



TRIANGLE Crew

Raleigh | Durham | Chapel Hill

FEBRUARY, 2012

2012 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: Thursday, February 2

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.

Program: **Repositioning for Tenant Satisfaction**

Repositioning for Tenant Satisfaction: How can owners effectively reposition for tenant satisfaction in these troubled economic times? In our February program, Deborah Boucher, Vice President and Principal at Cassidy Turley, will moderate a panel of experts who will tackle this difficult question. Our panelists will include: Gayle Lanier, Vice President, Corporate Services of Progress Energy; Jillian Rodgers, Real Estate Manager for the Americas at Red Hat; Sam DiFranco, Managing Principal at CresaPartners; and Mike Phillips, President and founder of Phillips Architecture. These experts will discuss the changes in tenants' priorities that are challenging property owners today. Please join us for a lively and insightful discussion about the pitfalls of repositioning and redevelopment to address current trends.

Special thanks to our program sponsors, **Phillips Architecture**, and to our dessert sponsor, **Hartwell Realty**.

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

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 the name and company name of your guest.

If you register for the luncheon and would like a 'lunch buddy' assigned to you, please email **Stephanie Garner** at stephaniegarner@ls3p.com so she can make arrangements. We hope this will help members who would like an easier way to connect with other TCREW members. No matter how 'seasoned' your membership might be, feel free to give the buddy system a try. Your feedback will continue to help us expand and find new ways to make your membership work for you.



Heather Denny
2012 TCREW President -
President
McDonald York
Building Company

PRESIDENT'S MESSAGE:

We are in full swing in 2012, the holidays have come and gone and the pace is fast forward. Triangle CREW has held our first board meeting, many committees have already met and we held our first event which was a Past President lunch with Laura Kiley. Don't stand still - you may get run over!

My 2012 goal for Triangle CREW is GROWTH. Not just growth in membership but professional and personal growth for you, our members. How will that happen? Reach out, get involved and introduce yourself to someone new.

As I have thought about what my take on a newsletter article would be I decided that in each article I will compile a to do list. OH NO! I can hear the groans now one more list, how will I ever get it done, I already never finish my list...This is not an add to list, it is a quick snapshot of upcoming Triangle CREW activities and events (or things I think are really important, so watch out for these):

- ▲ If you have not done so already make sure to renew your membership. You do not want to miss out on access to high-level professionals in all disciplines required to complete a commercial real estate transaction, quality program and networking opportunities, leadership opportunities and experience and affiliation with CREW Network.
- ▲ Submit a Champion Awards nomination. If you need help call Suzanne Griffin or me.
- ▲ Nominate a student for the CREW Network Foundation Scholarship. \$10,000 to a female student in a real estate or business program. Contact Beth Trahos for more information.
- ▲ Consider sponsorship of a program or event. Amy Luciani would love to share the opportunities with you.
- ▲ Take 30 minutes for yourself and do something you enjoy. If you need help with this I am available!

Each day we have less time remaining in 2012...so let's get moving!

Membership Renewal

Please be sure to renew your membership with TCREW as soon as possible to ensure your information will be in the CREW Network national directory. The deadline is only a few weeks away.

A note from **Heidi Warren**, Membership Services Coordinator with CREW Network:

If you are having trouble accessing your invoice, please follow the instructions below from CREW Network: This link will take each member directly to her open invoice.

LINK TO RENEWAL INVOICE:

<https://crewnetforum.crewnetwork.org/eweb/DynamicPage.aspx?Site=CREWPlus&WebKey=8cc00c44-8447-4788-b443-c5dda119a773>

The tinyurl is: <http://tinyurl.com/3dth4v6>

They can print out the invoice to mail in with a check, or pay online. Anyone who clicks the link who has already paid, will receive a notice saying that they currently have no open invoices. If anyone has any trouble with the link, or with logging in, just have them contact me directly. (heidew@crewnetwork.org)

TCREW Membership

Welcome to the following new members:

- ▲ **Glen French**, President/Owner, G.L. French & Associates
- ▲ **Connie Degler**, Regional Private Banking Manager, Wells Fargo
- ▲ **Mario Corbiciero**, Triangle Business Journal
- ▲ **Laura Ess**, Wayne Ross Appraisals
- ▲ **Anne Bradley**, Senior Interior Design, Interior Architects
- ▲ **Anna Lynch**, Principal, Stroud Pence and Associates
- ▲ **Stacy Farmer**, Regional Marketing Manager, Highwoods Properties

Please consider potential candidates for TCREW membership and give any names for follow-up to our 2012 Membership Chair, **Stephanie Garner** at stephaniegarner@ls3p.com or **Kerry Saunders**. A potential member must have five years of experience in a qualified, commercial real estate related field; be currently involved in a substantially full-time, professional position in a qualifying field of commercial real estate; and uphold professional and ethical standards. TCREW has 31 qualifying fields, and a listing of these fields can be found on the TCREW website at <http://www.trianglecrew.org/membership.php>. The number of members in any qualifying field cannot comprise a disproportionate share of the entire membership (currently limited to 20 per field), and vendors do not qualify for membership. Membership in Triangle CREW is individual (one person per membership) and cannot be transferred or assigned.

