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crewNEWS

CREW San Diego Quarterly Newsletter

ISSUE 2 | SUMMER 2011



ALLISON BEALL
Pacific Building Group
2011 CREW San Diego
President

President's Message – March Madness

WHETHER IT'S REAL ESTATE OR BASKETBALL YOU NEED A GOOD TEAM TO WIN...

As we move into 2011, there is a sense of cautious optimism and a steady increase in market activity. Each new opportunity brings together different members of the real estate deal, making it essential to cultivate relationships with other team members who play a vital role in your success.

CREW San Diego is unique amongst other real estate associations by encouraging a dynamic environment for all real estate disciplines and market segments to collaborate with one another, and ultimately contribute to each other's success. The diversity of the membership continues to grow, recently adding over 15 new members, including corporate end users and senior female executives. The ability to learn from these proven leaders only strengthens CREW San Diego's depth of resources for our members.

As a passionate sports enthusiast, I see many similarities in our real estate market and the annual NCAA basketball tournament. The perennial success of certain teams can be attributed to strong leadership, the skills of the players, and the cohesiveness of the team. But we all root for that Cinderella story, the team or individual that overcomes adversity, which adapts to their circumstances and finds a way to win! Similarly, the real estate industry provides constant opportunities to exceed expectations, but you need to develop the skills, relationships, and strategy in order to achieve success!

How well do you play the real estate game? Do you have the fundamentals to be successful? Are you a proven leader or an essential roller player? These are all questions that CREW San Diego seeks to help answer by providing education, networking, and essential team building environments.

Are you a Perennial Power or this year's Cinderella story? We'd love to share your story with our CREW members!

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CREW SAN DIEGO MEMBER NEWS

CREW Celebrates Equal Pay Day

April 12, 2011 marked the number of days into 2011 that women in the US have had to work in order to make the same wages as men did in 2010. As a follow up to CREW Network's 2010 benchmark study, local news outlets The Union Tribune and San Diego Daily Transcript interviewed Allison Beall (CREW San Diego 2011 President) and Tara Burns (CREW San Diego Director of Marketing Communications) for their thoughts on reports findings.

To view the San Diego Daily Transcript article, [CLICK HERE](#)

To view the Union Tribune article, [CLICK HERE](#)

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April Luncheon Recap

CHRIS WADDELL: EMERGE INSPIRED



On April 21st, CREW San Diego and NAIOP San Diego co-hosted a luncheon featuring renowned speaker and athlete Chris Waddell. Waddell was left paralyzed after a skiing accident 1988 while in college. Only a year later, he returned to the slopes on a monoski. After only two years later, Waddell was named to the US Disabled Ski Team. His accomplishments include becoming the most decorated male skier in Paralympic history. In the fall of 2009, Waddell became the first paraplegic to summit Mt. Kilimanjaro unassisted, and in 2010, he was inducted into both the Paralympic Hall of Fame and the US Ski and Snowboard Hall of Fame.

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abenge@unisourceit.com**CHAPTER ADMINISTRATOR****Tamara LaChimia**Phone: 619.507.0176
1201 Wakarusa Drive, C3
Lawrence, KS 66049
crewsd@crewnetwork.org
tamaralachimia@cox.net**CREW SAN DIEGO WOULD LIKE TO WELCOME OUR 2ND QUARTER NEW MEMBERS**

Welcome to CREW San Diego- we invite you to join a network of commercial real estate professionals committed to educating and advancing women in the industry. If you haven't already, please take advantage of the many programs and events the chapter offers. To get connected, contact any one of the board members listed for more information. Again, welcome and we look forward to seeing you soon.

Matthew Jackson

Turner Construction Company

Sharlin Kissinger

Brickman Group

Christiaan Nazarian

Howards Rug Company

Rachel Roberts

Clean Earth Restorations

Hope Spadora

Atlantic Pacific Commercial Corporation

Polly Ulrich

Ulrich Artscaping

He uses his accident to inspire others to overcome adversity, to step up to life's challenges and to become stronger. The overall theme of his presentation to CREW & NAIOP was "It is not what happens to you that matters, but what you do with what happens to you." He spoke to the fact that people would naturally refer to his accident as a tragedy and an unfortunate event. But he came to believe that if he never had the accident, he never would have had the opportunity to become the best in the world at anything. It is an important lesson to be able to turn tragedy into triumph.

One of the important factors in Chris's climb of Kilimanjaro was that he be able to do it alone and unassisted. The route that he took was ultimately chosen because he was supposed to be able to use his own strength and power the entire way; without doing it this way he would have felt like a failure. At one point the group arrived at a 100 foot boulder field, over which there was no way he could have navigated. He had to be carried. And even though it was only 100 feet out of a 19K foot climb, he felt like he'd failed because he wasn't able to do it on his own. A friend on the climb said to him "No one climbs a mountain alone. Everyone does it as part of a team." He was able to reflect on this and recognize the validity of the sentiment.

