

*A Publication of Tucson CREW*

## President's Letter—Connecting Through CREW

By Andria Burke, MAI Tucson

If ever there was a time when business connections are needed, this is it! Locally we have grown to almost 75 members and we are part of an 8,000+ member, nationwide network! These connections are the key to our professional success.

Last fall, under Eileen Lewis' leadership and Kathy Wilke's guidance, the Board of Directors updated the chapter Strategic Plan. While our ultimate goals have not changed since we originally put the plan together in 2006, our priorities have. While we want to continue our outreach to young

women, our highest priority is to our members. The highest priorities are increasing networking and referrals among Tucson CREW members and increasing community awareness of Tucson CREW, CREW member achievements and CREW events.

To reach these objectives, the Board has been busy! First, with Farrah Kay, CCIM and Jean Barclay, CCIM revved up after Convention last year, and Kathy Wilke adding her drive, the PR Committee has recruited new committee members and is getting more active. The PR Committee has established a



Andria Burke, MAI

new email address [Tucson-CREW.PR@gmail.com](mailto:Tucson-CREW.PR@gmail.com) for members to share their successes. They are working with the local media to get added newspaper coverage of our meetings and member achievements. Our Facebook

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### Recommended Reads:

Love is the Killer App.

By Tim Sanders

Our Iceberg is Melting!

By John Cotter

## Delegate's Report

by Jane McCollum

At my first CREW Network Meeting in Tampa Florida, I was immediately impressed by the quality of the of the national membership and was delighted to experience first-hand what an enormous re-

source the 8000 strong network of women is to me professionally and to our chapter's growth. CREW Network assigned us to a smaller group with women from Austin, Dallas, Houston, New Mex-

ico, Sacramento, San Antonio, and Fort Worth facilitated by a Board Liaison and a Foundation Trustee Liaison.

As your delegate, I was asked by the Tucson CREW Board to learn more about the

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## President's Message (Cont. from Page 1)

page will be reinstated and ideas for updating our website are being explored.

The newly created Community Outreach Committee, headed by Beth Haas and Jane McCollum is focused on finding out what fantastic activities our members are already involved in, from boards, to hobbies, to expertise. This group hopes to use this information to place our members in opportunities such

as Boards or as spokeswomen for our industry.

In order to facilitate more networking time for our members, we changed the format of our lunches. Members are sitting at 11:50 am to meet fellow members, pass their business cards and exchange needs and wants. We encourage you all to arrive at 11:30 for more "talk time".

And topping off these changes are more of the great programs and events we have always had! Sally Bach and Janine Irvin are leading Special Events with a golf outing, summer socials, and Sabino Canyon walks. Barbi Reuter and the Programs Committee have already hit home runs with our Marketing and Future Tech programs.

## Delegate's Report (Cont. from Page 1)

CREW Network mandatory contribution of \$2500 by each chapter to the CREW Foundation in order to utilize UCREW and CREW Careers materials. During our group's evening Dine Around, I was seated across from Karin Schulz, our group's Foundation Trustee Liaison. I expressed Tucson CREW's concern about this requirement and asked her how I might sell it to our organization. We discovered at that meal that others in the group also did not favor a mandatory contribution, and as a result of making our concerns known, the contribution is no longer mandatory. As a Chapter we should discuss the ways CREW Foundation's efforts further and foster the careers of women in real estate throughout the country and how we can support them.

## Notable Tucson CREW members!

**Denise Yardy** received the Award of Excellence and was named the 2009 Business Broker of the Year by the Southern Arizona Chapter of the Business Brokers Association.

Tucson CREW had 4 members that participated in the 2010 Southern Arizona CCIM Chapter Market Review and Forecast Competition. Congratulations to our winners and presenters!

- **Brenna Lacey** of the Volk Company was the 2009 winner in the Retail Category. This is the 6th time she has won this competition!
- **Andria Burke, MAI** of Burke & Weissenborn was the 2009 winner for the Appraisal Category.
- **Farah Kay, CCIM** of National Bank of Arizona was the winner of the Finance category for the second time in a row.
- **Tari Auletta, CCIM** of Synergy Commercial Real Estate was a presenter for 2010 in the Office category.

One of **Brenna Lacey's** recent abstract paintings (below) was selected to appear in the show entitled "A Thousand Whispers" at the Drawing Studio from March 6th through April 16th. The show and her artwork can be seen at 33 South Sixth Avenue in downtown Tucson.



### I Networked!

*After all that's what we're about!*

- **Beth Haas** and **Loretta Peto** connected about Taxes, Taxes, Taxes!
- **Michelle Jolly** referred **Farah Kay, CCIM** to Spartan Promotion Group, Inc. for promotional T-shirts.
- **Nannoon Roosa** recommended **Barbi Reuter** to a colleague to provide review/guidance on medical office space needs.

Wish your name was in this newsletter? It can be! Simply send us an email and let us know about an award, accomplishment, achievement or connection and we'll make sure you make the next newsletter!

[TucsonCREW.PR@gmail.com](mailto:TucsonCREW.PR@gmail.com)

### UPCOMING EVENTS!

**April 22:** Luncheon and Golf @ Quail Creek—Member + 1

**May 20:** Luncheon—Open Topic—Small business and entrepreneurial development

**June 17:** Luncheon—Closed

Please email Sydney Lipman for details at [Tucson.crew@gmail.com](mailto:Tucson.crew@gmail.com)

## Duets and Dinner

On Sunday, March 21, several Tucson CREW members attended the Tucson Girls Chorus (TGC) annual Duets & Dinner fundraising event at the Manning House. This casual evening was full of delicious foods, fun and entertainment to help raise scholarship funds for local girls to participate in TGC. There were silent and live auctions, as well as performances by the TGC and several "celebrity" singers from the community.

