



crewNEWS

CREW San Diego Quarterly Newsletter

Issue 1 | spring 2014

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President's Message

Happy New Year!

As we roll off of our 30th anniversary I am very optimistic to see what the next decade will bring. Our membership is at an all time high, the quality of our programs continues to improve and this year we launch our new college outreach program, UCREW. But what is the key to another 30 years for CREW San Diego?

The answer is you, our members, through active participation within the chapter. There are various opportunities for participation including serving on a committee such as special events, programs, membership, sponsorship or PR, attendance at monthly programs and special events, speaking on one of our dynamic program panels or serving as a member of the board.

Being an active member of CREW San Diego is the best way to get the most from your membership. Through participation you will see new opportunities for business, increased public exposure for your company, philanthropic opportunities, increased leadership skills and you will also help influence the future of women in commercial real estate.

The mission of CREW San Diego is "to promote, educate and support a network of professionals in the field of commercial real estate." Help to ensure the future is a success for CREW San Diego and get involved. See our website for event and committee information.

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Jennifer Shumaker

2014 CREW San Diego President

The Benefits of Membership

By Lisa Jarret, CREW San Diego Membership Chair, Director of Business Development at FPBA

CREW Network is the industry's premier business networking organization dedicated to influencing the success of the commercial real estate industry by advancing the achievements of women. Members of our organization represent nearly all disciplines within the industry and are located in over 70 major markets across North America. CREW is an amazing organization with opportunities for networking and relationship building, PR and publicity as well as professional development workshops and seminars.

One of the greatest networking tools exclusively for CREW members is CREWbiz, CREW Network's online business networking tool. Having your profile on CREWbiz gives you access to an online community for nearly 9,000 professionals across North America. This can act as a resource to cultivate business deals, hunt for



Lisa Jarret

Director of Business Development - FPBA

2014 BOARD OF DIRECTORS

PRESIDENT

Jennifer Shumaker

Douglas Allred Company

[email](#)

President Elect

Jackie Isidore

Johnson & Jennings

[email](#)

1st VP Membership

Lisa Jarret

Ferguson Pape Baldwin Architects

[email](#)

2nd VP Sponsorship

Lori Ann Stevens

Turner Construction

[email](#)

Secretary

Katie Yee

Fusco Engineering

[email](#)

Treasurer

Susan Steele

Deloitte

[email](#)

Director of Education + Programs

Amanda Seimer

Unisource Solutions

[email](#)

Director of Marketing Communications

Toni McMahon

Good & Roberts

[email](#)

Director of Special Events

Abegale Flores

Regus

[email](#)

National Delegate

Allison Beall

Pacific Building Group

[email](#)

Past President

Kellie Hill

CBRE

[email](#)

Chapter Administrator

Erika Chaker

CREW San Diego

[email](#)

career opportunities, or reach out to your peers for problem solving.

There are many events held throughout the year such as exciting networking parties, an annual golf tournament and an annual Charity Wine Tasting event. Certain events are open to members-only, such as leadership workshops, which include in depth professional development and educational opportunities. Members also receive special discounted rates for monthly CREW luncheon programs delivered by prominent speakers who provide insight into various commercial real estate issues.

Sponsorship and marketing are valuable benefits available for CREW San Diego members. Our Sponsorship committee helps to market the services of our members to the commercial real estate industry through opportunities for brand exposure. Sponsors are recognized at all events and have their logos on the website and e-blasts, constantly visible to potential clients and colleagues. Through CREW San Diego's in-kind Sponsor, TW2 Marketing, members have full access to TW2's marketing, media and public relations expertise. They can help members to nominate themselves or other members for local industry awards. TW2 can also help members write buzz worthy articles pertaining to commercial real estate and create publicity for themselves and their company by having the article published in the San Diego Daily Transcript CREW Corner. CREW has many committees that cater to whatever a member might be interested in whether it is Membership, Education and Programs, Special Events, Marketing, or even CREW San Diego's newest Committee, UCREW. Committees, open to members only, can escalate a member's exposure to industry leaders and also create new alliances.

