



2006 STRATEGIC GOALS FOR TCREW

To elevate our stature and enhance value for our members through:

- Networking—deals, resources, professional and personal development
 - Cultivating/engaging new members
 - Enhancing overall communication
-

NEXT GENERAL MEMBERSHIP MEETING

DATE: Thursday, February 2

Time: 11:45am-Come early and network!

Location: Women's Club of Raleigh

Program: The program title is: **Media Relations 101: What's News?** A panel of journalists who cover commercial real estate in the Triangle will speak out on what they cover and how they cover it, offering some behind-the-scenes tips on how to gain coverage for your projects. If you've always wondered how reporters determine what make the news, here's your chance to learn how they define "news", what elements they look for in a story and where they get their information and ideas for the pieces you see in local print media. Also, our panel will offer tips on how to pitch an idea and how to package your company's news to ensure that it is considered for coverage. Panelists include: Slee Arnold, Managing Editor of *Business Leader*; Jack Hagel, Business Reporter and Real Estate Columnist for the *News and Observer*; and, Mandy Jones who covers commercial real estate and economic development for the *Triangle Business Journal*. Charlotte Jones of Ellis & Others will be the moderator.

Sponsor: Special thanks to Thomas, Judy & Tucker, PA for sponsoring our February program.

Guest Fee: Our guest fee is \$40 for non-members and it is the responsibility of the member extending the invitation.

RSVP: RSVP no later than noon on Friday, January 27 using the fax RSVP form at the end of this newsletter if bringing guests. Please contact Kerry Saunders, 832-0594 if you have any questions.

PRESIDENT'S MESSAGE

2006 is shaping up to be an exciting year. The celebration of our 10th anniversary began with a Champagne toast at our December meeting and will continue to recognize this milestone throughout the year. Our committee chairs are working hard to recruit new members so that they can ensure our strategic goals are reached.

Our first program in February will tie in to CREW Network's desire to help members understand the media and promote themselves through active participation in local and national media opportunities. Our first networking event will be held January 18th at Firebirds Restaurant in North Hills. I encourage everyone to attend this or future networking events throughout the year. Share your time and experiences and you will be rewarded with new friends and future business opportunities.

Champion Awards are drawing near. Nominations are currently being accepted and we hope that every member will submit at least one (or more) nomination(s). This event is only as good as the recognition we provide to deserving professionals in the real estate industry. We need your help to make sure this happens.

The Public Relations committee has completed the implementation of our website changes approved during 2005. In an effort to promote business contact access, as of January 2006, each member's contact information will be available to the public.

Last, but not least, in our efforts to continue to strengthen our membership for future years, the board approved in November 2005 an increase to the number of members in each category from 15 to 18 each. While several of the categories are nearly full, there are numerous professional categories that remain open for new members. Don't forget that you are our best recruiters for recognizing the most qualified potential members doing business in our market. Invite that potential member to our next meeting.

In conclusion, 2006 will be a great year for TCREW and I look forward to working with the board and each member throughout the year.

See you on February 2!

WELCOME TO OUR NEW MEMBERS

Congratulations to the following who were approved for membership to Triangle CREW:

- **Kacey S. Ragsdale**, Associate, Poyner & Spruill, LLP
- **Cynthia A. O'Neal**, Associate, Taylor Penry Rash & Riemann, PLLC
- **Anna McLamb**, Associate, Womble Carlyle Sandridge & Rice

Please extend a warm Triangle CREW welcome to our new members at our February luncheon.

Please consider potential candidates for TCREW membership and give any names for follow-up to Crystal Hall, Beverly Keith or Kerry Saunders. A potential member must have 3 of the last 4 years experience in a commercial real estate related field and we only allow 18 maximum per category. (TCREW has 32 categories for membership. Vendors do not qualify for membership.) NOTE: The Law is now full at 18.

TCREW CELEBRATES ITS TENTH ANNIVERSARY

Founded in 1996 with 19 members as a network of area commercial real estate professionals, Triangle CREW will celebrate its tenth anniversary in 2006. We've created a special section on the web site to serve as an online "scrapbook" and a place to share your unique memories of TCREW friends and activities. Please click [here](#) to visit our on-line scrapbook. To help celebrate this milestone, we're asking that you share your memories of the last decade. Send us any memories you have – anecdotes, accomplishments of groups of TCREW members, or photos of CREW members together. Send contributions to Liz Dion of Chelsea Property Group at ldion@CPGI.com.

COMMUNITY INVOLVEMENT COMMITTEE

TCREW is committed to encouraging community involvement by our members. We especially seek out charitable activities that foster opportunities for TCREW members to work together on a professional level using knowledge-based contributions that benefit the community. Our members have unique skills and abilities to be shared!

In addition, the committee is actively searching for projects in the community that could use the services of TCREW members. When you hear of such a project, please let us know! The request will be considered by the CI committee and, if approved, membership interest determined. Our goal is to get a response to the requester within two weeks. Kerry Saunders has the Project Request Form. Please email her at kerrysaunders@carolanticrealty.com to request the form to submit to the committee for consideration. The form will be posted on the website in the near future.

