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CREW
commercial real estate women
DENVER

APRIL 2010 NEWSLETTER

A Note from the President...



This month we are each going to think about how to let people know our talents. For some of us, this would mean writing a short paragraph highlighting one of our recent successes, a promotion or a transaction that is newsworthy. I am giving you the license to brag about yourself and send it to our newsletter committee for publication in an upcoming newsletter. For those of us who may not have something to report, what about teaching a continuing education class in your specialty area or writing an article for publication in a trade journal - or better yet, to send to our media sponsor for consideration? I noticed some of our members are using our monthly meetings or webinar presentations as the vehicles to share their knowledge with us. Please call our programs committee and see if one of your projects can be featured. These are each different ways to demonstrate knowledge of our subject matter in our profession. If teaching or writing is also not your cup of tea, how about chairing a committee or taking responsibility for organizing a successful event? If you have been a member of a committee for a handful of months, and you do not have a forum to

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Mission Statement

The Mission of CREW Denver, a commercial real estate organization, is to create opportunities and resources that

demonstrate your talents, please ask the chair of your committee, or her director for ideas on how you can help lead, organize or work on a project with them. Demonstrating your talent will show when the event is successful.

We will all be watching for new speakers, authors and leaders from CREW Denver to appear this month - so go ahead. You have an audience. Feel free to shine. Together we will build great things.

~ **Karen Samuels Jones**, 2010 CREW Denver President

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Save the Date for the CREW April Event Series!

Make the Most of Your Commercial Properties: Renovations Inside & Out

Tuesday, April 20, 2010 - Today!

The Ritz-Carlton, Denver

1881 Curtis Street, Denver

11:15 am - 11:45 am Registration & Networking

11:45 am - 1:00 pm Program

Submitted by Valerie Bromley, Messner & Reeves, LLC

What is it about an existing building renovation that...

- Attracts users, buyers and tenants
- Provides a marketing edge over the competition
- Enhances the financial statement bottom line

It's critical in tough economic times to evaluate every aspect that can maximize the value of your building portfolio assets. Please join us for the April monthly luncheon when speakers [Veronica Dutczak](#) and

promote leadership development, give access to national and local CREW resources, provide networking opportunities; enable market and deal flow information; affect public policy to further the vision of the organization; recognize success; promote individual and team accomplishments; and create opportunities to serve the community in which we live and work.

Upcoming Events

April 20

Monthly Luncheon Event:

Make the Most of Your Commercial Properties

May 3

WOW: Women Cook!

May 13

Members Only Webinar:

Social Networking & Media

May 18

Monthly Event:

The Denver Hospice - A Dream Finally Comes True

June 23

17th Annual CREW Golf Classic

Calendar of Events

Newsletter Deadline:

The deadline to submit newsletter articles or website updates for June is **May 10, 2010**.

Please send requests to:

Melinda Lundquist

and

Beth Johnson

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Ned White of **Intergroup Architects** will present strategies for enhancing your bottom line. Big budgets don't always guarantee maximum results. The best solutions are uncovered in the thought, planning and design process paired with the right team for the project.



Veronica Dutczak



Ned White

Intergroup Architects is a mid-sized locally and regionally recognized design firm that has been enhancing bottom lines for clients since 1974. The firm provides comprehensive architectural, planning and interior design services, focusing on process rather than building type. Intergroup's diversified commercial experience includes corporate offices, office distribution, manufacturing, retail, financial, childcare and healthcare environments, among others. Intergroup has planned over 8 million square feet of space involving over 8,000 projects. They hold licenses in 29 states and maintain relationships with numerous professionals allowing them to determine the right team for their diversity of projects and clients.

Set aside emotion and pressure from the equation when you evaluate your next potential renovations. Intergroup will present a logical process and creative ideas for making the most of your building portfolio's potential. It's important to consider your relative costs to implement these enhancements compared to what it will cost you in future revenues not to utilize their expertise.

Space still available! Join us today at The Ritz-Carlton, Denver beginning at 11:15 am.

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CREW Denver Press Contact

Jennifer Stenman
303-623-4500

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17th Annual CREW Golf Classic

Wednesday, June 23, 2010

Fossil Trace Golf Club- *New Location!!!*

3050 Illinois Street, Golden

6:30 a.m. Registration & Continental Breakfast

7:30 a.m. Shotgun Start

1:00 p.m. Lunch & Awards Ceremony

[Click Here](#) for Online Registration or [Click Here](#) for the Printable Registration Form!

