



crewNEWS

CREW San Diego Quarterly Newsletter

Issue 4 | Winter 2013

Congratulations to the 2014 Board of Directors!

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Douglas Allred Co.



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JACKIE ISIDORE (FORMERLY HAILEY)
Johnson & Jennings
General Contracting



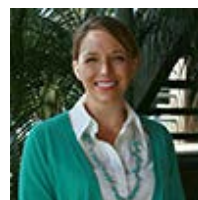
1st Vice President – Membership
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Ferguson Pape Baldwin
Architects



2nd Vice President – Sponsorship
LORI ANN STEVENS
Turner Construction



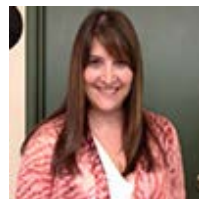
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National Delegate
ALLISON BEALL
Pacific Building Group



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KELLIE HILL
CBRE

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kellie.hill@cbre.com

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shu@dac-usa.com

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Johnson & Jennings
jhailey@johnsonandjennings.com

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 Unisource Solutions
abenge@unisourceit.com

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sussteele@deloitte.com

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Lori Ann Stevens
 Turner Construction
lstevens@tcco.com

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Amanda Seimer
 Unisource Solutions
achandler@unisourceit.com

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Jill Hogan
 West Coast Retail Management
jhogan@wcretail.com

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 The Miller Hull Partnership
amauer@millerhull.com

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Allison Beall
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abeall@pacificbuildinggroup.com

IMMEDIATE PAST PRESIDENT

Tiffany English
 Ware Malcomb Architects
tenglish@waremalcomb.com

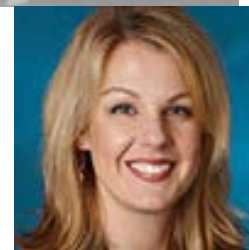
CHAPTER ADMINISTRATOR

Erika Chaker
 Phone: 858.525.1563
 1201 Wakarusa Drive, Suite D
 Lawrence, KS 66049
crewsd@crewnetwork.org
erika.chaker@outlook.com

IT'S NOT TOO LATE TO

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President's Message



KELLIE HILL
 2013 CREW San Diego
 President

The end of the year is a time to breathe, reflect and look forward to the next year. It is truly my favorite time of the year, as I get to take a few moments to digest what has occurred in the year, reflect on the things and moments that I am thankful for, as well as moments that I wish I could change or do over if given the chance. As I look back at the year, there is a resounding theme of one aspect of my life, and that is the true joy that I had in being the President of CREW San Diego. This was a year of records; record attendance at events, record membership, record sponsorship and record charitable giving by the chapter to CREW Foundation. None of this would have been accomplished without an incredible and talented Board of Directors and Chapter Administrator. We all have these women to thank for staying steadfast to the organization and the mission, and continually putting forth their best efforts to make it the success it is today. Though I happily look back on the success of 2013, I also eagerly look forward to 2014. I cannot wait to see what CREW San Diego and the membership can accomplish tomorrow that will outshine 2013. I am excited and impatient (no shock to many of you) to find out.

I thank you for this tremendous opportunity to be a part of CREW and serve as your President and I hope that you too had a superb year in your personal and professional endeavors. CREW San Diego is a very special organization and I will cherish this past year for many, many years to come.

Have a wonderful Holiday Season and I look forward to seeing you in the future!

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CREW San Diego Done Deals

Project	CREW Members
Entropic corporate office	ID Studios, Kilroy Realty
Renovate America Tenant Improvement	Commercial Builders, The Irving Group
Nexus DX	Commercial Builders, Ware Malcomb
Carmel Valley Plastic Surgery Center	Ware Malcomb, Unisource Solutions, Ulrich Artscaping, Jones Lang LaSalle Americas
High Moon Studios	CRESA, Ware Malcomb, Unisource Solutions, Ulrich Artscaping
ATA Engineering	Ware Malcomb, CRESA, Kilroy Realty

BECOME A 2014 CREW SAN DIEGO SPONSOR!

