

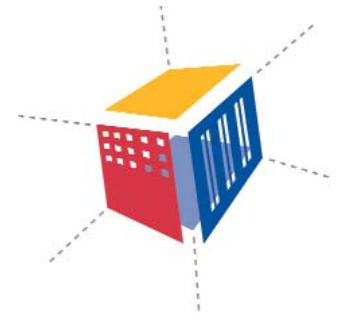
# Indianapolis Chapter of Commercial Real Estate Women

Second Quarter 2010

Upcoming Events  
New Members  
Delegate Report  
Sponsor Highlights

## CREWSletter

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



IndyCREW

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## president's message

*Esther Carter-Day, 2010 IndyCREW President*



It's hard to believe I'm halfway through my presidency. The first six months have been amazing. In my last message I talked about the importance of growing our membership, both in terms of maintaining and leveraging our existing membership and our ability to attract new memberships. The Membership Committee has worked hard towards this initiative. They have worked diligently to reach out to the existing members and bring new members to the chapter. Given the current economy, the chapter has still been met with challenges as local companies are limiting the amount of support given to its employees to join local chapter organizations. Thanks to the Membership Committee for all their hard work.

We have implemented the new website. This website has been very functional and has allowed us to communicate more effectively with our members. We are now able to use the site to advertise and register for upcoming events, renew and apply for membership on-line and look up members using the directory. We are still working through some site issues so please be patient. I hope you would agree that the site is much improved and easy to navigate.

I also wanted to make sure that the new committee structures/directives were effective. We've had some exciting programs brought to you by the Events Committee.

- 1.Scott Miller from Indianapolis Economic Development Corp (IEDC) shared resources available to Indianapolis businesses
- 2.Allison Melangton - President and CEO of

the Host Committee shared the City's plans for the 2012 Super Bowl. She spoke in depth about the Legacy Project which will change the face of Indianapolis' Eastside communities.

CREW Careers had another successful program. The students were tasked with redeveloping Lafayette Square Mall. The students had some great ideas of how they would redevelop the site. Most of the site plans included mixed uses such as restaurants, apartments and an outdoor theatre. The girls were awarded with purses filled with gift cards, school supplies, water bottles and other assorted items.

We've also launched the Leadership Development series from the Member Advancement Committee. I believe those members who attended the sessions walked away with some useful new information that should help with their daily business practices. There were two sessions. The topics included Business Development: What Really Matters? The Role of Trust, Behavior and Curiosity which featured Tim Roberts of Trustpointe; and Increasing Personal Effectiveness, Communication and Productivity which featured CJ McClanahan, Founder of Reachmore.

The Sponsorship committee has worked diligently to secure sponsorships from local companies that allow us to bring quality opportunities and programs to our member

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## Welcome New Members

Martha Povinelli  
Portfolio Manager/Asst. VP  
Huntington National Bank  
*Finance*

Sue Scott  
Director, Logistics and Food  
Industry  
Indianapolis Economic  
Development  
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Whitney Mosby, JD  
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Shannon Glassley  
Partner/Senior Interior Designer  
bohemedesign  
*Interior Design/Space Planning*

Kathleen Lemaster, LEED AP  
Partner/Senior Interior Designer  
bohemedesign  
*Interior Design/Space Planning*

## Upcoming Events

### Professional Development Series - "Maintaining a Healthy Work/Life Balance"

July 15, 2010

M&I Bank Conference Room-2nd Floor  
11:30 AM

Dr. Carol Hagans has worked in the higher education community as an Associate Provost of Student Academic Affairs, Assistant Dean of Students, Counseling Center Director, Training Director, Assistant Professor and adjunct faculty for over 20 years. Her training and experience include the roles of: therapist, career counselor, administrator, consultant and supervisor. Over the past 10 years she has worked increasingly on a consulting basis with employers and organizations in the private sector, national sororities, and higher education community to help them understand how the recent and current group of graduating students is changing the work environment, how we can better communicate, and speaking and educating about psychological issues as they impact the corporate and business environment.



