



News from the Commercial Real Estate Organization of Choice

March 2008

Issue No. 8

Make the Most Out of Your Membership

By Julie Reiser, Director of Membership



As always, the main goal of the Membership Committee is to have a successful year in terms of recruiting new members, and retaining current members. What can you do to help us achieve this goal? Make the most out of your membership by being part of the recruiting process and taking advantage of the benefits of your membership.

YOUR ROLE IN RECRUITMENT

Did you know that YOU are our best form of advertising and a key component to the success of CREW's recruitment campaign? Recruitment is the responsibility of all members and is a very simple process:

- * Identify people that you know who may want to get involved

- * Personally invite them to a meeting or an event.

When an opportunity arises, take the initiative and start a conversation with a potential member. Once the conversation starts, be confident you will be able to answer their questions and direct them to the website for more information.

Remember, word of mouth is the best (and least expensive) type of publicity. Talk about CREW. Tell people what we have to offer, and let them know their talents, skills, and interests would help CREW and our core purpose of advancing the success and

In This Issue

[Membership Board Message](#)

[Sponsor Spotlight](#)

[Annual Awards Luncheon Highlights](#)

[Winter Conference Delegate Report](#)

[March Luncheon](#)

[Calendar](#)

[CREW Careers 2008](#)

[New Faces & New Places](#)

March Luncheon



Craig Sheehy, CPM, believes that building and

influence of women in commercial real estate.

YOUR ROLE IN RETENTION

The five (5) traditional reasons people maintain their membership in an organization are:

1. To continue focused networking for their special business needs;
2. To receive industry specific information from peers;
3. To be part of an organizational community whose members have common concerns;
4. To interact with professionals that share an interest in a particular practice or work in the same business sector;
5. To increase marketability.

Membership is not a one time event - it is a process. The Membership Committee wants to keep you involved and interested in the organization, and to improve your ability to make and use your "CREW connections" within our chapter and around the country. We encourage you to take advantage of a wide array of benefits and services that are designed to advance your success. Be sure to check out the following advantages of membership:

Online Directories: As a CREW member, you have access to local, regional and national members. These people may be able to assist you or your clients with their expertise, insight, or connections. Plus, you are in the position to offer the same benefit to them.

* Check your local and national directories for business to business connections. If you have questions or comments about our local Directory, contact the Membership Committee.

* Join online interest groups found on the CREW Network website.

* Are you planning to travel to another part of the country and want business connections or some pointers about places to go and things to do? Contact the CREW chapter in that area and schedule a meeting with local members and obtain business and travel tips.

Job Banks: Searching for a new job? Check the local and national CREW job banks, and use your CREW connections.

Abundant Events: Attend events and review your newsletters (past issues are archived on our website) to learn more about CREW Network, CREW Foundation, and opportunities for leadership and committee involvement in our chapter as well as at the national level. Be sure to review the upcoming events on our website and read your weekly email blast. Keep an eye out for these events offered by the Membership Committee: New Member Orientations, Member Services Events (Wine Tour, Race For The Cure, Golf Clinic), and Membership Mixers.

operating high performance green buildings is not only good for the environment, it is also good for business... *and he should know.* Mr. Sheehy is the President of Envision Realty Services LLP, a company which consults, owns, develops and operates high performance green buildings around the country. His projects are award winners several times over, and he has become a sought-after speaker in the Real Estate Industry, educating on Green Development, strategies & low cost/no cost operational efficiencies that can be incorporated into commercial buildings. Don't miss the opportunity to hear Craig speak about Greening Your Building Towards Your Bottom Line.

Our luncheon will be on Thursday, March 13th, 11:30am-1:00pm at the Holiday Inn Sacramento Northeast on Date Ave. Entrée choices are the Napa Salad or the Blue Cornmeal Crusted Chicken Salad. [Register Online](#) or [download the pdf](#) and register by fax or mail. If you have questions, please contact Dori at 916/458-6410 or admin@crewsacto.org. Deadline to register will be Friday, March 7th.

CALENDAR

The Membership Committee meets the 2nd Tuesday of each month. Our next meeting will take place Tuesday, March 11, 2008, at 9:00 a.m. by teleconference. For more information about the Membership Committee, or to make suggestions to improve your membership experience, please contact:

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Sponsor Spotlight

Featuring Our Platinum Sponsor

7 Ways to Go Green

By Mary Billingsley, American River Bank

Making earth-friendly choices isn't just good for the environment, it's good for business. A greener approach to business allows you to build a reputation for being environmentally responsible while enjoying the satisfaction of doing your part. And if that's not enough, there's plenty of money to be saved by going green.



