



# WNEWS

for Commercial Real Estate Women of Wisconsin

VOLUME 7, ISSUE 3

Summer 2010

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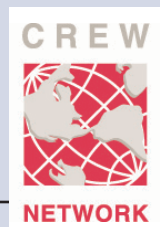
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WCREW is the Wisconsin Chapter of Commercial Real Estate Women (CREW) Network, a premier networking organization, founded in 1989, with 8,000 members in 71 major markets in North America.

### MISSION STATEMENT:

Wisconsin Commercial Real Estate Women (WCREW) helps women in all disciplines of the commercial real estate industry achieve success by providing opportunities to learn, lead, network and do business together.



## President's Message

*Francesca Tenuta  
Harris N.A.*

**Summer 2010 - Leadership is our HOT topic! Let's gear up for the coming year!**

Once again, our newsletter is packed with informative articles for you this quarter. Our focus on the basics this year continues. Our energy is devoted to providing our members opportunities to learn, lead, network, and do business together. Our HOT topic this quarter is LEADERSHIP. Before you read on, allow me to provide you a few highlights.

### Learn

What did we learn over the last quarter?

- Did you complete your CREWbiz profile? CREWbiz is CREW Network's newest business networking tool developed exclusively for CREW Network members. Soon CREWbiz will replace the national hard copy CREW directory. Don't wait: log onto [www.crewnetwork.org](http://www.crewnetwork.org) today to create your profile. Within 15 minutes, you'll be linked to 8,000 trusted connections.

- This year's **CREW Foundation** fundraising raffle is for a "Passionate for Paris" trip. Did you buy your tickets? Last year's raffle winner was a WCREW supporter and Milwaukee area business person. Support the efforts of CREW Foundation and buy your raffle tickets today! Visit [www.crewnetwork.org](http://www.crewnetwork.org) for more information.
- Were you fortunate enough to be in attendance at our annual **Leadership Lunch**? We gathered to honor an impressive list of nominees. When I look at the list of nominees, I find these women have many things in common. They are influential, passionate, collaborative, tenacious, courageous, organized, dependable, innovative...and the list goes on and on. Each nominee is considered a LEADER in this industry, regardless of what stage of her professional career she may be in at this time. We need leaders at every level of every organization!

Who do you consider to be a leader? In my experience over the last 20 years, as I have observed and interacted with so many talented women, including so many impressive women within the CREW Network, I have found the leaders are self starters. They are the women who don't sit back and wait for a task to be assigned to them. They are women who have had the courage to take action even in the face of imperfect information or insufficient direction. They are women who have been willing to challenge the status quo, shake

*(Continued on Page 2)*

### UPCOMING PROGRAM . . .

Tuesday, August 3, 2010, 11:00 a.m. to 8:00 p.m.

**18-Hole Golf Outing**

Broadlands Golf Club, 18 Augusta Way, North Prairie, WI 53153

To register, visit <http://www.wcrew.org/calendar/event/101>

or e-mail Heather Westgor at [heather@wamllc.net](mailto:heather@wamllc.net)

**\*\*SPONSORSHIP OPPORTUNITIES AVAILABLE\*\***



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things up and make things happen. They are women who can put aside their own personal agendas and do what is best, even when no one is looking.

I hope this event inspired EACH of us to do two things (1) seize opportunities to lead in our own lives; and (2) support a woman in the commercial real estate industry whether she is a recent college grad, an up-and-coming career gal working the most challenging deals of her life, a soon to be retiring CEO, or a talented middle manager experiencing a temporary slow period. Take the time to make a connection. You'll be glad you did.

Please find the Calendar of Events in this issue for more upcoming programs.

### Lead

It's nominations time! If you are seeking an opportunity to develop new skills and meet more industry professionals, get involved with our CREW chapter! Once again, we are seeking nominations from the membership to fill open committee chair and Board of Director positions.

Please nominate yourself or another member that you think has great leadership skills, is active in WCREW, and could be an excellent advocate for our organization. Please email our Chapter Administrator, Heather Westgor at [heather@wamllc.net](mailto:heather@wamllc.net) by July 31st with your nominations. Read on for more details.

### Network

Are you ready for some of the best local networking opportunities of the year?

- Are you ready to hit the links? Our **Annual Golf Outing** is planned for August 3 at the Broadlands Golf Club in North Prairie, WI. Registration includes golf, cart, lunch, and dinner. If golf is not your thing, sign up for dinner only. *Deadline to register is July 19th.* Tee time for this 18-hole event is 11:00 am.
- Meet us in San Francisco for the **CREW Network Convention & Marketplace** from October 20-23. The three day experience will be filled with business networking, top industry speakers, economic outlooks, learning excursions, cutting edge educational offerings, professional development sessions and lots of fun. Registration is open at [www.crewnetwork.org](http://www.crewnetwork.org).
- Mark your calendar for October 14 and join

us at our 10th annual **Showcase Awards** program at Discovery World. Stay tuned for more event information.

