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## BECOME A 2017 CREW SAN DIEGO SPONSOR!

### Sponsor benefits include:

- Year-round recognition
- Complimentary tickets to luncheons
- Golf tournament tickets
- Charity wine event tickets
- Your company description and web link in an issue of our newsletter

### Annual sponsorships offered:

- Platinum sponsor: \$4000
- Diamond sponsor: \$3500
- Gold sponsor: \$3000
- Silver sponsor: \$2000
- Bronze sponsor: \$1500
- Leadership series: \$1250
- In-kind sponsor
- Program & event sponsorships available too!

Please contact [Hallie Putterman](#) for more information or download sponsorship information [here](#).

## PRESIDENT'S MESSAGE



**Catharine Hughes**

### NEW for CREW San Diego

*Fall is here!* Cooler weather (for the moment) bring thoughts of the Holiday Season. With Thanksgiving around the corner, I am feeling of grateful for so much that CREW SD is doing to build-up women in San Diego's CRE Industry. First, we met the Foundation Chapter Challenge. Second, our new CREWmates Mentorship Program has begun. And last, we are continuing to grow in membership and Done Deals.

*Congratulations and thank you to CREW San Diego Members. We met the CREW Network's trifecta Foundation Chapter Challenge:*

- ✓ 100% of CREW San Diego's Board made a personal donation to CREW Network Foundation.
- ✓ Our chapter to donated at least \$1,000 to CREW Network Foundation.
- ✓ 50% CREW SD member's to donated to CREW Network Foundation.

We have joined the growing list of CREW Network chapters helping to influence the success of the commercial real estate industry by advancing the achievements of women.

Big thanks to Regina VanderWerff and Krystyna Dunstan-Kempsell for kicking off our CREWmates Mentorship Program with a Speed Pairing Event. It was a fun getting to know so many so fast. Mentorship has been discussed conceptually for many years and our CREWmates Mentorship committee made it happen. Looking forward to watching the relationships develop and the positive impact on both mentee and mentor. This program will be what we make of it. Let's make it great!

Who do I thank for our tremendous growth in membership and staggering number of Done Deals? All our members. Our count is approaching 150. So, thanks to all of you/us for being a group of women and men that connect and develop lasting relationships that lead to bona fide Done Deals.

Thanks to each of you that have dedicated your time to our committees. Our Educational Programs have been timely and inspiring. Our Marketing team has not only spread the word about CREW SD and our Sponsors, they have also successfully nominated members for many awards. Our Special Events team has been amazing. We all had a great time connecting and raising money for Network Foundation at the the golf tournament, summer social and wine tasting.

*Everything we do is designed with our core values in mind:*

- Quality membership of CRE professionals
- Dedicated to giving women a voice in the real estate industry
- While establishing lasting profession relationships

[Continued on page 2](#)

## 2017 BOARD OF DIRECTORS

President

**Catharine Hughes**  
Ware Malcomb  
[email](#)

President Elect

**Bree Wong**  
SWS Engineering  
[email](#)

1st VP Membership

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Pacific Building Group  
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2nd VP Sponsorship

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**Ariel Bedell**  
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President

**Jackie Isidore**  
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## PRESIDENT'S MESSAGE, continued from page 1

- Advancing careers through education and promotion while
- Building business; leading to Done Deals

Your opinion is of the utmost value. If you see a need we are not fulfilling, I would love to hear from you. We created an Ad Hoc committee for the Mentorship Program and we can create more... Be aware that we may add someone to the new committee.

*May your Fall be warm and prosperous. Thank you!*

*Catharine Hughes*

## EVENT HIGHLIGHTS



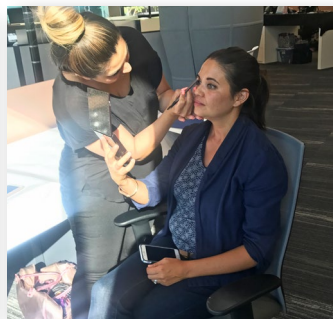


# EVENT HIGHLIGHTS, continued from page 2

**crew**  
commercial real estate women  
SAN DIEGO  
established 1983

**THANK YOU!**

FOR ANOTHER SUCCESSFUL  
*Head Shots + Happy Hour*



## WINE TASTING EVENT





# CONGRATULATIONS



Bre'an Fox



Julie Kilpatrick



Wendy Lanahan

## BRE'AN FOX, JULIE KILPATRICK AND WENDY LANAHAN

### San Diego Business Journal's 2017 Business Women of the Year

Three accomplished women, and members of the San Diego Chapter of CREW, are being recognized for their contributions... and for being generally fabulous! Congratulations Bre'an Fox, Julie Kilpatrick and Wendy Lanahan. Join these CREW- lovelies and cheer them on at the San Diego Business Journal's luncheon on November 15th at the Hilton San Diego Bayfront. ■

Order tickets at: <https://app.greenrope.com/events/2017bwoi>

## MELISA STAYNER

### BIA Business Development Professional of the Year



Melisa Stayner

Congratulations to CREW member Melissa Stayner, Associate Geologist and Director of Marketing at LGC Valley, Inc. for receiving BIA's ICON Business Development Professional of the Year Award. Melisa was recognized as the best sales representative offering construction-related services to builders through her energy, enthusiasm and passion for her work. ■

## BREE WONG AND DONNA FARGO

### Celebrating Women 2017



Donna Fargo



Bree Wong

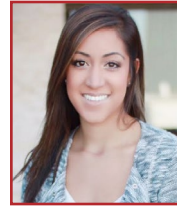
San Diego Magazine's annual Celebrating Women event and awards ceremony on September 26th at Westgate Hotel's rooftop recognized the city's most inspiring female leaders, movers and shakers, and entrepreneurs, including several members of CREW San Diego! Finalists and the winners in the following categories were recognized: Industry Leader, Nonprofit Visionary, Rising Star, Military Service, and Woman of the Year. Congratulations to Bree Wong and Donna Fargo for being named finalists for this year's event. ■