Member Highlights

Congratulations to the following TCREW member:

- ▲ **Kerry Saunders** was named Vice President of NAI Carolantic Realty.

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!

TCREW LinkedIn Workshop

The Programs Committee is excited to announce a unique, hands-on workshop that will help you create and enhance your LinkedIn Account, which is now a critical component of business-to-business social media. Expert Martin Brossman will help you customize your message to grow your network, improve your image on LinkedIn, and enhance your brand effectiveness. Please bring your (fully charged) laptop with you so that you can gain the most of this experience. The class will be customized to the audience. McDonald-York has graciously agreed to the use of its Learning and Innovation Center at 801 Oberlin Road (second floor), Raleigh, 27605, on **March 1, 2012, from 8:30-10:00 am**. Cost is \$20 per person. Light snacks will be served. (The class is limited to 40 people, TCREW Members Only. Registration will be available on line soon.)



2012 Meeting Dates

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

April 4 (Wednesday)
June 6 (Wednesday)
August 1 (Wednesday)
October 4 (Thursday)
December 5 (Wednesday)

2012 Annual CREW Network Convention:
October 24-27, Chicago, IL

2012 Champion Awards

We are excited to announce that the 2012 Champion Awards will be held on **April 26, 2012** at the Embassy Suites off Harrison Avenue. Your company will not want to miss the opportunity to be among the list of distinguished award winners! Please visit www.trianglecrew.org and take a look at previous years' honorees.

Please take a few moments to submit a nomination for Triangle CREW's signature event. It would also be helpful if you could recommend any projects that you think are worthy and the nominations committee will be glad to follow-up. Please note our newest categories: Economic Leadership - Individual, LEED Building Award and Green or Sustainability Award. Several of the descriptions have also been modified so please take a few moments and have a look. Also, start talking to your clients and co-workers about projects and people that should be recognized in one or more of the following categories:

- ▲ Best Land Solution
- ▲ Most Creative Local Marketing Campaign
- ▲ Best Development Project
- ▲ Best Redevelopment Project
- ▲ Economic Development Award - Corporate
- ▲ Economic Leadership Award - Individual
- ▲ Community Enhancement Award
- ▲ Professional Commercial Real Estate Service
- ▲ LEED Certified Building
- ▲ Green or Sustainability Award
- ▲ Powerhouse Award
- ▲ Impact Award

Any Triangle area project completed by December 31, 2011 in the above categories is eligible. Please also send one photo but no more than three in support of your nomination.

The 2012 online nomination form is now available at www.trianglecrew.org. Please direct any nomination questions to **Suzanne Griffin** at sgriffin@poynerspruill.com. Thank you for your continued support of the Triangle CREW Champion Awards.

Sponsorship Opportunities

In an effort to continue to meet the needs of our members, please consider being a sponsor in 2012 and contact Sponsorship Chair, **Amy Luciani** at amy@key-projectmanagement.com.

SPECIAL THANKS to our Triangle CREW 2012 Corporate Sponsors

SPECIAL EVENTS

Champion Awards Sponsors (\$5,000)

Manning Fulton & Skinner
McDonald-York Building Co.
Mulkey Engineers & Consultants
Portfolio Property Management
TriSure
Wells Fargo
York Properties
Triangle Business Journal
Glover Printing

MEETINGS

General Meeting Sponsors (\$1,200)

February: Phillips Architecture
April: YOUR NAME HERE
June: Poyner Spruill
August: YOUR NAME HERE
October: Hughes Pittman Gupton

Membership Meeting Dessert Sponsors (\$250)

February: Hartwell Realty
April: Thomas Judy & Tucker
June: S&ME
August: Key Project Management
October: Scott Insurance
December: Bannerman Contracting

Annual Holiday Networking Sponsors (\$1,200)

YOUR NAME HERE
YOUR NAME HERE
YOUR NAME HER

Board Meetings (\$300)

January: TriSure
March: Spectrum Properties
May: Dixon Hughes Goodman
July: Froehling & Robertson
September: YOUR NAME HERE
November: YOUR NAME HERE

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

Wake County Economic Development
Ragsdale Liggett PLLC
The Preiss Company
YOUR NAME HERE

NETWORKING EVENTS

LinkedIn Workshop (\$600)

YOUR NAME HERE
YOUR NAME HERE
YOUR NAME HER

Green Square Building Tour (\$600)

YOUR NAME HERE
YOUR NAME HERE
YOUR NAME HERE
YOUR NAME HERE

Cooking Class-From Farmer's Market to Fork (\$600)

RATIO Architects
YOUR NAME HERE
YOUR NAME HERE

Wine & Design (\$600)

Poyner Spruill
YOUR NAME HERE
YOUR NAME HERE
YOUR NAME HERE

Thank You!

