

# STROLL

Golden Beach

Meet Golden Beach Native  
**MICHAEL BROWARNIK**

and the Powerful Leaders Behind  
The Way Ahead Collaborative™

*TRANSFORMATIVE SOLUTIONS FOR A REIMAGINED WORLD*



**DELIVERING NEIGHBORHOOD CONNECTIONS**





From left to right: Janelle Bigelman, Michael Browarnik, Susan Ford Collins, and Deborah Spiegelman

# Meet Golden Beach Native Michael Browarnik

## THE WAY AHEAD COLLABORATIVE™: REIMAGINING OUR FUTURE

BY SUSAN FORD COLLINS [SUSAN FOUNDED THE TECHNOLOGY OF SUCCESS. SHE HAS COACHED CEO'S AND LEADERS WORLDWIDE AND AUTHORED FOUR BOOKS. CNN CALLS SUSAN "AMERICA'S PREMIER SUCCESS AND LEADERSHIP COACH."]

**O**ne morning a friend called to suggest — no, to tell me — that I had to meet Michael Browarnik! A Golden Beach native, Michael is the patriarch of a third-generation Miami hotel family. In 1938 his grandfather built the iconic New Yorker Hotel, perhaps the best example of oceanfront Art Deco architecture. In 1981 the hotel's untimely bulldozing by a developer in the middle of the night became the catalyst for the creation of The Historic Preservation Board and South Beach's historic Art Deco District.

Michael's companies have concluded over \$2 billion in developments, investments and financings, including capitalizing the now \$5 billion city-within-a-city, Midtown Miami. His companies have developed, co-developed or capitalized the Jockey Club, Doral, Royal

Palm, Nautilus, Bath Club, Monte Carlo and Drake Hotel, among many other prominent and oftentimes defining projects. He is also a life coach to high-profile individuals, including professional athletes, Hollywood notables, and businesspeople.

To get to know him, I invited Michael to my home for one of my "waterfall lunches" (a phrase Michael coined later to describe the magical outdoor dining experience we started during COVID-19.) I showed Michael around my koi pond. We enjoyed lively conversation as we meandered over wooden bridges, through shadowy clusters of palms, pineapples, and bamboo, and savored a fresh, delicious lunch.

When it was time to say goodbye, we stood at my front gate, and Michael turned to me, asking: "What are we going to do together, Susan?" With a knowing smile, I assured him there would be something. And there was.



Examples of TWA's Unique Ceres teaching, participating and restaurant greenhouses



Examples of TWA's Unique Ceres teaching, participating and restaurant greenhouses



TWA's Ceres producing greenhouse

### WHAT CAME NEXT?

Lunch-by-lunch, Zoom by Zoom, call-by-call, we began creating **The Way Ahead Collaborative™** ("TWA"), a public benefit company composed of powerful people at the height of their fields in finance, housing, education, food, nutrition, health and diversity. We immediately started *collaborating* to create transformative solutions for today's ever-changing world.

TWA is exploring a partnership with Lebec Consulting [<https://www.lebec-consulting.com/>]. Lebec's founder and CEO, Alix Lebec, has two decades of experience across impact investing and philanthropy. Among her many other accolades, Alix was a founding

member of *WaterEquity*, as well as an integral part of Matt Damon's Water.org, the *Clinton Global Initiative* and the *World Bank*. Lebec Consulting will help develop an innovative business model and strategy for TWA to receive philanthropic contributions to fund, invest in and scale the impact of groundbreaking non-profits and social enterprises.

### WE ARE LIVING IN MONUMENTAL TIMES.

New pages in history's "playbook" are being written daily. While COVID-19 brought disruption, not all the outcomes have been negative. COVID-19 has given us an opportunity to rethink our priorities in life and to remake systemically broken processes.

Michael is a big thinker ... actually ... a huge thinker! And he works harder than anyone I know and is blessed with an exceptional memory. Years ago, my branding-genius friend Bruce Turkel (who originally introduced Michael and me) dubbed me "The People Whisperer." In that tradition, I am branding Michael "The People Connector." Michael cherishes his friendships, always maintains his communications over the years and is the most accomplished I know at assembling the complex "pieces of the puzzle" and executing our goals.

One of the most highly regarded developers in the country, Peebles Corp founder Don Peebles, says this about his friend of 25+ years:

*"Michael Browarnik is one of the most creative, innovative and tenacious entrepreneurs I have ever met. As a person, Michael is compassionate, loyal, family-oriented and kind. We met in 1997 when I came to Miami to develop the Royal Palm Hotel, and ever since then, he has been one of my closest friends. I am fortunate to have Michael as my friend and collaborator."*

### A KEY PILLAR FOR TWA IS REIMAGINING EDUCATION AT THE FOREFRONT OF SOCIETY.

One of the first ideas we explored was the way ahead for small colleges and universities that must strategically reimagine their financial futures to survive. COVID-19 reduced enrollments and revenues and introduced new costs. Skyrocketing home prices are making professors, administrators and staff more expensive to attract and keep.