### Do Business Together

Did a fellow CREW member offer you a referral, a tip, a lead or helpful advice? Did you find a resource in the membership directory? Did you do business with another member earlier this year? If so, we want to hear from you.

Our weekly email blast now has a dedicated member news section, so please send your news to our Chapter Administrator, Heather Westgor ([heather@wamllc.net](mailto:heather@wamllc.net)). Sharing your stories will help you not only promote yourself and your company but also will give you an opportunity to inspire and encourage your fellow members. Remember the power of NETWORK!

Join us for an upcoming event! Thanks in advance to the members who will participate in our nominations process for open 2010-2011 leadership positions. Let's make it another great quarter!

## 2010 MEZZANINE SPONSOR:

## 2010 EXECUTIVE SHOWCASE AWARDS SPONSORS:



## What is CREWbiz and how do I use it?

By Kelly Ugrich  
Forrer Business Interiors

CREWbiz is a new feature developed by CREW Network for your use. Setting up your profile allows you to search for members both locally and nationally, by name, specialty, location and more! Becoming familiar with this feature now will be useful as we work toward a new website format for our chapter, so now is the time to get your profile together and gain access to members only information.

Setting up your profile on [www.crewnetwork.org](http://www.crewnetwork.org) is done in five easy steps:

**STEP 1: REGISTER FOR A NEW ACCOUNT** - Your old CREW login is no longer valid, so you need create a new one.

**STEP 2: LOAD YOUR BIO** - Use key phrases and general information so that you can be found

**STEP 3: LOAD YOUR PHOTO** - It helps to put a face with a name!

**STEP 4: SEARCH FOR MEMBERS** - Whether locally or in other markets, here is where you can find the people you're looking for.

**STEP 5:** Accessing the Members Only Section of [www.crewnetwork.org](http://www.crewnetwork.org) - There is a lot of information available here from Convention information to leadership tips.

Once you log into the National site and click on the CREWbiz logo, there are more detailed instructions and even screen shots of what to do to make your profile complete and more searchable. If there is enough interest, we would consider creating an event to help our chapter members create and use CREWbiz to the fullest.

These are resources created for you and paid for by your dues, so take advantage of them! Please feel free to contact me directly at [kugrich@forrersbi.com](mailto:kugrich@forrersbi.com) if you need some help getting started.



## Calling All Members ITS COMMITTEE TIME!

Members, please watch for a **COMMITTEE CONFIRMATION** form to come your way via email. We would like to confirm the committee you are on and if you would have interest in participating in a different committee in 2010-2011.

Also, if you have interest or believe another member would be a candidate to consider for a chair or co-chair position of a committee, please email Heather Westgor, [heather@wamllc.net](mailto:heather@wamllc.net), with your contact information or the contact information of the member you are nominating **by July 30, 2010**.



## 2010 CALENDAR OF EVENTS

August 3, 2010  
*18-Hole Golf Outing* - Broadlands Golf Club

August 19, 2010  
*Catch a Bite* - BD's Mongolian Grill (Bayshore) MEMBERS ONLY!

September 21, 2010  
*Speaker on Transit System* - MAC

September 15, 2010  
*Catch a Drink* - Bonefish Grill (Brookfield) MEMBERS ONLY!

October 7, 2010  
*Catch a Bite* - Riverfront Pizzeria (Third Ward) - MEMBERS ONLY!

October 14, 2010  
*Showcase Awards* - Discovery World

November 2010  
*Annual Meeting* (Breakfast) MEMBERS ONLY!

November 10, 2010  
*Catch a Drink* - Jo Jo's Martini Lounge MEMBERS ONLY!

November 16, 2010  
*Real Estate Roundtable* - Quarles & Brady

December 2010  
*Holiday Party* - The Domes

December 8, 2010  
*Catch a Bite* - McCormick & Schmick's Seafood MEMBERS ONLY!

December 14, 2010  
*Holiday Party* - Gingrass Art Showroom, Wauwatosa

*Specific dates and locations will be published as they become available and registration forms will be sent out prior to all offerings. Event details subject to change.*

Visit [www.wcrew.org](http://www.wcrew.org) for more information.

## CREW NETWORK CALENDAR OF EVENTS

### 2010 CREW Network Convention & Marketplace

October 20-23, 2010  
San Francisco, CA  
San Francisco Marriott

### 2011 Winter Leadership Summit & Council Meeting

February 10-11, 2011  
New Orleans, LA  
Roosevelt Hotel

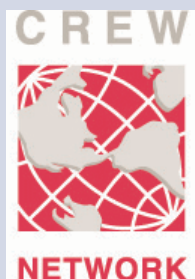
### 2011 Spring Leadership Summit & Council Meeting

June 9-10, 2011  
Las Vegas, NV  
Caesars Palace

### 2011 CREW Network Convention & Marketplace

September 14 – 17, 2011  
Washington, DC  
Gaylord National Resort &  
Convention Center

For more information  
on CREW Network,  
please visit their website:  
[www.crewnetwork.org/](http://www.crewnetwork.org/)



## CREW Network Report

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

#### Denise Kahler

Marketing and Communications Director  
CREW Network

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.

