



# TRIANGLE Crew

Raleigh | Durham | Chapel Hill

October, 2010

## 2010 Strategic Goals

To elevate our stature and enhance value for our members through:

- ▲ Networking - deals, resources, professional and personal development;
- ▲ Cultivating/engaging new members; and
- ▲ Enhancing overall communication

## Next General Membership Meeting

**Date:** Thursday, October 7

**Location:** Women's Club of Raleigh, 3300 Womans Club Drive

**Time:** Registration and networking begin at 11:30 am, and lunch will be served at 12:00. The meeting will conclude by 1:30 pm. Bring plenty of business cards to share with your colleagues. Please note we have a new caterer at the Women's Club and lunch is now a buffet.

### **Program: Women in Leadership: The Unique Influence That Women Bring to Leadership In Our Community**

Virginia Parker, Director, Strategic Partnerships, Wake Tech Foundation, will moderate a panel of leaders from our community to highlight the unique attributes that women cultivate to become strong leaders. Panelists include Andrea Bazan, President of Triangle Community Foundation; Melinda Burrows, Director, Project Assurance at Progress Energy; and Deborah Johnson, Chief Executive Officer of the North Carolina Pork Council. The panelists will discuss their experiences and perspectives on issues including developing business relationships as a woman, the challenges in undertaking a leadership role as a woman, and the inherent qualities that benefit women leaders. The panel's dialogue will reinforce your decision to take a leadership role in your business, in your industry and in your community - while providing tips that will help you navigate your path! Special thanks to our program sponsor: **TriSure**.

Please Note: Our guest fee is \$40 for non-members and it is the responsibility of the member extending the invitation. You can pay for your guest by credit card by going to the website: [www.tcrew.org](http://www.tcrew.org). However, you will still need to email Kerry Saunders the name and company name of your guest.

Please **RSVP no later than noon on Friday, October 1st** using the fax RSVP form at the end of this newsletter if bringing guests. Please contact Kerry Saunders, 832-0594 if you have any questions.



**Laura Hulsey**

2010 TCREW President  
Regional Vice President,  
Commercial Markets, **RBC Bank**

### **PRESIDENT'S MESSAGE:**

At the January membership meeting, I shared that our theme for the year would be to incorporate the theme of the recent CREW Network Convention, "Revival of the Fittest". One definition of revival is: the action "to impart new health, vigor and spirit". I hope that you have embraced the many opportunities Triangle CREW offers to do just this.

What goals did you set for yourself in January? Did you lay out a strategy to meet these goals? How is your execution to date?

The good news is; it's not too late! We still have a solid quarter left of 2010. Let's make the most of it together. Please plan to attend our next membership meeting, October 7th as we hear from "Women in Commercial Real Estate Leadership". Please also mark your calendar for our annual networking holiday luncheon, December 1st.

Revisit the goals you made for yourself this year. If you have not already, incorporate Triangle CREW into your strategy for a successful and reviving 2010!

**INFLUENTIAL**

*Respected*

**VISIONARY**

## 2011 TCREW Board Update

The TCREW Nominating Committee with approval of the Board of Directors has selected three individuals to present to the general membership at the October meeting as the three new Directors to serve on the Board for a two-year term. They are:

- ▲ **Pam Hochmuth**, Sr. Vice President, Commercial Division, Centrex Properties
- ▲ **Denise Bennett**, President, DS Bennett Business Strategies
- ▲ **Amy Watkins**, Vice President, Grubb & Ellis/Thomas Linderman Graham

The following 2011 slate of officers was approved by the TCREW Board:

- ▲ President: **Lisa Jackson**, Director, Income Property Coverage, Wells Fargo Bank
- ▲ President Elect: **Heather Denny**, President, McDonald York Building Company
- ▲ Membership Officer: **Suzanne Griffin**, Partner, Poyner Spruill LLP
- ▲ Public Relations Officer: **Alison Cayton**, Shareholder/Attorney, Manning Fulton & Skinner, P.A.
- ▲ Treasurer: **Kathy Burns**, Partner, Burns & Bynum, CPA
- ▲ Special Events Officer: **Eve Pilkington**, RPA, Trinity Partners
- ▲ Past President: **Laura Hulsey**, Regional Vice President, Raleigh, RBC Bank

Remaining on the Board as a Director:

- ▲ **Adrienne Cole**, Executive Director, Raleigh Economic Development
- ▲ **Cindy Anderson**, CPA, RSM McGladrey, Inc.

