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Resolve
Creativity
Partnership
Brainstorm
Originality
Solutions
Perseverance
Information
Efficiency
Potential
Innovation





Focus on... A LOOK BACK

A LOOK BACK

As the great recession brought on by the collapse of the residential housing market droned on, it set its sights on a second victim: The commercial real estate industry and the hundreds of thousands who were employed within it. As the storm worsened and the skies darkened what had for years been the third largest economic driver in the state began to wobble, to shake and finally collapse bringing hundreds of thousands to their knees. Layoffs and shut downs occurred daily. The workforce had been halved in just 18 months' time. The devastation was everywhere. While the survivors were stunned into inaction one man felt compelled to step forward. He had an idea, a vision, about how to help those who were hurting. He sought the advice and assistance of kindred spirits who had also seen their friends, neighbors, vendors and competitors all cut off at the knees by this relentless recession.

On that fateful day in early November of 2008 they gathered in donated room after an industry meeting and planted the seed which would become Real Estate Lives. There were eight at that very first meeting and they were led by visionary Ron Weaver, a prominent Tampa-based land use attorney. By meeting's end they were united by a shared vision; to help the hurting; to do what they could to lessen their load; to offer hope where there had been none. And they marched away from that first meeting, shoulder to shoulder, into the storm to wrench the hurting from the clutches of this vicious recession. "Come with us!" they shouted. "We're here to help you. We'll shelter you from the storm. We will feed your spirit and rekindle your heart. We are... Real Estate Lives." And as they continued their journey into the storm to provide shelter and sustenance for the hurting, still others went out into the community to seek out the survivors to tell them to open their eyes and see the carnage this recession had wrought upon friend and foe alike. They asked them to reach into their hearts and fill their souls with compassion. They asked them to reach into their wallets and checkbooks to help the hurting. And so they did in amounts large and small; from individuals and corporations and when it mattered most, they stood up to be counted just as the Tampa Bay community has always done. It has never accepted defeat. It has never backed down from a challenge. It measures its fiber by the flags it carries and the gauntlets it throws down. And Real Estate Lives was the perfect vehicle at the perfect time to demonstrate the Tampa Bay community's incredible resolve and indomitable spirit.

Real Estate Lives receives inquiries from across this great country and around the world asking "Who are you and how did you do this?" and the response is always the same. "We can't tell you who we are. Come meet us. We can't tell you how we did it. Come watch us. You can't see this community's heart but you can feel its beating drum reverberate throughout Tampa Bay, calling to the survivors and urging them to rebound."





Focus on...

A MESSAGE FROM OUR CHAIRMAN

A MESSAGE FROM OUR CHAIRMAN

What an amazing journey the previous year has been! What we thought would be a temporary band-aid to staunch the ongoing flow of unemployment has instead been a beacon in the night to more than we ever imagined. Our goal to ease the hurting and put people back to work seemed simple enough in its formation. We were not aware our call would reach not just those in the Florida Commercial Real Estate market, but would move past industry boundaries to other markets, no less impacted by our national economic crisis. Our call to arms crossed state lines, with other groups from New York to Atlanta contacting Real Estate Lives to ask: "How did you accomplish all of this? What is your secret?" We were encouraged to know that our initiative was taking on a life of its own to help sustain others throughout our nation, though consistently surprised that our grass roots efforts here at home would be needed for so long, and become so far reaching.

The stories of hope that have come to us over the last year have only served to increase our drive to affect more change within the market. In the past year, we have posted over 1,000 positions on our exclusive on-line Job Board. To date, we have over 950 registered subscribers to our website, www.realestatelives.org. We have 446 registered REbounders that are either actively seeking employment, are currently under-employed, or have requested to remain active in our database when their search has ended. Most importantly, we have helped to put 452 people back to work. The most stunning aspect of these statistics is they were accomplished by a 100% volunteer base. Real Estate Lives volunteers have been there, offering a much-needed hand and shining a light into the darkness of unemployment.

In the past year there has been more than enough darkness in the world. We witnessed the incredible survival story of the Chilean miners, cut off from the world, struggling to survive for 69 days against all odds. The saving grace in their plight was their ability to band together and share what resources they had to sustain them all. A unique brotherhood was formed in that mine, a kindred spirit of hope and perseverance to which they would later credit their survival. When everything looked grim, and all reasonable hope of escape seemed lost, they leaned on each other, lifting each other up in their darkest moments with an undefeated, collective spirit of faith that eventually delivered them from despair.

Real Estate Lives is somewhat like that brotherhood. We have seen each other at our darkest moments, when the stresses and strains of daily life are compounded by the crushing blow of unemployment. When regular, everyday needs are not being financially or emotionally met, not just for the individual, but for entire families as well. We reach out then, one heart to another, sharing the resources we have been blessed to receive from generous Sponsors and ongoing supporters of our cause.

Real Estate Lives has continued to act as a much needed foothold between hope and despair for so many. Though we could not have fully anticipated what we would become, we are so thankful for the opportunity to help those who are hurting, shining a light into the darkness so they can better see the path ahead.

As we begin 2011, I am filled with hope for all of our REbounders. Just as we have over the course of the previous year, we will continue to light up the night. We will continue to share of our time, resources and knowledge, extending a hand to our fellow man, and woman, as we continue toward a brighter tomorrow, when every last REbounder is back to work.

Co-Founder; President & Chairman, Real Estate Lives

RON WEAVER, Esquire

Vice President and Shareholder, Stearns Weaver Miller Weissler Alhadeff & Sitterson P.A., and Chairman of the Environmental and Land Use Law Department in the Tampa office

St. Joseph's Baptist Hospital, Past Chair of Long Range Planning and Finance Committee

Baycare Health System, Past Board of Trustees

Greater Tampa Chamber of Commerce, Board of Governors





Focus on... DIRECTIONS FROM THE NAVIGATOR

DIRECTIONS FROM THE NAVIGATOR

At this time last year many of us were wondering how long it would be before we could shut down operations because all of our REbounders had found employment and all of their needs were taken care of. Regrettably, it won't be anytime in the predictable future. It seems that for every REbounder who finds employment, two more join us at one of our meetings. It is disheartening to know so many still need our help but truly heart-warming to know there are so many willing to lend a hand. Many of our volunteers, committee chairs or advisory committee members can only volunteer for a short while; however, when we lose one another equally talented individual fills the gap. We have been blessed and are grateful for the number, caliber, commitment and compassion of each of our Volunteers.

We have listened to our REbounders, heard their pleas and responded to their needs. Our highly specialized Small Groups were adapted and expanded. Attendance to all of our small groups has been wonderful and many close friendships have developed that will last beyond their job search.

We will continue to seek ways to address the needs of those who are hurting such as:

- Support our single REbounders with a new small group, REconnect
- Provide a support group for spouses of REbounders
- Enhance REtreat information/gift bags for first-time REbounders attendees
- Help the re-employed cope with fears and anxiety of returning to the workforce with REwork, another small group
- Provide support to national inquiries on how to emulate our model
- Develop Sponsorship Committee to secure necessary funding

Now that we are a 501(c)(3) organization, donations to our cause are tax deductible. A drive is underway to establish a general fund through which we can provide direct, short-term financial aid to our most needy, as well as fund the new and existing initiatives to reach the needs of our REbounders.

While we exist to serve all REbounders, those who are hurting the most deeply hold a special place in our hearts. We raised money to provide gift cards for meals during the holidays and hosted a Santa event for their children and grandchildren, complete with a gift card for toys. The generosity of those we approach within our community is overwhelming. Many have stepped up time and time again.

God bless each of the more than 1,000 individuals and companies who have come forth and enabled us to carry on our mission. We are grateful for your support and will continue to seek your support and sing your praises as we continue with our mission to reach the needs of our REbounders.

As we look toward 2011, we continue to have concern for our economy and especially the Real Estate industry; however, we will continue to be hopeful and most of all, we remain committed to doing all we can to meet the needs of our REbounders.

