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5960 Fairview Road, Suite 400, Charlotte, NC 28210

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Crew Connect

AUGUST 2013

CREW EVENTS

CREW After Hours -
Chuy's
8/22/2013 5:30 PM
[Click here to Register](#)

Lunch Ladder -
Southend -Liberty
Gastropub
8/29/2013 11:45 AM
[Click here to Register](#)

CREW Charlotte
September Luncheon
9/10/2013 11:30 AM

OTHER EVENTS

CREW BIZ

Let it work for you! Be sure to update your information so our local 230 and national 8,000 members know who you are. Plus, the member directory is a great tool to do business locally and nationally!

YOUR CREW PREFERENCES

On the CREW Charlotte website, set up your preferences so you can receive instant notifications

FROM THE PRESIDENT

A Mid-Year Review.....CREW Charlotte is Exceptional!

Earlier this month CREW Charlotte hosted our sponsors at Myers Park Country Club for our annual Sponsor Appreciation Breakfast. We are so fortunate to have the generous support of these organizations in furthering our mission, to **influence the success of the commercial real estate industry by advancing the achievements of women.**



When you are part of the Leadership Team your focus is always on "how do we move forward" and "what is the next thing we need to tackle". But in preparing for this event, I was able to step back and assess our many achievements. Let me tell you - we are doing great things. Here is a bit of what I shared.

We are Reaching a Large and Diverse Audience:

- Crew Charlotte currently has 239 members and should break the 250 mark by the end of this year.
- Our monthly meetings are averaging over 170 attendees (having grown from 110 just 2 years ago), with our largest crowd of 230 this May when Jerry Orr was the featured speaker.
- We are focused on bringing in high caliber speakers, and have been able to achieve a 4.8 out of 5 rating for our speakers thus far this year.

Member to Member Business:

CREW Charlotte has a tremendous focus on member-to-member business. Our website is a venue to share these experiences, with over 40 posts for 2013 acknowledging member-to-member business and referrals.

Member Award Nominations:

Through our Leadership Development Committee, CREW Charlotte reaches out to our members, helping them with nominations for various industry related awards. Since we started this process in 2009 we have nominated over 125 CREW members for 16 Awards, and have had 86 winners. Here are a few highlights from this year:

- Charlotte Business Journal, Women in Business Awards – 4 winners
- Mecklenburg Times, 50 Most Influential Women – 6 winners
- North Carolina Lawyers Weekly, Leaders in the Law – 4 winners
- USGBC Sustainable Awards – 2 finalists

of new members making deals, announcements, new business opportunities, new job opportunities, etc. Go under member resources and click on "preferences" to set up.

[See All Events](#)

MEMBER SPOTLIGHT



FRANK FAWCETT
Primax Properties, LLC

[Click here to read full profile](#)



KIM MARKS
ai Design Group

[Click here to read full profile](#)

WELCOME NEW MEMBERS

Meredith Anglyn
Bidencope & Associates

Lynne Ferretti
Tyler 2 Construction

Kathryn Furman
Vision Ventures of Carolina

Gail Gillies
Vision Brokerage Group

Kaitlyn Illmensee
E.S.P. Associates

Member Expert Media List: The CREW Charlotte Executive Committee also maintains a database of member expertise to provide recommendations to media contacts for CREW member participation in articles, panel discussions, etc. Just this month I met with the Mecklenburg Times and we will have two member panelists for their upcoming Women's Forum Breakfast in October of this year.

Support of Our Outreach Programs:

- **Casino Night and Focus on Scholarships:** 311 participants (up from approximately 250 the previous 2 years) raised \$12,500 for scholarship funds.
 - \$4000 will go to UNC Charlotte's Belk College of Business for 2 scholarships for their Masters in Real Estate Program.
 - Another approximately \$7000 will go to the CREW Network Scholarship Endowment.
 - Network recently announced their 2013 recipients and we are happy to tell you that CREW Charlotte had their first recipient this year – Maggie Hill, a rising junior in the McColl School of Business at Queens University was awarded a \$5000 scholarship through this Network program.
 - And finally, we are just starting to look into developing a scholarship program directly with Queens that will utilize the remainder of the Casino Night Proceeds.
- **Queen City in Pink:** This event takes place the last week of Sept/first week of October in support of the Komen Race for the Cure. Last year CREW Charlotte was responsible for 120 buildings/properties being "pinked out" in some way. Our goal this year is 150 buildings.
- **UCREW Committee:** This is an outreach program for college students which we started this year and have ambitious plans to expand the program in 2014.
- **Mentoring Program:** Our mentoring program will kick off this fall, offering members the opportunity to be paired with expert mentors for an 18-month program. Mentors will be provided through CREW members as well as from the greater community.

So as you can see, together we have accomplished great things and the Chapter continues to thrive. **Thank you to our sponsors, our leadership team, and our active members for making CREW Charlotte truly an EXCEPTIONAL organization.**

DID YOU KNOW...

Did you know the Early Bird Convention Registration Deadline is Friday, August 30, 2013? Do not miss the opportunity to network with 1000 CREW Members nationally! [Click here](#) for more information or to register.



