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- Golf tournament tickets
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Please contact [Melissa Scofield](#) for more information or download sponsorship information [here](#).

PRESIDENT'S MESSAGE



Lori Ann Stevens

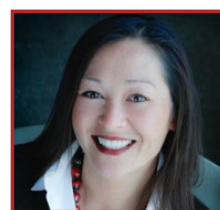
AND THE OSCAR GOES TO...

If you are like me, the Academy Awards Ceremony is one of my most favorite nights of the year! This year, I was blessed to have my nearest and dearest friends celebrate the evening with a red carpet, wine and discussion about fashion and movies. During Patricia Arquette's acceptance speech for her Best Supporting Actress role in *Boyhood*, Patricia seized the opportunity to demand equality for women in pay and benefits. While I vehemently support this mantra, I feel CREW deserves an Oscar for embodying, supporting, and networking powerful women every day. It was my honor to attend the CREW Winter Summit in beautiful Coronado, February 18th through 20th. The event was a star-studded real estate event that brought our National Past President, Current President, President-Elect and delegates from every one of our over 70 chapters. Attending the informative breakout sessions and hearing the incredible programs that are in the works reiterated what a force CREW really is. I was surrounded by over 250 CEO's, Law Partners, Real Estate Brokers, Retail Powerhouses, Designers, Architects, Engineers, and Contractors. I encourage each of you to attend the forthcoming National Convention in Bellvue, Washington and surround yourself with the talented individuals that comprise this organization.

I truly hope you all are feeling the momentum and electricity in our industry and are attaining the goals you have set both personally and professionally, so that we all can have a metaphoric "star" on our own Hollywood Walk of Fame! ■

Lori Ann Stevens

CONGRATULATIONS



Tiffany English

As a CREW San Diego legacy member, [Tiffany English](#) was recently appointed to the national CREW Network Industry Research Committee, which conducts research on women in commercial real estate. A graduate of San Jose State University, Tiffany has over 15 years of experience in architecture and design, 14 with Ware Malcomb.



Lynn LaChapelle

Congratulations to [Lynn LaChapelle](#) Winner of the SDBJ's Land Deal of the Year Award. The \$256.5 million sale of the massive San Diego Tech Center in Sorrento Mesa was by far the largest transaction of 2014. It is expected to be one of the premier office and R&D campuses in Southern California. According to Lynn, *"There were hurdles. The first one was how many investors were out there that were willing to invest over \$200 million in San Diego, and then the second hurdle was how many investors out there had development expertise. I would characterize (the search process) as more of a tier approach"*. ■