Co-Founder; Vice President & Navigator; Real Estate Lives

PAM WINCHESTER

Co-Founder; Managing Partner and Florida Real Estate Broker;
FOCUS Real Estate Services (Full Service Commercial Real Estate Firm)
CREW, Former Board Member and Current Active Member
Florida Real Estate Journal Top Women in Commercial Real Estate, 2004
Lifeworks Leadership, Tampa Bay-Member of Class 2009-2010





Focus on...

2010 Real Estate Lives Officers and Directors

LEADERSHIP

Real Estate Lives' leadership is comprised of executives from within the Bay Area's commercial real estate industry. The original eight founders have been augmented. As of this date the Executive Committee numbers 24 dedicated volunteers from within and from outside the commercial real estate industry. This Leadership group was subsequently renamed the Advisory Committee. They tirelessly give of themselves with most devoting more than 20 hours a month to furthering the goals and objectives of Real Estate Lives.

After much deliberation and debate, the Executive Committee made the unanimous decision in mid-2010 that Real Estate Lives' mission would be best served by pursuing non-profit status. It had previously been structured as a working taskforce of NAIOP. The 501(c)(3) application to the IRS was prepared and submitted in December of 2010, and Real Estate Lives is now a recognized 501(c)(3) organization. In accordance with IRS guidelines, Real Estate Lives elected a President, Vice President, Secretary, Treasurer and a Board of Directors. This was accomplished in December of 2010. With appointment as an officer or board member comes IRS dictated responsibilities and liabilities which all officers and board members willingly accepted. All donations to Real Estate Lives are now tax deductible.



REL Co-Founder, President & Chairman

RONALD L. WEAVER, Esquire

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RONALD L. WEAVER is chairman of the Environmental and Land Use Law Department in the Tampa office of the 115-member law firm of Stearns Weaver Miller Weissler Alhadeff & Sitterson, P.A., where his practice includes land use, environmental, real estate acquisition, and real estate finance. He received his undergraduate degree from the University of North Carolina and his law degree, with honors, from Harvard Law School. Mr. Weaver has chaired American Bar Association Commercial Banking and Real Estate Financing subcommittees. In 1990 he chaired the Florida Chamber of Commerce Solid and Hazardous Waste Statewide Conference for 400 industry leaders. In 1991 he represented the San Diego Chamber of Commerce in Concurrency and Growth Management Ordinance considerations, and successfully negotiated as lead counsel the conclusion of a water moratorium in the Las Vegas, Nevada area. He led a national forum on impact fees for 43 area governments in Atlanta, Georgia. In 1994, he was appointed chairman of an American Bar Association Property Rights subcommittee and published national commentaries and articles in 1994 in the national *Development* magazine and the Urban Land Institute *Urban Land* national magazine, addressing property rights, environmental and land use law. In 1996, he was inducted into the Tampa Bay Real Estate Hall of Fame by NAIOP. He served as chairman of the Long Range Planning and Finance committees of the Board of Trustees of St. Joseph's Baptist Hospital. He has served as chair of the Finance Committee of the Baycare Health System Board of Trustees. He formerly served on the Greater Tampa Chamber of Commerce Board of Governors and in 2001 and in 2002 chaired the Land Use Economic Development Committee. In 2005, he was selected as one of Florida's top land use attorneys according to Chambers Guide, and asked to present Urban Land Institute and Florida Bar programs on Property Rights and Citizen Participation Laws in 2006, and over a dozen seminars in 2007 on concurrency, proportionate fair share, Takings Law, The Bert J. Harris, Jr. Private Property Rights Protection Act, and Florida Hometown Democracy. In 2008, Mr. Weaver founded a 600-member RealEstateLives.org support group for the real estate industry's transitioning real estate professionals and support staff. From 2005-2009, he was selected for the inclusion in *The Best Lawyers in America* in the specialties of Land Use and Zoning Law and Real Estate Law. In 2009 Mr. Weaver gave eight statewide conference presentations on property rights, hometown democracy, concurrency enforcement, new growth management legislation like SB 360, and the like. In 2010, Mr. Weaver is giving twelve seminars, several on The Bert J. Harris, Jr. Private Property Rights Protection Act, concurrency, mobility fees, growth management new legislation and the perils of Amendment 4 (Florida Hometown Democracy – the "Vote on Everything" Amendment).



Focus on...

2010 Real Estate Lives Officers and Directors



REL Vice President

PAM WINCHESTER

Managing Partner, FOCUS Real Estate Services

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Pam Winchester is the co-founder and managing partner of FOCUS Real Estate Services, a full-service commercial real estate services firm based in Tampa that focuses on superior customer service with an experienced hands-on owner approach. Ms. Winchester is also co-founder of Real Estate Lives, an all-volunteer task force with a mission to link Hillsborough County real estate and related professionals in need of employment with services and tools during their transition back into the workforce. Ms. Winchester began her commercial real estate career in 1986 as a property manager with Paragon Group in Tampa. She later joined Florida Real Estate Advisors as a senior property manager and leasing associate. In 1995, Ms. Winchester joined ProLogis, the world's largest owner, manager and developer of distribution facilities, as vice president, regional property manager and leasing associate where she worked until 2006 before founding FOCUS Real Estate Services.



REL Treasurer

ELAINE KENNEDY RUYLE

Property Manager, Terrace Tower Tampa, LLC

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Elaine Kennedy Ruyle has more than twenty years of property management and leasing experience in commercial real estate. Ms. Ruyle is currently manager of the Fifth Third Center in downtown Tampa owned by Terrace Tower Tampa, LLC. She was previously senior director of administration for GVA Advantis where she oversaw administrative operations for all markets in the state of Florida. Prior to joining GVA Advantis, Ms. Ruyle held the position of portfolio manager at Cushman & Wakefield, overseeing one million square feet of full-service Class A office and suburban industrial property in the Tampa Bay area. Ms. Ruyle has specialized in working with leading institutional owners including Northwestern Mutual Life Insurance Company, CIGNA, NationsBank and John Hancock. In 2006, She was awarded Who's Who in Commercial Real Estate by the *Tampa Bay Business Journal*; 2003 Top Asset Services Professional in Central Florida by Cushman & Wakefield; 2001 Finalist for Property Manager of the Year by Business Owners and Managers Association (BOMA); 2000 Service Excellence Award by Cushman & Wakefield; and in 1999 Top Asset Services Professional in the State of Florida by Cushman & Wakefield. Ms. Ruyle's professional affiliations include Real Estate Lives, leadership committee; Volunteers of America Florida, board of directors; and Commercial Real Estate Women (CREW) Tampa Bay, board member (2000 - 2007); president (2006); director at large (2004); treasurer (2000 - 2003).



Focus on...

2010 Real Estate Lives Officers and Directors



REL Secretary

TARA HARRIS

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A Tampa native and USF College of Business alumna, Ms. Harris is experienced in marketing, sales, and administration in both Florida's residential and commercial real estate and construction markets. As marketing manager, she focuses on establishing and maintaining long-term client relationships through project development, community outreach, and brand awareness. On projects, she oversees and assists administration for the project managers through all phases of construction to their completion. Ms. Harris is also very active in the industry. She is a member of CREW, IREM, Westshore Alliance, and BOMA.



REL Director

JAN CHAFFEE

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Licensed Real Estate Broker

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Ms. Chaffee moved to Florida in 1978 and has been focused on commercial real estate since 1985. She has specialized as an office and retail broker in both tenant and landlord representation and has been responsible for leasing and sales of several notable office and mixed-use projects in Tampa including Cypress Point Office Park, Cypress Ridge Professional Center, Northdale Executive Center, Memorial Center, Grand Plaza and Kennedy Center. Her affiliations include Commercial Real Estate Women (CREW) Tampa Bay, member since 1997, director of sponsorship, national delegate, past president-elect; Real Estate Lives, executive committee, First Needs (2008-present); Westshore Alliance, Leadership Westshore Class of 2002; Florida Gulfcoast Commercial Association of Realtors (FGCAR); Boy Scouts of America; American Cancer Society, Relay for Life (2004-2011); and Florida Real Estate License as salesperson in 1978 and broker in 1997.



Focus on...

