



# CREWLETTER

COMMERCIAL REAL ESTATE WOMEN - ORANGE COUNTY

FIRST QUARTER 2006  
WINTER/SPRING ISSUE

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## UPCOMING EVENTS

### CREW Classic 2006 Charity Golf Tournament

Monday, June 26, 2006  
Newport Beach Country Club

### CREW California Conference

May 11-12  
San Jose, Fairmont Hotel

For more information on upcoming events, please visit our web site  
[www.crew-oc.org](http://www.crew-oc.org)

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## CREW MEMBERS READY TO SWING

CREW-OC is hosting its second annual charity golf tournament, CREW-Classic 2006, this summer on Monday, June 26, 2006. The event, which will take place at the Newport Beach Country Club, will include 18 holes of golf in a scramble format, lunch, dinner, and a variety of contests.

The earnings from the tournament will benefit two local Orange County charities, Building



Block Foundation and WISEPlace. There are still sponsorship opportunities available that will get your company name in front of hundreds of local commercial real estate professionals in a relaxed, fun-filled environment.

Register to play prior to April 30<sup>th</sup> and receive an Early Bird special discount! Contact Sharon MacDougall at 714-343-8084 or Karine Clark-Foreman at 949-794-3828 for more details on this sold-out event.

## CREW CALIFORNIA CONFERENCE COMES TO SAN JOSE IN MAY

*Conference Will Explore Success Beyond Superwoman*

*By Mary Figlioli, President  
CREW-Orange County*

The second annual CREW California Conference will be held in San Jose on May 11-12, 2006. The conference kicks off with an author who will talk about having it all, versus doing it all. Karin Strasser Kauffman, co-author of "Beyond Superwoman – 25 Top CEOs Show Us How to Get a Life" will start the program on Friday morning, May 12. Her address will be followed by a panel of experts providing an update on the capital markets.

The California Conference is a collaborative effort of the seven California CREW chapters. They are the chapters in San Diego, Orange County, Los Angeles, San Francisco, Silicon Valley, Sacramento and the newest California CREW chapter, East Bay CREW.

More than 150 members and guests attended the inaugural CREW California Conference last year in Newport Beach. Attendance at this year's conference is expected to exceed 200. This year's conference will be held at The Fairmont Hotel and will open with a welcome reception on Thursday evening, May 11, followed by dine arounds at local restaurants to

be hosted by CREW Silicon Valley members.

Following Ms. Kauffman's speech about the Superwoman syndrome on Friday morning, the keynote luncheon will feature speakers from Northern and Southern California cities discussing the revitalization of California's urban cores and development plans for emerging growth areas. The luncheon will be in conjunction with the joint luncheon held annually by CREW Silicon Valley with the Silicon Valley chapters of NAIOP and BOMA, with attendance expected to be at an all-time high. Following the keynote lunch will be a return of last year's popular market niche panel. The panel will consist of experienced real estate brokers from throughout California, who will report on the current state of various market segments.

Mark your calendars now for this opportunistic conference that you won't want to miss. You can register online at [crewnetwork.org](http://crewnetwork.org). If you have any questions about the conference, please contact Mary Figlioli at [marytfc@aol.com](mailto:marytfc@aol.com) or Sharon Courtway at [scourtway@hopkingsgroup.com](mailto:scourtway@hopkingsgroup.com). Sponsorship opportunities are also available. Please contact Nancy Morse at [nancy.morse@grubb-ellis.com](mailto:nancy.morse@grubb-ellis.com) for more information.

## CREW-OC LAUNCHES CAREER PROGRAM FOR GIRLS



*CREW Careers Committee, Presenters and Tour Guides*



*Cushman & Wakefield's Dee Shipley and Loretta Goltara prepare goodie bags for the girls.*

**C**REW-OC launched its first annual CREW Careers program at the Irvine Spectrum this month. The one-day program, entitled *CREW Careers: Building*

*Opportunities*, was held as part of the national CREW Foundation's initiative to introduce girls to commercial real estate. The Foundation established the Crew Careers program last year and chose 10 chapters to participate in it. This year, our chapter is one of about 20 chapters nationwide that is participating in the program.

The CREW-OC Careers program was held on Saturday, March 25, from 9:30 a.m. until 3:30 p.m. at Dave & Buster's at the Irvine Spectrum. Our chapter partnered with Girls, Inc. for participants in the program. About 40 girls attended, including some that are not from Girls, Inc. The program provided information about the development and operation of a retail lifestyle center, using the Irvine Spectrum as an example. CREW volunteers gave presentations in the following specialty areas: acquisition, entitlement and due diligence; finance; design and construction; legal; leasing; marketing and property management. Each presenter explained their area of expertise to a group of between five and eight girls. The program concluded with a 30 minute tour of the Irvine Spectrum. It was designed to be both fun and educational.

