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## CURRENT MEMBERS DON'T LET YOUR MEMBERSHIP EXPIRE!

**2015 Memberships expire December 31, 2015**  
2016 renewal invoices will be set up on CREWbiz™ in early November and as soon as they are ready, an email will be sent to all members. Please follow the instructions to renew your membership promptly so no benefits are missed!

You will be directed to renew on CREW Network's site, using your CREWbiz™ account. If you haven't completed your CREWbiz™ profile, please do so today! Visit: [www.crewnetwork.org/CrewBizProfile.aspx](http://www.crewnetwork.org/CrewBizProfile.aspx)

Your timely renewal ensures:

- 12 months of face-to-face networking opportunities at affordable prices
- Access to CREWbiz™, CREW Network's online directory and networking tool
- Access to CREW Network's Career Center
- Exclusive CREW Network webinars & teleconferences
- Industry Research White Papers
- Online Connections Groups
- CREW Network Deal Room database
- Invitations to member only events
- Discounted member rates to all CREW San Diego networking mixers, educational programs and special events
- Discounted registration rates to CREW Network's Annual Convention and Leadership Summits
- ...and more!

**Remember, there are no cold calls when you are a CREW member.**

**YOU WON'T WANT TO MISS OUT!**

For more information contact [Lauren Slatinsky](mailto:laurens@pbginc.biz), 2016 VP of Membership, by email [laurens@pbginc.biz](mailto:laurens@pbginc.biz)

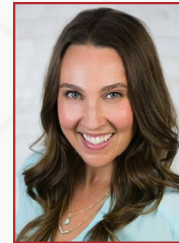
## CONGRATULATIONS TO THE 2016 CREW SAN DIEGO BOARD OF DIRECTORS



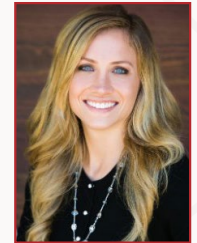
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*Johnson & Jennings Contracting*



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**TREASURER**  
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## PRESIDENT'S MESSAGE

### What Women in CRE Still Battle

By *Carrie Rossenfeld* | San Diego



**Jackie Isidore**

SAN DIEGO—

*From pre-conceived notions about women in the workplace to the salary gap and glass ceiling, women are making strides but still struggling with these issues, CREW San Diego's 2016 president Jackie Isidore tells GlobeSt.com. We spoke exclusively with Isidore, who is VP of marketing and business development for Johnson & Jennings*

*General Contracting, before CREW San Diego's kickoff event Thursday—a lunch panel on “Market-Leading Insights & Analysis for 2016,” led by Joe Quinlan, managing director and chief market strategist for US Trust Bank of America Private Wealth Management, and Spencer Levy, Americas head of research for CBRE; stay tuned for coverage on this—to discuss CREW San Diego's 2015 accomplishments, the year ahead for the organization and the issues and triumphs surrounding women in CRE.*

**GlobeSt.com:** What were CREW San Diego's greatest accomplishments in 2015?

**Isidore:** 2015 was another great year. CREW San Diego has actually been experiencing great growth for the past several years, which has brought new opportunities to our members. Two things that stand out are the number of nominations and awards we were able to get for our CREW San Diego members and the number of business transactions that were done through the members of CREW San Diego. The awards and nominations not only highlight the specific member, gaining them recognition, but also point out what a strong organization CREW San Diego is. On our part, this takes time and effort to identify the member, get the information and compile the nomination, but it's huge for our membership. As for the business transactions, we've had \$10-million and \$15-million deals with five CREW members involved in the deal. This, to me, is the epitome of a successful chapter, and we look within the CREW network to change the San Diego landscape.

We also had another great year of successful education programs, great leadership events and special events including golf tournaments, winetasting and the summer social. Through these events, we raised a lot of money that was donated to the CREW Foundation, which provides scholarships to women interested in CRE at a college or graduate-degree level and funds research papers on the issues women are faced with in CRE.