### IndyCREW Golf Outing

July 29, 2010

Maple Creek Golf Course  
Register online at [www.indycrew.org](http://www.indycrew.org)

### Quarterly Luncheon

August 19, 2010

The Conrad Hotel

### CREW Network National Convention

October 20-23, 2010

San Francisco, CA  
Register online at [www.crewnetwork.org](http://www.crewnetwork.org)

#### President's Message Continued

ship. We are currently working to revamp the sponsorship brochures and we hope to make this information available by early August.

The Golf Committee has selected a great course ready for this year's outing. We will play at Maple Creek Golf course on the east side of Indianapolis. Please register and be prepared to have a great time. Sponsorship opportunities for the outing are still available. If you are interested please contact Pat St. Peter.

The Board Development Committee is gearing up to host a reception for members interested in joining the IndyCREW

Board of Directors. In December 2010, we will have three board members who will have successfully completed their three year commitment. Those directors include Marsha Gray, Jane Butler and Kay Hunt. If you are interested in applying for a Board seat or Committee Chair position, please join the Board Development Committee at the reception. Details will be announced in the very near future.

Thanks to all of the Committee Chairs and volunteers. Without your dedication and support we could not be the choice organization of the most successful, influential, commercial real estate professionals in Indiana.

It's not too late to get involved. If you are interested in a particular committee, please contact the committee chairperson and they will find something for you to do on their committees.

Thanks to all the Board Members for being encouraging and supportive as I continue to fulfill my role as president. These ladies work hard everyday to make CREW the premier organization.

We are always looking for ways to add value to our membership. Please continue to provide the committee chairs and the board of directors with useful feedback so we can keep improving.

# Event Photo Gallery

## April Quarterly Luncheon

At our April Quarterly Luncheon we featured Allison Melangton, President and CEO of the 2012 Indianapolis Super Bowl Host Committee and heard more about what the 2012 Super Bowl Host Committee is working on for the 2012 Super Bowl.

*Photography Provided by:*  
Visions Photography by Michael Johnson  
Contact number: 317-989-4024  
Email: Visionsmaj@yahoo.com



### You Inspire Us.

Barnes & Thornburg LLP salutes IndyCREW for its commitment to advancing the success of women in commercial real estate.

You inspire us to be the best we can be.

**BARNES &  
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More photos at [www.indycrew.org](http://www.indycrew.org)

## Delegate Report

### CREW Network Committed to Strong Chapters, Successful Members

As the commercial real estate industry continues to slug its way out of one of the greatest recessions of our time, CREW Network President Kristin Blount reminded delegates during the 2010 Spring Leadership Summit & Council Meeting in Minneapolis that CREW Network is focused on two key areas this year: keeping chapters strong and supporting member success. IndyCREW Delegates Brooke Augustin with NAI Olympia Partners and Dee Headley with Cassidy Turley attended the meeting this month,

#### Building our Brand

Addressing both the need to keep its chapters strong and members successful, CREW Network is working to strengthen the overall CREW Network brand. Delegates were reminded of CREW Network's new branding statement "At CREW Network, we exist to influence the success of the commercial real estate industry by advancing the achievements of women." It is important that all chapters communicate and incorporate this branding statement at the local level so that this organization builds cohesive messaging. CREW Network has also developed a standard CREW Network Chapter logo that several chapters have already adopted. As more and more chapters adopt this standard look, it will continue to increase CREW Network's market presence. President Blount reminded delegates that we all share in the responsibility to carry the message. Watch for more branding tools to come from CREW Network.

#### Strong Chapters

Providing chapters the right tools and resources is critical to maintaining a healthy network. Among its newest resources, CREW Network announced the development of two new chapter playbooks scheduled to be released later this year. The first, Chapter Administration Playbook, will cover everything from chapter startup to finances, governance, insurance and more - everything needed to run an effective chapter. Additionally, CREW Network's Career Outreach Playbook will provide chapters everything they need to know to successfully launch a career outreach program such as CREW Careers, UCREW and eMentoring.