Lori Smith of Craig Realty and Michele Babcock of Donahue Schriber were co-chairs of this event.

The following companies sponsored CREW Careers:

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*CREW Careers:*

Michele Babcock

Lori Smith

*College Outreach:* Betsy Cobb-Seliga

*Past President:* Lori Smith

## LEI'S OFF TO DEBI



*Leeann Hilliker of Red Mountain Retail Group, Susan O'Neil of IMPAC Multifamily Capital Corporation, and Jocelyn Sison of CW Capital shooting the breeze at the luau.*



*Polynesian-style decorations brighten up patio.*

**S**pecial Events Co-chair Debi Stanley gives networking a new meaning with her annual Hawaiian Luau dinner. Last year's Luau, held on September 15, should be an inspiration to any CREW member who would like to throw a networking event. A fun group of

CREW-OC members like Jocelyn Sison, Karen Hardy and Leeann Hilliker gathered at Debi's home for exotic drinks, thought-provoking conversation and a delicious Hawaiian meal.

Before dinner, Phil Conner used his bartending expertise to mix Polynesian-style drinks, while Leeann shared funny parking stories with other members on Debi's patio. New member Jill Conn was nice enough to work the front door and greet everyone with a big smile and Lei. As the sun set into the cool autumn evening, the group walked over to the pool area where Eddie Vilorio (Debi's husband) served delicious Hawaiian Butterfish and Hawaiian Rub Ribs, which he cooked himself. Eddie is from Hawaii and still has a large family on the islands.

And if the dinner wasn't enough, the hosts created the ambiance to make CREW members feel like they were dining in a tropical paradise. Each table was awash in fresh flowers picked from Eddie's father's garden. The meal was accompanied with friendly networking opportunities and engaging conversation. The evening ended with a big thank you to Debi, who just celebrated her birthday, and Lynn and Phil Conner who donated the funds for the Luau.

Thanks, Debi – Lei's off to you.

## SILENCE IS GOLDEN

*Especially at this Function*

The Crew Foundation is looking for a few GREAT women to help on the national Silent Auction Committee. Committee members will solicit auction items from their own chapter, other CREW chapters and from friends and contacts. The deadline for committee members will be June 2006. The auction, expected to be the most successful in CREW's history, will be held during the national convention in Atlanta in October 2007.

This is a great opportunity to help with a good cause and network with other CREW members both locally and nationally. And it's a lot of fun to boot! It's not a big time commitment because there are no meetings involved. You set the time to do it on your own schedule. If you're interested, please contact Karen Priesman at 949.253.7920 or Karen.priesman@hagerpacific.com.

## BUILDING A FOUNDATION FOR SUCCESS

What is the difference between the CREW Network and CREW Foundation? Local CREW Chapters and the CREW Network which affiliates them are not-for-profit organizations that provide benefits to their members. The purpose of the network is to advance the success of women in commercial real estate and eventually achieve parity in opportunity, influence and power in the industry.

The CREW Foundation on the other hand is a philanthropic organization. Its mission is to support CREW Network in advancing the success of women in commercial real estate through charitable, philanthropic, and educational programs.

The Foundation is *not* funded by the Network but is reliant upon voluntary contributions. These donations are

combined with the proceeds of various fundraising events to fund grants to groups that benefit women and girls by developing programs for them. Over the past seven years, grants totaling more than \$500,000 have been made through the generosity of our membership.

The Foundation also had the vision to create CREW Careers, which this year will be presented by 19 chapters across the country, including here in Orange County. The program introduces teen girls to careers in commercial real estate. Please consider making a donation. The Foundation provides for tributes and commemorations, which can be a great way to thank someone for a deal. Please visit the website at [www.crewfoundation.org](http://www.crewfoundation.org) And if you would like more information, or to get involved with the Foundation, please call Karen Priesman, 949.253.7920.

## STRATEGIC GOALS OUTLINED AT DELEGATE MEETING

Proving the old adage that everything is bigger in Texas, the 2006 CREW Winter Meeting drew its largest attendance. More than 160 Network delegates and leaders attended the February meeting in Austin, where they welcomed two new chapters and learned about the Network's goals for 2006.

The two new chapters are CREW of East Central Ohio and CREW-Northern Colorado. The delegates voted unanimously to approve these chapters. With the new chapters, the CREW Network now has 60 chapters in North America with membership nearing the 7,000 mark. CREW has seen its membership rise about 10% since July 2005.

