

1st Qtr Newsletter

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CREW Network is a national association of commercial real estate women, established in 1989, representing every discipline in commercial real estate. The CREW Network is dedicated to furthering the success of its members by providing opportunities that foster productive and supportive relationships and enhance personal and professional growth. The CREW Network consists of 60 Chapters and 7,000 members across the US and Canada.

From the 2008 CREW Pittsburgh President

by Mary Guinee
Civil & Environmental Consultants

Hello CREW Pittsburgh! I am grateful to be serving as your CREW Pittsburgh President for 2008. It seems like it took me a long time to get here but now it has arrived. So here I go – following in the footsteps of the CREW Pittsburgh Presidents before me. With that, I promise to do the following:



- Lead by example;
- Guide the chapter in its quest to meet its objectives and goals;
- Ensure members achieve success and recognize the value in their ACTIVE involvement in CREW; and
- Raise the profile of CREW Pittsburgh and its members in the real estate community.

So there you have it. I have gone public with my pledge to CREW Pittsburgh. And if, for whatever reason, you think I am not keeping my promises – just tell me. But I also hope you'll keep your promises too.

Think back to when you joined CREW. Do you remember why you joined? Are you getting everything you can out of being a member? Are you recognizing the value of CREW? Are you active on a committee? The Board and I are here to guide this organization but it is you, the members, who are its core. Your input and involvement will help shape the programs and events we schedule and support our charity operations.

So get or keep involved. Join a committee or volunteer for one of the CREW Foundation events. The benefit you receive will be so much more than the time and effort you put in.

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Call for Committee Members!

Now that you've joined CREW Pittsburgh, are you looking for ways to (1) get more out of your membership and/or (2) meet more people and expand your list of contacts? Consider joining one of CREW Pittsburgh's active committees. Contact any one of the committee chairs for more information.

Programming Committee

Chair: Shelly Schatzman, PNC Bank
shelly.schatzman@pnc.com

Membership Committee

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Communications Committee

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CREW Careers Committee

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CREW Connections is a quarterly newsletter published by the CREW Pittsburgh Communications Committee and distributed to members in good standing. The CREW Connections mission is to provide information concerning business opportunities and developments in commercial real estate, facilitate member networking, and to promote CREW membership and events.

On January 10, 2008, CREW Pittsburgh members gathered together to celebrate the holiday season and the beginning of a new year at the elegant Grand Concourse in Station Square. Attending members had a chance to catch up with friends and colleagues while enjoying a large array of appetizers and beverages. Mary Guinee, President, spoke briefly on CREW's outlook for the year and introduced the new Board of Directors for 2008.



Cynthia Kamin, Eve Bursic, Alyssa Kunselman & Marita Schardt



Michele Allerton, Maureen Jordan, Christi Neroni & Michelle Cndrich



Peggy Carpenter & Alyssa Kunselman



Traci Yates, Kim Ford, and Eve Bursic



Shelly Schatzman & Terri Sokoloff

President's Message Continued from Page 1

While the first three months of the year are quickly passing, there are still plenty of opportunities to get involved. As a recap, we had a fantastic Holiday Party and a sold out Wine Tasting event. Thank you to all our sponsors and the folks who attended. Many more great events are planned for the coming months. We are gearing up for the first program of the year on March 23rd. It's a members only networking session so make sure you take advantage of this special program.

It's not too late to get back on track with your commitment to CREW Pittsburgh. Come join me and other members in meeting all of our objectives...come help advance the success of women in real estate through your ACTIVE membership in CREW.

Yours truly,
Mary Guinee

by Virginia Weida, Virginia Weida Designs

What is a "Circle of Giving"?

Participating in a charity effort like the CREW Pittsburgh Foundation is such a wonderful way to donate your time, and it is not without its own benefits to you! Our charity committee works hard to support women with cancer, which directly benefits women going through chemotherapy. But it also directly and indirectly affects all of those associated with the program, from volunteers that find and select just the right materials, to those who sew the Satchels (often local area students), to those that fill and distribute the Satchels to our partners, to those that actually give the Satchel to the women in need. Along with many heartfelt notes and letters from survivors, we are also touched by notes like these:

Whenever I share the satchels with our patients, their reactions range from surprise to being overcome with emotion. They can't believe I am giving (most are surprised it is free) them this bag filled with wonderful items to help them get through a difficult time. It is especially gratifying for me to provide the satchels and to see the reactions of our patients. They are so moved by this kind gesture and generous gift, they often question if this is a mistake or they didn't hear me correctly. Some have questioned if they need to return the satchel upon discharge. Of course, I have reassured them repeatedly that it is theirs to keep. I usually give them a few choices, so the gals really enjoy "shopping" for their special satchel. It makes the day a little brighter and the mood a little lighter when you can talk about something other than diseases or treatments.