#### 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 entrepre-

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neurships, transaction and deal structures, and more.

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 impor-

tant 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.

## 2010 COMMITTEE CHAIRS

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## Review of WCREW Programs



Speaker: Karen Richards



Speaker: Jennifer Andrews



Speakers Dan McCarthy and Mike Mervis

View additional photos from all WCREW events at <http://www.wcrew.org/gallery/>!

### **HISTORY IN THE MAKING REDEVELOPING DOWNTOWN WAUKESHA**

**April 22, 2010**

*By: Allan Degner, Paul Davis Restoration & Remodeling of Southeast WI*

Wisconsin Commercial Real Estate Women (WCREW) hosted "History in The Making, Redeveloping Downtown Waukesha" at Waukesha State Bank on April 22, 2010. Karen Richards, Executive Director of the Waukesha Improvement Business District, along with Jennifer Andrews, from the City of Waukesha Community Development, addressed a group of about twenty WCREW members and guests.

Richards dispelled myths that it is difficult to navigate the downtown roads from I-94. On the contrary, signage is highly visible during a short drive, parking is ample and furthermore, entertainment options are abundant. The program concluded with a walking tour of downtown Waukesha and highlighted recently redeveloped properties and an array of dining venues. Downtown Waukesha is thriving with 95% retail and 91% office occupancies.

Learn more by visiting, [www.DowntownWaukesha.com](http://www.DowntownWaukesha.com)

### **PABST BREWERY TOUR**

**May 11, 2010**

*By: Julie Lane-Van Meter, Ogden & Company, Inc.*

Recently, WCREW members and several other attendees enjoyed the WCREW-sponsored tour of The Brewery, a redevelopment project on the site of the old Pabst brewery by Joseph Zilber. Tour-goers met at Best Place Milwaukee, 901 W. Juneau Ave. for a brief introduction to the project by Dan McCarthy of Towne Investments and Mike

Mervis of Zilber Ltd. Best Place holds a Pabst memorabilia gift shop and a lovely old restored tavern. A charming courtyard with a statue of Capt. Pabst, original stained glass in several windows and Capt. Pabst's office are there as well. History abounds at Best Place and at the entire site.

The group got inside tours of the old bottling plant (where the introduction to the TV show LaVerne & Shirley was filmed), the old German Methodist Church, several offices now home to businesses such as Inland Group and Cardinal Stritch University, and Blue Ribbon Loft Apartments. Views from the upper floors of some of the office buildings are stunning vistas of the city. During the tour Dan and Mike talked about the development's progress.

The development is considered a sustainable project which includes: preservation of historic buildings, existing building reuse, recycling of construction demolition materials, pocket parks and centralized parking.

After the tour we enjoyed appetizers, beverages and networking at the Best Place Tavern and heard a little more of the history of the Pabst Brewery.

Thank you to WCREW for organizing this interesting tour!



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## **REBUILDING TOGETHER DAY** **May 15, 2010**

By: Nadine Ferreira, J.H. Findorff & Son, Inc.

On Saturday, May 15, 2010 our Ladies of WCREW, their families and friends along with our partners at Wisconsin Women Environmental Professionals (WWEP) and Findorff combined our resources and the result brought together 30+ volunteers at three sponsored houses through Rebuilding Together Greater Milwaukee (RTGM). This was WCREW's third year participating and due to our combined experience and strengths, the organizers of RTGM thought that we could handle three different homes to work at. Hats off to Pam Schaefer who was once again was our fearless Team Leader and to all the volunteers who came out on the 'Rebuild Day'. We started bright and early and I can say with confidence we completed all the tasks we assigned within the one day event! Thank you everyone who turned out, I'm sure the homeowners appreciate the gardening, painting, rebuilding, cleaning, new cabinets, sinks and all the countless other cosmetic and structural changes we've made to help enhance their lives at their home. See you next year!



Members Jessica Dunn and Heather Nelson.

## **LEADERSHIP AWARDS LUNCHEON**

**June 1, 2010**

By: Renee Jacque, Whyte Hirschboeck Dudek S.C.

On Tuesday June 1, 2010, WCREW held its annual Leadership Luncheon Awards at the Italian Community Center in downtown Milwaukee, Wisconsin. The activities kicked off with attendees donating gently used corporate wear for local organizations which assist men and women in their career search. This years co-chairs were Jennifer Devitt and Jessica Jacob. This years award winners included: Lynn Broydrick of The Lynne Broydrick Group, Laura Kleczkowski of Mandel Group Inc., Grace La of La Dallman Architects and Professor of Architecture & Urban Planning at UWM, Kay Clabaut, formerly of The Redmond Group, and Nicole H. Hohnstein of NAI MLG Commercial.