## TARA BURNS AND ASHLEY GOSAL

### SD Metro's 40 Under 40 CREW Winners!



Tara Burns



Ashley Gosal

On September 26 at the Sheraton Hotel & Marina San Diego Metro Magazine proudly presented winners of the magazine's 40Under 40 Awards for 2017, a group of men and women who represent some of the best and brightest minds

in San Diego County. Congratulations to CREW members Tara Burns and Ashley Gosal! For all the details, and to read more about our fabulous CREW winners, [please visit SD METRO](#). ■

## KELLIE HILL JOINS CBRE'S HEALTHCARE GROUP



Kellie Hill

Congratulations to Kellie Hill, Senior Associate with CBRE Los Angeles, for joining their Healthcare Team. Kellie has a true passion for health and fitness, and believes this opportunity is a great fit. To learn more about what Kellie will be up to in her new assignment, [click here](#) to read the full article from Globe St. ■

## NOMINATIONS:

- **Business Women of the Year (WWMB) – SDBJ**  
Nominated (no results yet):  
*Wendy Lanahan – Qualcomm*  
*Bre'an Fox – FS Design Group*  
*Julie Kilpatrick*
- **40 under 40 – SD Metro**  
*Ashley Gosal – Bosa*  
*Tara Burns (nominated by Cultura)*
- **Top Influentials – Daily Transcript**  
*Deborah Elliot – ID studios*
- **Rising Star & Woman of the Year – SD Magazine**  
*Bree Wong – Finalist*  
*Donna Fargo – Finalist*

[Continued on page 5](#)

## CONGRAULATIONS, continued from page 4

### DEBORAH ELLIOT AND TIFFANY ENGLISH San Diego Daily Transcript's Top 50 Influential Leaders

Congratulations to Deborah Elliot, ID Studios, and Tiffany English, Ware Malcomb, who made this honorable list of San Diego business professionals doing the most cutting-edge work in real estate, construction, development, law, finance and the public sector!



#### **Deborah Elliot**

San Diego's workspaces are radically better for employees today than before, and Deborah has been on the leading edge of the transformation wave. Under her leadership, ID Studios, a women-owned firm she co-founded 11 years ago, has reimagined and orchestrated award-winning office and education interiors. Recently, ID Studios' design for JLL, Moss Adams, Swinerton Renewable Energy, WD-40 and others have been splashing across social media, magazine pages and award programs for incorporating biophilia, creative technology, improved employee wellness and more. Deborah is also a recognized leader in educational design, including interiors at SDSU and San Marcos student unions and Mesa College Commons.

Deborah and her staff focus on their client's culture and personality to understand how to reflect their unique vision and create solutions that combine design integrity, quality and longevity.

Fortunately for budding designers, Deborah generously shares her expertise. She's a frequent guest lecturer at universities, design schools, associations and conventions, in San Diego and nationally. She's served countless times judging for design competitions –for colleges and industry groups.



#### **Tiffany English**

Relationships are at the heart of English's role at architecture and interior design firm Ware Malcomb.

Since being named principal of the firm's two San Diego offices in 2013, English has become more focused on the big picture: expanding Ware Malcomb's design services across the region, managing the offices and handling the conceptual aspects of design. But the rapport she has developed with staff and clients has helped bring about the successful completion of hundreds of public and private projects.

"I love the design part of what I do. I love being able to help clients bring to life their vision. But what supersedes all that are the relationships I've built in this industry and San Diego in general," she said. "Relationships lead to connectivity with the community, which for me makes me feel connected to, and feel ownership of, all the projects I work on."

English joined Ware Malcomb in 2001 as a project manager. After establishing the Sacramento office, she relocated to San Diego in 2007 and served as director of interior architecture and design. Her success

in growing the San Diego practice and expanding Ware Malcomb's national corporate accounts led to her promotion to principal in 2013.

Ware Malcomb recently completed work downtown on the new offices for law firm Noonan Lance Boyer & Banach and video game developer Psyonix. It is currently working on remodeling and repositioning the Procopio Tower at 525 B Street, as well as designing the retail buildings and parking structure for Kilroy Realty's One Paseo mixed-use development in Del Mar Heights, among several other projects.

English mentors staff throughout the firm, and collaborates with other offices to help them land, and successfully execute, work. She said authenticity and passion have helped her develop strong relationships based on trust, and has put her in a position to help others be successful.

"I like seeing others flourish," she said. "It's good for our economy, and I like being part of the success of the market as a whole." ■

## CREW ON THE MOVE



**Rebekah May**, Market Development – Dempsey Construction, Inc.



**Regina VanderWerff**, Director of Business Development – SmithGroupJJR



**Carol Stein**, Project Designer, EIT – SWS Engineering, Inc.



**Regan Shouldis**, Commercial Real Estate Recruiting Consultant – Building Careers, LLC

## MEMBER NEWS

### WOMEN EXECs FACE OBSTACLES IN COMMERCIAL REAL ESTATE CAREER

*DIVERSITY: Structural Barriers Need Addressing; Progress Made at Midlevel*

By Lou Hirsh— August 31, 2017



Misty Moore

**SAN DIEGO**—While their counterparts on the residential side have attained near parity with men when it comes to filling the ranks of upper management, that level of corporate leadership remains the unbroken glass ceiling for most women in commercial real estate brokerage.

That's the gist of a recent national survey report by the listings platform CommercialCafé, which queried more than 200 management employees across 11 commercial and eight residential brokerage companies.

One clear trend found by analysts was that men outnumber women – 51 percent to 49 percent – in executive positions considered upper management in residential real estate. By contrast, the gender gap in commercial real estate is much wider – 86 percent to 14 percent in favor of men.

CommercialCafé is a nationwide commercial real estate listings platform that is part of Santa Barbara-based Yardi Systems, a provider of data services and technology with regional operations in San Diego.

