

## AMAZING ARCHITECT:

One of the world's most prominent architects is designing local projects

P5



# South Florida BUSINESS JOURNAL

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### RISE AND SHINE

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# WHO WILL MAKE HEADLINES?

## 2013 PEOPLE TO WATCH

**NEIL AUSTRIAN**  
CEO, Office Depot



**Austrian**

Office Depot is shedding international units, downsizing large-format stores, and facing numerous allegations of overcharging from local governments nationwide. Austrian has a lot to look out for as the company works toward recovering from two quarters of profit loss. Activist shareholder Starboard Value LP is keeping the pressure on while urging the company to cut costs and continue downsizing. Will Office Depot's new boutique shops attract customers in the face of competitors OfficeMax and Staples?

**BEN BALDANZA**  
CEO, Spirit Airlines



**Baldanza**

Spirit Airlines embraces a price structure where passengers pay for what they use – whether that's an extra carry-on bag, pillow or boarding pass. And although the airline has been successful thus far, an atmosphere of negativity around its business practices has risen among some passengers. Baldanza says his customers like having the choice, and only time will tell if that's the case.

**TERE BLANCA**  
President and CEO,  
Blanca Commercial Real Estate



**Blanca**

In recent years, Blanca and her company have landed some of the biggest commercial leasing assignments in South Florida, including 1450 Brickell Ave., which is more than 90 percent occupied. Her team also successfully courted big tenants including wine, beer and spirits company Diageo, which leased 32,527 square feet at 396 Alhambra Circle.

**MIKKI CANTON**  
Legal consultant

Longtime corporate law attorney Canton is making a splash by helping to push Miami even further into the international city category. She is a legal consultant to the city of Miami on its quest to become an EB-5 regional center, which would allow it to attract more investment and jobs while enabling foreign investors to benefit by not having to run a business or project themselves. Canton is also



Asi Cymbal received approval to move a rain tree in order to make way for his three-tower Marina Lofts project in Fort Lauderdale.



**Cantina**

**ARMANDO CODINA**  
Chairman and CEO, Codina Partners



**Codina**

Known for building business parks, Codina has branched out into single-family home development through his partnership in CC Residential. In 2012, he also formed a partnership with New York-based AREA Property Partners to develop apartments. Codina Partners also bought an estate home development site in Davie for \$3.14 million – a 44 percent discount to its foreclosed mortgage.

**ASAF 'ASI' CYMBAL**  
President, Cymbal Development



**Cymbal**

Cymbal's job got easier in 2012 when Broward County commissioners voted to allow him to move the rain tree on his New River property to make way for his rental apartment project. But the city of Fort Lauderdale still needs to approve his plan for the three-tower Marina Lofts project. The vetting of the project will force the city to confront its small-town roots and de-



MARK FREERKS

Neil Austrian is leading Office Depot as it downsizes with smaller-format retail stores.

cide whether that will remain its identity. It could also decide that investments in public transportation and commercial buildings on the northeast side of the city are the prototype for its transformation into an urban destination for young professionals and empty nesters from the western part of the county.

**GIL DEZER**  
President, Dezer Development

Dezer Development, in partnership with Porsche Design, is planning a one-of-kind condominium with a parking system that lifts the unit owners – together with their car – up to their unit. The 57-story luxury tower in Sunny Isles Beach, slated to begin construction by mid-2013, marks Porsche Design's entry into condo development. Along with de-



**Dezer**

veloping condominiums, Dezer is sure to continue his vocal support of expanded casino gambling in the region. The issue will be much talked about in the coming year as The Genting Group, which wants to develop a casino in downtown Miami, resumes efforts to convince legislators to allow it.

