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Crew Connect

OCTOBER 2013

CREW EVENTS

CREW After Hours -
Octoberfest - Heist
Brewery

10/17/2013 5:30 PM

[Click here to Register](#)

Lunch Ladder - Uptown
- Aria

10/24/2013 11:45 AM

[Click here to Register](#)

CREW Charlotte
November Luncheon
with NC Secretary of
Commerce Sharon
Allred Decker

11/12/2013 11:30 AM

[Click here to Register](#)

CREW Charlotte
December Luncheon -
Annual Excellence
Awards

12/10/2013 11:30 AM

OTHER EVENTS

CREQLive! hosted by
the Charlotte Business
Journal

10/25/2013 8:15 AM

[Click Here to Register](#)

FROM THE PRESIDENT

I just returned from CREW Convention, along with 10 other CREW Charlotte members. It was truly exciting to have such great participation from our Chapter this year and I think all of us came back enlightened and energized from the experience. Here are just a few of the many highlights from this year's convention.



The Distinguished Leader Round Table brought together a panel of 10 C-suite women from various professions in the commercial real estate industry, with an audience of current Chapter Presidents and Network leaders and past leaders. The discussion centered around CREW's core mission of helping other women succeed in the commercial real estate profession. Key take-aways included:

- Be accessible and be an advocate for women in the profession.
- Understand the "system" you work within and how to advance within that system.
- Believe in yourself and have the confidence to jump in and stretch your reach. Always view yourself as a 10!
- Don't compare yourself to a man in the industry – be you and thrive in your own way. Loose the idea of trying to "fit in."
- Ask for what you want and take a seat at the table.
- Be self-aware and play to your strengths. It's hard, but have your peers evaluate you in order to better evaluate your strengths.
- Believe in yourself on your own terms.

These were all key take aways, but I believe one panelist may have summed it up best – **the best way to "invest and advocate" for another woman is to give her the business.** I truly hope each of you will think about this and consider recommending and utilizing another CREW member in your next business transaction.

We had the opportunity to hear from some amazing keynote speakers, the first of which was **Barbara Corcoran, real estate mogul and investor on the show Shark Tank.** Barbara, who got straight D's in high school and started her first company with a loan of \$1000, shared an amazing story through a set of top ten rules. One specifically resonated with me....**you have the right to be there so have the courage to go through the door.**

We also had the opportunity to hear from **Tom Friedman, New York Times**

North Carolina Lawyers
Weekly Women of
Justice Awards
11/14/2013 6:00:00 PM
[Click Here to Register](#)

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 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



LISA FRY
Cassidy Turley

[Click here to read full profile](#)

Columnist and Pulitzer Prize winner. Tom spoke of the future of business in his talk titled the "The World is Flat". With the merger of globalization and IT, Tom reminded us that only in the last 10 years did we have Facebook, LinkedIn, 4G, the Cloud, Skype, Apps, Twitter, and Big Data. The hyper- connectivity of the world will continue to demand excellence. He commented that **"Average is over and just showing up is not enough. We will all need to "Find Our Extra."**

Instead of focusing on what you know, companies will focus on what you can do with what you know. His advice included these 5 rules:

1. Think like an immigrant – be hungry in your pursuits.
2. Think like an artisan – take pride and have the desire to carve your initials in your work.
3. Always be in beta stage – testing, inquiring and pushing for improvement.
4. Remember that we do not live in an age of containment any longer, we live in a world of webs – resiliency is a must.
5. And finally, always think like the waitress in the Perkins Pancake House in Minneapolis that once waited on Tom. She had little control in her role, but she did have the ability to serve him extra fruit. Controlling the fruit ladle was "the source of her extra!"

As we evaluate our professions, our company roles, our service to our clients, and even our involvement with CREW, I encourage each of us to "Find Our Extra"!

You can read more about this year's CREW Network Convention at www.crewnetwork.org.

NETWORK NEWS

2014 CREW Network Convention will be held in Miami Beach on September 30th – October 3rd. Mark your calendars to join your network and capitalize on your CREW Connections!



HIGHLIGHTS

CREW Charlotte Donates to UNC Charlotte Scholarship Fund - From the proceeds of our Casino Night, we donated \$4000 to UNC Charlotte's Foundation. The University then awarded two \$2,000 scholarships to Kari Parekh and Anne Collinson. Thank you to everyone who has participated in this effort for all your hard work.



Join now and take advantage of our membership special! If you join CREW now you will receive a **14-month membership for the price of 12!** The membership special rate is \$325 plus a \$25 application fee. Your CREW membership will be valid from November 1, 2013 through December 31, 2014. Any questions? Please do not hesitate to contact the Membership Committee. [Click here to apply today!](#)

The Charlotte Business Journal is offering CREW members a 20% discount for their CREQ!Live event on October 25th. For more information, please [click here to register](#) and use CREQ2013ORG as your code.

2013 Excellence Awards. If you are a CREW Charlotte member, please complete the Excellence Awards survey that will be emailed to you by the end of this



HEATHER OSTERWEIL
CommunityOne Bank

[Click here to read full profile](#)

WELCOME NEW MEMBERS

Due to the 14-month membership special, no new members were approved in October.

