



# CREW CUTS

Commercial Real Estate Women - Orange County

## Mark Your Calendars

**February 19, 2002**

Luncheon  
Topic: Market Trends

**March 19, 2002**

Luncheon  
Topic: Capital Market 2001  
Overview

**April 16, 2002**

Self Improvement

**May 14, 2002**

Luncheon  
Topic: Fanny Mae Affordable  
Multi-Family Housing

**June 18, 2002**

Luncheon  
Topic: Building Security

**July 16, 2002**

Special Event - TBD

**September 17, 2002**

Luncheon  
Topic: Technology

**October 15, 2002**

Luncheon  
Topic: Rancho Mission Viejo

**December 3, 2002**

Holiday Party

CREW reserves the right to  
change dates,  
locations and speakers

## Outgoing President's Message

by Denise Howell, 2001 President

### Stop Fear And Fraud In Their Tracks: Think Twice Before Forwarding E-mails Promising Imminent Disaster Or Easy Money

The warning is timely and the details are credible: an acquaintance sends you a desperate plea to curb your late-October shopping enthusiasm because her friend's Afghan boyfriend - who mysteriously disappeared in early September - apparently warned his former flame to stay off commercial flights on September 11, and steer clear of shopping malls on Halloween. With minor variations, this message, originated by a woman in Orange, began spreading around October 9, and ultimately was forwarded to

thousands with the best of intentions and one terrified question at the fore: Could it be true? No, it wasn't, and neither are most of the items that invade your in-box each day predicting doom, or promising something for nothing. These e-mail hoaxes have multiplied exponentially since the recent acts of terror. More than just a minor annoyance, they inflict far more harm than good.

The September 11 attacks have spawned an avalanche of tall e-mail

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## Attack Aftermath

News from CREW Network and Foundation

It was with great sadness that we learned that Heather Smith, formerly of Koll Bren Schreiber Realty Advisors, was among the victims of the terrorist attack in New York on Sept. 11.

Heather, a native of Southern California, had recently resigned her position at KBS in Boston to join Beacon Capital Partners, also based in Boston. She was aboard American Airlines flight 11.

CREW-OC member Cheryl Byrne, also of Koll Bren Schreiber recalled Heather as an interesting and dynamic woman. She was an avid international traveler who had lived in Tehran, Iran as a child, and traveled extensively in Europe and

Asia. Heather was born in Long Beach, and was a graduate of Dana Hills High School in Dana Point, and California State University Fullerton.

She was a member of New England Women In Real Estate (NEWIRE), which has established The Heather Smith Memorial Fund in the hopes of "provide a living legacy and a message of hope in tribute to her." All CREW Network members are invited to join in this project.

In accordance with the wishes of Heather's family and fiancé, the funds will be used for a scholarship to benefit women in need and to provide direct

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# Attack Aftermath

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assistance to the victims of the tragedy of Sept. 11.

Donations should be made payable to The Heather Smith Memorial Fund, c/o Erin O'Boyle, Beacon Capital Partners, 1 Federal Street, Boston, MA 02110.

Meanwhile, the CREW Network Convention will be held as planned in Boston in mid-October. National President Sally French Smith said that in addition to a memorial tribute to Heather and the other victims of the tragedy, the conference will also include workshops on building safety and security and disaster preparedness.

At the same time, the CREW Foundation planned a special issue of its newsletter "Caring Connection" to address the memorial fund and other charitable issues relating to the events of Sept. 11. Following the terrorist

attack, the Foundation directors issued a statement explaining that by its bylaws, the Foundation would not be able to directly participate in financial support of relief and memorial efforts.

In the aftermath of the destruction of the World Trade Center towers, members of the newly-formed New York chapter reported that all of their members were well, although shaken, and were focusing on the enormous task of assisting in the relocation of businesses once housed in the World Trade Center complex.

"It has been a very heart-warming experience to see our members immediately jump into action to ensure that these displaced businesses have an opportunity to open their respective doors again as soon as possible," Sally writes.

## August Summer Party a Smashing Success!

by Lori Kramer

CREW-OC's annual fund-raising event for **WISE Place**, the Summer Party, was held on August 7, 2001 at the **Balboa Yacht Club**. CREW-OC was again the guest of **Stan and Pam Bunker** (Stan is a long-time Director of the Yacht Club and Pam was one of the earliest members of our CREW chapter).

About 75 CREW members and their guests attended the party. We enjoyed mild temperatures as the sun set across the beautiful Newport harbor. A superb barbeque buffet offered a selection of grilled fish, chicken and steak with a variety of salads and side dishes. The Summer Party is always a great time to catch up with CREW members and to socialize with clients and associates.