#### Seniority Issue

Corina Tarta, lead analyst for CommercialCafé, said researchers sought to determine whether trends identified in an earlier New York City-focused survey, by the regional real estate publication *The Real Deal*, would be borne out on a national basis.

For the most part, they were, and a big reason is that top-tier commercial real estate positions are selected based on seniority or experience, in an industry that for several decades has mostly employed men. But there is reason for optimism that top-management opportunities for women are poised to improve steadily in coming years.

One indicator, the CommercialCafé study found, is that women significantly outnumber men in middle management — 67 percent vs. 33 percent — among the commercial brokerages surveyed. In residential real estate, middle management favors men, 52 percent to 48 percent.

“With women pushing into middle management (in commercial real estate), it is more likely they will be the roster from which the next generation of leaders will be chosen for promotion,” Tarta said via email.

Tarta said based on respondents' comments, there are several reasons why commercial real estate currently has a much wider, male-favored gender gap in upper management than its residential counterpart.

“Some of the nation's most prestigious CRE companies were founded back when many women were still barely entering the labor market, so gaining experience in the much more long-term deal-making of the commercial sector was more difficult,” Tarta said. There were also lingering biases, associating women more easily with seeking a home than setting up a business.

Tarta and other local observers note that the commercial brokerage industry has undergone significant change in recent years, as more women have become business operators and ultimately the decision makers when it comes to matters such as office locations and property acquisitions.

For instance, the Chicago-based brokerage firm JLL, which employs more than 200 in San Diego County and 70,000 worldwide, recently reported that 39 percent of its global executive workforce is female, along with 36 percent of its board of directors, led by Chairman Sheila Penrose.

Misty Moore, an executive vice president in JLL's San Diego office, said women are represented prominently in all of the major sectors the company serves locally, including tenant representation, capital investment and property management.

#### Barriers to Re-entry

A nearly 20-year veteran of commercial real estate, Moore said the industry is much faster paced, with bigger deals and other higher stakes than what is seen in residential real estate. The requirements for deal productivity, and tending to multiple ongoing requirements of corporate clients, makes it a much tougher industry for women to return to once they have stepped away to raise a family or make some other type of lifestyle change.

That impacts retention and seniority, and ultimately the ability of women to enter the upper echelons of management at brokerage firms. Moore said JLL maintains a culture and priority system that allowed her to rise at the company while also having children. But with the exception of a few other firms, such as CBRE Group Inc., the commercial brokerage industry as a whole still has not made the necessary pivots that would help narrow the gender gap in upper management.

“It really comes down to companies changing their culture and providing the support to women as they are coming up through the ranks,” Moore said. “There needs to be more of a supportive team approach, and I think we have one here at JLL.”

In its own 2016 national study, the Kansas-based Commercial Real Estate Women Network (CREW), which has a San Diego chapter and more than 10,000 members worldwide, pointed to two other gaps impacting women's career advancement prospects, related to compensation and aspiration.

[Continued on page 7](#)

## MEMBER NEWS, continued from page 6

CREW's white-paper research study, including comments from more than 1,000 industry professionals, found that 28 percent of women aspire to the C-suite, versus 40 percent of men.

In the realm of pay, CREW found that the industry median annual compensation as of 2015 was \$115,000 for women and \$150,000 for men – an average income gap of 23.3 percent. The income gap was widest in the C-suite, at 29.8 percent.

One in five women surveyed said that family or marital status has adversely impacted their career or compensation.

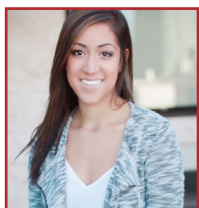
### Lack of Mentorships

CREW also referenced its 2015 national benchmark study, in which women ranked the lack of mentorship within their company as the No. 1 barrier to success, "scoring the importance of continuing to focus on mentors and sponsors." ■

<http://sdbj.com/news/2017/aug/31/women-execs-face-obstacles-commercial-real-estate/>

### SD METRO – PRESENTING OUR 40 UNDER 40 AWARD HONOREES 2017

*A Salute to 40 Outstanding San Diegans– Ashley Gosal*



**Ashley Gosal**

*SD METRO is proud to present winners of our 40 Under 40 Awards for 2017, a group of men and women who represent some of the best and brightest minds of San Diego County.*

Ashley Gosal is the in-house legal counsel at Bosa Development, managing and overseeing all of the legal aspects of the company's corporate, planning, acquisitions, leasing, property management and development activities. She joined Bosa to manage the purchase and entitlement of the Downtown San Diego block bordered by Broadway, Seventh and Eighth Avenues and C Street. Not long after, she was doing the same for property Bosa acquired at 10th Avenue and Market Street and 530 B Street in San Diego, and 401 Mile of Cars in National City. In her role with Bosa, Canadian-born Gosal hopes to bring to fruition Nat Bosa's vision of attracting big-name national retailers and restaurants to Bosa's Downtown San Diego projects, including Pacific Gate and Savina -- two of the company's newest residential developments. In looking for a way to give back to the community, Gosal founded and continues to support Project One Life, a nonprofit that provides volunteers and donors for projects in Latin American countries. ■

### TOP 50 INFLUENTIAL LEADERS – DEBORAH ELLIOTT

*By Tony Lovitt – September 6, 2017*



**Deborah Elliott**

*THE DAILY TRANSCRIPT*—Elliott co-founded ID Studios with Amy Morway in 2005 to be a more workplace-based, innovative and personalized experience. The partners both came from large firms and felt like they had gotten too far away from their clients and from design. In response, ID Studios is extremely collaborative and client focused, Elliott said.

"Our mission with our clients is to add value to their organizations, making things that are very complex become very simple, very human- and nature-based," she said. "It's about capturing our clients' identity in our design, reflecting and expressing their culture. That's a big part of what gets us excited every day."

ID Studios specializes in workplace design for corporate, higher education, hospitality, retail and government clients.