TOURNAMENT CO-CHAIRS:

Julie Spencer

Beverly Rowland

Swinerton Builders

KeyBank Real Estate Capital

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720.904.4437

TOURNAMENT BENEFICIARY: [CREW Foundation](#) is the philanthropic arm of CREW Network. CREW Foundation's mission is to support CREW Network Career Outreach Programs; funding scholarships for collegiate women pursuing an education which will lead to a career in the commercial real estate industry; and to support critical research and publication that further the future of women in commercial real estate.

COMMUNITY OUTREACH: This year, in conjunction with the golf tournament, we are hosting a "Baby Shower" for the parents of young children at Warren Village. Tournament participants are asked to donate the following items at registration: Diapers of all sizes, Wipes, Bottles, Baby Food and Formula, gently Used or New Clothes and Toys, and Bath Products.

A SPECIAL THANKS TO OUR 2010 TOURNAMENT SPONSORS:

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Registration Sponsor - Perkins Coie, LLP

CREW Denver 2010 Committees

Get Involved! If you are interested in one of these committees, please contact the committee chair listed below:

Business Partner Service Committee

[Heather Steffens](#) - 303-237-0480

CREW Career Outreach

[Suzanne Book](#) - 720-904-4376

[Terri Rithner](#) - 303-292-7936

CREW Foundation Committee

[Jacki Malone](#) - 303-237-0480

[Sarah Miller](#) - 303-476-6642

Community Outreach

[Lisa Kissler](#) - 303-710-3593

[Tonya Schloemer](#) - 646-831-2372

Finance

[Jennifer Luce](#) - 303-347-5912

Golf

[Beverly Rowland](#)-720-904-4437

[Julie Spencer](#) -

720-382-1828

Membership/Networking

[Sara Croot](#) - 303-217-2267

[Sumaya Vanderhorst](#) - 303-634-2094

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ADDITIONAL SPONSORSHIP OPPORTUNITIES (See Printable Golf Tournament Brochure for Sponsor Benefits):

- Awards Luncheon Sponsor - \$2,500
- Platinum Sponsor - \$975
- Title Sponsor - Call for Details!
- Hole Sponsor - \$450
- Skills Contest Sponsors - \$200
- Golf Ball Sponsor - In Kind
- Hole Signs and Banners

PLAYER OPPORTUNITIES:**Individual Player \$195 before 6/1/10**

Fee includes registration for one individual player. After 6/1/10, fee increases to \$225.

Foursome - \$695 before 6/1/10

Fee includes registration for four players. After 6/1/10, fee increases to \$800.

Stacked Team - \$750

Improve your team score with the assistance of a University of Denver

Newsletter/Communications/Website

Beth Johnson - 303-623-4500
Melinda Lundquist - 720-249-3539

Programs

Terri Odenweller - 303-335-6750
Courtney Ryan - 720-259-4823

Women of Influence Awards

Amy Hansen - 303-825-8400
Sheri McCann - 720-904-4481

2010 Board Meetings

CREW Denver Board meetings are open to all members.

Board of Directors Meeting

DATE: April 18, 2010
TIME: 7:30 am - 9:00 am

LOCATION:

CREW Denver
 1720 S. Bellaire Street, Suite 110, Denver
 ph: 303-766-3013

JOB BANK

Click Here to post your resumes on the CREW Network Career Center.

Members:

Remember your access to job openings available at:
www.crewnetwork.org

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Thank You to our 2010 Sponsors

Women's Golf Team member. Fee includes registration for three individual players and the DU student golfer. Students will provide golf tips and will hopefully increase the overall team score with their long drives and precision putting. Students receive the benefit of networking with industries leaders.

[Click Here](#) to Register Online or [Click Here](#) for the Printable Registration Form.

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2010 Women of Enterprise Real Estate Forum

Thursday, April 22, 2010

7:30 am - Noon

University of Denver, Driscoll Ballroom, 2nd Floor
2055 East Evans Ave., Denver, 80208

- **3 hours CE and CLE Credit offered**
- **Networking, knowledge and need to know information**
- **2010 Joy S. Burns Women of Enterprise Award: Lynda A. McNeive, Shareholder, Brownstein Hyatt Farber Schreck, LLC**
- **Optional auction includes the opportunity to win hotel accomodations in Napa Valley and Hawaii. Proceeds support the University of Denver WE Scholarship Fund at the Burns School**

For more information and to register, go to:

www.womenofenterprise.com

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Colorado Real Estate Journal

Interested in 2010 Sponsorship Opportunities??

Denver Area Commercial Real Estate Women Host Event to Provide Career Advice to University Students

Submitted by Kelly G. Reynoldson, Kutak Rock LLP

More than twenty-four women from varying backgrounds in commercial real estate met with female students at the University of Colorado-Boulder and the University of Denver in February to share their insights and offer advice about careers in the commercial real estate industry.



