

WHAT'S INSIDE

President's Message	1
Congratulations	1
Annual Golf Tournament	2
Member News	4
Done Deals	8
CREW Corner	9
Summer Social	10
Platinum Sponsor Highlight	11
Gold Sponsor Highlight	12
New Members	13
2016 Sponsors	14

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

PRESIDENT'S MESSAGE



Jackie Isidore

THANK YOU! When thinking about what I wanted to highlight in my President's Message this quarter – all I could think about was Thank You! Thank You to our members and their companies who believe in the CREW cause and the value of membership. Thank you to our 2016 Sponsors who choose to do business within CREW. Thank You to our incredible board members who devote so much time, effort and heart putting together our events and the opportunities for education, growth, leadership, networking and fun!

We have several more months left in the 2016 year and we still have big plans on the horizon. Not to be missed is the Summer Mixer at the end of August, bring your hula hoop and join us at annual sponsor McCarthy Cook's newly renovated Tower's North facility. Interested in getting a taste for CREW on a national level? Think

about joining the San Diego group attending the 2016 CREW Network Convention & Marketplace in New York, New York in October! The Convention will feature renowned speakers, including Amy Cuddy, industry specific insight and offer "unparalleled networking and leadership education." It's an energizing convention with several thousands of your closest CREW friends.

Lastly, if you are interested in joining the CREW board please reach out to Catherine Hughes, President Elect, or me about the path to leadership. It's an incredible opportunity and we are actively in the process of succession planning for 2017.

And Again Thank You! Crew San Diego with your help and commitment is enjoying another successful year and living the CREW mission of *"influencing the success of the commercial real estate industry by advancing the achievements of women."* ■

Jackie Isidore

CONGRATULATIONS



Melissa Scofield

Melissa Scofield announces her new position as an Account Executive at San Diego Business Journal. As an Account Executive, Mrs. Scofield sells marketing solutions for your print and digital ads, as well as conferences and roundtable opportunities. She provides max exposure for her clients due to her exclusive work in San Diego County. She works exclusively with the Commercial Real Estate, Accounting and Hospitality industries.



Kendahl Stein

Kendahl Stein announces her new position with Fidelity National Title where she is now the Vice President of National Commercial Services. With her new position, Kendahl maintains strong relationships with lenders, brokers, developers and attorneys all while facilitating transactions. With a strong background in commercial real estate advertisement, the transition into commercial title insurance was seamless.

[Continued on page 4](#)

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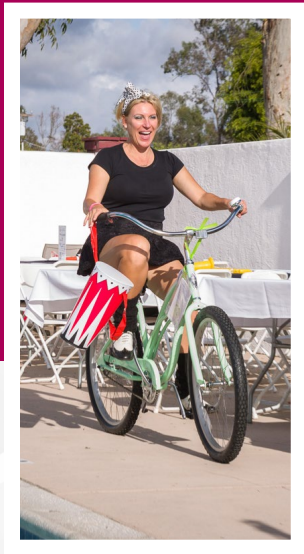
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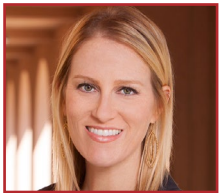


CONGRATULATIONS, continued from page 1



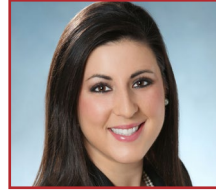
Kimberly Malasky

Congratulation to **Kimberly Malasky** for being selected as 1 of 14 Women Who Impact San Diego! Kimberely has been recognized for her extensive communication outreach efforts with Burnham-Moores, her ability to develop lasting relationships with those that contribute to the success of the real estate students at USD and her unwavering entrepreneurial spirit. In an 8 year period, Malasky opened and operated 3 different businesses in San Diego: The Fitness Guru, Bikers Blink and Km Consulting.



Kaitlin Arduino

Congratualtions **Kaitlin Arduino** for being selected as 1 of 14 Women Who Impact San Diego! Kaintlin has been recognized for her role as Executive VP and project manager at Murphy Development Company. Arduino has helped with acquisition and financing for their diverse portfolio, negotiations for their first build-to-suit and architectural direction. She also dedicates a large amount of her time to the Otay Mesa Property Owners Association where she is serves as vice chair and volunteers at the San Diego Youth Services.