The firm recently completed the new corporate headquarters for San Diego-based WD-40. ID Studios created an environment for WD-40 that reflects the users of its products. The concept, Elliott said, was to remind employees who their customers are, and how those customers use their product.

One area simulates a garage, since that's where many people store and use the multipurpose lubricant. The lunchroom has the feel of the Australian outback, a nod to CEO Garry Ridge's native land. The conference room has a real teepee, a touch that Ridge specifically asked for, as it reflects the company's "tribal" corporate culture.

ID Studios also recently completed an update of medical equipment manufacturer ResMed's corporate headquarters.

The project was originally designed by ID Studios almost a decade ago.

Other notable projects include designs for JLL, Moss Adams and Swinerton Renewable Energy. Elliott sees her greatest achievement as using her passion for design to inspire others - leading designers to do great work, and motivating clients to make great spaces for their employees.

"At the end of the day, you have to inspire people to want to do it," she said. "I take it as my mission to be that person, to walk in to an organization, talk to the board or leadership group and say, 'We are here to do something amazing.' " ■

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## MEMBER NEWS, continued from page 7

### CREW SAN DIEGO HOSTS SUMMER SOCIAL

By Natalie Dolce—August 25, 2017

*GlobeSt.com joins women in the industry at the summer soiree last night at JLL's UTC offices here in San Diego.*

Toni R. McMahon, regional marketing manager at Fuscoe Engineering along with GlobeSt.com national executive editor, Natalie Dolce.



*Toni R. McMahon, regional marketing manager at Fuscoe Engineering along with GlobeSt.com national executive editor, Natalie Dolce.*

GlobeSt.com was in attendance last night at the CREW San Diego summer social event, which brought together women (and a few men) together to celebrate and build their professional and personal relationships, expand industry knowledge and expertise and overall, to support the development of commercial real estate.

The event was held at the JLL UTC office, which, as GlobeSt.com

previously reported, is an 18,000-square-foot space at the Aventine—a mixed-use complex that includes a hotel, restaurants and two office buildings.

Founded in 1983, CREW San Diego is one of the area's premier local and national commercial real estate organizations. Its mission is to influence the success of the commercial real estate industry by advancing the achievements of women.

CREW brings together a dynamic group of professionals from a wide variety of disciplines from the field of commercial real estate, such as construction, law, engineering, financial brokerage, architecture, property/asset management and land development. ■

Photos from the event are included below and don't forget to check out Real Estate Forum's latest Women of Influence 2017 feature:

<http://www.globest.com/sites/nataliedolce/2017/08/25/crew-san-diego-hosts-summer-social/>

### WORK, LIFE, AND MINDFULNESS

By Carol Stein, SWS Engineering

We all too often hear people speak about the importance of a good work-life balance, but with the advancement of technology and seemingly endless to-do lists, this is often much easier said than done. One big step in improving the balance between professional and personal life is striving to stay away from mental overload. Professionals today tend to



Carol Stein

over-extend ourselves; feeling that this will help us get ahead in the work place. However, it is often the case that the more we try to offer of ourselves, the less we are able offer. In the long run we forget that the work-life balance is not a pipe dream, but rather a methodology for ensuring that we care for ourselves enough to be able to offer our best in both arenas. Balance between work and life can best be

achieved when one is fully present in both work and personal life, at their respective times. Through personal experience, I can attest to the fact that one highly effective way in which this can be attained is through the practice of mindfulness.

Mindfulness is described as bringing one's full attention to the present moment to experience a full immersion. Since the 1970's, studies have suggested that the employment of mindfulness can be used to reduce symptoms of depression, anxiety, and even chronic pain. In 1979, Jon Kabat-Zin founded what would become the Mindfulness-Based Stress Reduction (MBSR) program at the University of Massachusetts Medical School. This program focuses on the idea of being present in every moment, utilizing techniques including meditation in various forms; seated, laying, walking, and movement through yoga. In all these mindful meditations, the idea is the same; be present in the moment and let thoughts pass by your mind like a train on a track. The MBSR program has since been duplicated in medical facilities nationwide due to its positive impact on countless lives.

Incorporating mindful meditation into daily life can help to serve as a tool to let your body know when it is time to be present for certain activities. For example, seated meditation or yoga practice can be completed in the morning to notify one's body and mind that the day is beginning. A few deep, focused breathes upon arriving at the office can be used as a signal that it is time to focus on work; letting your mind know the current activity at hand is to be focused on. Similarly, another brief meditation or even just deep breathing could be used after work to create a clear marker in the day that work is over and it is time to focus on life, such as family, friends, and self-care.

The importance of this practice is to remind oneself to be fully, mentally present from moment to moment. By increasing mental presence at work, we can most efficiently complete tasks at hand. To the same effect, this shift in awareness can be used to receive the most benefit from time off by prompting the mind to leave the office with the body. The beauty of mindful meditation is that it requires only the mind allowing for ease of implementation into daily life nearly anytime and anywhere. I encourage you to try and find a few minutes for daily practice for one week to see how it improves your work-life balance and more. ■

[Continued on page 9](#)



## MEMBER NEWS, continued from page 8

### SECURE YOUR SEAT IN THE CREW NETWORK LEADERSHIP CERTIFICATE PROGRAM, FEATURING YEAR-LONG SPECIALIZED LEADERSHIP DEVELOPMENT, INDUSTRY TRAINING AND MENTORSHIP



In commercial real estate, building your credentials is your job. Invest in your career and your future through the CREW Network Leadership Certificate Program. Leverage what you've got with what this program gives you. You'll walk away with the skills and confidence to make the career moves and business deals you want.

By participating in this program, you will be exposed to extraordinary academic content coupled with mentors who are familiar with the challenges in the commercial real estate work environment—and you will earn a recognized industry credential that demonstrates the skills and knowledge needed to lead in CRE.