As you know, the strength of any Board is dependent on the strength of their committees and committee member involvement. We hope you are making the most of your TCREW membership by getting involved with a committee and taking advantage of networking opportunities. Please let the Board members know how they can be of assistance to you in the coming year.

## TCREW Website

[www.tcrew.org](http://www.tcrew.org)

Don't forget to take advantage of the newest feature on the Triangle CREW website: Members Making Deals. This will be a quick, easy way to publicly thank one or more of your fellow CREW members for making a "CREW connection", sending you a referral, landing a lease, you name it! It will be as simple as posting a note on a message board, or you can send your information to **Gretchen Saussy** at [gretchensaussy@yorkproperties.com](mailto:gretchensaussy@yorkproperties.com) and she'll post it for you. And don't forget to send in information that can be posted on the "Related Activities" section of the events page. Conferences and seminars geared towards women in commercial real estate are intended to be a source for TCREW members interested in educational opportunities. If you receive information about conferences geared to women in commercial real estate-related business and are general in scope, please forward that information to Kerry.

## CREWBIZ

Don't forget that TCREW members must sign up for CREWBIZ in order to access the national member's only section of the CREW Network website. The old registration system will no longer work. CREWBIZ allows everyone to create a personal web page, very similar to LinkedIn. As you know, CREW Network wants members connecting to other members and this allows you to search members geographically or by specialty. The CREW Network national goal is to have as many members as possible complete the on-line directory. (You can sign up by going to the CREW Network website: [www.crewnetwork.org](http://www.crewnetwork.org))

## Meeting Dates

### TCREW Meeting Dates

#### 2010:

December 1 (Wednesday)

#### 2011:

February 3 (Thursday)

April 6 (Wednesday)

June 1 (Wednesday)

August 3 (Wednesday)

October 6 (Thursday)

December 7 (Wednesday)

*All membership luncheons will be held at the Women's Club.*

### 2010 Annual CREW Network Convention:

October 20-23, San Francisco, CA

### 2011 Annual CREW Network Convention:



## Candidates for Membership

Please consider potential candidates for TCREW membership and give any names for follow-up to our 2010 Membership Chair: **Pam Hochmuth** or **Kerry Saunders**. A potential member must have five years of experience in a qualified, commercial real estate related field. At the recent TCREW Board Strategic Planning meeting, a decision was made to increase the maximum number per category from 18 to 20. (TCREW has 31 categories for membership. Vendors do not qualify for membership.) The law category is full.

## Sponsorship Opportunities

The TCREW Sponsorship Committee would like to give a special thank you to all of our sponsors for 2010. We especially appreciate your support during these unprecedented economic times and we're excited about opportunities for this year. In an effort to continue to meet the needs of our members, please note additional opportunities and changes for the coming year. (You can download the most recent TCREW calendar on our website: [www.tcrew.org](http://www.tcrew.org) with sponsor names listed.)

Note: \*These sponsorship opportunities are now available to non-member companies.

November 3rd - Board of Directors Meeting - \$300

- ▲ Recognition at the Board of Directors Meeting and in Triangle CREW newsletters
- ▲ Opportunity to present a five minute spotlight speech and promotional materials
- ▲ Opportunity for company principals to interact with Triangle CREW BOD over lunch

If you or you know a company that would be interested in sponsoring this remaining event, please email **Denise S. Bennett** at [dsb@dsbennett.com](mailto:dsb@dsbennett.com).

