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Crew Connect

JANUARY 2013

CREW EVENTS

Lake Norman Lunch
Ladder - Brickhouse
Tavern

1/24/2013 11:45 AM

[Click here to Register](#)

SouthPark Lunch
Ladder - AZN Azian
Cuizine Charlotte

1/24/2013 11:45 AM

[Click here for Directions](#)

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CREW Charlotte
February Luncheon -
The Film/TV Industry in
Charlotte USA with
Beth Petty

2/12/2013 11:30 AM

[Click here to Register](#)

OTHER EVENTS

CREW BIZ

Let it work for you! Be sure to update your information so our local 200 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

FROM THE PRESIDENT

CREW Charlotte is Off to an Exciting Start in 2013

We are just kicking off the New Year and already CREW Charlotte is breaking records and embarking on several new endeavors. Here's a snapshot of what's new at CREW!

Sponsorship.... Sponsorship support for CREW Charlotte is at an all-time high as we draw our 2013 campaign to a close. The generosity of our Sponsors enables us to continue offering successful programs and outreach efforts that have become best in class within our region. We appreciate the support of all of our sponsors and will strive to bring value to your investment in 2013. We encourage all of our members to get to know and support our sponsors through your CREW Connections.

UCREW... Only a couple of months into the transition from CREW Careers to UCREW and we already have our first significant event planned. CREW Charlotte is excited to support students in various commercial real estate fields by helping them learn more about their career options and make those vital connections. To that end, CREW Charlotte will host iFAIR on March 25th at UNC Charlotte's center city campus. This event will include learning sessions and an internship fair that introduces students to over 20 CREW Charlotte member companies who have internships available. If you are interested in participating please reach out to Meagan Porter of CEO Inc. at meagan@ceohr.com or Ben Miller of Elite Maintenance at Ben@eliteMteam.com

Mentoring Program.... We have a task force hard at work developing a plan to launch our mentoring program for CREW Charlotte professionals. This effort will link CREW Charlotte members seeking mentorship with senior leaders looking for a way to give back to their profession. Program kickoff is scheduled for the second quarter and will pair up to 10 CREW members with senior commercial real estate professionals in our region. Stay tuned for future details.

Casino Night.... We are moving to a new location this year at the Big Chill and will hold the event on Thursday April 25th so mark your calendar. Come prepared to test Lady Luck and participate in the silent auction. Proceeds benefit scholarships awarded by CREW Foundation and UNC Charlotte's Center for Real Estate.

This is just a sampling of the energy being generated by our Leadership Team and



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](#)

MEMBER SPOTLIGHT



MEREDITH DICKERSON
Cushman & Wakefield | Thalheimer

[Click here to read full profile](#)



NANCY EVERHART
Little Diversified Architectural Consulting

[Click here to read full profile](#)

WELCOME NEW MEMBERS

Julie Ayers
LB&A, Certified Public Accountants, PLLC

Paul Blake
ECS Carolinas, LLP

Committee Members. It's a great time to be part of CREW Charlotte!

DID YOU KNOW...

Did you know that all **2013 Membership Renewals are due by February 14th**? The Network Committee also emphasizes opportunities to interact with CREW members for business and pleasure. We encourage our members to actively participate in CREW Network events such as the annual CREW Convention, CREW Network Committees, monthly CREW Luncheons, and monthly lunch ladder groups.



HIGHLIGHTS

CREW's **Casino Night event** will be held on Thursday, April 25th at The Big Chill. Look for announcements regarding registration in early February.



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**.

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.

JANUARY LUNCHEON SUMMARY

CREW Charlotte started off its 2013 monthly luncheon series with a guest speaker full of wittiness and playful candidness. With a PhD in Romantic Languages and a passion for Mexican literature, Mary Hopper, Executive Director of University City Partners, presented an informative and educational session on rebranding University City. She explained that University City – not the University area, is many things. It is a “city within a city,” serving as a focal point for business and research partnerships, an area to exchange ideas on improving lives, the home of more than 26,000 students which makes it a young and energetic setting, yet it is also safe, affordable and an interesting place to live. But how do you express these qualities to the rest of Charlotte and surrounding regions? That was the task Mary and the University City Partners were up against.



Will Boye
Charlotte Business Journal

Catherine Burton
Charlotte Business Journal

Cat Cotman
Cassidy Turley

Melissa Geraghty
CohnReznick

Hayden Harrell
Katten Muchin Rosenman
LLP

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Morehead Title Company

Jody Luke
Kodiak Constructors, Inc.