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MEMBER NEWS

CREW WHO *Sponsored by UniSource Solutions*





DONE DEALS

Project	CREW Members
401 Mile of Cars Common Areas	Ware Malcomb, Burger Construction
4330 La Jolla Village Dr., Ste 270	Irvine Company, Ware Malcomb
4365 Executive Dr., Ste. 200	Irvine Company, Ware Malcomb
4370 La Jolla Village Dr., Ste. 220	Irvine Company, Ware Malcomb
501 W. Broadway, Ste. 1070	Irvine Company, Burger Construction, Ware Malcomb
501 W. Broadway, Ste. 1080	Irvine Company, Ware Malcomb
501 W. Broadway, Ste. 1420	Irvine Company, Burger Construction, Ware Malcomb
501 W. Broadway, Ste. 1770	Irvine Company, Burger Construction, Ware Malcomb
501 W. Broadway, Ste. 490	Irvine Company, Burger Construction, Ware Malcomb
ABM	Ware Malcomb, Burger Construction, CBRE
Acadia Pharmaceuticals	ID Studios, Kilroy Realty
Arris	BYCOR General Contractors, Jones Lang LaSalle, Ware Malcomb
BioMed Realty Trust - property updates	BioMed Realty, Miramar Sign Works & Graphics
Birch Aquarium	UCSD, Miramar Sign Works & Graphics
Caliber	Dowling Construction, CBRE
Carmel Mountain Distribution Center	Pacific Building Group, Ware Malcomb
Chicago Title	Commercial Builders, Inc., Kilroy, Gensler
Cresa Headquarters	Hollander Design Group, Bycor, Coastal Signage
Cubic	Good & Roberts LLC., Project Management Advisors, Ware Malcomb
Delphi Financial	Commercial Builders, Inc., Kilroy, Gensler
DTZ (formerly Cassidy Turley)	DTZ, ID Studios, Turner
UTC Office Tenant Improvement	
Eastgate Summit	Irvine Company, Reno Contracting, Miramar Sign Works & Graphics
Emser Tile Corporate Offices	Emser Tile, Coastal Signage
Family Health Centers San Diego	BYCOR General Contractors, Ware Malcomb
Gold Structured Solutions	GMBI, Facility Solutions
Graybill Escondido	Jones Lang LaSalle, Ware Malcomb
Herschel Lobby Remodel	Unisource Solutions, Emser Tile, Ware Malcomb
HG Fenton Headquarters	Hollander Design Group, Bentley Mills
Historic Tours	Ware Malcomb, Johnson & Jennings, Miramar Sign Works & Graphics
Hoehn Audi Carlsbad	Turner, Ware Malcomb
Interfaith/HomeAid	DTZ, Johnson & Jennings, Ware Malcomb
Jacoby Tyler	SWS Engineering, Ware Malcomb
Kilroy Spec Suite 175	Ware Malcomb, Burger Construction, Kilroy, Unisource Solutions
Lawyer's Title	ID Studios, Pacific Building Group
LePort School in Encinitas	Johnson & Jennings, Ware Malcomb
Liberty Station Free Sacred Trinity Church	Kilroy, Pacific Building Group, Ware Malcomb
Liberty Station Lobby	Kilroy Realty, Ware Malcomb
LYTX	CBRE, ID Studios, Turner, GMBI
McKesson	CBRE, Ware Malcomb
Mediatek	Ware Malcomb, Burger Construction
Microsoft	Commercial Builders, Inc., JLL, Ware Malcomb
Microsoft Rancho Bernardo	Jones Lang LaSalle, Ware Malcomb
Microsoft UTC	Commercial Builders, Inc., Jones Lang LaSalle, Ware Malcomb

Continued on page 4

DONE DEALS, continued from page 3

Project	CREW Members
Mission Federal Escondido	Good & Roberts LLC., Unisource Solutions, Ware Malcomb
Nexus DX	Commercial Builders, Inc., Jones Lang LaSalle, Ware Malcomb
North Coast Medical Plaza MOB	GMBI, Ware Malcomb
Paseo Del Mar Spec Suite 125	Jones Lang LaSalle, Ware Malcomb
Pillsbury	ID Studios, CBRE
Prato & Reichman	Dowling Construction, DTZ Investments
Pricesmart	Lockrul, Ware Malcomb
Q-146 Lab	Qualcomm, Ware Malcomb
Qualcomm AY - Bikes and Perks	Commercial Builders, Inc., Qualcomm, Inc.
Qualcomm SAN.R 015	Commercial Builders, Inc., Qualcomm, Inc.
Qualcomm Snapdragon Server Room	Commercial Builders, Inc. Qualcomm, Inc.
Qualcomm W/E	ID Studios, Qualcomm
Quidel	Bentley Mills, Ware Malcomb
Raytheon	Johnson & Jennings, SWS Engineering, Ware Malcomb
Reno Contracting's New Office Tenant Improvement	Reno Contracting, Miramar Sign Works & Graphics
Retrophin	Jones Lang LaSalle, Ware Malcomb
Safran Microturbo	Hollander Design Group, Mohawk Industries
Samsung	ID Studios, Kilroy & Pacific Building Group, UniSource Solutions
San Diego Visitors Center	Johnson & Jennings, Ware Malcomb
SAS Expansion	BYCOR General Contractors, Ware Malcomb
Scripps Northridge	Facility Solutions, Bentley Mills
Seaview Restroom & Common Area Renovation	Pacific Building Group, Ware Malcomb
Senta Clinic	SWS Engineering, Ware Malcomb
SNTP Commons	Commercial Builders, Inc., Facility Solutions
Spireon TI	Commercial Builders, Inc., Hines
Spreadtrum	Pacific Building Group, Ware Malcomb
Taylor Made Adidas Golf	GMBI, Gensler
TDK	Ware Malcomb, Burger Construction, CBRE
Uber Miramar	Unisource Solutions, Ware Malcomb
UCSD Occupational Medical Center	Dowling Construction, CBRE
Union Bank 13 Branch Remodels - Riverside, Inland Empire	Union Bank, Ware Malcomb
Union Bank Arlington	Union Bank, Johnson & Jennings, Ware Malcomb
Union Bank UTC remodel	Union Bank, Johnson & Jennings, Ware Malcomb
Unisource Showroom	Unisource Solutions, Bentley Mills
Vita	Commercial Builders, Inc., Hines
Walz Properties	ID Studios, Unisource Solutions, Emser Tile
WE Building	Qualcomm, Miramar Sign Works & Graphics
Work Partners Occupational Therapy	Emser Tile, Ware Malcomb
YMCA Demolition	Dowling Construction, PM Realty Group