CREW Network is also supporting its chapters through its newly developed Chapter Committee Leadership Calls. Presented by CREW Network leaders and members,

these calls focus on chapter issues such as membership development, building effective committees for strategic boards and tips for program committee chairs - all of which complement its existing board hosted leadership calls delivered monthly to CREW Network Presidents and Presidents-Elect. The open exchange of information and best practices provides an unmatched support system for every CREW Network chapter.

Attendees of the Spring Leadership Council participated in strategic roundtable discussions addressing two key areas for chapters: membership recruitment and retention, and programming. Delegates and chapter leaders were broken down into small work groups to discuss these two issues and how they relate to the overall branding of CREW Network. The types of programs chapters offer and the makeup of members within a chapter all impact the CREW Network brand. Delegates discussed the need for having several committees work together to create greater synergy; the need for diversity on the program committee, including diversity of discipline, seniority and more; understanding the needs of a chapter's members and providing them with what they want; and the need to get new members active within the chapter immediately. A complete list of roundtable outcomes will be available later this month.

#### Successful Members

With members continuing to search for deals and looking for ways to increase their knowledge and marketability within the industry, CREW Network has responded with several new programs.

CREW Network launched its University Leadership Series earlier this year. This series, sponsored by Studley, brought in professors from some of the top real estate programs in the United States such as Harvard, Stanford, Columbia, Cornell, and Wharton to present webinars, at no charge to members, on topics ranging from real estate finance to entrepreneurship, transaction and deal structures, and more.

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Also this year, CREW Network launched its much anticipated CREWbiz™ business networking site. CREWbiz provides every member a personal marketing page to promote business expertise, areas of specialties, deals completed, presentations given, and more - all designed to foster networking among all 8,000 members of the CREW Network organization. While deals may be slow to produce, they are happening across North America and CREWbiz provides an opportunity for members to find the right person to bring onto their teams. The CREWbiz tool will only be successful when every CREW Network member has populated her/his personal profile page. Delegates were charged with encouraging every member within their chapters to participate in CREWbiz.

Continuing its commitment to providing members with quality professional development training, delegates and chapter leaders participated in the highly acclaimed Crucial Conversations training, presented by Candace Bertotti, master trainer, VitalSmarts L.C. Participants were asked to think about a particularly difficult conversation they would like to or need to have with an individual and to write down how that conversation would go. Next, participants were lead through a series of exercises to help them implement strategies to insure their "crucial" conversation is conducted in a professional, positive and effective way. Delegates learned how to "State My Path," which involves the following:

- Share your facts
- Tell your story
- Ask for others' paths
- Talk tentatively
- Encourage testing

Session participants were challenged to take an honest look at what they hoped to achieve by having the particular conversation, learning that to be right, punish, save face or look good are considered unhealthy goals. Instead participants were encouraged to consider healthy goals such as to strengthen the relationship, learn, achieve better results and find the truth.

### **Industry Research Preliminary Findings**

CREW Network's industry benchmark study conducted in 2005 was one of the most important resources provided to members and to the industry - offering concrete analysis of the achievements of women in the industry. Industry Research Committee Board Liaison Diane Butler

presented delegates with some of the preliminary findings from CREW Network's 2010 industry benchmark study to be released in October. Overall, while gaps do still exist, progress is being made.

Among some of the report highlights, disparity continues to exist in compensation levels for men and women in similar positions with similar years of experience. In 2005, 58 percent of men reported incomes in excess of \$150,000, while only 24 percent of women reported incomes at the same levels. While that gap has narrowed, the 2010 numbers still favor men with 48 percent men and 28 percent women reporting incomes in excess of \$150,000.

While not surprising, given the current economic climate, significantly more respondents now indicate they would consider a position with 100 percent commission. Specifically, the percentage of women willing to be compensated under a 100 percent commission plan increased from 17 percent reported in 2005 to 41 percent reported in the current study.