Finally, he reiterated that you cannot 'conquer' a mountain. All that matters is the journey. For many of the attendees, Waddell's experience put our own challenges into perspective. To learn more about Chris Waddell, please visit www.one-revolution.com.

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CREW MEMBER NEWS

Lena Brion Wins Two Awards



Lena Brion
President/CEO
Brion Design

Congratulations to Lena Brion of award-winning Brion Design for being awarded TWO awards in the recent San Diego Home & Garden Baths of the Year Awards. She was the Grand Prize Winner and also took first place in "Best Small Bath." Full article was in the March 2011 issue of SDHG.

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Jill Lozier Promoted to Vice President



Jill Lozier
Vice President
California Bank & Trust

Congratulations to Jill Lozier, who was recently promoted to Vice President at California Bank & Trust. Lozier is a current Branch Manager at the Mission Gorge branch has been with California Bank & Trust for XX years.

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Tara Burns Moves to Unisource Solutions

CREW SAN DIEGO'S 2011 LEGACY MEMBERS

2011 LEGACY MEMBERS:
(joined 2006 and prior)

- Debra Aitken
- Allison Beall
- Anne Benge
- Tara Burns
- Susan Couch
- Debbie Curtis
- Kimberly Davis
- Tiffany English
- Linda Greenberg
- Lisa Gualco
- Terry Hall
- Lisa Irvin
- Desiree Kay Lawn
- Barbara Markoff
- Amber Mauer
- BethAnn McCarthy
- Sonia Miró
- Angela Rauzi
- Sheri Rossini
- Jennifer Shumaker
- Rose Silverwater
- Annalena Thompson

New in 2011 is the Legacy Forum, which invites Past Presidents, Past Board Members and Legacy Members to offer ideas, experiences and feedback for our chapter. Please contact Anne Benge, 2011 Immediate Past President, for more information.

Legacy Members are those who have been a part of CREW for 5 years or more and receive extra membership benefits. Please contact the chapter administrator if there is a mistake in the list above.

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It's not too late to become a 2011 CREW San Diego Sponsor!

Sponsor benefits include:

- Year-round Recognition
- Complimentary Tickets to Luncheons
- Ad Space
- Special Event Passes
- Golf Tournament Tickets
- A description about your company and web link in an issue of our quarterly newsletter

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- Bronze Sponsor: \$1,500.00
- Program, Golf Tournament, Event Sponsorships Available!

Please contact [Lindsey Smith](#) for more information.



Tara Burns
Account Manager
Unisource Solutions

Tara Burns, former account manager for Brickman, has been named account manager for Unisource Solutions, which provides office furniture sales and management services. Burns serves on the CREW San Diego board of directors as director of marketing communications, a position she has held since 2006. She is also active in NAIOP San Diego Developing Leaders, BOMA San Diego and volunteers with The Junior League of San Diego. She has a degree from California Polytechnic State University San Luis Obispo.

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Erin Chuddy Moves to DPR Construction



Erin Chuddy
Account Manager
DPR Construction

Tara Burns, former account manager for Brickman, has been named account manager for Unisource Solutions, which provides office furniture sales and management services. Burns serves on the CREW San Diego board of directors as director of marketing communications, a position she has held since 2006. She is also active in NAIOP San Diego Developing Leaders, BOMA San Diego and volunteers with The Junior League of San Diego. She has a degree from California Polytechnic State University San Luis Obispo.

CREW San Diego Done Deals

Project	CREW Members Involved
Towers Watson	Unisource Solutions, Id Studios
Qualcomm Building O	DPR, Ware Malcomb, GMBI
Citibank Poway	Turner Construction, Ware Malcomb
Morrison Insurance	Ware Malcomb, GMBI
Imatrix	Ware Malcomb, Unisource Solutions, GMBI
Spec Suite	Kilroy Realty, Unisource Solutions
Defense Web Technologies	Pacific Office Properties, Dowling Construction, Ware Malcomb, GMBI, Ullrich Artscaping
Supreme Oil	Johnson & Jennings, GMBI, Ware Malcomb
Nulmage	Lindsey Smith (Cassidy Turley), Amy McNamara (Coldwell Banker Commercial)
Citibank Fountain Valley	Swinerton Builders, Ware Malcomb

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

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CREW Corner

THE MARRIAGE OF LIFE SCIENCE AND REAL ESTATE

Teresa Warren | Saturday April 23, 2011

San Diego's life science and commercial real estate communities are intertwined more tightly than most probably realize. CREW San Diego recently convened a panel of experts from both disciplines to discuss the important relationship between the two.