2013 NETWORK FOUNDATION ASK

Thank you again CREW Charlotte for your support of the Foundation Ask Fundraiser! We are pleased to announce we had 35% participation

Sandy Loccisano
Time Warner Cable Business
Class

Madison Moser
The Moser Group Inc.

Jacqueline Patterson
Sheercom, LLC

Adam Zembruski
Pharos Hospitality

[Click here to access full contact information](#)

MEMBERS ON THE MOVE

Please contact Patty Drummond at executive@crewcharlotte.org with your career updates.

[Click here to access full contact information](#)

from our membership this year. This includes **100% of Board Members** and **77% of Committee Members**, for a total raised of **\$3,678!!**

As you may know, CREW Foundation raises funds for Industry Research, Career Outreach and Scholarships. CREW Charlotte has reaped the benefit of these initiatives through our CREW Careers and UCREW programs we have put together, as well as a local 2013 Network Scholarship recipient, Maggie Hill of Queens University.

With our Chapter's focus on Network scholarships for rising leaders in Commercial Real Estate, we will be combining these funds, along with a portion of CREW Casino Night funds raised, **to complete our \$20,000 scholarship endowment with Network Foundation!**

HIGHLIGHTS

CREW Charlotte is ramping up its social media campaign! Please like us on **Facebook** ([facebook.com/CREWClt](https://www.facebook.com/CREWClt)), follow us on **Twitter** (twitter.com/CREW_Clt) and join our group on **LinkedIn** (CREW Charlotte Group)



Membership is now being offered at a **special mid-year rate of \$200 + \$25 application fee**. This rate will cover membership through the remainder of 2013. For more information or to apply, please [click here](#).

Notice to Full CREW Members At the September luncheon we will ask Full Members to vote on the 2014 Board of Directors. A full CREW member is currently employed full-time in a professional position and the primary responsibilities of which are in a qualified field of commercial real estate for a minimum of five (5) years. This notice is provided in accordance with Section 11.1 of the Bylaws of CREW Charlotte.

CREWbiz. Please log on to **CREWbiz** and review your profile. You want to make sure you list your specialty correctly - what your company does, not what you do. Think about it this way – Sally lists her specialty as business development and works for construction company ABC. If Ann goes into CREWbiz to find a contractor she will not find Sally when she searches for contractors because her specialty is listed as business development rather than construction. See the value of a correct CREWbiz profile? Also, please make sure all of your contact information is up-to-date as this is how other CREW members will contact you.

AUGUST LUNCHEON SUMMARY

"I'm a bit more bullish...and I like to think that if you build it, they will come," said Adam Zembruski on developing more quality hotels in Charlotte. If we build the hotels, retailers and office jobs will come next.

Who you missed:

Adam Zembruski, *President* of Pharos Hospitality

Adam is responsible for overseeing all aspects of Pharos Hospitality, including corporate and property operations, new development site selection, acquisitions and renovations, capital formation, asset management and community engagement.



With over 20 years of experience in the hotel, resort and food service industries, Adam has held almost every position in the business, starting his career as a front desk agent and concierge.

Kurt Schoenhoff, *Vice President of Hospitality and Brokerage Services at Selwyn Property Group*

Kurt's primary focus areas include hospitality, retail and land. He represents hotel developers on site acquisitions; and mixed use developers on site planning, sales and leasing. His prior experience includes a 22-year career in national account sales and marketing management with PepsiCo's North American Beverage Group.

What you missed:

August's luncheon featured a lively conversation between Adam and Kurt focusing on Hotel Development in Charlotte and was facilitated by *Senior Staff Writer Will Boye* of the Charlotte Business Journal.

What makes a good hotel site?

- Numerous food options "outside the front door". People don't want to have to travel far to grab a bite to eat.
- Office jobs nearby. People traveling into town on business need a place to stay.
- Shopping and other retailers: coffee shops, nail salons, movie theatres, etc.
- Other amenities nearby: medical, universities, light rail, airport, etc.

Other key takeaways:

- The demand for quality hotels in Charlotte is growing faster than the supply.
- The DNC provided Charlotte with international recognition increasing the need for more hotels.
- Charlotte hotels are lacking in weekend business (heavy business travelers).
- Amateur sports will help improve weekend business (renovation of Bojangles Coliseum, addition of Matthews Sportsplex and Knights Stadium).
- Retail development throughout the city helps to create demand for more hotels.

THANK YOU TO OUR AUGUST LUNCHEON SPONSOR: INTERFACE

The logo for Interface, featuring the word "Interface" in a bold, dark green, sans-serif font.

Interface is the world leader in carpet tile and one of the top 10 most sustainable companies in the world.

A good lead for them:

Any office, healthcare, education, retail or hospitality facility that uses carpet.

Contact:

Jean Russell
Account Executive
Interface
1400 Home Place
Matthews, NC 28105
jean.russell@interface.com
646-942-0473

THANK YOU TO OUR AUGUST LUNCHEON SPONSOR: NEWDOMINION BANK



NewDominion Bank is a local community bank headquartered at the Metropolitan in midtown Charlotte. They are building Charlotte's Favorite Community Bank – where high touch meets high tech and provides high touch relationships to individuals and businesses. With \$ 297 million in assets as of June 30, 2013, NewDominion Bank has locations in Charlotte and Mooresville.

