



## # 1 Commercial Real Estate Information Company

# CREW-Miami Announces 2012 Board of Directors

Launches Innovation Campaign Inspiring Members to Tap Into Technology

By **Justin Sumner**

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[Commercial Real Estate](#) Women (CREW-Miami) has launched its *Inspiring Innovation* campaign to encourage commercial real estate professionals to tap into new technologies like social media to generate new business, build on professional relationships, and gain a competitive advantage; something the industry has been reticent to adopt according to incoming president Maria Juncadella, principal at Fairchild Partners.

Accordingly, the organization will look to develop unique programming and educational opportunities designed to teach professionals about new mobile technologies, real estate apps and social media tools, as well as creating an industry blog on its website providing a platform for members to discuss topics and developments in the industry. CREW-Miami has grown to more than 150 members in 40 disciplines across the industry, and will continue its efforts to provide a forum for commercial real estate professionals, encouraging interaction and networking, advancing education, and enhancing a support network through the national CREW network comprised of 8,000 professionals in 74 markets across North America.



The new initiative was announced at CREW-Miami's luncheon on December 14 at the Four Seasons Hotel on Brickell Ave., also the site of the installation of its 2012 Board of Directors, officiated by Katherine Fernandez-Rundle, the State Attorney for Miami-Dade County. Now in its 25th year serving South Florida, CREW-Miami announced 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 Ortega Construction
- 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