Speaking for the life science community were Diane Goostree of BioPharma Catalyst Group, LLC and Hope Spadora representing Life Technologies. Representing the commercial real estate industry and design industries were Greg Bisconti of Cushman and Wakefield, Brett E. Gossett with Alexandria Real Estate Equities and Jim Ferguson of Ferguson Pape Baldwin Architects.

The CREW Corner team chatted in depth with Ferguson about the relationship between the development of life science products and real estate needs.

Q: A life science company's success is based on getting products to market and giving patients better treatment options. What does it take in terms of process, timing, facilities and costs to achieve this?

A: The steps to bring a product to market are: drug discovery research, preclinical studies, Phase 1, 2 and 3 Clinical Trials and FDA's approval of a Biologics License Application (BLA) or New Drug Application (NDA). This entire process frequently takes 10 years or more. Large scale sustained production facility/equipment frequently cost \$1 billion or more. These facilities are comprised of a research & development lab, pilot plant and sustained production facility

Q: The timeline to develop a drug must be carefully correlated with the timeline to develop a facility to produce the drug. What are the challenges?

A: Traditionally the drug development and sustained production facility timeframe have both been about 10 years. The problem is that companies don't typically have the confidence or capital to invest in a large scale sustained production facility that far in advance of the potential to bring a product to market. This challenge is the driver in developing new technologies and means to manufacture in a quicker, more flexible and less expensive way.

Q: At the CREW presentation, there was a discussion of the trend of adapting a facility built for one specific product development so it can accommodate other types of products. Can you give us an example of a project you have worked on with the anticipation of the lab space changing?

A: Traditionally products have most often been manufactured in facilities dedicated to one project. Often the high cost of these facilities is leveraged to develop several drugs on a campaigned basis (only one at any time). We have been involved in a break-through project that combines a major university, a major cancer research organization and large pharmaceutical company. This first of its kind facility will be able to simultaneously product multiple products, using multiple new technologies in a flexible, modular and rearrangeable manufacturing facility. In addition to producing new therapies much faster and with far less expense, this new means of manufacturing is envisioned to produce vaccines to combat bio-terrorism and pandemic influenza vaccines.

Q: What techniques are you using to make facilities more adaptable?

A: Many of our facilities have gone through third and fourth generation users. From these experiences we've honed our new biopharmaceutical building designs to have a robust structure with flexible infrastructure to accommodate a wide range of industry needs over time.

Q: What changes do you foresee in designing and building facilities for life science companies?

A: Facilities for biopharmaceutical companies must respond to the maturity of the company and the drug development stage that the company is in, while at the same time allowing opportunities for the company to at least bridge to the next phase of drug development. In most cases this is to get through at least early phase clinical trials at which time cash flow needs significantly increase, but so does the potential for cash influx from joint ventures, licensing agreements and mergers/acquisitions. From the architect's perspective, the design must enable a company's growth transition with widely flexible facilities that can accommodate a broad range of business scenarios.

Ferguson is president of Ferguson Pape Baldwin Architects. His specialty is design of research and cGMP production facilities for biopharmaceutical and advanced technology companies. A strong advocate for sustainable design, he has been recognized by the U.S. Green Building Council as a LEED Accredited Professional.

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2011 Charity Golf Tournament

Thank you to everyone who participated volunteered and supported the CREW San Diego Annual Charity Golf Tournament. Held every year at Lomas Santa Fe Executive Course, the golf tournament benefits **CREW Foundation**, which holds programs and training to empower and promote young women in commercial real estate. Event Chair **Jill Hogan of West Coast Retail Management**, along with her committee put on a fantastic event for a great cause.

CREW San Diego
is a chapter of
[CREW Network®](#)

CREW SAN DIEGO SUPPORTS:

CREW 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 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 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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2011 Tournament Winners

First Place



Jamie Prevost, *Prevost Construction*
Ron Lack, *Cypress Office Properties*
Brian Galligan, *Kilroy Realty Corp.*
Mike Hoeck, *CB Richard Ellis*



Longest Drive



Paul Fitzgerald, *Qualcomm*
Anne Benge, *Unisource Solutions*

Most Honest



Charles Krebs, *Krebs Enterprises, Inc.*
Lindsey Smith, *Cassidy Turley*
Joan Lindley, *Sweet Personal Training*

Closest to the Pin



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Danette Ferretti, *Carrier Johnson + Culture*

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[View all pictures on our Facebook page or crewsandiego.org](#)

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CREW Honored at USD Scholarship Luncheon



Real estate scholarship donors and recipients attended USD's 2011 Scholarship Appreciation Luncheon held April 7 in the Joan B. Kroc Institute for Peace & Justice. The annual luncheon recognizes USD donors for their contributions and connects them with the students who are benefiting from their generosity. For a full list of recent real estate scholarship recipients, [go here](#).