## Triangle CREW 2010 Corporate Sponsors

### CHAMPION AWARDS

#### Event Sponsors (\$5,000)

McDonald-York Building Co.  
Mulkey Engineers & Consultants  
Portfolio Property Management  
Poyner & Spruill  
TriSure  
Wells Fargo  
Triangle Business Journal (In Kind)

### MEETINGS

#### General Meeting Sponsors (\$1,200)

February: ATCOM Business Telecom Solutions  
April: Smith Moore Leatherwood LLP  
June: RBC Bank  
August: Hughes Pittman & Gupton  
October: TriSure

#### Membership Meeting Dessert Sponsors (\$250)

February: Rich Commercial Realty  
April: DS Bennett Business Strategies  
June: RSM McGladrey, Inc.  
August: Spaulding & Norris, PA  
October: Parker, Poe, Adams & Bernstein, LLP  
December: Progress Energy

#### Annual Holiday Networking Sponsors (\$1,200)

Progress Energy  
RBC Bank

#### Board Meetings (\$300)

January: Manning Fulton & Skinner, PA  
March: BJAC  
May: Phillips Architecture, PA  
September: Investment Property Exchange Services, Inc.  
November: *YOUR NAME HERE*

#### BOD/Past Presidents Appreciation Dinner (\$1,000)

Wake County Economic Development  
Ragsdale Liggett PLLC  
RBC Bank

### NETWORKING EVENTS

#### Golden Belt Tour (\$600)

Scientific Properties  
Nelson Mullins, LLP  
Belk Architecture

#### NC Museum of Art Tour (\$600)

Burns & Bynum, CPA  
S&ME, Inc.  
Lappas + Havener, PA  
Balfour Beatty Construction

#### Wine Tasting (\$600)

Manning Fulton & Skinner, PA  
Duke Realty Corporation

*Thank You!*

### Recent TCREW Networking Event: Wine Tasting at The Mahler Fine Art



## Member Highlights

Congratulations:

- ▲ **Laura Hulsey** with RBC Bank was promoted to Regional Vice President, Commercial Markets for RBC Bank.
- ▲ Triangle Business Journal presented Women in Business Awards to: **Suzanne Griffin**, Partner, Poyner Spruill; **Sheila Ahler**, CPA, Partner with Cherry Bekaert & Holland; and **Nancy Murray**, President & Managing Partner with Nsite Development Group & W3Development.
- ▲ **Heather Denny** with McDonald York Building Company was named the new President. (She is only the fifth President in the 100-year history of the company).
- ▲ **Nellie Shipley** with Womble Carlyle Sandridge & Rice was selected by her peers for inclusion in the 2011 edition of The Best Lawyers in America in the specialty of Real Estate Law.

The TCREW PR Committee invites you to turn in a Friend: When your friend and fellow TCREW member receives a promotion, turn her in! When your co-worker and fellow TCREW member receives an award, turn her in! When your networking buddy and fellow TCREW member is named to a board position or task force, turn her in! Let **Gretchen Saussy** or **Kerry Saunders** know of the successes and milestones of fellow TCREW members by sharing the news. The PR Committee will post it on the TCREW website when the big news happens!

## Job Opportunities

Is your company seeking to hire a commercial real estate professional? If you have an open position of a type that would be eligible for TCREW membership (i.e. level of experience and category of membership), then tap the TCREW Network. Email a brief description of the position to **Kerry Saunders** at [k Saunders@naicarolantic.com](mailto:k Saunders@naicarolantic.com) and she will send an email blast to the TCREW members advertising your opening.

## Committee Opportunities

A good way to get to know your fellow TCREW members and network is to get involved with a TCREW committee. If interested, please contact the chair of one of the committees below:

**Membership Committee:** This committee is responsible for providing hospitality for new and existing chapter members, facilitating active participation in the organization by all members, and formulating strategies for appropriate expansion of the membership. Members will learn about networking, recruiting, and how to help shape TCREW. Contact: **Pam Hochmuth**: [p Hochmuth@centrex-properties.com](mailto:p Hochmuth@centrex-properties.com)