The greatest benefit of being a CREW member is that we do business together. We keep track of member-to-member business through our "Done Deals". These deals and the member companies involved are then published in our quarterly newsletter and displayed at our events. We direct business to each other through referrals and know that "There are no cold calls in CREW!" Every call is a warm call since we our common denominator is CREW Membership. Giving and receiving business referrals is what this organization is all about.

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DONE DEALS

IT'S NOT TOO LATE TO



Project	CREW Members
Accredited Interchange	CBRE, Regus
Pandora Radio	CBRE, Regus
Timbers Building	Viking Commercial Construction, Facility Solutions
Concorde Career College	ID Studios, Pacific Building Group
Morrison & Foerster	ID Studios, Bycor, Jones Lang LaSalle
Qualcomm W.E.	ID Studios, Qualcomm
Altera	ID Studios, Kilroy Realty
Kleinfelder	CBRE, IES
CBRE Downtown Office	CBRE, Johnson & Jennings, Gensler, GM Interiors
CBRE Carlsbad Office	CBRE, White Construction, Gensler, GM Interiors
La Terraza <i>(Escondido)</i>	CBRE, Regus
Prospect Center <i>(La Jolla)</i>	CBRE, Regus
Emerald Plaza <i>(Downtown)</i>	CBRE, Regus
Stone Crest	CBRE, Regus
Directions in Research	CBRE, Johnson & Jennings,
Raytheon	Ware Malcomb, Johnson & Jennings
Union Bank TCD	CBRE, Johnson & Jennings
Amerifirst Financial	Kilroy, Gensler, Johnson & Jennings
One America Plaza Reimaging	Gensler, Johnson & Jennings
Kryiba	Gensler, Johnson & Jennings
Wateridge Demo	CBRE, Johnson & Jennings

BECOME A 2014 CREW SAN DIEGO SPONSOR!

Sponsor Benefits include:

- Year-round recognition
- Complimentary tickets to luncheons
- Ad space
- Golf tournament tickets
- Your company discription and web link in an issue of our newsletter

Annual Sponships Offered:

- Platinum Sponsor: \$4000
- Gold Sponsor: \$3000
- Silver Sponsor: \$2000
- Bronze sponsor: \$1500
- Program & event sponsorships available too!

Please Contact [Lori Ann Stevens](#) for more information or download sponsorship information [Here](#).

We would like to take this opportunity to thank our annual sponsors for all of their support. Your contributions make it possible for the foundation of CREW San Diego to flourish as one of San Diego's premier local and national commerial real estate organizations.

Didn't see your CREW San Diego Done Deal?

Please, contact **Toni McMahan**, tmcmahan@gnrgc.com to be included.

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Member News

VIVECA BISSONNETTE, HOLLANDER DESIGN GROUP

Interior design and cultural anthropology might seem like vastly different disciplines for one person. But for Viveca Bissonnette, having degrees in both has resulted in a rewarding career with an



Viveca Bissonnette

Hollander Design



MEMBERS: Set up your CREWbiz profile NOW to be entered in our quarterly gift card drawing.

Give us 15 minutes and we'll give you 9,000 trusted connections!

WHAT IS CREWBIZ?

CREW Network's online business networking tool developed exclusively for CREW Network members. Increase your visibility and business networking to nearly 9,000 professionals across North America looking to do business in your area – looking to do business with you!

NEW MEMBERS

Jessie Carey

DPR Construction

Corinne Aylor

Alexandria Real Estate Equities Inc.

Debra Luhnow

Suffolk-Roel

Lynne Lyons

Cruzan Monroe

Megan Mazza

Allen Matkins

Lyudmila (Luda) Mironova

Balfour Beatty Construction

Ariel Bedell

Gresham Savage Nolan & Tilden, PC

June Reyes

Apex Companies, LLC

Adonia Akers

DPR Construction

extensive portfolio of projects in both the private and public sectors.

Group

The Canadian native is vice president and design principal at **Hollander Design Group**, the La Jolla-based firm she founded with architect Jeff Hollander in 2009. [Read more.](#)

The Benefits of Sponsorship

By Anne Benge, President at Unisource Solutions



Anne Benge

President -
Unisource

In virtually every non-profit organization, there is a need for sponsorship or some sort of fund raising. It seems to be the one area that most individuals avoid and dislike the most. Often I hear that people don't like to ask for money.