Sponsor benefits include:

- Year-round Recognition
- Complimentary Tickets to Luncheons
- Ad Space
- Special Event Passes
- Golf Tournament Tickets
- A description about your company and web link in an issue of our quarterly newsletter

Annual Sponsorships Offered:

- Platinum Sponsor: \$4,000
- Gold Sponsor: \$3,000
- Silver Sponsor: \$2,000
- Bronze Sponsor: \$1,500
- Program & Event Sponsorships Available!

Please contact [Lori Ann Stevens](#) for more information or download sponsorship information [here](#).

We would like to take this opportunity to thank our annual sponsors for all of their support throughout the year. Your contributions make it possible for the foundation of CREW San Diego to flourish as one of San Diego's premier local and national commercial real estate organizations.

CREWBIZ

MEMBERS:
Set up your CREWBiz profile NOW to be entered in our quarterly gift card drawing.



Give us 15 minutes and we'll give you 8,000 trusted connections!

WHAT IS CREWBIZ®?

CREW Network's online business networking tool developed exclusively for CREW Network members.

ATA Engineering	Ware Malcomb, CRESA, Kilroy Realty
VACO	Ware Malcomb, Unisource Solutions
Regents Row Exterior / Interior Renovation	Dowling Construction, Ware Malcomb
OPH Exterior Renovation	Pacific Building Group, Ware Malcomb
Mission Federal Credit Union Carmel Valley Branch	Ware Malcomb, BYCOR, G/M Business Interiors
Mission Federal Credit Union Encinitas Branch	Ware Malcomb, Johnson & Jennings, G/M Business Interiors
Rady Children's Hospital Administrative Offices	Ware Malcomb, Johnson & Jennings
San Diego Endoscopy	Pacific Building Group, Ware Malcomb, Jones Lang LaSalle Americas
CSA World Travel Protection	Ware Malcomb, BYCOR, Jones Lang LaSalle Americas
Brookfield Homes	Ware Malcomb, Cassidy Turley, Prevost Construction
Quidel	Ware Malcomb, Prevost Construction
Qualcomm BC/BD Master Plan	Miller Hull, Qualcomm
La Jolla Institute for Allergy & Immunology Lab buildout	Ferguson Pape Baldwin Architects, Project Management Advisors
Sanford Burnham Medical Research Institute	Ferguson Pape Baldwin Architects, Project Management Advisors
Cymer Café	Ferguson Pape Baldwin Architects, Unisource Solutions

Didn't see your CREW San Diego Done Deal?

Please contact **Jill Hogan**, jhogan@wcretail.com to be included.

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Member News



Judy Hoffman

Trigild

JUDY HOFFMAN OF TRIGILD WINNER OF WOMEN WHO MEAN BUSINESS

Congratulations to **Judy Hoffman** of **Trigild** for being selected by the *San Diego Business Journal* as a winner of its 2013 Women Who Mean Business Award! Judy was one of thirty women honored out of 160 finalists. The award recognizes women for their contributions to San Diego's corporations, nonprofit organizations and social service agencies as well as their achievements as guardians of San Diego's

families, environment and wellbeing.

Increase your visibility and business networking to 8,000 professionals across North America looking to do business in your area – looking to do business with you!

CREW SAN DIEGO WOULD LIKE TO WELCOME OUR 4TH QUARTER NEW MEMBERS

Welcome to CREW San Diego! We invite you to join a network of commercial real estate professionals committed to educating and advancing women in the industry. If you haven't already, please take advantage of the many programs and events the chapter offers. To get connected, contact any one of the board members listed for more information. Again, welcome and we look forward to seeing you soon!