1. Get an energy audit. An on-site consultation can help reveal energy waste and generate a list of suggestions for saving money. Small changes such as improving insulation and installing fluorescent lighting and timers for automatic shutoff can go a long way.

2. Buy office equipment with the Energy Star® label. Energy Star-qualified computers, copiers, fax machines, printers and scanners use 40% to 70% less energy than standard models.* This translates into potentially thousands of dollars saved in energy bills.

3. Purchase sustainable, recycled and nontoxic supplies. Ask suppliers for products made from recycled materials. Find out if there are nontoxic alternatives for products you use. Keep in mind that creating greater demand for earth-friendly supplies may help drive costs down as manufacturers increase supplies.

4. Reduce and recycle. Conserve energy by dialing back the

For more information on all of the events below, go to:

www.crewsacto.org

March 11
 Membership Committee Meeting

March 13
 Luncheon Meeting
 Easter Donations Deadline

March 18
 Board Meeting

March 20
 Easter Basket Assembly

April 10
 Luncheon Program

April 12
 CREW Careers

April 15
 Board Meeting

CREW CAREERS

April 12, 2008

This Old Building Meets the Apprentice

[Click here for program details](#)

thermostat during non-business hours and turning off computers and lights not in use. Encourage employees to use less paper and make recycling office paper and other materials a priority. In addition, be sure to dispose of toxic substances such as used batteries and copier toner properly.

5. Consider transportation alternatives. Provide bike racks and preferred parking spots for carpoolers. To save on fuel and travel expenses, consider arranging a teleconference instead of driving or flying when possible.

6. Get employees on board. Employee involvement is key to implementing eco-friendly office policies that really work. Consider creating a team within your company to identify eco-friendly ideas that may be unique to your operation. Keep the lines of communication open to let employees know what changes are being made and why.

7. Start a ripple effect. Tell customers and vendors about your efforts, and communicate with your local regulatory agencies. You may discover even more rewards for greening up your business.

Green Banking

Reduce trips to the bank with online banking and direct deposit. Remote deposit capture and ACH check processing streamline transactions even more. eStatements eliminate extra paper.

Mary Billingsley is a Vice President and Commercial Real Estate and Construction Lender at American River Bank with over 25 years of experience. For more information, contact Mary at (916) 231-6120 or mbillingsley@americanriverbank.com



American River Bank

Annual Awards Luncheon

By Suzanne Mindt, 2008 President Elect

And the winner is...CREW Sacramento held annual Awards Luncheon on February 14th at Del Paso Country Club. We were honored to have 13 past Presidents of CREW Sacramento, as well as 4 past FAME Award recipients to help celebrate the 2007 honorees. The sold-out event was sponsored by Watson Companies (Event Sponsor), Community West Bank and PFF Bank & Trust provided the wine, and Wells Fargo treated everyone to a Valentine's Day dessert.

The 2007 awards were presented to:

FAME Award - Marvin "Buzz" Oates



Sacramento Children's Receiving Home Fundraiser

[Please help provide baskets this Easter](#)

Want to help assemble baskets?

Join us:

March 20th @ 12:30pm
One Parkcenter Drive
Sacramento

New Faces & New Places

WELCOME NEW MEMBERS:

Renee Bonzell-Bosley
Wells Fargo

Yvette Perry
Hines

Jennifer Stephenson
Riechers Spence & Assoc.

Kathleen Kelleher
Strong Development Properties

Soraya Sharifi
Cushman & Wakefield of CA

Brian Kerfoot
CDC Small Business Finance

Supporter of Women in Real Estate - Colliers International
 Woman of Impact - Julie Rost, Eastdil Secured
 Member of the Year - Julie Reiser, Cohen Durrett LLP
 Outstanding New Member - Cara Trani, Colliers International
 Chapter Networking Award - Iris Andre and Lisa Fletcher, CB Richard Ellis, Inc.
 Sponsor of the Year - Wells Fargo SBA Division

Table Sponsors:

Eastdil Secured, Irwin Union Bank, Trainor Fairbrook, CB Richard Ellis, Inc., Colliers International, Downey Brand LLP, Watson Companies, Oates Investments, Five Star Bank, and The Buzz Oates Group of Companies.

