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Crew Connect

JUNE 2013

CREW EVENTS

CREW After Hours -
Ruth's Chris Uptown
6/20/2013 5:30 PM

[Click here for Directions](#)
[Click here to Register](#)

Lunch Ladder - Uptown
- Vida
6/27/2013 11:30 AM

[Click here for Directions](#)
[Click here to Register](#)

President's Reception
(Members Only)
7/9/2013 5:30 PM

[Click here to Register](#)

The Power of CREW
Network: Opportunities
in Leadership
Development,
Education, and
Expanding Your
Member to Member
Business With Special
Guest Lori Kilberg
7/18/2013 8:00 AM

[Click here to Register](#)

OTHER EVENTS

CREW BIZ

Let it work for you! Be sure

FROM THE PRESIDENT

The Power of Perspective – Shaping the
Future of Commercial Real Estate

“Your perspective is always limited by how
much you know. Expand your knowledge and
you will transform your mind.” One of the most

powerful business tools every professional in commercial

real estate possesses is the power of perspective: the ability to see the potential and
the opportunity where others may not or cannot. Knowledge is critical to shaping our
perspectives.



The 2013 CREW Network Convention & Marketplace, taking place in
Dallas October 9-12, will provide industry professionals critical knowledge to
help shape perspectives and stay one step ahead of the competition. Economists
are optimistic that the real estate industry will begin to transition from modest to
strong growth later this year. Understanding the market fundamentals at play and
what they mean for every sector of commercial real estate, will be critical to shaping
fresh perspectives to meet the new demands of today's business.

Keynote speakers include self-made Business Baroness and Shark Tank regular,
Barbara Corcoran; New York Times Columnist, Author and Pulitzer Prize winner,
Tom Friedman; Futurist and Trend Consultant, David Houle; Dallas Cowboys
Executive Vice President of Brand Management, Charlotte Jones Anderson; and
HFF Executive Managing Director, Mark Gibson.

In addition to a great lineup of programs and speakers, attendees of CREW Network
Conventions say that it is the overall experience of the event that brings them back
every year.

“The 2012 CREW Network Convention in Chicago was an amazing experience that I
am so grateful to have been a part of,” said CREW Ft. Worth member Sarah
Everett. “The women that I came into contact with from all over the country were
inspiring and encouraging. **It is not every day that you have the ability to
network with top commercial real estate professionals from around
the country like you do at the CREW Network Convention.** Overall, the
convention exceeded my expectations and I hope to return year after year.”

CREW Charlotte wants to provide our members with the opportunity to experience

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



ALLEN CLARK

Charlotte Business Journal

[Click here to read full profile](#)



MILLY CORT

Milliken

[Click here to read full profile](#)

WELCOME NEW MEMBERS

Due to the mid-year member rate, we do not have any new members this month.

Convention first hand. **We are offering up to four \$1000.00 scholarships** to interested members who have demonstrated a commitment to the Chapter. You should have received an email from Bobbi Jo Lazarus, our President Elect, outlining the requirements and application form. If not, you can reach out to her or Patty Drummond directly to learn more. If you need help convincing your boss, CREW Network has prepared a **great tool** for you to use and it is located on their website. We hope you will consider expanding your involvement with CREW and taking advantage of this opportunity.

DID YOU KNOW...

Did you know that CREW Charlotte will be awarding up to (4) \$1,000 scholarships to CREW's National Convention in Dallas, October 9th-12th? This year's convention is featuring Real Estate mogul and Shark Tank regular, Barbara Corcoran, and Tom Friedmen, author of "The World is Flat," among many others!



HIGHLIGHTS

*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](#).

*QCIP is CREW Charlotte's community outreach initiative that **promotes breast cancer awareness during Komen Charlotte's Race for the Cure**. For the 5th year, CREW Charlotte partners with Komen Charlotte to remind Charlotte and the surrounding areas to stay vigilant in the fight for a breast cancer cure. Owners and tenants of Charlotte properties, buildings and fountains participate in Queen City in Pink by turning them pink, whether by illumination or other pink displays during the Race for the Cure - Saturday, September 28th through Sunday, October 6th. If you would like to participate, please contact co-chairs **Nicole Green** or **Whitney Pelton** for more information.

Race for the Cure will be held at Marshall Park on October 5th, 2013. Registration for the race began on April 1, 2013.

***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.

JUNE LUNCHEON SUMMARY

[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](#)

Who you missed: Roger Johnson is senior vice president of enterprise real estate for TD Bank in Toronto, Ontario, where he is responsible for the bank's \$24 million portfolio of corporate and retail real estate across Canada and the United States. In this role, Roger is the leader of strategy and execution for global operations, supporting TD's Banking Group Business Operations.

Roger is no stranger to Charlotte. Previously, he led Small Business and Global Consumer Business for Bank of America in Charlotte. He also worked for McDonald's Corporation as Vice President of Development managing 6000 locations and all new real estate development activity.