Heidi Becker
Voit

Debbe Damron
White Construction

Melissa Foster
CBRE

John Frager
CBRE

Catharine Hughes
Ware Malcomb

Jaclyn Karcher
Voit

Cecilia Kucharski
Balfour Beatty Construction

Hallie Putterman
Patcraft

Nancy Young
White Construction

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Bree Tsaniff

*Partner, SWS
Engineering*

BREE TSANIFF OF SWS ENGINEERING PROMOTED

Congratulations to **Bree Tsaniff** of SWS Engineering, Inc. who was recently promoted to partner at the firm. She joins Michael Schweitzer, P.E. – CEO and Tracy Santucci, P.E. – V.P. of Engineering, in the ownership group. Bree has been with SWS Engineering since 2007 and has been instrumental in helping the firm's expansion with new customers and new markets.

Bree currently serves as the SMPS San Diego Professional Development co-chair, has been on the SMPS Board of Directors since 2008, the Membership

Committee for the BIA, is involved BIA's yGEN, the membership committee for the San Diego Housing Federation, the Marketing Committee for CREW San Diego, the Health Care Committee for AIA San Diego, the Fundraising committee for the Boys and Girls Club of San Marcos and has enough energy to raise two very cute four year old twin boys.

As the Vice President of Business Development Bree will be overseeing the marketing efforts of the firm. Bree's many duties will also include coordinating with existing and future clients to make sure that SWS Engineering continues to provide the high level of service and communication that has differentiated SWS Engineering, Inc. from other firms. Congratulations to Bree!



Jackie Isidore

*Johnson & Jennings
General
Contracting*

JACKIE ISIDORE (FORMERLY HAILEY) NAMED FINALIST IN SAN DIEGO BUSINESS JOURNAL'S EMERGING GENERATION AWARDS

Congratulations to **Jackie Isidore** (formerly Hailey) of **Johnson & Jennings General Contracting** for being named a finalist by the San Diego Business Journal for its [2013 Emerging Generation: 25 In Their 20s Award](#)! The award recognizes a new class of the best and brightest young leaders that is emerging and on the leading edge

in their occupations. These are young dynamic professionals who make significant career achievements and have demonstrated social responsibility. A well deserved nomination!

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Membership Renewal



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CREW SAN DIEGO'S 2013 LEGACY MEMBERS

2013 LEGACY MEMBERS:
(joined 2009 and prior)

Allison Beall
 Anne Bengé
 Dana Bessenecker
 Tara Burns
 Susan Couch
 Debbie Curtis
 Christy Daly-Pranzo
 Deborah Davidson
 Tiffany English
 Bre'an Fox
 Linda Greenberg
 Lisa Gualco
 Terry Hall
 Kellie Hill
 Jill Hogan
 Jackie Isidore (formerly Hailey)
 Carly Kurkiewicz
 Desiree Kay Lawn
 Marilyn Mattson
 Amber Mauer
 Johanna Metz
 Sonia Miró
 Amy Morway
 Mike Raring
 Angela Rauzi
 Jennifer Shumaker
 Rose Silverwater
 Lindsey Smith
 Annalena Thompson
 Ginny Uyeno-Bridy

Legacy Members are those who have been a part of CREW for five (5) years or more and receive extra membership benefits. Please contact [Tiffany English](#), Immediate Past President, for more information.

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CREW SAN DIEGO 2013 ANNUAL SPONSORS

Platinum:



Good & Roberts Inc.
 general contractor ca lic.# 377551

30th Anniversary Leadership Event

Here's to another successful CREW San Diego event! Thank you to those who attended as well as to our event sponsors: **CBRE**, **Unisource Solutions** and **Kilroy Realty** for helping make this event possible. The programs committee did an outstanding job of putting together such a memorable event in celebration of our chapter's 30th anniversary! [Click here for more information on the event.](#)



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Annual Gold Sponsor Spotlights



CASSIDY TURLEY

Cassidy Turley is a leading commercial real estate services provider with more than 3,800 professionals in more than 60 offices nationwide. With headquarters in Washington, DC, the company represents a wide range of clients—from small businesses to Fortune 500 companies, from local non-profits to major institutions. The firm completed transactions valued at \$22 billion in 2012, manages approximately 400 million square feet on behalf of institutional, corporate and private clients and supports more than 23,000 domestic corporate services locations. Cassidy Turley serves owners, investors and tenants with a full spectrum of integrated commercial real estate services—including capital markets, tenant representation, corporate services, project leasing, property management, project and development services, and research and



UNISOURCE SOLUTIONS

Gold:



Silver:



DOWLING CONSTRUCTION

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Bronze:



IN-KIND Sponsors:



consulting.



