomes a hobby, not a profession. But everyone is good at something, so if you’re good at something, you can generally find a way to make it lead into something you enjoy doing.

*Any final thoughts about the place you spend nearly every waking hour? What does Broward Health do especially well?*

I think what we do particularly well is consistency. Our caregivers are consistently there every time the community needs us, even when others aren’t. From hurricanes to active shooters to a pandemic to cruise ships stranded with no one to take care of sick patients, Broward Health has stepped up every single time. ♦




# Invitation to Exultation

Things just got a lot faster in the world of digital marketing

BY DREW LIMSKY

**ZACH HOFFMAN** doesn't pull his punches. "If your website sucks, I'll be the first one to tell you that," he quipped during a recent interview with *SFBW* with Chairman Gary Press and Managing Director Clayton Idle. At any given moment, Hoffman may or may not be caffeinated from his firm's in-house elixir—"Swamp Brew" cold brew coffee—but he needn't be. For the founder, CEO and president of Exults, a 15-year-old digital marketing agency with an emphasis on branding, custom campaign development and KPI reporting, the times are caffeinated enough. You have to get moving. Just the name of Hoffman's company is an emphatic invitation to join the rush. Highlights from a candid conversation follow.



*"I always like to say, your strongest salesperson beyond yourself is your website."*

—Zach Hoffman

**On advising clients on the “new normal” of COVID-19 preparations:**

“From mid-March into April, our team was busting our humps coaching and consulting with our clients as to how to service their clients and how to make their clients feel comfortable to come into their businesses or allow them into their homes. We service a number of clients in areas from legal professionals to in-home service companies where people might be changing someone’s air conditioning or measuring blinds. We worked to make sure our clients could communicate to their end clients that they were prepared for COVID-19, from CDC standards to mask adherence to banner ads to social media, to just being conscientious about any consumer’s concerns.”

**On the big switch to virtual:**

“We’ve had clients switch to virtual consultations. Apple Facetime enables people to work at a more effective pace. I’ve seen a rapid and strong adoption of Zoom, across the board, in all ages and demographics. It’s been the runaway leader in virtual meetings. Lawyers can use it for consultations, home service companies can use it for consultations, plus there are simple ways to roll out your products via e-commerce. Once again, communication is key and it’s about leveraging all technology possible to make sure that your business is flexible and can accommodate people who don’t want to meet in person.”

**On looking for the upside during a downturn:**

“There have been a lot of economic studies published through the years that note that huge companies are built during downturns. Those companies that stay present, that keep their brand top of mind and emphasize that they’re still functioning and strong leaders can thrive. I’m a business owner for 15 years and I’m not saying I was waiting for something to crack, but mentors of mine who went through the Great Recession said it’s the worst they’d ever seen and nothing like that could ever happen ... well, it’s here. It’s that 10- to 12-year cycle. And there are a lot of businesses still spending money.”

**On success stories:**

“The Wall Street Journal published an article about the ways in which companies have pivoted through the pandemic. One guy they referenced had nine physical locations in Pennsylvania and the first thing he did when he got his PPP money was to build up the morale around his team, had them use their phones to get their products out on Facebook, on their website—and this actually generated their first online sale. And it all happened as a result of the pandemic. I believe one of the tech CEOs at Microsoft said that in three months—starting at the end of March—they saw digital adoption that they thought would take three years. The reason Jeff Bezos said he got into e-commerce when he did is because you literally couldn’t miss, and e-commerce is still growing at a double-digit clip, or faster.”

**On why digital isn’t an investment in your business—it is your business:**

“If you’re looking at digital in terms of how much it’s going to cost me, then you’re looking at digital in the wrong light. Any step forward is the right step. Scale into this new digital realm. Get started. Start spending that first dollar. Boost your own ad on social media, sign up for a Google ads account. I always like to say, your strongest salesperson beyond yourself is your website. Your website is the cornerstone of your business and everything else is the universe around it.” ♦

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“It was very much a team collaboration,” says designer Jackie Armour of the 10,000-square-foot colonial by Palm Beach architect Patrick Segraves.



# blue period

**When designer Jackie Armour is at the helm of a Palm Beach manse, shades of the sea wash through**

BY DREW LIMSKY

PHOTOS BY BRANTLEY PHOTOGRAPHY

This is not your typical interior design story, in which a commission usually originates from a long-standing collaboration between client and designer, or else a referral from a trusted homeowner known to both parties. In the case of a Palm Beach mansion exceeding 10,000 square feet, disparate teams were convened to achieve the clients' vision—a stately, traditional family retreat that could easily accommodate a multigenerational family.

It was the clients who brought in the renowned Palm Beach architect Patrick Segraves, while the builder, Edgewater Custom Homes of Tequesta, enlisted Jackie Armour, principal of Jupiter-based JMA Design. “It was very much a team collaboration,”





**“The house is magnificent,”  
enthuses Armour, “with  
wonderful proportions.”**



### SEA & SKY

This page, from left: The transitional—trending toward traditional—master bathroom is anchored by a deep soaking Kohler tub; the handsome colonial-style home. Opposite page: The kitchen's quartzite-topped island is paired with stools covered in performance fabric.

Armour says. “We were involved early on and the clients stated what they wanted from the onset, so we all worked together to realize it.”

Armour is unrestrained about her admiration for Segraves’ contribution—and his willingness to let her take the baton when the time came. With roots in British Colonial, “the house is magnificent,” she enthuses, “with wonderful proportions,” a show-stopping façade and a resort’s sense of arrival. In the back, the steep yard was terraced, with wide steps leading down to the pool and guesthouse, features that convey a touch of old-world grandeur.

But as Armour tells is, Segraves’ confident execution was matched by his generosity. “We were able to do all the interior architecture,” Armour recalls. “Pat was great about turning the plans over to us and allowing us to detail the interiors.” What followed was an assertive study in





depth, characterized by sculpted ceilings and detailed wall treatments, as evidenced right away in the handsome two-story paneled foyer. “I love paneled walls,” the designer says. “It’s always a little bit of a challenge when we have it rise up a staircase, because many times there isn’t a good termination point going up to the second floor. But Pat is such a good architect that the way he set this up for us was kind of seamless.” A Phillip Jeffries silk wallcovering in pale blue takes over above the chair rail.

In terms of flow, one might expect a Colonial-inflected home would lead to discrete rooms rather than the open plan that today’s homeowners typically demand. But the way we live now took precedence over stylistic doctrine. “We definitely kept this home much more Florida-style open,” Armour says, enumerating the ways in which this was accomplished. “The two-story

foyer is nice and large, and there’s an ample opening to the dining room—almost no wall, so if you’re in the living room you can see the dining room and vice versa. The living room is a straight line from the foyer, very open, with three sets of French doors that lead to the lanai and pool. The kitchen breakfast area and family room are likewise all open.”

A home that’s so free flowing would all but require a color palette that proves seamless as one moves through the space; in this case, soft blues, whites and creams take the reins. “The owners were coming from a Mediterranean home,” Armour explains, “and the color palette was a lot darker, deeper and more saturated, and they knew they didn’t want this home to look like that.” (Armour went on to rehabilitate and then integrate several of the heavy Mediterranean-style pieces through reupholstery.) Another client request: soft, tactile fabrics.



Beyond those loose parameters, the homeowners entrusted Armour with most decisions, and she implemented considerable variety within the tight color scheme.

Which brings us to the ubiquitous blue. “Blue is my go-to,” the designer says. “A lot of our clients love blue, and I have blue and green in my home—it’s very soothing. It’s also a very versatile color. I feel there isn’t much that doesn’t look good with it. Once I did a living room with 14 different

shades of blue in it, with different fabrics, and you really can’t get it wrong.” In this home, the living room is anchored by a blue sofa from Pierson, a brand known for its comfort; it is accompanied by lamps with pleated, custom-made blue shades and a plush ottoman, reupholstered in teal. As far as Armour’s interior architecture, the tray ceiling and inset bookcases lend the room a cozy jewel box-like quality.

In the kitchen, which is mostly white

and transitional, the countertops gleam with quartzite, while the lantern-like pendants suspended above refer to the home’s colonial style. Sea colors liven things up: Thassos Greek marble tiles are trimmed in Ming green marble, and powder blue barstools, wrapped in a performance fabric, inject a casual note. Palm fronds from the home’s grounds rise from a pale blue vase.

Perhaps the room perhaps most committed to the hue is the dining room,



**“Blue is my go-to,” says the designer. “I have blue and green in my own home.”**

which boasts a sky-blue ceiling, host chairs enveloped in a rather ornate traditional textile, and side chairs covered in a soft Cowtan & Tout chenille. “The majority of the fabrics we used on this project were from Cowtan & Tout,” “It’s just a good, traditional fabric line.”

“I can be a ‘more-is-more’ designer,” she concedes, citing the dining room’s disparate patterns on the host chairs (from Peter Fassano Fabrics), walls (also Fassano) and Cowtan & Tout draperies. Yet each print was curated with great care to represent a distinct level of scale; a delicate pattern—for example, on the walls—doesn’t compete with the more forthright design on the windows.

If the blue palette provides serenity, it finds an easy harmony with this companion sensibility—a logic of layers and textures—defined by subtle stimulation. The designer’s deft use of pattern warms up cool colors; this cool-warm relationship occurs throughout the home, in every sitting area and bedroom. For example, the

master bedroom (blue and white, continuing the theme) contains fabrics on a continuum of scale: while the floral window treatments are vivid as seen from across the room, a comfy oval ottoman and a pair of armchairs are covered in patterns so subtle that one can only discern them from up close. The effect is immediately homey and safe: “The owners told me that it’s their favorite bedroom in any house they’ve lived in,” Armour says.

The commitment to versatility, as played out on a soothing blue and white canvas, makes it all work—that, and Armour’s unerring taste. It’s a delicate balance, to be sure, but one that is expertly and seemingly effortlessly achieved. ♦

#### **SERENE SCENE**

From left: The palette is limited but the range of patterns is wide; the color scheme continues behind the clamshell fountain.





*Pictured are members of Broward Health Coral Springs' ICU, respiratory, environmental services and other team members.*

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“To have the  
answer before  
you start is  
transformational.”

—John Camp

Thinking

Hard

Thinking

Smart

When a pair of seasoned  
advisory professionals  
explain how operations  
should work, listen up

BY DREW LIMSKY



As Tony Gruebl tells it, he and John Camp joined forces after Gruebl “slid my book, *Bare Knuckled Project Management*, across the table, and somehow impressed and wowed John, and he said, ‘Let’s do a merger together.’ ”

Camp, at the time, was integrating the Bureau of National Affairs with Bloomberg. Gruebl was—and is—the president of Think, a consultancy firm with offices in Boca Raton and Baltimore.

“We stood up a team that worked for John as chief technology officer, and not only did John lead that entire effort and pull off that technical merger between those two organizations, but he then went on to transform the internal technical architecture of Bloomberg/BNA for about three years,” Gruebl recalls. (In 2011, Bloomberg acquired BNA for an estimated \$990 million. Today the Arlington, Virginia-based entity is known as Bloomberg Industry Group.) “Our team worked with John that entire time,” Gruebl says. “I’ve reported to John in the past, I’ve looked up to John, he’s coached me, intimidated me and eventually joined our practice to make Think a heck of a lot better.” Gruebl unabashedly calls Camp “a rockstar.”

What appealed to Camp was the fact that Think had evolved from a business intelligence technology company into an operational support firm for midmarket companies. “The real trick is not doing these projects through some process, but doing these projects as if you’re part of the ownership of the company,” Camp says. “I think that’s the secret sauce in terms of project management guys at Think. They’d plan for every potential risk, and what we would do about it before we hit those risks. To have the answer before you start is transformational.” Camp says when they hit roadblocks, there was no lost time: “We just kept moving.”

Given that every business is highly particular and Think’s role is to look at a company in a holistic way, Camp and Gruebl do see certain missteps occur again and again. One seemingly obvious piece of advice that is honored less than one might imagine: A business should focus on its

## SETTING THE STAGE

This feature was derived from a recent *SFBW* digital event as part of its popular “Virtual Connect” series. This initiative, which launched during the pandemic, serves to advance the dialogue among business leaders in the tri-county area, and focuses on COVID-19 and non-COVID-19 issues alike. “In a typical year, we’d be spearheading an active live event calendar, but until we can restart these live events, it’s essential for us to stay connected, boost morale and overcome challenges together,” says Managing Director Clayton Idle. Chairman Gary Press adds, “For me, the keyword in the phrase ‘business community’ has always been community, and *SFBW* had to do something real to demonstrate our commitment to sharing expertise from various sectors, including hospitality, transport, health care and, in the case of Think, advisory firms.”

core competencies. Camp says that many companies are still trying to figure out what their value propositions are. “Companies,” he says, “are still trying to manage their own data centers,” which Camp refers to as a common case of “misalignment.” If data isn’t your core competency, Camp says it’s easier and usually less expensive to enlist an outside vendor like Redhat to manage the Amazon Web Service environment so the company can focus on the application that put it on the map.

In terms of the upheaval wrought by COVID-19 and its impact on personnel, Camp’s advice is easy to intone but difficult to put into practice: Don’t be a victim

of circumstance. But he points to a positive example to emulate. He works with one company that had the good fortune to have an especially resourceful IT guy on the payroll—and a more single-minded security employee. While the security staffer “hunkered down with his staff in a shell,” Camp says, “the IT guy arranged virtual happy hours with his team, virtual lunch and learns—he really tried to bring the office experience over Zoom.”

