



DECEMBER 2009

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National Website:  
www.crewnetwork.org

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**TERESA EREON GILTNER**  
COX SMITH MATTHEWS

**CREW ADMINISTRATOR**  
**TRACY BALLARD**  
210-415-1300  
admin@crew-sanantonio.org

**CREW-San Antonio**

*proudly presents*

*CREW Holiday Party*

*including the presenting of the Eva Rosow Award*

**Tuesday, December 8, 2009**

**11:30 a.m. - 1:15 p.m.**

**Maggiano's at the Rim**

*RSVP to Tracy Ballard at admin@crew-sanantonio.org or (210) 415-1300*

*RSVP Deadline is Friday, December 4, 2009 at noon*

*Reservations for the holiday party that are not canceled will be charged*

**Thank you! 2009 Friends of CREW**



**WALLIS STATE BANK**  
*Where Service Begins*





DECEMBER 2009

Volume 11, No. 12

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**Reminder:**

**Membership Dues paid by  
January 5, 2010  
are only \$210, after that  
it increases to \$240**

**If you are interested in  
signing up for the  
Pre-Pay Lunch Program,  
please email  
Tracy Ballard at**

**[admin@crew-sanantonio.org](mailto:admin@crew-sanantonio.org)  
for additional information.**

**DIRECTOR'S CORNER**

**Jennifer Bailey**  
PRESIDENT



At the beginning of the year, we told you about all the exciting things we had in store for our members for 2009 and I hope you had the opportunity to participate in a few. This year has been focused on you, the member, and marked as a year of change. We added several members only events including guided tours, dine arounds, and lunch and learns. We hope you find CREW San Antonio a useful networking tool in your business by bringing together the world of commercial real estate through networking and educational programs. I have enjoyed serving as your 2009 President and would like to extend a big thank you to the Board of Directors for their continued support and hard work to make this organization a success!

**NEW MEMBERS**

**DEBORAH MALDONADO**

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7950 Floyd Curl Dr Suite SLI-20 San Antonio, Texas 78229  
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[Joanne@investmentrealty.com](mailto:Joanne@investmentrealty.com)

**JAMES SPRUILL**

Broker ~ The Nova Group  
7300 Blanco Road Suite 603 San Antonio, Texas 78216  
Phone: 210-308-6682  
[novasa@sbcglobal.net](mailto:novasa@sbcglobal.net)

**MEMBER ON THE MOVE**

**CYNTHIA FLORES**

Flores is now the newly married Cynthia Green. She has also started a new general contracting company focused on end-user requirements.

GreenHall  
PO Box 680336 San Antonio, TX 78268  
Cell: (210) 381-0601  
Fax: (210) 595-1577  
[cindy@greenhallco.com](mailto:cindy@greenhallco.com)

**HERE ARE SOME  
REMINDERS  
OF THE NOVEMBER  
LUNCHEON**



# HERE ARE SOME MORE REMINDERS OF THE NOVEMBER LUNCHEON



## Delegates Prepare for 2010 Benchmarking Study; Soak Up Leadership Tips

**Denise Kahler**  
Marketing and Communications Director  
CREW Network

Attendees of the 2009 CREW Network Fall Leadership & Council Meeting learned about several exciting new initiatives in the works for 2010. Topping the list, CREW Network in partnership with Studley will roll out its new **Leadership Development Initiative** at the 2010 Winter Leadership & Council Meeting in Tampa.

Fostering leadership development is a core philosophy at Studley, which is why this partnership is a natural fit. Enhanced professional development training presented by the best in the industry at the winter, spring and fall leadership meetings, along with the delivery of monthly webinars presented by key university speakers on topics ranging from Urban Public Policy & Private Economic Development, to Fundamentals of Real Estate Finance, Strategic Thinking for Real Estate and more are all part of the mix. The bottom line is that CREW Network members will have access to the best and most innovative training available.

Delegates also learned more about CREW Network's **industry benchmarking study** that is currently in the works, and were asked to encourage full participation among their chapter memberships when the survey is released to the field later this fall.

This benchmarking study, originally conducted by CREW Network in 2005, seeks to measure the progress women are making in commercial real estate by studying three core areas: advancement, compensation, and success and satisfaction. The original 2005 study made national headlines as it was the first to document pay and promotion level disparities between men and women at the same levels of experience and seniority in the field of commercial real estate.

CREW Network selected Cornell University Program in Real to conduct the study and Dr. David Funk of the university was on hand in Boston to address delegates about the importance of this research to the industry. According to Dr. Funk, CREW Network dominates the

industry in research and thought leadership regarding women in commercial real estate. His independent research revealed that approximately 72% of all literary articles referred to CREW Network's research as their sole source for data.

Ten leading commercial real estate associations have pledged to join CREW Network in participating in the study, the findings of which will be released in June 2010.