Attending my first leadership luncheon I found it inspiring to see that women involved in real estate area are recognized for their hard work and accomplishments. While balancing the multiple demands in today's fast-paced home and professional lives, these award winners clearly portrayed their passion for what they do, and reminded us that the support networks required to balance each are available. The awards are proof that their hard work is appreciated, and that these women have the respect of their colleagues and other business professionals across the real estate arena.

Congratulations to each of these winners and for their continued success.



Leadership Luncheon Co-Chairs  
Jessica Jacob & Jennifer Devitt



Attendees gathered at the Italian  
Conference Center



Winners: Nicole Hohnstein,  
Lynn Broydrick, Grace La, and  
Laura Kleczkowski.



WCREW President Francesca Tenuta  
presenting Monique Charlier with the  
Habitat Award after the event.

## BECOME A FAN!

WCREW is now on Facebook!  
[www.facebook.com/WCREW](http://www.facebook.com/WCREW).



## Committee Updates

### **COMMUNICATIONS & EDITORIAL ADVISORY COMMITTEE**

*By: Kelly Ugrich, Committee Chair*

The mission of our committee is to maintain organization of the website and email blasts, develop quarterly newsletter editorial content, manage and coordinate media partnerships and facilitate placement of advertising and manage WCREW's public relations and marketing efforts.

#### **The WCREW "brand"**

We are working toward consistent branding for all of our marketing communications and we started with the new e-mail format. We also are hoping to have a new website in the works for 2011 sometime. Please feel free to drop me a line with any questions or concerns at [kugrich@fordersbi.com](mailto:kugrich@fordersbi.com).

#### **Get the Word Out!**

Our committee has taken on the responsibility to post our events and press releases to various media outlets. The team has really pitched in to work together and make sure we have visibility in the market. If you have an event to publicize, please let us know and we can share our media process with you.

#### **CREWbiz**

While we have the local member directory on our site, visit [www.crewnetwork.org](http://www.crewnetwork.org) and click on the CREWbiz logo to create your profile and gain access to all of the "members only" information available to you!

#### **Promoting other events**

Since we try to limit our communications with our members to two emails per week, there is typically quite a bit of information in our emails. If you have an event you'd like to bring to the attention to our members, feel free to use LinkedIn and Facebook (see below)

#### **Link In!**

Don't forget to visit our group on [www.Linkedin.com](http://www.Linkedin.com). This is a members-only group, provided as a benefit to all of you, so let's jump on and start some discussions and sharing information! You can also post jobs and find out current WCREW information there as well.

#### **Become a Fan!**

WCREW is now on Facebook! [www.facebook.com/WCREW](http://www.facebook.com/WCREW) Invite your friends to become fans and stay in touch and be informed. The goal of our presence on Facebook is to increase awareness of our organization, publicize events and gain membership!

#### **Tell us what you're up to!**

Each newsletter and email blast includes news from our members. While we love to hear about deals you're working on, we also what to know what's going on in your personal life, recent accomplishments and what's new and exciting! Please submit any member news to Heather Westgor [heather@wamllc.net](mailto:heather@wamllc.net).

#### **Join the committee**

We meet on the third Thursday of each month at 8:30 a.m. at Forrer Business Interiors, 555 W. Estabrook Blvd, Milwaukee. Please contact me if you're interested in joining us!

#### **Tell us what you think**

As always, since our committee interacts with all of our membership, we are always looking for: input on ways to improve any of our media strategies, contributions to the newsletter (especially member news!) and suggestions for ways to publicize the accomplishments of our membership.

### **GOLF COMMITTEE**

*By: Nancy Brochhausen, Committee Chair*

The 6th Annual Golf event is scheduled for Tuesday August 3rd at the Broadlands. This year we will be enjoying 18 holes! Sponsorships are going fast so anyone wanting to gain exposure for their company and support Habitat for Humanity (this years charity) should sign up quick!

### **PROGRAM COMMITTEE**

*By: Nicole Hohnstein, Committee Chair*

Past programs were the Downtown Waukesha Business Improvement District presentation in April with Karen Richards, executive director and Jennifer Andrews of City of Waukesha Development and the Pabst Brewery Tour in

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May hosted by Town Investments with a tour of a new housing development by Gorman. Both were well attended and very well received.

Coming up in September is a program centering on public transit including Milwaukee to Madison High Speed Rail, the Hoan Bridge, and federal funding for engineering a new transit system, etc. We expect to host a panel discussion over a lunch or breakfast. Details have not been finalized. In November, we are planning a Real Estate Roundtable. Stay tuned for more information in our weekly member emails.