No surprise: It was the IT employee who increased his value in the organization and saw his role expand. Today, he manages the security department as well as IT. ♦

## MEET THE EXPERTS

### John Camp

#### Executive adviser, transformationalist, fractional chief technology officer

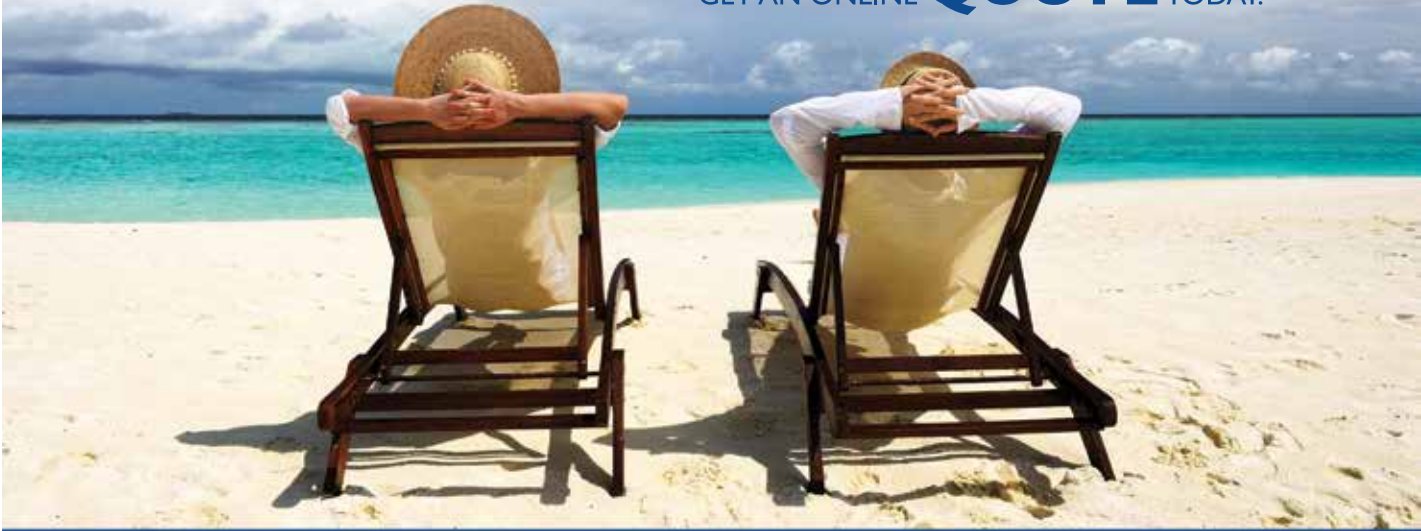
John Camp is a senior consultant at Think systems. Camp works with Think’s clients to improve technology investment results through IT rationalization, transformation and strategic planning. With 20 years of CTO experience in Bloomberg BNA, Wolters Kluwer, Compass Learning and Thomson Reuters, John brings a wealth of IT leadership to our clients as they strive to become high-performing organizations. Camp is also a member of Think’s executive advisory practice. He has rich experience in front office, back office, and product innovation transformations with a background in organizational optimization, mergers, acquisitions, divestitures, KTLO reduction strategies and improving customer experience.

### Tony Gruebl

#### President, strategic project manager, co-author of *Bare Knuckled Project Management*

Gruebl, Think’s founder and president, leads Think’s BKPM Operations Consulting team and is co-author of *Bare Knuckled Project Management: How to Succeed at Every Project*, available on Amazon and Smashwords. He is a Six Sigma master black belt, and former chief operations officer and vice president, with 25 years of operationally focused experience in and around technology, especially business intelligence. He has built and managed many teams, led hundreds of technology deployments, crafted effective, outsourced PMOs for customers, and improved the business processes of dozens of companies.

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# LEADERS IN DESIGN

## **VIVID VIGNETTES**

This page: A dramatic bathroom is just steps from the bed in a project by Dunagan Diverio. Opposite page: The lobby at Porsche Design Tower, by Michael Wolk

# profiles of professionals

## WHETHER YOU'RE TALKING ABOUT

traditional or transitional, Palm Beach style or tropical modernism, our tri-county area features interior design that is as rich and varied as any region in the country. And that goes for the talent, too.

The designers featured here are artists. They are interior architects who sculpt space, paint with light, create layers of depth, and clothe surfaces in texture and color. I have worked with South Florida's designers for years, ever since I moved here in 2013, and immediately I gained an appreciation for the intimate nature of their work. For their clients, they are dream weavers and psychologists and confidants. And whether the clients are residential, corporate, or in hospitality, the mission of the designer is to be an interpreter possessed of uncanny sensitivity and sensibility.

Stimulation, restraint, comfort, flow: These are the intangible tools that ride along with myriad tangible ones. As if the technical and academic requirements of the job weren't daunting enough, the designer is not just a curator of fabrics and hues, but of taste itself. We invite you to read about each of them and appreciate them as much as we do at *SFBW*. —Drew Limsky





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**What was the moment in childhood or early adulthood when you knew you'd be a designer?**

It was an Architecture student from the University of Illinois who made a presentation and conducted a Q&A session in my high school mechanical drafting class who inspired me to believe that I could become an Architect. I recall asking him, in his opinion, could a marginal high school student who struggled with math make it through the rigors of six years of architectural studies at UIUC (not quite worded that way). He convinced me that with a passion for the profession, a will to succeed, hard work and sacrifice anything is possible. After graduating with a master's degree in architectural engineering from UIUC, multiple job offers from prestigious firms around the US, I would convey that same advice to young aspirational high school students who felt they had a creative aptitude.

**Tell me about one (or 2 or 3) of your design or architecture idols?**

In college it was visiting Architects from the Chicago 7 (Tigerman, Beeby, Weese, Nagle, et.al) and prominent University of Illinois alumni (Max Abramovitz, Henry Bacon, Cesar Pelli, William Pereria, etc.) that fueled my fire and influenced my design style. It was also the renowned photographer Ansel Adams, through his black and white photography, who inspired me to see the richness of detail, beauty of contrast and artful commingling

of textures found in our daily surroundings which influence emotional responses to our immediate surroundings. I have attempted to translate that focus which was found through the lens of the camera to the designs of buildings and the spaces those buildings define.

**What makes stellar client service?**

Maintaining stellar client service throughout the 3-5-year duration of a typical project is always challenging. However, our team continuity of staff having an average tenure of more than 20 years with Peacock + Lewis has made a tremendous positive impact on our projects by providing the continuity of relationships, consistency of service and desire to create successful project outcomes our clients seek. Supplementing long-tenured team members with new and younger staff challenges us to look at our client service and the deliverables in a fresh way. Combining the experienced design professionals knowledge with the most current technology and innovative methods brought by younger team members keeps us evolving to create innovative solutions.

**Tell me about your own home and its style.**

After designing hundreds of ground up commercial buildings and private homes, my wife and I accepted the ultimate challenge to design a home for ourselves. We created a two-story Anglo-Caribbean style home out of a 40-year-old, one-story ranch style home





*Peacock + Lewis team celebrating the honor of being named A.I.A. Firm of the Year at the Lighthouse ArtCenter 2020 D'Art for Art fundraising event*

with hurricane damage from the storms of 2005. Wanting to test on ourselves what we were recommending for our clients, we incorporated the latest energy saving techniques, building systems and materials. Located on a golf course with an eastern exposure we incorporated passive solar techniques with a wall of low-E glass providing abundant natural light throughout the house while providing great views to the golf course, R-30 Icynene top chord roof insulation, aluminum clad wood windows, tankless gas water heating, multiple smaller HVAC systems for the temperature and humidity control in separate portions of the house. Fortunately, the decisions and selections we made for ourselves and our clients proved to yield tremendous energy savings.

**How has Covid-19 influenced what your clients want?**

Most of our clients and those in the club and hospitality industry are adapting and transforming facilities to conform to a new way of providing member services in the new pandemic age of Covid-19. In general, we are responding to the growing desire for safety, security, familiarity, and exclusivity by providing outdoor covered dining venues, pick-up/takeout stations and indoor/outdoor venues with folding exterior walls. Most are in a planning phase designing larger casual food and beverage facilities to accommodate groups of members with social distancing opportunities, new HVAC systems with airborne pathogen killing technology, exterior recreational

amenities such as aquatic complexes, racquet sports courts, putting courses and short game practice zones, golf learning centers, etc.

**Aside from client service, what's the most important thing you do to make your business a success?**

**Servant Leadership** – assuring that every team member understands the decisions ownership makes are made with the intent to serve the best interest of our staff and their families. If our team members feel valued and important then the decisions they make and their daily performance positively influences the success of each project, our clients, the firm and ultimately each other.

The team at Peacock + Lewis is encouraged to work together and be appreciative of the talents of each other while helping our clients to achieve the best possible outcomes. In a profession where designers sometimes become egotistical and overuse the pronoun “I” when presenting a design solution the Peacock + Lewis company philosophy is it takes the entire team to create a successful project. This culture of team collaboration focuses on the client service experience. Motivated by the long standing history of producing award-winning projects our team is on a continual quest to create spectacularly transformative outcomes for our clients.



## STEVEN G

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**What was the moment in childhood or early adulthood when you knew you'd be a designer?**

It wasn't childhood. For me it was when I was 20 and I needed a job and I went to work for Stanley Furniture - Vivian Bloom Interiors on what was called Arthur Godfrey Road working as a schleper opening tables and lamps and cleaning the boutique showroom. I watched, listened and learned and as the company expanded I learned daily and loved the process and became passionate and stayed with it!

**Tell me about one (or 2 or 3) of your design or architecture idols.**

My passion over the years became the world of art: Botero, Ai WeiWei and Andy Warhol, and as far as architecture, Frank Lloyd Wright.

**What makes stellar client service?**

Being on your game and staying on schedule; under promise and over perform.

**Tell me about your own home and its style.**

My new home is all about art work and lighting, quiet but impactful. I am all about clean lines and easy but great comfort.

**How has COVID-19 influenced what your clients want?**

Clients have not changed their direction. It's more about Zoom calls and meetings and being able to present remotely. We still have the majority of our local clientele coming to the showroom, following social distancing guidelines.

**Aside from client service, what's the most important thing you do to make your business a success?**

Continuing to bring new product into the market place, and we continue to Zoom with our clients and with factories all over the world, especially Italy, and we have new product never before been seen in the U.S. coming into our showroom and the clients appreciate the fresh new things.



*Custom bath, private residence*



**MICHAEL WOLK**  
**MICHAEL WOLK DESIGN ASSOCIATES**  
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**Describe two of your most interesting projects**

We recently completed an 18,000 square foot, 4-story oceanfront penthouse in The Porsche Design Tower.

Also, as is often the case, an extremely satisfied client commissioned us to design his 20,000 square foot hilltop villa in Napa Valley overlooking the vineyards.

**What makes stellar client service ?**

We listen intently to the client. We consider thoroughly to distill the best solution. We execute exquisitely with precision and grace

**Aside from client service, what's the most important thing you do to make your business a success ?**

Having designed for the top manufacturers of furniture, lighting, and rugs for over 40 years, we are able to offer the most individually customized design solutions. Our vast experience gives us the expertise to distinguish quality from mediocrity. It allows us to harness our creativity and leverage it into great design. We demand technical excellence from everyone involved in our projects. Ultimately, we gain the trust of our clients in our integrity and assurance of a quality product. They become repeat clients for whom we successfully complete additional projects.





**CHARLES MICHELSON**  
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**What was the moment in childhood or early adulthood when you knew you'd be an Architect**

I realized I was going to be an architect in high school after completing a design and drafting class, and was inspired by the combination of creativity and technical knowledge needed to design a building.

**Tell me about one (or 2 or 3) of your architecture idols.**

I am drawn to modern architecture. Frank Lloyd Wright and Oscar Niemeyer caught my eye as modern architects whose buildings include form, art, and drama. Frank Lloyd Wright had a perfect sense of proportion and detail.

**Tell me about your own home and its architectural style**

My personal home is contemporary with modern furniture. I collect art and practice bonsai as both a hobby and living art form.

**What makes stellar client service?**

Stellar client service begins by putting yourself in your client's shoes and understanding their entire project needs. It's being their valued project partner, not only a commissioned architect. Therefore, our clients' schedules, budgets, communication

with investors, and navigating the process are as important to me as they are to them.

**How has COVID-19 influenced what your clients want?**

Cleanliness, filtration, and social architecture are the adjectives of the future after the COVID-19 pandemic. Motion sensors and touchless everything will lead the way with more sophisticated mechanical systems and the integration of technology and architecture combined like never before. Simultaneously, excellent experiential architecture shall become critical in creating positive experiences wherever people congregate.

**Aside from client service, what's the most important thing you do to make your business a success?**

Maintaining a successful architectural presence means keeping a dozen balls in the air simultaneously. It's finding the best employees, keeping up to date with the latest technologies, identifying your differentials, staying current with the construction market and products, participating in community events, and keeping a smile on your face. I am proud that we have been recognized as the AIA Firm of the Year for the State of Florida and the Caribbean in 2019 and that next year, SMA will be celebrating its 45th year in business.



Memorial Urgent Care Center – Hollywood



## JENNIFER MARINO

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#### **What was the moment in childhood or early adulthood when you knew you'd be a designer?**

It is difficult to pinpoint one moment. I just felt that I had the “creative bug” since before I could remember. I knew I was going to pursue a creative field. I wasn't sure where I wanted to focus so I dabbled in art, graphics, photography, and design. I enjoyed the feeling of experiencing the process of creating and seeing that “something” come to reality. It became such an incredibly gratifying feeling and once it took hold I couldn't let go. If I had to pick one moment in time that stands out, I would have to say it happened in my teen years when I came across some blueprints of a kitchen design that my grandfather created. I pondered over those detailed drawings and longed to be able to read and understand them and their intricacies. It put me on a path and I never looked back.

#### **Tell me about one (or 2 or 3) of your design or architecture idols.**

I've always idolized the historic greats like Frank Lloyd Wright and Le Corbusier as well as today's greats like Zaha Hadid because of their incredible versatility and use of multiple creative fields to bring their vision to life. Their life's works and accomplishments encourage me to remain versatile and use as many creative and design outlets as possible without limiting one's self.

#### **What makes stellar client service?**

Stellar client services are unique to each client. The key is to get to know your clients

and their likes and dislikes. Get them involved in the process and keep honest open communication. Honesty is key to a healthy relationship; it builds immense trust for an enjoyable experience throughout the entire process.