CREW Network also plans to unveil its **Web site redesign** next year, which will feature enhanced functionality, improved organization of content, the opportunity for each stakeholder to customize her web page and an interactive business networking tool called CREWbiz. Each member will be able to establish her own CREWbiz page that will feature her photograph, biography, contact information, current business listings and more. Members will be able to search these pages for business opportunities and comprehensive information on their fellow members, and utilize communication tools all designed to facilitate member to member business networking.

Following the conclusion of the council meeting, chapter leaders attended a **special President-Elect Leadership Training Session conducted by Dr. Gloria Shuck of MIT**. According to Dr. Shuck, it takes 10 years to develop leadership internally. Currently in the marketplace, there is a major gap in leadership succession. It is estimated that 50 to 75 percent of the senior management population is eligible for retirement as are 50 percent of CEOs. Of particular concern is the fact that these executives believe they are several years away from seeing anyone capable of replacing them.

Dr. Shuck believes a good leader needs three things: adaptability, presence and renewal.



# 2010 FORUM

## SPONSORSHIP PROGRAM

MARCH 23, 2010 – 10:30AM – 1:30PM AT CONVENTION CENTER

### SOLD GOLD – WESTERN NATIONAL BANK

INDIVIDUAL TICKETS - \$80

- RESERVED TABLE FOR 8 AT LUNCHEON
- RECOGNITION AS TITLE ADVERTISER FOR FORUM
- BANNER PROMINENTLY DISPLAYED IN MEETING ROOM
- ELECTRONIC LIST OF ATTENDEES
- FRONT PAGE AD IN LUNCHEON PROGRAM

- 1/3 PAGE AD IN THE CREW SPECIAL INSERT IN SAN ANTONIO BUSINESS JOURNAL
- FIVE (5) MINUTES ON STAGE AT FORUM
- E-RECOGNITION – CREW WEBSITE
- FRONT PAGE RECOGNITION ON THE INVITATION

### SILVER - \$1,950 (\$2,100 AFTER JANUARY 29)

- RESERVED TABLE FOR 8 AT LUNCHEON
- BANNER SPACE IN MEETING ROOM
- RECOGNITION AT THE LUNCHEON
- MARKETING MATERIALS IN EVENT BAG

- 1/6 PAGE AD IN THE CREW SPECIAL INSERT IN SAN ANTONIO BUSINESS JOURNAL
- COMPANY BIOGRAPHY & LOGO IN LUNCHEON PROGRAM
- ELECTRONIC LIST OF ATTENDEES
- LIMITED TO 8 SPONSORS

### BRONZE - \$1,350 (\$1,395 AFTER JANUARY 29)

- RESERVED TABLE FOR 8 AT LUNCHEON
- RECOGNITION AT LUNCHEON
- MARKETING MATERIALS IN EVENT BAG

- 1/10 PAGE AD IN THE CREW SPECIAL INSERT IN SAN ANTONIO BUSINESS JOURNAL
- COMPANY LOGO IN LUNCHEON PROGRAM
- ELECTRONIC LIST OF ATTENDEES

### EXHIBITOR - \$695 (\$725 AFTER JANUARY 29)

- EXCLUSIVE INDUSTRY EXPOSURE
- TWO (2) TICKETS TO FORUM
- DISTRIBUTE MARKETING MATERIALS
- DISCOUNTED PRICES FOR ADDITIONAL FORUM TICKETS
- LIMITED TO 10 EXHIBITORS

### MEMBERSHIP ADVERTISING - \$75

ALL MEMBERS OF CREW-SA HAVE THE OPPORTUNITY TO PLACE A BUSINESS CARD SIZE AD IN THE CREW SPECIAL PUBLICATION IN THE SAN ANTONIO BUSINESS JOURNAL

THIS GIVES YOU THE CHANCE TO PROMOTE YOUR EXPERTISE!

## 2010 SPEAKERS CONFIRMED TO DATE:

- SARAH TEEL, PRESIDENT, MSL INVESTMENTS – MEDICAL
- SCOTT LARSEN, PRESIDENT, SA HOTEL & LODGING ASSOCIATION – HOSPITALITY
- SUSAN WALLACE, EXECUTIVE MANAGING DIRECTOR, USAA REAL ESTATE COMPANY - INVESTMENT

### FOR SPONSORSHIP & RESERVATIONS, CONTACT:

TOMMI LEONARD/SNB BANK OF SAN ANTONIO  
210.442.6149  
TOMMILEONARD@BANKSNB.COM

TRACY BALLARD / CREW – SA  
210.415.1300  
ADMIN@CREW-SANANTONIO.ORG

CHRISTINE KOTZUR / STREAM REALTY PARTNERS  
210.298.8507  
CKOTZUR@STREAMREALTY.COM

TABLES OF 8 - \$800



2010 – 17<sup>th</sup> Annual Forum  
 Sponsor/Exhibitor Agreement  
 March 23, 2010 10:30am – 1:30pm at the Convention Center

Company: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_  
 Email: \_\_\_\_\_ Signature \_\_\_\_\_  
 of Representative: \_\_\_\_\_