This summer is quiet for programs as we decided to eliminate July and August (August is the golf outing). I should have many more updates for you on our 2011 Sponsorship Drive and upcoming programs for the fall newsletter.

## **SHOWCASE AWARDS COMMITTEE**

*By: Jessica Dunn, Committee Chair*

### **2010 SHOWCASE AWARDS - OCTOBER 14 You're Invited to the 10th Annual Showcase Awards!**

#### **Congratulations to all the nominees of the 2010 WCREW Showcase Awards:**

AB-Data World Headquarters ~ aloft Hotel ~ American Transmission Company Corporate Headquarters and Operations Center ~ Aurora Health Care (Milwaukee, WI) ~ Aurora Medical Center (Town of Summit, WI) ~ Barbara Hochberg Center for Jewish Student Life ~ Bishop's Creek Housing ~ Blue Ribbon Loft Apartments ~ Calstar ~ Culvers Support Center ~ Encircle Health ~ Erehwon Mountain Outfitter ~ Gateway West Sustainable 1, Home of Environmental Systems, Inc. ~ GE Healthcare Regional Distribution Facility ~ Gehl Corporate Headquarters ~ J.W. Speaker Manufacturing ~ Lawrence University Warch Campus Center ~ Marquette University Zilber Hall ~ Milwaukee Community Sailing Center ~ Milwaukee Job Corps Center ~ Milwaukee Public Library Green Roof ~ Northwestern Mutual, Phase II ~ Oconomowoc Arts Center ~ Orthopedic & Sports Institute of the Fox Valley ~ Paul Davis Restoration & Remodeling Operations Center ~ Rogers Memorial Hospital - Herrington Recovery Center ~ Saint Elizabeth Heart Pavilion ~ Tapco World Headquarters ~ The Park at 1864 ~ The Shoppes at Fox River ~ Travel Guard Corporate

Headquarters ~ United Methodist Children's Services - Washington Park Apartments ~ University of Wisconsin - Whitewater College of Business and Economics Timothy J. Hyland Hall ~ Veterans Terrace at Echo Lake ~ Vince Lombardi Charitable Funds Healing Garden and the Agnes and Morland Hamilton Healing Conservatory ~ Waukesha Public Library - Children's Department ~ Wisconsin Department of Transportation, Rest Areas 11 and 12

Reserve your table today and join the nominees and winners in celebrating excellence in Wisconsin's real estate development community. The event will be held on Thursday, October 14th at Discovery World. There are several options available for sponsorship and ticket purchase.

**Corporate Table Sponsor:** Opportunities are unlimited; \$1,500 provides you with reserved seating for ten, table signage, and company name in the event program, media presentation, and the WCREW year end newsletter.

**\*\*NEW SPONSORSHIP\*\* Supporting Non-Profit Organization Sponsor:** Opportunities are limited to one Supporting Sponsorship per organization; \$750 provides another real estate organization with reserved seating for ten, table signage, and the organization's name featured in event program.

**Networking Sponsor:** Limited to two sponsors; \$500 provides you with table signage during the two Networking Hours and company name featured in the media presentation

**Individual Ticket:** WCREW members pay \$45 and tickets for non-members are \$85

This year's event will feature two networking hours beginning with cocktails and networking at 5:00 PM, followed by dinner and the awards program at 6:00 PM, and our additional dessert and networking hour at 7:30 PM.

Please RSVP by October 7th through our website: <http://www.wcrew.org/calendar/event/showcase-awards>, or by contacting Patty Fenstad at [pfenstad@aol.com](mailto:pfenstad@aol.com).

Discovery World is located at 500 North Harbor Drive in Milwaukee. For directions, please visit: [www.discoveryworld.org](http://www.discoveryworld.org).

## WCREW Board of Directors - Call for Nominations

### DIRECTOR POSITIONS FOR 2010-2011 THREE OPEN POSITIONS

It's nominations time! Once again, we are seeking nominations from the membership to fill the three open Director positions we will have on the board for the coming year. The structure of the board is set up as follows: there are eleven voting members with seven Directors and four Officer positions.

The seven Directors act as the liaisons to the various committees and serve a three-year term. Directors act as voting members on the board and are active in setting goals and advocating for the organization. To qualify as a Director on the Board, members must be in good standing for at least two years, have actively served as a chair or co-chair of a committee and be able to serve the full term.

The Officer positions are Secretary, Treasurer, President-Elect (Vice President) and President. The Officer positions are determined by the Nominating Committee which is made up of the current President-Elect, President and Past President. To qualify for an Officer position, members must have served on the Board for at least two years.

If a Director transitions into an Officer position in their third year, they are able to participate on the board as a voting member up to a five-year limit. Directors and Officers cannot serve on the board as a voting member for more than a five year term. After five years of service, the member retires from the Board but continues service to the organization in other capacities.

