



Quarter II 2004
Spring - Summer

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Find out what's new with your CREW!

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Thanks!

2004 GOLD SPONSORS

Berkshire Mortgage Finance
First American Title
Grubb & Ellis
Stradling, Yocca, Carlson & Rauth

MARK YOUR CALENDAR

Thursday, Jul 15 6:00-9:00 pm
2nd Annual Hawaiian Luau Dinner
(Members Only Event)

Tuesday, Aug 3 6:00 pm
CREW Summer Party
Balboa Bay Club
(Bring a Guest Event)

Tuesday, Sep 21 5:30-7:00 pm
WISEPlace Open House
(Bring a Guest Event)
Contact: Paula Neal-Reza, WISEPlace
714/542-3577 x 22

For a full event calendar and lots of other great information, go to the CREW Orange County website at:
www.crew-oc.org

CREW Supports WISEPlace Grads

by Terri Neal and Teale Hotchkiss

CREW Orange County members once again demonstrated their collective generosity in support of WISEPlace. WISEPlace provides women with a safe haven to make a new start, and helps them to re-enter society and the work force. As the women complete the program and reach their goals, they "graduate" and move back into society.

This year was the first time that CREW sponsored a WISEPlace graduation. CREW members reached into their billfolds and raised over \$1,000, including donation of much-needed household items. The outpouring of support allowed CREW to sponsor four graduates, with each woman receiving items from her wish list. The remaining \$300 was donated to WISEPlace's Christmas in July event.

Terri Neal and Teale Hotchkiss attended the graduation on May 2nd, and found it to be an inspiring afternoon. Because we are able to make such a direct impact on the lives of women in our community, CREW hopes to make WISEPlace graduation sponsorship a yearly event.



CREW Board Member, Terri Neal (right) with WISEPlace Executive Director, Kathy Bowman (left)

WISEPlace (Women Inspired, Supported and Empowered) is a non-profit organization providing programs and services that Inspire, Support and Empower women to become independent.



Teale Hotchkiss Named CREW-OC Philanthropy Chair

by Cindy Bongiovanni

In quarter two of 2004, the CREW-OC Executive Board unanimously approved the creation of a new position to direct charitable and fundraising activities. Teale Hotchkiss with Grubb & Ellis Newport Beach, was named Philanthropy Chair, and has been assembling a committee of dedicated CREW members to help launch this passionate endeavor.

The charter of the committee is to leverage the talented women of this group and the resources available to them, to benefit those less fortunate.

The immediate goals are to increase funds raised and donated through events such as the Summer Party this August and the Women's Business Clothing and Accessory Drive in October. Proceeds from the 2005 golf tournament will also be used to support WISEPlace.

You Can Help:

- Donations of new or used cell phones and computers are most welcomed. Always be sure to remove personal information before donating any electronic equipment.
- Start saving outgrown career clothes for the WISEPlace Clothing Drive.
- Make a note to write WISEPlace into your yearly budgets.
- Purchase "Opportunity Drawing" tickets for prizes at the Summer Party (see calendar left column). All proceeds from the Opportunity Drawing go directly to WISEPlace.



Much-needed household items were presented to WISEPlace grads in May

Quarter II 2004
SECTION 2

Balancing... Work and Relaxation

Commercial Real Estate Women have busy professional lives, and with that in mind, CREW events provide some great opportunities for stress relief.

Thanks!

2004 SILVER SPONSORS

Craig Realty Group
Roel Construction Company

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.

Strawberry Farms Golf Clinic

by Cindy Bongiovanni

Doris Bolton put together yet another great event with the 2004 Golf Clinic, held in late June at Strawberry Farms Golf Course in Irvine.

A dozen or so CREW members spent the day honing their skills with one of the area's top golf pros. An evening reception followed at the clubhouse for the students, as well as for those who were unable to attend the clinic.

CREW would like to thank Maxann Shwartz, PhD for accommodating our group. Dr. Shwartz is an LPGA Class A teaching professional and practicing licensed psychologist, and was twice named among the Top 50 Instructors by Golf for Women Magazine.

"Dr. Max" is a premier teaching professional at Strawberry Farms Golf Club in Irvine



Night at the Spa

by Debi Stanley

On Spa Night, CREW-OC members Karen Priesman, Karen Hardy, Cindy Bongiovanni, Linda Carroll, Julie Nylandar, Terri Schmidt, Vivian Shiu, and Debi Stanley entered the tranquil world of massages and facials at The Spa at South Coast. The pampering even encouraged light-hearted discussion about the business matters the women typically take so seriously. All left this 'night out' completely relaxed and ready to take on another day.