It is a great program that our Cancer Center is proud to be involved with and to support!

Sincerely,
Karen Gasper, St. Clair Hospital

As our program grows, our foundation's responsibility grows, and we need more volunteers and committee members to keep up our momentum. I hope that you will choose to give us some of your time this year and find what a joy it is to participate in our circle of giving, while networking with fellow CREW members and community folks in the process. We will take any amount of time you have to give, and no special skills are required! I would also like to introduce our new CREW Pittsburgh Foundation Board for 2008:

- President:** Elizabeth Krichten, CBRE/Melody
- Vice President:** Heather Knuth, Integrity Design
- Secretary:** Donna Naab, Special Counsel
- Treasurer:** Georgine Golitko, Indoff
- Vice President, Sponsorship:** Linda Fryz, Centre City Tower L.P.
- Vice President, Community Outreach:** Eileen Iorio, Eckert, Seamans, Cherin & Mellott LLC
- Vice President, Production:** Kathy Graham
- Vice-President of Communications, Immediate Past-President:** Virginia Weida



Our goal for Satchels this year exceeds 1,200 with our Komen grant, so we have lots of work to be done to meet that goal!! We had a Community Action Day on a recent Saturday in February at our home base in Centre City Tower and accomplished many goals for this quarter. Thanks to the efforts of our volunteers, we have 100 kits ready to go out to the schools for sewing, and 230 finished Satchels ready to be stuffed. We have lots of supplies and all the literature now, so we're ready to start stuffing Satchels again for distribution to the community. We plan to continue our lunchtime Networking for a Cause sessions as well as add some evening Networking for a Cause session to make opportunities available for everyone to who would like to participate.

Our calendar is full of events for the remainder of the year, and our planning committees are just starting to form. Our signature event is the CREW Annual Golf Outing held in August or September, and our regular Community Events include supporting Daffodil Days, Survivor's Day, Race for the Cure, and Walk for the Whisper. Tell us if you participate so we can track member participation! We are also planning more Community Action Days with the Komen Race for the Cure Pittsburgh affiliate and the Girl Scouts, as well as St. Clair Hospital.

Thank you to all of the members of CREW - we would not be here today without your continued support and encouragement. As always, together we CAN make a difference.

Connections

2008 Board of Directors

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Front Row L to R: Cynthia Kamin, Mary Guinee, Megan Zillweger, Shelly Schatzman, Maureen Ford, Martha Graham, Debra Flinger, Emily Jo Gaspich

Staircase L to R: Marcia Grimes, Michele Allerton, Christi Neroni

Not Pictured: Virginia Weida

Notes for Success Continued from Page 3

Evaluative listeners may be busy categorizing what has been said rather than trying to understand. They concentrate on how they will respond. They may make snap judgments about the speaker, and they tend to finish the speaker's thoughts and hurry through discussions. Men are usually a bit guiltier of this than women because they have a natural predisposition to fix things. As you speak, they are already trying to solve the problem.

Active listeners concentrate on what people are saying they use empathy to understand the speaker's position. They are patient, working diligently to not finish people's sentences. Finally, they reward the speaker with feedback. The active listener understands what she is hearing. They genuinely and empathetically respond to the real issue. This develops trust from the speaker and trust is a basic requirement in a leadership role.

Becoming an active listener can be a difficult task, but it isn't impossible. Here are some tips to improve your listening: concentrate, be curious, make eye contact, ask questions, empathize, use your body language to SHOW that you are genuinely listening, REFLECT before you react, and then double check for understanding.

Here is an exercise to help you become more aware of your listening habits. Use your normal conversations today to consider the following:

- **H**ow often do you pretend to listen to someone, and don't really listen?
- **H**ow is your listening different with different people or circumstances?
- **W**hat effect does the quality of your listening have on the conversation?
- **W**hat effect does the quality of your listening have on the other person?