Didn't see your CREW San Diego Done Deal? Please contact [Toni McMahon](#) to be included.

CREW NETWORK WINTER SUMMIT



Annual Golf Tournament
Save the Date
..... *Friday, May 1, 2015*



REGISTER NOW

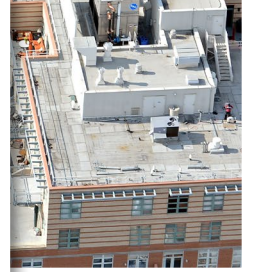
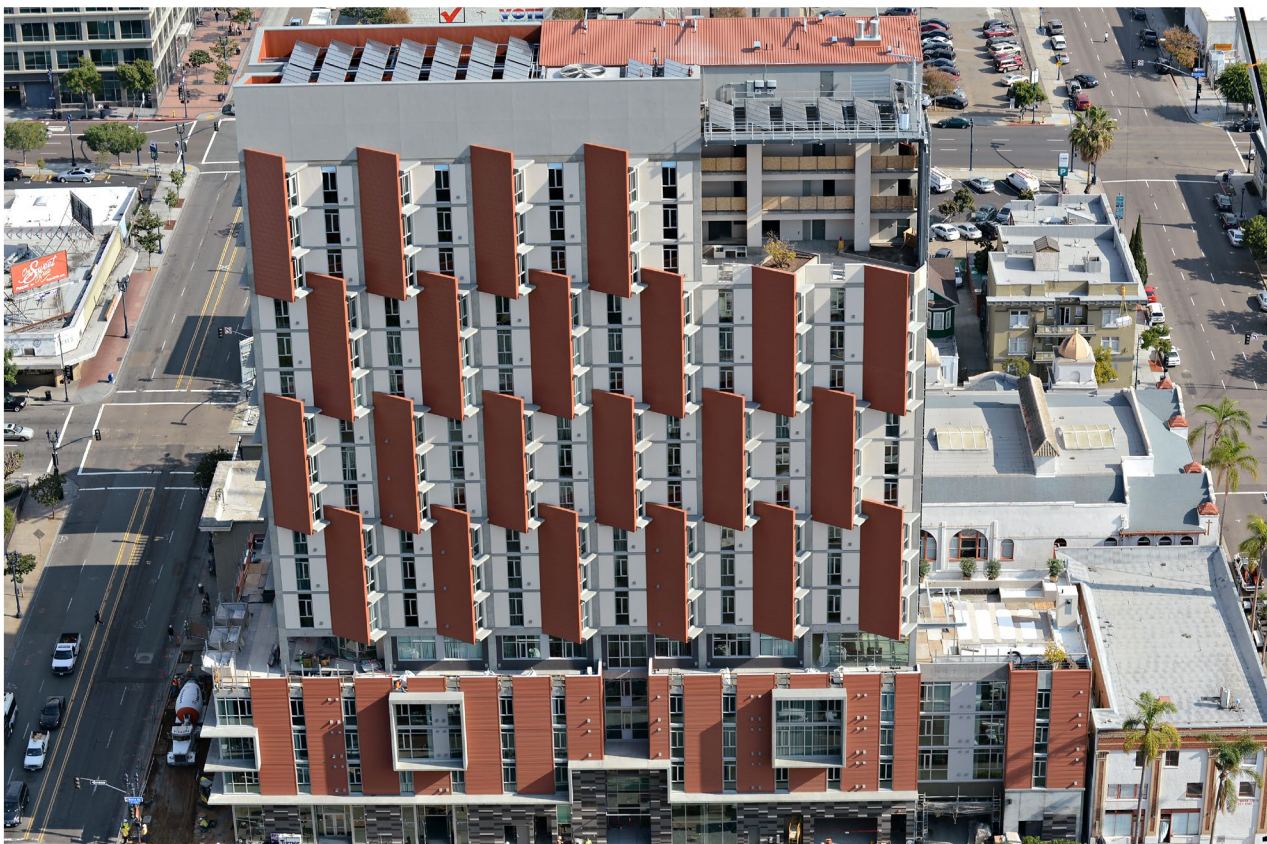
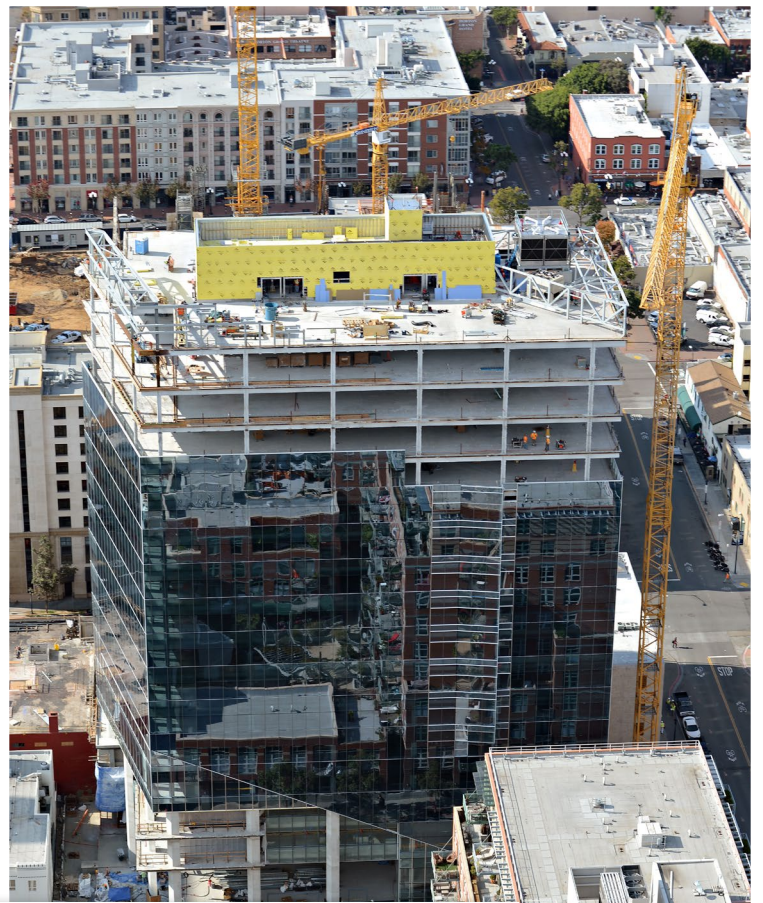
ANNUAL PLATINUM SPONSOR HIGHLIGHT

Turner

Turner Construction Company provides building services to clients who value diligence, resourcefulness, and creativity in a partner. We maintain a network of offices in North America and around the globe, with a staff of 5,200 employees who work on more than 1,200 projects each year. With \$10 billion in annual construction volume, we rank first or second in the industry's major market segments.

Turner has successfully built many of San Diego's iconic projects – most recently completing the San Diego New Central Library and the SAN Terminal 2 West Expansion. Current construction projects include the 16-story Cisterra Office Tower, BRIDGE Housing's new affordable housing project, Celadon at Ninth & Broadway, and the upcoming Otay-Tijuana Cross Border Facility.