Those in attendance included: (left to right) Brian Mulvaney of the Society of Industrial and Office Realtors (SIOR); **Debbie Curtis** of Commercial Real Estate Women-San Diego (CREW); **Debra Aitken** of CREW; **Brian Gates**, recipient of The Burnham Foundation Scholarship; **Joanne Yaghjian**, recipient of CREW/Susan Friedman Memorial Scholarship and the SIOR Scholarship; **Walter Chui '10** (MSRE), recipient of NAIOP-San Diego Chapter's Mickey Carhart Memorial Endowed Scholarship and the SIOR Scholarship; **Mary Ann Yaghjian '07** (MSRE), president of the Real Estate Alumni Association; Allana O'Dell of The Burnham Foundation; **Pamela Legge** of The Burnham Foundation; **Mark Riedy**, executive director of the Burnham-Moores Center for Real Estate; **Sean Giffin**, recipient of The Burnham Foundation Scholarship and California Homebuilding Foundation's Harry L. Summers Scholarship; **Cristina Hermosillo**, recipient of CREW/Susan Friedman Memorial Scholarship; **Jonathan Kench**, recipient of the USD Real Estate Alumni Association Scholarship; **Alan Cox**, recipient of the USD Real Estate Alumni Association Scholarship; **Fred Caminifi** of CCIM; Gary Cornelissen of CCIM; and **Michael Foulger**, recipient of the CCIM Scholarship. *Those in attendance, but not pictured, include: Charlie Abdi* of NAIOP and **Alison Mandelbaum**, recipient of NAIOP-San Diego Chapter's Mickey Carhart Memorial Endowed Scholarship and the SIOR Scholarship.

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CREW San Diego's Sponsor Spotlight

A celebration of the companies who support our mission to help advance and promote women in commercial real estate.

2011 BRONZE SPONSOR



The Swinerton Family of Companies provides commercial construction services throughout the Western United States, delivering innovative solutions and outstanding customer service to a diverse range of business clients that demand high performance.

Established in 1888, Swinerton formally incorporated in the State of California in 1908 and holds California Contractor License No. 92. Over the decades, Swinerton has established a reputation for highest-quality service, outstanding workmanship and ethical business practices. Today, Swinerton offices are located throughout California, in Colorado, Hawaii, Texas, New Mexico and Washington serving healthcare, education, commercial office & tenant improvements, retail, hospitality, solar, entertainment and multi-family residential.

Swinerton Builders has had a strong local presence in San Diego since 1993. Notable San Diego 2010/2011 wins include:

Brandes TI	SDG&E Beach Cities
Kaiser Garfield MOB	VIP Theatre Del Mar
UCSD Revelle	Sunroad Ruben E Lee Renovation
UCSD Telemedicine	Qualcomm AQ
Sycuan Casino Renovation	UCSD Elevator Modernization

Swinerton Builders & CREW Network

Swinerton Builders San Diego has enjoyed supporting CREW for several years. CREW sponsorship is beneficial because of the outstanding network of existing members and future members that participate in this organization. CREW informs our community of the necessary industry knowledge to stay informed, stay resourceful and all the while... have FUN in the process!

For more information on Swinerton, please contact CREW Sponsor Janel Espinosa at: 858.622.4040, or visit Swinerton on the web at www.swinerton.com, Twitter, or Facebook.

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Year at a Glance

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- June 9-10** CREW Network Spring Leadership Conference, Las Vegas
- June 9** CREW Who? Networking Happy Hour
- June 16** Texas Hold'em Win in the Game of Real Estate and Risk
- July 21** New Member Lunch
- Aug 18** Summer Social Miller Hull Partnership: Mission Brewing Co. Building Luncheon Program
- Sept 22** Luncheon Program
- Sept 14-17** CREW Network Marketplace & Convention, Washington DC
- Oct 22** Annual Wine Tasting
- Oct 27** Breakfast Networking Ladder Members Only
- Nov 17** Leadership Breakfast
- Dec 8** Members Only Event

Luncheon Programs will be held from 11:30 – 1:00 p.m.
 Sheraton La Jolla (formerly La Jolla Radisson),
 3299 Holiday Court, San Diego, CA 92122

Event Dates and Locations Subject to Change.
 Please visit www.crewsandiego.org for more information or to RSVP.

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