**AL DOTSON**  
Partner,  
Bilzin Sumberg Baena Price & Axelrod LLP

Dotson is in talks with Miami's community redevelopment agency to have his client,

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**Dotson**

Wexford Science + Technology, help support a science lab training program for low-wage earners, including residents of Miami's Overtown neighborhood. Wexford has completed the first phase of the University of Miami Life Science & Technology Park in Overtown, and is seeking to build more. One of the sticking points in the talks is how much upfront money Wexford would pay to help launch the program. Dotson said the training program could be a game-changer for the community, and his client is confident an agreement on the training will be made.

**DR. MAURICE R. FERRE**

President and CEO, Mako Surgical Corp.

**Ferre**

The Fort Lauderdale-based company (NASDAQ: MAKO) had a bump in the road in 2012 as sales of its knee and hip replacement surgical robot were disappointing, requiring it to lower sales forecasts. Ferre must convince doctors and hospitals this year that the cost of acquiring the robot is worth it through better patient outcomes and more business. Meanwhile, competitors such as Blue Belt Technologies are trying to make a splash in the market. Can Mako regain its momentum and can it finally become profitable?

**OLEG FIRER**

Chairman and CEO, Unified Payments

**Firer**

In just four years, Firer has taken Unified Payments to the top of the Inc. 500 list of the fastest-growing private companies in the U.S. The Miami Beach-based firm offers payment-processing services to small, medium and large companies. Unified Payments could top the list again: Firer plans to hire 20 more employees in the coming months and use those new hires to branch out into emerging markets, such as property management and municipalities.

**JESSICA GOLDMAN SREBNICK**

CEO, Goldman Properties

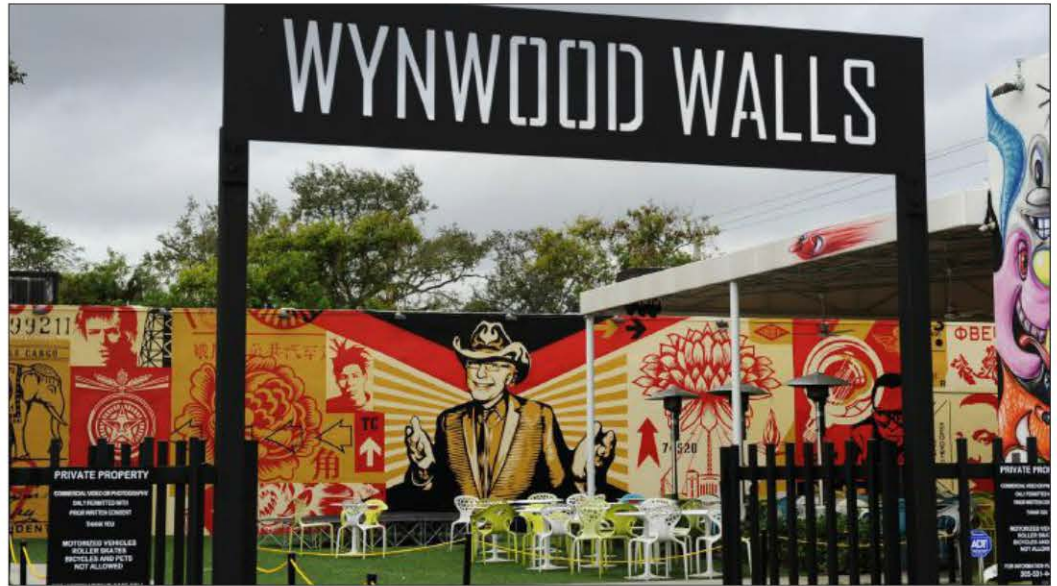
**Goldman Srebnick**

Goldman Srebnick is working on converting a former shoe warehouse and showroom into rental apartments to further solidify Wynwood's sense of community. Her company still has millions of square feet ripe for development in the Miami neighborhood. Goldman Srebnick is also considering expanding into third-party services, hiring out her company to create a new revenue stream.