2010 Real Estate Lives Officers and Directors



REL Director

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Brenda Dohring Hicks, MAI, is CEO of The Dohring Group, a downtown Tampa based commercial real estate appraisal, brokerage, development and technology company, and is also CEO of The Dohring Group's affiliate company RealWired!, a technology firm providing software solutions to the commercial real estate market since 1995. As one of the first women in the State of Florida to achieve the MAI designation from the Appraisal Institute, she has been active in appraisal, brokerage and development in the Tampa Bay area for more than 20 years. She served as special master ad-valorem tax for the Valuation Adjustment Board of Hillsborough County for seven years and as the national chair of public relations for the Appraisal Institute. She is a frequent speaker on real estate, business process and technology, and was recently honored by having the opportunity to travel and speak in Dubai at RealComm, a trade association for commercial real estate and technology. Currently, Ms. Dohring Hicks is President of CREW Tampa Bay, serves on Tampa's downtown Community Redevelopment Agency (CRA) Board, Tampa's Uptown Council and is a member of several commercial real estate and business organizations including the Tampa CEO Council, Tampa's Downtown Partnership, Real Estate Investment Council (REIC) and is a member of Tampa's Chamber of Commerce. She is the recipient of the *Florida Real Estate Journals* Woman of the Year award and winner of Tampa's Urban Excellence Award. Ms. Dohring Hicks has worked with many of the top companies in the commercial real estate industry including LandAmerica Title, Wal-Mart, Whitney Bank, Bank of America, State of Florida, MetLife, State of Mississippi Department of Transportation, Citi Group, and Chase to name a select few.



REL Director

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Mr. Feeley is a 34 year veteran of the commercial real estate industry. In 1982, he left corporate real estate to become a commercial real estate broker. For the past 28 years he has represented corporate users in the acquisition and/or disposition of corporate leaseholds totaling more than 6,000,000 square feet. Mr. Feeley is a vice president with RRE Realty Advisors in Clearwater, Florida. He serves as editor of both the Real Estate Lives monthly newsletter and annual report.



Focus on...

2010 Real Estate Lives Officers and Directors



REL Director

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A graduate of the University of South Florida and NOVA Southeastern University School of Law, Mr. Jonas enjoyed a successful career practicing law before returning to the construction industry. He has worked on projects ranging from industrial power plants and commercial high rises to residential homes and room additions. In addition to legal counsel, Mr. Jonas oversees the financial, human resources, and marketing divisions at Masters Construction and Development. He is also very active in both the industry and community service. Mr. Jonas is one of the founding directors for the national non-profit organization Support Our Troops (www.supportourtroops.org), and serves on the board of directors for Homes for Homeless Children. He is a member of the Florida Bar, BOMA, FGCAR, NAIOP and Westshore Alliance. His experiences in business, law and community service have proven to be invaluable to the company's stability, growth and management policies.



Photo
Unavailable

REL Director

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Mr. McEachnie is a business consultant and dynamic leader with rich business acumen in startup and growth/value operations. He collaborates with all stakeholders, offering coaching and development of people and teams, dynamic and rich instructional design, project and human change management, and provides execution of plans that delivers results. He has been recognized for groundbreaking efforts in driving organizational and personal learning capital that builds company and personal value, effectiveness and profit. An award-winning platform speaker and expert facilitator, Mr. McEachnie is considered by peers a visionary in leading companies to maximizing human capital potential. His key accomplishments include leading a national franchise to rapid turnaround one month early, creating company that was rated #3 in the US and sold 2.5 years early from exit plan date, and coaching a leading retail organization to reinvent the company, reversing a \$50K loss into profit in four months. Mr. McEachnie has authored numerous professional articles and has presented over 100 speeches at professional forums internationally.



Focus on...

PATRONS

PATRONS

During calendar year 2010 there were eight companies and organizations who, by virtue of the amount of their financial and in-kind support, stood taller than all others. We recognize those caring companies and organizations as Real Estate Lives Patrons.

We are humbled by their generosity. As with Real Estate Lives sponsors we ask that you support Real Estate Lives Patrons. Both groups represent the giving and caring heart of the Tampa Bay community.



Commercial Real Estate Women (CREW)

Our members are professionals in all disciplines relating to commercial real estate. Our mission is to advance the success of our members by providing opportunities and resources that foster productive and supportive relationships and enhance personal and professional growth.



Greater Tampa Association of Realtors (GTAR)

We unite those engaged in the recognized branches of the real estate profession for the purpose of exerting a beneficial influence upon the profession and related interest groups. In addition, we provide and maintain high standards of conduct in the real estate profession as expressed in the Code of Ethics of the National Association of REALTORS®.



The Howard Johnson Plaza Hotel

Throughout North America, each Howard Johnson® property is committed to transforming your Howard Johnson stay into a happy, memorable experience. So, if there is something -- such as an extra pillow, more bathroom amenities or dining suggestions -- that would make your stay even better, please notify us at the front desk and we'll do what we can to make it happen.



Commercial Real Estate Development Association (NAIOP)

Our mission is to provide the commercial and industrial real estate industry with a visionary, beneficial and responsive association. We provide member education, facilitate communication, foster business opportunities and promote effective public policy. The association is committed to improving the professionalism of the individual, the image of the industry and the quality of life in our communities.



Real Estate Investment Council (REIC) of Tampa

The Real Estate Investment Council ("REIC") is a Tampa Bay organization of a wide range of professionals having an interest in commercial real estate. Its purposes are to (a) inform its members of the latest business and financial news affecting commercial real estate; (b) create a forum for the exchange of ideas; and (c) provide a setting for members to develop new business contacts.



RealWired!

Brenda Dohring Hicks is founder and CEO of RealWired!, a consulting and software company. Brenda's mission is to "streamline the commercial real estate process" by focusing on process and collaboration. She is a frequent speaker focusing on the value of building "eco-systems" of cooperation and examining processes and technology's role in enhancing communication to expedite growth.



Focus on...

PATRONS

PATRONS *(continued)*



Strayer University

Strayer University strives to help adult students earn degrees as conveniently as possible as they balance the many responsibilities of their busy lives. We provide an affordable, quality education in a supportive environment and have been helping working adults continue their education to advance their careers since 1892.



The Westin Tampa Bay Hotel

At Westin, our goal is that you leave feeling better than when you arrived. From our Heavenly Bed® and Bath to WestinWORKOUT®, we strive to develop experiences that help you be at your best in mind, body and spirit.

REAL FRIENDS OF REAL ESTATE LIVES

In 2008 when Real Estate Lives changed its status from a vision to a reality it had no legal status. That was a problem. They could live without a legal address. They could live without a permanent home. They could live without a lot of things but what they couldn't live without was legal standing. As leadership from CREW helped road map REL's future and as Real Estate Lives struggled to get to its feet, a champion arose to lend a helping hand both physically and financially to this fledgling organization. That champion was and is NAIOP, and Real Estate Lives' gratitude toward that magnificent and benevolent organization is boundless. They kept our books. They wrote our checks. They gave us legal standing as a working task force of NAIOP. REIC soon jumped in and provided seed money in the amount of \$5,000 to fund those programs which serve and have served so many REbounders and their families. They continued to show their support with additional \$5,000 grants in 2010 and 2011. When Real Estate Lives seeks donations to help fund special events, NAIOP, REIC and GTAR are always among the first to step up. NAIOP funded the most recent Valentine's Dinner Dance for REbounders and their significant others in the amount of \$1,000. REIC also contributed \$600 in '09 to help purchase Thanksgiving turkeys for REbounders and their families who might not have had one were it not for their generosity. At Christmas, GTAR raised and donated just about the same amount to help with the costs of Christmas dinners.

And so as Real Estate Lives spreads its wings and leaves the nest as a 501(c)(3), it is from the bottom of our hearts that we say thank you NAIOP, REIC, CREW and GTAR for the trust and faith you have shown in us and the support you so readily gave and continue to give to us. Real Estate Lives has no better friends than these magnificent organizations.



Focus on...

