



TRIANGLE Crew

Raleigh | Durham | Chapel Hill

August, 2010

2010 Strategic Goals

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

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

Next General Membership Meeting

Date: Wednesday, August 4

Location: Women's Club of Raleigh, 3300 Womans Club Drive

Time: Registration and networking begin at 11:30 am, and lunch will be served at 12:00. The meeting will conclude by 1:30 pm. Bring plenty of business cards to share with your colleagues. Please note we have a new caterer at the Women's Club and lunch will now be a buffet.

Program: Revitalization in the Triangle

Our program topic will be, "Revitalization in the Triangle". Our panelists will include David Diaz with Downtown Raleigh Alliance; Liz Rooks with the Research Triangle Park Foundation; and Matthew Coppedge with Downtown Durham, Inc. Our panelists will discuss the future for this area with regard to transportation, entertainment, targeted industries and planned commercial and residential developments. We will also discuss the revitalization of RTP - how will the park be revitalized to stay competitive in the future...what does it look like over the next 10 to 20 years. How will Downtown Raleigh and Downtown Durham continue to redevelop and bring new life to their respective areas? Certainly a program you do not want to miss!

Special thanks to our program sponsor:

Hughes Pittman & Gupton.



Please Note: Our guest fee is \$40 for non-members and it is the responsibility of the member extending the invitation. You can pay for your guest by credit card by going to the website: www.tcrew.org. However, you will still need to email Kerry Saunders the name and company name of your guest.

Please **RSVP no later than noon on Friday, July 30th** 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.

Just a Reminder: No RSVP's can be taken the week of the meeting.



Laura Hulsey

2010 TCREW President
Senior Relationship Manager,
Commercial Markets, RBC Bank

PRESIDENT'S MESSAGE:

"Good is the Enemy of Great" - Jim Collins

This was the opening statement of our board's recent strategic planning session. Triangle CREW is GREAT, which means we must remain focused and continue to provide value to our members to remain a relevant, best in class, professional organization. The topics discussed during the session included: Sponsorship Strategies for 2011, Programs & Networking ideas, the Champion Awards and our Leadership Identification Process.

Within this newsletter is a review of our Leadership Identification Process. Let me know if you are interested or have any questions. Strong leadership is critical to our long term success. Do not wait for someone to ask you to join a committee, we need you! Please do not be afraid to raise your hand....I did!

Mark your calendar for several GREAT Triangle CREW events on the horizon:

- ▲ July 29th Past Presidents Networking Luncheon, hosted by Jill Heath at Sitti
- ▲ August 4th luncheon, "Revitalization in the Triangle"
- ▲ September 29th wine tasting and networking social at The Mahler

Do you have thoughts or ideas that you would like to share to help us continue to be GREAT? If so, let's talk!

INFLUENTIAL

Respected

VISIONARY

Leadership Path Within TCREW

It will soon be time for our organization to select new officers and directors for the Board of Directors. In the interest of transparency of operations, the following describes TCREW's leadership succession process and we invite our members to consider participation in positions of leadership within TCREW. The recommended leadership path is a journey through committee service, learning the committee functions and contributing to the organizational goals of that committee. If you are interested in leadership opportunities, but have not yet served on a committee, you should select a committee that interests you and start there. Our committees provide great opportunities for development of leadership skills. Once a member who is interested in further leadership opportunities with TCREW has contributed on a committee and has demonstrated leadership capabilities, it is important for that member to communicate interest in further opportunities to the committee chair or members of the Board. The Board is responsible for appointing a chairman for each committee, but relies heavily upon the recommendation of the outgoing chair for successors that have been mentored for the new role. Pursuant to the By-Laws of TCREW, the following procedure is followed to install new leadership:

- ▲ The President chairs a Nominating committee consisting of the Pres. Elect, 2 members appointed by the board who may be Directors and 2 more members appointed by the board who may not be Directors
- ▲ The Nominating Committee nominates candidates for open Director positions to the Board by September 15th each year.
- ▲ The nominations are presented to the Board for approval to be presented as a slate to the general membership at the October membership meeting.
- ▲ The President-elect nominates a slate of officers of the Board of Directors to be appointed by the Board at the September Board Meeting. The officer positions are President, President-elect, Membership officer, Special Events Officer and Treasurer.
- ▲ The President-elect and one other member of the board are selected each year to serve as delegates from our chapter to CREW Network and participate in council meetings. Serving as a delegate is recommended for Board members interested in further opportunities as President-elect and President.

Please feel welcome to discuss the leadership and succession process of TCREW with our President, **Laura Hulsey** or **Kerry Saunders**. The Nominating committee and the Board consider many factors in installing new leaders including the contributions made at the committee level, communication skills and demonstrated commitment to the purposes of TCREW. If you are interested in serving on the Board in 2011, please submit a letter via email to Kerry Saunders (ksaunders@naicarolantic.com) by August 27th outlining your interest, leadership experience and how you have contributed to the purposes of TCREW. The Nominating Committee will then review all letters of interest, and recommendations from other Board members.