**JORGE GONZALEZ**

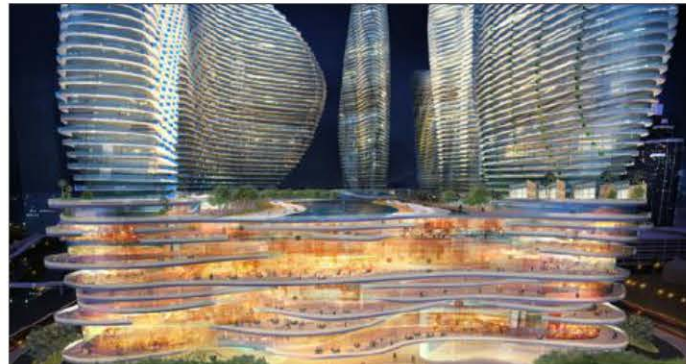
President and CEO, City National Bank of Florida

After helping the Miami-based bank be-



MARK FREERKS

Wynwood Walls is a collection of murals painted on 40 buildings by acclaimed artists including Shepard Fairey.



The Genting Group purchased the Miami Herald building and surrounding property, with plans to demolish it and erect the mixed-use Resorts World Miami there.

**Gonzalez**

come profitable and grow, Jorge Gonzalez has been placed into the position of chief salesman. Spain-based parent Bankia accepted a bailout from European governments and was prompted to put City National Bank of Florida up for sale. Gonzalez will likely be entertaining many bidders for the attractive institution, but could he pull a maneuver to keep the current management team in place and the bank independent?

**CHRISTIAN GOODE**

President, Resorts World Miami

**Goode**

Goode's visibility is sure to increase in the coming months as The Genting Group resumes lobbying state legislators to approve casino gambling at its proposed Resorts World Miami mixed-use project in downtown Miami. Goode became one of the faces of the organization in late 2011 as bills in both the state House and Senate were vetted. Goode represented Genting on pan-

el discussions and at meetings where gambling was discussed. The bill eventually landed with a thud in the House Rules & Calendar Committee in February 2012, where it died. Genting then pursued a petition drive for a statewide referendum, but returned to its legislative strategy in late 2012.

**NAREN GURSAHANEY**

CEO, ADT Corp.

**Gursahaney**

Gursahaney is leading security giant ADT Corp. into a new era of independence after it was spun off from Tyco International Ltd. last year. Since then, the company has launched a new research and development center in Boca Raton and agreed to create 120 new jobs over the next two years in exchange for a \$1.62 million incentive package. ADT is a new public company with new ideas, and we'll be keeping watch on what it brings to the market.

**TIBOR HOLLO**

President, Florida East Coast Realty

With plans for several new projects in the

**Hollo**

coming year, Hollo is proving that the South Florida real estate market is rebounding. He plans to develop the 400-unit Villa Magna residential towers along the waterfront on Brickell Bay Drive. In addition, his 85-story Panorama building, at 1101 Brickell Ave., is being used as a signature project on the city of Miami's federal application to become an EB-5 regional center. Hollo has also been identified as the developer who could create a mixed-use project that would house Chinatown Miami/El Barrio Chino de Miami.

**JOHN KANAS**

Chairman, president and CEO, BankUnited

**Kanas**

Will the Miami Lakes-based bank (NYSE: BKU) be a buyer or a seller in 2013? BankUnited was not-so-quietly marketed for sale in early 2012, but its owners did not receive a satisfactory offer at that point. Yet, Kanas has talked about making another acquisition as the bank expands in both Florida and New York. Either way, look for BankUnited to continue growing its commercial lending.

**MICHAEL MASANOFF**

Principal, Transit Village LLC

**Masanoff**

Masanoff hopes to finish obtaining approvals for the \$300 million Transit Village project on 6 acres in West Palm Beach so he can break ground in late 2013. Palm Beach County has approved the transit-oriented development for 400,000 square feet of office space, 375 hotel rooms, 300 residences, a

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290-space parking garage and 87,500 square feet of retail/civic/educational space. It will link up to an existing Tri-Rail stop and major bus terminal, and it's only two-and-a-half blocks away from a potential All Aboard Florida passenger rail station.