Kelly Martin
Cresa

Drea Nicholson
AirTight Mechanical

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Truliant Federal Credit Union

Deon Roberts
The Mecklenburg Times

Jeff Sams
Jordan & Skala Engineers

Susanne Todd
Johnston Allison & Hord,
P.A.

Liz Ward
Wells Fargo

Kim Weihs
Ballantyne Business Center

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

MEMBERS ON THE MOVE

Please contact Patty
Drummond at
executive@crewcharlotte.org

Mary walked us through the rebranding details for University City, explaining not only the importance of branding, but that a good, valid brand should be a number of things – it should be unique, ownable, credible, achievable, defensible, sustainable, relevant and aspirational. Any company can achieve this with their own brand with the right amount of creativity, vision and research.

Now equipped with a new logo, icon, tagline and communicative vision for University City, Mary said she learned a lot during this process, with the two most important lessons being 1) branding is an ongoing process, and 2) repetition and consistency will always win out over a small budget.

JANUARY LUNCHEON SPONSOR: Charlotte Business Journal

The Charlotte Business Journal has been the region's leading source of business news and information for more than 20 years. Each week, more than 21,000 business executives rely on CBJ for comprehensive news on local people and their companies. Providing more than just in-depth coverage, CBJ also delivers industry trends, tips and strategies, plus award-winning critical analysis. In addition to award-winning editorial coverage, the Charlotte Business Journal hosts a number of content driven and awards events. Signature events include Women In Business Achievement Awards, 40 Under 40 Awards, Best Places to Work Awards, Power Breakfasts, CFO of the Year Awards and Fast 50 Awards.



To learn more, visit charlottebusinessjournal.com.

For advertising information contact Allen Clark at 704-973-1126 or acclark@bizjournals.com

CREW Charlotte members can receive a discounted subscription by using the [link](#) on our website at www.crewcharlotte.org.

JANUARY LUNCHEON SPONSOR: TPM

TPM of Charlotte is a technology company focused on the needs of Architects, Engineers and Contractors. TPM is celebrating their 40th anniversary in 2013. TPM moved to Charlotte in August, 2007 and opened up their 2nd North Carolina branch in Raleigh in the summer of 2012. TPM provides a wide variety of services including Autodesk Design software & training, reprographic and wide format color graphics along with small and wide format printing equipment. TPM is an Autodesk "Authorized Training Center" and has a major focus in the Building Information Modeling (BIM) community in Charlotte. TPM also has a division that focuses on solutions for manufacturing companies. This includes design software and 3D Printers.



A good lead for TPM is a company that needs design software solutions. Companies that have a need for large & small format printers along with 3D Printers would be a great lead for TPM as well.

with your career updates.

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

For more information about TPM or our events, please visit our website at www.tpm.com.

TPM currently has one active member in the CREW Charlotte Chapter: Paul Zytnik paulzytnik@tpm.com.

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

TRINITY PARTNERS LEASING
UPDATE - 01/16/2013

Trinity Capital Advisors Purchases
Two Buildings in Charlotte's
Shopton Ridge ...

CohnReznick Announces
Partner/Principal Elections

CREW Charlotte Members Honored
at 2012 Excellence Awards

CohnReznick Announces New
Managing Partner Appointments in
Firm's South/Central Region

Wanda Townsend of Johnston,
Allison & Hord Recognized as 2013
...

[<<More](#)

MEMBERS MAKING DEALS

Diane Genaro White

1/6/13

Thank you to Carrie Sharp of JMA
Commercial Interiors for ...

Marie McLucas

1/3/13

Thanks for Wanda Townsend and
Danny Merlin with Platinum
sponsor, ...

Marie McLucas

1/3/13

Thanks to returning 2013 sponsor,
ECS, for services provided to ...

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CAREER CORNER

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LANG LASALLE

RECEPTIONIST/ADMINISTRATIVE
ASSISTANT - EASTGROUP
PROPERTIES

BROKERAGE ASSISTANT -
JONES LANG LASALLE -
RALEIGH

MESSAGE BOARD

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LANG LASALLE - RALEIGH

PROPERTY ADMINISTRATOR -
JONES LANG LASALLE -
CHARLOTTE

EXECUTIVE ASSISTANT - JONES
LANG LASALLE - CHARLOTTE

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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



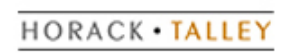
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