Treasurer's Report

Thanks to excellent sponsor support, strong membership, and a well-run Champion Awards, TCREW is projected to have a small profit for 2010. Special thanks to Denise Bennett and the Sponsorship Committee for generating revenue in excess of our budget despite a tight economy.

Note that CREW Network national dues will increase by \$20 next year. TCREW dues will go up by the same amount, so please budget for \$390 in dues for 2011. We have compared TCREW dues to other local real estate groups and CREW chapters and are pleased that our dues are at the low end, especially considering that our dues include all membership lunches. TCREW continues to be an association of choice, adding significant value to our members and sponsors, which enables us to keep our dues low and bottom line healthy.

Jenna Geigerman, BJAC

CREWBIZ

Don't forget that TCREW members must sign up for CREWBIZ in order to access the national member's only section of the CREW Network website. The old registration system will no longer work. CREWBIZ allows everyone to create a personal web page, very similar to LinkedIn. As you know, CREW Network wants members connecting to other members and this allows you to search members geographically or by specialty. The CREW Network national goal is to have as many members as possible complete the on-line directory. (You can sign up by going to the CREW Network website: www.crewnetwork.org)

TCREW Website

www.tcrew.org

Don't forget to take advantage of the newest feature on the Triangle CREW website: Members Making Deals. This will be a quick, easy way to publicly thank one or more of your fellow CREW members for making a "CREW connection", sending you a referral, landing a lease, you name it! It will be as simple as posting a note on a message board, or you can send your information to **Gretchen Sausy** at gretchensausy@yorkproperties.com and she'll post it for you. And don't forget to send in information that can be posted on the "Related Activities" section of the events page. Conferences and seminars geared towards women in commercial real estate are intended to be a source for TCREW members interested in educational opportunities. If you receive information about conferences geared to women in commercial real estate-related business and are general in scope, please forward that information to **Kerry Saunders**.

Sponsorship Opportunities

The TCREW Sponsorship Committee would like to give a special thank you to all of our sponsors for 2010. We especially appreciate your support during these unprecedented economic times and we're excited about opportunities for this year. In an effort to continue to meet the needs of our members, please note additional opportunities and changes for the coming year. (You can download the most recent TCREW calendar on our website: www.tcrew.org with sponsor names listed.)

Note: *These sponsorship opportunities are now available to non-member companies.

November 3rd - Board of Directors Meeting - \$300

- ▲ Recognition at the Board of Directors Meeting and in Triangle CREW newsletters
- ▲ Opportunity to present a five minute spotlight speech and promotional materials
- ▲ Opportunity for company principals to interact with Triangle CREW BOD over lunch

If you or you know a company that would be interested in sponsoring the remaining event, please email **Denise S. Bennett** at dsb@dsbennett.com.

Job Opportunities

Is your company seeking to hire a commercial real estate professional? If you have an open position of a type that would be eligible for TCREW membership (i.e. level of experience and category of membership), then tap the TCREW Network. Email a brief description of the position to **Kerry Saunders** at ksaunders@naicarolantic.com and she will send an email blast to the TCREW members advertising your opening.

Triangle CREW 2010 Corporate Sponsors

CHAMPION AWARDS

Event Sponsors (\$5,000)

McDonald-York Building Co.
Mulkey Engineers & Consultants
Portfolio Property Management
Poyner & Spruill
TriSure
Wells Fargo
Triangle Business Journal (In Kind)

MEETINGS

General Meeting Sponsors (\$1,200)

February: ATCOM Business Telecom Solutions
April: Smith Moore Leatherwood LLP
June: RBC Bank
August: Hughes Pittman & Gupton
October: TriSure

Membership Meeting Dessert Sponsors (\$250)

February: Rich Commercial Realty
April: DS Bennett Business Strategies
June: RSM McGladrey, Inc.
August: Spaulding & Norris, PA
October: Parker, Poe, Adams & Bernstein, LLP
December: Progress Energy

Annual Holiday Networking Sponsors (\$1,200)

Progress Energy
RBC Bank

Board Meetings (\$300)

January: Manning Fulton & Skinner, PA
March: BJAC
May: Phillips Architecture, PA
September: Investment Property Exchange Services, Inc.
November: *YOUR NAME HERE*

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

Wake County Economic Development
Ragsdale Liggett PLLC
RBC Bank

NETWORKING EVENTS

Golden Belt Tour (\$600)

Scientific Properties
Nelson Mullins, LLP
Belk Architecture

NC Museum of Art Tour (\$600)

Burns & Bynum, CPA
S&ME, Inc.
Lappas + Havener, PA
Balfour Beatty Construction

Wine Tasting (\$600)

Manning Fulton & Skinner, PA
Duke Realty Corporation

Thank You!