**GlobeSt.com:** What are the main issues concerning women in real estate today?

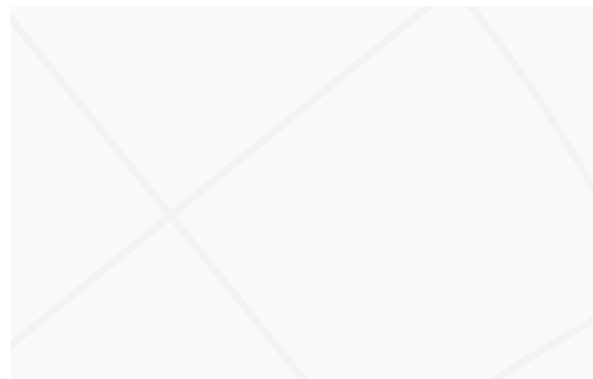
**Isidore:** Since I work for a woman-owned company and our CREW chapter is such a strong group of women, I sometimes feel insulated from these issues. However, the salary gap still exists and balancing home life and career continues to be a challenge. As a new mother, I am in awe of how working women have managed this for so long and so successfully.

**GlobeSt.com:** What strides have women made in the industry since you've been involved with it?

**Isidore:** I've been in the industry for eight years now, and during this time I have seen more and more women enter the industry. Organizations like CREW have done a lot to educate and inspire young women in pursuing careers in commercial real estate where opportunities previously did not exist. The world is changing and ever evolving and opportunities for women with it. As data continues to confirm that diversified companies are more successful, I feel we're seeing a lot more women in the higher positions throughout the industry rather than concentrated in certain areas.

**GlobeSt.com:** What are you excited about for the organization in 2016?

**Isidore:** I'm excited to keep the momentum going and to help shape the future of the San Diego chapter. Our membership increased by almost 50% in the last three to four years, and with that comes new opportunities. I'm thrilled to continue building on the foundation that is so strongly established. I'm excited about our board, which includes a great representation of enthusiastic women. What I've always loved about CREW is that our board and membership have never lacked passion. And, of course, I'm excited about our national conference, which this year is in New York in early October. The national convention is always great for bonding and CREW rah-rah. We've identified new growth opportunities to chart our chapter and continue the quality of what we offer to our members. We're in a transition phase; we're seeing the benefits and moving on to the next level.



## CONGRATULATIONS TO...



Susan Steele

### **SUSAN STEELE** SDBJ 2015 Women Who Mean Business Award

This prestigious award recognizes dynamic women business leaders and role models who have contributed significantly to San Diego's Businesses. We are proud to have nominated our very own Susan Steele who brought the award home.



Tiffany English

### **TIFFANY ENGLISH** Selected to serve on the 2016 Industry Research Committee for CREW Network

With a national focus, Ms. English will take part in providing the industry with reliable statistics addressing the advancement of women in commercial real estate and developing the business case for diversity.

CREW Network is the definitive resource for information on women in the commercial real estate industry.



Dawn Watson

### **DAWN WATSON** Promoted

CREW San Diego announces the promotion of Dawn Watson, CPA to the position of Tax Manager at Levitzacks. Dawn has become an important part of Levitzacks' team responsible for tax consulting, specializing in real estate transactions within the commercial real estate industry. Dawn consistently delivers in all areas of practice from decision making, client relations, and proactive tax planning and consulting services.

## CREW ON THE MOVE...



Regina Vanderwerff

### **REGINA VANDERWERFF** Joins Harley Ellis Devereaux (HED) as Business Develop- ment Manager

Regina VanderWerff has joined HED as their Business Development Manager. Based in HED's San Diego, California, office, VanderWerff will oversee business development for all studios in the San Diego office.

As a local San Diegan with 14 years' experience in design, project coordination, and business development, VanderWerff has built a strong network within the commercial real estate, architecture & design and construction communities. In addition VanderWerff has managed the accounts/sales and design procurement for restaurants, hotels, bars & nightclubs, country clubs, creative and corporate offices, banks, movie sets, and large-scale residential projects.

Prior to joining HED, VanderWerff most recently served as Account Executive and Design Coordinator at Innovative Commercial Environments (ICE), where she developed a Hospitality Division within their commercial office furniture dealership.



Melissa Stern

### **MELISSA STERN** Joins C&S companies as Business Development Rep

Melissa Stern has joined C&S Companies' San Diego office as business development representative for Southern California.



C&S is a full-service engineering, planning, and construction services firm with offices across California.

