

Event: Commercial Real Estate Forum
When: 8:30 to 11:30 a.m. Jan.26
Where: Indian River State College, Chastain campus
Media contact: Ike Crumpler (772) 201-9996

Local, state experts providing invaluable insights on commercial real estate market at Business Development Board event at IRSC

STUART—Leading industry experts from around the state will gather in Stuart to share insights and outlooks on key opportunities in Martin County’s dynamic commercial real estate market.

The Commercial Real Estate Forum—organized by the Business Development Board of Martin County (BDBMC)—takes place from 8:30 to 11:30 a.m. Jan. 26 at the Chastain campus of Indian River State College.

“In business, everyone is asking the same questions: ‘What are the most desirable sites to accommodate the growth and expansion of my company? What will I be allowed to create there? When can I reasonably expect to see a return on my investment,’” says Joan Goodrich, executive director of the BDB. “This lineup of panelists should be able to provide invaluable insights in answering those questions—plus so much more.”

Topics will address international trends impacting commercial real estate investments, projected general demand, how FPL assists with economic development and recently approved expansions in Martin County’s marine industry.

Attendees will also learn about local development opportunities and industrial projects in development, including updates on Newfield, Ashley Capital and the South Florida Gateway Distribution Center.

Featured speakers include:

Cathy Chambers, economic development director, FPL: Leading the company’s economic development strategy statewide and building nationwide partnerships, Chambers and her team generate economic activity with incentive rates for growing businesses, capacity-building community programs and key resources to local and regional partners in economic development. She was named among North America’s Top Economic Developers in 2020 by Consultant Connect and awarded Florida Economic Development Professional of the Year in 2018 by the Florida Economic Development Council.

Kenneth Krasnow, vice chairman of institutional investor services, Colliers: Tasked with leading major projects and transactions, maintaining senior real estate industry and political relationships and recruiting new talent, Krasnow has more than 30 years’ expertise in the commercial real estate industry. He’s overseen tremendous growth of the company, which expanded from fewer than 25

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employees to 150 in four years' time, acquired three high-profile companies and quadrupled overall revenues.

Z. Joe Kulenovic, vice president of international operations at Enterprise Florida: An award-winning economist with nearly three decades of professional experience in international trade and economic development, Kulenovic's areas of specialty also include public-private partnerships, stakeholder engagement, entrepreneurship, industry value chains and cluster development, infrastructure and transportation, urban and regional development, economic impact analysis and competitive benchmarking.

Doug West, president and general manager of Willis Custom Yachts: West handles strategic direction, brand development and day-to-day operations. He's also immediate past chairman of the Marine Industries Association of South Florida board of directors. Prior to joining Willis Custom Yachts, Doug was president of the Lauderdale Marine Center—the largest recreational vessel service-and-repair facility in the nation at 85 acres. He was also president of Rybovich Boat Company in West Palm Beach and treasurer of the Marine Industries Association of Palm Beach County.

About the BDB

As the county's official economic development organization and an official partner with Enterprise Florida, the Business Development Board of Martin County provides business relocation services, resources and helps foster a business climate that helps Martin County companies compete on a global scale. Core services include:

- Expansion, relocation and site location assistance
- Financial assistance, grants and incentives
- Training and workforce development
- Data and market intelligence
- Business climate advocacy
- Permitting and regulatory assistance
- Export assistance and market research

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