The board meets monthly and is responsible for hosting the annual meeting each year. The board members are also required to attend at least one strategic planning/transition meeting and a certain number of programs and events each year. Attendance is required at annual Leadership Lunch, Showcase Awards and Golf outing.

For the coming year we are seeking three Director positions to join the following Board members who will remain on the Board to serve out their term and/or move into Officer Positions. The Board members who will continue to serve are shown below.

Ann Richmond  
Jennifer Devitt

Crystal LaPlante  
Jessica Dunn

Lora Strigens  
Patricia Fenstad

Kelly Ugrich  
Nicole Hohnstein

**Thank you to the members who will be retiring from the WCREW Board this year. More specifically, we thank Heather Turner Loth, Melissa Rudolph and Jennifer Zizzo for their leadership and service. In compliance with chapter bylaws, Francesca Tenuta, as Past President, will remain active but as a non-voting Board member.**

Please nominate yourself or another member that you think has great leadership skills, is active in WCREW, and would be an excellent advocate for our organization. Please email Heather Westgor at [heather@wamllc.net](mailto:heather@wamllc.net) **by July 30th** with your nomination for any or all of the open Director positions.

In your response, for each nominee, please include specific examples that convey sphere of influence in the commercial real estate industry, strategic thinking, fundraising ability, leadership skills, and a commitment to CREW Network, as well as our Wisconsin chapter, WCREW.

Please be sure your comments reference actual and specific leadership examples. Your thoughtful comments are greatly appreciated. All comments received are treated as **confidential**. Please remember that **"campaigning" by or for particular candidates is prohibited**; however, passing on specific experiences and thoughtful comments is encouraged.

All nominations will be accepted and reviewed by the Nominating Committee. The candidates for the Director positions will be presented to the Board by the Nominating Committee and voted on at the September board meeting. The new Board of Directors will be presented in October and the new Board of Directors will begin work in November 2010.

We look forward to your nominations. Thank you for your participation. Your input will help us work together as a chapter to select the most effective team to lead WCREW into the future.

## Candid Conversation

Ann Richmond

By: Heather Baylor  
Park Bank



**Name:** Ann Richmond  
**Company:** Daily Reporter Publishing Company  
**Title:** Vice President & Publisher

Ann currently oversees the publishing of three newspapers/magazines - The Daily Reporter, the Wisconsin Law Journal, and Wisconsin Builder. She is responsible for leading the management team, including those in sales, editorial and circulation. The Daily Reporter and Wisconsin Builder provide information about the commercial construction industry, such as reporting bid winners of public projects, public notices, and current bidding opportunities. The Wisconsin Law Journal provides legal news as well as reports on recent verdicts and settlements.

Ann graduated from UW-Madison with a Bachelor of Arts in Journalism. She has been with the Daily Reporter since 1992 and was promoted to publisher six years ago. Ann considers becoming publisher one of her most rewarding professional accomplishments. She had not intended to take her career in this direction, but she had a great mentor who guided her down this path. She enjoys her current position and career in publishing.

Ann joined WCREW five years ago as a way to make business connections, especially since she was new to the position of publisher. She immediately felt welcomed and supported by the

members of WCREW. Ann enjoys and values the many connections she has made, both business and social. She is a strong advocate of WCREW and has been on several committees. She encourages everyone to be active, not only by attending events, but also by joining committees and/or the Board. "Everyone should take ownership, as they have an investment in the group. WCREW offers a resource of connections, and is especially beneficial to those just starting out in real estate."

Ann lives in New Berlin with her husband, Tim, and their black lab named Rambo. Rambo is a rescue dog, and according to Ann, he's not very bright. In that regard, he takes after his namesake. In her spare time, she enjoys spending time at their cottage in Rhinelander. Her past, and probably unknown hobby, included training and showing horses. Ann also likes to golf, but agrees she may not be the most accurate off the tee. She recalls "shanking" her drive on the tenth hole at a past charity outing and watching it sail toward the parking lot. She could not find her ball and played on. Upon completing the round and returning her clubs to her car, she noticed her front windshield was shattered. She finally found her ball - under her own black Passat.

### Editorial Note:

*I enjoyed my interview with Ann, even though she stated early on "I don't like numbers, I like words." It made me wonder about the wisdom of a banker writing an article about a journalist. Hopefully, I have not committed any journalistic faux-pas, such as "burying the lead". In any case, not only did I get to know Ann better, but I learned a valuable lesson: At WCREW's August 3 golf outing, I will be parking far, far away from her.*

## EMAIL YOUR PRESIDENT

In response to your feedback, we have created a new feature called "Email Your President."

Send your comments, suggestions, and ideas to Francesca Tenuta at [email.francesca@wi.rr.com](mailto:email.francesca@wi.rr.com).

Francesca has three questions for you to consider: think them over and drop her an email with your thoughts. Your feedback is important, and she will share your responses with the leadership team and with all of our readers in a future issue.