This year's celebrity singers included our very own **Lesli Pintor** who sang "You're Never Fully Dressed Without a Smile" from the musical "Annie" with her TGC partner, Adrea Graun, a member of the Chorus. A contrasting vision, Adrea wore an elegant black gown and Lesli wore a hobo outfit. Other Tucson CREW members in attendance to cheer Lesli on and to help raise money for the girls were **Eileen Lewis, Denise Yardy, Jane McCollum,**

**Kathy Wilke, Sandy Lewis, and Sandi Eghtesadi.**

**Barbi Reuter** serves on the TGC board and arranged for Lesli to participate and CREW members to attend.

Submitted by:

Lesli Pintor

## President Blount Delivers Message of Strong Chapters – Successful Members (Excerpt) By Denise Kahler, Marketing and Communications Director CREW Network

Delivering her first presentation at the recent 2010 Winter Leadership Summit & Council Meeting in Tampa, Florida as 2010 CREW Network President, Kristin Blount, Senior Vice President / Partner of Colliers Meredith & Grew, unveiled CREW Network's platform for 2010: Strong Chapters – Successful Members.

As the commercial real estate community moves into another year of market volatility and uncertainty, it becomes increasingly important to the overall health of the CREW Network organization that its chapters remain strong,

healthy and supported. CREW Network works as a community. To that end, President Blount is committing additional CREW Network resources to provide chapters with board visits, create additional playbooks and other resources to support chapter practices, create brand standards that elevate the status of chapters within their local communities, and enhance leadership training offerings to insure chapters maintain strong infrastructures.

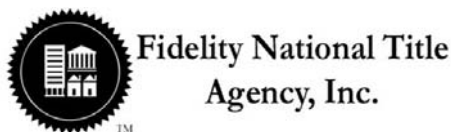
Supporting President Blount's 2010 initiative, delegates voted to approve

the applications of four new chapters, increasing the Network's reach to 71 markets across North America. Welcomed into the CREW Network organization were Edmonton CREW, CREW Omaha Metro, CREW Charleston, Inc. and CREW Upstate South Carolina.

Several exciting new resources, programs and business tools will be introduced to chapters and members throughout 2010. Among them, CREW Network retained the services of Clarke Communication Group to help articulate the CREW Network brand. ... Plans are

### Special Thanks to our Sponsors!

*Please remember to support those who support Tucson CREW!*



### 2010 Tucson CREW Board of Directors

President	Andria Burke, MAI	Director	Beth Haas
President Elect	Jane McCollum	Director	Michelle Jolly
Past President	Eileen Lewis	Director	Jackie McGuire
Secretary	Farrah Kay, CCIM	Director	Linda McNulty
Treasurer	Loretta Peto	Director	Nannoon Roosa
Director	Janine Irvin	Director	Jean Barclay
Admin Assistant	Sydney Lipman		

## A Publication of Tucson CREW

Tucson CREW  
CREW@Picor.com

Got News to Share?  
Email Tucson CREW PR  
TucsonCREW.PR@gmail.com



Tucson CREW is dedicated to advancing the success and development of women in commercial real estate.

We're on the Web!

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

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### Letter from the *Temporary* Editor:

Dear CREW members,  
Thank you so much for your patience with this newsletter. In the absence of a full time newsletter editor this quarter I have stepped in. It has been a learning experience that's for sure! We've had a changing of the guard with our PR committee and have begun implementing many new benefits and services for you, our valued members! The issue date of the newsletter has changed. Publication will happen at the beginning of each quarter now instead of the end. We have also recruited a UofA almost graduate of Graphic Design to assist us with the newsletter beginning next quarter. So it is with many thanks to our contributors and members that I offer your first 2010 newsletter to you and I look forward to many more.

Sincerely,  
Farrah Kay, CCIM

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## President Blount Delivers Message of Strong Chapters – Successful Members (Excerpt)

By Denise Kahler, Marketing and Communications Director CREW Network (Cont. from Page 3)

currently underway for the development of two new chapter playbooks. The first to be developed is the Chapter Administration Playbook, which will be released in June and a second playbook addressing career outreach will be delivered later this year.

Driving home the importance of leadership training, CREW Atlanta member and CREW Network Past President Sally French Tyler, executive vice president and divisional president of National Commercial Services for First American Title Insurance, spoke to delegates during the Friday luncheon about the leadership lessons she learned along the way to the

executive suite. ...Tyler made a big impression on her audience by sharing her personal "leadership life lessons" listed (in part) below.

Observe leaders (male or female) that you respect and emulate their approach

Leadership by intimidation is SO yesterday. Learn to be a consensus leader

Don't focus on Gender: You're a woman in a male dominated industry – it's a fact; so what? Don't forget, they are LOOKING for good female leaders!

Do not respond to business challenges with emotional decisions; think before you act.

Don't waste your time trying to be someone else; be who you are and be the best at it...Be self aware – know your strengths and capitalize on them

Leadership is about sacrifice; women tend to be more dedicated but less willing to make sacrifices. It's not about looking for the next job; it's about doing the one you have well

Network well and do not burn bridges

Be willing to take risks!

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