When not at work, Roger enjoys boating and golf. He cherishes the three ladies in his life, wife Tricia and their two daughters.

What he had to say: Roger spoke to us about the fundamental change in our industry. In his past, business dealings were adversarial; his new approach is marked by Trust, Transparency and Collaboration. "Nothing is as fast as the speed of trust," quoted Roger. He went on to provide three examples of the new paradigm in action.

Integrated Project Delivery (IPD) is preferred by Roger over the traditional design-bid-build programs that designers and contractors often employ. Roger cited statistics about the dramatic drop in construction productivity over the years. As an owner, he demanded a move away from the old adversarial way in favor of IPD where he saw that the virtual organization of design team working with contractor provided more value through shared risk and reward. Roger had the opportunity to test his new belief in IPD during renovation of TD Bank's headquarters, a 50+ story building in Toronto. His process was multi-phased: the first 5 stories were renovated using traditional design-bid-build program. The second phase utilized the same team under the IPD program. Roger demanded a 15% reduction in cost using the new approach; he saw an 18% savings. For the next phase, the team agreed to a 25% reduction; a 30% savings was achieved. Roger attributes the increased efficiencies to a new trust among team members that allowed them to cut down on the process and attend to the project.

Roger's experience with this major renovation project provided him with a new appreciation for integrating Sustainability initiatives into his project. TD Bank leases its space from Cadillac Fairview, a major commercial property owner in Canada. TD Bank had adopted carbon neutral goals and encouraged its landlord to change with the times, too. During the renovation, TD Bank and its landlord worked collaboratively to integrate sustainable design elements into the project. Together, landlord and tenant addressed energy use, recycling, and water use. Together they were able to achieve an energy reduction of 40%, saving \$1,000,000 per year in building operation costs. The landlord shifted focus to regard what was their "tenant" as now a "client", with the new team having aligned goals. Both benefitted from the stronger partnership.

Roger's third example was the story of TD Bank's relationship with its supplier, Johnson Controls. Roger worked with his vendor to transform their relationship from transactional to collaborative employing the following principles:

- Focus on the outcome, not the transaction
- Focus on what, not how
- Agree on clearly defined and measurable outcomes



• Optimize pricing model incentives

• Establish a governance structure.

These principles can work for any team that sees the benefit of a shared vision. The industry has changed. There is a new curiosity about how we do what we do and a new winning strategy: What's in it for WE.

JUNE LUNCHEON SPONSOR: J.D. Goodrum General Contractors

ABOUT US: J.D. Goodrum is a full service Commercial General Contractor specializing in new construction and interior projects. We combine the experience and expertise of a large construction firm, with the personal service and attention of a small company – every project is an important project to our team.



OUR PORTFOLIO: Includes Clubhouse & Specialty, Educational, Industrial, Office & Medical, Recreational, Religious, Retail & Restaurant projects.

A GOOD LEAD: an upcoming project or client looking to build a new building, interior, or renovate an existing space.

CREW MEMBER:
Jennifer (Orman) Yoxtheimer
jennifer@jdgoodrum.com
704.895.8842

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 MEMBERS
HONORED WITH 2013
CHARLOTTE WOMEN IN
BUSINESS ...

PHANTOM INCOME TRIGGERED
BY DEBT TRANSACTIONS

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

ELLIOTT DAVIS TO OPEN
RALEIGH OFFICE THROUGH

MEMBERS MAKING DEALS

Julia Campbell
5/23/13
Thank you to Carrie Sharp for her
introduction to another ...

Robin Turner
5/10/13
Thank you, Ben Miller with Elite
Maintenance for the
recommendation ...

Marie McLucas
4/30/13

COMBINATION WITH LUNSFORD

...

CREW CHARLOTTE HOSTED 7TH ANNUAL CASINO NIGHT

<<More

Thanks to Silver Sponsor, GreerWalker, for completing Primax Properties and ...

Marie McLucas

4/30/13

Thanks to Silver Sponsor, Bank of North Carolina, for financing ...

<<More

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MANAGER - ELLIOTT DAVIS

CUSTOMER SERVICE
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POSITION - SUMMIT
ENGINEERING

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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

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bbriccotto@intecgroup.net
704.560.8798

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dawn.royle@actmail.com
704.348.2866

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Elliott Davis
blazarus@elliottdavis.com
704.808.5245

DIRECTOR - MEMBERSHIP / SECRETARY

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

DIRECTOR - NETWORK / TREASURER (DELEGATE)

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

DIRECTOR - COMMUNICATIONS

Heidi Holquist
CohnReznick
heidi.holquist@cohnreznick.com
704.608.2887

DIRECTOR - UCREW

Kim Marks
ai Design Group, Inc.
kmarks@aidginc.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

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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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