A good lead for them:

Any business looking for local bank with a high touch approach, including quick responsive decisions.

Contact:

Saeed Moghadam
Senior Vice President
Business Banking Team Lead
NewDominion Bank
1111 Metropolitan Avenue, Suite 500
Charlotte, NC 28204
smoghadam@newdominionbank.com
704.943.5746

GET INVOLVED

CREW Charlotte has eight committees. Three of these committees are directly related to outreach opportunities. We encourage all CREW members to get involved. ***Click here to learn more about each of our committees.***



ANNOUNCEMENTS

CREW CHARLOTTE KICKS OFF
2013 QUEEN CITY IN PINK
INITIATIVES

CREW CHARLOTTE IS PLEASED
TO ANNOUNCE THAT LOCAL
APPLICANT WINS ...

CREW CHARLOTTE MEMBERS
HONORED WITH 2013
CHARLOTTE WOMEN IN
BUSINESS ...

MEMBERS MAKING DEALS

Marie McLucas

8/13/13

Thanks to Platinum Sponsor,
Johnston Allison & Hord, for closing

...

Marie McLucas

8/13/13

Thanks to Partner sponsor, Janeen
Miller Hogue, for handling the ...

Carrie Sharp

PHANTOM INCOME TRIGGERED BY DEBT TRANSACTIONS

CREW CHARLOTTE A PROUD SPONSOR OF MECK TIMES' 50 MOST ...

BRIDGING THE C-SUITE GAP - DEADLINE EXTENDED TO MAY 31ST

<<More

8/7/13

Thank you to Monica Able of North Carolina Bank and ...

Carrie Sharp

8/7/13

Thank you Heather Osterweil of CommunityOne Bank for the warm ...

Carrie Sharp

8/7/13

Thank you to Holly Alexander of Jones Lang LaSalle for ...

David

8/6/13

I'd like to thank Marianne Joines and all the folks ...

<<More

CAREER CORNER

PROPERTY MANAGER ASSISTANT - THE BISSELL COMPANIES

PROJECT ADMINISTRATOR - J.D. GOODRUM GENERAL CONTRACTORS

PRACTICE GROWTH COORDINATOR - ELLIOTT DAVIS

CUSTOMER SERVICE REPRESENTATIVE - REGUS

ENGINEERING TECHNICIAN POSITION - SUMMIT ENGINEERING

<<More

MESSAGE BOARD

Nicole Green

I am looking for a Women Owned Roofing Company. Should ...

Holly Alexander

ENVIRONMENTAL WAY: Looking for office space in the UNIVERSITY AREA ...

Holly Alexander

HARRIS CORNERS: Looking for Class A office space or know ...

Kimberly Young

I am looking for recommendations of architects who have experience ...

<<More

Board of Directors

2013 PRESIDENT

Barbara Briccotto
Intec Group Inc.
bbriccotto@intecgroup.net
704.560.8798

IMMEDIATE PAST PRESIDENT

Dawn Royle
Master Title Agency
dawn.royle@actmail.com
704.348.2866

DIRECTOR / DELEGATE / PRESIDENT ELECT

Bobbi Jo Lazarus
Elliott Davis
blazarus@elliottdavis.com
704.808.5245

DIRECTOR - MEMBERSHIP /

DIRECTOR - NETWORK / TREASURER (DELEGATE)

DIRECTOR - COMMUNICATIONS

SECRETARY

Janeen Miller-Hogue
The Miller-Hogue Law Firm
jmhogue@m-hlaw.com
704.307.4344

Jennifer Orman
J.D. Goodrum General Contractors
jennifer@jgoodrum.com
704.895.8842

Heidi Holquist
CohnReznick
heidi.holquist@cohnreznick.com
704.608.2887

DIRECTOR - UCREW

Kim Marks
ai Design Group, Inc.
kmarks@aiginc.com
704.731.8080

**DIRECTOR - UNIVERSITY &
ADULT OUTREACH**

Amy Massey
Kimley-Horn & Associates, Inc.
amy.massey@kimley-horn.com
704.287.3304

**DIRECTOR -
SPONSORSHIP**

Wanda Townsend
Johnston, Allison & Hord, PA
wtownsend@jahlaw.com
704.998.2215

**DIRECTOR -
PROGRAMS**

Lisa Fry
Cassidy Turley
lisa.fry@cassidyurley.com
612.801.0056

EXECUTIVE DIRECTOR

Patty Drummond
CREW Charlotte
executive@crewcharlotte.org
704.968.0609

THANK YOU TO OUR SPONSORS

We could not be more honored and grateful of our sponsors. Their support of CREW Charlotte helps position our members to be the region's top real estate professionals through CREW Charlotte's commitment to professional and personal development. We sincerely thank our sponsors for their support!

THANK YOU TO OUR PLATINUM SPONSORS



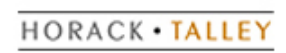
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