Turner joined the San Diego Chapter of CREW to expand our local network, develop relationships, and get involved with community events. Our members are actively involving serving on multiple committees, with Lori Ann Stevens as 2015's CREW President and on the Board of Directors. ■



CREW CORNER ■ BALANCING YOUR INFORMATION TECHNOLOGY

I love information technology! The impact it has had on our personal and professional lives over the last few decades is undeniable. Never have we had such a plethora of information available to us at any given moment. Sometimes it still amazes me that I can search any subject on the Internet and within a second have page after page of information at my fingertips. We can trade stocks, pay bills and file taxes online. Online education has added a new dimension to professional development. For commercial real estate professionals, vast amounts of information regarding research, listings and much more from around the world are available with a few clicks of a keyboard.

As much as technology has changed our personal lives, the business world in general, and commercial real estate in particular, have been revolutionized in incredible ways. As Internet and infrastructure allows information to travel faster and faster, the world has become smaller and smaller allowing even the smallest real estate-related business to operate on a global level. Most businesses today store information on computers and in the infamous cloud vs yesteryear's file drawers and bankers boxes. Email provides the instant transfer of files anywhere in the world. Wireless internet makes it possible to work from home, a hotel, your local coffee shop or the beach. We are all tethered to cell phones, iPads, laptops, etc. Some may argue that the lines between our personal lives and professional lives have been forever blurred.

Though each of our job requirements are different, those in the commercial real estate field can all relate to "technology overload" on some level. Following are a few tips I've adopted to manage the abundance of emails and texts I receive to work smarter in the noisy world of sales to the real estate sector.

1. Create New Habits – Do you habitually check your cell phone looking for the latest text, email or social update? Do you sleep with your cell phone by your bed or reach for your phone the second the alarm clock goes off? Do you feel the need to respond to every email/text the second it comes in? Is your inbox your To Do List?

Try having a cup of coffee or breakfast before checking email. Allow yourself to set your intentions for the day without being thrown into a tailspin before you're out of your pajamas! Try keeping your phone in another room at night. If your phone is your alarm clock (like mine was) buy a real alarm clock. Yes, they still make them!

2. Stay Focused on People - As great as email and text are, nothing trumps face-to-face communication. We all understand this,

but it's easy to fall into the habit of hiding behind email or text. Whenever possible, take the extra time to pick up the phone to make a call or schedule a meeting. This will add value to your relationships. When in meetings, refrain from checking messages and be sure to maintain eye contact. We all bring laptops to meetings. Be careful not to position yourself to where you're hidden behind a laptop screen.

3. Establish "No Technology" Time – Statistics show that 51 percent of professionals check their phones continuously during vacation, 75 percent check within an hour of waking up and 48 percent check on the weekends. Email is a necessity for business and the truth is sometimes it is the best way to communicate. However, email can also be a huge distraction. Statistics show it can take as much as four minutes to re-focus on a task after checking email. Checking email constantly throughout the day may be an effective way to manage your inbox, but it can dramatically lower your productivity.

Try establishing a "focus hour" preferably in the morning or when you feel your energy and creativity are at their best. Use this time to focus on high priority tasks without interruption. Turn off email and text audible and visual notifications. Put the phone on do not disturb. Another useful tip is to check email at only certain times of day. If you're worried about the delayed response, you can put an auto responder on your email letting people know that you don't check your email constantly and provide an alternate way to get service if it is an emergency.

4. Power Down Daily – This tip may cause you to panic! It may not be realistic for some of us to completely shut down. While business may require you to stay connected 24/7, it is important to set limits as much as possible. When we are connected 24/7, it is hard to get the time we need to unwind and reset. If you absolutely can't shut down, try keeping your phone on a charging station or in another room after hours and check messages at set times only. If you're unable to set time to disconnect during the week, consider disconnecting at least one day on the weekend. Technology enhances our personal and professional lives. The key is finding the right balance and never forget the value of the human connection.

