



THE OFFICIAL PUBLICATION
OF CLEVELAND'S
SUCCESSFUL WOMEN
IN REAL ESTATE

Connections

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Cheri Henson, Esq.
CREW Cleveland
2010 President

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"As you think you travel, and as you love, you attract. You are today where your thoughts have brought you; you will be tomorrow where your thoughts take you." James Lane Allen (1849-1923). We are here today because of the vision and forward thinking of our past CREW Cleveland Presidents and the strength of the CREW Network. Your 2010 Board met recently and applied the theories of an organization's life cycle to CREW Cleveland. CREW Cleveland recently celebrated its 20th anniversary, so it is a good time for us to re-assess where our thoughts have brought us and where our thoughts are taking us.

An organization has a life cycle, just like human beings do. The first stage is birth which is when the organization begins to develop and establish itself. The organization then moves on to the childhood and adolescence stages and grows at varying speeds while building its structure and expanding the scope of its actions. The adult stage brings on a greater level of responsibility which allows the organization to become an industry leader. At the maturity stage, the organization uses its legacy to set the course. In addition, there exists an opportunity to turn over responsibility to others and share the wisdom gained from experience. At the end of the life cycle, the organization has two choices – death or renewal. Renewal means that the organization moves out of its comfort zone and develops new strategies and new focus.

The Board had varied opinions as to which life cycle is applicable to CREW Cleveland. But, one thing is clear. 2010 presents CREW Cleveland with a wonderful opportunity to put its 20 years of experience to work encouraging our move out of

the comfort zone. The possibilities are endless!

CREW is the industry's leading advocate for the success of women in commercial real estate.

Members of CREW Network represent every discipline within the industry and are located in 67 major markets across North America. CREW Network members average 14 years of commercial real estate experience and nearly 76% are presidents, CEOs, partners or senior partners of their companies. As a CREW Cleveland member, you have access to the collective knowledge and expertise available within this amazing community of commercial real estate professionals! (See *CREW Network membership page*).

All of these resources and more are available to you as a member. In 2010, CREW Cleveland is focused on continuing to provide you with tools to build your skill set, network with your peers, gain personal and professional ground in this troublesome market, and have an all around good time while doing so.

Get involved. I urge you to join a committee or participate by volunteering to complete a small task. Take advantage of the fabulous programs, enjoy networking with industry leaders, and gain personal and professional skills to use in any market. Actively participate in CREW Cleveland and you'll walk away feeling empowered.

We've got a lot to accomplish this year and I look forward to working with each and every one of you to make 2010 a success.

2010 Board of Directors.

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Board Meetings.

Held for Board Members &

Committee Chairs

5:00 p.m.

KeyBank - Suite 1302

Check crewcleveland.org for monthly meeting dates.



Member Spotlight.

Lori A. Pittman, Esq.
Attorney

Ulmer Berne LLP

Lori joined the real estate practice at Ulmer & Berne LLP in October 2007. Shortly after moving to Cleveland from Youngstown, Lori joined CREW and became more involved with each passing year. Lori just finished her term as President of CREW Cleveland and is on the 2010 Board of CREW Cleveland as the Immediate Past President.

Lori's career began as a paralegal for a sole practitioner. He encouraged her to finish her bachelor's degree and go on to law school. She enrolled at Youngstown State University and attended night school for many years to earn her B.S. in B.A. She then applied to the University of Akron, School of Law but was not accepted. To her, it was the death of a dream so she started over. Lori took a job with a regional convenience store chain and got involved in the company's acquisition and development of new sites. The company's general counsel encouraged her to re-apply to law

school. She finally relented and was accepted to both the University of Akron and Cleveland Marshall. Lori worked full-time as the company's real estate manager and managed a portfolio of 800 stores while attending UA at night. For Lori, her graduation from law school and passing the bar exam was like reaching the top of Mt. Everest.

Lori just finished a term as CREW Cleveland

2009 Chapter President.

Lori focuses her practice on real estate and business law. She represents buyers and sellers in the acquisition, disposition and development of retail centers, including sales and purchases under §363 of the Bankruptcy Code. She also represents landlords and tenants with leasing matters. Lori has conducted real estate due diligence on several hundred properties. Lori represents commercial borrowers with respect to borrowing and refinancing transactions, including tax credit financing. She represents lenders with troubled assets and commercial tenants whose landlords have filed bankruptcy.

Programs.

Highlights

CREW Holiday Event

New friendships were formed and old ones rekindled as CREW Cleveland members kicked-off the holiday season in style at CREW Cleveland's recent holiday party. It was a festive evening of networking, delicious food, desserts and holiday cheer.



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 percent 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.

Finally, Dr. Shuck believes that good leaders take time for renewal by asking themselves, "What do I need to keep myself growing and learning" and are constantly seeking to see the world and themselves in a different way. Coaching is a core component of this renewal quality – both being coached and serving as a coach. Dr. Shuck closed her session by asking attendees to develop a "gratitude list" of those who served as their mentors and to consider whose "legacy list" they would be on – those they are known to have helped along the way.