#### **Tell me about your own home and its style.**

My home is an eclectic mesh of cozy country, earthy elements, and a touch of farmhouse style. Growing up and living in sunny south Florida I always longed to feel like I could disconnect from the world outside, a getaway of sorts. I feel I have balanced the best of both worlds – sun, sand and adventure outside, and a relaxing retreat inside.

#### **How has COVID-19 influenced what your clients want?**

COVID-19 has affected the commercial and hospitality industry immensely. It has opened everyone's eyes to the future and what that may look like. This unfortunate situation has created unique challenges and has ignited the creative juices for so many of us as we strive to create today's environment for tomorrow and its future. What once was a challenge to create social gatherings where people can flock to socialize, work, play, exercise, and live, are now looked at with new eyes in every aspect, including technology, materials, use of space, all the while keeping sanitation the key focus. These spaces continue to be met with challenges to create uniquely inviting yet functional safe spaces that add value to every property.





## **JODY PETIYA**

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#### **What was the moment in childhood or early adulthood when you knew you'd be a designer?**

My mom had a small business that furnished “models” in the local area while I was in high school. I worked for her after school during this time. That experience prompted me to get a degree in interior design from the College of Design, Construction and Planning at the University of Florida. I loved being on campus with future architects, landscape architects, builders, and planners. The experience opened a different view for me on what a career in interior design could be. While working with related professionals on projects, I learned invaluable skills. Over the years this educational experience has been an advantage to my clients.

#### **What makes stellar client service?**

Stellar client service means tailoring our services to our client's preferences in all aspects of the design process. We always strive to exceed our client's expectations. This can mean anything from the designer spending extra time during construction

to ensure installation details are supporting the design concept, to incorporating our client's “treasures” in their new finished interior with the help of our delivery team. We can structure our process to accommodate our clients who want to be involved and feel like part of the team or we can just as easily handle all the details so the client can just move right in! In either scenario, the client has the benefit of a professional, creative, designer and all the perks of our outstanding showroom and the entire Brown team throughout the project.

#### **How has COVID-19 influenced what your clients want?**

Our clients have always come to us for our customer service and our client relations. Many of our clients have done multiple projects with us and have referred family and friends. Because of Covid, many of our clients have not been traveling, but still want to move forward with their new homes or renovations. New technology has improved our ability to work with a client to keep their projects moving forward. Our “virtual services” have been a big hit and are very much in demand.



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**What was the Moment in childhood or early adulthood when you knew you'd be an Architect?**

My grandfather used to tutor me in subjects well beyond our school curriculum when I was a young boy. He wanted me to excel in mathematics and science and encouraged me to paint and play with 3-dimensional erector sets daily. By the time I was six years of age, I knew I wanted to be an architect. I attribute my love of profession to my grandfather's wisdom, encouragement and vision as well as my parent's guidance and support.

**Describe one of your most interesting/challenging/exciting projects.**

Indigo Island, the brainchild project from Bernard Arnault, chairman and controlling shareholder of LVMH, sought to redefine the limits of sustainability on a large project. Our design of this Bahamian Island development, isolated within the Exuma chain of islands, generates all of its electricity through a solar farm, collects all of its water from rainfall in a man-made cistern (using it for drinking and irrigation purposes) and injects all waste environmentally safe below ground. It also includes a multi-use marina, helicopter pad, housing, entertainment, parks and other improvements. As a result, it is a humane, self-contained off-the-grid island proving that human occupation and sustainability can be successful.

**What makes stellar client service?**

An architect must know how to listen to their client's needs, understand the project's requirements and challenges and have the vision to create designs that please the users, stay within budget and schedules, display a design expression true to its philosophical inspiration and improve the quality of life in its community.

**Aside from client service, what's the most important thing you do to make your business a success?**

I am an architect that designs his projects in concert with the human condition, including

physiological and psychological needs, as well as sustainable stewardship. I am a perfectionist in everything I do and strive to continue improving. I accept nothing less than high quality designs and professional service. I am honest with my clients and genuinely interested in creating long-lasting relationships based on mutual admiration, respect, trust and friendship.

**City of Fort Lauderdale Aquatic Complex** - Our office was honored to be awarded the commission to redesign the Fort Lauderdale Aquatic Complex. Our Modernist design solution aims to return this complex as the premier international aquatic venue on the planet and continue the growth of the City of Fort Lauderdale as a destination of renowned architectural expression. Towards that end, the competition pool will be renovated to include the latest technologies in the sport to insure the patronage of the top competitive swimmers in the world and once the new iconic 27-meter platform opens, it will be the only one of its kind, attracting the sport's most accomplished divers. The new locker-room/shower building, V.I.P. facility, bleachers, and concession amenities complete an exciting and progressive complex design our community can be proud of.

**Private Residence; Sea Ranch Lakes, Florida** - Our office designed this 5,000 s.f., 4 bedrooms, 4 ½ baths, two story residence to be a timeless iconic Modernist expression reflecting the youthful outlook of it's highly educated, professional newlywed owners. Our design included an abundance of exterior windows around the house allowing for exterior light to brighten the interiors; a metaphor concept expressing the bright future that surely awaits this couple and the family they hope to build in the near future. Our attention to detail defines every interior finish design and our sustainable elements achieve the owner's wishes for their new home to co-exist responsibly, and in harmony, with the earth their future children will one day inherit.



- City of Fort Lauderdale Aquatic Complex



-Private Residence; Sea Ranch Lakes, Florida



-Broward College Fine Arts Building



## **JOSHUA AIBEL**

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### **What was the moment in childhood or early adulthood when you knew you'd be a designer?**

I was immersed in the design world since I was a child. I grew up going to art & design fairs and helping with in-gallery shows. It wasn't long before my passion for fine art and craftsmanship became my focus. In my early 20's I realized Art & design would become my life.

### **Tell me about one (or 2 or 3) of your design or architecture idols.**

I have a passion for the distinctive, handmade, one-off pieces. Specifically, Wharton Esherick and George Nakashima. Creating functional art with curved lines was a necessity for Esherick, the way to best express himself. Nakashima's design aesthetic was all about the natural beauty of wood and the "soul" of a tree.

### **What makes stellar client service?**

Finding masterworks that may be difficult for the client to obtain and presenting them in ways that assist in explaining the importance and aesthetics of those particular pieces. I believe historical context is key to excellent client service. Making the experience of the client's purchase as enjoyable as possible is equally important. Transparency is crucial.

### **Tell me about your own home and its style.**

My home is a mix of historical and contemporary design. I feel that each piece tells a story, of interest to my family and to others who are often curious to know more about the objects and their makers. I try to arrange furnishings to facilitate everyday comfort and easy interactions.

### **How has COVID-19 influenced what your clients want?**

Moderne Gallery's clients are moving into larger homes and spending much more time there. The art and design within their homes and office space have a large effect on their day to day experiences and general well-being. We must include this thinking in helping them find the right pieces.

### **Aside from client service, what's the most important thing you do to make your business a success?**

Documenting the history of the artists and their works. Everything Moderne Gallery presents is documented and understood for its provenance and historical value. Some of the makers have passed away, others are still living. It is part of our service to make sure all are getting the attention they deserve.



Moderne Gallery

## Our Collections

specializing in works by

George Nakashima  
Wharton Esherick  
1920-1980 Design  
American Studio Craft



**Moderne Gallery** 2220 E. Allegheny Avenue Philadelphia, PA 19134 [modernegallery.com](http://modernegallery.com) 215.923.8536

**Design Miami Location:** the Elastika Moore Building in the Miami Design District, Design Miami/ will explore the theme of "America."

**Nov 27-Dec 6** Hours for Design Miami are 12-7 daily.

## **JAKE DUQUETTE** **WINE CELLAR INTERNATIONAL** **PRESIDENT**

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### **What was the moment when you knew you'd be in the Design Industry -specifically designing Wine Cellars?**

I would not say there was a specific moment or epiphany that dictated this as being my inspired path toward designing and building wine cellars. The reality is at that time the Industry was very limited with companies that were dedicated to just this alone. The directives were simple, "function above all else". As the demand grew, the need for "designer wine rooms" began to become more and more common. This gave me an opportunity to get creative with the client and to come up with something more "design-centric", a functional art piece essentially. Through this evolution, I found that I really enjoying the opportunity to think outside the box on how we could try to come up with new ideas and concepts tailored to each client's specific collection or collecting style. I found myself really loving the opportunity to work with people on something that was so personal to them. This also allowed me the opportunity to work with some of the most talented architects, builders and designers, in some of the most amazing homes, restaurants, hotels in the country.

### **Describe one or two of your most interesting projects**

That is a tough question, there have been so many "interesting projects" for a variety of different reasons. An example is a project in Palm Beach, private residence and the wine room was about 18' long by 10' tall, approximately. The entire wall was to be glass (segmented panes of glass) the client was quite determined that he wanted no seams in the glass, essentially 1 HUGE piece of insulated glass. Needless to say, no glass companies anywhere could help us with something of this size. Our involvement on this project was beginning to hinge on finding something... It was ultimately a company that provides glasswork for airport terminals that we finally found a source that was able to assist us

with our specific needs. The company created this mammoth glass piece, drove it down from New York and had a special crane designed to fit through the front door of the home to put this glass in place. It was a significant undertaking by any measure. In the end, the result was beautiful.

From there we have projects that span the spectrum, from a former underground bunker located through a hidden door. An antiquated architectural relic in the home that had been created during the Cuban Missile Crisis as a bomb shelter. Brought back from obscurity and repurposed as a wine room. International projects are always interesting from a logistical perspective. For example, we had a project that allowed us to ship our tools down to the island, however we had the caveat that they could not be shipped back. So, upon completion, our team finished and literally just left their tools there and caught a plane home... There was a wine wall where the client had his company specially design transparent resin panels to be used to match a massive jellyfish tank in his living room. We designed and made custom acrylic pegs to hold the bottles to allow for everything to be backlit. There are so many unique/interesting situations that we get to be involved with.

### **How has COVID-19 influenced what your clients want?**

In the past year, as things in our industry have evolved (as with most business' have in the time of COVID-19) we have noticed when discussing with clients about their specific goals for the wine room (on the residential side) there are more discussions and intent toward home based entertaining. The location of the wine room in contrast to the living area or area of entertaining as more of a discussion point. We are seeing kitchens with a more open format to allow for people to sit around while people are cooking for example. They want the wine room to be more of a part of the area of social activities. I am not sure if this is specifically a COVID derived movement, or if this is simply a movement in design trends.





## CHARLOTTE DUNAGAN THOMAS DIVERIO

### DUNAGAN DIVERIO

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#### What was the moment in childhood or early adulthood when you knew you'd be a designer?

CHARLOTTE: When I was 8 years old, I knew I wanted to be a designer the day I dismantled an entire bookcase in my bedroom to create a barbie doll house.

TOM: I can remember being around 5-6 years old building homes and neighborhoods out of my Legos; from that age, I knew I wanted to be an architect / designer. I currently have several architectural Lego buildings in my office to remind me of where it all started.

#### Tell me about one (or 2 or 3) of your design or architecture idols.

CHARLOTTE: Andree Putman (amazing interior and product designer), Zaha Hadid (amazing architect), both are interior architects that create the entire space, not just the small decorative elements. Both designers like clean lines and bold movements, as well as space planning.

TOM: Frank Lloyd Wright has always been a personal favorite of mine. He was revolutionary in his design but had a very specific way in which his space planning and design worked so intricately. He wanted everything to be cohesive from the moment you saw the exterior of the house to the built-in furniture. Everything had a purpose and reason for being as it was to create a holistic design.

#### What makes stellar client service?

CHARLOTTE & TOM: Above all, customer service starts with listening to our clients' needs and lifestyle as well as great communication that not only alleviates stress from building a new home but also manages their expectations while designing their

dream house. There is no better compliment than to hear that our clients still love their home years after we have completed their project.

#### Tell me about your own home and its style.

CHARLOTTE: My home is a reflection of my many years in the design business. It's very eclectic from my years of collecting objects that range from modern to traditional, but all create a warm and inviting look... which to me is the definition of a home. Home is where I can enjoy friends and family in a welcoming surrounding.

TOM: I always felt that an architect's home should reflect his/her personal design style; mine is a modern tropical home with very clean lines and an open floor plan. It is great for entertaining, which we do quite often. There is a ton of natural light that allows us to see into the gardens and really experience the indoor / outdoor living that Miami is so known for.

#### How has COVID-19 influenced what your clients want?

CHARLOTTE & TOM: Covid 19 has allowed our clients to spend more time at home which has reinforced the importance of creating a home that caters to their lifestyle. Every activity outside the home that our clients previously experienced has now become an integrated part of their own home: gyms, home office, spa, etc. Aside from client service, what's the most important thing you do to make your business a success?

CHARLOTTE & TOM: We are constantly trying to reinvent ourselves by finding new design concepts and reorganizing our processes within our office to create a better client experience. We are only as good as our last project.





## ANDREW W. BURNETT, AIA, LEED AP BD+C, NCARB

### STANTEC

SENIOR PRINCIPAL, SENIOR ARCHITECT  
BUSINESS CENTER PRACTICE LEADER

#### **What was the moment in childhood or early adulthood when you knew you'd be a designer?**

I'm not sure there was a singular moment – like asking a musician when he became a musician – you become one slowly, over time, with discipline – it becomes part of how you see and contribute to the world. I find architecture to be both rigorous and wondrous.

#### **Tell me about one (or 2 or 3) of your design or architecture idols.**

Samuel Mockbee's influence always stands out in my mind – he taught about merging everyday life, metaphors, art and the irrational with architecture, spaces, and science. While making everyday moments seem like a fable – you reveal meaning in simple things. Sambo showed me how to allow your pen to fly loosely – make the first move, even if imperfect, and build on it. Robert Venturi's book – Complexity & Contradiction – made me appreciate finding a simplicity of architecture through the inclusiveness of things rather than a forced minimalism of exclusion. It helped me recognize the layers of concerns which are designed well when a complex design appears simple. The great architects seemed to merge this sensibility with the poetry and metaphors Mockbee found.

