

THE PREMIER RESOURCE AND REFERRAL NETWORK FOR THE COMMERCIAL REAL ESTATE INDUSTRY



MESSAGE FROM THE PRESIDENT



Amy Garrison

As the year winds to a close, it's fitting to review the year ready to pass and the year just ahead. I'd rather do that in reverse order, though.

If you read the papers, watch the news, browse the net or just plain talk to anyone, you know that everyone is battering

down the hatches. Yes, challenges lie ahead as the economy has hit a rough patch or more appropriately skidded off the road.

Every challenge though presents an opportunity. While I don't want to sugarcoat the tough business climate, I do believe membership in CREW Network becomes even more important. Think of the opportunities that CREW provides to keep your career on the right path.

There are plenty of opportunities to network whether it's for new business or a new job. And don't forget that many of our members offer sound advice to steer you in the right direction. Plus, there are numerous educational programs to keep you sharp and focused. Your friends at CREW Network also can lend moral support and encouragement.

To put this in perspective, here's a real story that came from the 2008 CREW Network Convention & Marketplace. A member whose company was closing its doors stood up and said that she was more prepared to face these challenging times since she belonged to CREW Network. It would have been easy to save the annual dues but she knew CREW could be her lifeline and she pledged to "dig in deeper."

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MEMBER SPOTLIGHT



Angie Earlywine

Angie Earlywine

Every member of CREW-St. Louis knows Angie Earlywine. After all, she has guided our chapter's membership efforts for the past two years. And what a job she has done! Angie will remain active in CREW as she joins our 2009 executive team as a director.

You may not know what Angie does in her real job, though. As a senior associate and workplace strategist for HOK Advance Strategies, Angie provides leadership in the areas of facility planning and workplace strategy for

HOK's clients in the Midwest. Angie has experience in workplace transformations, leading strategic planning efforts, and managing the facility programming process and design services for corporate, institutional, governmental and private-sector clients.

Angie has extensive experience in workplace diagnostics such as workforce profiling and workplace anthropology research. This enables her clients to make informed decisions regarding their workplace strategy. She is skilled in change management communication planning and transition strategies to help organizations successfully implement workplace or facility change.

Angie's expertise in these arenas has been showcased in national business publications such as Inc. and in industry trade publications, particularly those that reach facility management professionals.

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UPCOMING EVENTS

■ **The Moto Museum**
 Tuesday, January 13

■ **CREW St. Louis Awards**
 Tuesday, February 10

■ **Midwest Regional Convention**
 Cincinnati, OH
 April 23-25, 2009

■ **CREW Network Convention & Marketplace**
 Hynes Convention Center
 Boston, Massachusetts
 September 30 - October 3, 2009

MESSAGE FROM THE PRESIDENT (continued from page 1)

This became a rallying cry at the Executive Board's strategic planning session on of all days Halloween. There was nothing scary about the collective thoughts of our executive and advisory board members. Instead, we focused on the theme for 2009 – Successful Together.

Nancy Cripe developed this appropriate theme and spearheaded the strategic planning session that ensured that CREW-St. Louis will deliver on this promise. We have developed key initiatives focused on helping all of us to be Successful Together.

- Programs and events will feature intentional networking designed to give members an opportunity to expand their business and social horizons.
- We will build on our educational forum with dynamic speakers and topics that provide insights and opportunities.
- CREW Careers™ will showcase the possibilities of real estate as a viable career path for young women.
- Our awards program will be revamped and we are looking at providing scholarship opportunities to regional and national events sponsored by CREW-St. Louis.
- We will give back to the community by looking at service opportunities that engage our members.
- Our commitment to provide financial backing to charitable organizations remains steadfast and our annual golf outing will be the main vehicle to continue this vital work.

This is part of the board's commitment to “dig in deeper” and build our success together. In the words of another president, “Yes We Can.” We need your support, effort and dedication to make this happen.

Nearly 200 strong, CREW-St. Louis has demonstrated its ability to stand strong and succeed together. One only needs to look at the year about to close to see such commitment to action or as Merri Cross would say, “CREW Charisma.”

In 2008, the Third CREW Careers™ program established itself as a premier event to reach young women. Some 40 young women saw first-hand how real estate shapes a city and offers opportunities.

The 11th Annual CREW-St. Louis & Safe Connections Golf Tournament was a sell-out. More importantly, we raised nearly \$60,000 to support Safe Connections, an organization that provides a lifeline to survivors of domestic violence and sexual assault. Since 1998, the CREW-St. Louis golf outing has provided more than \$500,000 to support Safe Connection's mission of creating a safer community for women and teens.