Jennifer Litwak

Congratulations **Jennifer Litwak**, Housing on Merit's Executive Director, for being appointed to the National Housing Conference's Board of Trustees at their annual meeting on June 2nd in Washington D.C. The National Housing Conference ("NHC") is dedicated to helping ensure safe, decent, and affordable housing for all in America. Housing on Merit creates a bridge to permanent affordable housing for vulnerable populations by developing communities where resident have access to the support services and growth opportunities necessary to maintain safe, stable housing and make positive life changes.

<http://housingonmerit.org/>

<http://www.nhc.org/#!trustees/qadm4>

MEMBER NEWS

MAY 27, 2016 | BY CARRIE ROSSENFELD

CREW Golf Tourney Breaks Record

SAN DIEGO—The annual charity golf tournament at the Lomas Santa Fe Executive Golf Course has collected higher-than-ever sponsorship dollars, raffle and mulligan sales, delivering record-breaking donations to the CREW Network Foundation.

SAN DIEGO—Golfers and sponsors are a line-up who's who in local commercial real estate development, design and construction.

CREW San Diego's annual charity golf tournament took place recently at the Lomas Santa Fe Executive Golf Course. For the past two years, the event collected higher-than-ever sponsorship dollars, raffle and mulligan sales, delivering record-breaking donations to the CREW Network Foundation. Golfers and sponsors are a line-up of who's who in local commercial real estate development, design and construction.

CREW Network Foundation is the only foundation dedicating its resources solely toward advancing women in the commercial real estate industry. The foundation is committed to bringing more women into commercial real estate with programs that educate women and girls about the career opportunities available to them and creating mentoring relationships for those new to the industry through scholarships, industry research and career outreach. See photos from the golf tournament below.

<http://www.globest.com/sites/carrierossenfeld/2016/05/27/crew-golf-tourney-breaks-record/?kw=CREW%20Golf%20Tourney%20Breaks%20Record&cn=20160531&pt=Califor&ia&src=EMC-Email&et=editorial&bu=REM&slreturn=20160431111805>



Golfers and sponsors are a line-up who's who in local commercial real estate development, design and construction.



[Continued on page 5](#)

MEMBER NEWS, continued from page 4

MAY 12, 2016 | BY NATALIE DOLCE

CREW Luncheon Talks Food Concepts In A New Era

SAN DIEGO—David Cohn, president of Cohn Restaurant Group, and a speaker at Wednesday's CREW event, says the shelf life of a great restaurant has changed. He also expressed concern over the ripple effect of the raising California's minimum wage to \$15.

SAN DIEGO—As most in the state already know, lawmakers and union leaders reached a tentative deal to raise the state's minimum wage to \$15, a deal that David Cohn, president of Cohn Restaurant Group, said could have massive implications.

Cohn, who served as a panelist at Wednesday's CREW event: "Food Concepts in a New Era," said that his firm is currently looking at how to deal with the \$8 to \$15 jump. "The payroll implications are huge," he said. "It is really impacting our business."

Cohn predicts that the results could lead to menu prices increasing a minimum of 30% over the next few years. "It is so easy to vote for that increase, but it is going to really raise your cost of entertainment and spark a new round of inflation that we haven't seen since the 1970s," he said.

Cohn also expressed concern over the shelf life of a great restaurant, which he said has gone from about 20 years closer to the 10-year range. He said it is important to constantly retweak things to stay relevant. "We are looking at that very carefully from a concept and a design standpoint. How flexible do we have to be?"

And synergy in a mixed-use facility is critical, explained fellow panelist Joe Haeussler, EVP and COO of McMillin Commercial. Haeussler pointed out that his firm is consistently focused on considering what is in the future instead of resting on the past in order to push the momentum forward. "Synergies are very important," he said.

He pointed to the firm's Liberty Station, a mixed-use development in the Point Loma community of San Diego on the site of the former Naval Training Center San Diego. Once Trader Joes opened there, the synergy just grew, he said. "The more diversity you have of different real estate uses next to each other, the more beneficial to the overall community."

Haeussler added that he looks at Liberty Station not as a project, but as a town. And when asked about fitness and movie theaters, he said that "You have to add in fitness and entertainment options. We also have a lot of specialized fitness tenants coming in... it is a critical piece to the puzzle in the whole mixed-use center puzzle."