#### **What makes stellar client service?**

It is important to spend time together and learn about each other. When you can understand a client's business, you can better anticipate their needs and propose more effective innovations.

#### **Tell me about your own home and its style.**

The homes I have lived in are usually about their location – being immersed in unique places. I have lived on a wooden sailboat in Charleston, SC; along the Puget Sound in Seattle, WA; and now I live with my family in downtown Miami nestled between Biscayne Bay and the Everglades. The house itself is a simple 1940's single story structure with a great garden and two rambunctious kids – so I work outside on the patio most days.

#### **How has COVID-19 influenced what your clients want?**

It has not affected what clients want as much as how we provide it. Paradigms have changed in our trust for remote working and virtual collaboration. It has allowed us to bring more expertise to a project, which may be geographically remote, and to communicate our design ideas more clearly. We've also found that in removing the armor of our offices and boardrooms, we've revealed more about what we have in common with our partners. This creates a more effective collaboration.

#### **Aside from client service, what's the most important thing you do to make your business a success?**

At Stantec, we find people who are truly passionate about design in any capacity and enjoy working together without ego. Teams like this are positioned to be very successful.



## **MARK TREMBLAY**

**MARC-MICHAELS INTERIOR DESIGN, INC**

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### **How has COVID-19 affected your business?**

COVID has affected the whole construction and design industry. I've noticed our clients recognizing the need to update their homes. As most successful executives spend much of their time traveling, many of them have not spent much time at home or noticed it was time for a refresh. Working from home has allowed our clients to focus on how their home needs to function for them in this new world we're living in. We see a desire to create an environment that's both family friendly and centered around home-cooked meals. I've even noticed this in my home. I think the biggest positive from this craziness is a return to spending time with family and friends we cherish. We've been running too fast and have not been taking in the moment. This is a good lesson for all.

### **What was or is your most impressive project or design?**

My most impressive project is for a Florida client building their dream home. What's so special about it is that the home will be the center for many of their charity events. Their hearts are large and believe in helping the less fortunate. How awesome to be part of that.

### **Are you getting business more from owners for new homes or renovations?**

We have our fair share of renovation projects, but by and large our projects are new construction. Our clients know what they want and often find the constraints of an existing space too hard to work within. They want the flexibility and freedom of a new build.

### **How do you and/or your company differ from others?**

Our firm has an incredible amount of depth and layers that we feel very grateful for. A large portion of our design staff has been with the company for over a decade or two, which allows natural layers of mentorship to develop throughout. In addition, our Interior Detailing division elevates our ability to produce some of the highest quality details and documents in the industry. Because of this, we've been able to compete across the globe for top luxury projects, working with top architects, builders, and developers.

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## ORIGIN STORY

*"We chose the name Morelia to honor the heritage of paletas, which legend has it, first were made in the Mexican state of Michoacán. Morelia is the state capital."*

— Alex Kassab, co-owner,  
Morelia Gourmet Paletas



# | Paleta Power

Mexican popsicles are tasty enough to win over new franchisees

At Morelia Gourmet Paletas, don't expect your grandad's—or anyone's grandad's—paletas. With eight popular storefronts in South Florida including the original Coral Gables location, it has perfected its own way to recreate Mexico's famously handcrafted ice cream treats.

The key is variety: “We have at least a million combinations here,” says co-owner Alex Kassab (there are six others) about his artisanal shop, now available for franchise opportunities. “You could come in every day for a year, and never munch the same paleta.”

Traditionally, authentic Mexican paletas, whether water or milk-based, are not whipped while freezing (like ice cream or sherbet). Instead, palateros hand mold them, fit them with a stick, and leave them to harden in a freezer. “Our small batch paletas come in three categories,”

Kassab explains: fruity (no dairy, with chunky fruit flavors like mango or passion fruit), creamy (with a consistency and intensity like gelato), and filled (with unexpected combinations like Nutella inside banana).

But with its three-stage concept (“pick it, dip it, top it”), Morelia elevates and redefines the traditional rustic paleta. “We normally offer around 16 ice cream or iced fruit seasonal flavors on any given day,” says Kassab. But that's just the base. To enhance the experience for each customer, a palatero customizes the next two steps—dip and top. The dip, usually white or dark chocolate, is followed by the topping, drawn from a range of confections, from cookie crumbles to nut crunch. The s'mores finish, Kassab insists, is the epitome of Morelia sublimity: “It's creamy marsh-



## CHILLING OUT

From left: Co-owner Alex Kassab; some of the 16 daily ice cream or iced fruit flavors at Morelia Gourmet Paletas.





mallow fluff, which we torch.”

The idea for Morelia was born in 2013, when the founders, a group of friends living in Brazil with their young families, noticed a booming trend. “Mexican paletas were everywhere,” Kassab says. “They were freshly made with exotic fruit, and easy to find in places like convenience store—a perfect snack.” Hooked, they decided to try making them at home. “How hard could it be?” Kassab recalls now, laughing. Their hobby led to weekly paleta competitions among the families. “It was all in good fun. The children judged the flavors,” Kassab remembers, adding that, in truth, the early attempts were not always pretty. “We’ve learned a lot since then.”

Eventually, the crew of paleta-lovers, now co-owners, perfected their product,

developing their distinctive “three-step” concept, which took the frosty snack to a new level. “We chose the name Morelia to honor the heritage of paletas, which legend has it, first were made in the Mexican state of Michoacán,” said Kassab. “Morelia is the state capital.”

Morelia chose the Miami area for its first paleta stop because the partners were looking for a place that had “summer 365 days of the year, and a mix of cultures naturally open to new things,” Kassab says. “When we opened our first store in Coral Gables, in 2016, we were simply proud of our product,” he says. “But right away, we discovered that that paletas were not the only thing we were selling. Our secret ingredient was the experience we offered.”

Now he’s encouraging others to share

the paleta experience. Future palateros may inquire about signing up with the Morelia brand, thanks to a newly offered franchise opportunity as Morelia expands its easy-to-replicate model. Franchise fees start at \$25,000, with additional licenses available for \$20,000. Overall startup costs come in at around \$88,100 and up, depending on model (kiosk or retail) and size of location.

Kassab says Morelia is about selling a culture as much as cashing in on creamy goodness. He notes that guests don’t just drop into the store, grab an ice cream bar and leave. “Most people enjoy the ritual of the interactive process,” he says, “including their conversation with the palatero. Most often, they sit down and stay for a while. Morelia has become a social occasion, an extension of their day.” ♦



# The Big Reset

The problems of small businesses and seemingly small lives are a major deal to this Broward attorney

Fort Lauderdale lawyer Chad Van Horn came from up north but made his name here as one of South Florida's top bankruptcy attorneys and all-around mensches. "Exactly 15 years today is when I drove down from Pittsburgh," he recalls. He founded his namesake firm 12 years ago and now directs a practice of six lawyers among a total of 36 employees. Between his busy practice and advising Big Brothers Big Sisters of Broward County—Van Horn is legal counsel to the board as well as a board member—"I've been grinding pretty hard." He figures in around three years, he'll take some time off. "But the good thing is I have a couple of protégés, employees I'm putting through law school. I have a pool of people who for some reason would love this job," he jokes. But don't let him fool you. The legal eagle who earned a spot, for the second year in a row, on *Inc.* magazine's prestigious 5000 list of fastest-growing privately held companies (with growth of 76 percent since 2016), is devoted to his good works. This year he also notched a 2020 Russell E. Carlisle Advocacy Award, given annually by the Legal Aid Service of Broward County. Van Horn came up for air to talk to *SFBW* about how he helps both kids and adults keep their heads above water. — *As told to Drew Limsky*

*"My father died when I was one. Part of the reason I'm involved with Big Brothers Big Sisters is because I realized that not everyone was lucky enough to have had the mentors that I had. I'm a product of mentorship—I can only imagine how hard life would be if I didn't know the right answer and I couldn't talk to somebody I respected. I'm one of those people—I'll talk to anybody.*

*You should surround yourself with great people and learn from those people. My mom had a lot to do with that. She was the marketing director for Long John Silver's and she would take me to meet the CEO of this company and the CMO of that company. She told me to treat every meeting like a job interview. I built so many great relationships, that at 5, 6, 7, 10, 12 years old, the value of being able to pick up the phone and call somebody, and have them take my calls and remember me, was huge. And vice versa—that's the coolest thing, when they call me now and ask for advice. I'm feeling like I've made it, that I'm not just the kid anymore.*

*So many kids out there don't know who to reach out to about basic things. My Little Brother in the program—his dad died when he was young and his mom's raising multiple kids and there was no male figure. I remember he was 12 years old and he'd never taken a swing with a baseball bat. He didn't know if he was righty or lefty. I said, 'Go up there and see what feels natural to you.' Little things like that I took for granted. I had a bat in my hand at 5 years old.*

*We have a family-like atmosphere at the firm that has really benefited us. Everyone cares*

*about each other. We found extra space in our building so we've been spreading out, and we've put in place other safeguards like, initially, staggered schedules over seven days. I offered the option that anyone who wanted to work from home could. I told anyone with health issues or over a certain age, don't come back until you feel comfortable. Then I got them private offices on different floors so they don't have to interact with people. It's strange not to give an employee I've known for 10 years a hug.*

*We've really had incredible growth over the past couple of years, and 2021 is going to be crazy-busy just because so many people are struggling financially. I always represent consumers and small business owners. People are waiting for the wave of business bankruptcies and I don't think we're going to see it in South Florida because these businesses are just going to close—they're not going to file for bankruptcy. I'm working with a lot of small businesses right now and the number one issue that they're facing is the landlord. Luckily, we're going to be able to work out a deal with some of them.*

*The most fulfilling part of what I do is getting emails from clients, like the email I got the other day—that their daughter got married and they were able to pay for the wedding, and their credit rating is at 750 and they rebuilt their lives after getting this reset.*

*I see people when they're in their worst mindset and then I see some hope when I tell them there's a way out of this and they can rebuild." ♦*



# Curves Ahead

Demand is high for the Aurora condo project in Sunny Isles Beach

When the first project to be developed on the west side of Collins Avenue in more than a decade tops off, attention must be paid. The site: 17550 Collins Avenue, Sunny Isles Beach. The edifice: the 17-story Aurora luxury condo. Executives from Verzasca Group looked on as construction crews poured the final floor, marking completion of the building's main structure. Despite the pandemic, the builder has continued working in order to stay on track to meet a delivery date in the third quarter of 2021.

"This is an incredibly exciting moment for Verzasca and everyone involved in the conception and development of Aurora," says Verzasca Managing Director Tim Lobanov. "The topping-off ceremony represents a significant milestone for our company and gives us an opportunity to express our gratitude to those who made this project possible."

The boutique building's two- and three-bedroom residences range from 1,385 to more than 2,150 square feet. Prices start in the \$900,000s, making it the arguably the most attainable luxury project in Sunny Isles. Reflecting the newly turbocharged South Florida market, the 61-unit project is 65 percent sold, with buyers coming from all over the world. "Buyers are really responding to the combination of value, luxury and lifestyle that Aurora offers," says John Warsing, director of



## WAVES NEAR THE WAVES

The 17-story Aurora condo project towers over Collins Avenue in Sunny Isles Beach.





sales. “We think our recent construction milestone will give us some new momentum as we head into the buying season in a couple of months, even in context of the new world we live in.”

The curvaceous building was designed by Revuelta Architecture In-

ternational, with engineering services provided by DeSimone Consulting Engineers and Stantec. Interiors by Steven G is already dazzling prospective and recently signed-up owners with the firm’s dynamic blue and grayscale designs for the common areas and amenities. ♦



# Living in Geometry

Hugo Mijares reimagines boutique living on South Beach

Though Miami architect Hugo Mijares long has ranked as one of South Florida's most rigorous modernists, the plans for his upcoming project, Pool South Beach, are nevertheless startling.

The seemingly weightless, gleaming white formation of ledges, frames, cubes and glass walls will be adorned only with a series of cyan pools. Because the project's West Street locale sits just outside South Beach's regulated historic district, there's more freedom to play with form—and that's what Mijares does. With a mere three units spread across six stories on the bay side of Miami Beach, the geometric, sculptural Pool South Beach will give new meaning to the phrase "boutique condo."

"The idea is to experience maximum luxury in a lofty 6,000-square-foot unit with its own splash pool, and each unit has a different and unique layout and configuration," the architect explains. "It affords maximum privacy in the middle of the bustle of Miami Beach." When the few residents feel a bit social, they can jump into the common saltwater pool on ground floor, or lounge beside the sky pool on the roof.

The residences' finishes and furnishings will be drawn from elite global brands, with select pieces by B&B Italia, lighting by Apure (the seven-year-old company renowned for its collaboration with Porsche Design Studio) and custom kitchens and closets by Omare. "It's a pleasure to be working alongside Hugo in bringing this vision to life," says Claudio Faria, director of Omare USA. "Our tailor-made systems and installations introduce a new level of craftsmanship that elevates the sophistication and aesthetic of innovative spaces like Pool South Beach."

With groundbreaking expected in June, Pool South Beach surely will be stopping traffic on West Street upon its completion in early January 2022. And once again Mijares will be offering an object lesson on how to create a space that's not only functional and practical, but also offers a pop of pure delight on the cityscape. ♦



## CUBIST CONDOS

Pool South Beach, designed by architect Hugo Mijares, is slated to open in 2022.



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# UP & 2020 COMER AWARDS



**SFBW**  
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## 2020 Up & Comer Awards



**Welcome to the 6th Annual SFBW Up & Comer Awards program,** celebrating the top achievers under the age of 40 throughout South Florida. The awards focus on their achievements in the workplace and in their charitable and civic contributions. Many of our honorees have already made their mark in senior-level positions or are on the fast track to do so.