**STEVEN MCCRANEY**

President and CEO, McCraney Property Co.



McCraney

McCraney is bullish on West Palm Beach-based McCraney Property Co.'s prospects in the coming year, saying recently that billions of dollars spent on public infrastructure, including the expansion of local seaports, combined with private projects like All Aboard Florida's proposed passenger rail from Miami to Orlando, position the region for great growth. In 2012, the company paid off its debt, so it can take advantage of the coming opportunities.

**CARLOS MIGOYA**

President and CEO, Jackson Health System



Migoya

Jackson Health System finally turned a profit in fiscal year 2012 after years of slashing expenses and layoffs, but the challenges for Migoya are not over. He must turn around sagging patient volume and scrounge up capital to upgrade outdated facilities. The changes in funding for safety-net hospitals in the Patient Protection and Affordable Care Act could hamper Jackson if it is not quick to adapt.

**CLAUDIO OSORIO**

Osorio

Osorio, once a prominent Miami Beach businessman, is slated for trial on multiple fraud charges in 2013. On Dec. 6, he was arrested and charged with running a \$40 million investment fraud. The charges stem from the collapse of Osorio's InnoVida Holdings companies, which were supposedly set up to manufacture affordable construction panels. Instead, Osorio is accused of bilking wealthy neighbors on Miami Beach's Star Island and other investors like NBA star Carlos Boozer, for \$40 million. Venezuelan-born Osorio, 54, and former InnoVida CFO Craig Toll, 64, were indicted. Osorio was imprisoned without bond; an initial trial is set for Jan. 28.

**EUGENE PETTIS**

Founding partner, Haliczzer Pettis & Schwamm

Trial attorney Pettis, a founding partner of Haliczzer Pettis & Schwamm, will become the first black attorney to be Florida Bar president when he takes over in June 2013. Not surprisingly, he intends to focus on diver-



Claudio Osorio's InnoVida Holdings was set up to manufacture affordable construction panels. Osorio now faces multiple fraud charges.



Pettis

sity and inclusion as a major priority. Pettis has also been co-chair of the Commission on Review of the Discipline System, which reviewed the Bar's discipline system. For three years, he chaired the Bar's committee that fights to preserve the independence of Florida's judiciary, and led the committee as it launched its benchmarks program for attorneys to teach civics education to adults.

**GEORGE PINO**

President, State Street Realty



Pino

Pino's State Street Realty completed 1.1 million square feet of lease transactions within Prologis' Miami industrial portfolio and for other clients in 2012. In 2013, Prologis expects to develop between 150,000 and 300,000 square feet of new Class A distribution/warehouse space in Miami-Dade County's Airport West submarket at Beacon Lakes. This level of development will further Prologis' standing as one of the most active industrial developers in the region, and continue Pino's standing as one of the industry's most active and successful leasing brokers. Pino currently has steady interest for about 200,000 square feet of the new space.

**JAMES ROBO**

CEO, NextEra Energy



Robo

Robo heads into 2013 as the new CEO of NextEra Energy (NYSE: NEE). Lewis Hay III, former CEO and current chairman, intends to retire from NextEra at the end of the year as part of a planned leadership succession process. Robo, 49, was formerly NextEra's president and COO. He joined NextEra as VP of corporate development and strategy in March 2002. Prior to that, he served in executive roles with Gener-

al Electric and Strategic Planning Associates, a management consulting firm.

**SERGIO ROK, JIMMY TATE AND JORGE PEREZ**

Investors, distressed asset investment fund



Rok



Tate



Perez

In recent weeks, Rok and Tate have closed \$60 million in sales contracts for property in Tennessee, South Carolina and South Florida. Rok and Tate, who have Perez as a partner in most deals, said they will continue to prospect for assets that are in distress in the coming year, and expect to close on more deals soon.