Regarding the areas of success and satisfaction, when asked to list the top five most important job characteristics, both men and women agreed that job enjoyment, challenging job and co-worker respect were within their top five. However, whereas women rounded out their top five with maximize earnings potential and career achievement, men listed level of decision making and (for the first time) time for family among their top five - a potentially interesting finding for employers.

### **Strong Chapters. Successful Members**

The months ahead will continue to challenge every professional within the commercial real estate industry. CREW Network remains poised and committed to providing chapters and members the right resources and tools to ensure chapters remain healthy and members remain successful. To do this takes a commitment from every chapter and every member within this Network to effectively communicate the CREW Network brand and to communicate your needs back to the Network. We're here. We're listening. We're responding.

## New Member Profile

**Name:** Whitney Mosby

**Title:** Partner

**Company:** Bingham McHale LLP

**Location:** Downtown

**Hobbies:** Running, Reading, Being Outdoors

**Interesting Items:** Whitney went skydiving in the Swiss Alps!

**Description of Business:** Whitney is a member of the Creditors' Rights and Financial Institutions Practice Areas of Bingham McHale LLP. She focuses her practice primarily on the representation of creditors in workouts and restructuring, commercial litigation, bankruptcy cases and adversary proceedings.



Whitney can be contacted at 968.5469 or [wmosby@binghammchale.com](mailto:wmosby@binghammchale.com)

**Name:** Sue Scott

**Title:** Project Director, Logistics and Food Industries

**Company:** Develop Indiana

**Location:** Downtown

**Hobbies:** Running, Yoga, Photography, Music

**Interesting Items:** Sue has completed two marathons!

**Description of Business:** Develop Indiana advances economic growth by helping companies through business retention, expansion, and attraction within Indianapolis/Marion County.

Sue can be contacted at 808.3256 or [sscott@developindy.com](mailto:sscott@developindy.com)

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## Bronze Level Sponsor

### Why Phase I?

A quick scan of any headline, especially the real estate ones, is

enough to scare even the most even-keeled and optimistic individual. Perhaps now, more than ever, the Phase I Environmental Site Assessment (ESA) is an even more important piece of the real estate transaction puzzle.

The Phase I ESA will always be a key component in evaluating environmental conditions at the property. Used to identify potential and/or existing recognized environmental conditions (RECs) at a property (both developed and undeveloped), the Phase I ESA should be a sought by buyers, sellers, lenders, developers and brokers alike. Identification of potential on and offsite environmental concerns can be identified through interviews, a site reconnaissance and historical research of property.

Although a Phase I ESA is not legally required, without one a purchaser or receiver of a property does not obtain Comprehensive Environmental Response, Compensation and Liability Act (CERCLA) liability protection and likely acquires all legal liability associated with any pre-existing environmental conditions (and contamination) at the property. Because of this, lenders typically require a Phase I prior to a property transaction, as site contamination cleanup expensive can often exceed the value of a property.

This component of the due diligence process is a risk averting no-brainer. However, vulture funds and investors are buying real estate at record low prices and many are relying on outdated Phase I ESAs or not evaluating their environmental risk at all in a rush to get the deal done.

As lenders and buyers are being ever more conservative with their dollar, a proactive approach to this property transaction necessity is advisable. Thus, as sellers and brokers prepare prospective



properties for sale, having a current ESA of their site(s) can only prove to be an advantage and aid in a speedier sales process for all involved parties.



*Cassie Anderson is a Business Development Representative for August Mack Environmental, Inc. in its Indianapolis office. Prior to transitioning to a business development position, Cassie spent the last three years at August Mack as a Staff Scientist specializing in Phase I Assessments, All Appropriate Inquiry Assessments, Transaction Screen Assessments, asbestos and mold surveys, as well as indoor air quality sampling. In her new business development role, Cassie is responsible for prospecting and developing new business for the Property Transaction, Investigation & Closure Services department. Cassie can be reached at 317.916.3151 or via e-mail at [canderson@augustmack.com](mailto:canderson@augustmack.com).*

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