



2012 "The Value of Membership"

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MESSAGE FROM THE PRESIDENT, TRUDI J. LESSER



As we begin the New Year, I am optimistic that we will see positive changes in the economy and the commercial real estate market. Many of us, our family, friends and colleagues have struggled for some time; we are ready, even overdue, for some real improvement. So how do we embark upon the New Year with optimism, knowing that time is precious and resources may still be scarce? As the incoming President of CREW-LA, I wonder: How can we help our members and the community make the best of the opportunities-or better yet, create them? What benefits does membership in CREW-LA offer? Why should someone devote some of her/his precious time and limited resources to this organization as compared to others? The answer is our theme for 2012:

demonstrate the **value of membership**.

For much of the past year, the CREW-LA 2011 and incoming 2012 boards have been working diligently to create a **Strategic Plan** that will describe our vision, mission, goals, and values and chart a course to accomplish those goals. We are grateful to Susan Barilich, our immediate past President, and LeAnn Lambrecht, 2011 VP of Member Services, who initiated and led us in this process. A special thank you goes to Gail Ayers, CEO of CREW Network, and Kristen Blount, 2010 CREW Network President, who spent several days in Los Angeles with our boards to focus and coordinate our efforts. Even as we finalize the Plan, we are already implementing the improvements it envisions.

CREW-LA's **goal** is simple: to provide a unique environment for building professional relationships, developing business opportunities, sharing current industry trends and expertise, and promoting leadership development of, among and between our members. If we succeed (and we will!), the result will be to advance the careers of women in commercial real estate, improving the industry at large. Perhaps not so simple, the CREW-LA board and membership comprise some of the best and brightest in the business; I have great confidence in our collective ability to "Make it so!"

So how does someone maximize the value of membership in CREW-LA? Let our 2012 Strategic Plan work for you. Become an active **member** of CREW-LA http://www.crewla.org/membership_potential.html and take advantage of members-only resources – and make yourself one in the process! Get involved on one of our **committees** <http://www.crewla.org/crewcommittees.html>; become a corporate **sponsor** for CREW-LA and/or the California Conference <http://www.crewcalifornia.org/>; participate in the programs, events and networking http://www.crewla.org/events2012/crewla_save_the_date_2012.pdf; and make CREW-LA your first choice for education, resources and business referrals.

Here are some ways in which our ambitious plan for 2012 will help you:

CREW-LA is a Member of:



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We are offering innovative, topical and informative **monthly lunch programs** featuring experts discussing the most current and critical issues in the commercial real estate business. Organized by our Programs VP's, Juliana Stamato and Dino Champagne, these programs will be open to all interested business professionals and will set the tone for everything we offer in CREW-LA.

We are providing **skill enhancement programs and networking opportunities exclusively for members**, as well as special "insider" trips and tours, and have enhanced our "first Thursday" networking meals at several locations throughout the Los Angeles community. Cathy Holmes and Carol Newman, our Member Services VP's, have already begun planning these events. Our National Delegates, Shireen Enyati and Christina Clark, will assist CREW-LA members in utilizing the myriad resources available through **CREW Network**, including CREWBiz, the national "website" for information, referrals and resources, the free monthly education and professional development webinars offered by Network, the Network Leadership Conferences in February and June, and the National Convention in September, all of which are available to any CREW-LA member.

On April 19-21, CREW-LA will host the **California Conference**, a multi-day event presented by all 8 of the California CREW chapters. This is a not-to-be missed opportunity to network with CREW members throughout the state and gain new insights on issues unique and critical to the California commercial real estate industry. Jennifer Hafner and Minda Johnstone will represent CREW-LA as co-chairs of this exciting event.

Our signature event, **Women at the Top**, is moving to October this year, and will once again honor women who have reached the pinnacle of their commercial real estate careers. Jackie Bohline, our youngest ever President-Elect, will chair this event.

We are updating our **Website** (www.crewla.org) to be the go-to source for all that CREW-LA offers, with frequent updates on CREW past and future events, job postings, member news and the master calendar http://www.crewla.org/events2012/crewla_save_the_date_2012.pdf with quick and easy access to the most current information and registration for all events. Leslie Reed, our Communications Co-VP and Jackie Bohline, are at the helm of these ambitious but necessary improvements. In addition, we are re-vamping our **newsletter** to provide a quick but complete source of current information about CREW-LA, its members and topics of interest to the commercial real estate community. Joy Delacruz, our returning Communications Co-VP will be coordinating the new format.

We have great aspirations for CREW-LA in 2012 and with your input, participation and enthusiasm, this can be the best year in our nearly 30-year history. Join our mission and we will all have a fantastic year!

Happy New Year! We look forward to helping you attain your goals in 2012!

Membership Renewal Deadline: January 31, 2012

Please **renew** your CREW-LA membership by **January 31, 2012** to be included in the network directory and continue to enjoy the benefits of membership. Renew online at www.crewla.org or directly through network at www.crewnetwork.org.