At the national level, Cassidy Turley has committed significant resources and is actively involved with CREW Network through various different educational programs and events. As part of the implementation team, Cassidy Turley played an active role in the development of the "Bridging the C-Suite Gap" national mentor program. Currently in its third year, the program selects ten to twelve women who have the potential to be in the C-Suite and matches them with women who have served in the C-Suite of companies within the industry.



Locally, Cassidy Turley continues to expand and is excited by the additions of Property Management as well as Project and Development Services. The Property Management team has grown to a group of 25 real estate specialists and maintenance professionals, 18 of which are female. Exponentially expanding its portfolio, Property Management now has more than 5 million square feet in assets locally and 28 million square

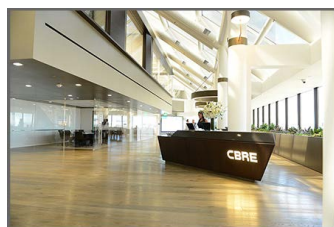
feet regionally in California and Arizona. Throughout the five Southern California offices in San Diego and Irvine, Cassidy Turley has over 60 female associates and strives to be an attractive place to work in the real estate industry.

Cassidy Turley is a proud sponsor of CREW and supports the efforts to educate and promote female professionals in the commercial real estate industry.

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CBRE CBRE

Most people familiar with commercial real estate know CBRE. With 37,000 employees and more than 300 offices worldwide, we are the world's largest commercial real estate services and investment firm. What many people don't see are some of the industry leading initiatives and programs CBRE offers. It might seem impossible for a company so large to make drastic and industry leading change; but we are proving otherwise. Recently, CBRE has taken the office market by storm and is leading the way for its clients with the "Workplace360" initiative, dramatically changing how we work and collaborate with one another.



In September, CBRE moved its Downtown LA office and global Corporate Headquarters creating one of the company's first "Workplace360" offices in the United States. "Workplace360" is CBRE's Alternate Workplace Strategy initiative, which maximizes employee collaboration and productivity through technology, space utilization, sustainability, mobility and enhanced flexibility. These new

offices are designed to support the way CBRE employees work today and in the future, and to reflect the strategic advice that CBRE is increasingly providing to its occupier clients.

A CBRE Research study showed that on average, offices and cubicles are only occupied 48% of the time, which means there is tremendous opportunity for enhanced



CREW San Diego is a chapter of [CREW Network®](#)

CREW SAN DIEGO SUPPORTS:

[CREW Network Foundation](#) was



incorporated in 1998 as the 501(c)3, philanthropic arm of [CREW Network](#) and continues to stand as the sole foundation dedicating its resources towards building opportunities for women and girls in commercial real estate. In collaboration with CREW Network, CREW Network Foundation implements and supports a Career Outreach Agenda which cultivates our future Network leaders through participation in a continuum of educational outreach, scholarship and mentoring programs built to introduce the commercial real estate industry to female high school students while connecting female college students and entry-level career women to the resources, support and network they need to gain financial independence and economic self-sufficiency through a successful career in the commercial real estate industry.

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FIND CREW SAN DIEGO ON YOUR FAVORITE SOCIAL NETWORKING TOOLS:

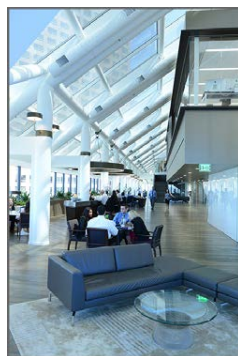


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space utilization. In our new LA space, we've gone 100% free address, meaning no assigned desks or offices, (including for management and top producers). The result is that we are now leasing 10% less space with room for 25% more people. CBRE currently has more than 20 "Workplace360" offices in development. Though the cost savings and increased efficiencies are significant, they are not as meaningful as the cultural change this move has ignited in our company. This is not simply about driving efficiencies – it's about building a more collaborative, mobile and healthy environment. In San Diego, we are in the planning stages for our Downtown, Carlsbad, and UTC offices and are excited about our future!



