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For Immediate Release

BEACH CHAMBER TO HONOR ROBERT BLUM AS MAN OF THE YEAR

NORMAN FRANK TO BE INSTALLED PRESIDENT AT NOVEMBER 29th DINNER

(Miami Beach) -- Flamboyant apartment developer Robert Blum-- whose unbridled enthusiasm and unconventional marketing techniques have stirred public controversy, inspired public confidence and aroused public fascination in renaissance Miami Beach -- has been selected by the Miami Beach Chamber of Commerce as "Man Of The Year." The award will be presented at the Chamber's 65th annual installation dinner on November 29th at the Fontainebleau Hilton.

Developer Norman Frank will be installed for a two-year term as Chamber president, succeeding architect Ira Giller.

Blum has been a major force in reshaping Miami Beach's tired image and a commanding force in reversing catastrophic apartment vacancy rates on Collins Avenue.

As operating general partner of The Carriage House and Carriage Club apartments, Blum introduced Miami Beach to thousands of new residents by offering discounts to upscale renters between the ages of twenty-five and fifty and promising contemporary lifestyle amenities. The program worked, filling Blum's 856 units and spilling over into other rental properties.

Blum's unorthodox means and unexpected success attracted major national media attention, imaging a community on the way back up; where new faces were balancing a lopsided population base and seeding economic renewal.

Blum later took his program a step further, convincing competing hotels, high-rises, merchants and medical centers to join together in marketing center city Miami Beach as a dynamic suburban neighborhood. The idea mushroomed and, suddenly, traditional adversaries were working together with new ideas and rekindled enthusiasm as **The Neighborhood**.

"Bob Blum's leadership and enthusiasm has infected an entire city with a delirium of hope and a burning commitment to succeed," commented outgoing president Giller. "We're all very proud of what he has accomplished for this community."

Past "Man Of The Year" recipients include Playboy Publisher **Hugh Hefner**, Florida Governor **Rueben Askew**, U.S. Congressmen **Claude Pepper** and **Dante Fascell**, Miami Beach Police Chief **Rocky Pomerance**, theater impresario **Zev Buffman**, Wometco founder **Colonel Mitchell Wolfson**, Miami Herald Publisher **Alvah Chapman** and banker **Arthur Courshon**.

Incoming Chamber president **Norman Frank** is chief operating officer of Professional Real Estate Investments, Inc., Molko Realty Enterprises and M & S Management, Inc., developers of newly opened Sheridan Financial Center on 41st Street and the restored art deco Thirties Promenade on Washington Avenue; and owners of the Sea Isle Hotel.

A New York City native, Frank served as director of corporate development and finance for Winston, Perry & Co., Weis, Voisin & Co. and Clayton Securities Corporation, specialists in investment banking and corporate finance. Before relocating to Miami Beach in 1979, he was executive vice president, treasurer & chief financial officer of CompuScan, Inc., the world's largest manufacturer of optical character

recognition equipment.

He is a member of the City of Miami Beach Planning Board, former chairman of the City's Budget Advisory Committee and a former member of the Zoning Board of Adjustment. Frank also serves as a member of the Mayor's Economic Development Council, the steering committee of the Rediscover Miami Beach Committee -- a joint effort of the Miami Beach and Greater Miami chambers of commerce -- and the board of directors of the 41st Street Merchants Association.

Officers to be installed are tax attorney and former mayor Malcolm Fromberg (VP Economic Development), hotelman Stuart Blumberg (VP Tourism & Conventions), attorney and former mayor Harold Rosen (VP Public & Governmental Affairs), telephone company executive Gary Allington (VP Membership), merchant Beverly Aberbach (VP Special Events) and CPA Perry Fabian (Treasurer).

Elected members of the board of governors to be installed include developers Robert Blum and Glenn Johnston; architect Ira Giller, attorneys Neisen Kasdin, Harold Rosen and William Shockett; builder Keith Kovens, hotelman Chris Perks, banker Jan Pfeiffer and public relations executives Scott E. Ross and Gerald Schwartz.

Appointed to one year terms on the board of governors are bankers Bruce Blaise and A. Anthony Noboa, developer Saul Glottman, hospital administrator Sidney Goldin and executive Jack Lubin.

Trustees to be installed are travel agent Aaron Farr, banker Barton S. Goldberg, trade show consultant Leon Manne, security consultant James McDonnell, auto dealer Joseph Nevel and realtor Milton Sirkin.

Reservations for the November 29th dinner can be made by calling the Miami Beach Chamber of Commerce at 672-1270.

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News 10-29-86

Blum named 'Man of the Year'

Flamboyant apartment developer Robert Blum has been named man of the year by the Miami Beach Chamber of Commerce. Blum introduced the controversial "yuppie discount" for tenants younger than 50. The award will be presented Nov. 29.
