



## News from the Commercial Real Estate Organization of Choice

July 2008

Issue No. 12

### 2008 Programs...

*Bill Angove, Director of Programs*

Well halfway through the year, our programs committee has done an excellent job putting together some very diverse topics for the membership. The rest of the year is looking to provide even more interesting programs I'm sure the CREW membership will certainly enjoy and appreciate. Let's recap what we've had recently:



July luncheon featured Debi Hammond with Merlot Marketing - we got rave reviews from our "Oprah Style" interview and great content. She touched on balancing family, friends, work, and yourself and making priorities for them each. Debi also spoke about the gender issue for women in profession positions and in her opinion she suggested we take gender out of the equation and do our best in our position.

Our June luncheon was Elinor Stutz presenting her book "Nice Girls Do Get the Sale" she spoke mainly about relationships in business and people like to do work with people they like. This has worked for her in her many years of sales and she works with many people training them in this sales process.

Coming up - very exciting - an impromptu August Luncheon featuring Congressman Dan Lungren - This will be a "cannot miss luncheon." We will learn of current events, what Dan is working on

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#### CALENDAR

For more information on all of the events below, go to:  
[www.crewsacto.org](http://www.crewsacto.org)

**August 4**  
**CREW Golf Classic**

**August 12**  
**Membership Committee Meeting**

**August 14**  
**August Luncheon**

currently and hopefully some scoop on the upcoming election. We look forward to inviting other associations, BOMA, ACRE, and NAIOP... as always, feel free to invite your colleagues and friends, as well.

The Programs Committee meets the first Thursday of the month and would love more volunteers for this committee - please contact **Crystal Gross** if you are interested! By the way, she and Liz Donnelly have been doing an incredible job putting together the programs for CREW. In the future, after each luncheon you will be receiving a survey via email to give feedback and suggestions for future programs. The board is committed to providing professional and up-to-date programs for its membership.

**Director of Programs**  
**Bill Angove**  
**Asset Preservation, Inc.**  
**bill@apiexchange.com**

## Delegates Convene in Calgary

**Notes by Gay Moss**

In spite of the challenging economy, the CREW Network organization and its chapters are experiencing tremendous success in terms of membership growth, programming and fundraising efforts. This was the key message delivered by CREW Network national leaders and leaders from the 58 chapters represented at the 2008 CREW Network Spring Council Meeting recently held in Calgary, Alberta.

Many chapters reported significant membership growth including Dallas reporting more than 300 members, Chicago with approximately 240 members and Washington DC charting a 30 percent membership increase. Delegates from the New Orleans chapter report they have rebuilt their membership to more than 70 members, following the devastation of Hurricane Katrina.

Chapter leaders also reported a high degree of success with their programming, including the delivery of CREW Careers: Building Opportunities and implementing other innovative programs that drew major attendance figures.

CREW Network continues its focus on the development and delivery of tools to attract young women to the industry.

CREW Foundation Chair Julie Kimble described how the Foundation is committed to aligning its priorities more closely with that of CREW Network.

Calgary is a beautiful city and we saw where the Olympics were held in 1988. CREW Calgary President Sarah Martin of Mancal

## August 19 Board Meeting

### Donation to Girl Scouts



As a part of the 2008 CREW Careers program, CREW Foundation gave a \$1,000 donation to the partner organization for the event, which for the third year in a row was Girl Scouts Heart of Central California (Girl Scouts HCC), the local Girl Scout organization headquartered in Sacramento. In the photo, CREW Sacramento President Mary Norris and former chair of CREW Careers Nancy Park give the check to Loretta Kitsch, Program Coordinator of Girl Scouts HCC. CREW Careers is an interactive 1 day career day national program created 4 years ago to encourage teenage girls to enter the field of commercial real estate through exposing them to the various careers by actually performing tasks associated with those careers and role play. CREW Sacramento has put on the program for 3 years along with 26 other CREW chapters nationwide. Girl Scouts HCC serves 32,000 girls aged 5-18 in the 17 county area including the greater Sacramento area. You can visit [www.crewfoundation.org](http://www.crewfoundation.org) for details on the CREW Careers program. For more information on programs for girls see [www.girlscoutshcc.org](http://www.girlscoutshcc.org).

Properties, Inc provided delegates with a snapshot of Calgary, which has become the second largest center for head offices in Canada. Among those companies with Canadian operations based in Calgary include Halliburton, Exxon Mobil, British Petroleum and IBM. Regarding the commercial real estate market in Calgary, Martin reports that it has been very active over the past few years, as reflected in the current vacancy rates of just 3.5 percent for downtown office, 4 percent for suburban office and just 1.5 percent for industrial. Additionally, new development in both the commercial and residential markets continues to be strong today with an expected 5 million square feet coming to market in 2008.

We saw a bird's eye view of the new technology upgrade currently underway at the national level and how this will enhance every chapter's membership reporting practices. Ginger Bryant, Technology Task Force Chair, walked us through a mock demonstration of the capabilities this new technology platform will afford chapters. They expect this program to be up in approximately ten months.

Lastly, they tried to recruit Mary and Suzanne as Canadian Mounties, but after much due diligence they returned home to us. Remember the Canadian Mounties always get their person - hint nominations are coming up so think about how you would like to take advantage of the opportunities.



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## New Faces & New Places

**WELCOME NEW MEMBER:**

**Lorretta Ayala**  
GP Development, Inc.



## Golf Classic Donations Needed

It's a great marketing opportunity- donate items for the Golf Classic swag bags. Put your name/logo in the hands of potential clients! There will be 175 bags. Contact Mona Dmitrenko at [monad@cdcloans.com](mailto:monad@cdcloans.com) or 916/230-6024.

Also, we could use a few more gift baskets for the raffle and items for the silent auction. If you or your company is interested in donating or for more information...contact Suzanne Mindt at [smindt@communitywestbank.com](mailto:smindt@communitywestbank.com) or 916/780-5535.





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CREW Sacramento was founded in 1982 by a group of women working in similar areas of the real estate profession who were interested in exchanging ideas and information. Since that time CREW Sacramento's membership has more than tripled and continues to be a growing organization, which meets regularly for educational luncheons, networking and socializing.

CREW Sacramento is dedicated to furthering the success and influence of women in all facets of the commercial real estate industry by providing opportunities that foster productive and supportive relationships and enhance personal and professional growth.

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