The professionals recognized in the following pages were nominated by members of the community. We specifically asked to learn about those who have demonstrated an overall commitment to South Florida. We received hundreds of nominations for Up & Comers through our website. The results were determined by our senior leadership.

A big thanks to our sponsors who are instrumental in enabling us to produce the Up & Comers awards program:

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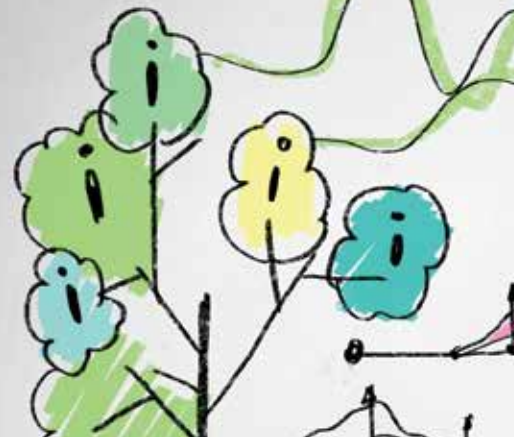


The South Florida Business and Wealth Up & Comer Awards recognize young professionals who have achieved excellence in their careers, shown a commitment to their community and demonstrated leadership—the same accomplishments we help our students pursue every day. It is because of this that Miami Herbert Business School is honored to be this year's Presenting Sponsor.

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Henrik Cronqvist  
Vice Dean for Graduate Business Programs and Executive Education  
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# 2020 UP AND COMERS AWARDS

## ACCOUNTING



**Brian Torres**

Partner  
Appelrouth, Farah & Co.,  
P.A.

Brian Torres is a Partner in the Assurance & Advisory Department for Appelrouth, Farah & Co., P.A. where he manages audit engagements and assurance services for the firm. Brian is a Certified Public Accountant in the State of Florida. He is a Certified Construction Industry Financial Professional (CCIFP) and is amongst a select group of just 1,100 active CCIFPs nationwide. Brian is also a Certified Fraud Examiner, which gives him the unique skill set to aid in the prevention and detection of fraud in construction and real estate environments. He is a member of the American Institute of Certified Public Accountants, the Florida Institute of Certified Public Accountants, the Construction Financial Management Association and The Institute of Certified Construction Industry Financial Professionals. Brian earned his Bachelor's degree in accounting from Florida State University (FSU) in 2004.

*"If you want to lift yourself up, lift up someone else." — Booker T. Washington*

## ACCOUNTING



**Steven Friedman**

Director  
Daszkal Bolton

Steven has become an integral part of the South Florida business community over the years by focusing on tax compliance and planning services for multi-state corporations, flow-through entities, and entrepreneurial advising. His passion is to create value through strategic tax planning and business consulting for optimal growth. Steven serves the needs of others in a way that demonstrates servant leadership and intentional consideration for his clients. Steven has built a practice niche consisting of behavioral health businesses that both treat patients and provide business to business services.

*"Deduct it." —Me*

## ACCOUNTING



**Lazaro Gutierrez**

Principal  
MBAF

Lazaro Gutierrez is the Managing Principal of the Audit practice at MBAF, a top 40 U.S. CPA and Advisory firm with principal offices in South Florida and New York City. Lazaro has been with the firm since 2006, conducting audits of financial statements and serving as the lead executive on a variety of advisory engagements, including Quality of Earnings and other deal advisory engagements for entities in a wide span of industries. He has been involved in the firm-wide implementation of successful cost control measures, including as it relates to his operational leadership responsibilities in the firm's India office. With over ten years of global audit and advisory experience, he has dealt with a wide array of technical accounting matters. Additionally, Lazaro has experience conducting buy-side and sell-side due diligence and has provided consulting services to companies in anticipation of an IPO.

*"Opportunities come infrequently. When it rains gold, put out the bucket, not the thimble." —Warren Buffet*

## ACCOUNTING



**Hadas Mizrahi**

Principal  
RSM US

Hadas is a principal at RSM US and leads the South Florida Consulting practice. She has over fourteen years of experience helping clients achieve their potential by successfully improving business results, mitigating business risk, implementing change and improving competitive practices. She has significant experience leading numerous engagements across several industries and has international experience, leading initiatives across North America, Europe, Latin America and Asia. In October 2019, Hadas became an owner of RSM, making her one of the youngest partners in the firm. Hadas serves for the second year as the President of the Institute of Internal Auditors (IIA) for the Miami Chapter covering Miami-Dade and Broward County. She is also an active member of the Information Systems Audit and Control Association (ISACA) and is a Certified Information Systems Auditor (CISA).

*"A strong woman looks a challenge dead in the eye and gives it a wink."*

## ACCOUNTING



**Caridad Vasallo**

Partner  
VMBG Accounting

Caridad "Carey" Vasallo is a Partner at VMBG Accounting, and practice leader for the firm's Consulting Services division. With over a decade of experience providing litigation support services, including agreed-upon procedure and consulting services, Vasallo specializes in assisting high net-worth individuals in marital dispute cases and business valuation matters. Under her direction, the practice has been listed for two consecutive years on South Florida Business Journal's Top 25 Litigation Support Accounting Firms. Vasallo serves on the Florida Institute of CPA's (FICPA) Board of Directors and Council. She was an FICPA 2015 26 Under 36 honoree, a 2016 CPA Practice Advisor Top 40 Under 40 Award recipient, a 2016 NACVA Top 40 Under 40 Award recipient, a 2017 FICPA Horizon Awards honoree, a 2017 AICPA Women to Watch Award recipient, and a 2018 Greater Miami Chamber of Commerce HYPE Awards Finalist.

*"Shoot for the moon. Even if you miss, you'll land among the stars." —Les Brown*

## BANKING



**David Pruna**

President , Miami Dade  
Monroe County  
Centerstate Bank

David Pruna is the Market President, covering the Consumer, Business Banking, and Commercial Banking markets for Miami-Dade and Monroe at CenterState. David joined CenterState two years ago. He serves on the South Florida Banking Institute Board, including their Finance Committee. Recently joined Miami-Dade Beacon Council, joining the Banking & Finance Committee and Trade & Logistics Committee. In addition, David is part of the United Way of Miami-Dade Young Leadership Circle. David attended University of Phoenix earning a Finance Degree; he then earned his MBA from FIU. He is married to Jaimy Pruna who has been an educator for Miami Dade Public Schools for 22 years. They have two sons, Christian and Matthew Pruna.

*"But as for you, be strong and do not give up, for your work will be rewarded." —2 Chronicles 15:7*

# CONGRATULATIONS, HADAS MIZRAHI



RSM is pleased to congratulate, **Hadas Mizrahi**, for being recognized as a **2020 Up and Comer!**

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## Lazaro Gutierrez

*2020 Up & Comer Honoree*

Congratulations to **Lazaro Gutierrez** on his recognition as a 2020 Up & Comer honoree!

Thank you for your outstanding leadership, commitment to excellence, and countless contributions to our communities.

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## Congratulations to **Josh Levenson**

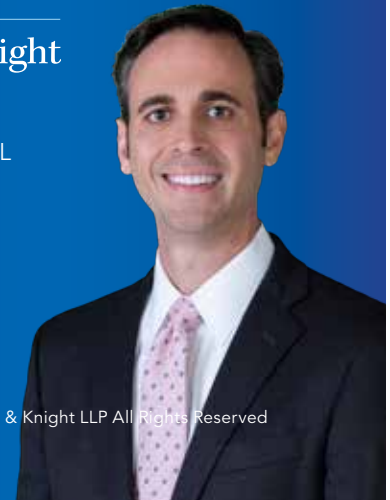
for being named a *South Florida Business & Wealth Up & Comer*.

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## BANKING



**Daniel Pische**

Senior Vice President,  
Trade Finance  
First American Bank

A native of Chicago, Pische joined First American Bank in 2005 and currently specializes in working capital solutions for middle-market companies and is a member of the Bank's Loan Committee. In 2016, he relocated to Miami in order to assist with the bank's market expansion by managing the growing Trade Finance product line and the South Florida lending team. An expert in the EXIM Bank and Small Business Administration Trade Finance programs, Pische and his team received the SBA's 2017 Export Lender of the Year Award and the 2018 President's "E" Award for Export Service. In 2019, Pische was appointed to the Department of Commerce Trade Finance Advisory Council, where he works to improve access to trade finance lending and treasury services for small and mid-sized businesses.

*"You have power over your mind—not outside events. Realize this, and you will find strength."*  
—Marcus Aurelius

## BANKING



**Hector Alzate**

Director of Special  
Situations  
SROA Capital

Hector began his career working with high net worth clients in New York and Palm Beach for nearly 20 years. Offering independent and objective financial solutions to business owners, families, executives and professional service providers based on each client's complex needs and goals. After long tenures with national private banks (US Trust and First Republic) and a stint as Professional Bank's Vice President of Private Banking, Hector joined SROA Capital in May 2020 as Director of Special Situations. SROA Capital, a real estate investment company focused on the acquisition and operation of self-storage properties nationwide, owns and operates approximately 7 million rentable square feet under the brand Storage Rentals of America. In his role, Hector supports the company's acquisition interests outside of self-storage throughout the country

*"I find that the harder I work, the more luck I seem to have."*  
—Thomas Jefferson

## EDUCATION



**Brian Montalvo**

Senior Director, FAU  
Career Center  
Florida Atlantic University

Brian Montalvo has worked in higher education since 2000, and in career services since 2004. He joined the Career Center at Florida Atlantic University (FAU) in July 2006 and currently serves as the Senior Director, FAU Career Center. Recognized for his outstanding leadership skills, as the Senior Director, Brian oversees the development, assessment, operational infrastructure and daily delivery of career counseling and career advising services through FAU's university-wide centralized career services office. This includes leading a team of very talented full-time career counseling professionals, graduate assistant career consultants, and undergraduate student workers who orchestrate the career needs of over 30,000 FAU students. He has published national and international articles, essays, and a book chapter on multiple career development topics.

*"He or she who has a why can handle any how."*  
—Viktor E. Frankl, M.D.

## EDUCATION



**John Xanthos**

Director of Finance and  
Accounting for the Division  
of Clinical Operations  
Nova Southeastern  
University

John C. Xanthos is the Director of Finance and Accounting for the Division of Clinical Operations at Nova Southeastern University; this division oversees the administration and oversight of the University's 33 different health care centers. In addition, John serves on the Budget Advisory Board for the City of Fort Lauderdale, the Girl Choir of South Florida as Treasurer, Emerge Broward as Co-Chair of the Develop Committee, and the American Hellenic Education Progressive Association as Treasurer. John is a Certified Public Accountant, a Certified Fraud Examiner, an Enrolled Agent and a Certified Financial Analysis and Planning Professional.

*"Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do."* —Pele

## LAW BROWARD



**Joshua Levenson**

Partner  
Holland & Knight LLP

Levenson is a partner in Holland & Knight's litigation group. He concentrates on complex commercial litigation, trusts and estates litigation, aviation litigation, and commercial landlord-tenant litigation. Levenson is also the chairperson of the public and charitable services department at Holland & Knight's Fort Lauderdale office. In that role, he oversees the firm's pro bono work and community service in Fort Lauderdale. Outside the office, Levenson is active in the Boy Scouts of America. He is a member of the BSA's South Florida Council Executive Board and assists the National Scouting Alumni and Friends Committee. Levenson has earned some of Scouting's highest honors, including the Eagle Scout rank, the Silver Beaver Award, the Centurion Award, and the NESA Outstanding Eagle Scout Award. Levenson is also a graduate of Leadership Broward, Class XXXVII, and Leadership Fort Lauderdale, Class XXI.

*"The only things we keep permanently are those we give away."*  
—Waite Phillips

## LAW BROWARD



**Alison Smith**

Partner/Attorney  
Weiss Serota Helfman  
Cole & Bierman

Smith focuses on labor and employment matters and regularly represents public and private entities in lawsuits brought pursuant to the Americans with Disabilities Act, Title VII, the Florida Civil Rights Act, and other labor and employment laws. She also acts as outside counsel to several municipalities, assisting them in navigating the complex and rapidly evolving labor and employment landscape. She has received numerous awards, including several for being an up and coming lawyer under the age of 40, by South Florida Business & Wealth, Miami Herald, Daily Business Review, South Florida Business Journal, the Florida Diversity Council, Florida Super Lawyers, Caribbean National Weekly, Caribbean American Heritage and Culture Organization and Legacy Magazine. She has also commented on cutting-edge labor and employment topics on radio and television and is a member of a number of organizations. She is currently treasurer of the Broward County Bar Association and sits on the board of governors of the NSU Shepard Broad College of Law.

*"You cannot pour from an empty cup."*



## A Firm Built on Relationships.

Kelley Kronenberg is a multi-practice business law firm with nearly 400 employees, more than 175 attorneys and 11 locations throughout Florida and the United States. Founded in 1980, the firm is one of the fastest-growing law firms in Florida and amongst the largest in the U.S. The firm serves all types and sizes of public and private companies, including small businesses and individuals nationwide.

Kelley Kronenberg has been recognized amongst the “Largest U.S. Law Firms” by the *National Law Journal’s* NLJ 500, Law 360 400, and *Florida Trend* in 2020, “America’s Top Corporate Law Firms” by *Forbes* and “Top 10” in *NLJ’s* Women’s Scorecard in 2019. The firm has been the recipient of many accolades most recently including in 2020: “Best Multi-Practice Business Law Firm – USA,” Acquisition International; “Top Workplaces,” *Sun Sentinel*; “Best Places to Work,” *South Florida Business Journal*; “Business of the Year,” “Top 100 Private Companies,” “Top Law Firms,” and “Largest Law Firms,” *South Florida Business Journal*; “Largest Law Firms,” *Tampa Bay Business Journal*, *Orlando Business Journal*, and *Jacksonville Business Journal*; “Biggest Law Firms in Florida,” *Florida Trend*; “Top 100 Law Firms,” *South Florida Business & Wealth*; Florida’s Largest Law Firms,” *American Lawyer’s*, *Daily Business Review* “Review 100; and “Best Law Firms,” *U.S. News - Best Lawyers*®.