Barbara Kelley and Patty Georges enjoyed the CREW-OC Mixer in May



Past Presidents
Denise Howell
Leann Berry
Karen Hardy
and current
President,
Cheryl Dow

Tea at The Ritz

by Barbara Kelley

Leann Berry, CREW-OC's president in 2003, hosted the Past President's Tea this Spring. The event took place at the beautiful Ritz Carlton in Laguna Niguel. Each year the retiring CREW president hosts a tea for all past Presidents of CREW. The event provides excellent business networking opportunities, as well as a venue to discuss further advancement of CREW-OC.

Leann was delighted to hear each of the Presidents as they reflected back upon their tenure, sharing personal experiences, challenges, and successes. All reported that it was time well spent, and look forward to the continuing success of CREW-OC.

... and all that Jazz

by Barbara Kelley

For those who love atmosphere, good company, and great music, CREW-OC hosted a networking cocktail reception at the Tustin Ranch Golf Club in May. CREW members and guests relaxed to the smooth jazz sounds of Dustin White & The Jeff Jones Trio while enjoying a beautiful view of the golf course. The hors d'oeuvres were varied and delicious, and the atmosphere was cozy and comfortable. The evening promoted mixing with fellow members, meeting visiting guests, and being a part of conversations discussing opportunities within the Orange County real estate community. Everyone enjoyed the reception, and a few members left with some business referrals.



Dustin White & the Jeff Jones Trio entertained at the Tustin Ranch Golf Club

Quarter II 2004
SECTION 3

Business... without Borders

Dedicated CREW-OC members are involved both locally and nationally with CREW Network, as well as with other related industry associations.

Thanks!

2004 BRONZE SPONSORS

Holliday Fenoglio Fowler, L.P.
Parasec, Inc.
Standard Parking

Join CREW Network in Toronto
this October for
"Business without Borders"
2004 Annual
Convention & Network Marketplace

Breakfast in Las Vegas

by Carol Serlin

The CREW Networking Breakfast (sponsored by CREW Network) was held on May 24, 2004 at Caesar's Palace in Las Vegas, Nevada. This was a great opportunity to meet and network with members who were attending the 2004 ICSC Spring Convention. The Networking Breakfast, which lasted from 7:30 to 9:30 a.m., was attended by CREW members who traveled to Las Vegas from all over the United States.

Bitu Tabatabai, a new CREW-OC member, attended the breakfast and was impressed with the professionalism and friendliness of all who attended. She met CREW members from Missouri, Kansas, Colorado, Florida, and California, and even obtained an opportunity for further networking in Missouri!

IREM Southern California Real Estate Conference

by Annette Steele

Touted as THE industry event of the season, the Southern California Real Estate Conference in Anaheim, and presented by IREM-OC, brought together real estate professionals from Los Angeles, Orange County, and San Diego all under one roof for an informative and fun-filled day.

Moderated by CREW President, Cheryl Dow, Esq. of Stradling, Yocca, Carlson and Rauth, CREW's presentation this year focused on disaster preparedness. The CREW panel included Kathleen Darling, Vice President of Property Management for Trammell Crow, Janice Fuchs, CSM, Senior Vice President of Asset Management for Madison Marquette Retail Services, Susan Fowler McNally, Esq., Partner with Gilchrist & Rutter, PC, and Suzanne Xiros, Director of Insurance for Aon Construction Services Group.

This event was a rare opportunity for business professionals from major industry associations including BOMA, CREW, CCIM, IFMA, SCAA, and IREM to come together, to learn from one another, to make new friends, to visit old friends, and to form new business alliances.



"Big Easy" Spot for Delegate's Meeting

by Barbara Kelley

On February 5th and 6th, Mary Figlioli, along with 150 CREW Network delegates and chapter leaders attended the 2004 winter meeting in New Orleans. This was one of the most well-attended winter meetings in CREW history. The program, titled "The Gumbo YaYa of New Orleans: The Economics and Development of Our Region," was presented by Ron Forman, Chamber Chair of New Orleans, and Tara Hernandez of HRL development company.

Ron's presentation addressed the challenges facing the City of New Orleans in the commercial development market, and stressed that the city must find a way to move forward while retaining and preserving its colorful history. Tara discussed the American Can Renewal project, a vacant 435,000 square foot former can manufacturing plant that was transformed into a commercial asset consisting of 268 apartments (54 affordable units), 19,000 square feet of retail space, a fitness and business center, and an entertainment room. 420 construction jobs were generated from this project.