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

MEMBERS ON THE MOVE

Jetta Gill
Cassidy Turley

Whitney Pelton
DesignTex

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

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

week so you can nominate an outstanding person, company and deal for the 2013 Excellence Awards. If you do not receive the survey for some reason, please contact [Patty Drummond](#). The survey must be completed by **October 25th**.

CREW Charlotte's [online registration system](#) is changing. Look for the new system starting with registration for our November luncheon.

CREW Charlotte is ramping up its social media campaign! Please like us on [Facebook](#) (facebook.com/CREWCIt), follow us on [Twitter](#) (twitter.com/CREW_CIt) and join our group on [LinkedIn](#) (CREW Charlotte Group).

OCTOBER LUNCHEON SUMMARY

Who we saw:

Susan E. Chapman-Hughes is Senior Vice President, Global Real Estate and Workplace Enablement for American Express, where she leads real estate strategy and operation, workplace experience, and health and safety for 62,000 employees in 41 countries. An experienced global executive, Ms. Chapman-Hughes has led various organizational business transformation and growth efforts in Fortune 500 companies, including Citigroup and Level 3 Communications. Susan is also committed to volunteer work for non-profit community development organizations nationwide and a mentor to young people in her community. Among her numerous awards, Susan was named one of the "100 Most Creative People in Business" by Fast Company magazine.



From Whom She Learned Success:

This remarkable and accomplished woman was there to entertain and teach. She told us her secret: "Everything I learned about success I learned from my Mother and Grandmother."

Here are her 10 lessons:

1. You might as well be yourself because it's really hard to send your representative to the table every day. In other words, be authentic.
2. Be your own best agent. If you aren't willing to stand up for yourself how do you think anyone else will stand up for you.
3. Aim high. Set high measures of success. Be excellent on your own. Define your own success. Her mantra is MMOC: Make my own choices.
4. If you take care of the giving, the receiving will take care of itself.
5. Dream Big. The only person standing between you and your dream is you.
6. Build real relationships and invest in them. Make it the first priority.

7. Develop a whole person plan, not just a career or family plan.
8. Never get comfortable because you can't grow there. Push yourself out of your comfort zone as best as you can. Stretch your skills.
9. Live your life to leave a legacy. You must be the gift that keeps on giving beyond yourself.
10. You have one life to live. Every day is a gift. You must have fun along the way. You have the opportunity to do something amazing every day.

Susan suggested that we create a joy list. She has one. She sets time to work on her list and she is unapologetic about it. As her Mother said, "You can't be good to anybody if you aren't good to yourself."

THANK YOU TO OUR OCTOBER LUNCHEON SPONSOR: CASSIDY TURLEY

Cassidy Turley is a leading commercial real estate services provider with more than 3,800 professionals in more than 60 offices nationwide. With headquarters in Washington, DC, the company represents a wide range of clients—from small businesses to Fortune 500 companies, from local non-profits to major institutions. The firm completed transactions valued at \$22 billion in 2012, manages approximately 400 million square feet on behalf of institutional, corporate and private clients and supports more than 23,000 domestic corporate services locations. Cassidy Turley serves owners, investors and tenants with a full spectrum of integrated commercial real estate services—including capital markets, tenant representation, corporate services, project leasing, property management, project and development services, and research and consulting. Cassidy Turley enhances its global service delivery outside North America through a partnership with GVA, giving clients access to commercial real estate professionals in 65 international markets. Please visit www.cassidyturley.com for more information about Cassidy Turley.



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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 MEMBER
NANCY L. OLAH PRESENTED
ATHENA LEADERSHIP AWARD

CHARLOTTE TURNED PINK FOR
CREW CHARLOTTE'S QUEEN
CITY IN PINK

HARRIS CORNERS PARTNERS
WITH CREW CHARLOTTE'S
QUEEN CITY IN PINK

SANDI THORMAN, CPA, WITH
GREERWALKER LLP WINS 2013
WOMEN TO ...

CREW CHARLOTTE KICKS OFF
2013 QUEEN CITY IN PINK
INITIATIVES

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

[<<More](#)

MEMBERS MAKING DEALS

Kathleen Chambers

10/4/13

Thank you Whitney Pelton for
introducing me to Modular Designs'

...

Marie McLucas

10/4/13

Thanks to CommunityOne Bank for
financing a project in Oak ...

Liz Etheredge

10/4/13

Thank you Jana Dolder of Colliers
for the recent wallcovering ...

Lyn Gardner

10/4/13

Thank you Kathleen Chambers with
SM&E for allowing Graebel to ...

Amy E. Davis

10/2/13

I would like to thank Meredith
Dickerson and her team, ...

Whitney Brennan

10/1/13

Thank you to Heather Osterweil of
CommunityOne Bank for a ...

[<<More](#)

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ASSISTANT - THE BISSELL
COMPANIES

PRACTICE GROWTH
COORDINATOR - ELLIOTT DAVIS

CUSTOMER SERVICE
REPRESENTATIVE - REGUS

ENGINEERING TECHNICIAN
POSITION - SUMMIT
ENGINEERING

[<<More](#)

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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 ...

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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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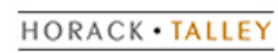
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