These tips will help you refine your listening skills. Once you have the ability to listen and to really hear the message, you improve your ability to become the person that people want to follow. Listening is a gift that you can give to others. It is a gift, because it requires effort on the part of the listener, who must put aside their own self for a while and focus entirely on someone else.

Wine Tasting Event



Wine Selections Included:
King Estate Pinot Gris-Grigio
Sauvignon Republic Sauvignon Blanc
Baccorosa Sparkling Dessert Wine
Kendall Jackson Meritage
Willamette Pinot Noir

This year's Wine Tasting Event was another sell out success. Held at the ever-so-chic Palomino Restaurant, John Folger and Reed Vogel from Capital Wines provided an excellent selection of wines that were paired with the perfect appetizers chosen by Palomino's staff.

Congratulations to door prize winners Anastasia Grese, Alpren Rosenthal; Edward Lantz, Land America; Meagan Moore, Gateway Center; Leslie Peters, Blumling & Gusky; and Laura Wengryn, Chicago Title Insurance Co.



Thanks to Martha Graham, Massaro Properties LLC, and her committee for putting on such a great event, and to our sponsors NAIOP, Schneider Downs, Babst, Calland, Clements & Zomnir, PC, Gateway Center, Massaro Properties, LLC, and Chicago Title Insurance Company.



Notes for Success

A new column that will provide information which members will be able to utilize in both their professional and personal lives.

Listening Skills: The Gift of Listening

by Cynthia Corsetti, SPHR, Civil & Environmental Consultants

You have heard the statistics; people spend 80% of each workday communicating. They spend 45% of that time listening. But, how effectively are they listening? In order to be an effective leader, you must first learn to be an effective listener.

Good listeners obtain a better understanding of people and situations. Someone who has the better understanding can respond to situations more effectively than someone who has not. Leadership is about influencing others. Normally, when we try to influence, we do more talking than listening. When we do most of the talking, we diminish our ability to draw information from people. We reduce the space and time available to process information and to respond to it.

Author Tony Alessandra has identified three types of listening: Marginal, Evaluative, and Active.

Marginal listeners are preoccupied with their own thoughts or feelings, or convey an arrogant attitude. They either misunderstand or don't even hear what has been said. We have all experienced this; in fact, we have all likely done it. Someone comes into your office; you focus on them with one eye and focus on your email with the other. They know you aren't focusing, they know you aren't listening and they are unlikely to provide you with the critically important things that they might otherwise share.

Web sites

CREW Pittsburgh
www.crewpittsburgh.org

CREW Network
www.crewnetwork.org

Conventions/Meetings

Spring 2008
June 5-6
Calgary, Canada



Fall 2008
CREW Network
Convention & Marketplace
October 15-18
Houston, TX



Emily Gaspich (CEC) and Megan Zillweger (Grandbridge) were Pittsburgh's delegates at the CREW Network Winter Meeting in Phoenix, Arizona which took place February 7 and 8, 2008. The meeting included members from 62 CREW Network chapters across the county. The delegates attended chapter leadership and professional development sessions which included interactive presentations on how to conduct strategic planning sessions and how to deliver successful chapter programming. Megan and Emily indicated that the sessions were extremely informative and have presented the information to the Board which will aid in CREW Pittsburgh setting up a strategic plan to improve the programming.

During this session CREW delegates voted membership approval of CREW Southwest Florida. This new chapter will serve the Naples area where commercial development is very active.

Additional announcements from President Lynn Osenbaugh at the meeting included the announcement of the launch of Career Zone. This is a new section of the National CREW Network Website which focuses on providing tools to women considering careers in commercial real estate. There are six professional videos featuring CREW members representing brokerage, finance, investment, law, professional services and property development. The videos range from 30 to 50 minutes in length and address what it takes to be successful in these various disciplines including educational requirements, compensation expectations as well as offering "pearls of wisdom" from those who have worked their way up the ranks. The videos are excellent information tools for anyone who may be thinking about a career in real estate as well as a good listen for those already in the fields. The videos provide panel discussions on the specific field including job aspects, how the panelists got to where they are today, and what is satisfying about the careers.

A follow-up paper to Minding the Gap will be going out later this spring with the 2008 CREW Network Membership Directory and Resource Guide. The paper is intended to provide an introductory overview to the compensation structures available within the many real estate disciplines and provide additional resources for research. Greater awareness of the options will enable women to better negotiate their next compensation package.