**KIM ROTHSTEIN**

Rothstein

Rothstein, wife of Ponzi schemer Scott Rothstein, faces possible prison time in 2013 on charges that she tried to hide and sell jewelry that was bought with dirty money from her husband's scheme. At her Sept. 12 arraignment, she pleaded "not guilty" to concealing \$1 million in jewelry from federal authorities and bankruptcy attorneys. Rothstein's friend Stacie Weisman and former attorney Scott Saidel are charged in an information with the

same allegations. Two others connected to the allegations, jewelry Patric Daoud and businessman Eddy Marin, are denying charges that they lied to investigators about the jewelry.

**WILLIAM SCHERER**

Founding partner, Conrad & Scherer LLP



Scherer

A longtime Fort Lauderdale attorney and Broward County GOP activist who was once a friend of fellow attorney Scott Rothstein, Scherer successfully represented Rothstein's victims in litigation in 2012. He engineered a \$170 million settlement with TD Bank in a case whose plaintiffs included Fort Lauderdale venture capitalist Doug Von Allmen. At the end of the year, Scherer filed two new lawsuits on behalf of Rothstein investors that allege TD Bank also tried to cover up its involvement. The first was filed for multiple plaintiffs including Don Beverly, Shimon Levy and Miami businessman Todd Snyder. The second was filed for Gayla Sue Levin, wife of George Levin, Rothstein's biggest feeder.

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FILE PHOTO

Kim Rothstein pleaded 'not guilty' to concealing from federal authorities and bankruptcy attorneys \$1 million in jewelry bought with money from her husband's Ponzi scheme.



# Architect Enrique Norten: Miami is the 'capital of Latin America'

BY OSCAR PEDRO MUSIBAY

Mexico City native Enrique Norten, one of the world's most important architects, has four projects in the works in Miami.

His company, Ten Arquitectos, is the architect for The Related Group's One Ocean; David Arditi's 321 Ocean; a mixed-use office building in the Design District for Asi Cymbal; and a residence in Bal Harbour.

In 1998, his Televisa mixed-use building in Mexico City earned the prestigious Mies van der Rohe Pavilion Award for Latin American Architecture. The firm also received the 2009 Institute Merit Design Award from the American Institute of Architects' New York chapter for the Xochimilco Master Plan and Aquarium, and a National 2009 Institute Honor Award For Regional And Urban Design from the American Institute of Architects for the Orange County Great Park.

Norten spoke to the *Business Journal* about Miami. The following has been edited for length and clarity:

**SFBJ: Did you design buildings for clients during the last cycle?**

**Norten:** When we were being called during the last cycle, things were crazy. People were coming in with all these irrational ideas that, at the time, didn't seem irrational. We did some designs, but none of the buildings were built.

**SFBJ: What is the Miami design aesthetic?**

**Norten:** Every place where you work has its own identity and environment. Miami is becoming a national destination. For a long time, it's had older people running away from the winter. That's a good story, but it's not that anymore. It has its own identity. Miami is beautiful. If you have a beautiful site, half of the work has been done for you.

**SFBJ: Why is Miami important?**



Enrique Norten is working on The Related Group's One Ocean and other local projects.

**Norten:** Many people ask me: What is the capital of Latin America? I say Miami. It's right in the middle. It's the financial capital of Latin America and the financial destination of a lot of fortunes made in Latin America.

**SFBJ: Are there local architects, buildings, interiors that inspire you?**

**Norten:** Miami has a base. It's not like inventing Las Vegas out of nothing. When I drive around, I literally stop my car and it's motivating. Chad Oppenheim has done really very good work. The history of Miami is rich. You have the Cuban immigrants, the people who left in the '60s. They helped shape this community, and all the people that have come

from Latin America have, too.

Miami has the best furniture and object stores in the U.S. You have Luminaire and Calligaris from Spain here. I work with them in every city.