#### Program features

- Expert instructors that teach leading principles in leadership, organizational management and negotiations.
- Small group setting enables discussion and exchange that enhances the learning process
- Networking opportunities to build your business connections throughout the program
- Knowledge and content that increases your business capabilities, leadership skills and management tools

Become the leader that you want to be. Fully realize your potential as you learn with peers from leading experts who will provide you with the tactics, resources and tools to make your next career move. ■

#### 2018 PROGRAM SCHEDULE

**Jan. 30-31**

Session I: Leadership Presence, facilitated by Gloria Schuck, Ph.D.

**Feb. 1-2 – Winter Leadership Summit**

Loews Ventana Canyon Resort in Tucson, Ariz.

**June 19-20**

Session II: Leadership Connection, facilitated by Rob Salafia

**June 21-22 – Spring Leadership Summit**

Hilton Cleveland Downtown in Cleveland, Ohio

**Oct. 15-16 –**

Session III: Leadership Negotiations, facilitated

by Guhan Subramanian

**Oct. 17 – Fall Leadership Summit**

Manchester Grand Hyatt San Diego in San Diego, Calif.

#### Registration fee – \$2,500

Includes all three leadership classes as well as registration to all three CREW Network Leadership Summits. Registration for the CREW Network Convention and Marketplace is not included in this fee. Registration fees are nonrefundable. Participants are responsible for their travel and accommodations. Attendance at all three classes is mandatory to receive the Leadership Certificate.

[REGISTER](#)

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Special thanks to our  
Leadership Certificate sponsor



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Laura Lewis

CREW Network Chief Marketing Officer

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## DONE DEALS

Project	CREW Members
Lightstream Suntrust	BYCOR, Gensler
Accredited Debt Financial	BYCOR, Gensler
Westcore	BYCOR, Gensler
Tracon	BYCOR, Gensler
Sorrento West Properties	BYCOR, FS Design Group,
Point Loma Marshalls	BYCOR, Ware Malcomb
The Vine	BYCOR, Ware Malcomb
Montana Ave Capital	BYCOR, Ware Malcomb
9269 Lightwave Ave.	BYCOR, Ware Malcomb
New HQ	Mission Federal, ID Studios, JLL, SWS Engineering
Northrop Grumman 8A TI project	Good + Roberts, LLC, Smith Consulting Architects
CPC Strategy	Lockrul Construction, WareMalcomb, Bentley Mills
HBG Design	Lockrul Construction, WareMalcomb
RMS	Lockrul Construction, Gensler, Irvine Company
Dividend	Lockrul Construction, McCarthy Cook, Gensler, Bentley Mills
Neil Dymott	Lockrul Construction, Cushman + Wakefield
Customer Resource Center	Lockrul Construction, Irvine Company, Gensler
Enclave	Lockrul Construction, McCarthy Cook
Hoehn Audi Temecula	Ware Malcomb, Dempsey Construction
Vertex	AVI-SPL, PMA
MetLife	AVI-SPL, CBRE, JLL
Torrey Ridge Science Center	AVI-SPL, AREE
The Honor Foundation	AVI-SPL, DPR, Gensler, Pacific Rim Mechanical
ARE-3985 SVB Site/Shell Refresh	AVI-SPL, AREE
Cal West School of Law	AVI-SPL, Pacific Building Group
ResMed	ID Studios, Howard's Rug, Reno, GMBI
HUB	ID Studios, Locale Advisors, G/M, Cushman + Wakefield
Cushman + Wakefield Carlsbad	ID Studios, Cushman + Wakefield
Mash + McLennan Agency	ID Studios, Cushman + Wakefield, CBRE
Allen Matkins Law Firm	FS Design Group, Burger Construction, CBRE, DalTile
UCSD at Torrey Pines Court	FS Design Group, BYCOR General Contractors, JLL, Mohawk Industries
Sola Salons - San Diego, Clairemont + Oceanside	FS Design Group, Lockrul Construction, Mohawk Industries
Thorsnes Bartolotta McGuire Law Firm	FS Design Group, CBRE
IQ Analog	FS Design Group, Commercial Builders Inc, Cushman + Wakefield, DalTile
Coastal Payroll	FS Design Group, Burger Construction, Cushman + Wakefield
Envision Eye Center	FS Design Group, Burger Construction
Cooley Law Firm Refresh	FS Design Group, GMBI
Torrey Pines Court Building Re-Imaging	FS Design Group, BYCOR General Contractors, Mohawk Industries
Coast Income Property Inc.	FS Design Group, Lockrul Construction, GMBI
Meissner Jacquet	FS Design Group, Lockrul Construction, Mohawk Industries
Pulse Electronics	FS Design Group, CBRE, Pacific Building Group
MD7	FS Design Group, BYCOR General Contractors

[Continued on page 11](#)



## DONE DEALS, continued from page 10

Project	CREW Members
K2 Insurance	FS Design Group, CBRE
California Retina Associates	FS Design Group, Pacific Building Group
Agility Clinical	FS Design Group, White Construction
Finance of America	FS Design Group, Burger Construction, Cushman + Wakefield
Buley Wealth Management	FS Design Group, Burger Construction, Cushman + Wakefield, Bentley Mills
Art of Problem Solving Academy	FS Design Group, Commercial Builders Inc, CBRE
Daytom	FS Design Group, Lockrul Construction, Cushman + Wakefield, DalTile
BBSI	FS Design Group, CBRE, McCarthy Cook
Coast Industrial Systems	FS Design Group, Johnson + Jennings General Contractors , Bentley Mills
35 North Office Complex Re-Imaging	FS Design Group, Lockrul Construction, Colliers International
Pacific Plaza Office Complex Re-Imaging	FS Design Group, Burger Construction, Newmark Grubb Knight Frank
CV Sciences	Hollander Design Group, Bentley Mills, DalTile, Lockrul Construction
Cytori	Hollander Design Group, BYCOR General Contractors, Bentley Mills
Pacific View	Hollander Design Group, Cushman + Wakefield, Prevost Construction
GreatCall	Hollander Design Group, Cushman + Wakefield
Johnson + Jennings	Hollander Design Group, Johnson + Jennings General Contractors, Cultura
NuVasive	Hollander Design Group, Ferguson Pape Baldwin, PMA, Pacific Building Group
Tesla	Hollander Design Group, CBRE