Rebecca Bodemann is sales manager at Xpedient Communications. She is a seasoned sales engineer with over 15 years of experience in the communications industry, specializing in voice/data infrastructure and consulting and engineering of technology solutions including voice, data, video, and security. She can be reached at rebeccab@xpdcom.com. ■

2015 ECONOMIC OUTLOOK IS POSITIVE, WHILE PLAYING THE WAITING GAME ■ BY RENEE MULLEN



With American consumer confidence continuing to grow, nationwide unemployment below 5 percent

and interest rates untouched since June 2006, an official with U.S. Trust, Bank of America Private Wealth Management struck a positive note when he opened last week's **CREW San Diego** 2015 Economic Trends Forecast.

Joseph Quinlan, that company's managing director and chief market strategist, said he's confident the positive trend will continue in the near-term (through mid-year), but warned that the long-term outlook is still questionable as the U.S. dollar continues to strengthen and the rest of the world remains in "trouble."

Quinlan began by explaining that in 2015, U.S. companies will increase hiring and salaries. In addition, businesses are borrowing again from banks for expansion. This trend began in fourth quarter 2014, during which that time one half of the lending for the entire year occurred.

As a result of company growth and a stronger U.S. economic outlook, consumers are more confident. Given that American consumers are responsible for driving 70 percent of the U. S. gross national product, this indicator is extremely important.

The most impactful economic trend for households across America will be the continued decrease in oil prices.

Quinlan projects that "oil prices are going to become so cheap that it will result in consumers using more, which will create a new natural equilibrium," an intersection point where supply equals demand for oil in the United States.

Consumers should also feel content about interest rates in the months ahead. Despite chair of the U.S. Federal Reserve, Janet Yellen's ongoing appeal to raise rates, Quinlan expects interest rates to stay the same in the near term. Yellen is at ease for now, knowing that when the need arises "she'll be able to use rates as ammunition to stimulate the economy."

Quinlan suggested to the audience that they enjoy the current economic conditions, but noted three specific factors that could affect the U.S. economy in 2015.

1. U.S. dollar. The biggest threat to the U.S. economy is the increasing value of the U.S. dollar. As the dollar increases, exports will decline. Additionally, Europe and China will see greater deflation, and U.S. citizens with international earnings will see a decrease in salary as it is exchanged for U.S. currency. If the value of the dollar continues to increase at its current rate, during mid-year, small- to medium-sized business owners may slow hiring and hold cash for better times. If this happens, Yellen will likely use that ammunition to raise interest rates.

2. Problems in other countries. "While the rest of the world is in trouble, the U.S. economy is on top," Quinlan said. "I'm not sure where the rest of the world will end up." For example, Quinlan expects GDP in China to fall to 5 percent from its current growth rate of 10 percent. When this happens, the U.S. will lead the world, as it will contribute more to global growth than China for the first time in more than nine years. However, less demand for commodities in China will affect the world's commodities market, including the U.S. The private sector will be the new driver in China. Adding to that, "Europe is flat on its back," Quinlan said. The European Central Bank bond stimulus program could be good but "it's four years a little too late." The Middle East is a toss-up. Overall, these problems result in good news for the U.S. market. Quinlan assured the audience, "Global capital is going to pour into U.S. markets in 2015."

3. Washington. Policy decisions on immigration, trade, corporate taxes, energy and entitlements can move the economy in 2015. "Washington just needs to show up and work," Quinlan said, while also noting that some policies like corporate taxation will go unchanged until after the 2016 presidential election.

Regarding the impact upon Wall Street, Quinlan suggested that January's decrease in the stock market is "just a flushing out – we're just eight trading days into the year."

Attractive places to invest will include energy, especially mid-year when cyclical industries such as finance and industrial will also be attractive. If the dollar continues to strengthen, small and mid-cap stocks should increase while large companies (those with a large international presence) will decrease. Water continues to be Quinlan's favorite commodity.

Quinlan also addressed the hot topic of cyber security, which he characterized as "a huge growth area for all the wrong reasons" in 2015. Technology stocks focused on cyber security will do well.