- (1) What was your favorite WCREW memory from 2009?
- (2) What is WCREW's brand?
- (3) Who should be nominated for 2011 chapter leadership team (President Elect, Board Director, or Committee Chair)?

## WCREW WEBSITE

The website is up and running at [www.wcrew.org](http://www.wcrew.org). All members should have received a username and password. If you have any comments or problems accessing the site, please contact Heather Westgor at [heather@wamllc.net](mailto:heather@wamllc.net) or 414-755-3365.

## VOLUNTEERS

If you enjoy writing and would like to join the newsletter team, please contact Heather Westgor at [heather@wamllc.net](mailto:heather@wamllc.net) or 414-755-3365.

## COMMITTEE WORK

Are you interested in joining a committee? Committee work is a great opportunity for personal and professional development. Please contact your favorite committee by reaching out to the Committee Chairs listed on Page 5.

## Get to Know Our New Members!

**Name:** Heather Baylor

**Company:** Park Bank  
**Title:** Vice President,  
Commercial Banking

**Education:** Bachelors of  
Business Administration  
(finance), Eastern Michigan University

**Family:** Single

**City of Residence:** Menomonee Falls

**Hobbies and Interests:** Boating, playing  
softball & volleyball, attending sporting  
events, traveling

**How did you get into the industry?**  
When I assumed a commercial banker role at Park Bank, I inherited a couple of existing relationships, one of which was with a real estate developer. I enjoyed the relationship and expanded my network in that area until I had several customers in the industry.

**Why WCREW?** I already had several contacts who were in this organization and who had encouraged me to join. It's a broad group of individuals, despite the common industry, and it provides the opportunity to learn from others and network.

**Who or what in your life would you say influenced you most with your career objectives?** Our CFO has been a great mentor and supporter of my career at the bank, and encourages me to evaluate opportunities I might not usually consider. Overall, though, mom was the best mentor regarding my career. She died several years ago, but whenever I struggle about what I want to do, or whether I should make a change, I know she'd say "Just



make a decision. It will always be the right one."

**What was the most challenging moment in your career?** Calling our President to inform him that I scraped the side of his car when leaving the parking lot. Luckily he laughed. **How did you get it resolved?** I believe he got a new car.

**Name:** Allan Degner

**Company:** Paul Davis  
Restoration &  
Remodeling

**Title:** Marketing & Client  
Relations

**Education:** University of Wisconsin,  
Oshkosh

**Family:** Black lab, Riley

**City of Residence:** Oshkosh & Milwaukee

**Hobbies and Interests:** Travel, entertain-  
ing, wine, cards (Gin Rummy), gardening,  
boating and interior design

**How did you get into the industry?**  
Networking and ultimately a friend and  
business contact at the Chamber of  
Commerce

**Why WCREW?** WCREW is a dynamic  
organization that proves to be welcoming  
to new faces, highly professional and  
offers positive energy with various social  
experiences.

**Who or what in your life would you say influenced you most with your career objectives?** A former boss and my now very good friend Mary who has served as a mentor since early in my career; she always encourages me to be my best in both my personal and professional life. Mary continues to encourage me to set challenging goals and expand my hori-



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zons. She is often my inspiration and I find myself thinking, "What would Mary do?" It is often the direction I proceed and experience extraordinary results.

**What was the most challenging moment in your career? How did you get it resolved?** Recognizing when it is appropriate to be patient (wait) from times when it is fitting to push (demand) results. Stepping aside to appreciate that a little progress is better than nothing at all or retracting progress is a learned talent. Excitement in careers comes from recognizing progress. When one feels like they are progressing in life that is when they feel happy and excited. Most importantly, recognizing it is important to set a new goal after achieving previous goal is most encouraging and brings with it stimulating results.

**Name:** Alicia Kopp

**Company:** M&I Bank

**Title:** Vice President

**Education:** University of Wisconsin-Madison - School of Business (BBA, 2001)

**Family:** Husband, Ryan Kopp

**City of Residence:** Elm Grove, WI

**Hobbies and Interests:** Cooking, reading, running.

**How did you get into the industry?** I worked for a bank in Chicago right out of college and as a credit analyst worked on various types of transactions, including commercial real estate. After working as an analyst for a few years, was permanently placed in commercial real estate, which is where I have been focused ever since.

**Why WCREW?** It is a great way to connect and network with other women in the

same industry.

**Who or what in your life would you say influenced you most with your career objectives?** Former and current managers/mentors

**What was the most challenging moment in your career? How did you get it resolved?** Relocating from Chicago to Milwaukee and starting a new job at a different bank in late 2008, just as the economy was taking a turn for the worse. I have and continue to work very hard to establish myself and rely on past experiences to weather the challenges in both the banking and commercial real estate industries.

