



# CREW CUTS

Commercial Real Estate Women - Orange County

## President's Message

by Denise Howell

Greetings! Thanks for taking time to catch up with CREW-OC. A great way to do that on a regular basis is at our Web site: [www.crew-oc.org](http://www.crew-oc.org) - just another way our organization strives to provide top-rate information about the commercial real estate industry. I encourage you to take advantage of everything CREW-OC has to offer, including our consistently excellent and informative programs, our great social events, our invaluable resources, and our lasting commitment to promoting the interests of our members and the community. Toward that end,

please be sure to take advantage of all the Web site has to offer. The Events page is frequently updated and provides a quick overview of all of our upcoming programs and activities. If you are not yet a member, please take a moment to fill out our online membership application. You can view the current membership breakdown by industry on the About Us page. Be sure to also take advantage of the many Web based commercial real estate resources listed on the Links page. If you are a member, I have several suggestions for you: (1)

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## Mark Your Calendars

**August 7, 2001**

Summer Party  
Balboa Yacht Club



**September 18, 2001**

Luncheon  
Topic: Pension Funds



**October 23, 2001**

Luncheon  
Topic: Waterfront  
Development



**December 2001**

Holiday Party

CREW reserves the right to change dates, locations and speakers

## “But for CREW . . .”

by Lori B. Kramer

Everyone knows the film “It’s a Wonderful Life” starring Jimmy Stewart. In it, small town hero, George Bailey, is given a view of what life would be like if he had never been born.

Think for a moment of the difference CREW has made in your life. Have you made personal friendships? Enjoyed memorable times at CREW-sponsored events? Gotten together with other CREW members on your own? Made a business connection or gotten a referral of information or other

resources through a CREW contact?

CREW-OC was formed to create an alternative networking forum for women in the commercial real estate field. It is an alternative to the other professional organizations to which many of you also belong. Many of these organizations are very large, often with established cliques or hierarchies. Women in our group have told me it is often difficult to network at the meetings of these other organizations. Compare how

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# Maintaining Momentum

by Ginger Jenks

We all have different challenges with starting, maintaining momentum, and finishing. Some of us have challenges with all of them! Some people can jump right in to starting a project, but can't seem to finish. This month's article addresses the challenge of maintaining momentum when you're in mid-stride. You've started a project, task or new routine, and the excitement of the newness is past. The finish is quite a ways off. You have neither the adrenaline of something new or something about to end to keep you fueled. "Stay the course" sounds boring, even dreary. How do you keep yourself going?



running, sweating humanity for a solid 45 minutes. When I was in college at BU, I used to watch the finish by the Prudential Center – it was really exciting to watch the runners push for the finish after running a grueling 26 miles. A couple of times, I watched the middle of the race. It was pretty boring – just runners sporadically jogging by. Yawn.

Boredom is the most common cause of project stall-out. Boredom leads to procrastination, loss of creativity and a much slower pace. How can you regain and maintain momentum? Try these

steps:

Examples: a weight loss or fitness program; a book you want to write; a career change; a home improvement project. You're excited about your goal – you start off like gangbusters. You *want* to finish – what's getting in the way?

Take a look at what your real motivation for the project is. If you want to lose 20 pounds, is it because you want to lose weight, or because you want to feel more attractive? Or is it to improve your health? Be clear about what the strongest reason is for you. Let the rest of it go – other benefits are a bonus.

Big goals can take a lot of time and energy to complete. Much of our lives today are programmed toward instant gratification. If we don't immediately get the results we're after, motivation can wane. Breaking a project into manageable bites can help you maintain momentum by creating milestones en route to the final result. If you want to lose 20 pounds, start by losing 5 pounds this month. Then set the milestone for the next month. Give yourself a chance to win, because winning is what will not only maintain, but increase your momentum.

