

Executive Bio Leslie Allison McKerns, BA, BS, Lic., ID, AIA Allied



Founder: Leslie McKerns, BA, BS, Licensed Interior Designer, AIA Allied, is the founder and managing partner of McKerns Development. McKerns Development is a leading Publicist and Strategic Marketing expert for the Built Environment – the architecture, development, construction and design industries and their chosen non-profit organizations.

Prior to founding McKerns Development, Ms. McKerns was the Vice President of two of the Southeast's largest architectural and design firms rated as No.2 and No. 3 in the South by *Florida Trend Magazine*. Ms. McKerns has previously been a partner and CEO for 16 years in two of her own Florida corporations. She is also a Florida Licensed Interior Designer with 25 years of corporate design experience; in this role she was in charge of Corporate Marketing for seven offices in two States over an eight State geographic target market; a Division Head; a lecturer and multi-published author of books and CEU professional courses.

In her role as a professional publicist, Ms. McKerns maintains active interaction and relationships with news and other media, including those in the business, trade, financial, luxury, construction, development and specialty industry publications. Ms. McKerns writes feature articles for major media designed to provide high interest for publications and meet the corporate goals of her clients. Ms. McKerns is currently Publicist in charge of National Branding for eight marinas totaling 2,000 slips and waterfront properties from Miami north to Vero Beach, FL. Projects publicized include a \$180 million dollar marina and condominium development in Riviera Beach FL, recently awarded the "Marine Project of the Year Award" and "One of the Southeast's Top Projects".

In her marketing and communications consulting roles, and as the CEO of McKerns Development, Ms. McKerns is responsible for forming multi-disciplinary development project teams for Architecture, Interior Design, Civil, Structural, MEP, geotechnical engineering, master planning and landscape, for representing firms at pre-proposal conferences, initiating client contact, professional coaching of teams for presentations, participating in the writing of contracts and RFP responses including those for state, county, municipal, education and joint venture participation. She also writes presentations for community and governance approval boards, supervises marketing and corporate communications departments, develops and delivers presentations, and writes articles, press releases, newsletters and corporate communications including Letters of Interest and specific project approaches.

Ms. McKerns is currently on the Board of Directors for American Lung Association, and serves as the publicist for the SE Florida Division. She was recently in charge of a multi-million dollar two company merger, diversifying both business practices into 12 clearly defined market sectors within an eight state geographic location, including the award of a ten year 500 million dollar continuing service contract. In her role as merger chief, she researched potential markets within a diverse geographic area, identified specific merger candidates, contacted each candidate and explored overtures and potential merger structures, introduced the parties and conducted the meeting negotiations.

Background:

Ms. McKerns holds a Bachelor of Arts in English from Tulane University, in New Orleans, LA; and a Bachelor of Science in Interior Design and Construction from Florida International University, in

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Miami, FL. She has more than 25 years of experience as lead designer and project manager for millions of square feet of corporate and commercial properties, and has led such clients as Broward County, the City of Miami, Westinghouse, The Federal Reserve, ITT, The Biltmore, and Miami Dade Community College, to multiple successful project completion.

Publications:

McKerns Development Clients appeared in the following publications in 2004 and beginning 2005:

<i>Boca Raton News</i>	<i>The Forum</i>	<i>Variety</i>	<i>Coastlines Magazine</i>
<i>Miami Herald</i>	<i>Lake Worth Herald</i>	<i>Jupiter Magazine</i>	<i>Power Cruising</i>
<i>Miami Sun-Post</i>	<i>Coastal Observer</i>	<i>Delray Magazine</i>	<i>The-Triton</i>
<i>Palm Beach Post</i>	<i>The Florida Times-Union</i>	<i>Palm Beach Illustrated</i>	<i>Marine Operators</i>
<i>Business Monday</i>	<i>Tampa Tribune</i>	<i>Florida Design</i>	<i>Association of America</i>
<i>Sun-Sentinel</i>	<i>The St. Augustine Record</i>	<i>Luxe/Luxe Living</i>	<i>Marine Industries</i>
<i>Business Monday</i>	<i>Business</i>	<i>Luxury Living</i>	<i>Association of Palm</i>
<i>Sun-Sentinel</i>	<i>Yahoo Business</i>	<i>City and Shore</i>	<i>Beach County</i>
<i>Orlando Sentinel</i>	<i>Google Business</i>	<i>Development/</i>	<i>Architecture/ Real</i>
<i>The Orlando Times</i>	<i>South Florida Business Journal,</i>	<i>Specialty</i>	<i>Estate/Business</i>
<i>Jacksonville Daily Record</i>	<i>Orlando Business Journal</i>	<i>Multi-Family Housing</i>	<i>ArchNews Now</i>
<i>The Jupiter Courier</i>	<i>Florida Real Estate Journal</i>	<i>Southeast Construction</i>	<i>PR Web</i>
<i>The Jupiter Courier</i>	<i>Daily Business Review (Palm Beach)</i>	<i>High-Profile Magazine</i>	<i>EMediaWire</i>
<i>Editorial Page</i>	<i>Daily Business Review (Broward)</i>	<i>Florida Medical Business</i>	<i>PRN Press Base</i>
<i>Port St. Lucie News</i>	<i>Daily Business Review (Miami)</i>	<i>Modern Healthcare Magazine</i>	<i>The Open-Press</i>
<i>The Stuart News</i>	<i>Miami Today</i>	<i>Healthcare Real Estate Insights</i>	<i>AEC Professional</i>
<i>Hometown News</i>	<i>Florida Today</i>	<i>Florida Golf Magazine</i>	<i>Construction Executive</i>
<i>Coral Gables Times</i>	<i>Business Development</i>	<i>Hotels Magazine</i>	<i>Southern Architecture</i>
<i>Florida News</i>	<i>Board of the Palm Beaches</i>	<i>School Planning and Management Magazine</i>	<i>Emporis</i>
<i>Tallahassee Democrat</i>	<i>Luxury Consumer</i>	<i>HealthCare Real Estate Insights</i>	<i>Skyscrapers</i>
<i>South Florida Sun-Times</i>		<i>Parking Today</i>	<i>US Architecture</i>
<i>Treasure Coast Business</i>		<i>NAIOP Development</i>	<i>Reed Construction</i>
<i>Hollywood Gazette</i>		<i>The Boating News</i>	<i>City Feet-Commercial</i>
<i>Boynton-Delray Times</i>		<i>Coastal Magazine</i>	<i>Real Estate News</i>
<i>MSNBC News</i>			<i>Globe Street</i>
<i>The News Press</i>			<i>Globe Street.com</i>
<i>The Observer</i>			<i>Newspad</i>
			<i>PRN-Press Base</i>
			<i>Online Real Estate</i>

Representative Projects/Press & Publicity

- *One Watermark Place, Developer WCI* – 15 story Intracoastal luxury residential project West Palm Beach, FL. Press/Publicity. Structural Engineer.

McKERNS DEVELOPMENT

- *The Slade, Developer The Related Group* – 292,000 s.f. luxury condominium, Flagler Drive, West Palm Beach. Press/Publicity. Architect Arquitectonica. Structural Engineer.
- *Hammock Dunes, Developer WCI* – luxury oceanfront high rise residential, Palm Coast, Florida. Press/Publicity. Architect BCArchitects, AIA, Inc.
- *Royal Palm Plaza, Developer Investment Ltd.* – mixed use condominium, retail, office, parking, downtown Boca Raton, Florida. Press/Publicity. Structural Engineer.
- *Marina Grande at Inlet Harbor* – mixed-use marina and high-rise luxury waterfront condominiums, Riviera Beach, FL. Press/publicity, Developer Swerdlow/Boca Developers, Seven Kings Holdings, Inc., Brito, Cohan & Associates (BCArchitects) & Seven Kings Holdings, Inc.
- *One City Plaza*; 15 story luxury residential tower – downtown West Palm Beach, FL. Developer Kolter Property Company. BCArchitects, AIA, Inc.
- *Two City Plaza*; 20 story luxury residential tower – downtown West Palm Beach, FL. Developer Kolter Property Company. BCArchitects, AIA, Inc.
- *The Akoya*; 48 floor luxury condominium – tallest building on North Miami Beach. BCArchitects, AIA, Inc.
- *Biscayne Landing*; 11.5 billion dollar mixed use project – 5,000 condominiums. BCArchitects, AIA, Inc.
- *Loggerhead Club & Marinas™* – Palm Beach Gardens, Lantana, South Lantana Vero Beach, Jupiter, Hollywood, Aventura, Miami, North Miami Beach, Riviera Beach, – Luxury marinas. Seven Kings Holdings, Inc.
- *Loggerhead Club & Marina* – Riviera Beach – \$180 million dollar luxury marina/waterfront condominium development. Seven Kings Holdings, Inc./BCArchitects, AIA, Inc.

State Licenses

- State of Florida Interior Design License # ID0002274

Education

- B.A. English and Communications, Tulane University/Sophie Newcomb College, New Orleans, Louisiana.
- B.S. Interior Design and Construction, Florida International University, Miami, Florida.

Publications – Leslie McKerns

- Multi-published author with McGraw-Hill; Frank Schaffer Publications, Inc.

Professional Trade and Civic Activity

- **Licensed Interior Designer-State of Florida 1988 inception-current - 2005**
- **AIA Allied Member – current - 2005**
- **National Trust for Historic Preservation- current - 2005**
- **Board of Directors American Lung Association-current term - 2005-2008**
- **Publicist American Lung Association of Florida-SE Division – current-2005-2008**