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## EDUCATION

### Recap of Burnham-Moores Center for Real Estate's Dialogue Series Event: UNCONSCIOUS BIAS IN THE WORKPLACE

By Kimberly Malasky, Director of Communications and Marketing, Burnham-Moores Center for Real Estate, University of San Diego School of Business

On Oct. 11, the Burnham-Moores Center for Real Estate hosted its BMC Dialogue Series (#BMCDS) conference on the University of San Diego campus. The event, formerly known as the Women in Real Estate (WIRE) conference, addressed the topic "Unconscious Bias in the Workplace." Unconscious biases penetrate a wide-range of our society, from hiring decisions in the workplace to electing officials to referee calls made in professional sports. Unconscious biases are social stereotypes about certain groups of people that individuals form outside their own conscious awareness. Everyone holds unconscious beliefs about various social and identity groups, and these biases stem from one's tendency to organize social worlds by categorizing.

The program opened with Jerrilyn Malana, chief deputy for employment and special advisor at the San Diego County District Attorney's Office. Malana set the stage for the unconscious bias phenomenon with her presentation titled, "Understanding Unconscious Bias and Strategies for Mitigation." She explains that unconscious bias (also known as "implicit bias") was brought to the mainstream in 2016 during the presidential election. These biases arise through thought processes you may not realize through ordinary mental functioning and associations we have further lead to biases.

Malana discussed various "schemas" associated with unconscious bias. These schemas are attitudes and stereotypes that are automatic mental shortcuts on how we process, organize and categorize information. Biases are built through our lifetime, however Malana shared that there are strategies to mitigate implicit biases because these types of biases are malleable. These strategies include:

- Change your mindset and be motivated to change.
- Diversify your circles and increase the diversity of your groups.
- Recognize risk factors when making decisions.
- Slow down your thought processes when making decisions.
- Reduce distractions when making decisions.
- Establish concrete standards ahead of time.
- Routinely check your decision making process.
- Seek feedback early and monitor your results.

Following Malana's presentation, G. Joyce Rowland, senior vice president and chief human resources and administrative officer for Sempra Energy, shared her journey in her role at Sempra and how the company has made great strides in the area of unconscious biases and

diversity. "To build a truly diverse and inclusive environment, you have to commit to the long game," says Rowland who prefers to use the term "unintentional bias" versus unconscious or implicit bias. Rowland shared that Sempra's board of directors is diverse, comprising 38% female, 38% people of color and 31% white male.

Rowland also challenged CEOs and executives of companies to sign the "CEO Action for Diversity and Inclusion™" pledge which aims to rally the business community to advance diversity and inclusion within the workplace by working collectively across organizations and sectors. It outlines a specific set of actions the undersigned companies will take to cultivate a trusting environment where all ideas are welcomed and employees feel comfortable and empowered to discuss diversity and inclusion.

Following the two speakers, a panel including Malana, Rowland, Tim Durie, senior vice president of organizational development for Newland Real Estate Group, and Jennifer Litwak, executive director of Housing on Merit, explored the topic further. Stath Karras, executive director of the Burnham-Moores Center for Real Estate, was the moderator for the panel discussion. The panel addressed topics which were included in CREW's benchmark studies of 2010 and 2015, and several of its white papers on unconscious bias, including CREW Network's 2016 "Closing the Gap: Addressing Gender Bias and Other Barriers for Women in Commercial Real Estate." Litwak mentioned that CREW will be coming out with a new white paper on this topic at the end of October which will address the "Business Case for Diversity," which compels businesses that these changes have to be initiated from the top. ■

View photos of the event. <https://www.flickr.com/photos/118686454@N05/sets/72157689337758136/>



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[Continued on page 13](#)



## EDUCATION, continued from page 12

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#### Who Should Attend

Professionals who wish to lay a foundation for a real estate career, students seeking knowledge in a real estate discipline or specialization, and individuals interested in pursuing further real estate professional study to complement their real estate industry experience.

#### Upcoming Real Estate Certificate Courses:

Nov. 13-Dec. 4, 2017

REP-X813 Real Estate Investment and Income Analysis 101

Mar. 20-April 10, 2018

REP-X818 Property Management

April 9-30, 2018

REP-X827 Development Feasibility

*Review the complete list of real estate courses and schedule.*

### BURNHAM-MOORES CENTER FOR REAL ESTATE 2017-18 CONFERENCES

#### **Breakfast at the BMC Lecture Series**

Thursday, September 14, 2017

7-9:30 a.m.

#### **Joan B. Kroc Institute for Peace & Justice, USD campus**

The Breakfast at the BMC lecture series was launched by the Burnham-Moores Center in 2007 to showcase extraordinary real estate leaders and to address current issues that affect the real estate industry and trends.

#### **BMC Dialogue Series**

Wednesday, October 11, 2017

3-6:30 p.m.

#### **Joan B. Kroc Institute for Peace & Justice, USD campus**

The BMC Dialogue Series (formerly known as the Women in Real Estate Conference) attracts more than 200 real estate professionals, women and men, and features women—all senior executives—addressing topics facing women in real estate.

#### **17th Annual Residential Real Estate Conference: Outlook 2018**

Thursday, December 7, 2017

7-10 a.m.

#### **Joan B. Kroc Institute for Peace & Justice, USD campus**

The Annual Residential Real Estate Outlook Conference is a gathering of more than 200 residential real estate professionals. Highly regarded industry principals share their predictions and the rationale for their expectations.

