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Crew Connect

FEBRUARY 2013

CREW EVENTS

Before Hours - Amelie's
Bakery - NoDa
2/21/2013 8:00 AM
[Click here to Register](#)

Lunch Ladder - Uptown
- BlackFinn
2/28/2013 11:45 AM
[Click here for Directions](#)
[Click here to Register](#)

CREW Network
Leadership Series-
WEBINAR-Urban
Renewal and Adaptive
Re-Use
2/28/2013 3:00 PM
[Click here to Register](#)

CREW Charlotte March
Luncheon - First Ward:
A Neighborhood Taking
Flight with Daniel
Levine of Levine
Properties
3/12/2013 11:30 AM
[Click here to Register](#)

OTHER EVENTS

CREW BIZ

Let it work for you! Be sure
to update your information

FROM THE PRESIDENT

Are You Making the Most of Your CREW Connections?

If you were able to attend the February luncheon chances are, with 180 people in attendance, you made a new CREW connection. Now what is the next step?

Many times when we meet someone, we do not follow through beyond that initial introduction. We think, "I'm not sure that person can help me," so we move on, looking for that next connection that will help us land the big one!

Perhaps we should think about our connections a little differently. The more we learn about each other and our respective businesses, the more we can help each other. The next time you have a chance to sit down with a CREW member try focusing on what you can **give** rather than what you can get.

You may not be able to provide direct business to someone, but you might know a person they are trying to meet, or you might be able to provide the knowledge or expertise that is helpful to them in their current endeavor. I truly believe that you build your network by focusing on the other person. By doing so, you begin to create the credibility and trust that is required to strengthen the relationship.

But as you work on creating value for the other person, don't forget what you need. Being able to articulate our business and the things we need to be successful is just as important. It is not wrong to ask for help, for that connection, and for the business when the opportunity presents itself.

I was fortunate to attend the CREW Network Leadership Summit earlier this month in Memphis along with Bobbi Jo Lazarus and Jennifer Orman, of our chapter. There were about 200 leaders from chapters across the U.S. and Canada in attendance and we had a chance to network and share best practices. One session was focused solely on improving our networking skills. We were reminded of the above concepts and also had the chance to hone our 30 second commercials. If you don't have your 30 second commercial down pat, get cracking. Remember, it's the first impression people have of you when they ask, "what do you do?"

Additionally, at the summit I was reminded of the power of CREW well beyond Charlotte. With 76 chapters and over 8000 members, the CREW Network is a great



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 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](#)

resource for business, industry knowledge, leadership training and professional relationships. Take the time to review the network website. There are white papers and research publications, webinars on industry trends and leadership skills, and these resources are free to all CREW members. CREW is truly a community that wants to see its members succeed so be sure to utilize the great resources that CREW has to offer!

DID YOU KNOW...

Did you know that by using your online CREW Biz profile you are connecting with over **8,000 members** of CREW nationwide? Cost of your annual membership? \$325. Cost of networking with 8,000 Real Estate professionals making business happen? PRICELESS!



HIGHLIGHTS

Join us for a fun-filled night of networking with the most influential real estate professionals in the Charlotte area! Come play your favorite casino games and bid on great silent auction items at **CREW's 7th Annual Casino Night** on Thursday, April 25th at The Big Chill in Charlotte. [Click here](#) to register for this great networking event!



Using Google Alerts to Build Your Brand

Have you ever wanted to know what's being said about YOU on the Internet? With **Google Alerts**, you are able to monitor the Web for new content. You can receive an email update of the latest relevant Google results (web, news, etc.) based on your queries.

Just a few simple steps and you can monitor what's being said about YOU or your CREW Sponsor employer on the web:

- Visit: www.google.com/alerts
- Enter your query, how often you want to see result and where you want the results sent.
- You will see a preview of the type of results you'll receive.
- Hint: Use quotes in your query to get the best results! (ie: "Barbara Briccotto")
- It's a free service, so you can enter as many queries as you'd like!

If you (or your employer) has done something newsworthy, please email it to: executive@crewcharlotte.org and let us brag about you!

The **Casino Night Committee** is looking for **silent auction items**. If you have anything you would like to donate or if you want to join the committee, please contact **Whitney Bauman** or **Becky Lindahl**.

