

PALM BEACH[®]
ILLUSTRATED

THE PALM BEACH

1000

PALM BEACH COUNTY'S MOST INFLUENTIAL BUSINESS LEADERS

2020

The Palm Beach 100

● REAL ESTATE AND CONSTRUCTION | ● RETAIL



RICHARD RENDINA
Chairman and CEO
Rendina Healthcare Real Estate

After his father, Bruce, the company founder, passed away, Rendina and his brother, David, chose to carry on his legacy by continuing to grow the family business. Since becoming CEO in 2006, he has overseen the development of more than \$325 million in health care real estate projects across 12 states. The non-Hodgkin's lymphoma survivor serves on the board of the Leukemia & Lymphoma Society of Palm Beach, and the Rendina Family Foundation focuses on finding cures for cancer and improving the lives of those affected by cancer. He lives in Jupiter with his wife and their four children.

EDUCATION: University of Notre Dame
FIRST JOB: Valet parking
HOBBIES: Fishing, hunting, and horse racing
FAVORITE RESTAURANTS: Cucina Palm Beach and Field of Greens
TOUGHEST CHALLENGE: Becoming CEO just before my twenty-seventh birthday in the wake of losing my father, the founder of the company, only to get hit with the Great Recession a year and a half later.
COMMUNITY INVOLVEMENT: Currently, he's working on a capital campaign to renovate Cardinal Newman High School, his alma mater.



LILLY LEAS FERREIRA
General Manager
The Royal Poinciana Plaza

A fourth-generation Palm Beacher, Ferreira's roots run deep in the island and in retail: She's the granddaughter of Lilly Pulitzer and the great-granddaughter of department store magnate Rodman Wanamaker. Today as The Royal Poinciana Plaza's GM, she honors the town's iconic past while shaping its future and leading the plaza through its first full-occupancy year and hundreds of events. Prior to this position, she launched, grew, and sold a successful PR and consulting firm and worked for a Fortune 200 energy company before returning to her hometown.

HOMETOWN: Palm Beach, Florida
EDUCATION: Florida Atlantic University (B), University of Florida (M)
FIRST JOB: C. Orrico Palm Beach
BIGGEST INSPIRATION: Her grandmother's entrepreneurial spirit and outlook on life
TOP TRAVEL DESTINATION: The Bahamas
PETS: A rescue dog named Conch
CAUSES SHE SUPPORTS: Ocean conservation, animal welfare, female empowerment and entrepreneurship
TOP OF HER BUCKET LIST: Completing a triathlon.



YVONNE JONES
Director of Property Management
O'Connor Capital Partners

Jones is a certified property manager and a certified commercial investment member with more than 30 years of experience managing and acquiring commercial, mixed-use, and multi-family properties across the U.S. In 2014, she joined O'Connor Capital Partners, which operates The Esplanade on Worth Avenue in Palm Beach. Previously she worked for the Chicago-based retail and multi-family development firm McCaffrey Interests, where she served as managing director of asset and property management.

HOMETOWN: White Plains, New York
EDUCATION: SUNY Oswego (B), City University (M)
FUNNIEST WORKPLACE EXPERIENCE: Coming into the office one morning with two different shoes on.
HIDDEN TALENTS: She speaks German and Italian and used to speak Hebrew and Russian.
TOP TRAVEL DESTINATION: Africa
FAVORITE BOOK: *The Razor's Edge* by William Somerset Maugham
BEST ADVICE FOR RECENT GRADS: Focus on yourself, your work, your strengths, and your efforts. Do not worry about what others are doing.



PENNY G. MURPHY
President
Pioneer Linens

Murphy, president of Pioneer Linens, began her career as an educator, founding the first area kindergarten in Wellington. In 1995, she became vice president of Pioneer Linens, a company started in 1912 by her grandfather, Max Greenberg. She became the third generation to run the business as she gradually took on the day-to-day operations from her father. Along with a storefront on Clematis Street in West Palm Beach, she has modernized the business to include online retail.

HOMETOWN: West Palm Beach, Florida
EDUCATION: George Mason University (B), Wheelock College (M)
TOUGHEST CHALLENGE: When my father passed away in 2007, Pioneer Linens was just five years away from turning 100. Then came the downturn in 2008. I couldn't let the business go down on my watch.
WHO WOULD PLAY HER IN A BIOPIC: Helen Mirren
ACCOLADES: In 2012, Murphy was honored with the Chamber of Commerce of the Palm Beaches Small Business Person of the Year Award. In 2015, she received the Palm Beach Atlantic University American Free Enterprise Day Companion Medalist Award.