#### **22nd Annual Real Estate Conference**

Date TBA February/March, 2018

7 a.m.-noon

*Location in Downtown San Diego TBA*

The Burnham-Moores Center's Annual Real Estate Conference is a signature gathering of the "who's who" in the real estate industry in San Diego. The event draws a high-quality audience that tops 600 annually. Local and nationally recognized industry leaders, noted for their credibility and insights, challenge conventional thinking.

Visit our website: [www.usdrealstate.com](http://www.usdrealstate.com)

**For more information on any education-related items above, please contact Kimberly Malasky, director of communications and marketing at the Burnham-Moores Center for Real Estate at [kmalasky@sandiego.edu](mailto:kmalasky@sandiego.edu) or (619) 260-4786.**

[Continued on page 14](#)

## EDUCATION, continued from page 13

### THE CREW NETWORK LEADERSHIP CERTIFICATE PROGRAM



**Stefanie Collins**

The rumors are true! I officially was awarded a CREW Leadership Certificate after completing the inaugural program in 2016.

Are you familiar with the program? Let me give you the highlights...

The CREW Network Leadership Certificate Program is a year-long training where prominent leaders and professors train you on leadership topics such as negotiation tactics, executive presence and overall leadership best practices. The program consists of 3 full day sessions (1 per quarter), plus a mentor from outside of your current CREW chapter. There are also suggested readings throughout the year, but no homework and no overwhelming amounts of time needed to dedicate towards the program until you attend the sessions. Main features of the program are:

- Expert instructors that teach leading principles in leadership, organizational management and negotiations.
- Small group setting enables discussion and exchange that enhances the learning process
- Networking opportunities to build your business connections throughout the program
- Knowledge and content that increases your business capabilities, leadership skills and management tools

As a new member to CREW in 2016, I was excited to participate in the program not only to gain leadership skills, but also to learn about CREW, attend the Summits and benefit from Convention. I would say, "mission accomplished!" It is worth noting that this type of program will only be impactful if you want it to be. If you don't make the time to glance at any of the suggested readings or call your mentor and

have some insightful conversations, then you may not get the same experience as the woman next to you.

If you are on the fence and unsure if this program would be beneficial to you, know that at the very least I met women from various others chapters, in an intimate setting, where we all were focused on developing our professional skills. That alone is a pretty awesome experience! Now that the program is over, CREW Network is organizing a gathering for our cohort to reunite at the 2017 Convention to continue the dialogue and networking. With that, they have just announced the next program to begin in January 2018.