Founded in 1968, the firm supports infrastructure development projects for the private sector, retailers, developers, airports, municipalities, and other clients. In her role, Melissa will provide leadership to seek out, manage, and direct prospective sales efforts in the Southern California market. She will implement strategic sales plans consistent with C&S's objectives, support the existing client base that C&S has developed, and seek out new opportunities within existing client or customer organizations. Prior to joining C&S, Melissa was marketing manager for Commercial Builders, Inc.

Melissa holds a B.A. degree from The University of Arizona and in addition to Commercial Real Estate Women (CREW), is actively involved in the Building Industry Association, San Diego Downtown Partnership, and NAIOP Commercial Real Estate Development Association.



Julia Turpit

### **JULIA TURPIT** Joins Building Careers LLC as Recruiting Consultant

Julia Turpit as joined Building Career LLC in San Diego. She will focus on recruiting and placement solutions to allow companies in the commercial real estate industry find and retain top tier talent. Julia consults her



clients with direct hire and permanent placement solutions to identify motivated professionals that complement growing businesses. Services are tailored to each company's needs and level of involvement. Executive Retained and Contingent search services ensure satisfaction through the entire process from screening potential candidates to negotiating salary. <http://www.buildingREcareers.com>



## DONE DEALS

Project	CREW Members
10505 Roselle St.	Ware Malcomb, Burger Construction
Agena BioScience	Ware Malcomb, Irvine Company, Unisource Solutions
AMN Healthcare	CBRE, Unisource Solutions
Atlas Insurance	Johnson & Jennings, Irvine Company, Gensler
Bank of America - Eastvale	Viking Commercial Construction, Jones Lang LaSalle, Gensler
Confidential Client	Turner Construction, ID Studios
Confidential Projects	Gensler, Burger Construction
Confidential Projects	Gensler, BYCOR General Contractors
Confidential Projects	Gensler, CBRE
Confidential Projects	Gensler, Lockrul Construction
Confidential Projects	Gensler, Unisource Solutions
Cornerstone	Johnson & Jennings, Irvine Company, Gensler
Cubic Corporation	Ware Malcomb, Project Management Advisors, SWS Engineering, Inc.
DLA Piper	Burger Construction, Bentley, Gensler
Employee Search, recruitment & placement	Viking Commercial Construction, Building Careers, LLC
Enclos	Irvine Company, Unisource Solutions
Family Health BTS	Ware Malcomb, BYCOR General Contractors
Gilead Science, B800 Building	DPR, Burger Construction
Glysens	Burger Construction, Ware Malcomb, Unisource Solutions
Hazard Center, 8th Floor Reimage	Johnson & Jennings, PM Realty Group
Hazard Center, Plaza Lobby and Restroom Upgrade	Johnson & Jennings, PM Realty Group
Hazard Center, Suite 1550, 640, 407 Demo	Johnson & Jennings, PM Realty Group
Hazard Center, Toyota	Johnson & Jennings, PM Realty Group
Helix	DPR, Unisource Solutions
Intel San Diego	Ware Malcomb, Turner Construction
Kline Chiropractic at North Coast Medical Plaza	Ware Malcomb, Cushman & Wakefield
La Jolla Village Square	CBRE, Ware Malcomb, Unisource Solutions
Ligand Pharmaceuticals	Pacific Building Group, ID Studios
M2 Ingredients	Ware Malcomb, Cushman & Wakefield
Manchester Gateway	Gensler, Turner Construction
Mission Control	SWS Engineering, Gensler
Mission Federal San Carlos	Ware Malcomb, Unisource Solutions
Mission Valley Fitness Center	Latitude 33, Ware Malcomb
Northwest Mutual	BYCOR General Contractors, Bentley, Gensler
Ocean Ridge Spec Suite 250	Johnson & Jennings, Cushman & Wakefield
Planned Parenthood, Chula Vista	Johnson & Jennings, Unisource Solutions
Psomas	BYCOR General Contractors, Bentley, Gensler
Roselle Tansy Company	Ware Malcomb, Burger Construction
San Diego Union Tribune T1	Pacific Building Group, Gensler
San Diego Visitor Center	Ware Malcomb, Johnson & Jennings
Scripps Collection Exterior and Lobby Refresh	Johnson & Jennings, Ware Malcomb
Skyworks	Johnson & Jennings, Irvine Company, Gensler

