

Delegates Approve 66th CREW Network Chapter

During the recent CREW Network Winter Meeting in Phoenix, Arizona, delegates representing 62 CREW Network chapters unanimously voted, to approve CREW Southwest Florida, Inc. for membership into CREW Network.

CREW Southwest Florida Inc. will serve the Naples area where commercial real estate development continues to be very active. Ellen Goldman, an attorney with the law firm Porter Wright Morris & Arthur is a founding member and the chapter's current president.

President Lynny Osenbaugh, president of Osenbaugh & Associates, Houston, Texas, announced the launch of *CareerZone*, a new section of the CREW Network Web site focused on providing tools to women considering careers in commercial real estate. An important feature of this new site is a series of six professional videos, featuring CREW Network members representing brokerage, finance, investment, law, professional services and development. The videos address what it takes to be successful in these various disciplines, educational requirements, compensation expectations as well as offer "pearls of wisdom" from those who have worked their way up the ranks.

Elevating the status of CREW Network members continues to be a focus. CREW Network is committed to expanding the professional development programming at all council meetings and convention as well as to create more networking and business opportunities. Additionally, through its university outreach agenda, CREW Network is exploring opportunities with universities and colleges to expand awareness of careers in commercial real estate.

To support its goal of serving as a catalyst for change in the commercial real estate industry and as a follow up to its recent industry study, *Minding the Gap*, CREW Network charged its Industry Research Committee with creating a white paper that addresses compensation structures within commercial real estate. This paper is intended to provide an introductory overview to the many compensation structures available within various disciplines and provide additional resources where members can go to independently research compensation. Greater awareness of these options and structures will enable women to better negotiate their next compensation package. This paper will be included in the 2008 CREW Network Membership Directory and Resource Guide scheduled to mail later this spring.

CREW Network continues to elevate the status of the organization by expanding speaking opportunities and establishing partnerships with other leading industry organizations. To date, CREW Network representatives are confirmed to present educational sessions at both the 2008 ICSCS Spring Conference, RECon, and at the 2008 BOMA conference. Additionally, CREW Network will have a marketing presence at these events plus the 2008 ULI Fall Conference.

Delegates received a sneak peek at two of the featured speakers planned for the 2008 CREW Network Convention and Marketplace scheduled for October 15-18 in Houston. Dr. Mark Dotzour, chief economist and director of research for the Real Estate Center and Texas A&M University has been secured for the Thursday luncheon and Tom Peters, best-selling author and expert on business management practices, widely credited with almost single-handedly launching the management guru industry, is confirmed for the Friday opening session. This 2008 Convention will also be the kick-off event for CREW Network's 20th Anniversary celebration, so more surprises await!

Following the council meeting, delegates attended chapter leadership and professional development sessions. The chapter leadership track included interactive presentations on how to conduct strategic planning sessions and how to deliver successful chapter programming. Delegates attending the professional development track received hands on training on how to deliver powerful presentations.

Wrapping up the event, Don Keuth, chairman of the Phoenix Planning Commission provided delegates with a comprehensive overview of the Phoenix commercial real estate market. With Arizona ranking as one of the top five fastest growing states for the last six decades, today it is ranked number one. Its population has already grown by 65 percent since 1990 and its expected to nearly double again in just over 20 years. Keuth described public and private sector investments currently in the pipeline, which total more than \$3 billion. This growth is translating into enormous development potential, making Arizona an area to watch.

A special thank you to the leadership and members of AZCREW for hosting the 2008 Winter Meeting and for providing an insider's look at the commercial real estate potential Phoenix and its surrounding areas have to offer.