**SFBJ: What impact has art had on the industry?**

**Norten:** Art Miami and Art Basel – what those events have done for Miami is phenomenal. It's even bigger than the event in Switzerland where they started.

People always say, 'We can do this here like they did there.' But anyone who wants to look like somebody else fails because each community has its own identity. A city doesn't happen overnight.

**SFBJ: What is Miami's place in the hemisphere today?**

**Norten:** Miami is ripe. Very soon, Spanish is not going to be the first language spoken; it's going to be Portuguese. The expansion of the airport, the expansion of the port – all are very important. Miami has also gotten to the point where the people who work in the city are very sophisticated. They are colleagues, highly respected professionals. All of that, together, is very important.

**SFBJ: What are the challenges?**

**Norten:** There is still this thing that happens: 'Yeah, it's great, but don't do it in my backyard. It's great to be an urban place with great art and restaurants and galleries, but don't build higher than three stories.' In some areas, there is not equilibrium.

**SFBJ: Is it harder or easier to design smaller buildings, which are common these days?**

**Norten:** I personally appreciate living in smaller communities. I lived in New York City and had 40 apartments on the same floor. I hated coming onto such long hallways. Many of these apartments are vacation units. So, you end up in large buildings with no one there.

**SFBJ: What are the things that make a good city?**

**Norten:** Without the right density, public transportation doesn't work. Or if you take the subway, but have to walk for hours after, it's not working. You also can't build miles and miles of subway because then you can't develop the right density.

Whenever I come to Miami, I stay at The Standard on Miami Beach because I can walk around.

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**KEVIN SHEEHAN**

CEO, Norwegian Cruise Lines



Sheehan

Norwegian Cruise Lines is the smallest of the trio of cruise giants that call South Florida home. In recent quarters, it has reported higher profits and enhancements to one of its U.S.-flagged ships. Norwegian plans to launch a new ship – maybe two – in the coming years after the success of its *Norwegian Breakaway* and *Norwegian Getaway*, Sheehan said. The new ship is being built under the project name Breakaway Plus, which will incorporate many features that have been developed for the *Breakaway* and *Getaway*.

**VINCENT SIGNORELLO**

President, Florida East Coast Industries

In 2012, Signorello refocused FECI's brokerage, development, property management and leasing subsidiary Flagler, and launched three new subsidiaries: Parallel Infrastructure, All Aboard Florida and



The success of the *Norwegian Getaway*, above, has prompted the addition of at least one new NCL ship.



Signorello

South Florida Logistics Services. The goals of the FECI subsidiaries are ambitious: to help clients and each other become dominant players in various growing industries, including logistics and communications services.

**TERRY STILES**

Chairman and CEO, Stiles

In the coming months, Stiles and his



Stiles

namesake company will be working on the completion of the \$60 million, mixed-use One Plantation, Broward County's first LEED-certified apartment project. The company will be growing its third-party brokerage and property management services in Miami, Palm Beach and Orlando. Stiles is continuing the capital raise for the Stiles Property Fund, which is expected to close its first tranche in 2013. Additionally, he is expanding the compa-

ny's development in North Carolina and surrounding areas via its partnership with Levine Properties.

**MATTHEW WHITMAN LAZENBY**

Operating partner, Bal Harbour Shops

Bal Harbour Shops has seen its revenue increase practically every year since it opened in 1965. The retail center, led by Whitman Lazenby, a third-generation family member involved in the business, struck a deal with nearby Church by the Sea to acquire the land on which the church sits. The center will add 200,000 square feet of retail space and build a new 50,000-square-foot church on the site. Along with the center's expansion, several of its retailers – including Dolce & Gabbana, Chanel, Tory Burch and Prada – are planning to expand.



Whitman Lazenby

**WRITTEN BY** Brian Bandell, Shaun Bevan, Paul Brinkmann, Oscar Pedro Musibay and Ashley D. Torres.