SPONSORS

SPONSORS

We are grateful to those who chose to support Real Estate Lives during calendar year 2010, our first as a 501(c)(3) non profit. We are once again humbled by their generosity. Those caring individuals and companies are listed below.

Accelerated Real Estate Services

Ai Collaborative Inc.

Air Mechanical

Alexander Whitt Enterprises

Aman Law Firm

American Surveying

Andretta Marsh Properties

Argosy University, Tampa

ASI

Atwell-Hicks

Batson Cook

Baughman Financial Group

Bay Cities Bank

Bissett McGrath Properties, Inc.

Brubaker Properties

CB Richard Ellis

CCIM

CF Commercial Inc.

Ciminelli Real Estate Services

Colliers Arnold

Community Service Account

CREW

Crino Family

Cushman & Wakefield

Dale Carnegie Training

Dallas Whitaker- Greystone Equity

Dan Woodward

DeBartolo Development

Dianne Humphress

Dohring Group Inc.

Duke Realty Corporation

Eshenbaugh Land Company

FGCAR

First Citrus Bank

First National Bank

Florida Real Estate Journal

Focus Real Estate Services

G & G Welding

Gilford Anglin

Grannybubba.com Bakery

Greater Miami Jewish Federation

Greater Tampa Association of Realtors

Gulf Atlantic Real Estate

Harrod Properties

Hawkins Construction, Inc.

Homes by Chuck Fowke

Howard Johnson Hotel

JC Commercial Brokers

JCON Commercial Corp

Jonathan Levy

L & W Commercial Property Management

Law Office of Kirk Eicholtz

Lin Howe

Linda Pearson-Cox

Manhattan Construction Co.

Master Maintenance Inc.

Masters Construction and Development

McDargh Real Estate Consulting

McGuire Law Offices

Myers Family Foundation

NAIOP TAMPA BAY

Nana's Cookie Jar

Nathaniel Cherry

Nelson Boswell LLC

Osprey Management Company

Pyperpaul + Kenney

ProLogis

PropertyPro

REIC

Rick Wolfe & Assoc.

Ron Weaver

Ross Realty

RRE Realty Services LLC

Seamless Innovations, Real Estate Marketing

Sherida Ferguson, TTE

Skyway Capital

Steinbrenner Family Foundation

Steve Swann

Sweetbay Supermarkets

Tampa Yankees

The George W. Lackey Co.

The Murray Co.

Tom Kenney

Tucker Hall

Urban Studio Architects

Wagner, Vaughan & McLaughlin

Westin Tampa Bay

William McBride

William Pierce Lackey

William Sanders

Willis & Associates Inc.

World One



Focus on...

LEGAL STATUS, FINANCE & VOLUNTEERS/MEMBERSHIP

LEGAL STATUS

Shortly after Real Estate Lives was formed leadership realized that in order to be able to raise and dispense funds they needed to become some sort of legal entity. As the founders were focused on the commercial real estate industry they naturally gravitated toward trade groups from within the industry who enjoyed legal standing. Real Estate Lives' founder was also a long-time board member of NAIOP. He approached their board and made inquiry as to their interest in "adopting" this fledgling organization. In February of 2010 Real Estate Lives became a recognized task force of the Tampa Bay Chapter of NAIOP. Not long thereafter questions were raised as to whether Real Estate Lives' true calling was to be recognized as a non-profit. By mid-summer and after much debate, several Real Estate Lives volunteer attorneys took on, pro bono, the laborious task of preparing the formal IRS application for non-profit status. The application was filed in August and approved in early January 2011 with approval status retroactive back to August 20, 2010. Real Estate Lives is now a fully approved 501(c)(3) not for profit corporation and as such all donations to Real Estate Lives are fully tax deductible. This represents a major step in the evolution of this remarkable organization. Deductibility of previous donations had been limited to the extent the donation was a usual and customary business expense. Tax deductible donations can have a positive impact for donors. Non-profit status also means Real Estate Lives can now apply for both public and private grants. As always, the REbounders themselves will be the recipients of any increase in donations and additional revenue streams through additional training offerings, HR partnering events, corporate events and family events. Non-profit status marks the beginning of a new day for this already hugely successful organization.

FINANCE

Real Estate Lives is funded entirely through the generosity of the Tampa Bay community. Individuals and corporations donate cash and volunteer their time which allows the organization to expand its service delivery platform and grow. As the volume of people who come to Real Estate Lives for help grows, so must revenue increase to meet those needs. At the annual meeting of the Strategic Planning Committee, the organization's leadership takes the measure of existing initiatives, evaluates their effectiveness and makes decisions as to which ones should be expanded or cut. The New Initiatives Committee presents its slate and seeks approval and funding. Real Estate Lives is constantly evolving and volunteers and resources which are sufficient for today will not necessarily be sufficient for tomorrow. This is one of the reasons Real Estate Lives pursued 501(c)(3) status. This status allows the organization to seek funding from more sources so growth can continue and services can be expanded. None of Real Estate Lives' volunteers receive compensation of any kind. During calendar year 2010 Real Estate Lives was the recipient of \$17,616.00 in cash donations.

VOLUNTEERS/MEMBERSHIP

People come to Real Estate Lives for help; not just for help with finding a job but also help with their day to day lives and expenses. They seek solutions for problems. They need a friendly face to point them in the right direction. They need to be exposed to resources put in place to help them through this difficult time, but most of all they need to feel welcome and that they are not alone. If they come to their first meeting and don't feel comfortable or welcome they won't be back. Each and every potential REbounder is met at the doorway to the General Meeting with a friendly handshake and a warm "Welcome."

The second vital mission of the Volunteer/Membership Committee is to recruit and route volunteers into paths of service throughout the group. Real Estate Lives is a volunteer organization, made up of 100% volunteers. There are no staff or hired individuals. Every single resource, event, service or media link is provided to REbounders by the donation of time, skills and resources from its dedicated group of volunteers focused on helping Tampa Bay get back to work. The Volunteer/Membership committee provides support to all other committees.

Specifically, when another committee has a big event coming up, has lost a member that went back to work, or is starting a new initiative, the V/M committee recruits and routes new people, their talents and resources to fulfill that unmet need and continue the momentum of the group's push for re-employment.



Amy Henrikson, Esq. LEED AP
REL Volunteer/Membership Chairman
Director of Business Development, Sierra Construction
Florida Bar Member
Past CREW Committee Member
Past NAIOP Developing Leaders Committee Member



Focus on... NEW INITIATIVES & PUBLIC RELATIONS

NEW INITIATIVES

Since inception Real Estate Lives has greatly expanded its service platform. Typically, a volunteer learns from a REbounder of a need which is not being met. The volunteer would then take it to the appropriate chairman and discuss possible vehicles for addressing that need. If it is their conclusion there are a sufficient number of REbounders with the same need the chairman brings up the need and potential vehicle for addressing same at the next scheduled Executive Committee conference call. If the Executive Committee is in agreement, determinations are made as to leadership, meeting space and funding, if necessary. When all issues have been adequately addressed, the vehicle is announced in the newsletter and on the website along with a schedule of meetings and meeting places. There were many who felt the new initiatives process was cumbersome and time consuming; that it took too long after identifying the need to get the vehicle in place to address it. Accordingly, it was determined the process could be streamlined by centralizing it. The New Initiatives committee was formed and its chairman appointed. Henceforth, the committee chairman presents the entire package to the Executive Committee for an up/down vote. What had previously taken several months to implement can now be done in a matter of weeks. The REbuilders and REnew small groups are the first beneficiaries of this streamlined process.



Bruce Jonas, Esq.
REL New Initiatives Chair
REL Board of Directors, Director
Principal/CFO/Counsel, Masters Construction & Development, LLC

PUBLIC RELATIONS

The buzz about Real Estate Lives in 2010 was nothing short of extraordinary, not only in the Tampa Bay area but around the nation. Stories about the mission of Real Estate Lives were featured in publications, such as *The Tampa Tribune*, *The St. Pete Times*, *Tampa Bay Business Journal*, *Florida Trend*, *The American Planners Association* newsletter and various other periodicals. Also, Real Estate Lives launched a highly successful social media campaign in an effort to further reach the community. A part of this campaign was a Facebook page which has steadily grown since its creation in May. By December 2010 the page had surpassed 3,000 post views. These media efforts have driven others in different parts of the country to embrace the mission of Real Estate Lives as their own and work to grow a network in their own cities. Looking forward to 2011 the coverage of this non-profit organization will grow simply because of its unique ability to engage the community and get its members back to work.