Companies want and need places to achieve increased awareness for their company name, recognition of their brand and access to potential clients within the entity that is being sponsored.

Think about the companies that you want to do business with and that you have on your target list. This is a fantastic hunting ground of potential sponsors. What a clever way to access that target firm. You are helping that company increase their brand awareness and building a relationship based on helping their company, not based on you selling them something.

When I first joined CREW, I was on the board as the director of sponsorship. I looked at the real estate companies in San Diego that were not active in CREW. One that popped into my view was Johnson & Jennings. Knowing that J&J was woman owned, I cold called Jackie Jennings and set up an appointment. Not only did I get a \$250 sponsorship, I also made a lifelong friend with Jackie.

The other angle for sponsorship is being a sponsor yourself. What an incredible way to business develop and open those doors. Several years ago, the board amended the by-laws to include a mandatory spend with a Vendor Membership. It was controversial and remains a bit so today, but the concept is pretty simple. CREW is a networking group open to individuals involved in the real estate profession. If you are a vendor, your company needs awareness and brand recognition and you need to network and build the relationships. The two work together to give you the most bang for your buck and time!

We have seen tremendous change in the San Diego marketplace of real estate. To name a few changes: building portfolios changing hands, companies coming into San Diego from other parts of Southern California and the rest of the world economy, new companies spawning out of old companies, old companies changing names and rebranding. CREW sponsorship is an outlet for these companies to establish their presence quickly and efficiently in San Diego.

In closing, I want to personally thank every one of our sponsors for stepping up and supporting CREW. Without you, CREW cannot exist to support, promote and encourage women to excel in the commercial real estate market.

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Annual Platinum Sponsor

Erin Funderburk
Gerson Law Firm APC

Stacy Smith
Mohawk Industries

Melissa Hayden
Lockrul Construction

Jeffrey Rank
Rolf Jensen & Associates

Kylee Midura
Emser Tile

Suzanne Hoffman
Cassidy Turley

CREW SAN DIEGO'S 2014 LEGACY MEMBERS

(joined 2010 and prior)

- Allison Beall
- Anne Benge
- Dana Bessenecke
- Tara Burns
- Susan Couch
- Christy Daly-Pranzo
- Tiffany English
- Bre'an Fox
- Linda Greenberg
- Lisa Gualco
- Terry Hall
- Kellie Hill
- Jill Hogan
- Jackie Isidore
- Carly Kurkiewicz
- Desiree Lawn
- Marilyn Mattson
- Amber Mauer
- Amy Morwa
- Angela Rauzi
- Jennifer Shumake
- Rose Silverwater



DOUGLAS ALLRED COMPANY

Douglas Allred Company is a full-service real estate firm with projects in commercial, industrial, retail, and residential sectors. We are a recognized leader in both real estate development and asset management. At the core of our reputation for excellence are teamwork and the personal involvement of our principals in every phase of project development. We retain many of our properties for investment purposes and continue to maintain the relationships we have established with our customers, partners, lenders, and the communities we serve.

Douglas Allred entered real estate development, investment, and asset management in 1970 to develop properties of lasting value that would enhance communities. With a strong belief in teamwork, he recruited hard-working, dedicated, and principled professionals whose combined efforts have made Douglas Allred Company a recognized leader in the industry today.



While the past forty years have been a time of rapid growth and change, they have also provided us with opportunities to fine-tune our approach to development, marketing, and asset management. Our reputation as a bold and aggressive company is combined with actions that are based on in-depth knowledge of the market, sound planning, and conservative fiscal operations. Thanks to a strong financial position and the absence of a corporate bureaucracy, we can respond quickly to new opportunities in the marketplace.

Our philosophy of strength through teamwork extends to the community as well. Each year, Douglas Allred Company provides significant financial and managerial support to a number of non-profit organizations. Since one of our nation's greatest resources is its youth, many of the organizations we support provide care, assistance, and opportunity to our young people.

Whether commercial, industrial, retail, or residential, each Douglas Allred Company property is designed to offer the greatest possible enjoyment and efficiency of use, while offering a valuable, lasting asset to the community it

- Ginny Uyeno-Bridy
- Katie Yee

Legacy Members are those who have been a part of CREW for five (5) years or more and receive extra membership benefits. Please contact [Kelly Hill](#), Immediate Past President, for more information.