Calling ALL CREW Members we need your help to spread the word about our

MEMBER SPOTLIGHT



DAVID TIBBALS
Live Well Homes

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CINDY WOLFE
Bank of the Ozarks

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WELCOME NEW MEMBERS

Mandi Heilig
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Michael Henderson
NewDominion Bank

Jessica Hreha
Time Warner Cable
Business Class

[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](#)

UCREW iFAIR on March 25th from 1-4pm. We are looking for College students to attend the internship fair who are interested in careers affecting Commercial Real Estate: legal, brokerage, engineering/construction, finance, etc. We have over 25 exciting internships being offered, 5 mini-sessions ranging from job hunting to interview questions, great networking opportunities and raffle prizes. To register please go to <http://www.crewcharlotte.org/events/ucrew>.

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.

FEBRUARY LUNCHEON SUMMARY

Who we heard: Charlotte Regional Film Commissioner Beth Petty is doing her best to put Charlotte front and center in the media. She recruits feature and independent films, TV shows, commercials and still photography to the 16-county Charlotte region, promoting Charlotte USA's many regional assets. She serves as a liaison between film production companies and the community, handles a myriad of production-related requests and catalogues regional locations.



What she had to say: Charlotte USA is fortunate to have strong state incentives from both North Carolina and South Carolina to encourage filmmakers to shoot here. Aside from the obvious excellent exposure of our region to the world and resulting gains in marketability, the film economy offers other benefits. It is clean, there are no environmental demands, it offers repeatable sales, and it taps directly into our local goods and services.

People in the film industry like Charlotte because they have a great experience working here. They like the incentives, they have great accessibility through our airport, and they appreciate the prompt response they receive from our friendly people.

Beth Petty's advice to those who want to become a part of this burgeoning local industry is to develop the skills they need, like grips, electricians or script supervisors. We should encourage our local Universities, colleges and community colleges to develop curriculums to train people for the industry. If you want to offer your property to the studios, be sure to register with NC Film Commissions as well as the Charlotte Film Commission. If you want the studios to do business with you, respond quickly.

Her successes in Charlotte: The local film industry pumps about half a billion dollars into the local economy. Charlotte's success comes primarily through Beth's relationships. Beth was integral in bringing the blockbuster film, "The Hunger Games", to Charlotte (do you recognize Shelby?) as well as TV series "Homeland" and "Banshee". In fact, she has been asked to supply episodes of "Homeland" to individuals who meet with President Obama. It is his favorite show and he likes to talk about the evolving story. Beth keeps them on top of the story. How many of us

hung out at the NC Music Factory when the Bachelorette was filming? It's OK to admit it.

FEBRUARY LUNCHEON SPONSOR: Burke Communications

Burke Communications is a full-service advertising group experienced in creative integrated marketing solutions in Charlotte, NC. Since 1991, Burke has been designing powerful tools and campaigns for regional, national and global businesses through advertising, marketing, public relations, design, SEO, web development, social media, graphic design and event planning. In collaboration with a number of unique industries, from real estate and financial services to healthcare and home products, Burke's mission is to bring creative and effective solutions to meet the needs of its clients.



FEBRUARY LUNCHEON SPONSOR: Office Suites PLUS

Headquartered in Lexington, Kentucky, Office Suites PLUS provides alternative workspace solutions for everyone from individuals to large corporations. Whether through an office, meeting room, workspace or virtual office package, regardless if for a day, a month or a year, Office Suites PLUS provides the image, convenience and support that allow its clients to focus on their business â€œ not their office space.



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

A 92 YEAR-OLD SOLUTION FOR REAL ESTATE INVESTORS FACING HIGHER ...

BELK, INC. GIVES \$5 MILLION TO BELK COLLEGE AT UNC ...

TRINITY PARTNERS ANNOUNCES JELD-WEN LEASE IN DOWNTOWN CHARLOTTE'S ALLY CENTER

MEMBERS MAKING DEALS

Marie McLucas

2/6/13

Thanks to Gold Sponsor, New Dominion Bank, for completing loan

...

Marie McLucas

2/6/13

Thanks to Silver sponsor, GreerWalker, for completing the

CREW CHARLOTTE MEMBER
VIRGINIA ROLFES NAMED TO
RISING STARS LIST

TRINITY PARTNERS LEASING
UPDATE - 01/16/2013

TRINITY CAPITAL ADVISORS
PURCHASES TWO BUILDINGS IN
CHARLOTTE'S SHOPTON RIDGE
...

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audit of ...

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2/6/13

Thanks to Partner Sponsor, S&ME,
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Marie McLucas

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Thanks to Gold Sponsor, Terracon,
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geotechnical ...

Robin Turner

1/25/13

A huge thanks to Whitney Pelton for
the connection with ...

Robin Turner

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Thank you to Cindy Wolfe with Bank
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2013

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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!

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