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PRESS RELEASE:

**CREW-Miami Unveils “Back to Basics” Business Campaign,
Swears In New 2009 Leadership**

Organization launches program to strengthen business relationships and prime members for growth

MIAMI – December 2008 – Commercial Real Estate Women (CREW-Miami) announced today that it is launching a regional awareness and education campaign, *Back to Basics*, encouraging industry professionals to revisit the fundamental principles of business success and position themselves for growth once economic prosperity and deal flow returns. The campaign will be led by CREW-Miami’s newly-elected president, Danet Linares, and coincides with the installment of its incoming Board of Directors.

According to Linares, the 2009 *Back to Basics* campaign is based upon four pillars of professional development: strengthening relationships, strategic communication, exceptional client service, civic involvement.

“In today’s challenging climate, it seems that many of us have turned inward and forgotten that in business, it’s often the simple things – making that phone call, getting involved in the community, actually *asking* for the business – that can have the biggest impact on achieving results,” said Linares. “Professional organizations such as CREW-Miami should be seen as a valuable resource to connect with other industry professionals and find ways to do business together. After all, you never know where your next deal will come from.”

The recession and accelerating losses in employment are having a negative impact on real estate markets around the country. But according to Linares, professionals can be comforted by the fact that, like the economy, the real estate market is cyclical. Current difficulties will eventually give way to more positive conditions, leading to a return in demand for real estate and ultimate revival of the industry.

Linares added, “These are challenging times for both our region and industry. There’s no question that the problems we face require more than a quick fix, but by focusing on the tenets of good business practices we can build ourselves back up and come out of this stronger than before.”

For the 2009 fiscal year, Linares and CREW-Miami’s leadership will focus on strengthening the organization’s strategic plan, while encouraging members to engage one another and find creative solutions for weathering the current climate. Select initiatives include the creation of more business-oriented events and educational programs that offer timely information and analysis by experts from various sectors of commercial real estate. In the first quarter of the year, the organization will also launch an enhanced website that will spotlight member deals and offer resources for doing business in the down economy.

The new initiative was announced in conjunction with the election of CREW-Miami's new 2009 Board of Directors. The new leadership is comprised of some of the commercial real estate industry's leading women executives:

- President: Danet Linares, Foram Group
- President-elect: Suzanne Amaducci-Adams, Bilzin Sumberg Baena Price & Axelrod LLP
- Past President: Gayle Bainbridge, Global Risk LLC
- Treasurer: Dawn Elkins, Research Management Corporation
- Secretary: Margaret Nee, Pointe Group Advisors
- Member Services: Dorothy Davis, Kimball Office Furniture
- Communications: Gypsy Santos-Alborna, HermanMiller
- Membership: Lyan Fernandez, TotalBank
- Programs: Barbara Liberatore Black, CRESA Partners Miami
- Community Affairs: Maria Juncadella, Fairchild Partners Inc.
- Sponsorships: Carolina Rendeiro, Business Centers International, LLC

About CREW-Miami

The mission of CREW (Commercial Real Estate Women) is to advance the success of women in commercial real estate by achieving parity in opportunity, influence and power. CREW members represent all disciplines of commercial real estate – every type of expert required to “do the deal.” Members comprise more than 7,000 female and male commercial real estate professionals in more than 60 markets across North America. CREW-Miami, which recently celebrated its 20th anniversary, consists of more than 150 members. For further information, visit www.crewmiami.org or call (305) 938-0775.

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