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CREW SAN DIEGO 2014 ANNUAL SPONSORS

Platinum:



UNISOURCE SOLUTIONS

Gold:



JOHNSON & JENNINGS
GENERAL CONTRACTING

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Silver:



serves.

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Annual Gold Sponsor



TURNER CONSTRUCTION COMPANY

Turner Construction Company provides building services to clients who value diligence, resourcefulness and creativity in a partner. We maintain a network of offices in North America and around the globe, with a staff of 5,200 employees who work on more than 1,200 projects each year. With \$9 billion in annual construction volume, we rank first or second in the industry's major market segments.

In 2013, Turner successfully completed two iconic San Diego projects – the San Diego New Central Library, and the SAN Terminal 2 West Expansion. Current projects include the 16-story Cisterra Office Tower, BRIDGE Housing's new affordable housing project at Ninth and Broadway, and the upcoming Otay Cross Border Facility.

Turner joined the San Diego Chapter of CREW to expand our local network, develop relationships, and get involved with community events. Our members are actively involving serving on multiple committees (Sponsorship, Marketing, Special Events, and UCREW), with one member on the Board of Directors.

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Annual Charity Golf Tournament

Deloitte.

D
DOWLING
CONSTRUCTION

g&r Good & Roberts LLC
general contractor

IES We power progress
Commercial

McCarthy·Cook

Bronze:

FACILITY SOLUTIONS
INTERIOR PLANNING & DESIGN

BRICKMAN
Architects of the Southwest, Inc. 1988

FUSCOE
CONSULTANTS

id studios inc.

MFC
OFFICE FURNITURE
There's Outside the Cube
www.mfc.com

Gensler

IN-KIND Sponsors:

Anderson
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THE DAILY TRANSCRIPT®
SAN DIEGO'S BUSINESS DAILY
www.sddf.com

PROforma
PROGRESSIVE MARKETING
www.goproforma.com

TW²
Marketing, Inc.

CREW CREW SAN DIEGO



is a chapter of
CREW Network

NETWORK®

ANNUAL CHARITY GOLF TOURNAMENT
A Day At The Derby
TO BENEFIT CREW NETWORK FOUNDATION

MAY 2, 2014
Lomas Santa Fe Executive Golf Course

COMMERCIAL BUILDERS INC MASTER SPONSOR

REGISTER NOW

UCREW 2014 Recap

On Saturday, March 8th CREW San Diego held their first ever UCREW event. UCREW is an interactive session that introduces college students to opportunities in commercial real estate. UCREW sessions are hosted by CREW Network chapters who utilize their members as role models to; teach students networking fundamentals; offer powerful career resources; and provide relationship-building opportunities in career development.

The San Diego Chapter decided to take the standard roundtable luncheon session a step further and developed an interactive; "Amazing Race" inspired "Urban Dash". The 20 attendees were divided up into 4 teams of 5 students lead by a CREW member. The morning was kicked off with a tour of PETCO Park sponsored by Ware Malcomb. The students then broke into their teams and decrypted clues which lead them to one of four destinations; a currently vacant, yet desirable, retail space at Diamond View Tower, The new Central Library, the office of LPA Architects, and the future site of JMI and Lennar's Ballpark Village project. At these destinations, industry leaders offered their story, knowledge and advice on building a career in CRE. The teams then completed a challenge ranging from a timed puzzle of the Ballpark Village rendering, a high intensity game of P.I.T, to finding answers to questions about San Diego landmarks in the Central Library. To encourage networking fundamentals that afternoon was completed with lunch, provided by Balfour Beatty, on the 10th floor of Diamond View Tower in the Regus office. During this time the students were encouraged to ask for business cards and learn more about the CREW members and each other.



The event was an overall success. The 20 students that attended represented a variety of the local universities including SDSU, CSUSM, USD, San Diego Mesa College and New School of Architecture. The students themselves represented a wide variety of majors such as real estate, interior design, business and finance. The feedback from the students has been positive and the UCREW Committee deserves a huge pat on the back for putting on such a successful event for the first time in San Diego. We are looking forward to many years of providing this industry insight to university students.

