



## Becker Reaches 15-Year Milestone

August of 2003 marked 15 years in business for Becker Consulting Services, the Public Relations, Event Planning and Marketing Consulting firm created by Owner and Principal Jeanne A. Becker in 1988. The firm's anniversary message is *crystal* clear and clients agree - *Becker* has established a reputation in Florida for its results-oriented approach, industry knowledge and outstanding service.

The firm has deep industry knowledge and media contacts locally and nationally in a variety of areas including Banking, Venture Capital and Alternative Investments, Service Providers, Real Estate and Technology. *Becker* also has strong expertise with Non-profit organizations, Health Care and Retail. The following information about Public Relations and clients of *Becker* may be useful to readers. For additional information, contact Jeanne A. Becker at 305/444-2181 or email: [jbecker@beckerconsulting.com](mailto:jbecker@beckerconsulting.com).

## Award Winning Law Firm Recognized for Service Excellence

The Miami law firm of Markowitz, Davis, Ringel & Trusty, P.A., has received numerous awards recognizing the firm for its outstanding legal services and commitment to the community. Founded over 25 years ago, the firm's main practice areas include bankruptcy, real estate, probate/elder law and litigation. In 2002, the firm received the Law Firm Commendation from the Chief Justice of the Florida Supreme Court acknowledging its pro bono contributions. In 2003, the South Florida Business Journal named the firm "Business of the Year" in the Professional Services Category - under \$10 million in revenue. Lastly, in 2003, Miami Today awarded the firm with the Bronze Medal award in recognition of its many accomplishments. For additional information, visit [www.mdrtlaw.com](http://www.mdrtlaw.com).

## Carlisle Group Developers Opens Tallahassee office

The Carlisle Group, a fully integrated real estate company based in Miami focusing on affordable housing real estate development in Florida, has opened an office in Tallahassee to be more responsive to state government and to assist local governments with their needs. Heading the Tallahassee office is former Florida Housing Executive Mark Kaplan who has been named Carlisle's President. With over 20 years experience in the development, construction and management of affordable housing communities in Florida, principals of the Carlisle Group have developed, leased and managed 22 affordable housing developments totaling 3,540 residential units with more than \$230 million in development costs. For more information, call 305/476-8118.

## Edwards & Angell LLP, a Leading National Law Firm

The national law firm of Edwards & Angell, LLP, now has more than 300 attorneys and offices in Boston, Ft. Lauderdale, Hartford, New York, Providence, Short Hills, Stamford, West Palm Beach and a representative office in London. *Becker* handles media relations for the firm's Private Equity, Insurance and Reinsurance and Intellectual Property practice groups.

## GP Funds, Inc., distributors of Fortune Asset Management's Market Wizards Fund, Grows to \$90 Million Under Management

Ft. Lauderdale-based GP Funds, Inc. has seen the Market Wizards Fund grow, in just two short years to approximately \$90 million in assets under management with plans to grow to a \$2 Billion fund in the next 3-5 years.

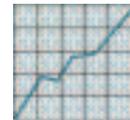
The Market Wizards Fund is a fund-of-funds available in different share classes to accommodate investors with different base currencies, and has been approved by leading life assurance companies. Launched in November 2001, the Market Wizards Fund is managed by Jack Schwager, a veteran investor with over 25 years experience on Wall Street.

GP Funds, Inc. is a wholly owned subsidiary of the Global Partners Group, providers of a comprehensive suite of financial services which include trading platforms and market-maker services. Global Partners Securities is the US broker/dealer and distributor for the US registered Market Wizards Fund. For additional information, visit [www.gpfunds.com](http://www.gpfunds.com).

## Press Release Do's and Don'ts

Interested in what reporters look for when they read a press release? Read on for helpful tips and suggestions.

1. Does your press release have 'news' or an angle that will be of interest to readers?
2. Provide facts and information and avoid 'fluff'.
3. Keep your press release length to one page when possible.
4. Describe the products or services you offer clearly but don't 'sell it'.
5. Avoid the use of acronyms, abbreviations, adjectives or uncommon language.



## Banyan Mezzanine Fund Targets Smaller Middle Market Companies

Banyan Mezzanine Fund, L.P., the only Small Business Investment Company (SBIC) mezzanine fund headquartered in Florida, has announced the formation and first closing of the Fund, now with capital of over \$45 million, for financing smaller middle-market companies, primarily in Florida and the lower Southeastern United States. SBICs have become common bank investments since banking regulators have jointly opined that SBICs are qualified CRA investments, and the historical returns have been attractive. Banks across the country have been active investors in SBICs, providing approximately 50% of their investment funds. For additional information, visit [www.banyanadvisors.com](http://www.banyanadvisors.com).

## 13th Annual Florida Venture Capital Conference

Applicants are now being sought for the 13th annual Florida Venture Capital Conference where high growth entrepreneurial companies are previewed to a national audience of venture capitalists and

investors. Florida's most popular capital-raising event is scheduled for January 22-23, 2004 at The Peabody Hotel in Orlando. Applications are available online at [www.flvencap.org/apply](http://www.flvencap.org/apply) for Florida-based companies in all stages of development and all industries. *Becker* handles media relations and event planning for the Conference, which expects 1,000 venture capitalists, investors, service providers and entrepreneurial companies to attend in 2004.

## Proactive Briefs

Marielena Santana has joined Becker as a Junior Account Executive. Graduating *Magna Cum Laude* with a degree in Public Relations from the University of Florida, Mari interned at *Becker* in the summer of 2002 and joined the firm full time in 2003. Mari was a reporter for the Gator Times in Gainesville, a member of the Golden Key National Honor Society and Vice President of the Hispanic Communicators Association.

Banking Executive Dolores Fernandez has joined *Becker* as an Account Executive. Dolores holds an MBA from the University of Miami and has expertise in media relations and marketing planning.

Congratulations to Account Executive Bertha Diaz who is celebrating her 7th year with *Becker*. Bertha has strong media relations and

event planning expertise and knowledge of the banking industry. She is completing her Bachelor's in Business Administration at Florida International University and will graduate with honors in 2004.

Jeanne is continuing her volunteer efforts as President of Cherish Adoptive Families of Miami, a support group for families who have adopted and those looking to adopt. The group meets the third Thursday of most months at 7:15pm at the Coral Gables Police Station where a variety of educational topics are discussed. For additional information, visit [www.geocities.com/adoptionsmiami](http://www.geocities.com/adoptionsmiami) or email: [jbecker@beckerconsulting.com](mailto:jbecker@beckerconsulting.com).

Jeanne has also been elected to the Board of Directors of the Miami Chapter of the Gift of Adoption Fund, a non-profit organization created to assist parent(s) overcome the hurdles of adoption. The monies raised in South Florida will be used to provide grants to South Florida families, thereby having a direct impact in our community. Those interested in applying for a grant should visit [www.giftofadoption.org](http://www.giftofadoption.org) or call Allison Freeland at 305/989-2971.

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