Another important CBRE initiative is our Women's Network which is gaining exponential participation. This group gives women throughout the company a forum and opportunity to connect and encourage each other both professionally and personally.



From the grassroots beginning in 2000, The Women's Network started at an informal breakfast meeting involving 35 female professionals from across the United States and has since developed into a dynamic and diverse group of more than 1,600 members and growing. One of the most exciting programs developed by the Women's Network is the new EMPOWER mentoring and professional development program. EMPOWER is a nine-month program which includes seminars, mentor/mentee meetings and executive sponsor exposure. At the heart of the Women's Network is the Field Delegate program which promotes learning and development at the local level. Delegates not only plan

networking and team building events, but strive to support recruiting and retaining female talent. The Women's Network brings together a cross section of individuals throughout the company who are not only united in a common set of ideals, but also in making CBRE the best place to work, not just for women, but for everyone.

It's exciting to see CBRE continue to embrace change and lead the industry in important progressive areas. The CREW network is a valuable partner to CBRE promoting professional women and making an impact within our community.

CBRE
[858-546-4600](tel:858-546-4600)
www.cbre.com/sandiego

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PACIFIC BUILDING GROUP

PACIFIC BUILDING GROUP

Pacific Building Group is a local, San Diego general contracting company with a reputation for quality construction and

lasting relationships. PBG has earned the trust of small and large companies alike, including Sony, Callaway Golf, Sharp Healthcare, Northrop Grumman, Kilroy Realty and many more. As builders, and not just managers, the firm's hands-on approach creates value for clients in all phases of construction. Pacific Building Group relies on professional management along with its own well-trained team of drywall and framing laborers, and seamless coordination

with local qualified subcontracting firms, to successfully execute construction projects of all types. Additionally, Pacific Building Group provides specialized expertise in the construction of highly technical facilities, including data centers, dry and wet labs, laser technology, hospital renovations and more. In the past 10 years, PBG has completed more than \$250 million dollars in tenant improvements and more than \$200 million in ground-up projects.



Pacific Building Group has been a member of CREW for over 10 years and the relationships that have been formed within the membership have been a fundamental cornerstone in the company's growth and success. CREW has provided a platform for gaining market knowledge, building deeper relationships that lead to regular referrals, and personally developing key leadership skills. The intangible value of CREW is demonstrated throughout the diversity of the membership that encompasses all real estate sectors and varying levels of seniority within each field – each member offering something unique to help one another to succeed.



PBG has recently completed or is under construction on some key projects with other CREW members including: CA Veterinary Specialists, ViaSat Café, Santarus, KCDM2, Seaview Corp Center, One Pacific Heights and One Technology Place.

As a current Board Member, Allison Beall, Director of Business Development for PBG, recognizes the value of CREW within the local market and within her own firm. The organization provides a platform for women to develop a strong peer network of other like-minded professionals and has distinguished PBG as a leader in building long-standing relationships with other real estate partners.



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Annual Wine Tasting Event at The Grand Del Mar

MASTER SPONSORS:

G/M Business Interiors
Herman Miller

Right: Honoring the fabulous CREW San Diego Presidents – past and present.

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Ulrich Artscaping

FOUNDATION



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Ives Insurance
Clean Earth Restoration
Kilroy Realty
CBRE
BYCOR
Reprohaus
Rudolph & Sletten
57 Degrees
Miramar Sign Works
Douglas Allred Company



Left: Another great turnout!



Right: Good friends and great wine!



Left: Marilyn Mattson of G/M Business Interiors, Master Sponsor of the event, toasting with Mike Raring, AAA Property Services, and Toni McMahon, Good & Roberts.



Right: Amber Mauer of Miller Hull wins the beach cruiser donated by Unisource Solutions.