Haeussler also said that Millennials are important to their success. "We hire them...we are very excited about working with them and implementing changes they bring in," he said. "They bring in so many new ideas and it is key to listen to them and be flexible. We wouldn't be where we are at without listening to the millennial crowd."

Ryan Perry, senior general manager at Westfield UTC, talked a bit about social media. "Just when people think they have the social media thing figured out, it changes."



CREW Luncheon: Food Concepts in a New Era

According to Perry, that is one of the bigger challenges for a bigger firm. The challenge of how to stay abreast of what the changes are in technology and be nimble enough.

Perry also noted that at Westfield UTC, over the last five years, the center has jumped from 40% of its customers making a food purchase to 60%. As for millennials, Perry said, "you have to give them a reason to come. We are trying to compete for their time. We want to offer a very compelling place to spend your leisure time."

<http://www.globest.com/sites/nataliedolce/2016/05/12/crew-luncheon-talks-food-concepts-in-a-new-era/?kw=CREW%20Luncheon%20Talks%20Food%20Concepts%20in%20a%20New%20Era&cn=20160513&pt=California&src=E-MC-Email&et=editorial&bu=REM&slreturn=20160413110530>

SD's Millennials Want Food and Fitness

SAN DIEGO—In addition to reliable public transportation and transit from hubs to the beach, affordable housing and a sense of community, Millennials here seek satisfying food options, fitness facilities and showers in the workplace, say panelists at RealShare San Diego. [sd-rssd-creative-inspiration-panel](#)

Creative Inspiration panel, from left: Carly Glova, Monique Williamson, Jackie Greulich, Seth Shaw and John Martinez.

SAN DIEGO—In addition to reliable public transportation and transit from hubs to the beach, affordable housing and a sense of community, Millennials here seek satisfying food options, fitness facilities and showers in the workplace, said panelists at RealShare San Diego Tuesday. Speakers on the panel "Creative Inspiration: How Millennials Are Changing the CRE Rules" said a good transportation system, housing that's affordable on the salaries being offered and better ways to get from home or office to the beach were on their wish lists for San Diego.

Food and fitness amenities are desired by Millennials in practically all of the property sectors, so these do not come as a surprise. When moderator Carly Glova, president and executive recruiter for Building Careers LLC, asked the panelists what Millennials are looking for in a company, Jackie Greulich, student and career services manager for Burnham-Moores Center for Real Estate, said they seek diverse, green and innovative firms that embrace technology. "Millennials' ability to use technology to be more efficient is astounding. They also want a performance review at least once a year, or they move on. If you have these things in place, you can 'buy' a Millennial for a longer period of time."

[Continued on page 6](#)

MEMBER NEWS, continued from page 5



Seth Shaw, chief revenue officer for Wrike, developer of online project-management software, said most Millennials are seeking a higher purpose, mastery and autonomy in the workplace, while John Martinez, designer for architecture firm Carrier Johnson + CULTURE, said they are seeing amenities that include a fitness room, a full community kitchen and outdoor amenities (outdoor

kitchens, meeting areas and trails) because they're still talking about work even when they're enjoying these amenities.

Monique Williamson, curator for co-working-space firm DeskHub Inc., said Millennials want elements that promote community, including a beer fridge, full-service kitchen and a nap room. She added that co-working spaces are creating a safe place to exchange information in the business world. Greulich said the open environments that Millennials crave allow for collaboration between people who otherwise wouldn't have spoken to each other because they were separated by walls, doors and closed offices.

Shaw also pointed out that companies realize they must go beyond simply open space to include walls that make a statement about the firm's goals and culture. "The white wall is over. People have to be inspired by what's on your walls. Pictures of work-related events—people joining a company want to be able to see all that. They think, 'White, beige, grey—put a bullet in my head.'"

Glova asked the panel if open space is working and if it's for everyone, and Greulich said, "Yes, more companies are embracing it. The space per employee is shrinking." Glova asked if taking away the prize of the corner office is demotivating, and Shaw said, "I haven't had an office for six years. Being out among your team motivates them. If advancement is measured by moving desks, you're not contributing to the better of the company."