2006 CHAMPION AWARDS NOMINATIONS: FREE PRIZES AWARDED

Triangle CREW is offering 10 FREE registrations to the 2006 Atlanta CREW Convention! A give-away valued at approximately \$650 per person!

How do I enter?

Submit a Champion Award Nomination online at www.trianglecrew.org and be entered in two drawings to win one of ten (10) paid registrations for the October 2006 Atlanta CREW Convention. (A value of approximately \$650.00 per registration).

How do I increase my odds of winning?

- 1.) The top three CREW members (in terms of number of completed nominations submitted) will be automatically awarded a paid registration to the CREW Atlanta Convention. (excludes board members)
- 2.) Early birds have better odds: Submit your nomination prior to January 31st (for first drawing at February 2nd membership meeting)
- 3.) Get creative and proactively solicit nominations for other triangle projects and individuals, which you can track and submit under your name.
- 4.) The more complete nominations you submit the better your chances as your name goes into the drawing for each nomination submitted.

When are the drawings?

February 2nd Membership Meeting we will draw one winner for nominations submitted on or before January 31st,
April 5th Membership Meeting for nominations submitted by the February 24th deadline.
Bonus: You do not have to be present to win.

Help contribute to CREW's best yet Champion Awards by submitting a nomination for Champion Awards and register for a chance to have your registration fee paid for the 2006 CREW Network Atlanta Convention.

Visit www.trianglecrew.org for more details. Questions: email jane.doggett@highwoods.com or call Jane at 875-6614. *Please note this offer is non transferable and does not include airfare, hotel or other travel expenses. Nominations must be complete and acceptable to be registered in drawings.*

Please note this registration give away is only valid for Triangle CREW members. It is non-transferable and does not include airfare, hotel or other travel expenses. Nominations must be complete and acceptable to register for drawing. (These details are found under the members only section of www.tcrew.org.)

DO YOU HAVE A PROFESSIONAL PROFILE?

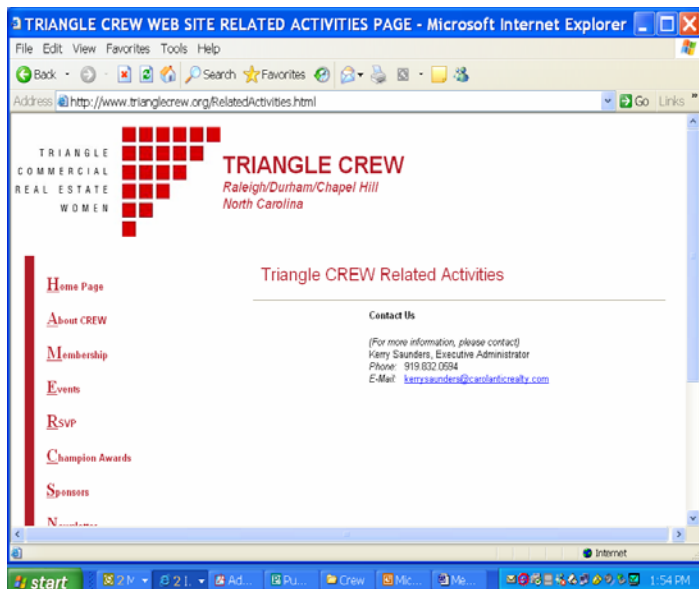
Have you updated your professional profile on our new www.tcrew.org website? This has become a terrific resource for many of our CREW members. It's simple to update and takes only a few minutes. Your profile will be available for other members to see and can be used as an attachment when communicating to clients or others.

It's easy. Simply go to the website and select "Members Only". Enter your last name and CREW Network membership number (you can set your computer to remember this number). You can review other members' profiles by alpha order or by specialty. To build your own profile (or make changes) select "Member Data Update". Enter all the information that you would like included. When you are finished, select "Send Message". If you don't already have a photo there, you can add one by emailing it to kerrysaunders@carolantirealty.com. Thanks to Liz Dion with Chelsea Premium Outlets for all her hard work on the TCREW website.



TCREW's PR COMMITTEE ADDS NEW PAGE TO WEB SITE

A new page has been added to the Triangle CREW website: www.trianglecrew.org, adding yet another reason to keep the site bookmarked on your computer. Entitled "Related Activities", the new page lists conferences and seminars geared to women in business to be held throughout North Carolina and is intended to be a source for TCREW members interested in educational opportunities. If you receive information about conferences geared to women in business that are general in scope, please pass them along to Charlotte Ellis at charlotte@ellisandothers.com for listing on the site.



CREW NETWORK ANNUAL CONVENTIONS

2006 Delegate Conference
June 8-9 in Charlotte, NC

2006 Annual Convention
October 18-21 in Atlanta, GA
Hyatt Regency



MEMBER HIGHLIGHTS/NEWS

- **Emma Eakes**, Real Estate Manager for SAS, has received the Master of Corporate Real Estate professional designation from CoreNet Global. The designation provides evidence of expertise in essential skills that focus on urgent and critical business issues and communications competence as well as successful experience as a corporate real estate expert.
- The Business and Professional Women groups of Raleigh and the Triangle have honored **Sepi Asefnia** with the Opening Doors Award for 2005. Sepi is one of three outstanding professional women who were recognized as having excelled in their fields and making strides to open doors for women in their workplace.
- **Billie Redmond** has been inducted into the YWCA Academy of Women, an honorary society comprised of women who have been formally inducted into membership through their singular achievements in a specific discipline. She was recognized in the organization's Business Category.
- The Preiss Company has promoted **Susan Wiggs-Folckemer**, CPM to Vice President, Development and Sales. Susan's responsibilities include oversight of the company's Investment Sales activities, Development initiatives and New Business Development.