Our 2008 program line-up was a rousing success, with record attendance at both educational and social events.

I encourage you to take advantage of all that CREW Network has to offer. As the saying goes, “Coming together is a beginning. Keeping together is progress. Working together is success.”

We are Successful Together. ■

We know that CREW St. Louis members are doing great things. Tell us about them. Share your accolades, your networking stories and your articles with the rest of us! Send all information to Merri Cross at mcross@gundakercommercial.com.

MEMBER AND COMPANY NEWS (continued from page 2)



Stephanie Saur

■ **Jean Corrigan**, CREW-St. Louis member, recently joined Royal Bank as Senior Vice President.



Nancy Cripe

■ **Nancy Cripe**
 CREW-St. Louis member, Nancy Cripe recently joined Professional Office Environments- POE, Inc. as Director of Sales.



Jenny Marler

■ **Jenny Marler** of Sonnenschein Nath & Rosenthal LLP and CREW-St. Louis member will serve her second term on the CREW Network Board in 2009.



Marion Penberthy

■ **Marion Penberthy**, CREW-St. Louis member, recently joined The Private Residences at The Chase Park Plaza as Director of Development.



Stacie Reardon

■ **Stacie Reardon**
 Congratulations to CREW-St. Louis member, Stacie Reardon of Sonnenschein Nath & Rosenthal LLP on the birth of Claire Theresa on November 1, 2008.



Jane Snoddy Smith

■ **Jane Snoddy Smith**
 CREW St. Louis/Austin member, partner with the international law firm Fulbright & Jaworski LLP, was elected 2009 CREW Network President.



Cheryl Orlet

■ **Cheryl Orlet**
 Congratulations to CREW-St. Louis member, Cheryl Orlet (formerly Roux) of Wells Fargo Bank who was recently married on November 25, 2008.



Tanya Lewandowski

■ **Tanya Lewandowski**, CREW-St. Louis member, recently joined Bank of America as Vice President/Senior Client Development.

■ **Stephanie Saur**
 Congratulations to CREW-St. Louis member, Stephanie Saur of U.S. Title on the birth of Lila Jane on August 6, 2008.

NEW MEMBERS

■ Please welcome our the new members who have joined CREW-St. Louis since July 1, 2008:

FULL MEMBERS

Bonnie Devine - CIE

Carolyn Dolan - Greensfelder, Hemker & Gale

Tami Keller - Armstrong Teasdale LLP

Nancy McCahan - Wolf & McCahan

Christy Merdinian - Boland-Merdinian Group

Jennifer Merlo - Rosenblum Goldenhersh Silverstein & Zaffit P.C.

AFFILIATE MEMBERS

Michael Plunkett - Kone Elevator

DELEGATES CELEBRATE 2008 CREW NETWORK SUCCESSES

Article by Denise Kahler, CREW Network Marketing & Communications Director

Now is the time to turn to your Network!

While the stories were plentiful of job layoffs, lackluster sales and corporate buyouts, one message played out loud and clear above the rest, "Now is the time to turn to your Network!"

During the recent Council of Delegates Meeting, held October 3 in Houston, Texas, delegates

were reminded by President Lynny Osenbaugh what a unique organization CREW Network is and encouraged to utilize all of the business tools CREW provides to support the business success of all members.

"We care about each other and work together," says Osenbaugh. "In turbulent times we come together to support each other. CREW Network has everything you need to weather these turbulent times."

With this message of encouragement, President Osenbaugh focused delegates on the many successes CREW Network has achieved this year and the value the Network provides, especially when times are tough.

The CREW Network organization continues to enjoy a healthy annual membership growth rate of approximately ten percent at a time when many organizations are not. The media continues to take an active interest in our organization

and in our members with major media hits in The New York Times, MORE magazine, PINK magazine and others. Additionally, ten CREW Network members were recently recognized by Real Estate Forum as "Women of Influence."

The Industry Research Committee continues to develop tools to support the business success of CREW Network members. This year, the committee developed its first white paper titled *An Introduction to Compensation: Demystifying the Compensation Package*. The paper provides a basic overview of the many elements commonly found in compensation packages and provides tips for more effectively negotiating these compensation packages. The committee is currently working on its next white paper that will address the skills needed to remain competitive not only in these turbulent times, but in the years ahead.