Shaw said the main challenge in open environments is the noise level. "It's tough to be able to manage that." Some solutions to the noise problem include white-noise machines and noise-cancelling headphones and mics. Williamson said companies "must provide private spaces" to employees in open environments, although they usually aren't even used. "It's the illusion of if you want privacy, it's available," she explained. She added that she's offered her office to employees who want to "not be in the fishbowl" of an open environment. Martinez said, "Everybody wants open space, but you need to have private space, too." He added acoustic walls and ceilings to the list of items that could help mitigate the noise problem. Shaw also pointed out that often the private spaces are appropriate for "loud people" who need a place to express themselves in the office environment without disturbing others.

Glova asked the panelists why they opened an office in San Diego and what brings businesses here. Shaw said the price per square

foot compared to Silicon Valley offices is tempting. "For us, it's about access to talent; a lot of people want to relocate here for the lifestyle and cultural aspect." Greulich said employees want to achieve work/life balance and they want to enjoy the great weather. "Housing costs are lower here, but I think they are still too high based on salaries."

Glova asked how can we keep talent here? What else do we need to do, build or provide? Greulich said, "We need to attract more of a big corporate presence here and create more jobs here of higher salaries. A lot of graduates are moving in with their parents because they can't afford an apartment to rent."

Shaw said, "We need to do a better job of creating cool environments. Right now, it's kind of uninspired." He said employees want companies to install showers at work so they can go for a run at lunch to reduce their stress level and shower afterward before returning to work. Greulich agreed and said bike racks at the office are also important. Martinez said mixed-use space is hugely important since it cuts down on commute times.

For retaining Millennials, Shaw recommended a culture of inclusion. "Half of the people surveyed list environment as the reason why they like to go to work. Catered lunches for all the employees every day and on-site services like haircuts and massages help create that culture.

Greulich said, "Leadership needs to walk the talk" in order to create that culture. A place where family is welcome, you work hard and are rewarded for it is desired. "People need to be reminded they work in an awesome place."

Martinez said it comes down to food and fitness. "It means something when you can see the spinach growing outside your window and then go down to the kitchen and eat it." Food trucks and pop-up shops featuring local businesses, like Williamson sees in Little Italy, are another great idea, and Greulich said bringing wellness into the office via diabetes screening and counseling and other health services is key as well.

Does SD Have a Handle On Its Tech Sector?

SAN DIEGO—With 18% growth in software-development jobs expected here in the next several months, according to moderator Tiffany English, principal with Ware Malcomb, San Diego is just beginning to realize how important its tech sector is to its viability as a region, speakers at CREW San Diego's lunch event yesterday say. The panel talked about the drivers bringing tech companies to San Diego, which submarkets are drawing certain types of tech companies and whether startups will stay here once they themselves grow viable.

English asked the panel what distinguishes San Diego from other tech markets. Kayla Trautwein, senior portfolio manager for startup incubator EvoNexus, said for one thing, San Diego is a much more laid-back and community oriented than markets like L.A., Silicon Valley and New York. There's a collaborative vibe, plus there are more

[Continued on page 7](#)

MEMBER NEWS, continued from page 6

engineering schools here than there are in Silicon Valley, which brings in young talent.

Star Hughes-Gorup, director of Hughes Marino, said San Diego's lower cost of living compared to many other tech markets is another draw. "San Francisco is 48% more expensive than San Diego." And while salaries are lower here, office space is extremely affordable, with San Diego coming in at one-third the rental rates of San Francisco—which just eclipsed New York as the most expensive office market in the country.

Stacey Pennington, founder and president of SLP Urban Planning, a developer of Makers Quarter in the East Village of Downtown San Diego, said Makers Quarter is helping to bring modern office space to Downtown, and tech startups are going for it. "The quality of life here is better than in other markets. We are open to collaboration, and people are drawn to that." She mentioned Feets, a company that uses 3D printing to create a custom shoe that matches your foot, saying that this firm got its start at Fab Lab, a maker space Downtown. "The CEO had moved to Nashville and recently returned to San Diego because of the spirit of collaboration here."