Ellen Mitchell
REL Public Relations, Marketing, Communications & Social Media Chair
Communications Specialist, Vistra Communications



Robert Barber, CCIM
REL Executive Committee Member & Guest Speaker
REL Board of Directors, Director
Managing Principal of Accelerated Real Estate Services, LLC
Served as President for the CCIM West Coast Florida District
Holds a Board seat on the National CCIM Networking Advisory Board



Focus on... EMPLOYMENT RESOURCES/JOB MINING

EMPLOYMENT RESOURCES/JOB MINING

Employment REsources is the Real Estate Lives entry portal. Members become official REbounders once they submit their resumes to Employment REsources. At the REbounders' requests, Employment REsources forwards their resumes to the Resume Committee for review and recommendations.

Employment REsources also provides REbounders with log-in information so they may access the proprietary Job Postings which are located on the Real Estate Lives website. Job openings are posted daily and the board is swept clean monthly. A typical month will see as many as 85 new job leads. Many of the postings are provided to Real Estate Lives on an exclusive basis for a period of time. Postings may be submitted by anyone but the Job Mining Committee is specifically tasked with uncovering them. Employment REsources also maintains both the REbouncer and volunteer data bases and disseminates information to the entire Real Estate Lives community regarding meeting dates, special events, training schedules, etc. via the website. Employment REsources is a core function and was started simultaneously with the creation of the organization.

In calendar year 2010 Employment REsources registered 310 new REbounders and posted 1,027 new job openings.

In calendar year 2010 the Job Mining Committee, which for the year totaled 40 volunteers, held three events for HR managers and staffing companies, mined 580 jobs and helped place 178 REbounders. The Resume Committee reviewed 117 resumes in 2010.



Elaine Kennedy Ruyle
Treasurer, Real Estate Lives
Property Manager, Terrace Tower Tampa, LLC
Commercial Real Estate Women, Past President, Director at Large, Treasurer and member, Board of Directors
Volunteers of America Florida, Board of Directors



Lisa Pelec Hyde
REL Employment REsources/Job Postings Coordinator
Director of Operations, Osceola Partners, LLC



Matt Hammer
REL Mining Committee Chairman
Risk Advisor, Baldwin, Krystyn, Sherman Partners
Executive Leadership Board, Voices for Children of Tampa Bay



Jodi Wilkeson
REL Resume Review Committee Chairman
President Founder, WDA Design Group
Commercial Real Estate Women, Past President
City of Zephyrhills City Council, President
Zephyrhills Daybreak Rotary Club, President
Daughters of the American Revolution, Echebucassa Chapter; Florida, Registrar



Focus on... FIRST HOUR/NEEDS/REBUILDERS/RENEW

FIRST HOUR/NEEDS/REBUILDERS/RENEW

First Hour - First Hour is intended to identify new REbounders as quickly as possible after they are discharged from their jobs. A volunteer/mentor reaches out to them as soon as he/she is made aware of their job loss and offers assistance to them by connecting them with Real Estate Lives. They are invited to attend a REL general meeting and to learn of the organization which exists only to help people exactly like them through this traumatic period. A volunteer/mentor presents the REbouncer with a REtreat Kit of helpful resources to demonstrate to them how seriously REL takes reaching out to them. The idea is to help them transition from being unemployed to becoming an active REbouncer as seamlessly as possible. They learn quickly they are not alone. The very same thing has happened to other very bright and talented people who are now either a REbouncer and/or one of our valued volunteers. In 2010 more than 150 REtreat Kits were distributed to new REbounders.

First Needs - Real Estate Lives has partnered with many local agencies, businesses, individuals, etc., who offer either free or greatly discounted goods and services such as food sources, utilities assistance, private and public healthcare options, free medical clinics, free or discounted prescription drugs, foreclosure workshops, financial planning and unemployment information. REbounders are made aware of the length and breadth of these services through their newly assigned mentor, by visiting the REL website, attending the general meetings or by reading the monthly newsletter.

REbuilders - REbuilders is a peer facilitated support group which provides a confidential, safe and casual atmosphere with the goal of stimulating REbounders to talk about anything on their minds: e.g., stress, discouragement, relationship issues, self-esteem or fear. Real Estate Lives does not provide professional counselors but does provide good listeners. REbuilders provides the ideal setting for REbounders to take their game faces off and deal with the emotional aspects of job loss. REbounders who attend these REbuilder group meetings consistently provide testimonies that they feel better having attended because they were able to open up and share their concerns and fears with truly caring individuals. The group members are willing to accept and implement the support and advice which REbuilders offers them. Since June of 2009, REbuilders has held meetings every 2nd and 4th Wednesday of the month. In calendar year 2010, approximately 144 REbounders availed themselves of the peer counseling provided through REbuilders while typically 2-3 Real Estate Lives volunteers led the discussions.

REnew Bible Study - REnew is a Bible study offered to all REbounders. It began in December 2009 by DeBartolo Development, a Real Estate Lives sponsor, to encourage and bring hope to REbounders. The meetings began at DeBartolo Development and the first meeting was attended by 12 REbounders. In October, 2010 the facilitators of REnew were able to secure a meeting room at the Westshore Ramada Inn where the average attendance grew to about 60, including REbounders and other Westshore business people. This initiative has provided REbounders hope and a means of spiritual growth which naturally leads to a more peaceful and serene inner self through prayer and fellowship with others in similar life struggles.



Jan Chaffee
REL Immediate Needs Chairman
REL Board of Directors, Director
President/Broker, JC Commercial Brokers
Commercial Real Estate Women (CREW), President Elect



Elizabet (Liz) Velez
REL REbuilders Co-Chairman
Project & Office Administrator,
Atwell, LLC



Sara Sneen
REL Executive Committee Member
REL REbuilders Co-Chairman
REL First Needs Coordinator
Senior Property Manager, L & W Commercial Property Management
BOMA Orlando, President
BOMA Florida, Secretary



Focus on... SMALL GROUPS/MENTORS/PHONE BANK

SMALL GROUPS/MENTORS/PHONE BANK

SMALL GROUPS

As Real Estate Lives evolved it became obvious to leadership that the twice monthly General Meetings lacked the intimacy and time to address REbounder needs and wants. Thus, a need was recognized for smaller meetings where a limited number of REbounders could get to know each other on a personal basis. Small Groups were created in February of 2009 to address this need. Small Groups are generally limited to 10 to 12 participants. The actual number of Small Groups can vary but at its core there are four Small Groups and they serve a variety of needs. A Small Group named REconnect was recently created to address the unique needs and challenges of single REbounders which vary significantly from the needs and challenges of those with families. Earlier in the year a Small Group named REnew was created to deal with spiritual development through Bible study. That group was over-subscribed from the first meeting. No matter what the Small Group's theme, over time solid friendships are formed and information is shared regarding what type of position the REbounder is seeking and how each can help one another achieve that objective. In fact, so close do the Small Group members become that several Small Groups maintain their own social calendars.

Meetings are held at various locations throughout the city and all but the singles Small Group (REconnect) meet for two hours once a week, generally from 11:00 am to 1:00 pm. REconnect also meets once a week but in the early evening. A new Small Group, REwork, is being formed to address the needs and deep concerns of those who have actually gone back to work. Long layoffs have left them scared and they fear a repeat of the last layoff. During calendar year 2010, 175 Small Group meetings were held with a total attendance of 1,200 REbounders.

MENTORS

Real Estate Lives began offering mentoring services two months after the organization was founded. Mentors provide encouragement, accountability and also bond with the REbounder through shared experiences. A mentor is a good listener with a broad based knowledge of services offered by Real Estate Lives and can direct the Mentee to the appropriate services as needed. Approximately 5 to 10 REbounders are mentored each month. In calendar year 2010, 97 REbounders were mentored.