The TCREW PR Committee invites you to turn in a Friend: When your friend and fellow TCREW member receives a promotion, turn her in! When your co-worker and fellow TCREW member receives an award, turn her in! When your networking buddy and fellow TCREW member is named to a board position or task force, turn her in! Let the PR Committee know of the successes and milestones of fellow TCREW members by sharing the news with Charlotte Ellis. The PR Committee will post it on the TCREW website and distribute a release when the big news happens! charlotte@ellisandothers.com

SPECIAL THANKS TO TRIANGLE CREW'S 2006 CORPORATE SPONSORS

Champion Award Sponsors (\$5,000)

Progress Energy
LandAmerica Commercial Services
Wachovia Bank, N.A.
Kennedy Covington Lobdell & Hickman
Highwoods Properties
McDonald-York, Inc.

Champion Award Media Sponsor (In Kind)

Triangle Business Journal

BOD/Past Presidents Dinner (\$1,000)

Mulkey Engineers & Consultants
Your Company Name Here!

Board of Directors Strategic Planning Meeting (\$1,000)

The Preiss Company

Annual Holiday Networking Sponsors (\$1,000)

Manning Fulton & Skinner
Your Company Name Here!

Meeting Sponsors (\$1,000)

Thomas, Judy & Tucker - February
Regions Bank – April
Womble Carlyle Sandridge & Rice, PLLC - June
Fidelity National Title Insurance Company - August
Hughes Pittman & Gupton, LLP - October

Dessert Sponsor (\$800)

First Citizens Bank

Board Meetings (\$450)

Pearce Brinkley Cease + Lee PA -January
Ragsdale Liggett PLLC – March
Spectrum Properties- May
Your Company Name Here! - July

Golf Clinic Sponsors: (\$500)

Your Company Name Here!
Your Company Name Here!

Wine Tasting Event Sponsor (\$400)

Bank of America
iS Design

TRIANGLE CREW.ORG AND THE HUNT FOR THE PERFECT JOB

Triangle CREW's website has a page specifically reserved for posting job opportunities. If you have a job you need to fill, just send the classified ad copy and/or job description to either Liz Dion at lidion@cpgi.com or Charlotte Ellis at charlotte@ellisandothers.com (both members of the PR Committee), and it will be added to the web site. To look at open jobs, simply click on "For Members Only" on the home page. Once you've entered your password (your CREW Network member number), you'll find "Job Bank". Click on that link to see if any jobs are listed.



CREW NETWORK MEMBERSHIP DUES INVOICES

Each TCREW member should have received your 2006 CREW Network invoice for \$350 via email last week. Please note: In order to be included in the CREW Network National Directory, you must send in your dues payment by February 13th. Please make your check payable to CREW Network and mail to the national office (not the TCREW mailbox.) Don't forget to include your profile sheet with your payment.

2006 TCREW MEETING DATES

February 2 (Thursday)
April 5 (Wednesday)
June 7 (Wednesday)
August 2 (Wednesday)
October 5 (Thursday)
December 6 (Wednesday)

RSVP FORM

**February 2, 2006 Luncheon
“Media Relations 101: What’s News?”**

Please complete and fax to Kerry Saunders at NAI Carolantic Realty, Inc., 832-7385 by Friday, January 27 if you are bringing guests. If you are not bringing guests, you may email me directly at kerrysaunders@carolanticrealty.com by the deadline!

_____ Yes, I will attend the Thursday, February 2nd Triangle CREW meeting.

My name is: _____

GUEST INFORMATION: As a professional organization interested in attracting members who exemplify the highest degree of excellence in a qualified field of commercial real estate, we would like your assistance in identifying whether your guest will meet TCREW membership qualifications (i.e., have at least 3 of the past 4 years in a qualified field of commercial real estate and currently working full time in a professional position). Our Membership Committee will follow-up with those you indicate may qualify.

Guests who qualify for membership:

Guest Name: _____ Company: _____

Title: _____ Email: _____ Phone: _____

Guest Name: _____ Company: _____

Title: _____ Email: _____ Phone: _____

Guests who do not qualify for membership:

Guest Name: _____ Company: _____

Title: _____ Email: _____ Phone: _____

Please indicate how guest(s) payment will be handled. Guest meals: \$40.00

_____ I will be paying for my guest(s).**

_____ Please collect fee from my guest(s).

_____ My guest, _____ (name), is a sponsor; no guest fee required.
(Sponsors are allowed two complimentary guests)

**** Please remember to write your guest’s name(s) on your check when paying****

Note: A fee will be charged for late reservations!