Critical Dates for 2010 and 2011

2010 Winter
Leadership & Council Meeting
February 4-5, 2010
Grand Hyatt
Tampa Bay, FL

2010 Spring
Leadership & Council Meeting
June 10-11, 2010
Minneapolis, MN
Hilton Minneapolis

2010
CREW Network
Convention & Marketplace
October 20-23, 2010
San Francisco, CA
San Francisco Marriott

2011
CREW Network
Convention & Marketplace
September 14- 17, 2011

Initiating Progress in a Male-Dominated Industry

I was asked to chair Ulmer & Berne LLP's Women's Professional Development Committee when I joined the firm in 2007. At that time, the committee was purely focused on addressing internal issues, such as maternity leave, part-time policies and the advancement of women attorneys. While the committee still focuses on these matters, we have expanded our scope to address external opportunities, such as effectively servicing clients, raising the professional profiles of our women attorneys, and encouraging community leadership and service. The committee was renamed to UB WILL – Women in Law and Leadership to reflect our new mission

UB WILL has been met with a variety of reactions. Many women rely on the group's resources to improve their marketing skills, network with clients and prospective clients, and establish mentoring relationships with senior attorneys. However, some women believe there is no need for special assistance or mentoring distinct from their male counterparts.

I believe UB WILL is very necessary. National statistics indicate that more than 50 percent of law school graduates are women. However, only approximately 12 percent of law firm partners are women. This percentage is not reflective of the many bright, professional, talented and confident women attorneys in the United States. By establishing UB WILL, Ulmer & Berne is taking the necessary steps to improve this statistic.

Diversity is one of Ulmer & Berne's core goals. We assess obstacles encountered in traditional law firm environments and find ways to create



opportunities for our women attorneys internally and in the communities we serve. While UB WILL has made significant strides in meeting our internal and external goals, we still have more ground to cover.

One of UB WILL's 2010 goals is to work with other women organizations to assess career challenges and identify opportunities for women professionals. Perhaps CREW can help. As a charter member, I know CREW's mission is to help women succeed in an otherwise male-dominated industry. Together, I am confident we can initiate progress.

Mary Forbes Lovett, Ulmer & Berne LLP, Partner and Chair of UB WILL. Mary focuses her practice on real estate and business law and has significant experience handling the acquisition, financing, development, leasing, zoning and environmental matters related to real property. She specializes in the development and financing of urban properties.

2010 Committee Chairs.

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PROFESSIONAL DEVELOPMENT

Kathleen Nitschke

CREW CAREERS

Megan Roberts, Esq.

Business Buzz.

Amy Whitacre, Sales Executive with First American Title Company, has been appointed to the CREW Network national board as Chairperson for the Corporations and Family Trusts Committee, a sub-committee of CREW Foundation Donor Development. Her most recent position within CREW Network was as a member of the Nominating Committee for the 2011 national board. In CREW Cleveland, Amy has been a member of CREW for seven years and was the 2008 Chapter President.



Vorys, Sater, Seymour and Pease LLP provides legal counsel to clients throughout the U.S. and around the world. Established in 1909, Vorys has grown into one of the largest law firms in the country, with nearly 375 attorneys located in seven offices in Ohio, Virginia, Texas, and Washington, D.C. More information is available at www.vorys.com.

Do you have Business Buzz you'd like to share? Email us at crewcleveland@att.net



New Members.

Welcome.

Robin Mains Wilson is a Partner at Thompson Hine LLP. She is a litigator in the business litigation and real estate practice groups and focuses her practice on land use law including zoning and eminent domain, and on commercial foreclosure, lender liability, and breach of purchase agreements and commercial tenant defaults. Before joining Thompson Hine, she was a county prosecutor, and before law school was a journalist. Robin was one of the YWCA's Women of Professional Excellence in 2008. Robin can be reached at robin.wilson@thompsonhine.com.

Kelly Moody is a Manager and Associate with Allegro Realty Advisors where she represents tenants and conducts market feasibility studies for municipalities and corporate clients looking to develop new real estate projects. She has been with Allegro for four years. Previously, she was a consultant for Team NEO. Kelley can be reached at kmoody@allegrorealty.com.



Programs. Professional Development.

Upcoming Events.

March 2010. "Erin Go Network".

Speed Networking. Evening Event.

April 2010. Project Showcase.

Featuring an exciting local project. Afternoon Event.

June 2010. Breakfast Dine Arounds.

Various locations. Morning Event.

August 2010. Carry As You Climb.

Leadership Panel. Lunch Event.

October 2010. New Member Breakfast.

Members Only Event. Morning Event.

October 2010. Haunted Cleveland Ghost Tours.

Scare Up Some Contacts. Evening Event.

November 2010. Holiday Celebration.

Members Only Event. Evening Event.

visit
crewcleveland.org
for more information