InterFaith Food Shuttle Donations

Your generous donations from our holiday meeting totaled 185 lbs. of food and \$ 170! This will go a long way in helping families experiencing food hardship this holiday season. Please pass on our deepest gratitude to your members and guests. - Kim Brame McGimsey

Committee Opportunities

Grow Your Relationships; Join a TCREW Committee in 2012!

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: 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. Choose from three subcommittees-Membership Hospitality, Membership Experience/Retention and New Member Relations/Membership Recruitment – and expand your contacts, learn about recruiting and help shape TCREW. Contact **Stephanie Garner**, stephaniegarner@ls3p.com

Public Relations: This committee is responsible for four primary areas: Newsletter, Public Relations, Media Relations and the TCREW website. The promotion of the accomplishments of TCREW and its members are the key areas of focus. Contact **Gretchen Saussy**, gretchensaussy@yorkproperties.com

Champion Awards: This committee is primarily 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 and meet lots of members quickly. Contact **Eve Pilkington**, epilkington@trinity-partners.com

Sponsorship: This committee is primarily responsible for obtaining corporate sponsors for meetings and events. As a committee member, the focus is more on relationship building and marketing, rather than sales. Contact **Amy Luciano**, amy@keyprojectmanagement.com

CREW Network/Outreach: This committee is responsible for increasing members' actual and perceived value from CREW Network. In addition, this committee will work to find community needs where TCREW members can offer knowledge-based services, rather than monetary contributions. Responsibilities include selection, events and dissemination of information. Contact **Beth Trahos**, beth.trahos@smithmoorelaw.com

Programs/Networking: Recently combined into one committee, the focus of this group is to make arrangements for speakers for TCREW membership meetings and arrange for events promoting networking among members. This team of members focuses on current topics that may be relevant to our members utilizing survey information completed by our members. Contact **Nichole Loeffler**, Loeffler@manningfulton.com

CREW Scholarships

CREW Scholarships Available for Graduate and Undergraduate Education

Do you know a woman studying for a career in commercial real estate? Encourage her to apply for a CREW scholarship. CREW Network and CREW foundation will award up to 10 scholarships to full-time female undergraduate students in their junior or senior year in addition to full-time female graduate students where the

student is either enrolled in an accredited real estate program at a college or university or studying business, finance, architecture, engineering, or other related field of study at a college or university where the applicant's intent is to pursue a career in commercial real estate.

Applications and additional information are available at: www.crewcareerzone.org The application deadline is 5 p.m. on Friday, April 27, 2012.

TCREW Website

www.tcrew.org

Don't forget to take advantage of the 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 Saussy** at gretchensaussy@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.

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

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.

CREW NETWORK / Outreach

The CREW Network and Outreach Committee is coordinating with the St Augustine Student Real Estate Club to put on a "Speed Networking Event". The event will take place at St Aug's on **Tuesday, February 7th from 11:00-1:00**. We need 13 TCREW professionals from the following three areas to participate in the networking session: Residential Property Management, Commercial Property Management, Real Estate Broker. Please email **Kim Kamens**, kkamens@hpg.com as soon as possible if you are interested in participating.

The CREW Network/Outreach Committee could use your recommendations in our efforts to engage more members in activities with CREW Network, as well as locate local 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 committee chair, **Beth Trahos** at beth.trahos@smithmoorelaw.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.

2012 TCREW Board Members

Please let the Board members know how they can be of assistance to you in the coming year:

President:	Heather Denny	832-3770	hdenny@mcdonaldyork.com
Pres-Elect:	Suzanne Griffin	783-1034	sgriffin@poynerspruill.com
Membership:	Pam Hochmuth	861-2101	phochmuth@centrexproperties.com
Public Relations:	Alison Cayton	787-8880	cayton@manningfulton.com
Special Events:	Eve Pilkington	674-3685	epilkington@trinity-partners.com
Treasurer:	Meg Deal	875-4966	meg.deal@dhgllp.com
Past-Pres.:	Lisa Jackson	419-3525	lisa.l.jackson@wellsfargo.com
Directors:	Amy Watkins	866-4268	amywatkins@yorkproperties.com
	Denise Bennett	630-7094	dsb@dsbennett.com
	Beth Stout	719-1965	estout@fandr.com
	Aaron Driver	719-5636	adriver@trisire.com
	Cara Phillips	878-1660	cara@phillipsarch.com
Executive Administrator	Kerry Saunders	832-0594	ksaunders@naicarolantic.com

2011 TCREW Networking Events

December Holiday Networking Luncheon



RSVP FORM

February 2, 2012 Luncheon

“Repositioning for Tenant Satisfaction:

How can owners effectively reposition for tenant satisfaction in these troubled economic times?”

Please complete and fax to Kerry Saunders at NAI Carolantic Realty, Inc., 832-7385 by Friday, January 27 at Noon 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 **Thursday, February 2** 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****