I used to watch the start of the Boston marathon when I lived in Ashland, MA. It was incredible! This 2-lane road would be absolutely teeming with

1. Get clear about your strongest reason for undertaking the project in the first place. Focus on that result, and re-whet your appetite for it.
2. Recognize when you're stalled. You can't get going again if you think you're still on track.
3. What's in the way? Are you trying to do too much at once? Is the goal still important to you?
4. Create interim milestones so that you build momentum with a series of smaller accomplishments.
5. Visualize the finish. How will you feel when the goal is accomplished? What is the main benefit, and all the side benefits that you'll realize?
6. Focus on just 2 or 3 things you can do that will take you toward the goal. Let the rest go.

Finally, tell at least one other person (such as your coach!) what you're trying to accomplish. It's amazing how that strengthens the accountability factor.

*Ginger Jenks, PCC is an executive coach and speaker, specializing in the commercial real estate industry. She is a member of CREW Denver and may be reached at [www.magellangj.com](http://www.magellangj.com) or (970) 259-4847.*

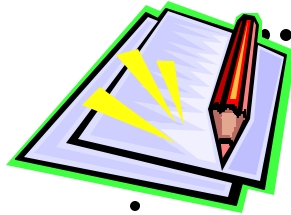
## “But for CREW...”

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comfortable it is to talk with the professionals you have met at a CREW program or event! Also, CREW-OC brings together professionals (men and women) from a variety of fields, creating the opportunity to meet the people who can use your services, or provide services to you, in addition to professionals from your own field.

Of the experienced, professional women from other aspects of commercial real estate you know (for example, brokers, lenders, attorneys, architects, property managers, environmental consultants or asset managers) how many did you meet through CREW?

Looking back on the last couple of years, I recall fun birthday parties with CREW members, and more than one “girls’ weekend” away. The benefits of CREW go beyond making a business deal. The benefits include the information resources and professional inspiration we get from knowing the dynamic women and men who are part of our organization. Getting involved through committees or the Board is the best way to get to know other CREW members. So get involved!



## Newsletter Committee Forming

Here's an easy way to increase your visibility through CREW. Help form the Newsletter Committee and take on a single article one to four times a year. We want to add a regular column describing a networking success story and another spotlighting members.

The beauty of helping with the Newsletter is that you will have a limited task, have an easy way to make a new contact with a CREW member (by calling them for a networking story or offering to spotlight them) and can be sure to get your networking story or bio in the Newsletter. You can also have a “by-line” and get recognition for your effort.

Send an e-mail to Lori Kramer at [kramer@constructionriskmanagers.com](mailto:kramer@constructionriskmanagers.com) and “cc” our executive director Heather DeSha at [pamgmt@pacbell.net](mailto:pamgmt@pacbell.net) to join us.

## Mission Statement

The mission of CREW Orange County is to promote women in commercial real estate by fostering relationships, creating business and personal growth opportunities and providing professional education.

## 2001 Board of Directors

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Contact CREW-OC at (949) 475-7600  
or visit us online at [www.crew-oc.org](http://www.crew-oc.org)

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Committee chairperson (contact information available on the Web site) to increase your involvement with the group, (2) utilize the Job Bank to help your company grow or advance your own career, and (3) keep your Member Information current and be sure to take the opportunity to tell other members a bit more about what you do.

Once you've taken advantage of all our online resources, it's time to get out from behind your desk and come to our programs and events! Now is a great time to meet and mingle with the CREW-OC membership. On August 7, our annual Summer Party will feature sunset views of Newport Harbor at the Balboa Yacht Club, and fantastic prizes for lucky winners of the opportunity drawing. Proceeds help support WISEPlace, offering housing and support services for homeless women. On the social front, our recent golf clinic at Tustin Ranch was such a success we may plan another in the fall. Please check back for more information.

Our fall programs promise useful information about pension funds (September 18) and waterfront developments (October 23). Should you have comments or suggestions as we plan these events, please contact our Programs chair, Lori Smith.

Thanks for your interest in CREW-OC - your best link to Orange County's commercial real estate markets!



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