MODERN LUXURY PALM BEACH

American SPIRIT

RALPH LAUREN TURNS 50

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NOVEMBER 2018 $5.95

PLUS

Philanthropic Leaders' Passion Projects,
PB Symphony Hits a High Note
& Lilly Pulitzer Island Homecoming

POWER PLAYERS OF PALM BEACH

MELISSA K. GREEN
MELISSA MYERS

PENN-FLORIDA COMPANIES
VICE PRESIDENT OF SALES & MARKETING
SENIOR DIRECTOR OF MARKETING

"Under the visionary leadership of Mark A. Gensheimer, Penn-Florida's talented team is transforming the landscape of Downtown Boca Raton." -Melissa K. Green

"Via Mizner is at the forefront of the first-class lifestyle now available in Downtown Boca Raton; it's an urban resort where you can live, shop, dine, stay and play." -Melissa Myers

With their fingers on the pulse of the real estate market and an eye for the luxury and amenities the Boca Raton market craves, Melissa Green and Melissa Myers are two power players changing the face of real estate in Downtown Boca Raton. These two dynamic women drive the marketing efforts of one of Florida's most respected owners and full-service developers of luxury, high-profile real estate, Penn-Florida Companies. Together they are responsible for the sales and marketing of Penn-Florida and its impressive portfolio of residential, commercial and hospitality properties, mixed-use developments and private clubs. Most notably, Green and Myers have combined their expertise to publicize one of the largest mixed-used developments under construction in the United States, Via Mizner, a $1 billion, 2,000,000-square-foot urban resort featuring the world-renowned Mandarin Oriental Hotel and Residences, one of eight residential locations worldwide. In addition to luxury hotel and Residences, Via Mizner features exclusive shopping and dining at The Shoppes at Via Mizner, a private club with a Jack Nicklaus Signature golf course, Via Mizner Golf & City Club, and 101 Via Mizner Luxury Apartments. With anticipated completion in 2020, Green and Myers' successful efforts are creating unprecedented anticipation and sense of excitement in the community for the evolution of Downtown Boca Raton.

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