English asked the panelists which tech sectors are drawn to which San Diego submarkets. Hughes-Gorup said tech companies "like to cluster," so sports tech is drawn to Carlsbad—where half of all San Diego's action-sports jobs are; the I-15 corridor attracts telecom companies; Sorrento Valley brings in biotech; Torrey Pines draws life sciences; and UTC has a good mix of companies. She added that Downtown has seen the most growth from the tech sector of all the submarkets here, with companies seeking to move there for the collaboration and urban vibe.

From an amenities standpoint, Downtown companies rely on outside amenities (i.e., restaurants, gyms, retail), whereas suburban submarkets like UTC and the I-15 corridor are more likely to host large campuses with on-site amenities. "This puts pressure on landlords to create high-end campuses for users," Hughes-Gorup said. She added that Downtown's office vacancy is the lowest it's been in two decades, with 98% of the space leased.

In discussing the competitive advantages San Diego possesses, Trautwein said, "Talent down here is cheaper, and there's a sense of loyalty in San Diego. There's less competition, so talent is not as likely to be poached" as in the Silicon Valley.

Sara Burg, senior project manager for CBRE, described three levels of tech startups: the early-stage or "they don't know what they don't know" firms that require confidence building from their real estate firms; mid-stage firms who "know what they don't know, and it overwhelms them," that are on their way but sometimes get bogged down in the details of growth; and established or later-stage firms that need more financial-planning and investment help as well as a longer-term growth plan. Pennington said this assessment was dead-on accurate and chronicles what she has been through with Makers Quarter. She said in commercial real estate, a year out—projected time for completion of the first stage of Makers Quarter's office space—is "a sneeze away,"



Stacy Pennington (left) speaks about Makers Quarter being sensitive to the needs of various levels of tech companies.

but for tech startups, most can't plan that far ahead. She added that companies are adjusting to considering Downtown offices as the region gains a more unified feeling, and this will help the tech clusters.

English asked if the trend of San Diego's startups getting bought and moving away from the region will change, causing companies to stay, and Pennington said, "Yes. There are many amazing groups getting their acts together, which is empowering and legitimizing our market."

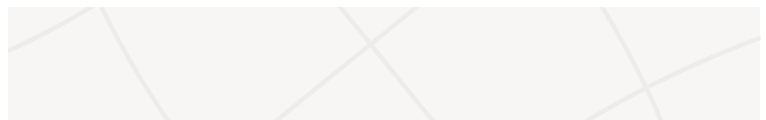
Trautwein said corporations are also helping, from the Irvine Co. contributing 40,000 square feet of pro bono space for startups to corporate sponsors putting seed money into startups. "More companies in San Diego are looking to grow, not just flip, so we need more active venture-capital companies here. We lose to the Bay Area on this often."

English asked Hughes-Gorup what companies who are leaving incubator space are looking for in new space, and Hughes-Gorup said it comes down to amenities including access to restaurants and outdoor space and free in-building gyms. Also important are short-term (one to three years) leases and immediate (within a month) move-ins.

Pennington added that growing firms are also seeking the "look" of a company that has made it, including glass-front offices. She spoke of the value of internalizing amenities in suburban campuses versus fully externalizing them in urban campuses and creating an environment that's completely artificial to the location—the way companies like Alexandria do—but work in that location to the degree that companies would be lost without that environment.

Burg said what firms are looking for depends a lot on the age of the company leadership and what they care about. Older leadership cares more about private offices, while younger leadership—even at the CEO level—will bench with entry-level employees.

<http://www.globest.com/sites/carrierossfeld/2016/07/14/does-sd-have-a-handle-on-its-tech-sector/?kw=Does%20SD%20Have%20a%20Handle%20on%20its%20Tech%20Sector?cn=20160715&pt=California&src=EMC-Email&et=editorial&bu=REM&slreturn=20160620214307>





DONE DEALS

Project	CREW Members
AquaLung	Hollander Design Group, Viking Commercial Construction
Asset Manager	Building Careers, Locale Advisors
Center for Creative Leadership	Hollander Design Group, Coastal Signage and Wayfinding
Eastlake Parking Lot	SWS Engineering Inc., Pacific Building Group
Graphics Coordinator	Building Careers, HFF
Hazard Center 6th, 10th, 11th, 13th and 15th floor lobbies	PM Realty Group, Johnson & Jennings
Kidder Mathew	Hollander Design Group, Burger Construction, Coastal Signage and Wayfinding
La Jolla Biologics	Hollander Design Group, Kilroy Realty, Unisource
Nancy Ridge	SWS Engineering Inc., Gensler
Ocean Ridge 2nd and 3rd floor upgrades	Cushman & Wakefield, Johnson & Jennings
Ocean Ridge Suite 30	Cushman & Wakefield, Johnson & Jennings
Palomar College Operations and Maintenance Building	SWS Engineering Inc., BNIM
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TrumpCard	Hollander Design Group, Viking Commercial Construction, Bentley Mills, Inc.
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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.