**Name:** Marsha B. McNeil

**Company:** Ogden & Company

**Title:** Property Manager

**Education:** Patricia Stevens Career College (Public Relations)

**Family:** Single, 16-yr. old son (Ian)

**City of Residence:** Wauwatosa

**Hobbies and Interests:** Reading, Gardening, Wine Clubs

**How did you get into the industry?** While working in the development department at MGIC, I was asked to be the administrative assistant to the new property manager at RREEF Management Co. at 250 Plaza. From that position moved my way up to Assistant Property Manager, to Property Manager, etc. My 26 years of experience in the industry have all been "hands-on."

**Why WCREW?** No exact reason, other than I was asked by my current supervisor if I would be interested in becoming a



## WELCOME NEW MEMBERS

(From April 8, 2010 - July 9, 2010)

Allan Degner  
*Paul Davis Restoration & Remodeling*

Heidi Delsman  
*Mandel Group, Inc.*

Judy Fuller  
*Pinnacle Realty, Inc.*

Jennifer Green  
*Commercial Realty Advisors*

Alicia Kopp  
*M&I Bank*

Marsha McNeil  
*Ogden & Company, Inc.*

Heather Nelson  
*Spring Bank*

WNEWS is a quarterly publication of Wisconsin Commercial Real Estate Women (WCREW).

For membership information, please visit [www.wcrew.org](http://www.wcrew.org) or contact WCREW Executive Director, Heather Westgor, at 414-755-3365 or [heather@wamllc.net](mailto:heather@wamllc.net)

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## DO YOU HAVE NEWS TO SHARE?

Please send your member news and company announcements for publication in our next newsletter to [heather@wamllc.net](mailto:heather@wamllc.net). Have you recently achieved a professional milestone, such as a promotion, job change, distinguished honor, professional award, elected office, public speaking engagement, industry designation, recognition in an industry publication or other professional accomplishments? Any corporate announcements from your company to share, such as new business, recent deals, new office locations, merger or affiliation announcements, project awards, industry conference presentations, or other significant business activities? Have you worked on a local project with another WCREW member? Have you recently worked on a project with a CREW member from another chapter? Any personal good news or announcements to share? We welcome your news and look forward to hearing from you!

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member. I feel that I am a very strong individual, with many years of experience & knowledge in the industry that I can share with others.

**Who or what in your life would you say influenced you most with your career objectives?** One of my previous bosses, Marcia Stenman, was a great resource to me in learning the business and helped me grow in each position that I held. She always allowed me to take on more responsibility, which in turn allowed me to continue to learn about commercial property management.

**What was the most challenging moment in your career? How did you get it resolved?** When the market took a downturn in late 2008 I found myself out of the business with no prospects in site at the time. I took some time to determine what I wanted to do with the "rest of my life", and came to the realization that commercial property management is where I belong and landed at Ogden & Company!

**Name:** Heather Nelson

**Company:** Spring Bank

**Title:** Senior Vice President

**Education:** BBA at UW- Madison, MBA at UW- Milwaukee

**Family:** Husband - Ihsan Atta

**City of Residence:** Brookfield

**Hobbies and Interests:** Anything Sports related both watching and participating, cooking, gardening, and going out to eat.

**How did you get into the industry?** I have been working in the banking industry almost 20 years since I graduated from Madison. My first job was at First Wisconsin Bank (a/k/a US Bank) as a management trainee.

**Why WCREW?** I meet with Nicole H. Hohnstein as a recommendation from one of my colleagues at Spring bank regarding WCREW opportunities. After I met with Nicole and went to the first meeting, I felt that it would be a benefit to me and my company to be a member.

**Who or what in your life would you say influenced you most with your career objectives?** The work ethic that my parents instilled in me.

**What was the most challenging moment in your career? To work with a start-up bank in all facets of the bank even those that I was not previously familiar with. How did you get it resolved?** Rolled up my sleeves and started working and put in a lot of time at the office.

## Member News

**Kindness Architecture** has been certified as an MBE firm in the State of Wisconsin with project experience in new construction, remodeling, adaptive re-use, historic preservation and multi-phased projects.

**Heather Turner Loth** is involved in an interesting project. Riteway Bus Service has begun development of its solar-powered charging station, to be funded by the Wisconsin Clean Transportation Program. When the station goes operational at Riteway's Oak Creek facility later this year, it will use the power of the sun to charge the batteries of the plug-in hybrid school buses that Riteway is purchasing with the help of the Wisconsin Clean Transportation Program. This is one of the most unique and innovative programs being funded through the National Clean Cities Coalition by the Department of Energy.

**Patty Fenstad, CFP** was named a 2010 FIVE STAR Wealth Manager in the July issue of Milwaukee Magazine. She has 26 years of guiding her clients during times of asset decision making, tax planning and wealth transfer to achieve the goals and objectives of their current and future lifestyle. Visit [www.pattyfenstad.com](http://www.pattyfenstad.com).