Launched in 2007, [UCREW™](#), a nationally branded career outreach program developed by the Commercial Real Estate Women (CREW) Network and delivered by members of CREW Denver, exposes female students to a series of roundtable discussions from experienced professionals highlighting the skill sets needed to succeed in the typically male-dominated profession. The university students learned about the varying fields within the industry, such as appraisal, architecture, asset management, brokerage, construction, development, environmental engineering, surveying, finance, insurance, interior design, legal, project management, property management and title. They also learned how to attain these careers and what it takes to be successful.

The CREW members shared their varied experiences and walked through the process of what it takes to develop, sell and manage a commercial real estate project from start to finish. As summarized by Marie Kline, the Associate Director/Director of Operations for the Franklin L. Burns School of Real Estate and Construction Management, "the panel was excellent - simply excellent. Everyone was so passionate and positive about their careers. I know the students felt this too."



Contact Heather Steffens 303-237-0480 or
Valerie Bromley
303-405-4187

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The national corporate underwriter for the UCREW™ program is Bank of America Merrill Lynch. Local, Denver-area sponsors of the event include KeyBank, Project One Integrated Services, The Abo Group Sustainable Architecture, CCREPros and Moye White LLP.



The mission of CREW Network (www.crewnetwork.org) is to advance the success of women in commercial real estate. CREW does this by looking outward to bring more women into the industry, showcasing member successes and serving as a key resource to its members and the industry. Members comprise more than 8,000 commercial real estate professionals in seventy-one chapters across North America and the Denver chapter has over 100 active members.

Founded in 1998, CREW Foundation (www.crewfoundation.org) is the philanthropic, 501(c)(3) arm of CREW Network, which supports critical career outreach programs that target women and girls seeking a successful future in the commercial real estate industry.

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Become an EMentor with the CREW Network EMentoring Program

Submitted by Gail L. Mead, CCIM, CIPS, CREW Denver Director of Education and Principal, Colorado Commercial Real Estate Professionals

Did you know that there is an excellent mentorship tool in place which will assist young women in our industry by reaching out to experienced commercial real estate professionals, even if both individuals are from different parts of the country?

CREW Network created **EMentoring** because no group is better suited to mentor women interested in commercial real estate than CREW

Network members.

The **CREW Network EMentoring** program is a continuation of CREW Network's career outreach agenda with the following goals:

- Improve parity and diversity in a male dominated industry.
- Build a talent pipeline for future female professionals in commercial real estate.
- Provide constructive feedback to support growth and success.
- Increase leadership and career development skills of CREW Network leaders and members.

The ez-EMentoring Model is a four-step process that will provide a rich tapestry of principles organized in an easy-to-understand format and will condense the protégé's learning into four consecutive stages: Engage, Envision, Empower and Expand. Each phase includes basic topical information about one of the core stages with exercises and directions, and where to find accompanying activities for you and your protégé.

The EMentoring toolkit is available online and is designed to help mentors guide protégés through a process of self-discovery, growth, and planning. Mentors are encouraged to use their unique talents and experiences to help guide their protégé. Both mentors and protégés are asked to complete a 12-module online model, plus the pre-model online orientation. Working through the modules has several benefits. The model is built on a foundation of (1) timeless principles, (2) goals and actions, (3) positive habits and (4) getting results.

Does this sound like something you would like to be involved in? It's easy.... Just access the modules and activity worksheets through the CREW Network CareerZone Web site: <http://www.crewcareerzone.org/ementoring.php>. Once you have completed and submitted the application (found on the EMentoring home page) you will be given a user name and password to access the toolkit, related materials and additional useful resources needed to participate in the program. CREW Network will host regular webinars and an annual training workshop at its annual convention to prepare you for your role as a CREW Network mentor. A schedule of these webinars will be posted on the EMentoring page. As new trainings are offered, you will be notified via email from the CREW Network office.

The program is best suited to a twelve or twenty-four session

commitment either weekly or bi-weekly. It's important that you and your protégé discuss this at the beginning of the program and agree on how many sessions you will have, how often you will meet, and what format (telephone, video conference or in person) you will use for your meeting.

This program has great personal rewards for the mentor. Just ask our CREW Denver president, [Karen Samuels Jones](#). Karen has been a CREW Network EMentor for over a year with a college senior student in Georgia who plans to work in Washington, D.C after graduation.