The valuable real estate that schools and universities own suddenly became an overlooked asset they began to explore selling — certainly not a sustainable solution. Instead, TWA could develop their land to create an experiential setting for the students and community to address market demands by developing affordable workforce and student housing and creating state-of-the-art conference centers, hotels, green markets, greenhouses, and restaurants ... all of which



would yield economic sustainability for the schools. TWA could also develop unique senior living enclaves so seniors could take part in campus life, mentor students and share their lifetimes of knowledge. **The Way Ahead Collaborative™ is developing our “Cities of Tomorrow” on college campuses and elsewhere, which will define how we live, work and enjoy our leisure time in this reimagined world.**

#### TWA’S 501(C)(3) BOND PROGRAM

TWA is facilitating a capitalization program for its developments which entails the issuance of tax-exempt bonds for certain elements. Together with taxable bonds, grants, subsidies, and other sources, this provides a superior alternative to traditional financing for certain special projects.

Because of Michael and his companies’ depth of experience in the capital markets, TWA is the only group in the country approaching this in a programmatic manner with unique and proprietary elements. TWA’s bond program is being underwritten and supported by several of the largest capital firms in the country.

TWA’s current developments and investments include *American Collegiate Academy’s* schools and sports academies throughout Florida; the \$120 million mixed-use redevelopment of the oceanfront historic *St. Croix by the Sea Hotel*, including a diversity of housing and education elements on St. Croix, Virgin Islands; and installations of TWA’s greenhouses, waste-to-energy and its other transformative solutions at these projects as well as multiple locations throughout the country.

#### IT ALL BEGAN WITH GREENHOUSES. ([HTTPS://THEGREENHOUSECOLLABORATIVE.CO/](https://thegreenhousecollaborative.co/))

The Greenhouse Collaborative™, the forerunner of TWA, formed a strategic relationship with the most knowledgeable and recognized greenhouse company in the country, which had developed a one-of-a-kind solution. *Whole Foods* was just beginning to bring salad bars and gardens into elementary schools through their *Whole Kids* foundation. Intending to introduce its greenhouses into schools, U.S. military bases and corporate campuses, Michael reached out to one of *Whole Foods’* original founders, who introduced him to Nona Evans, executive director of their foundations, *Whole Kids* and *Whole Planets*.

When The Greenhouse Collaborative™ expanded into The Way Ahead Collaborative™, Nona became TWA’s second Advisory Board member. Today, *Whole Kids* is in over 12,000 elementary schools. In addition to providing food for the needy, our greenhouse is both a producer of delicious nutrient-dense produce — and a learning tool for our children. And their families.

#### THE MIAMI CHILDREN’S MUSEUM ([HTTPS://WWW.MIAMICHILDRENSMUSEUM.ORG/](https://www.miamichildrensmuseum.org/))

The colorful contemporary Miami Children’s Museum is located on the MacArthur Causeway, the gateway to



Susan Ford Collins founded The Technology of Success; her magical backyard setting is the backdrop for TWA’s “waterfall lunches.”



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South Beach. It hosts the only museum-based charter school in the country (400+ kids).

TWA and the Museum are exploring a strategic venture between them which will include the creation of a culinary school for kids and their families, with curriculum and teachers endorsed and supported by The Culinary Institute of America; programs and solutions to inspire and educate the next generation ... including how plants grow and the basics of healthy nutrition ... through the installation of TWA’s greenhouse and vertical gardens.

Janelle Bigelman, part of the new breed of nutritionists, a TWA Advisory Board member and head of its nutrition arm, is working with the museum



American Collegiate Academy’s Clearwater, Florida Campus, the first of a program of K-12 schools accompanied by state-of-the-art, multi-disciplined sports academies



Michael’s companies provided the initial capital for the development of Midtown Miami (formerly the Buena Vista Railyards), now a \$5 billion “city within the city.”



The New Yorker Hotel, originally built by Michael’s grandfather in 1938, became the catalyst that defined the Art Deco preservation movement.



Michael’s parents, Dottie and Moe Browarnik, circa 1945

to create exciting nutritional content for children and families which will ignite their passions. (Janelle’s aunt, Lydia Eskenazi, has been a Golden Beach resident for over 30 years and one of the community’s most active and distinguished REALTORS®.)