This event was such a tremendous success as a result of the terrific job done by the Awards Program Committee - Suzanne Mindt (chair), Meredith Bellotti, Lisa Fletcher, Yolanda Harris, Kim Ioanidis, Jennifer Mills, Gay Moss, Mary Norris, Judie Vanderbundt, and Randi Wallen-Mills. **Thank you ladies!**



Mary Norris, Wells Fargo (2008 CREW Sacramento President)
 Marvin "Buzz" Oates, 2007 FAME Award recipient
 Suzanne Mindt, Community West Bank (2008 CREW Sacramento President Elect)



CREW Sacramento Past Presidents

Delegates Approve 66th CREW Network Chapter

By Gay Moss, Immediate Past President

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.

Click here
[JOIN CREW SACRAMENTO](#)

or visit
www.crewsacto.org

Thank you to our 2008 Sponsors:

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Your delegates attended a very informative meeting in Phoenix earlier this month (February). Delegates representing 62 CREW Network chapters unanimously voted, to approve CREW Southwest Florida, Inc. for membership into CREW Network.

CREW Southwest Florida Inc. will serve the Naples area where commercial real estate development continues to be very active. Ellen Goldman, an attorney with the law firm Porter Wright Morris & Arthur is a founding member and the chapter's current president.

CareerZone, a new section of the CREW Network Web site will focus on providing tools to women considering careers in commercial real estate. CREW Network President Lynny Osenbaugh, president of Osenbaugh & Associates, Houston, Texas, announced the launch of an important feature of this new site is a series of six professional videos, featuring CREW Network members representing brokerage, finance, investment, law, professional services and development. The videos address what it takes to be successful in these various disciplines, educational requirements, compensation expectations as well as offer "pearls of wisdom" from those who have worked their way up the ranks. Take a minute to check this out. Our own, Julie Rost, is one of the professionals that contributed to the video.

Elevating the status of CREW Network members continues to be a focus. CREW Network is committed to expanding the professional development programming at all council meetings and convention as well as to create more networking and business opportunities. Additionally, through its university outreach agenda, CREW Network is exploring opportunities with universities and colleges to expand awareness of careers in commercial real estate.

To support its goal of serving as a catalyst for change in the commercial real estate industry and as a follow up to its recent industry study, *Minding the Gap*, CREW Network charged its Industry Research Committee with creating a white paper that addresses compensation structures within commercial real estate. This paper is intended to provide an introductory overview to the many compensation structures available within various disciplines and provide additional resources where members can go to independently research compensation. Greater awareness of these options and structures will enable women to better negotiate their next compensation package. This paper will be included in the 2008 CREW Network Membership Directory and Resource Guide scheduled to mail later this spring.

CREW Network continues to elevate the status of the organization by expanding speaking opportunities and establishing partnerships with other leading industry organizations. To date, CREW Network representatives are confirmed to present educational sessions at both the 2008 ICSCS Spring Conference, RECon, and at the 2008 BOMA conference. Additionally, CREW Network will have a marketing presence at these events plus the 2008 ULI Fall Conference. Delegates received a sneak peek at two of the featured speakers planned for the 2008 CREW Network Convention and Marketplace scheduled for October 15-18 in



Silver Sponsors:



Small Business Finance



Houston. Dr. Mark Dotzour, chief economist and director of research for the Real Estate Center and Texas A&M University has been secured for the Thursday luncheon and Tom Peters, best-selling author and expert on business management practices, widely credited with almost single-handedly launching the management guru industry, is confirmed for the Friday opening session. This 2008 Convention will also be the kick-off event for CREW Network's 20th Anniversary celebration, so more surprises await!

Following the council meeting, we attended chapter leadership and professional development sessions. The chapter leadership track included interactive presentations on how to conduct strategic planning sessions and how to deliver successful chapter programming. We gleaned several ideas that will be beneficial for our chapter. Suzanne came away with a page full of notes. It will be exciting when we start to put some of these ideas into practice.

Wrapping up the event, Don Keuth, chairman of the Phoenix Planning Commission provided delegates with a comprehensive overview of the Phoenix commercial real estate market. With Arizona ranking as one of the top five fastest growing states for the last six decades, today it is ranked number one. Its population has already grown by 65 percent since 1990 and its expected to nearly double again in just over 20 years. Keuth described public and private sector investments currently in the pipeline, which total more than \$3 billion. This growth is translating into enormous development potential, making Arizona an area to watch. AZ CREW did a fantastic job in hosting this forum and providing an insider's look at the commercial real estate potential Phoenix and its surrounding areas have to offer.

All members of CREW are welcome to attend the Delegate meetings, so if you have an interest in attending, don't hesitate to let your leaders know.

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