



**Media Contact:**

Schwartz Media Strategies

Alisha Marks: 786-390-4416

Yudi Fernandez: 305-725-8262

**CREW-MIAMI'S INNOVATION CAMPAIGN INSPIRES INDUSTRY PROFESSIONALS TO  
TAP INTO REAL ESTATE TECHNOLOGY TOOLS TO GAIN COMPETITIVE ADVANTAGE**

***Commercial real estate association kicks off "Inspiring Innovation" campaign to promote embracing tech tools, new apps and social media; swears in new leadership for 2012***

**MIAMI, FL – December 15, 2011** – Commercial Real Estate Women (CREW-Miami) announces the launch of *Inspiring Innovation*, a regional education campaign to encourage commercial real estate professionals to tap into new technologies and embrace social media platforms to generate new business opportunities, build professional relationships and gain competitive advantage.

The 2012 *Inspiring Innovation* campaign, which marks the organization's 25<sup>th</sup> anniversary, will be led by Maria Juncadella, CREW-Miami's newly-elected president and principal at Fairchild Partners.

"As technology rapidly changes how business is done, it is important for the commercial real estate industry to be at the forefront of new technologies and social media tools that can lead to more successful transactions and stronger professional relationships," said Juncadella. "Through the 'Inspiring Innovation' campaign, CREW-Miami will focus its efforts on educating its membership and the broader business community on how to best tap into these new technologies to better grow their business."

The campaign was announced in conjunction with the installation of CREW-Miami's 2012 Board of Directors, which took place at the organization's December 14 luncheon at the Four Seasons Hotel on Brickell Avenue. The installation, performed by Katherine Fernandez-Rundle, the State Attorney for Miami-Dade County, introduced a new leadership comprised of some of the industry's most experienced professionals:

- President: **Maria Juncadella** of Fairchild Partners
- President-Elect: **Margaret Nee** of Pointe Group Advisors
- Secretary: **Terri K. Echarte** of Atlantic | Pacific Companies
- Treasurer: **Sonia Cabello** of CDC Builders
- Legal Counsel: **Suzanne Amaducci-Adams** of Bilzin Sumberg Baena & Price
- Director of Member Services: **Linda K. Adler** of Carlton Fields
- Director of Programs: **Cheryl H. Jacobs** of AIA Miami
- Director of Communications: **Danet Linares** of Blanca Commercial Real Estate
- Director of Community Affairs: **Karyl Argamasilla** of Bilzin Sumberg Baena & Price
- Director of Sponsorship: **Gipsy Alonso-Smith** of Workplace Resource

- Director of Membership & Hospitality: **Louise Bendix** of ComReal
- Immediate Past President: **Lyan Fernandez** of TotalBank

Miami's commercial real estate industry is recovering at a steady pace, as the international investor appetite for quality assets continues to drive valuable market transactions, a trend that is expected to continue into the New Year, according to Juncadella.

Attendance at CREW-Miami's luncheons has remained strong, with a more diverse membership and greater male participation, an indication that professionals recognize the value the organization offers commercial real estate professionals looking to build relationships, increase business opportunities and be leaders in their industry.

For the 2012 fiscal year, Juncadella and CREW-Miami's leadership will focus on encouraging members and the larger business community to adopt new real estate technology tools that can translate to more business referrals and offer a competitive edge in a rapidly evolving market. It is estimated that by 2015 about half of the devices on corporate networks will be mobile, according to an October report from Forrester Research.

Some of the initiatives that CREW-Miami will undertake in coordination with its 2012 campaign include developing unique programming designed to educate commercial real estate professionals on the new technologies, real estate apps and social media tools available to them and how these can help them grow their business, as well as creating an industry blog on its website that will give members a platform to discuss real estate topics and new industry developments in real time.

#### **About CREW-Miami**

CREW-Miami is an association dedicated to providing a forum for professionals actively involved in the commercial real estate industry, encouraging professional interaction and networking, advancing educational opportunities, and providing a support network for commercial real estate professionals. Since its inception, CREW-Miami, which has served the South Florida commercial real estate community for 25 years, has expanded steadily to more than 150 professionals representing over 40 disciplines in our commercial real estate industry. CREW-Miami is a member of CREW Network, a national organization focusing on the advancement of men and women in commercial real estate comprised of more than 8,000 members in more than 74 markets across North America. For further information, visit [www.crewmiami.org](http://www.crewmiami.org) or call (305) 938-0775. You can also join CREW-Miami on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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