

POWERS FOR GOOD

BY ELLEN FORMAN

IN tough times, when so many go wanting, truly successful people look inward and find a way to give back. Guiding youth, sustaining the environment, building on the necessities of life – this is the stuff that keeps a community resilient at times of great challenge.

Each year since 2002, *City & Shore* has profiled members of the community who are using their power for good. This year, in addition to Alonzo Mourning and Dwyane Wade, we introduce you to Kip Hunter Epstein, Ronnie Brown, Bernardo Fernandez, M.D., and Debbie Miller—four more South Florida success stories.

Each is at a different point of their civic and professional careers. Each is gifted with a drive to make a difference. Together, they show us that the diversity of our gifts is what makes a community truly rich.



Kip Hunter Epstein



Ronnie Brown



Dr. Bernardo Fernandez



Debbie Miller

KIP HUNTER EPSTEIN

Selling the power of charity and connections.

AT A CRAMMED PARTY FULL OF STAR POWER AND GLAMOUR, Kip Hunter Epstein is the quiet presence at the center. Smiles, handshakes, conversation – but no flash. Not her style. When Epstein announced her intention to go into sales after college, the guy she was dating warned her that she'd bomb.

Yet today, that straightforward manner complements her talent for making powerful connections at Kip Hunter Marketing, the two-year-old firm behind some clients with considerable buzz. "I don't have a sales-y personality, but I think I'm very good at sales," she says. "Doing a deal is all about relationships. It's easy to sell something you love."

Levinson Jewelers, the law firm Rothstein Rosenfeldt Adler, and the Bova Restaurant Group are all Kip Hunter clients. Her strategy combines advertising, public relations and involvement with charity events, and her clients often work together on promotions and philanthropy.

"We're creating an aura – we take a little bit, and make it look like a lot," she says. "My goal is to make whatever company I represent the leader in that market."

Her early jobs were at Bass Tickets in Miami and at the Miami Heat, as vice president of corporate sales. She was a customer at Levinson Jewelers when she proposed to start an in-house marketing department in 2001. From there came the "Live Life Levinson style" campaign featuring Dan and Claire Marino, and fundraisers at the store for the Marino foundation that brought athletes and customers together.

Charity work was a natural for Epstein.

"I come from a very, very giving family," with roots as leaders in Temple Solel in Hollywood. Her diverse involvements now include the Heart Ball, Funding Arts Broward, and 211 Broward, a 24-hour crisis hot line.

And that once-skeptical friend? He's now her husband, accounting firm executive Joey Epstein.

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