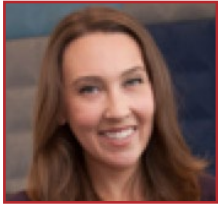
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CREW Network's online business networking tool developed exclusively for CREW Network members. Increase your visibility and business networking to nearly 9,000 professionals across North America looking to do business in your area – looking to do business with you!

CREW CORNER ■ TOP 40 UNDER 40



Lauren Slatinsky

By John Roemer
Wednesday, May 25, 2016

Slatinsky began her career as a commercial real estate professional right after graduating in communications studies from the University of San Diego. In fewer than 10 years, she has worked at some of the city's most notable firms.

She was the business development manager at BNBuilders Inc. for more than four years. She also worked for Turner Construction Co.

In December, she was named to her current post at Pacific Building Group.

On the company's management team, she works with owners, managers, brokers and design teams, and oversees project budgets and marketing. She coordinates with the pre-construction and operations teams to provide owners with optimal pricing and scheduling. Her tasks focus on serving and growing the company's primary markets, which include corporate office, health care, life sciences and industrial.

"I build relationships," she said. Slatinsky was part of the team that won the approval to turn the Union-Tribune's former Mission Valley campus into a \$200 million mixed-use residential tower, office building, parking garage and retail space.

"It was a technical challenge to convert an occupied space on an urban site," she said. "We put together a detailed proposal, keeping in mind the client's needs. The job required strategic thinking and an ability to align our values with those of the client."

Slatinsky's enthusiasm for the industry led her to serve as 2016 vice president for CREW (Commercial Real Estate Women) San Diego. In that post, she recruits, mentors and educates college students about what the work entails. She also volunteers on committees at her children's schools, recently raising more than \$14,000. Her additional volunteer experience includes work at Tables for Tots, the San Diego Food Bank, Surfrider Foundation beach cleanups, and Habitat for Humanity.

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Thank you!

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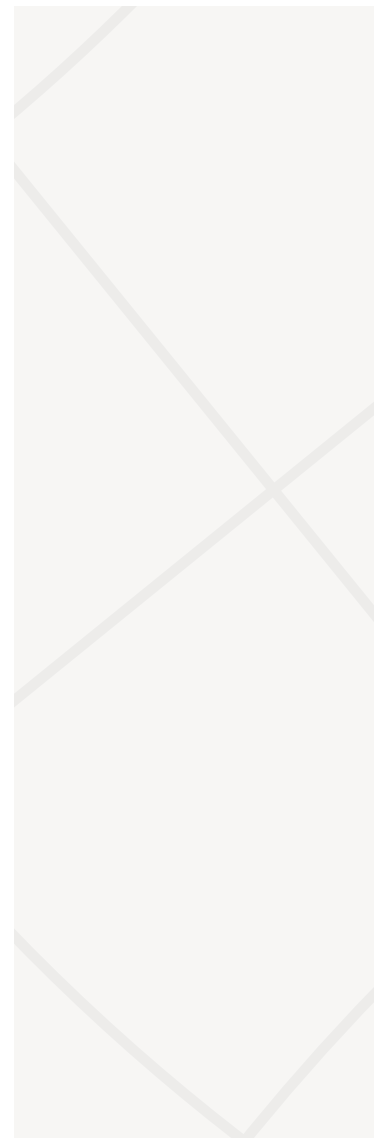
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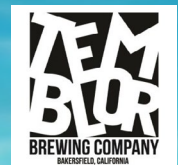
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CREW San Diego Gold Sponsor Highlight | Ware Malcomb April 2016

Ware Malcomb is an award winning, international design firm. Established in 1972, we provide professional planning, architecture, interior architecture and design, branding, and civil engineering services to corporate, commercial developer and public/institutional clients throughout the world.