In its ongoing pursuit to provide relevant business tools to its members, CREW Network introduced Deal



Rooms during the convention where members could host private, on-site business meetings with prospective clients. In conjunction with the Deal Rooms, CREW Network unveiled its newest member benefit, the [CREW Network Deal Room Database](#) – a free, online posting site for member properties listed either for sale or lease. To access this database to view current listings or post new listings, visit the CREW Network Web site at

"In turbulent times we come together to support each other. CREW Network has everything you need to weather these turbulent times."

– Lynny Osenbaugh
 2008 CREW Network President

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Amy Garrison
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HOK Advance Strategies

Amy Mistler

Gallop Johnson & Neuman LC

Karen Sedovic

Southwest Bank N.A.

Kristy Siebert

Commerce Bank N.A.

DELEGATES CELEBRATE (continued from page 4)

www.crewnetwork.org. Additionally, in 2009, CREW Network intends to expand the offering of its monthly Board Hosted Calls to include addressing personal development issues in addition to its current chapter leadership focus.

The [CREW Network Scholarship Program](#) was rolled out in January with more than 50 applications submitted by university-level students across North America. CREW Network awarded ten scholarships in the amount of \$10,000 each for a total of \$100,000 to [ten amazing women](#) pursuing educations that will lead to careers in commercial real estate. The scholarships were awarded based on academic achievement and will be used to support the studies of these women. To create perpetual funding of this program, and in celebration of its 20th Anniversary, CREW Network announced the kick-off of its scholarship endowment program.



CREW Network's Membership Development Committee presented its newest chapter leadership tool, [2008 Membership Playbook](#). The Playbook delivers best practices in the areas of member recruitment, member retention and establishing effective membership committees. Each chapter was provided a copy of the Playbook on CD, which is also available on the [CREW Network Web site](#).

As President Osenbaugh concluded her final Council Meeting as 2008 CREW Network President, she left delegates with this important reminder, "This is the time to turn to CREW Network, not leave it. There are bright spots in the world today and there will be bright spots tomorrow." ■

SPONSOR SPOTLIGHT

Gundaker Commercial Group



Gundaker Commercial Group has been a fixture in the St. Louis region. One of the area's largest full-service commercial real estate firms, GCG offers expertise in all areas of commercial real estate. Professional staff work in the company's four divisions: Brokerage, Development, Construction and Asset Management. Clients find the right resources to handle any transaction from concept to completion.

best possible solutions to their brokerage needs. While independently owned and operated, the Brokerage Division is affiliated with Grubb & Ellis, one of the world's largest commercial real estate services and investment companies.

The Development Division expands opportunities for the GCG, its partners and the firm's clients. Current projects include the Premier 370 Business Park, Hometown Commons in Mountain Home, Arkansas and The Villages at Wingate in Shiloh, Illinois.

The Construction Division provides a multitude of development and construction services. GCG has grown to become the third largest commercial developer in the St. Louis metropolitan area. Expertise in land development, retail, office and industrial construction, and tenant finish services helps to make GCG the most well-rounded commercial real estate firm in the area.

Offering expertise in tenant representation, sales, leasing and all other facets of strategic marketing, the Brokerage Division provides clients with the

■ Spirit of CREW Award recipients: (from left to right) Rebekah Bahn, Anne Klene, Meg Boyce Mannion, Merri Cross



Sponsor Spotlight, Gundaker Commercial Group (continued)



With distinct knowledge of management principles, the Asset Management Division's goal is to increase an asset's level of efficiency and value through proactive measures.

The true measure of Gundaker Commercial Group's value is its people. Whether it's finding property, developing land, constructing a building, handling finances, leasing space or managing a portfolio, GCG's staff provide quick, efficient and professional service. Capability, dedication and experience are bedrocks of the firm's success. "We don't just write deals, we build relationships," sums up the firm's business philosophy.

Four of GCG's team are active members of CREW-St. Louis: **Merri Cross, Anne Klene, Rebekah Bahn** and **Meg Boyce Mannion**.

Their membership has been an integral part of their business success. In fact, CREW-St. Louis honored Meg, Rebekah and Anne with its 2007 Networking Story of the Year. Merri was also honored in 2007 with the Spirit of CREW award.

A senior advisor in the Grubb & Ellis/Gundaker Commercial Group, Meg has more than two decades of experience as a broker. Her CREW membership keeps her connected.

"I first joined CREW in the late 80's and was a member for several years while at Turley Martin and Paramount Group," Meg says. "I rejoined three years ago when I started at Grubb & Ellis|Gundaker Commercial. One of the benefits of CREW membership is to be able to pick up the phone and reach out to any of the CREW members for insight or advice."