PHONE BANK

Real Estate Lives stays in contact with REbounders throughout their job search process. One of the ways this is done is through a cadre of volunteers who contact the REbounders twice a month to remind them about General Meetings, let them know who is scheduled to be the next 15-Minute Coach, what special events or new training offerings are available and, in general, let them know someone is thinking about them and cares. The phone bank volunteers are typically responsible for calls to 6 or 7 REbounders each and are trained to ask how their searches are going and direct the REbounders to any of the free services provided by Real Estate Lives which may further their objectives. The positive feedback consistently received from REbounders marks the Phone Bank as one of Real Estate Lives' most successful programs. During calendar year 2010, 32 volunteers made 4,800 telephone calls to REbounders.

Photo
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Jack Brubaker
REL REbounder Connection Chairman
Andretta Marsh Properties, Corporate
Real Estate



Barbara H. Zellmer
REL Call Bank Chairman
Vice President, Republic Bank
Creative Assets Solutions, LLC, Partner



Gregory L. Morgan
REL Fundraising & Sponsorship Chairman & REL Small Groups, Mentoring and Phone Bank Chairman
Principal, Morgan Realty Advisors
American Red Cross Tampa Bay Chapter, Executive Committee & Treasurer
NAIOP Tampa Bay Chapter, Past President
Real Estate Investment Council, Board of Directors • Florida Museum of Photographic Art, Board of Directors
Past Board of Directors: NAIOP National, St. Mary's Episcopal Day School, Westshore Alliance,
Tampa Downtown Partnership, and Canadian American Business Council
Boy Scouts of America, Past Fundraising Chairman • Jeb Bush for Governor, Finance Committee



Focus on...

TRAINING

TRAINING

A volunteer was once asked to summarize exactly what it is that Real Estate Lives does. The volunteer's incredibly succinct and precise answer was "We round 'em up, coach 'em up and send 'em out." If there is, in fact, one core function of Real Estate Lives which exceeds all others, it is training. The results the dedicated trainers have achieved have been remarkable. The three lead trainers are each highly respected, professional, career development coaches. Two own their own career development companies while the third is an executive within the world famous Dale Carnegie Institute. Their teachings have been augmented by five subject specialists. The number of REbounders coached and the array of subject matter taught is staggering: 36 distinct courses to 1,413 students (REbounders). On average, most of the courses are free to REbounders (sometimes there's a small fee for materials) and the instructors aren't paid, yet the results are nothing short of miraculous!



Larry LaBelle
REL Training/Education/Personal
Development Chairman
Principal, Training Tamer



Photo
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Robert C. McEachnie
REL Training/Education/Personal
Development Co-Chairman
REL Board of Directors, Director
Principal, McEachnie and Company Consultants
Mobile Mental Health Clinicians, Acting President and COO



Mary Anne Boyd, RPA
REL Training & Sponsorship Coordinator
Lease Administration Manager; CLW Real Estate Services Group
Institute of Real Estate Management, Director
U.S. Green Building Council, Programs Committee Chair



Focus on...

TRAINING

TRAINING (continued)

In 2010, Real Estate Lives offered three categories of training for REbounders: Job Search Training, Applications Software Training and Special Events Training. The training that was offered in each category is listed below.

JOB SEARCH TRAINING				
Course	Instructor	Course Hours	# of Offerings	Total Students
Job Seeker Jump Start Workshop	Larry LaBelle	6	3	28
Panel Style Mock Interview	Larry LaBelle	2	1	35
Developing Your Own Web Page for Job Marketing	Mary Anne Boyd	2	1	40
Social Networking with ZoomInfo and LinkedIn	Larry LaBelle	2	1	28
Advanced Networking	Larry LaBelle	2	1	22
Improving Your Job Search Strategy	Larry LaBelle	2	1	21
The Ins and Outs of Financial Aid	Josue Hegg	0.5	1	21
Writing Powerful Accomplishments	Larry LaBelle	2	1	24
Behavioral Style Analysis (DISC) - How It Can Help You In Your Job Search	Bob Moore	2	2	62
How to Find Hiring Managers	Larry LaBelle	2	1	21
Power of Networking	Diane Humphress	20	1	20
Think on Your Feet	Barron Johnson	2	2	44
Green Jobs	Advait Mantri	2	1	18
Consulting or Coaching as a Career Option	Susan Mell	2	1	21
YOU are the CEO of YOUR NAME, INC.	Bob McEachnie	2	1	27
Legal Issues for Job Seekers	Attorney Cynthia N. Sass	2	1	19
TOP Interview Questions – How to Answer Every Question to Get on the MUST-HIRE List!	Bob McEachnie	2	1	45
Overview of the Employee Screening Process	Bob McEachnie	2	1	47
LinkedIn Training	Larry LaBelle	3	3	89
MS Word: Simplify Building Your Resume, Cover Letter & Strategic Business Value Presentation	Larry LaBelle	2	1	26
Developing Your Career Portfolio Website	Larry LaBelle	3	1	21
Cracking the Networking Code	Larry LaBelle	2	1	30
Job Search Acceleration Group (JSAG)	Larry LaBelle	16	8	112
TOTAL				821
APPLICATIONS SOFTWARE TRAINING				
Course	Instructor	Course Hours	# of Offerings	Total Students
Introduction to Computers & Windows	Larry LaBelle	3	1	5
Introduction to the Internet, Web Browsers and Internet Email	Larry LaBelle	3	1	8
Beginning Word	Larry LaBelle	3	3	54
Intermediate Word	Larry LaBelle	3	3	50
Beginning Excel	Larry LaBelle	3	2	39
Intermediate Excel	Larry LaBelle	3	2	45
Beginning/Intermediate PowerPoint	Larry LaBelle	3	3	61
Fundamentals of Outlook	Larry LaBelle	4	2	14
TOTAL				276
SPECIAL EVENTS TRAINING				
Course	Instructor	Course Hours	# of Offerings	Total Students
SPECIAL EVENT: Kevin Donlin & David Perry - Experts on Guerrilla Marketing for Job Hunters	Kevin Donlin & David Perry	2	1	50
Social Networking for Job Seekers (Joint Event with St. Paul's Catholic Church Tweeners)	Bernie Borges	3	1	250
Interactive & Educational Review of the <i>Tampa Bay Business Journal</i> & Book of Lists	Sylvia Thomas	2	1	16
TOTAL				316
GRAND TOTAL				1413



Focus on... INFRASTRUCTURE

INFRASTRUCTURE

WEBSITE - Leadership realized early on the mercurial make up of the organization. They were volunteers and the availability of any specific volunteer could change at any time. They could move away. Their job and/or family obligations could change. Their health could take an unanticipated turn. For the organization to survive and thrive it needed a central touchstone. With the donation of bandwidth from a founder's company they found a home; a virtual home but a home nonetheless. Realestatelives.org was their new home; their new address. Within it they kept their records, their calendars, their notices, their membership list, their volunteer list, their donor list, their financial information, their newsletter, their annual report, their event photo albums, etc. But most of all it contained their job board. The job board contained exclusive, non-exclusive and fresh job postings to which registered REbounders could refer as they sought to get back into the game. The job board typically contains 85 new job postings per month. They are updated daily and wiped clean monthly. The entire site is designed to make it simple to use and modify as well as easy to replicate for those from across the nation and around the world who seek to duplicate Real Estate Lives' mission and accomplishments.