CREW delegates were also introduced to the newly defined CREW Network Strategic Plan. The plan's core purpose statement, "To advance the success of women in commercial real estate," and the plan's goal, "To achieve parity in opportunity, influence and power in the commercial real estate industry," were discussed at length. The continuing role of the delegate also was discussed. While the role of the delegate will not change, it was suggested that a council consisting of the best industry thinkers could be developed to help CREW implement its strategies and goals. Further research regarding creation of such a council is being conducted. During the meeting, CREW delegates also participated in education sessions and further discussions on how to enhance business development among members.

The CREW delegates enjoyed the city's ambiance and southern hospitality, and came away renewed and invigorated to enhance the networking capabilities of their respective CREW chapters.

WELCOME NEW MEMBERS

Patty Georges, CPA

Certified Public Accountant

Patty L. Georges, An Accountancy Corporation
Patty joined CREW because of her large client base associated with commercial real estate.

Elizabeth Rutherford

Vice President

Hutton Development Company
Robin joined CREW for the professional programs and the professional interaction.

Robin Reed

Business Development Officer

South Coast Commercial Bank
Robin joined CREW to network and also because she likes the philanthropic goals of CREW.

Erika Baurecht

Associate General Counsel

John Laing Homes
Erika was a Board member and Membership Chair of the Wisconsin chapter of CREW and recently relocated to Southern California.



CREW Member Nominated for OCBJ's Women in Business Award

CREW-OC board member, **Michelle Schierberl**, Senior Vice President with the Newport Beach office of Grubb & Ellis and Ellis, was among the select few women recently nominated for the 10th Annual Orange County Business Journal's "Women in Business Awards". These awards are presented to women to recognize their exceptional business accomplishments.

Michelle was also involved in the recent purchase of Northpark Village Square in Valencia, California. The building was purchased by Cornerstone Real Estate Advisers, and the transaction, which included two ground leases, was valued at \$30 million. Lennar Partners previously owned the fully-leased 87,595 square foot shopping center. Michelle and the Grubb & Ellis team represented both buyer and seller. Our hearty congratulations to Michelle!

PROGRAMS RECAP

CREW monthly luncheon programs are typically held on one Tuesday of each month at the beautiful Pacific Club in Irvine, and are open to all men and women involved in commercial real estate, whether members or non-members.

February - Real Estate Forecast, "Where is the Market Going". Moderator Michelle Schierberl, Grubb and Ellis. The panel included Lee A. McCullough, with Colliers Seeley Commercial Brokerage, Michele Babcock, with Donahue Schriber, and Cori I. Caso, with CB Richard Ellis.

March - "Where are we Headed". Moderators were Sharon Kline, LJ Melody Company and Cathy Voreyer, Berkshire Mortgage Finance. The panel included J. Scott Croul, Manulife Financial Pacific, John Ferguson, Wells Fargo Bank Real Estate Group, Charles Haggard, CMBS Capital Markets, Joan Kramer, Merrill Lynch Capital, James P. Weaver, South Charles Investment Corporation

April - "Green Buildings , Driving Towards Environmental Excellence", presented by Jeanne Arneson McManus, Toyota Motor Sales, USA.

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SECTION 4



Membership... Notes

MEMBER SPOTLIGHT



Jane Casanova with
John J. Schroder, AIA

Jane Casanova made it a priority to join CREW when she became Director of Business Development at JJS INC in 2003. Among the valuable contributions Jane has made to the membership are dedicated service on the CREW's Letter committee, support of CREW by attending nearly every event, support for Wise Place, and sharing business contacts and information with her fellow CREW members. Jane defines her experience with CREW-OC as uplifting, and beneficial, both personally and professionally. JJS INC, a General Contracting firm, celebrating its 15th year in Orange County is at: www.jjsinc.net

Terri Neal has accepted a position with The Irvine Company as Property Manager for 4 Park Plaza at Jamboree Center, a 20-story, Class A high rise office building in Irvine. Terri's CREW membership and involvement on the board helped her in scheduling an informational interview with Carol Olander, Portfolio Manager at The Irvine Company, who is also with CREW-OC

Doris Bolton, IIDA, is now Director of Client Relations for William Hezmalchal Architects, Inc., in Santa Ana. Doris will be involved in mixed-use, commercial, and multi-family projects.

Congratulations Terri and Doris!

Special Thank!

Q. II 2004 CREW's Letter Committee

Carol Serlin, Environ Corporation

Barbara Kelley, Moss Adams, LLP

Jane Casanova, JJS INC

Patty Georges, Accountancy Corp.

Debi Stanley, Parasec

Cindy Bongiovanni,

TICON General Contractors

www.crew-oc.org is your link to CREW, and CREW's link to you...

Consider the site your first source for vendors, business partners, programs, and events

Make sure your own information is always updated and current

Who to call for what? Click on the Board of Directors link, then select the name to email the member that corresponds with the area of your inquiry