Using his own company as an example, Quinlan said that Bank of America spends \$500 million a year on cyber security, and said that he worries about lower-end banks and retailers that do not have the funds to invest so heavily in cyber security.

Quinlan's presentation marked the seventh year he has served as the keynote speaker for CREW San Diego's annual Economic Trends Forecast. ■

Mullen is a consultant with TW2 Marketing Inc., a San Diego based media, PR and marketing firm that represents CREW San Diego.

Copy this link into your browser to go directly to the article:

http://www.sddt.com/Commentary/article.cfm?SourceCode=20150123tz-b&Commentary_ID=346&t=2015+economic+outlook+is+positive+while+playing+the+waiting+game#VMbPFrktGUK%5C

2015 LEGACY MEMBERS

(joined 2011 and prior)

- Allison Simpson (formerly Beall)
- Julia Baikova
- Anne Bengé
- Dana Bessenecker
- Tara Burns
- Susan Couch
- Christy Daly-Pranzo
- Tiffany English
- Bre'an Fox
- Jane Green
- Linda Greenberg
- Lisa Gualco
- Jackie Isidore
- Terry Hall
- Kellie Galligan (formerly Hill)
- Jill Hogan
- Carly Glova (formerly Kurkiewicz)
- Wendy Lanahan
- Desiree Kay Lawn
- Marilyn Mattson
- Amber Mauer
- Toni McMahan
- Amy Morway
- Angela Rauzi
- Amanda Seimer
- Jennifer Shumaker
- Susan Steele
- Lori Ann Stevens
- Ginny Uyeno-Bridy
- Katie Yee

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

CREW SAN DIEGO

New Members 1st Qtr

- Tamara Romeo
San Diego Office Design
- Amelia Sanchez
Crosibe Gliner Schiffman Southard Swanson LLP
- Kimberly Malasky
Burnham-Moores Center for Real Estate - Univ. SD
- Alejandra Hall
Kimball, Tirey & St. John LLP
- Dawn Watson
Levitacks
- Sonia Miro
BioMed Realty
- Martha Guy
Law Offices of Martha K. Guy
- Holly McGlenn
Alcott Insurance Agency
- Genevieve Hedrick
MNG Real Estate Investments
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CREW Network's online business networking tool developed exclusively for CREW Network members. Increase your visibility and business networking to nearly 9,000 professionals across North America looking to do business in your area – looking to do business with you!

**UPCOMING EVENTS**

- | | |
|------------|-----------------------------------------------------------------------------------------------------------------------------------|
| April 16 | Education and Programs Luncheon @ Sheraton, La Jolla; 11:30 am – 1 pm |
| May 1 | Annual Charity Golf Tournament – Lomas Santa Fe Executive Golf Course, Solana Beach; 10:30-11:30 registration; noon shotgun start |
| May 14 | Education & Programs Leadership Series Event – Members Only |
| June 11 | Education & Programs Luncheon; 11:30 am – 1 pm |
| June 18-19 | CREW Network Spring Leadership Summit & Council Meeting, Baltimore, MD |

Event Dates, Locations and Topics Subject to Change

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

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For information on 2015 sponsorship opportunities, please contact VP of Sponsorship, Melissa Scofield at Melissa.scofield@cbre.com.

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crewSAN DIEGO's

Find CREW San Diego on



CREW Committee Meetings

Committees are vital to the success of CREW San Diego. We want to invite and welcome all CREW San Diego Members to attend our committee meetings. For more information regarding a specific committee or meeting, please reach out to the contact for each respective committee.

Education + Programs - 1st Thursday of the month - Yaara Siler: ysiler@realtyincome.com

Marketing – 3rd Tuesday of the month - Toni McMahon: tmcmahon@gnrgc.com

Membership – 2nd Tuesday of the month - Jill Winchell: jwinchell@cox.net

Special Events – varies as needed - Bree Wong: bree@sws-engr.com

Sponsorship – 3rd Friday of the month - Melissa Scofield: melissa.scofield@cbre.com

2015 ANNUAL SPONSORS

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Silver



Bronze



IN-KIND Sponsors



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