2010 Meeting Dates

All membership luncheons will be held at the Women's Club:

August 4 (Wednesday)
October 7 (Thursday)
December 1 (Wednesday)

CREW Network Annual Convention:

2010 Annual Convention: Oct. 20-23,
San Francisco, CA

Networking Opportunities

Coming up on **September 29th** is our annual wine tasting and networking social at The Mahler. Details for the event will be sent out as we get closer to the date.



WELCOME to our New Members

Congratulations to the following new TCREW members:

- ▲ **Joan Raines**, Cary Market President, Wachovia
- ▲ **Sharon (Sheri) Davis**, Business Development Manager, Griffin Engineering and Technical Services
- ▲ **Beverly Keith**, Leasing Broker, Rivercrest Realty Investors

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

Please consider potential candidates for TCREW membership and give any names for follow-up to our new 2010 Membership Chair: Pam Hochmuth or Kerry Saunders. A potential member must have five years of experience in a qualified, commercial real estate related field. At the recent TCREW Board Strategic Planning meeting, a decision was made to increase the maximum number per category from 18 to 20. (TCREW has 31 categories for membership. Vendors do not qualify for membership.) The law category is full.

Member Highlights

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 **Gretchen Saussy** or **Kerry Saunders** know of the successes and milestones of fellow TCREW members by sharing the news. The PR Committee will post it on the TCREW website when the big news happens!

Committee Opportunities

A good way to get to know your fellow TCREW members and network is to get involved with a TCREW committee. If interested, please contact the chair of one of the committees below:

Membership Committee: This committee is responsible for providing hospitality for new and existing chapter members, facilitating active participation in the organization by all members, and formulating strategies for appropriate expansion of the membership. Members will learn about networking, recruiting, and how to help shape TCREW. Contact: **Pam Hochmuth**: phochmuth@centrex-properties.com

Public Relations Committee: Responsible for four primary areas: Newsletter, Public Relations, Media Relations, and the TCREW website. Committee focuses on promoting the accomplishments of TCREW and its members. Persons interested in joining please contact: **Gretchen Saussy**: gretchensaussy@yorkproperties.com

Finance Committee: Responsible for three primary duties: Budget, Payments, and Accounting. Join this committee to learn about money management and how the policy of the organization is affected by our fiscal situation. Contact our Treasurer: **Jenna Geigerman**: jenna@bjac.com

Champion Awards: Responsible for overseeing Nominations and Judging for the annual Champion Awards as well as assisting our Event Planner the day of the event. Consider joining to learn about large event planning while meeting other members quickly. If interested, contact: **Eve Pilkington**: epilkington@trinity-partners.com

Sponsorship: This committee is primarily responsible for obtaining sponsors for meetings and events. As a committee member, the focus is on relationship building and marketing. Time commitment is limited and includes making sure sponsors have what they need for their event, greeting them at the event, and thanking them afterwards. Contact: **Denise Bennett**: dsb@dsbennett.com

Community Involvement Committee: Responsible for finding community needs where TCREW members can offer knowledge-based contributions rather than monetary contributions. Members will focus on selecting events, disseminating information, and networking in a socially conscious manner. Contact:

Lucille Zane: lzane@aacusa.com

Programs and Networking Committee: Help shape programs, organize and make arrangements for TCREW speakers at membership meetings. Initiate and coordinate events that promote networking amongst members. Contact: **Amy Watkins**: amy.watkins@tlgcre.com

Community Involvement Committee

The Community Involvement Committee is a little slow right now and looking for work! We could use your recommendations in our efforts to locate organizations with needs which can be met through the expertise of our members. Our current focus is to contact local non-profit organizations to familiarize them with our ability to help in their commercial real estate endeavors. If you work with, or know of, an organization that could benefit from TCREW members' knowledge, fill us in on their details by contacting the committee through **Lucille Zane** at lzane@aacusa.com . If you already have a project in mind, specific requests can be submitted through the Project Request Form available through **Kerry Saunders** at ksaunders@naicarolantic.com. The request is considered by the committee and membership participation gathered. A two week turn around for a response is our goal. We look forward to being of service in our community.

RSVP FORM

August 4, 2010 Luncheon "Revitalization in the Triangle"

Please complete and fax to Kerry Saunders at NAI Carolantic Realty, Inc., 832-7385 by Friday, July 30th if you are bringing guests. If you are not bringing guests, you may email me directly at ksaunders@naicarolantic.com by the deadline!

_____ Yes, I will attend the Wednesday, August 4 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 five 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****