**Public Relations Committee:** Responsible for four primary areas: Newsletter, Public Relations, Media Relations, and the TCREW website. Committee focuses on promoting the accomplishments of TCREW and its members. Persons interested in joining please contact: **Gretchen Saussy**: [gretchensaussy@yorkproperties.com](mailto:gretchensaussy@yorkproperties.com)

**Finance Committee:** Responsible for three primary duties: Budget, Payments, and Accounting. Join this committee to learn about money management and how the policy of the organization is affected by our fiscal situation. Contact our Treasurer: **Jenna Geigerman**: [jenna@bjac.com](mailto:jenna@bjac.com)

**Champion Awards:** Responsible for overseeing Nominations and Judging for the annual Champion Awards as well as assisting our Event Planner the day of the event. Consider joining to learn about large event planning while meeting other members quickly. If interested, contact: **Eve Pilkington**: [epilkington@trinity-partners.com](mailto:epilkington@trinity-partners.com)

**Sponsorship:** This committee is primarily responsible for obtaining sponsors for meetings and events. As a committee member, the focus is on relationship building and marketing. Time commitment is limited and includes making sure sponsors have what they need for their event, greeting them at the event, and thanking them afterwards. Contact: **Denise Bennett**: [dsb@dsbennett.com](mailto:dsb@dsbennett.com)

**Community Involvement Committee:** Responsible for finding community needs where TCREW members can offer knowledge-based contributions rather than monetary contributions. Members will focus on selecting events, disseminating information, and networking in a socially conscious manner. Contact: **Lucille Zane**: [lzane@aacusa.com](mailto:lzane@aacusa.com)

**Programs and Networking Committee:** Help shape programs, organize and make arrangements for TCREW speakers at membership meetings. Initiate and coordinate events that promote networking amongst members. Contact: **Amy Watkins**: [amy.watkins@tlgcre.com](mailto:amy.watkins@tlgcre.com)

## Community Involvement Committee

The Community Involvement Committee is a little slow right now and looking for work! We could use your recommendations in our efforts to locate organizations with needs which can be met through the expertise of our members. Our current focus is to contact local non-profit organizations to familiarize them with our ability to help in their commercial real estate endeavors. If you work with, or know of, an organization that could benefit from TCREW members' knowledge, fill us in on their details by contacting the committee through **Lucille Zane** at [lzane@aacusa.com](mailto:lzane@aacusa.com). If you already have a project in mind, specific requests can be submitted through the Project Request Form available through **Kerry Saunders** at [k Saunders@naicarolantic.com](mailto:k Saunders@naicarolantic.com). The request is considered by the committee and membership participation gathered. A two week turn around for a response is our goal. We look forward to being of service in our community.

**RSVP FORM**

**October 7, 2010 Luncheon**  
**"Women in Leadership"**

Please complete and fax to Kerry Saunders at NAI Carolantic Realty, Inc., 832-7385 by Friday, October 1st if you are bringing guests. If you are not bringing guests, you may email me directly at ksaunders@naicarolantic.com by the deadline!

\_\_\_\_\_ Yes, I will attend the Thursday, October 7 Triangle CREW meeting.

My name is: \_\_\_\_\_

GUEST INFORMATION: As a professional organization interested in attracting members who exemplify the highest degree of excellence in a qualified field of commercial real estate, we would like your assistance in identifying whether your guest will meet TCREW membership qualifications (i.e., have at least five years in a qualified field of commercial real estate and currently working full time in a professional position). Our Membership Committee will follow-up with those you indicate may qualify.

*Guests who qualify for membership:*

Guest Name: \_\_\_\_\_ Company: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Guest Name: \_\_\_\_\_ Company: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

*Guests who do not qualify for membership:*

Guest Name: \_\_\_\_\_ Company: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Please indicate how guest(s) payment will be handled. Guest meals: \$40.00

\_\_\_\_\_ I will be paying for my guest(s).\*\*

\_\_\_\_\_ Please collect fee from my guest(s).

\_\_\_\_\_ My guest, \_\_\_\_\_ (name), is a sponsor; no guest fee required.  
(Sponsors are allowed two complimentary guests)

**\*\* Please remember to write your guest's name(s) on your check when paying\*\***