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## LAW BROWARD



### Chad Van Horn

Founder, managing partner  
Van Horn Law Group

As founding partner attorney, Van Horn has built Van Horn Law Group, P.A., into the largest bankruptcy firm in Broward, based on the number of cases filed in the last year. It is the fourth largest in Florida and the 22nd largest in the U.S. based on the number of Chapter 7 cases filed in 2019, and it ranked among *Inc.* magazine's 5,000 fastest-growing companies in 2019. His success rests on strong leadership, his team's expertise and their mission: to restore peace of mind to individuals in financial distress by providing first-rate, affordable legal services with compassion, understanding and respect. Van Horn, a graduate of NSU's Shepard Broad College of Law, wrote *Everything You Need to Know About Bankruptcy in Florida* and will publish a second book titled *The Debt Life*.

*"I believe the overall improvement of our community starts with giving our citizens equal access to the legal system. This serves as a stepping stone for their future accomplishment, opens doors to success, and strengthens the fabric of our society."* —Chad Van Horn

## LAW BROWARD



### Jeff Wank

Partner  
Kelley Kronenberg

Wank focuses on first party property insurance defense litigation, including coverage and bad faith litigation, and handles a wide array of third-party insurance defense claims. He assists insurers in all aspects of coverage disputes, including responses to civil remedy notices of insurer violations, declaratory judgment and bad faith litigation. He defends property insurers throughout Florida in first-party coverage matters, where many of the claims involve sinkhole, windstorm, fire, mold, theft and water losses. In addition, Wank serves as coverage and bad faith counsel in third-party actions, including monitoring the defense of litigation. In this role, he drafts detailed coverage opinions, reservation of rights letters, declinations and prosecutes declaratory relief actions. Wank has been named a Florida Super Lawyer Rising Star since 2014. In 2011, he was elected to the Broward Bar Association Young Lawyers Section board of directors, where he was secretary of the executive board and later president.

*"Make it happen."*

## LAW MIAMI-DADE



### Matthew McGuane

Partner  
Levine Kellogg Lehman  
Schneider + Grossman

Born and raised in Wheeling, West Virginia, McGuane became a "Triple Cane," earning his B.A., J.D. and MBA from the University of Miami. McGuane is a partner at litigation boutique Levine Kellogg Lehman Schneider + Grossman LLP and sits on the firm's recruitment committee. He focuses his practice on complex commercial litigation and real property law. He has developed a unique practice niche in riparian and littoral rights, which involve the special rights of owners of waterfront property. McGuane's standout quality is his ability to distill complex legal issues into easily understandable legal arguments, a key quality in litigation. From 2016 through 2020, he has consistently been recognized by Florida Super Lawyers as a Rising Star. He has also been a recipient of the Cystic Fibrosis Foundation's 40 Under 40 Outstanding Lawyers of South Florida.

*"A lawyer's time and advice are his stock in trade."* — Abraham Lincoln

## LAW MIAMI-DADE



### Carlos Lago

Shareholder  
Greenberg Traurig, P.A.

Lago is a shareholder in the Land Use & Land Development Practice of Greenberg Traurig's Miami office. He focuses on land use, zoning and governmental affairs. His clients include some of the region's most active and prestigious real estate and hotel developers, including The Related Group, Terra, OKO Group, Aria Development, CMC Group, East End Capital Partners, Avra Jain, Largavista Companies, Moshe Mana, Mast Capital, Y-Tech International, and The Melo Group. Lago has served as a United Way of Miami-Dade Young Leader for more than four years and has served on the board of directors of Locust Projects for nine years. In 2019, he was appointed a member of the board of directors of The Downtown Miami Charter School, which educates up to 650 students in an underserved neighborhood. He also serves as the school's treasurer.

*"Never let the fear of striking out keep you from playing the game."* — Babe Ruth

## LAW MIAMI-DADE



### Elisa D'Amico

Partner  
K&L Gates

D'Amico is the 39th president of the Miami-Dade Chapter of the Florida Association for Women Lawyers (MDFAWL), a volunteer bar association that promotes the advancement of women in law. A partner at the Miami office of K&L Gates, she focuses on crisis and risk management, internet, media, and privacy law. She has extensive experience fighting technology-facilitated harassment, including sextortion. D'Amico is a past recipient of the Florida Bar Young Lawyers Division Pro Bono Service Award (2016) and the Florida Bar President's Pro Bono Award (2019) for co-founding her firm's Cyber Civil Rights Legal Project, which provides pro bono legal help to those whose sexually explicit images are distributed online without consent. With MDFAWL, D'Amico advocated for a Florida statute criminalizing the unauthorized distribution of sexually explicit images. In May 2015, Florida became the 16th state to criminalize this behavior.

*"Fight for the things that you care about, but do it in a way that will lead others to join you."* — Ruth Bader Ginsburg

## LAW MIAMI-DADE



### Erica Rutner

Partner  
Lash & Goldberg LLP

Rutner is a partner in Lash & Goldberg LLP's Fort Lauderdale office where she represents clients in a variety of complex commercial litigation matters. Her practice focuses on the defense of consumer class actions and multi-district litigations, and she has successfully represented numerous public and private organizations facing high-stakes class actions brought under the Class Action Fairness Act. Her experience includes consumer protection and privacy claims, products liability, health care, and mass torts. Familiar with federal class action jurisprudence, Rutner works with clients to develop short-term and long-term strategies for minimizing class action exposure. Rutner has published extensively on a variety of class action issues national publications. She was honored by the Daily Business Review as a lawyer "On the Rise," which recognizes attorneys for wielding influence and showing expertise in their practice areas.



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## LAW MIAMI-DADE



**Marcus Bach-Armas**

Senior Director of Legal And Government Affairs  
Miami Dolphins LTD

Bach-Armas is the senior director of legal and government affairs for the Miami Dolphins and Hard Rock Stadium. Born and raised in Miami, he majored in international relations at Wesleyan University in Connecticut. He went on to receive his J.D. from the University of Michigan, where he also earned an M.A. in sports management. After representing professional swimmers in the 2008 Olympics, Bach-Armas joined Holland & Knight as a commercial litigator. In 2009 and 2010, he was a law clerk to U.S. District Judge Alan Gold before joining the Miami Dolphins and Hard Rock Stadium before the 2010 season. There, he built the organization's in-house legal department and advised on partnerships with Miami-Dade County, including the renovation of Hard Rock Stadium and the development of the Baptist Health Training Complex. He lives in Miami with his wife, Lara Bueso Bach, a litigation associate at Weil, Gotshal & Manges.

*"A man's reach should exceed his grasp, or what's a heaven for?"*  
— Robert Frost

## LAW MIAMI-DADE



**Justin Luger**

Partner  
Weiss Serota Helfman Cole & Bierman

Luger represents private and government entities in South Florida at both the state and federal level. He handles complex commercial, business, and municipal/government litigation. At the municipal level, he represents local governments in litigation issues, including zoning and land use regulations, the creation and dissolution of special districts, and constitutional, civil rights, and negligence matters. A fourth-generation native Miamian, Luger is passionate about helping to grow the Magic City through civic participation. He serves as general counsel to the Greater Miami Chamber of Commerce—one of the youngest to ever hold the position in the over 100-year history of the chamber.

*"To listen well is as powerful a means of communication and influence as to talk well."* — John Marshall

## LAW PALM BEACH



**Julia Wyda**

Partner  
Brinkley Morgan

Wyda concentrates her practice in all areas of marital and family law, including dissolution of marriage, paternity, prenuptial and postnuptial agreements, cohabitation agreements and child dependency.

Active in the legal community, she serves on the board of directors of the Palm Beach County Bar Association. She is also a member of the Florida Bar's Family Law Section, previously serving on the executive council and as chair of the publications committee and co-chair of the CLE Committee. AV Preeminent rated by Martindale-Hubbell, Wyda has received numerous recognitions for her legal work, including receiving the Florida Bar Family Law Section's Rising Star award two years in a row. She has been repeatedly selected for inclusion in Super Lawyers—Rising Stars Edition, 2010-2011, 2013-2020. She has also been recognized as a Top Up & Comer by *South Florida Legal Guide* and as a Legal Elite Up & Comer by *Florida Trend*.

*"It always seems impossible until it's done."* — Nelson Mandela

## LAW PALM BEACH



**Elizabeth Moum**

Shareholder  
Greenberg Traurig, P.A.

Moum is a shareholder in the Securities Litigation Practice of Greenberg Traurig's Palm Beach office. She represents major financial institutions, including Morgan Stanley and Jefferies and their employees in litigations, arbitrations, and regulatory proceedings before the Financial Industry Regulatory Authority, the Securities and Exchange Commission and state regulators. Her results have built her reputation as a go-to litigator for the industry nationwide in employment law, regulatory issues and sales practice concerns. Since 2019, Moum has been philanthropy chair of the Southeastern Women in Financial Services, a network of corporate counsel and outside legal advisers in the financial services industry. She has helped the organization forge a new partnership with Pace Center for Girls, which provides at-risk girls and young women opportunities through education and counseling. Moum is also a member of the Florida Bar Grievance Committee for the Fifteenth Judicial Circuit.

*"We may encounter many defeats but we must not be defeated."*  
— Maya Angelou

## MANUFACTURING



**Kristin Cline Wurzak**

President  
Dayton-Granger, Inc.

Born and raised in South Florida, licensed attorney Wurzak graduated from the University of Miami with a bachelor's in finance and earned her J.D. at Nova Southeastern University Shepard Broad College of Law. Wurzak joined Dayton-Granger 10 years ago and held various leadership positions, culminating in the presidency, directing key aspects of manufacturing, engineering, IT, finance, marketing and human resources. Dayton Granger is a global leader in the design, production and support of over 700 aerospace proprietary avionic products for commercial and military aircraft. Its customers include Airbus, Boeing, Cessna and Lockheed Martin. Wurzak is devoted to her family of two children (ages 5 and 3) and husband. She volunteers at her children's school and co-chaired the Literary Lunch this year, supporting Broward County Library.

*"True integrity—a sense of knowing who you are and being guided by your own clear sense of right and wrong—is a kind of secret leadership weapon. If you trust your own instincts and treat people with respect, the company will come to represent the values you live by."*  
— Bob Iger

## MANUFACTURING



**David Hasenauer**

Co-founder & CEO  
Green Point Research

Hasenauer is co-founder and CEO of Green Point Research, a vertically-integrated phytocannabinoid-rich biomass originator and processor. GPR aims to unite human, natural and financial resources to develop and supply new products, eco-friendly technology, and innovative strategies to the hemp industry and, in turn, grow successful businesses and communities. The company is sustained by a constant pursuit of political advocacy coupled with its soon-to-launch sustainable retail products and innovative operations.

Hasenauer sits on the board for the Hemp Council of Florida, was appointed to the Medical Marijuana Advisory Board of Broward County, and was recently named president of Hemp Industries Association of Florida. Hasenauer is a veteran and father.

*"Better is a poor man who walks in his integrity than a rich man who is crooked."*  
— Proverbs 28:6



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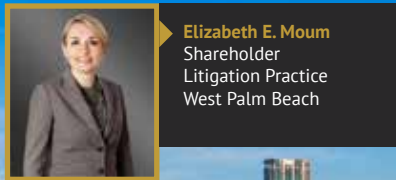


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## MANUFACTURING



**Luis Gonzalez-Mendez**  
Executive Director Process and Engineering  
Trividia Health Inc.

Gonzalez-Mendez is an executive director at Trividia Health Inc. where he leads the process and manufacturing engineering organization to deliver top diagnostics devices for the diabetes industry. He is an active member of the South Florida community and serves as the chairman of the board for the South Florida Manufacturing Association. He began his career at the Procter and Gamble Company and was responsible for managing global development for billion-dollar brands, implementing cutting edge processes, equipment and systems that delivered exceptional operational efficiencies and product quality improvements. Luis earned his bachelor's degree in mechanical engineering from the University of Puerto Rico, Mayaguez Campus, with honors.

*Part of your success is the result of what you allow others to teach you.* —Manuel “Papaco” Mendez

## MARKETING-AND-PR



**Evan Snow**  
Founder  
Choose954

Snow is a local arts advocate, community builder, creative entrepreneur, and one of the proudest Broward natives you will ever meet. That pride has led him to furthering Choose954 a social movement he created a few years ago to cultivate culture and community in Broward. Snow diligently creates initiatives to highlight the creatives he's built relationships who deserve to be showcased. These initiatives have included Art Fort Lauderdale (“The Art Fair On The Water”), Fort Lauderdale Art & Design Week, the Choose954 Local Artist Discovery Series, AAF CreativeZen and Zero Empty Spaces. He's also a founding board member of The 1,000 Mermaids Artificial Reef Project and The Backpack Barber Foundation. Snow is passionate about pursuing his passions while making his community a better place to live—not just a better place to vacation.

*“1 > 0” (One is greater than zero)* — Gary Vee

## MARKETING-AND-PR



**Shay Berman**  
Founder & President  
Digital Resource

Few people have embodied the words “there’s always a way” quite like Berman. Following his graduation from Michigan State University, Berman took the knowledge he soaked up while studying with Google executives and founded Digital Resource at the age of 23 in 2014. Since then, the company has exploded into a full-service digital marketing agency that has spent the past two years on *Inc.* 500, been named *Entrepreneur* magazine’s 49th most-entrepreneurial company in the country, and been certified a Great Place to Work. Berman takes pride in working with forward-thinking companies on both a local and national level. Businesses such as Stretch Zone, NextEra Energy and Square Grouper can attest to his commitment to creating innovative, results-driven strategies.