<https://crewnetwork.org/events/2018-crew-network-leadership-certificate>

#### **Best wishes to those who participate!**

**Stefanie Collins**

*Program Manager*

*Talent Management & Diversity*





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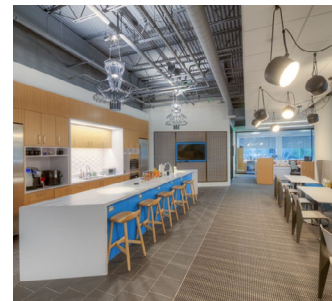
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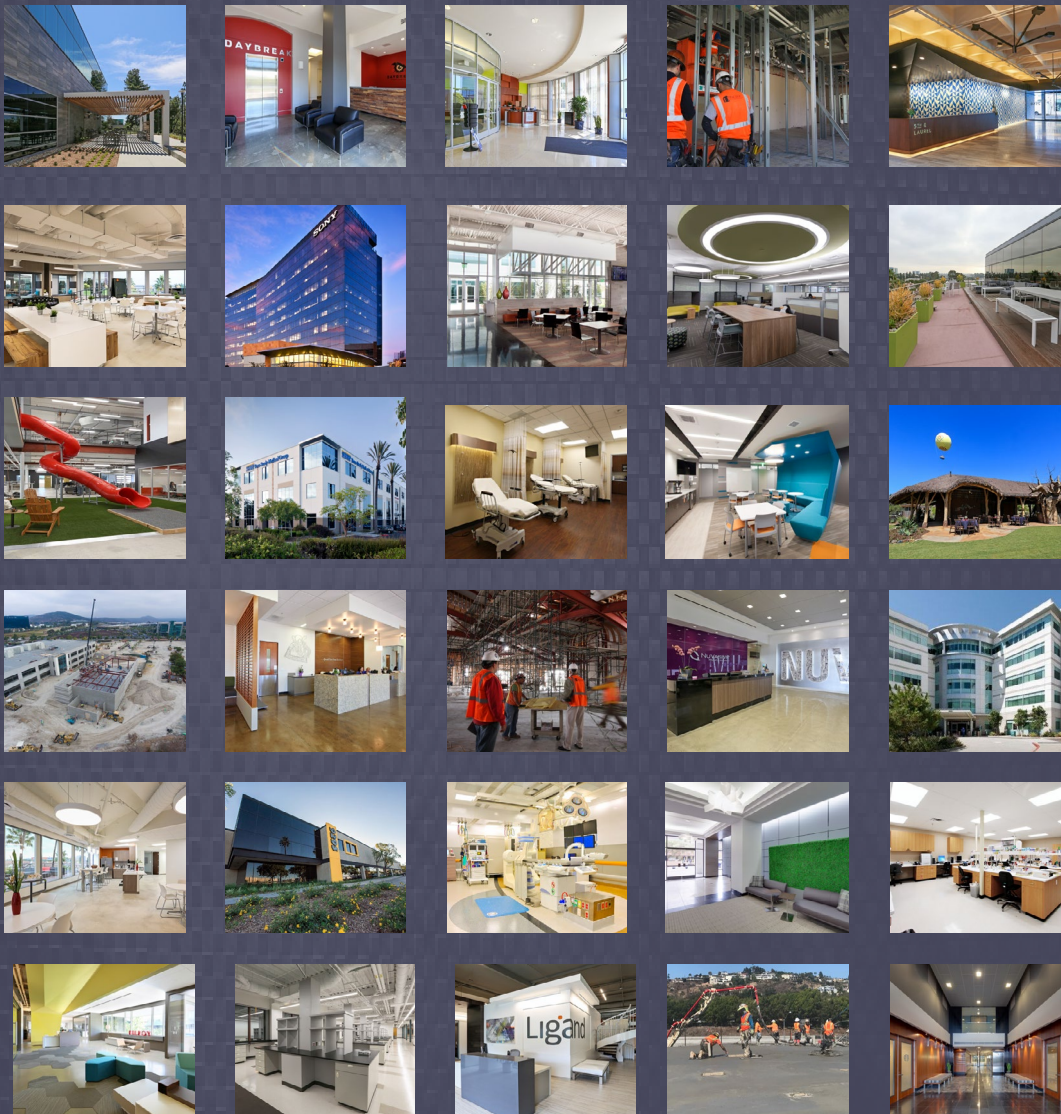
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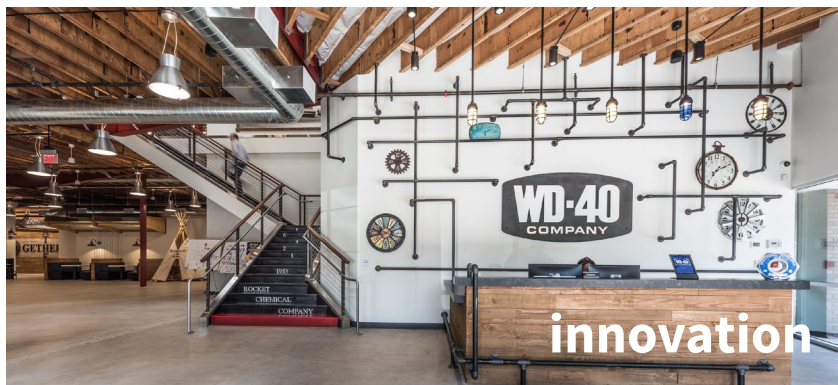
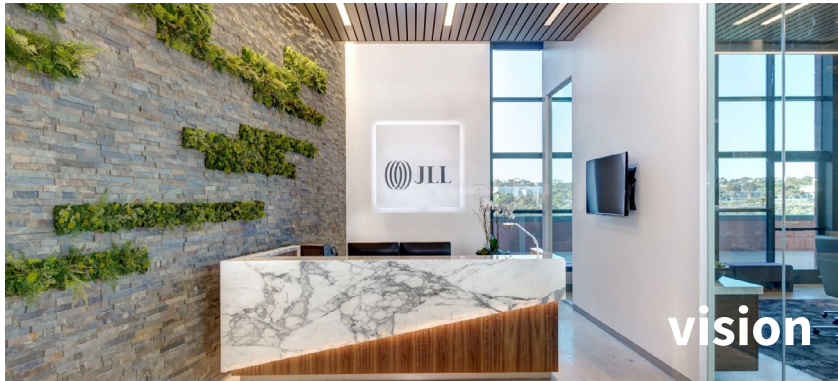
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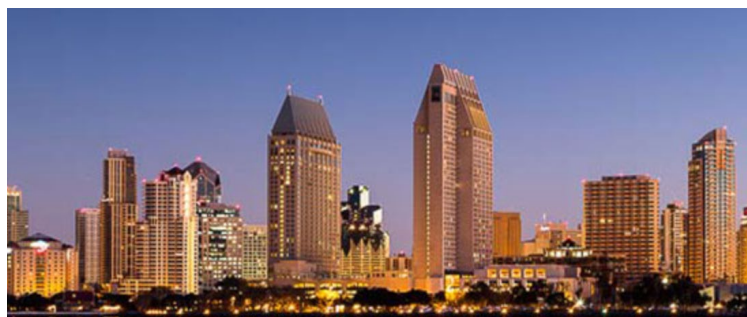
## 2017 LEGACY MEMBERS (joined 2013 and prior)

- |                                    |                                     |  |
|------------------------------------|-------------------------------------|--|
| ▪ Allison Simpson (formerly Beall) | ▪ Kellie Galligan (formerly Hill)   | ▪ Susan Steele   |
| ▪ Julia Baikova                    | ▪ Jill Hogan                        | ▪ Lori Ann Stevens   |
| ▪ Anne Benge                       | ▪ Carly Glova (formerly Kurkiewicz) | ▪ Ginny Uyeno-Bridy  |
| ▪ Dana Bessenecker                 | ▪ Wendy Lanahan                     | ▪ Katie Yee  |
| ▪ Tara Burns                       | ▪ Desiree Kay Lawn                  |  |
| ▪ Susan Couch                      | ▪ Marilyn Mattson                   | Legacy members are those who have been a part of CREW for 5 years or more and receive extra membership benefits. Please contact <a href="#">Jackie Isidore</a> , Immediate Past President, for more information. |
| ▪ Christy Daly-Pranzo              | ▪ Amber Mauer                       |  |
| ▪ Tiffany English                  | ▪ Toni McMahon                      |  |
| ▪ Bre'an Fox                       | ▪ Amy Morway                        |  |
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| ▪ Jackie Isidore                   | ▪ Rose Silverwater                  |  |
| ▪ Terry Hall                       |                                     |  |

## CREW UPCOMING EVENTS

11/28/17 *Educations + Programs Luncheon*

12/7/17 *ANNUAL CREW Holiday Party*



***CREW San Diego brings women together to build professional and personal relationships, expand industry knowledge and expertise, and support the development of commercial real estate.***

## CREW SAN DIEGO New Members 3rd Qtr

- |  |  |
|--|--|
| ▪ Kelly Hogan – JPMorgan Chase               | ▪ Ana Tsang (Towe) – McCarthy Cook         |
| ▪ Jenee San Filippo – JLL                    | ▪ Ryan Morrell – Prevost Construction      |
| ▪ Kim Bennett – Qualcomm Incorporated        | ▪ Angela Santoro – Ryan Companies US, Inc. |
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