CREW SAN DIEGO SUPPORTS:

[CREW Network Foundation](#) was incorporated in 1998 as the 501(c)3, philanthropic arm of [CREW Network](#) and continues to stand as the sole foundation dedicating its resources towards building opportunities for women and girls in commercial real estate. In collaboration with CREW Network, CREW Network Foundation implements and supports a Career Outreach Agenda which cultivates our future Network leaders through participation in a continuum of educational outreach, scholarship and mentoring programs built to introduce the commercial real estate industry to female high school students while connecting female college students and entry-level career women to the resources, support and network they need to gain financial independence and economic self-sufficiency through a successful career in the commercial real estate industry.



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FIND CREW SAN DIEGO ON YOUR FAVORITE SOCIAL NETWORKING TOOLS:

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Here are some comments from students who participated...

I had such a great time at the event! So happy I made it out. I learned a lot and it was fun to meet so many people in the industry. Thank you for putting together such an awesome event.

*Best,
Daniel*

I would be very interested in staying updated, and joining any type of student committee that is planned in the near future. Please add me to your contacts to stay in touch, and I hope to hear more information back from you!

*Thank You,
Sara*

I just wanted to take the time to say thank you and the entire organization for putting on the UCREW Urban Dash. It was a fantastic learning experience and I felt that the connections I made with the group were meaningful ones and hopefully I can do business with in the future. Look forward to keeping up with the organization and establishing more relationships with the group.

*Sincerely,
Mario*



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CREW CALIFORNIA

CREW California
Conference 2014
Commercial Real Estate

Women
Hyatt Regency, San
Francisco
April 24-26, 2014



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CREW Network Recognition Program – Nominations Now Open

CREW Network's
HIGHEST HONOR

CREW Network®
CIRCLE OF
EXCELLENCE

DEADLINE APRIL 18

Submit a nomination

2014 CREW Network
Impact Awards

Deadline April 18

Submit a nomination

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CREW Who? Event Photos

This event is our premier networking event. The place to go to find out what is happening in the commercial real estate field. A very informal and casual venue to talk amongst your peers, meet CREW Board members, and committee chairs.



Perfect time to learn and share ideas

Carina Theissen and Lisa Jarret



Lisa Jarrett and Rachel Emme

"Done Deals" in the making!



Networking at its finest



Tasty appetizers to compliment the wine.



Enjoying the evening with old friends and colleagues.



Susan Steele and Amy Morway



Great opportunities to discuss industry trends

Spectacular venue at Green Acres located at Campus Point



Kelly Michajlenko, Patricia Farber and Rachel Emme.

Debbie Newell and Marilyn Mattson





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CREW Network Scholarship Applications Now Available - Spread the word!

2014 Scholarship Applications Now Being Accepted

CREW Network Foundation will award scholarships in 2014

Deadline: April 25, 2014

Careerzone CREW FOUNDATION NETWORK

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CREW Network Conference Schedule 2014

2014 CREW NETWORK CONVENTION & MARKETPLACE

September 30 – October 3

Miami Beach

**Save the date and join fellow CREW San Diego members in Miami!*

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Save the Date

Year at a Glance

[Click Here](#)

March 20	Education Program: Evening Event
April 17	Leadership Series: Leadership Breakfast- <i>Members Only</i>
April 24-26	CREW California Conference, San Francisco
May 2	Annual Charity Golf Tournament
May 15	Leadership Series Breakfast – <i>Members Only</i>
June 12-13	CREW Network Spring Leadership Summit & Council Meeting, Cincinnati
June 19	Education Program: Luncheon
July 17	New Member Lunch & Networking Ladder – <i>Members Only</i>
August 14	CREW Who? Summer Social & Networking Happy Hour
September 18	Education Program: Luncheon
September 30-October 3	CREW Network Convention & Marketplace, Miami Beach
October 29	Annual Charity Wine Tasting
November 20	Leadership Series Breakfast
December 2	Holiday Celebration & Annual Awards Program - <i>Members Only</i>

Event Dates and Locations Subject to Change.

Please visit www.crewsandiego.org for more information or to RSVP.

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