



COMMERCIAL  
REAL  
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WOMEN

# The Art of Negotiation in Real Estate and Relationships

Join Commercial Real Estate Women Of Los Angeles (CREW-LA) and partner, Lambda Alpha, for our August luncheon program.



Carol McDermott and Cora Newman will demonstrate seven top negotiation tips that they have successfully used to obtain significant real estate land use approvals from local governmental agencies for major real estate projects throughout Southern California.

Carol and Cora also will present powerful case studies and examples of how techniques learned from the Harvard School of Negotiations and key management writers can be applied in all sectors of negotiation in both real estate and other relationships. They will share with us their focus on finding creative solutions that turn challenges into victories.



As partners at Government Solutions, Inc., Ms. McDermott and Ms. Newman bring more than 30 years of experience in entitlement and community issues management to the real estate industry. They have extensive experience in working with elected and appointed officials, city and county staff, community, business and environmental organizations throughout various communities in Los Angeles, Orange and San Diego counties.

**WHEN:** Wednesday, August 10, 2011  
**REGISTRATION and NETWORKING:** 11:30 AM  
**LUNCH and PROGRAM:** 12 - 1:30 PM

**WHERE:** The Luxe Hotel  
11461 Sunset Blvd.  
Los Angeles, CA 90049

**PRICING:**  
\$45 for members of CREW and Lambda Alpha by August 5, 2011  
\$55 for non-members by August 5, 2011  
\$65 after August 5, 2011 or at the door

**VALET PARKING:**  
\$8.00 for the first 2 1/2 hrs w/validation

**REGISTRATION:** Go to <http://www.crewla.org/programs.html>

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