Left: Bidding on the amazing silent auction items. \$5,420 raised for CREW Foundation!



Right: Enjoying the wine.

Thank you to everyone who attended and supported CREW San Diego’s Annual Charity Wine Tasting and Silent Auction! The event benefits [CREW Foundation](#), the philanthropic arm of [CREW Network](#), and we are proud to announce that we were able to raise **\$5,420**

Turner Construction
Miller Hull
Global – The Total Office
Seasons 52
Best Western Plus Big Bear
Chateau
Sparling

for a great cause! It was a great night of wine tasting, bidding on amazing gift baskets and meeting new commercial real estate colleagues. A big thank you to the special events committee for planning such a wonderful evening. We are already looking forward to next year's event!

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UCREW Event



CREW SAN DIEGO IS EXCITED TO KICK OFF ITS FIRST UCREW URBAN DASH IN MARCH 2014!!

The UCREW Urban Dash is a fun and interactive tour of downtown San Diego's East Village business core that exposes university students to opportunities in Commercial Real Estate (CRE). Throughout the day the students will be educated on the types of professions that exist in CRE and hear firsthand stories of how some of the industry's leaders got to where they are today. For more information contact [Katie Yee](#), UCREW Chair.

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CREW Network Convention & Marketplace

CREW SAN DIEGO MEMBERS VISIT DALLAS FOR CREW NETWORK CONVENTION & MARKETPLACE

Kellie Hill, Jen Shumaker, Alli Beall, Jackie Isidore (formerly Hailey), Tiffany English, Darcy Miramontes, and Lynn LaChapelle from CREW San Diego were among more than 1,000 leading women in commercial real estate from throughout North America who attended the 2013 CREW Network Convention & Marketplace in Dallas, TX October 9-12.



The theme this year was "Perspective" – the ability to see potential and opportunity where others may not, and the recognition that knowledge is critical to shaping our perspectives.

The featured speakers this year included:

- **Barbara Corcoran** – Self-made Business Baroness, author and Shark Tank regular.
- **David Houle** – Futurist, author of *The Shift Age*.
- **Tom Friedman** – Bestselling author of *The World is Flat*, three-time Pulitzer Prize recipient and columnist for *The New York Times*.
- **Charlotte Jones Anderson** – Dallas Cowboys Chief Brand Officer.
- **Mark D. Gibson** – Executive Managing Director, Executing Committee Member, Vice Chairman of the Board of Directors of HFF, Inc.

View **Alli Beall's** write-up of this year's CREW Network Convention by clicking [here](#).

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Year at a Glance

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- January 16** Luncheon Program: 2014 Commercial Real Estate Forecast
- February 5** CREW Who? What You Need to Know About CREW Membership - Happy Hour
- February 6-7** CREW Network Winter Leadership Summit & Council Meeting, Salt Lake City
- February 12** Leadership Series Breakfast – *Members Only*
- March 8** UCREW Event
- March 13** New Member Lunch & Networking Ladder – *Members Only*
- March 20** Education Program: Luncheon
- April 17** Leadership Series Fireside Chat – *Members Only*
- May 2** Annual Charity Golf Tournament
- May 15** Leadership Series Breakfast – *Members Only*
- June 12-13** CREW Network Spring Leadership Summit & Council Meeting, Cincinnati
- June 19** Education Program: Luncheon
- July 17** New Member Lunch & Networking Ladder – *Members Only*
- August 14** CREW Who? Summer Social & Networking Happy Hour
- September 18** Education Program: Luncheon
- September 30-October 3** CREW Network Convention & Marketplace, Miami Beach
- October 29** Annual Charity Wine Tasting
- November 20** Leadership Series Breakfast
- December 2** Holiday Celebration & Annual Awards Program – *Members Only*

Luncheon Programs will be held from 11:30 – 1:00 p.m.

Sheraton La Jolla (formerly La Jolla Radisson),
3299 Holiday Court, San Diego, CA 92122

Event Dates and Locations Subject to Change.

Please visit www.crewsandiego.org for more information or to RSVP.

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