Many prizes were generously donated for the opportunity drawing, the proceeds of which go to WISE Place. The first Main Prize was a trip to San Francisco including airfare, 2 nights at the St. Francis Hotel (donated by **McCarthy Cook & Co., LLC**) and dinner (donated by **Ruth Brajevich**—Ware & Malcomb Architects) won by Debi Stanley of Parasec. President **Denise Howell** (Crosby, Heafey, Roach & May) donated the second Main Prize: 2 nights and a round of golf at the "Little River Inn" in Mendocino won by past president Beth Kiley (Beth went in October and had a fabulous time)! Main Prize number 3 was two nights at **Marcia Forsyth's** lake view home in Big Bear. Thank you to everyone who donated prizes.

**Kathi Bowman**, executive director of WISE Place spoke

about recent improvements to the WISEPlace facility which provides transitional housing, training and support for women in need. The residents range in age from young women who have just left the county foster care system, to senior women in their 80's. The proceeds from the Summer Party have been increasing every year. This year more than \$2,000 was contributed to WISE Place.

Kathi also reminded us that our donations to WISE Place of clothing, new toiletries and in-kind services are greatly appreciated. Special thanks went to Alexis Meghrouni and Cheryl Byrne for their continuing clothing deliveries and to CREW members who have served as WISE Place Board members.

A fun competition for sale of the most tickets has developed—the informal results are that once again, Rick Hopcraft outsold everyone.

The wonderful evening was the result of efforts by the Special Event team of **Eileen Schuler** (Schuler Commercial Real Estate), **Berri Cannon** (Harris Realty Appraisals) and **Cheryl Byrne** (KBS Realty Advisors) who were assisted by past president **Diane Bartko** (PMRealty Advisors) and Annette Steele (Transwestern Commercial Services) at the check in tables, and by our executive director, **Heather DeSha** (in turn assisted by her daughter, Angelica). Thank you to everyone for your efforts. See you in 2002!!

# Outgoing President's Message

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tales – a blue envelope holds a mysterious virus; the face of Satan can be seen in a photo of the World Trade Center explosion; Nostradamus predicted the attacks and the rise of Osama Bin Laden; a man survived the blasts by “surfing” falling rubble to the ground. E-mail hoaxes were bad enough before September 11. Now they’re just plain out of control. The next time you receive an alarming e-mail calling you to action, look for the telltale characteristics of a hoax before you even think about sending it on to someone else. And, as a final precaution, check with a reliable hoax-buster Web site to see if that “urgent” message deserves to die an early death. By deleting instead of forwarding, you can help thwart Internet traffic, frayed nerves and opportunistic scams in one fell swoop.

First and foremost, turn your thinking around. Shift your default response from “I’ll send it just in case,” to “I won’t send it unless I know it’s true.” Assume unsolicited e-mails are false unless you can prove they are true using a reliable resource. And don’t stop there. Be a good citizen by notifying the person who sent you the message so he or she can (sheepishly) notify all the people he or she “alerted.” But how do you know something is a hoax and not a life-changing insight or opportunity? Use your common sense. Then use your Web browser.

**Common Characteristics Of E-Mail Hoaxes.** Most e-mail hoaxes don’t require a lot of research or leg work on your part before the “delete” instinct should kick in. E-mails that tell you they’re “URGENT!!” (lots of capitals and exclamation marks), you should “Tell all your friends!” (“forward this to everyone in your address book”), “This isn’t a hoax!” (“my neighbor just received this warning so I know that it’s true”), or “You are in danger!” (or your hard drive, or your houseplants), probably deserve to go no further. If you still find yourself reaching for the “forward” key though, do everyone a favor – take just one more minute to check your facts.

**Do Your Homework.** Fortunately, there are many reliable sources who track and evaluate these cultural phenomena. The Urban Legends Reference Pages (<http://www.snopes.com>) is comprehensive, up-to-date and intelligently written. Vmyths.com (<http://www.vmyths.com>) debunks computer virus hoaxes, myths, urban legends and hysteria. Internet Scam Busters (<http://www.scambusters.org>) roots out fraudulent “emergency relief” and other fundraising efforts, as well as get-rich-quick and ponzi schemes.

Rumors spread unwarranted panic and dread. Floods of hoax e-mails slow legitimate communication and productivity. So the next time you’re invited to save the life of a sick child’s pet hamster – or told your favorite activities either have become inescapable death traps or are about to be taxed out of existence – have a care. Remember that the delete key is located somewhere in the upper right quadrant of your keyboard.

## Member News / Member Deals

Sharon Kline (L.J. Melody) brought Rick Hopcraft (First American Title Insurance) in on a \$4.7 million loan with a major client last year. Cathy Voreyer (Berkshire Mortgage) closed a deal with the assistance of a timely call to Rick Hopcraft who knew the borrower.

If you have news (awards, promotions, job change) to share, or a deal that involves a CREW connection, let us share your accomplishments in this Newsletter. E-mail your (brief) information to: Joanne Reynolds at [jsr@shawproperties.com](mailto:jsr@shawproperties.com).

## 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.

## CREW-OC 2002 Board

**Karen Hardy - President**

Trendzitions  
(949) 851-1900

**Leann Berry - First Vice President**

First American Title Insurance Company  
(714) 800-4723

**Traude Valachi - Second Vice President**

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**Marcia Forsyth - Secretary**

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