Brenda Dohring Hicks

REL Operations/Website/Technology Chairman • REL Board of Directors, Director

CEO, RealWired! Inc./The Dohring Group

Florida Museum of Photographic Arts, Board member

ENCORE CDD, Board member • Downtown Tampa CRA Advisory Board, Board member

Uptown Tampa Council, Treasurer • CREW Tampa Bay, past President, 2010 & 2009

CEO Council of Tampa Bay, past Program Chair • Appraisal Institute, National Public Relations, past Chair





Focus on... INFRASTRUCTURE

INFRASTRUCTURE (continued)

PUBLICATIONS - Real Estate Lives publishes a monthly newsletter which has a subscriber base of more than 700, a volunteer full-time staff of six and an occasional staff of four additional volunteers. Its pages contain articles and features covering everything REbounders need to know to enhance their job hunting experiences. There's a listing of scheduled meetings and training events, there are reviews of the "15-Minute Coaches" who speak to the REbounders at the general meetings about dark moments in their lives and how they sustained themselves and motivated themselves until the dark clouds passed. On two occasions in 2010 a 15-Minute Coach received a standing ovation. This was only the third time that has happened since the organization's inception. There are columns covering Small Groups, Social Media and Training, and a Feature Column covering issues of the day. It contains a directory of networking groups and news clips about new companies in the area and who to contact within their HR department. Family events are covered and accompanied by full color photos of the event with links to Photobucket albums containing all the photos from any given event so the attendees and parents can download pictures of their children and print them.

Real Estate Lives published its first ever Annual Report in January of 2010. Copies of both the Newsletter and Annual Report can be found in the media section of the website (www.realestatelives.org).

Jeff Feeley
REL Newsletter/Annual Report Editor
REL Board of Directors, Director
REL Sponsorship Advisor
Vice President, RRE Realty Advisors
State of Florida Special Olympics
Business Development Board
Project Literacy, past board member
Junior Achievement, Instructor
Clearwater Touchdown Club/Exec VP



Tara Harris
REL Newsletter/Annual Report Associate Editor
and Feature Columnist
Secretary, Real Estate Lives
Business Development Manager, Masters
Construction and Development, LLC



Sam Zein
REL Newsletter/Annual Report Design & Layout
Principal, Seamless Innovations, Professional
Marketing Services



Michael Pleasant
REL Newsletter/Annual Report Content Manager
Past President, Society for Technical Communication
STC Suncoast Chapter
Co-Chairman, STC, Florida Technical Communication
Competition FTCC for 2004 & 2005



Ellen Mitchell
REL Newsletter Guest Columnist
Communications Specialist, Vistra Communications



Larry LaBelle
REL Newsletter Guest Columnist
Principal, Training Tamer



Photo
Unavailable

Jack Brubaker
REL Newsletter Guest Columnist
Andretta Marsh Properties, Corporate Real Estate



Focus on... CORPORATE EVENTS

CORPORATE EVENTS

Real Estate Lives holds various events throughout the year to raise awareness, thank sponsors and solicit job postings. 2010 saw a focus of HR managers and staffing companies. Each event generally produced new sponsors, volunteers and connections with those who do the hiring and/or those who submit the candidates to them. They are typically held at a local restaurant. During calendar year 2010 three HR and Staffing Partnering Events, one Sponsor Appreciation Event, and one Pancake and Waffle Breakfast Event were held. The latter was somewhat like a verbal annual report where sponsors were acknowledged and thanked as were the tireless volunteers who make it possible for Real Estate Lives to help so many.

FAMILY EVENTS

As Real Estate Lives evolved, Leadership learned the lack of employment for one or both breadwinners impacted the lives of all family members. Vacations were shortened or eliminated. Holidays were abbreviated or cancelled. Youth activities which required a fee to participate were just not possible. Real Estate Lives took on the job of providing fun, free family events at least once a quarter so the entire family could have fun together at no cost. Past events have included: Take me Out to the Ball Game at Steinbrenner Field for a barbeque and a baseball game, Pack to School Ice Cream Social on the Westin Hotel's private beach for games, contests, ice cream and sodas with a complimentary backpack filled with school supplies for each kid that attended, Milk and Cookies with Santa with games, crafts and presents for the children.

In February, in recognition of the emotional rocks the REbounders lean on every day, Real Estate Lives held its first Valentine's Day Dinner Dance. A catered dinner was served for approximately 50. The REbounders and their significant others who had supported them during their unemployment odyssey danced the night away to a live, professional female vocalist as well as to recorded music.

There was a two-hour boat trip around Tampa Harbor with a guide. It was both educational and fun. Approximately 100 REbounders and children attended. This was the second year the tour was held.

In 2010 Real Estate Lives held its first Family Summer Picnic at Philippe Park. Approximately 150 REbounders, volunteers and their families attended. There were games, contests, rides and an All-American Barbeque. Family pets were also welcomed.

Milk and Cookies with Santa was held in a private meeting room in the grand ballroom of the Westin hotel. Approximately 50 REbounders and children attended. This was the second year for this event. There was Santa and Mrs. Claus to regale the children and provide them holiday gift cards and other holiday gift items. There were also cupcakes, cookie decorating, crafts, caroling and a special reading of "Twas the Night Before Christmas" by Santa, himself. A professional photographer, who is also a Real Estate Lives volunteer and staff member of the Real Estate Lives Newsletter, was there to take pictures of the kids with Santa and make them available to the parents at no cost.

At Christmas, 26 gift cards totaling \$390.00 were presented to REbounders. On Thanksgiving, 47 gift cards totaling \$705.00 were presented to REbounders, for a grand total of \$1,095.00 in gift cards for REbounders to help with expenses during the holidays.

For calendar year 2010, Real Estate Lives held three Family Events and several other special events that were for REbounders only. The total attendance for all of these events was over 500.



Mary Crino
REL Corporate Events Chairman
Principal, Focus Realty Services
Commercial Real Estate Women, Board member
Sabal Park and Tampa Industrial Parks Board member



Tara Harris
REL Family Events Chairman
Secretary, Real Estate Lives
Business Development Manager, Masters
Construction and Development, LLC



Focus on...

INSPIRATION: 15-MINUTE COACHES

INSPIRATION

Beyond the immediate needs assistance, job mining and training provided, the Real Estate Lives organization also focuses on the spirit of the REbounders. Toward that end, at each General Meeting Real Estate Lives provides a 15-Minute Coach who shares with the REbounders his/her own story of challenges and strife and strategies to overcome them.

The 15-Minute Coaches are cautioned against so called "stump speeches" and encouraged to speak from the heart. All of their stories have been met with applause, some with standing ovations and even a few with long lines just to shake their hands. 15-Minute coaches are not compensated.

In calendar year 2010, the following 15-Minute Coaches spoke at the Real Estate Lives General Meetings:

JANUARY	Bob Moore, Effectiveness, Inc. Pastor Dan Dunn, Real Life Church
FEBRUARY	Rob Barber, Broderick Realty Steve Van Ooteghem, Universal Seminars of America
MARCH	Chandra Alexander, Coaching for Authenticity
APRIL	Josue Hegg, University of Phoenix Pat Deering, FranNet
MAY	Carlen Maddux, <i>The Maddux Report</i>
JUNE	Ford Kyes, former CEO of St. Anthony's Hospital Sylvia Thomas, <i>Tampa Bay Business Journal</i>
JULY	Susan Mell, The Entrepreneur's Source Fawn Germer, Author
AUGUST	Jim Kissane, Transformational Leaders
SEPTEMBER	Nancy Surak, The Eshenbaugh Land Group and former REbouncer Stevens Tombrink, Sembler Company and former REbouncer
OCTOBER	Barron Johnson, Dale Carnegie Training Michelle Malott, How Do You Innovate
NOVEMBER	Kari Goetz, USF School of Business
DECEMBER	Edd McGrath, Bissett McGrath Properties



Focus on...