*“There’s always a way.”*

## MARKETING-AND-PR



**Sandra Ericson**  
Senior Vice President & Partner  
rbb Communications

Ericson helps lead her teams toward a best-practice, results-driven approach, which has drawn the attention of the communications industry. Working with notable Florida and national brands, including Florida Power & Light Company, Bank of America, Zumba Fitness and Duncan Hines, Ericson manages campaigns, which have resulted in numerous major industry awards, including the prestigious Public Relations Society of America’s Silver Anvil and the Holmes Report’s Gold SABRE. She has been named to PR News’ “15 to Watch” list and the *South Florida Business Journal*’s 40 under 40. Ericson is a past president of the Public Relations Society of America’s Miami Chapter, and a member of Leadership Florida. She is accredited in public relations and graduated cum laude from the University of Florida’s College of Journalism.

*“Yes, there are two paths you can go by, but in the long run, there’s still time to change the road you’re on.”* — Led Zeppelin

## MARKETING-AND-PR



**Lais Pontes Greene**  
Founder & President  
The Pontes Group

Greene is the founder and president of The Pontes Group, a leading public relations, social media and influencer marketing agency. She was honored by *Forbes* magazine as a 30 under 30. In over eight years, she has evolved from a small fashion PR agency into a respected marketing leader, working with top industry leaders in finance, law, entertainment, tech and cannabis. Greene co-chairs Broward PULSE for the American Heart Association, is on the board of directors for Emerge Broward, is founding co-chair and member of the Emerging Leaders Council for the Greater Fort Lauderdale Alliance, and is on the committee for the Historic Stranahan House’s Pineapple Jam. Her story has been featured in *Fast Company*, *Huffington Post*, and other national media outlets. She lives in downtown Fort Lauderdale with her husband and two sons.

*“Someone once told me not to bite off more than I could chew. I said I’d rather choke on greatness than nibble on mediocrity.”* — Unknown

## NON-PROFIT



**Lilly Weinberg**  
Director of Community Foundations  
Knight Foundation

Weinberg joined Knight Foundation in August 2012. She is the program director with its Community and National Initiatives, managing Knight’s \$140 million investment in 18 Knight cities. Weinberg graduated from the Harvard Kennedy School and the MIT Sloan School of Management, where she concurrently earned master’s degrees in public administration and business administration. A resident of Coconut Grove, Weinberg is active in Miami civic life. She served as the executive director and on the advisory committee until 2016 for the New Leaders Council. In 2018, she was chosen to participate in the Leadership Florida Connect Program and Miami’s Young American Leadership Program at Harvard Business School. She also serves on the board of directors for the International Downtown Association and The Friends of the Underline.

*“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.”* — Thomas Edison

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**Luis Gonzalez-Mendez**

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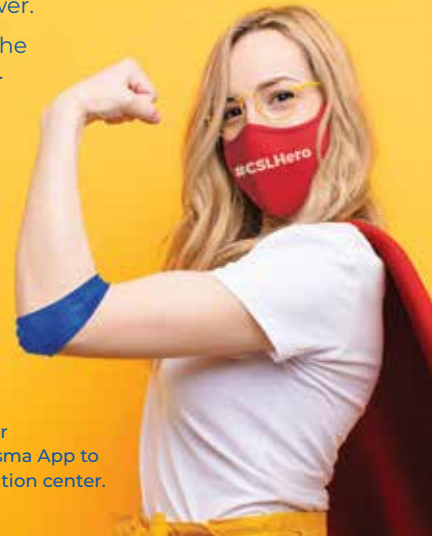
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President  
Dry tech 24/7

Gomez grew up in South Florida and attended New College of Florida. She resides in Fort Lauderdale where she is involved in a variety of organizations such as Tunnel to Towers, The Hundred Club (scholarship advisory chair) and the Riverwalk Trust (executive advisory board). Gomez fully embraces South Florida life, enjoying scuba diving for lobsters, fishing, yoga, exploring great restaurants and local events. She is the owner of Dry Tech 24/7 Inc., a remediation and disinfecting company and a Clorox 360 distributor. She is also a national instructor for NORMI and ISSA. Her passion is in education and inspiring others to live a life with dignity.

*“My mother always told me that happiness was the key to life. When I went to school, they asked me what I wanted to be when I grew up. I wrote down ‘happy.’ They told me I did not understand the assignment, and I told them they didn’t understand life.” — John Lennon*

## PROFESSIONAL-SERVICES



**Christina Shea**  
Manager of Engagement  
Right Management,  
Florida/Caribbean

Shea embraces the Right Management Florida/Caribbean’s vision of “Guide and Inspire” through her effective and creative leadership. Her outreach department is the first impression of the company’s vision. Under her leadership, her team doubled engagement results for Right’s outreach initiatives. She has over 10 years of extensive staffing and marketing experience that has allowed her to empathize with candidates and be successful in her role. Shea is an advocate for employee health and wellness, leading the company’s wellness Initiative. She is also an active member of the community. She has served as the co-chair of the Miss Arc Broward Pageant for seven years and served on the committee group for IMPACT Ambassadors for Memorial Healthcare System and Joe DiMaggio Children’s Hospital.

*“Define success on your own terms, achieve it by your own rules, and build a life you’re proud of.” — Anne Sweeney*

## REAL-ESTATE-AND-CONSTRUCTION



**Matt Robbins**  
Associate Director  
Berkadia

Robbins is an associate director on Berkadia’s South Florida commercial mortgage banking team, which closed more than \$3 billion in real estate finance transactions in 2019. A graduate of the University of Miami, with a degree in finance and legal studies, he began his career at Berkadia as an analyst in 2013 and quickly earned a place as an instrumental part of the team, which provides comprehensive capital solutions for owners of multifamily and commercial properties. With a unique capacity for capitalizing on economic trends with innovative ideas that provide clients with an added advantage. Robbins advises and services clients ranging from family-owned real estate firms to large institutional funds all around the country. He is an active member of the local South Florida chapters of Urban Land Institute and NAIOP.

*“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.” — Warren Buffett*

## REAL-ESTATE-AND-CONSTRUCTION



**Ryan Romanchuk**  
South Florida Business  
Unit Leader  
DPR Construction

Romanchuk’s start in the construction industry began a decade ago as project engineer, leading projects across a multitude of market sectors. Prior to stepping into a leadership role, he completed over \$500 million and 2 million square feet of construction projects. Notable projects under Romanchuk’s management are HBO’s Latin America Group Data Center in Sunrise, a 54,000-square-foot center, and Florida International University’s Science Classroom Complex BT-876, a 137,000 square foot lab/classroom complex. Showing a knack for management, discipline, passion and innovation, Romanchuk has since led the business unit for five years, providing strategic direction to ensure DPR continues to “build great things” for its customers and employees across the state.

*“If I’m an advocate for anything, it’s to move. As far as you can, as much as you can. Across the ocean, or simply across the river. Walk in someone else’s shoes or at least eat their food. It’s a plus for everybody.” — Anthony Bourdain*

## REAL-ESTATE-AND-CONSTRUCTION



**David Zorrilla**  
Vice President of  
Preconstruction Services  
KAST Construction

Zorrilla joined KAST Construction in 2011 when it had less than 30 employees. He helped win work that grew the company tenfold in both employees and revenue. Zorrilla is in charge of the Preconstruction Department, which is responsible for securing new contracts for KAST, which translated to approximately \$500 million in annual revenue for the last several years. Zorrilla works at KAST corporate headquarters in West Palm Beach and he has built projects throughout Florida and the Southeast United States. His children are his focus outside of work and he volunteers as a Cubmaster for his local Cub Scout Pack, where his son and daughter are both scouts. Zorrilla is also a board member for a construction industry group called AEC Trendsetters that puts on several events a year for industry members in Palm Beach County.

*“What doesn’t kill me makes me stronger.” — Friedrich Nietzsche*

## REAL-ESTATE-AND-CONSTRUCTION



**Cristina Glaria**  
Senior Vice President  
Tower Commercial Real Estate

For nearly a decade, Glaria has represented Tier 1 trophy assets in the central business districts of the tri-county region. She is committed to helping clients maximize profitability in all transaction aspects including creative lease structuring, financial analysis, strategy implementation and marketing techniques. Glaria has been involved in completing some of South Florida’s most notable and complex lease transactions, including Citigroup, Univita Health and Shook Hardy & Bacon. Glaria graduated from the University of Florida with a bachelor’s in finance. She serves on the board of directors of Habitat for Humanity of Greater Miami’s Young Professionals and Habitat for Humanity’s Women’s Council. She is a member of the Women Building Up Women initiative, CREW Miami, the South Florida Office Brokers Association and NAIOP South Florida. Glaria and her team were awarded NAIOP’s Office Brokerage Team of the Year for 2015 and 2017 based on the volume, lease value and complexity of transactions closed in South Florida. She was also recognized as a CoStar Power Broker for Miami-Dade County in 2017.

*“Believe you can and you’re halfway there.” — Theodore Roosevelt*

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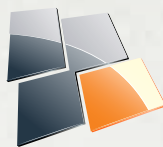
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## REAL-ESTATE-AND-CONSTRUCTION



**Ben Mandell**  
Co-Founder and  
Managing Principal  
Tricera Capital

Mandell is responsible for sourcing investment opportunities, equity partner and tenant relations, overseeing leasing and operations for Tricera Capital, a Miami-based real estate investment firm focused on value-add urban retail, office and mixed-use investments and developments throughout the U.S. Before co-founding Tricera, Mandell was managing director at RKF, focusing on investment sales, tenant representation and landlord representation. Mandell has worked with retailers such as Apple, Google, Warby Parker, Shinola and CVS. He has also facilitated deals for many regional and national landlords. While at RKF, he completed over \$400 million in commercial investment sale transactions. Mandell was born in Boston and raised in Providence, Rhode Island. He worked as a chef for several fine-dining establishments and studied culinary arts at Johnson and Wales University in Providence. He is a licensed real estate salesperson in Florida and a member of ICSC.

*“Success is not final; failure is not fatal: it is the courage to continue that counts.” — Winston Churchill*

## TECHNOLOGY



**Alice Rose**  
Senior Product Manager  
Modernizing Medicine

**At Modernizing Medicine**, Rose is responsible for a robust pipeline of data products and services. Since joining the company in 2014, she has been instrumental in establishing a multidisciplinary team of data engineers, analysts and scientists who design clinical research, business intelligence and data warehouse products. Her passion is using big data and advanced analytics to build products that help physicians practice more effectively. Rose is a regular speaker at local universities and conferences about current challenges and future opportunities for data and advanced analytics in healthcare.

*“The secret of getting ahead is getting started.” — Mark Twain*

## FINANCIAL-SERVICES



**Edmundo Angulo**  
Chief Financial Officer  
BGI Capital

**Angulo began his** career at Coopers & Lybrand before transitioning to General Electric, where he held key Financial positions in Corporate, Financial and Manufacturing divisions. Since relocating to Miami in 2005, he has expanded his expertise in the real estate business and since 2014 has been collaborating with the BGI Companies. He is responsible for the financial strategy and operations for BGI Capital. He holds a Bachelor of Science in Accounting from ITESM – Mexico.

*“Try not to become a man of success, but rather try to become a man of value.” —Albert Einstein*

## FINANCIAL-SERVICES



**Andrew Costa**  
Managing Director  
Global Wealth  
Management

**Andrew Montgomery** Costa has worked extensively in the field of financial services, helping retirees and pre-retirees to have greater confidence in the days ahead through sound retirement planning and investment management solutions. Andrew is the Co-Founder and Managing Director of Global Wealth Management, an SEC Registered Investment Advisor. He has been quoted in major publications such as the Wall Street Journal. Andrew is the co-host of the “The Global Wealth Show” airing on NBC, CBS, ABC and FOX. Andrew is a regular contributor in Kiplinger. Andrew has been a resident of Fort Lauderdale for more than 35 years and he is a proud parent of his two sons, Dylan and Austin. Andrew has a passion for sports and his hobbies include spending time with family, golfing, boating, and traveling. He is also passionate about giving back to the community of Fort Lauderdale where he was born and raised.

*“If you can dream it, you can achieve it.” -Zig Ziglar*

## FINANCIAL-SERVICES



**Ty Richardson**  
CEO  
One Global Business  
Financing

**Dr. Ty Richardson** is a Trinidadian-American, Florida-based, serial entrepreneur. Having spent his early years working for a Fortune 100 company, Ty built his career on a foundation of adding value, creating efficiencies and maximization. Ty’s corporate years exposed him to international security, government affairs and airport operations before he oversaw call center operations across Europe and Asia/Pacific. Ty left American Airlines and headed to Silicon Valley where he raised money and launched a social network before pivoting and making it a social enterprise supporting youth and young professionals. Today, that organization is known as YoPro Global, and together with Ty’s loan brokerage, One Global Business Financing, and Ty’s Performance-Based Coaching Practice, Ty continues to help other young professionals discover their strengths, develop themselves and finance their dreams. Ty has a BA in Advertising, an MA in International Commerce and Public Policy and a PhD in Organization and Management.

*“Great minds discuss ideas; average minds discuss events; small minds discuss people.” —Eleanor Roosevelt*

## FINANCIAL-SERVICES



**Craig Eppy**  
Financial Advisor  
The Eppy Group - Mass  
Mutual

**Craig Eppy** is a graduate of the University of Central Florida with an academic background in business and finance. He is son to the president of The Eppy Group and joined the family firm in 2012. Craig loves to help people by building happy financial futures. His approach involves asking a lot of questions and really trying to understand how his clients think. This is something that Craig finds important to make sure clients get solutions that assist them in accomplishing their goals. He is a Registered Representative with his series 6, 65, and 215 licenses, allowing him to provide financial planning, as well as a variety of insurance and investment products. Craig believes in using Insurance for protection and wealth building in addition, to creating overall comprehensive plans for his clients. He is dedicated towards working with families, professionals, businesses, and the special needs community. He has a distinct ability in taking the sometimes uncomfortable and often difficult conversation of finance, and turning it into a relatable and obtainable discussion, leaving his clients at ease.