#### SEED-TO-SOIL-TO-SAUTÉ

These programs raise awareness about our broken food system. Most importantly, they will bring kids and their families together in the kitchen — and at the dinner table. **Never more relevant than at this very moment in time.**

TWA has reached out to Emmy- and four-time James Beard Award-winning culinary visionary and producer, Andrew Zimmern, to create its streaming TV show highlighting new technology and innovations in health and nutrition. EXPLR Media, frequently referred to as “The Netflix of Kids’ Programming” (see: <https://www.explr-media.com/>), will distribute TWA’s content as well as additional content for the museum and its affiliates throughout the world. Jenny Buccos founded EXPLR and is partnered with renowned TV and media host and producer Kari Byron.

The Miami Children’s Museum has enjoyed extraordinary recognition and success through a stellar board, outstanding staff and its executive director of nearly 30 years, Debbie Spiegelman, TWA’s newest advisory board member. With Miami as the incubator, Debbie will be introducing TWA’s transformative solutions to the 470 other children’s museums worldwide. (see: <https://childrensmuseums.org/>).







Don Peebles and Michael Browarnik at Mr. Peebles' book signing at The Bath Club



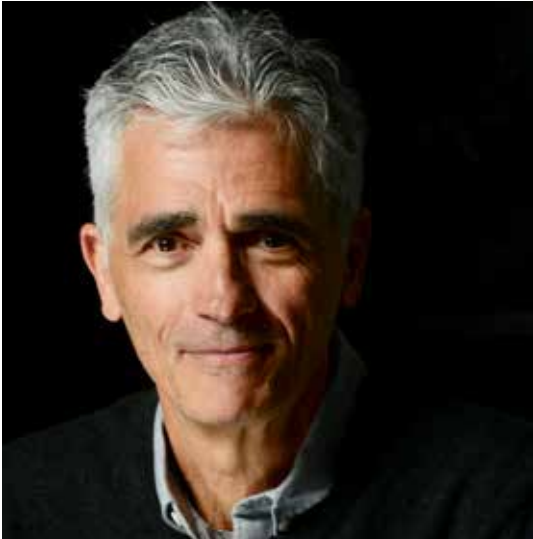
TWA's \$120 million St. Croix oceanfront development project



Tuckey Devlin, TWA's partner in St. Croix



Jenny Buccos and Kari Byron, principals of EXPLR Media, distributing TWA's streaming TV show and creating content for museums throughout the world



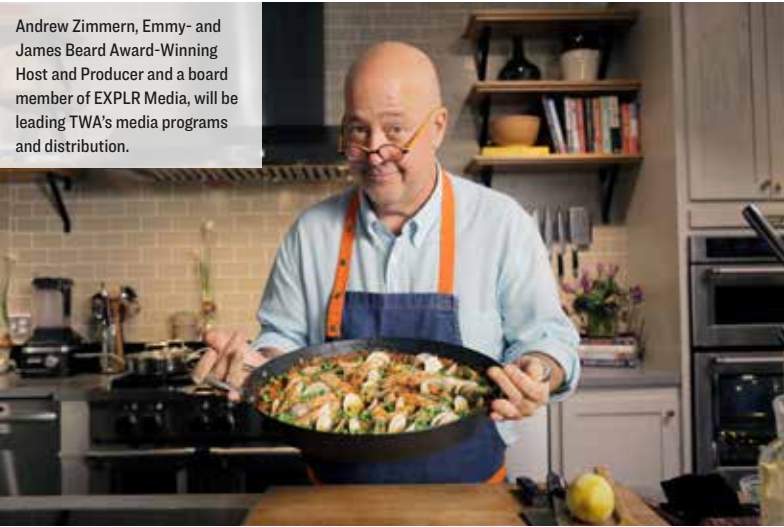
Bestselling author, speaker and branding expert Bruce Turkel



Michael with family and friends at his home in Golden Beach



The beautiful, striking and contemporary Miami Children's Museum on the MacArthur Causeway, with whom TWA is exploring a strategic venture, including a culinary school for kids with curriculum and programs endorsed by The Culinary Institute of America



Andrew Zimmern, Emmy- and James Beard Award-Winning Host and Producer and a board member of EXPLR Media, will be leading TWA's media programs and distribution.

**MICHAEL, AS WE CONCLUDE, IS THERE ANYTHING ELSE YOU WOULD LIKE TO ADD?**

*"Yes. TWA is just beginning. The real credit for its early success and recognition is thanks to you, Susan — together with our other board and advisory board members. In fact, since many are women, we recently formed FEWomen.org (Formidable Evolved Women) to uniquely recognize and honor them and the many other women who are dramatically improving our world as we move into this next chapter in history. I'm excited about what we will accomplish. And who else will join us on our journey."*

For further information and ways to collaborate with *The Way Ahead Collaborative*,™ please contact:

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Alix Lebec, founder and CEO of Lebec Consulting, whose track record includes two decades of experience across impact investing and philanthropy.



Nona Evans, Executive Director of Whole Kids



Miami Design Preservation League uses the image of the New Yorker Hotel as its logo.