2012 Board of Directors

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Holiday Event Pictures

Past Events:

HOLIDAY PARTY: On December 8, 2011, CREW-LA hosted our annual holiday event at The World Famous **Magic Castle** in Hollywood. Over 75 real estate professionals attended and enjoyed a sumptuous dinner buffet, and were in awe of the ancient art of magic. CREW-LA would like to thank the following event sponsors for their support: **Hal Bastian** on behalf of Downtown Center Business Improvement District and **James Huang** on behalf of BRC Advisors. Congratulations to the raffle winners: Summer Vernon, Berbay Corp won a case of wine, Debi Kroman, North American Title Ins. Co and Mary Figlioli, OneUnited Bank each won a \$150 gift certificate from Burke Williams. The **Magic Castle** has a strict rule about no photography inside the castle, but DeborahAnn was granted special permission to take photo's of the winners.



Susan Barilich (L) and LeAnn Lambrecht (R)



Summer Vernon, winner of the case of wine



Debi Kroman winner of Burke Williams Spa Gift



Mary Figlioli winner of Burke Williams Spa Gift

SAVE THE DATE—Upcoming CREW events:

February 8, 2012 — [Today's Leasing Labyrinth: Don't get caught in the same old maze](#)

Hear directly from the experts about what is relevant in today's commercial leasing market. They will tell you what it takes for the landlord, tenant & broker to lease.

Speakers:

- Pamela L. Westhoff, Partner—Sheppard Mullin Richter & Hampton, LLP
- Samantha S. Goodman, Attorney—Law Offices of Samantha S. Goodman
- Carl Muhlstein, Executive Vice President—Cushman & Wakefield

Date & Location:

Wednesday, February 8, 2012
 11:30 AM – 1:30 PM
 Millennium Biltmore Hotel
 506 S. Grand Ave, Los Angeles

Cost: Through February 3

CREW Members: \$40 / Non-Members: \$60

After February 3

CREW-Members: \$55 / Non-Members: \$70

Validated parking:

\$9.35 self-park at Pershing Square &
 \$18 valet at Millennium Biltmore Hotel

February 2-3, 2012 — [2012 Winter CREW Network Leadership Summit & Council Meeting](#)

Hyatt Regency Tamaya Resort, Albuquerque, New Mexico

March 28, 2012 — Members Only Program: “How to Win (Male) Friends and Influence Everyone” by Mark Goulston and Doc Barham. Lunch program, Century City. Further details will be provided in February.

April 19-21, 2012 — CREW California Conference, JW Marriott Los Angeles LA Live

[View Flyer](#) [Conference Website](#)



Spread the News

Members News

The New Year has started off great for our 2012 VP of Sponsorship. **Joyce Soriano-McDowell** has recently passed the FALL 2011 Accredited in Business Valuation (ABV) examination. Passing this examination is one of the rigorous requirements established by the American Institute of Certified Public Accountants (AICPA) to obtain the ABV designation since the credential was created in 1998. According to the AICPA, “the ABV credential is granted exclusively to CPAs who demonstrate considerable expertise in valuation through their knowledge, skill and experience.” Once Joyce completes the other requirements for the ABV credential, she will be joining a select group of individuals since there are currently only 3,003 CPA/ABV credential holders in the country. The CPA/ABV designation is important for two major reasons. First, it is viewed as mandatory for CPAs who provide court testimony and render a business valuation opinion in the courtroom. Second, it provides the necessary tools to CPAs specializing in Business Valuation to convey relevant and reliable information in the ever-changing marketplace.

CREW LA MEMBERS—Tell us your news:

Have you received an award, promotion, new job or accomplished something towards your goals? Have you been a speaker at an industry event or published an article about commercial real estate? Have you done a deal with another CREW member? Tell us about it and we’ll publish it here! Contact Joy Delacruz at jcruz@airea.com with details and links.

Sponsorship Opportunities:

For this year, CREW-LA is offering **six sponsorship levels** that provide numerous benefits to companies and members. First, the Los Angeles Chapter of CREW is the host to the 2012 CREW California Conference being held at the JW Marriott Hotel in Downtown Los Angeles on April 19th-21st. As such, sponsors will obtain greater visibility and exposure statewide, in the local community and in the commercial real estate industry. Second, free or discounted annual memberships are included in the sponsorship levels provided that the membership requirements are fulfilled. Third and a new benefit this year, a sponsor table is available during the monthly luncheon meetings for sponsors to place their brochures, flyers and other printed materials for distribution to attendees. Please refer to the [sponsorship flyer](#) for more detailed information regarding sponsorships. If you have any other questions, please contact the VP of Sponsorship, Joyce Soriano-McDowell, at 213-785-3225, or Joyce.McDowell@Grubb-Ellis.com.

Six Sponsorship Levels

Diamond Sponsor—\$10,000

Platinum Sponsor—\$7,000

Gold Sponsor—\$5,000

Titanium Sponsor—\$3,000

Silver Sponsor—\$2,000

Bronze Sponsor—\$1,000

Commercial Real Estate Women, Los Angeles

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"The Value of Membership"



We are on the web!
<http://www.crewla.org>

CREW-LA is Los Angeles's premier multi-disciplinary commercial real estate organization. With members encompassing all fields of commercial real estate, CREW provides its members with informative programs, local and national networking opportunities, and leadership training. CREW-LA is one of 73 chapters of CREW Network; comprising over 8,400 members across the US and Canada.

CREW-LA MISSION STATEMENT

To advance the careers and success of women in commercial real estate by providing a unique environment for business development, networking, professional growth and development of leadership skills.

2012 CORPORATE SPONSORS

GOLD



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