Two featured speakers for the 2008 CREW Network Convention and Marketplace scheduled for October 15 – 18 in Houston will include Dr. Mark Dotzour, chief economist and director of research for the Real Estate Center and Texas A&M University, and Tom Peters, best selling author and expert on business management practices.

Driving a Reciprocal Referral Relationship! *by Michelle R. Donovan, The Referability Expert!*

Referral relationships are meant to be beneficial to both parties involved. If not, one party will soon discover that it's not worth their time, money or effort and will leave the relationship. Both parties will end up with a sour taste in their mouth and not be all that excited about forming another referral relationship.



In order for a referral relationship to be reciprocal, there are two key points that must be considered:

Key Points for Referral Reciprocity

1. Is this person in front of your target market?
At first glance, you might be thinking "Wait a minute ... I don't want to work with my competition!" Hold on now, and hear me out.

The first step is to identify the RIGHT professional! Believe it or not, everyone is not right for a reciprocal referral relationship. Just as simply as not all men or women are meant to be together, so it is for professional relationships. It takes the right pair for the referral relationship to work. Another example is when both people are suffering from the "GET" mentality and the relationship is at a stale-mate while both parties wait to receive referrals from the other ... someone has to GIVE ... literally ... to begin developing the relationship.

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CREW Quarterly Dossier

Each quarter the CREW communications committee will feature a fun and interesting dossier of a member. We hope this segment sparks interest in, and creates good conversation among, our members.



Dusty Elias Kirk
Co-chair Real Estate Practice Group
Pepper Hamilton, LLP

CREW Member since: Not sure how long I've been a CREW member, but I have been an avid participant of CREW events since the beginning!

Where were you born: New Kensington, PA

First job: Waitress, earning money for college

Favorite vacation spot: Hyannis, Cape Cod

Who you live with: Husband, Bill Caroselli and Two teenagers: David (17) and Jeannie (13).

Favorite movie of all time: Gone with the Wind

Last book read or are currently reading: Gods and Generals by Jeff Shaara

Three (3) people you'd most like to have dinner with: My husband, Bill; George Clooney; and Madeline Albright

Person you admire most: My mother, Jean Bettor Elias

Three (3) things always found in your refrigerator: White wine, greek yogurt, and arugula

If your life were a movie, what actress would play you? Katherine Hepburn (I wish I were taller)

Driving a Reciprocal Referral Relationship! Continued from Page 4

Imagine if a referral partner were in front of your target market all day, every day, but for a different reason than you. They are sitting on a rolodex of clients that you desire to serve. Notice that there is no competition here, since they serve your ideal client for another purpose.

When you find the right person and work to develop that relationship, the doors open up on both sides and the referral relationship becomes reciprocal! And THAT, in business, is a beautiful thing.

2. Does this person know how to refer you?

You must be an exceptional educator in order to teach the professional that you choose how to effectively find you referrals. It's not going to happen by osmosis. It's your responsibility to drive this relationship and that means teaching your new referral partner how to work effectively on your behalf. It is critical that you don't make assumptions here, because if you do, you will sit in stale-mate, wondering why you're not getting referrals from this person who seems so perfect.

It's very common for someone to know you, like you and trust you and still not refer you. Probably a lot of your clients fall into this category. Why? Most often, it's one of two reasons, 1) they don't know how to refer you, and 2) you never really asked them to refer you. The good news is, you can fix both of these with time and commitment to the relationship.

Referral marketing is about leveraging your referral network for increased referral business. Referrals are born out of a relationship. It's about knowing who to spend your time with, who to educate as referral partners, how to educate them appropriately to find you business, and how to maintain the relationship.

Referral marketing is the ultimate in word of mouth. It is empowering other people to promote your business on your behalf when you aren't even present and you being willing to do the very same for them. To work effectively, it needs a driver and that driver must be YOU.

Michelle R. Donovan, The Referability Expert and owner of The Referral Institute in Western Pennsylvania located in Sewickley, PA. Michelle educates business professionals how to generate referrals for life. She can be reached at 412/741-1926 or by email michelle@referralinstitute.com. Visit her website at www.referralinstitute.com or her blog at www.ptsnetworking.blogspot.com. She is also the co-author of the soon to be released book, "The 29% Solution: 52 Weekly Networking Success Strategies"