With 18 office locations across the United States, Canada, Mexico and Panama, our expertise includes office, interiors, master planning, retail, hospitality, industrial/distribution, healthcare, technology, education, public/government, residential/senior housing, auto, renovation, and sustainable design. A corporate member of the U.S., Canada, and Panama Green Building Councils, and Sustentabilidad Para Mexico (SUMe), we are available to provide sustainable design, LEED® Design, and LEED® Management services in accordance with the specific objectives for our clients' projects.

Ware Malcomb has maintained a presence in San Diego since 1985. Our San Diego team has completed thousands of projects in San Diego and has established relationships with the local real estate community. Ware Malcomb is ranked 13 on the San Diego Business Journal's 2015 Top Architecture Firms list. Recent projects include Mediatek, Hoehn Motors Audi, and Cubic Corporation.

We have been a proud member of CREW San Diego since 2005. Tiffany English, our San Diego Principal, is the currently serving on the CREW Network Industry Research Committee and Catharine Hughes, our San Diego Studio Manager, is the President Elect for the 2016 CREW San Diego Chapter, applying over 30 years of design and leadership experience to their positions. Tiffany was named Women's Advocate of the Year by Connected Women of Influence honoring her success as an industry leader.

We appreciate the CREW Network as the industry's premier business networking organization and applaud its dedication to influencing the success of the commercial real estate industry by advancing the achievements of women.

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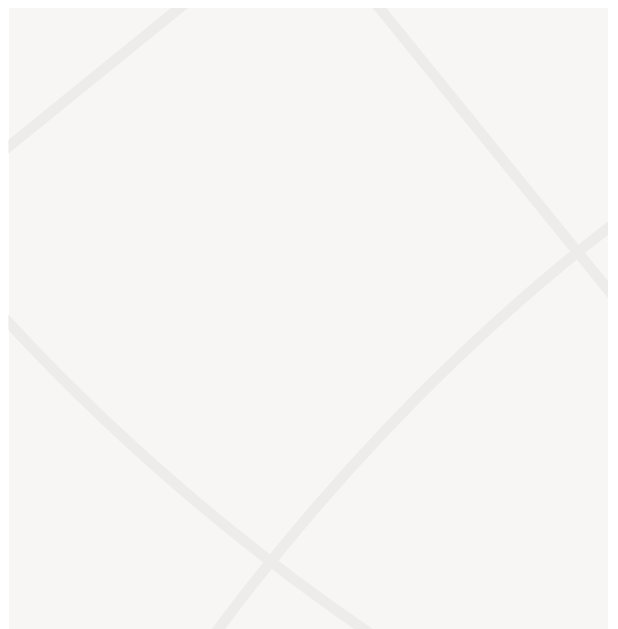
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CREW SAN DIEGO New Members 2nd Qtr

- **Megan Todd** – *Cumming Corporation*
- **Ashley Gosal** – *Bosa Development*
- **Sylvia Gonzales** – *Carrier Johnson*
- **Naomi Lohnes** – *Johnson & Jennings*

2016 LEGACY MEMBERS (joined 2011 and prior)

- | | |
|--|---------------------|
| ▪ Allison Simpson (<i>formerly Beall</i>) | ▪ Desiree Kay Lawn |
| ▪ Julia Baikova | ▪ Marilyn Mattson |
| ▪ Anne Bengé | ▪ Amber Mauer |
| ▪ Dana Bessenecker | ▪ Toni McMahon |
| ▪ Tara Burns | ▪ Amy Morway |
| ▪ Susan Couch | ▪ Angela Rauzi |
| ▪ Christy Daly-Pranzo | ▪ Amanda Seimer |
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| ▪ Jane Green | ▪ Susan Steele |
| ▪ Linda Greenberg | ▪ Lori Ann Stevens |
| ▪ Lisa Gualco | ▪ Ginny Uyeno-Bridy |
| ▪ Jackie Isidore | ▪ Katie Yee |
| ▪ Terry Hall | |
| ▪ Kellie Galligan (<i>formerly Hill</i>) | |
| ▪ Jill Hogan | |
| ▪ Carly Glova (<i>formerly Kurkiewicz</i>) | |
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