THANK YOU S

THANK YOU S

I apologize for the delayed follow up with you. I have a great excuse. I got a new job! It is in commercial real estate, doing admin work and I've been busy getting personal things taken care of for the past couple weeks. Thank you so much for your help during my job search. Your help and Real Estate Lives kept me positive. I really appreciate it! Take care, Julie

To REL,

A construction superintendent, that would be me, accepted a position in Orlando. The opportunity would include buildout and remodeling at Lockheed Martin. Am looking forward to being productive. Thank you God, and to those that mentioned me in prayer; thank you. Real Estate Lives is a resource of caring people who have always been an encouragement to me. Also want to thank Jim Rodgers of Job Seekers located at Bell Shoals Baptist Church in Brandon in building my Job Seeker skill set, the tools for pursuing the opportunity. Larry LaBelle, thank you for trainingtamer.com, a good box of tools. I am one of the 7% who threw my resume into the dark hole of the Internet at a non-descriptive superintendent job. Did not even look up the website until I was called for an interview. I scurried to their website to first find their mission statement and particulars of their company. The morning of the interview I showed up 45 minutes early, the first person slept in and they asked me in half an hour early which gave me a one and a half hour interview. Applicants 160, interviews 12 minus one, they asked me to accept the position. My prayer would be God help me to fulfill the needs of this company and to grow as a leader to be a guide to others by my conduct. My best regards, Duane

Dear REL,

I'm in the process of registering on the website but I wanted to thank you and everyone else at yesterday's meeting for your warmth and support. What a lovely idea to give out movie passes! We can all use some cheering up but who can afford the movies these days? Problem solved! And if that weren't enough, we newcomers got a short orientation to the group AND a wonderful goodie bag with a Target gift card!

This was truly overwhelming and I so appreciated it. Being alone & looking for work is VERY scary. Thanks to all of you for your support and for making the situation just a bit easier, at least for a time. ~Rosemary

Dear REL,

I had a final interview meeting today and just wanted to let you all know that I just landed my 1st contract job with a local engineering company. They liked my resume and Power Point presentation; so everyone, I used the info that we are learning from our great teachers.

They are getting me the drawings to review and mark up by the end of week and I will work on them next week. I will actually have to report some income which I will be so happy to do. \$300 per week just does not cover it!!

God is so good! This is the 1st of at least 3 projects that I will be doing over the next few months, so we will have a Christmas after all. I know my wife will be excited knowing we will have some money to pay the bills without stealing from the IRAs.

Thanks for all the prayers. See some of you at iWorks tonight and REL on Wednesday. Have a great week. Thanks, Cliff

Dear REL,

I attend a wonderful Real Estate Lives small group on Thursday mornings that is facilitated by Jack Brubaker. I have also attended a couple of REL meetings at GTAR. Since I joined Real Estate Lives I found my way to Tweeners at St. Paul's, iWork at Idlewild, JSAG by Larry LaBelle...

These are all fantastic support groups! Had I not run across Charles Caro at the first WorkForce Alliance Professional Networking Group I attended, I would not know about any of these groups! As an out of work Residential Estimator (also capable as an Administrative Assistant) I introduced myself at the PNG meeting and during the break Charles came up to me and told me I needed to go to REL!!

I want to personally thank YOU for having founded Real Estate Lives!! I have no idea if you really know how many lives you have impacted by this generous sacrifice of time, resources, etc. to organize and begin this group...but I know you have impacted mine!

But again, I just wanted to take the time with writing a message that said THANK YOU! I appreciate it! And I appreciate all that every one of the volunteers in all the groups is doing for all of us! Thank you, Joyce

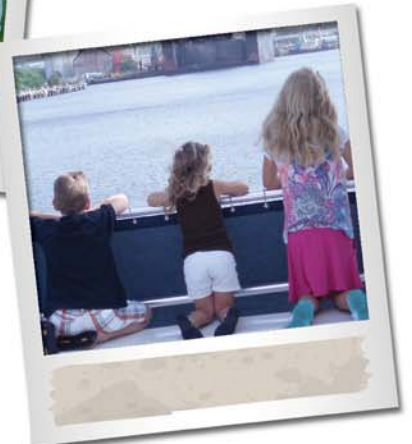


Focus on... THE GOOD TIMES





Focus on... THE GOOD TIMES





Focus on... SPONSORSHIP

SPONSORSHIP MENU

If you wish to support the mission of Real Estate Lives please make your selection(s) from the options provided below. We accept donations of any denomination to our General Fund.

\$100 | REL General Meeting Sponsor

General meetings are held twice per month.

\$250 | General Meeting Speaker Sponsor

Past speakers have included: Geoffrey Dyer, founder of Lifestyle Family Fitness, Mark Fitzgerald of the Sandler Sales Institute, former US Congressman Mike Bilirakis and Pam Iorio, Mayor of Tampa.

\$500 | REL REtreats Program Sponsor

Outreach initiative to those who have just lost their jobs. Representatives make contact, extend invitation to attend a REL general meeting and present a gift bag.

\$1,000 | Family Events Sponsor

REL holds fun, family events quarterly. Past events have included Take Me Out to the Ballgame at Steinbrenner Field, Pack to School Ice Cream Social held on the beach in front of the beautiful new Westin Tampa Bay on the Courtney Campbell Causeway, and Milk and Cookies with Santa also held at The Westin Tampa Bay.

\$2,500 | Annual Meeting Sponsor

Held to thank our sponsors and volunteers, list our accomplishments and announce new initiatives. The sponsor will be acknowledged on a 6' X 10' logo banner directly behind the head table, in a full page acknowledgement in the newsletter and for the subsequent 10 days on the website. The sponsor will also receive a handsome plaque with a personal letter of thanks from the Real Estate Lives chairman which will be presented at the annual meeting.

\$5,000 | Website Program Sponsor

The website is the backbone of the organization. It contains listings of discounted goods and services, meetings and agenda, job postings, training schedules, monthly newsletters and annual reports. Sponsors will be acknowledged on the website for a period of one year. The website currently receives 2,000 hits per month.

\$10,000 | Newsletter Program Sponsor

Everything a \$5,000 website sponsor receives, plus for one year (11 issues) the Newsletter sponsor will receive the following benefits:

- Banner acknowledgement across the top of each page of the newsletter. The newsletter currently runs 11 pages.
- A one-time full-page ad on page two of the newsletter. Sponsor may select in which issue the full-page ad will appear.
- A feature article on Sponsor's company and its involvement with Real Estate Lives will appear in the newsletter.
- A handsome plaque with a letter of thanks from the Chairman of Real Estate Lives.

Training Sponsor

Free, in-depth training and re-training programs are provided throughout the year. REL trained more than 500 in 2009. Support our efforts by becoming a training sponsor. Visit realestatelives.org and click on Sponsors for opportunities.

All sponsors are acknowledged in our newsletter and receive electronic copies of the newsletter. All event sponsors are acknowledged with a 4' X 6' logo banner displayed at the event, in the event write up in the newsletter as well as in press releases. Please make checks payable to Real Estate Lives, c/o Elaine Kennedy, Treasurer • 201 E. Kennedy Blvd., Ste 250, Tampa, FL 33602.

Real Estate Lives is a nonprofit corporation recognized by the IRS as a tax-exempt 501(c)(3) organization, gifts to which may be deductible as charitable contributions for federal and state income tax purposes, as permitted by law. Please consult your tax advisor regarding the deductibility of your contribution.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION OF REAL ESTATE LIVES, INC. MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE 1-800-435-7352. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. REAL ESTATE LIVES, INC.'S REGISTRATION NUMBER IS CH33363.



Focus on... ANNUAL REPORT SPONSORS

Real Estate Lives would like to recognize the following companies for generously sponsoring the 2010 Real Estate Lives Annual Report. Your support enables us to make a meaningful difference in the lives of many colleagues and friends. Thank you.



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Ciminelli Real Estate Services of Florida, LLC is a commercial real estate firm that specializes in providing third party real estate services to clients throughout Central Florida. Our third party approach is unique because we manage real estate from an ownership point of view. With exceptional focus on creating value for our owner

clients, we expertly manage and lease a portfolio of nearly three million square feet of office, retail, medical, and industrial space. Our clients appreciate the individual attention we provide for their assets, and it is this approach that has helped us to forge a significant presence within the Florida market.

We provide the following comprehensive real estate services that encompass the entire real estate cycle:

- Sourcing and Acquisition of Properties
- Acquisition Due Diligence
- Asset Management
- Property Management
- Leasing
- Marketing
- Investment and User Sales
- Medical Office Building Leasing and Management
- Tenant Representation
- Court Appointed Receiverships
- REO Workouts
- Consulting

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- "Green" Interiors/Exteriors
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- Financial Reporting
- Disaster Preparedness and Recovery

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