A licensed attorney and senior advisor in Grubb & Ellis/Gundaker Commercial, Rebekah works

as part of a brokerage team with Meg. Together, they've closed more than 100 deals with a transaction value of nearly \$60 million. Rebekah believes such teamwork is essential in serving clients.

CREW-St. Louis delivers another team that Rebekah finds instrumental in building her career. "The brokerage business requires not just knowing people but knowing how to deliver the right services. CREW-St. Louis has been an invaluable resource in both regards. There's always networking opportunities. Equally important, you learn so much from your peers in the business and from the educational programs."

Vice president of commercial assets in the Asset Management Division, Anne has more than 20 years of experience in the retail industry. She served as the co-chair of the 2006 CREW Careers™ program, the first such event held by our chapter.

Merri is the director of corporate marketing and communications for Gundaker Commercial Group. She has contributed her considerable talents to CREW-St. Louis by serving as the chairperson for public relations in 2006 and for CREW Careers™ in 2007. She currently is the chair of CREW-St. Louis communications committee.

CREW-St. Louis thanks Gundaker Commercial Group for its generosity. Our chapter succeeds thanks to the hard work and dedication of members such as Meg, Rebekah, Anne and Merri. ■

SPONSOR SPOTLIGHT

Lewis, Rice & Fingersh, L.C.

LEWIS, RICE & FINGERSH, L.C.

Founded in 1909, Lewis, Rice & Fingersh, L.C. has a strong historical foundation and excellent reputation for serving the community. With more than 170 attorneys, Lewis, Rice & Fingersh has both the size and the resources to provide high quality service to its clients.

Lewis, Rice & Fingersh applies its high standards of excellence to a comprehensive spectrum of legal services for its clients. By collaborating across disciplines, Lewis, Rice & Fingersh pools its knowledge, experience and creativity to achieve the greatest benefit for its clients. The firm views clients as partners in a continuing and ever-changing relationship.

Such is the case with Lewis, Rice & Fingersh's extensive real estate practice group, which harnesses the power of 28 highly skilled attorneys. The real estate practice group provides a full gamut of legal services in commercial real estate: leasing, development, acquisition, financing, redevelopment work, joint

ventures, taxation, environmental, and workouts and restructuring.

Three of the firm's real estate attorneys are active members in CREW-St. Louis. **Sara K. Stock**, **Marisa L. Byram** and **Catherine R. Phillips** receive numerous benefits from their CREW-St. Louis membership.

An associate in the firm since 2002, Sara K. Stock chairs the Sponsorship Committee for CREW-St. Louis. "CREW is an invaluable resource for me in that it allows me to meet and network with some of the most powerful people in the St. Louis real estate industry," Sara says. "This provides

me with both amazing opportunities to learn from these people, as well as great contacts for future business relationships."

Marisa joined the firm in 1998 and is a member of Lewis, Rice & Fingersh. She says, "CREW makes it possible for me to balance my career and family by providing both a great forum for networking and invaluable, up-to-date information on the real estate projects of our community and region all in one place."

A member of the firm, Cathy began practicing law with Lewis, Rice & Fingersh in 1987. "CREW offers the benefits of both exploring local real estate issues and a national presence in the real estate industry," Cathy states. "There are multiple opportunities for the members to get involved in all facets of CREW, be it networking, presentations on current real estate trends, or charitable programs sponsored by CREW. It's a tribute to CREW that its members, whether involved for many years or recent members, share enthusiasm for CREW's goals and message."

CREW-St. Louis thanks Lewis, Rice & Fingersh for its generous sponsorship and applauds the dedication of Sara, Marisa and Cathy to both the industry and our chapter.



Marisa L. Byram



Catherine R. Phillips



Sara K. Stock

"...(CREW-St. Louis) allows me to meet and network with some of the most powerful people in the St. Louis real estate industry."
 – Sara K. Stock, CREW-St. Louis member

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 Allsteel

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REASONS TO SPONSOR CREW-ST. LOUIS

- Over 100 attendees at each program on average
- Offers a great way to target market the Commercial Real Estate Community
- Outstanding reputation of the organization
- CREW's strong presence in St. Louis since 1982
- Programs are venue for relationship building and education
- The **CREW-St. Louis** – Women's Support & Community Services Charity Golf Tournament is a sell-out
- Excellent visibility
- High caliber events

BECOME A SPONSOR

For more information, please send an email to sponsorshipstl@crewstl.org.