Another important part of the meeting was to share the Network's four strategic goals for 2006. Topping the list is the influence and empowerment of its members. CREW will continue to take action to advance the success and status of CREW members. Another key focus will be to position the CREW Network to be a knowledgeable source of information for the commercial real estate industry.

CREW is also taking measures to help its chapters communicate more efficiently. Supporting this effort, CREW's new Chapter Liaison Program has been rolled out. The program, which pairs chapters with a board liaison, will ensure that chapters have direct access to CREW Network board members.

Each group of chapters will establish a communication plan that will enable them to share practices, serve as resources and better connect to the Network.

CREW's final goal is industry leadership. CREW must be the catalyst to facilitate change for women in the industry. Starting at the member level, the Network will provide training to strengthen individual professional skills. CREW will actively work to influence industry practices and cultures.

The next Council of Delegates meeting is scheduled for June 9th in Charlotte, North Carolina. All members are welcome to attend the meeting.

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### CREWLETTER

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## WELCOME ABOARD

CREW-OC would like to welcome the following new members:

Shana Baker  
*Buchanan Street Partners*

Carina Verano  
*Rutan & Tucker, LLP*

Betsy Cobb-Seliga  
*Hager Pacific Properties*

Dana White  
*Bank of the West*

Nooshen Karger  
*Cushman & Wakefield*

Julia Peterson  
*Triple Net*

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Laura Calderon  
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## TRANSITIONS

CREW-OC Special Events Chair Debi Stanley is taking a leap of faith. The commercial real estate veteran has resigned from Parasec to seek a more challenging and lucrative opportunity. If anyone has any ideas or referrals, please contact Ms. Leap of Faith.

Debi Stanley  
Commercial Real Estate Professional  
28 years of experience  
949-215-6085 (direct)  
949-306-8933 (cell)  
949-768-6085 (fax)  
debi.stanley@cox.net

Julia A. Peterson, another CREW-OC member, has been hired at Triple Net Properties as the new Transition Manager. Julia will manage the acquisition and disposition process until the property is handed off to the property management team. Here's her new contact information:

Julia A. Peterson  
Transition Manager  
Triple Net Properties LLC  
4 Hutton Centre Drive, Suite 700  
South Coast Metro, CA 92707  
714-667-8252, Ext. 629  
714-918-9150 (fax)

CREW-OC President Mary Figlioli has accepted a new position. She is now with Far East National Bank. Here's her contact information:  
Mary T. Figlioli  
First Vice President  
Far East National Bank  
4699 Jamboree Road  
Newport Beach, CA 92660  
(949) 442-3827 (direct)  
(949) 476-8364 (fax)  
(949) 872-6279 (cell)

## CHEERS!

Our Summer Cocktail Party is planned for Tuesday, May 9, in a private room at Prego's Ristorante in Irvine. Enjoy an evening of appetizers, cocktails and raffle prizes with other CREW-OC members for this highly anticipated networking event. For more information, please contact Michele Babcock at 714-966-6435 or mbabcock@dsrg.com.

## LET'S DO LUNCH

We've changed our venue for our luncheon program. CREW-OC is now conducting its luncheons at the Center Club at 650 Town Center Drive, Costa Mesa, CA 92626. The next program, to be held on Tuesday, April 18, is expected to attract a sellout crowd. The luncheon will focus on the future of Santa Ana's redevelopment program. Please refer to [www.crew-oc.org](http://www.crew-oc.org) for more information about the April luncheon and future programs.

## CREW COLLEGE CAREERS

CREW College Careers is a new program for our chapter. The general concept is to provide college women with exposure to commercial real estate. The plan is to develop a liaison with one or more of the local colleges that have either a real estate program or a business program that complements the real estate perspective. Future plans include sponsoring students to attend our luncheon programs and other events, providing a referral source among CREW members for internships and providing CREW members for college career days, as guest speakers in classes and other on-campus events.

Betsy Cobb-Seliga is chairing this committee. She provided literature from several local colleges to the young women who attended the CREW Careers program in Irvine on March 25. Betsy gave the young women information on real estate courses at the UCI Merage School, Chapman's Hobbs Institute for Real Estate, Irvine Valley College and Saddleback College. The committee hopes this information will keep the young women focused on commercial real estate as they look toward their college plans.

The college committee is expected to really gear up in April, after the CREW Careers program is completed. The committee will select participating colleges and compile a plan of action this summer so the program can be launched next fall when students start school. Please contact Betsy if you would like more information.

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