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Wallflowers, Groupies, and Social Media Butterflies

Submitted by Stephen B. Sanders, First American Title Insurance Company

Does Social Media have a place in the Commercial Real Estate Industry? By now we have all heard a variety of statements on Social Media (SM) and how we "must" be involved. When I ask people about SM the general response I get is (a) I don't have enough time in my day already, (b) I do my business face-to-face, or (c) I don't understand it. While those points are valid, the questions to be asked are: Will SM help my customers; can SM help my business; and is SM important to my business? To all of these questions, I answer a resounding, yes! It was Charles Darwin who said "Survival is ultimately dependent on the ability to change and evolve". These days it is put a little more succinctly. "Adapt or die" (BNET).



To talk about SM in the context of business you can consider it in its simplest form, the newest addition to your marketing tool kit. The evolution of marketing tools can be tracked through print media,

television, direct mail, internet, network associations, and email. Each of these mediums has their purpose, value and place in our marketing activities. SM is just the latest addition to the tool box. Every real estate professional has a message they want to convey to specific groups of people. Often the success of a business will depend on the ability to "get the message out." Additionally, finding creative ways to stay "top-of-mind" can be difficult. SM can be an effective and cost efficient tool to help you with your marketing goals that includes building a bigger network than you ever thought possible. Furthermore, SM can help you to keep track of your connections, which in this high mobile world is extremely important and challenging.

Over the last five years I have built a network of almost 1,400 people on LinkedIn. I communicate with people coast to coast (and internationally). I have met numerous EVPs, CEOs, entrepreneurs, heads of real estate departments, bank presidents and more through the use of LinkedIn and SM. I have been introduced to people that I would not have otherwise had an opportunity to meet and I am more recognized in my professional community because of SM.

If you compare SM to a professional networking event, when you walk in the room you will see basically three kinds of people. Wallflowers (the people standing alone); Groupies (the people talking to the people they always talk to at those events) and Butterflies (the people who seem to know and say hello to everybody). However, unlike a professional event, with SM you have the added benefit of holding up a big sign with "YOUR MESSAGE HERE." If you don't go to the event with your message and your competition does, what happens?

How do you begin? Like most things in life, you start at the beginning. For business, LinkedIn (www.linkedin.com) is the place to start. With over 60 million users on LinkedIn, even the Wallflowers should have a profile that is 100 percent completed. If you do nothing else, take your information from your company website and post it to LinkedIn. The power of SM and the quality of the people you meet and the opportunities it will create will surprise you. You can use SM a little or use it a lot, but if you are going to keep up with your competition and adapt to our changing times, you need to use it.

Stephen Sanders is National Account Manager at First American Title Insurance Company, National Commercial Services in Colorado. He can be reached at www.linkedin.com/in/stephenbsanders or on

Twitter @stephenbsanders or simply email or call him at stephensanders@firstam.com/ 303-305-1305.

Announcement of Company Name Change and New Employee

Submitted by Megan Maddocks, BRC Real Estate

BRC Real Estate, formerly known as BRE Real Estate, announces the change of their company name. BRC Real Estate is a full-service real estate firm specializing in commercial sales and leasing, residential sales, single family and flex/warehouse property management, home owner's association management and apartment rentals and management. The office is located at 9331 Commerce Center Street #A1 Highlands Ranch, CO 80129 and can be viewed on the web at www.brcrealestate.com.



BRC Real Estate lists large commercial office condo projects such as ParkRidge Office Suites at Lincoln Avenue and I-25 and Meadows Professional Plaza in Castle Rock off of Meadows Parkway and I-25. The commercial team also handles investment opportunities, flex/warehouse space and leasing opportunities throughout the Denver metro area. The commercial team consists of **Carole Schumacher, Bryan Hardman, and Michael Bright**.

In 2009, **BRC Real Estate** doubled its annual revenue from the previous year. With commercial listings spanning Grand Junction to Denver to Lafayette, BRC's office is constantly working on deals. In February 2010, Schumacher was nominated for the Denver Metro Commercial Association of Realtors (DMCAR) 2009 Office Broker of the year. Schumacher finished 3rd place in the Top Small Office Broker category with twenty-one deals in 2009 totaling \$6,722,095 in overall sales. Schumacher has been a heavy hitter in the commercial industry with a career spanning thirteen years. Carole is consistently

nominated for industry accolades and is a board member of numerous organizations, including DMCAR, and serves on the Development Review Committee (DRC) for the Highlands Ranch Community Association (HRCA).

BRC Real Estate would also like to announce a recent addition to the team, **Megan Maddocks**, as Marketing Director. Maddocks has worked in sales and marketing for eight years specializing the last four years in real estate marketing. Maddocks is responsible for branding the BRC company image, designing marketing materials and updating the website. She has an active brokerage license allowing her to fill in on showings and answer real estate-related questions. She can be reached at megan@brcrealestate.com or 303.804.9800.

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