*“It’s easy to make money, but keeping it is the tricky part.”*





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## HEALTH-CARE



### Kara Cavuoto

Associate Professor of Clinical Ophthalmology  
Bascom Palmer Eye Institute

Kara Cavuoto is an Associate Professor of Clinical Ophthalmology at Bascom Palmer Eye Institute at the University of Miami Miller School of Medicine. Kara attended both college and medical school at the University of Miami as part of the Honors Program in Medicine combined BS-MD degree program. She completed ophthalmology residency and a pediatric ophthalmology and strabismus fellowship at Bascom Palmer Eye Institute, and subsequently joined the faculty in 2012. As the Medical Director of Emergency Services at Anne Bates Leach Eye Center, Kara leads the team of physicians, optometrists and nurses providing eye care to patients in the unique 24-hour ocular emergency room. She also serves as the Director of Medical Student Education in Ophthalmology, overseeing the ophthalmology clerkships and advising medical students applying for ophthalmology residency.

*“What you give power, has power.” —D.C.*

## HEALTH-CARE



### Morgan Harber

General Counsel  
BioMatrix Specialty Pharmacy

Harber is a proactive, forward-thinking healthcare attorney with experience in advising organizations on complex legal issues and implementing progressive healthcare strategy. Her leadership in maintaining a strong commitment to compliance and ethics helps to ensure that patients in South Florida and across the country are provided high-quality healthcare services. In her role as General Counsel for BioMatrix Specialty Pharmacy, she has built a world-class compliance program and legal department for a nation-wide network of thirteen pharmacies which focus on high-touch, clinically sophisticated dispensing of both infused and oral specialty medication. In addition to her commitment to the community through her profession, she has also dedicated time to many community organizations within Palm Beach County. Harber holds her Juris Doctorate from Loyola University of Chicago School of Law, is a member of the Florida Bar, and is certified in healthcare compliance.

*“Management is doing things right; leadership is doing the right things.” — Peter Drucker*

## HEALTH-CARE



### Heather Woolf

Vice President of Ambulatory Services  
Broward Health

A seasoned healthcare leader with more than 20 years of experience, Heather Woolf serves as vice president of ambulatory services at Broward Health. In her current role, Woolf oversees Broward Health Community Health Services, the Broward Health Physician Group, Broward Health Urgent Care, Broward Health Imaging East and West, and Broward Health Home Health and Hospice. Woolf joined Broward Health in April 2019 as the corporate director of Broward Health’s cardiovascular service line, where she was responsible for the collaborative development and implementation of operating plans related to cardiovascular services throughout the system.

*“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” —Maya Angelou*

## HEALTH-CARE



### Mina Amini

Director of Physician Relations and Medical Staff  
Broward Health Medical Center

Mina Amini is the Director of Physician Services at Broward Health Medical Center. Mina’s position oversees the Medical Staff, Physician Relations, and Continuing Medical Education Departments. Mina first began her career at the age of 21 interning at Broward Health and worked hard to climb up the Health Care Administration ladder in a short period of time. Mina holds a Bachelor’s degree in Biology from Nova Southeastern University as well as a MBA in Entrepreneurship. Mina is passionate about helping people and making a difference in their lives, and working in healthcare makes her feel rewarded each and every day.

*“You can’t stop someone who knows where they’re going.” — Michael Jordan*

## HEALTH-CARE



Rebecca Heatherman  
Director of Innovation  
CSL Plasma

Becky leads a cross-functional team responsible for innovation and program delivery at CSL Plasma. CSL Plasma is a world leader in human plasma collection, providing lifesaving biotherapies across the globe. Becky’s leadership over the last 10 years has spanned across multiple functions and disciplines. She has led teams in the US, Germany, and China responsible for business technology applications, quality systems, laboratory quality, and validations. Becky is currently responsible for developing an Innovation Department for the organization, leveraging her experience over the last 20 years in the industry. Becky received her Master’s Degree in Social Advocacy & Administration from the University of Kansas. She is active in the community as a leader in Junior League of Boca Raton and as a mentor for the Center for Autism and Related Disabilities iRise Program.

*“Fight for the things that you care about, but do it in a way that will lead others to join you.” —Ruth Bader Ginsburg*

## HOSPITALITY



### Sameer Nair

Vice President,  
Acquisitions  
Kolter Hospitality

As Vice President of Hotel Acquisitions, Sameer is responsible for growing Kolter Hospitality’s hotel portfolio by leading deal acquisition efforts such as sourcing, negotiating and executing of transactions, underwriting, and capital structuring. Sameer brings more than nine years of real estate experience to his role, including acquisitions, asset management, development, and special servicing. In a previous position as VP of Hotel Investments, Sameer completed \$120 million in transactions across Marriott, Hilton, and Intercontinental Hotels Group franchised hotels. He was responsible for all deal deliverables from identification of target assets to conducting the closings. Sameer is a graduate of The School of Hotel Administration at Cornell University in Ithaca, New York.

*“It is not what is given to you in life, but what you make with what you given.”*

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**Heather Woolf, RN**

*Vice President,  
Ambulatory Services*



**Mina Amini**

*Director of Physician Services,  
Broward Health Medical Center*

For more than 80 years, Broward Health has built a legacy of caring for our community. At the core of our mission is a passion for caring, which our dedicated caregivers fulfill each and every day as they serve our patients. We congratulate our “Up and Comers” and salute their ongoing dedication to serving our community.



To connect with our caregivers and join our team, visit [BrowardHealth.org/Careers](https://www.browardhealth.org/Careers).

## HOSPITALITY



**Adam Jones**  
Chief Revenue Officer  
Miami Marlins

Adam Jones is entering his third season with the Miami Marlins, having joined the organization in October of 2017 as Senior Vice President of Strategy & Development before assuming the position of Chief Revenue Officer. In his role, Mr. Jones focuses on all revenue-generating processes with the organization with oversight of market strategy, business planning and analysis, strategic initiatives across lines of business, organizational development, and long-term facilities planning. Mr. Jones has been at the forefront of the Marlins' ballpark enhancements each of the last two off seasons, and has led projects to align with the organization's efforts and investments to be one of South Florida's most affordable entertainment destinations.

*"It's not what you look at that matters, it's what you see." —Thoreau*

## INSURANCE



**Russ Carpel**  
CEO  
LevelFunded Health

Russ Carpel, CEO & Founder of LevelFunded Health. Russ Carpel is a serial entrepreneur within the insurance vertical and has started 2 InsureTech platforms within the past decade, both of which have employed extremely disruptive marketing and technology to incumbent insurance carriers within their respective product categories. Over the past 5 years since inception of LFH, Russ and his team has grown LevelFunded Health from idea phase, to multiple-millions in insurance premiums and they have saved their roster of clients collectively over \$ 50,000,000, on commercial health insurance costs. Prior to founding LFH, Russ founded and ran ForeverCar.com, a national direct-to-consumer retailer of property and casualty insurance auto insurance, vehicle service and auto warranty contracts.

*"Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent." -Calvin Coolidge*

## INSURANCE



**Stephanie Joy**  
Account Manager  
Plastridge Insurance

Stephanie has over 19 years of experience in Employee Benefits where she has been servicing and selling policies to fit client needs with an emphasis on building long-term relationships as well as superior customer service. She joined Plastridge Agency, Inc. in 2008 as one of their experienced Benefits Account Managers. Her focus remains on handling & implementing Group Benefits for both small & large employers, as well as Individual & Key Person Life Insurance. For the last two years in a row, Stephanie has won The Plastridge Insurance, "Service Award – for Excellence in Customer Service," as well as Employee of the Month. She is an active member of the community as well. Every year, she coordinates Plastridge employees to participate in a 5K walk for POST (Pediatric Oncology Support Team) who support children with cancer and their families.

*"Be true to your work, your word and your friend." – Henry David Thoreau*

## INSURANCE



**Eugene Dorfman**  
President  
Pro Player Insurance, LLC

Eugene is the president and founder of Pro Player Insurance LLC. Eugene, turned the world of disability and life insurance into a thriving business of advising professional athletes on risk. Injuries can be kryptonite for professional athletes, and protecting their bodies is a must at all times. While working for a sports agency Eugene got the glimpse into the world of pro sports and quickly realized the need to help professional athletes to advice/ protect against the risk of injuries that could end careers. Eugene is a Jewish refugee from Russia, who moved to Cleveland and spent time in Chicago and Los Angeles before making Miami his home.

*"A year from now, you'll wish you had started today."*

## LAW BROWARD



**Rebecca Rodriguez**  
Of Counsel  
GrayRobinson, P.A.

Rebecca is of counsel in GrayRobinson's Fort Lauderdale & Miami offices. Her practice focuses on state and federal litigation, appeals, and general compliance matters for corporate clients, financial institutions, and government entities. Rebecca is a graduate of Leadership Fort Lauderdale Class XXII, and Leadership Miami Class XL. Rebecca was recognized as a 2020 top up & comer in litigation by the South Florida Legal Guide, as well as a rising star in business litigation from 2017 to 2020 by Florida Super Lawyers Magazine. Rebecca previously served on the Florida Bar's Diversity & Inclusion Committee, and currently serves on the Florida Bar's Governmental and Public Policy Advocacy Committee. Rebecca is the co-chair of the Broward County Bar Association's Government Law Section

*"You belong in any room you enter." – Shonda Rhimes*

## LAW BROWARD



**Reggie Zachariah**  
Shareholder  
Greenberg Traurig, P.A.

Reggie Zachariah is a shareholder in Greenberg Traurig's Corporate Practice in Fort Lauderdale and focuses his practice on private equity transactions, mergers and acquisitions, corporate restructurings, and counseling boards and senior management on strategic business, corporate formation and governance, and financial and transactional matters. Reggie's industry experience includes health care technology and services, education, insurance, manufacturing, franchises, retail, consumer products, business to business services, and infrastructure. Reggie was appointed by Florida Governor Ron DeSantis to the Broward College District Board of Trustees. He served on the Judicial Nominating Commission for the Seventeenth Circuit from 2012 through 2018, including a year each as Vice Chair and Chair.

*"Strive not to be a success, but rather to be of value." – Albert Einstein*

LAW BROWARD



**Dana Somerstein**

Partner

Greenspoon Marder LLP

Dana Somerstein is the youngest Partner at Greenspoon Marder LLP and a member of their Real Estate, Finance and Transactional practice groups. A third-generation Floridian and Broward County native, Dana enjoys taking an active role in her community. She mentors at-risk youth with Women of Tomorrow, serves on the Board of Directors with 211 Broward and was appointed by the Fort Lauderdale City Commission to the Complete Count Advisory Board and Community Service Board. Dana is a proud double Gator, earning her B.A. and J.D. from the University of Florida. During law school, Dana served as President of Florida Blue Key and was inducted into UF Hall of Fame. Never missing an opportunity to cheer on the Gators, Dana met her husband, Dave - fellow alum, while traveling to watch the football team play Auburn.

*"A stranger is just a friend you haven't met!"*

- Marge Simpson

Congratulations to our very own  
**Stephanie Joy**

**2020 SFBW Up & Comer  
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**Stephanie Joy**  
Account Manager  
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## How Much Money Will I Need for Retirement?

BY MATTHEW J DERNIS CFP®

Our previous article talked about how to match your life dreams and goals with your financial plan. While we focused on tangible items such as a dream home or college tuition for grandchildren, we must also address the broader discussion about retirement and how much you may need to save.



The first step is to calculate the future value of your retirement and the reliable income sources as you get closer to your targeted retirement date.

Here are some questions that can help provide the formula for calculating how much you will need to save:

### What's the time frame and will you continue to work?

Most important will be to determine if you will retire completely or continue to work with reduced hours. More and more retirees are continuing to work either to supplement income or because they still want to work and find it difficult to walk away from a successful career.

### What are your estimated spending needs during your retirement?

In this calculation you can remove the expenses you will no longer be relevant but make sure to add in the potential unexpected costs that are common in retirement years with health expenditures being at the top of that list.

Some retirees see an increase in expenses as they decide to check off a few items on their bucket list such as traveling or starting a new hobby. For many they can't wait to downsize.

### What is your tolerance for risk?

One approach is to create a financial portfolio that can sustain a 3.5% income stream to minimize the need to sell assets in a volatile market. The question is what investment approach do you take to get from where you are today to the day you retire?

If your time horizon is long term, you may be willing to tolerate the ups and downs of the stock market and therefore have a greater percentage in stocks.

Another thing to consider as you are 5-10 years from the start date of your 1st withdrawal you may begin to reduce riskier investments.

### In Conclusion

So much can change in a year and although we cannot predict the future, we should plan for it. Therefore, it is always important to review your progress and determine if your calculations need to be adjusted. The goal is to create a range of outcomes that are as close to the future you plan to live.

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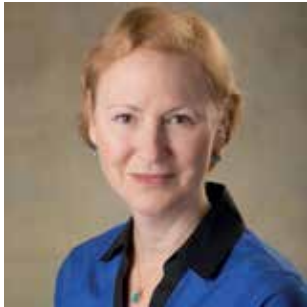
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# vision board **CHARLOTTE DUNAGAN**



The work of interior designer Charlotte Dunagan, who was trained at the MGM School of Design in Nice, France and the Art Institute of Fort Lauderdale, shows a brilliantly blended influence.

When you're raised in France and educated in **Nice** but your home becomes **Coral Gables**, you're likely to bring a unique and versatile sensibility to your work. Clients come to interior designer **Charlotte Dunagan** and her business partner **Tom Diverio** for their sure command of global refinement and the sensitivity they bring to client service. Dunagan's inspirations derive from what quality of life means to her. When she closes her eyes, the fragrant, semi-tropical charm of the **South of France** comes to mind, and when she opens them, the splendor of her lush neighborhood—and thoughts of alfresco lunches at **Fontana** at the **Biltmore Hotel**—emerge. And when a new project comes to completion, it exudes the modern elegance and generous spirit that are so evident in Dunagan's own personality. —Drew Limsky



Clockwise, from top left: Designer Charlotte Dunagan; South of France; Tom Diverio and Charlotte Dunagan of Dunagan Diverio Design Group; master bedroom of a 4,000-square-foot Miami Beach penthouse; the office of the same penthouse; Biltmore Hotel Coral Gables.



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