**SPONSORS**

- Silver Sponsor - \$1,950 (\$2,100 after Jan. 29, 2010)
- Bronze Sponsor - \$1,350 (\$1,395 after Jan. 29, 2010)

**Guidelines:**

1. Payment must be received by 1/29/2010 in order to take advantage of the discounted price. Payments after 1/29 must be received no later than 2/10/2009. See address below.
2. Promotional items for the event bag must be delivered the week of 3/03-3/10 to Jackie Browning at Chicago Title, 270 N. Loop 1604 Ste 100, San Antonio, TX 78232

**EXHIBITORS** Exhibitor - \$695 (\$725 after Jan. 29, 2010)

**Booth Workers:**

1) \_\_\_\_\_ 2) \_\_\_\_\_  
 Name Company Name Company

**Guidelines:**

1. You may take orders for merchandise and are welcome to give away promotional materials.
2. A 6' table will be provided for each booth space.
3. Electrical outlet needed:  yes  no
4. Will you have a freestanding display with a backdrop?  yes  no
5. Exhibits must be set up by 9am and removed the day of the event. Neither CREW or the facility will be responsible for items lost or stolen.

**Payment by Credit Card:**

Name on Card: \_\_\_\_\_ Expiration: \_\_\_\_\_ Verification Code: \_\_\_\_\_  
 Credit Card#: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Payment must be payable to CREW-San Antonio and mailed to Wallis State Bank, Attn: Jason McClain, 100 N.E. Loop 410 #165, San Antonio, TX 78216.**

If you have any questions, please contact Tommi Leonard@ SNB Bank of San Antonio - 210-442-6149  
[tommileonard@banksnb.com](mailto:tommileonard@banksnb.com)

Please fax this form to Tommi Leonard@ SNB Bank of San Antonio - 210-442-6132 or [tommileonard@banksnb.com](mailto:tommileonard@banksnb.com)



# Advertising Opportunity!

**ONLY 9  
SPOTS  
AVAILABLE!  
COST: \$2500**

## 2010 Friend Of CREW:

### CREW San Antonio's Premier Advertising Opportunity!

#### HIGHLIGHTS:

- Speaking Opportunity
- Exclusive marketing
- Target Audience
- Year Round Recognition
- Logo placement

- ◆ Company link through website
- ◆ Verbal recognition at all monthly luncheon programs
- ◆ Company logo on all CREW Newsletters (over 400 in circulation) and table tents
- ◆ Specialty nametags for member representing your company
- ◆ **One Exclusive luncheon program:**
  - ◆ 5 minutes at the podium to promote your company
  - ◆ Distribution of marketing materials to all luncheon attendees
  - ◆ Two complimentary seats at reserved table for your designated luncheon
  - ◆ Company identified as "Featured Friend of CREW" on all program materials for the specified luncheon
  - ◆ Editorial article feature in corresponding newsletter
  - ◆ Company name prominently displayed at Welcome sign to entrance of ballroom.

### Membership Included

- ◆ One CREW Membership for company representative for the year
- ◆ One attendance to monthly programs (excluding special events) - luncheon cost included
- ◆ Attendance to two Member Orientation Breakfasts
- ◆ Bonus Member Incentive:
  - ◆ For only \$375 receive another CREW membership, attendance to all monthly luncheon programs, 2 member orientation breakfasts including all luncheon costs.

#### CONTACT:

KELLI MAXWELL  
ADVERTISING DIRECTOR  
Tel. 210.635.1013  
[maxwellk@ucr-sa.com](mailto:maxwellk@ucr-sa.com)

#### Make checks payable to:

CREW-San Antonio  
c/o Jason McClain  
Wallis State Bank  
100 NE Loop 410, Suite 165  
San Antonio, TX 78216



# UPCOMING EVENTS

*Don't forget to save your spot for...*

*January 5, 2010 -*

*Economic Forecast Luncheon*

*with*

*Dr. Mark Dotzour,*

*Texas A&M Real Estate Center*

**LOOK UP MEMBERS  
IN THE DIRECTORY**  
[www.crew-sanantonio.org](http://www.crew-sanantonio.org)

**CONTACT US**  
[admin@crew-sanantonio.org](mailto:admin@crew-sanantonio.org)  
Tracy Ballard - Administrator - 210-415-1300

**GET INFORMATION  
READ NEWSLETTERS**  
[www.crew-sanantonio.org](http://www.crew-sanantonio.org)

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Your Commercial Real Estate Marketing Source  
**REDNews**



## MISSION STATEMENT

CREW IS AN ORGANIZATION THAT PROMOTES WOMEN WHO ARE PROFESSIONALS IN THE COMMERCIAL REAL ESTATE INDUSTRY. OUR PURPOSE IS TO PROVIDE ADDITIONAL OPPORTUNITIES AND ADVANCEMENT FOR OUR MEMBERS THROUGH EDUCATION, NETWORKING, RECOGNITION AND LEADERSHIP.



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**NETWORK NEWS**  
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