[Continued on page 5](#)



**DONE DEALS, continued from page 4**

Snowden Lane	Irvine Company, Unisource Solutions
SRE Matrix	Irvine Company, Unisource Solutions
Stepstone and other Confidential Projects	Gensler, GM Business Interiors
TrumpCard	Viking Commercial Construction, Hollander Design Group, Bentley
Twin Atlas Renovation	Ware Malcomb, Cushman & Wakefield
Union Bank, Big Bear	Johnson & Jennings, CBRE
Union Bank, Coronado	Johnson & Jennings, CBRE
Union Bank, Escondido	Johnson & Jennings, CBRE
Union Bank, Imperial Beach	Johnson & Jennings, CBRE
Union Bank, National City	Johnson & Jennings, CBRE
Union Bank, Point Loma	Johnson & Jennings, CBRE
Union Bank, Rancho Bernardo	Johnson & Jennings, CBRE
Union Bank, Yucca Valley	Johnson & Jennings, CBRE
Vitas	Johnson & Jennings, Ware Malcomb




# Now That's What I call Music!

## Volume 2016

**Annual Golf Tournament**  
**May 6th - Noon Shotgun**  
**Lomas Santa Fe**  
**Executive Golf Course**





# Expand your Tax Toolbox

**March 9th - 11:30 a.m.**  
**Sheraton La Jolla Hotel - [Click here to register](#)**

**Elizabeth Harris, Assl VP - Exeler 1031 Exchange Services**  
**Greg Elias, CPA Partner - Think, LLP**

Capitalize on experts inside knowledge of 1031 like-kind exchanges, cost segregation studies, & tax incentives in Commercial Real Estate





# CHARITY WINE TASTING EVENT 2015

## CREW Wine-Tasting Event Draws Crowd

By Carrie Rossenfeld | San Diego

SAN DIEGO—More than 140 industry women and men attended CREW San Diego's wine-tasting/fundraiser event at the Grand Del Mar Golf Club here last week. GlobeSt.com was on the scene as the organization raised money for its foundation.

In addition to networking opportunities, attendees were treated to tastings of several different wines as well as hors d'oeuvres. Raffle winners were announced for prizes ranging from exercise classes to goods and other services. A silent auction for gift baskets, jewelry, vacations and a plethora of other goodies was held, the proceeds of which went toward the organization's CREW Network Foundation.

Special events held periodically raise several thousands of dollars a year for the CREW Foundation, which was founded in 1998 as the philanthropic arm of CREW Network. CREW Network Foundation is the only foundation dedicating its resources solely towards advancing women in the commercial real estate industry, and it 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. ■





# CREW San Diego Proud Sponsors — USD BURNHAM & MOORE WOMEN IN REAL ESTATE (WIRE) CONFERENCE

## What it Takes to Be a Leader in CRE

By Carrie Rossenfeld | San Diego

SAN DIEGO—Setting a good example, rewarding employees and encouraging diverse opinions are a few of the methods panel members touted as necessary to be a strong leader during Burnham-Moore's Center for Real Estate at the University of San Diego's Fifth Annual Women in Real Estate Conference here yesterday. GlobeSt.com was on the scene as nearly 250 attendees listened raptly to the all-female keynote address and panel talk about success and leadership in commercial real estate.

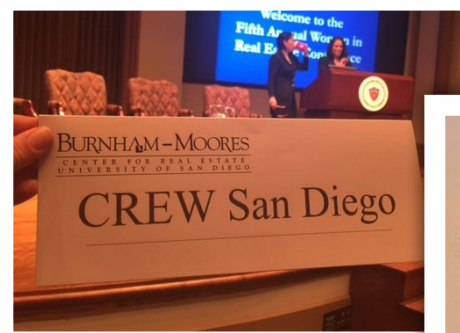
The breakfast event began with a keynote address by Gina Champion-Cain, a USD alum and chairman of the board of American National Investments, who stressed the importance of relationships in the real estate business: "It's not what you know, but who you know." Champion-Cain spoke candidly and humorously about her career, which included time with the Koll Co. followed by forays into the live-music (as in bringing House of Blues to San Diego), restaurant (the Patio) and retail (a coffee-roasting shop and a new culinary-store concept she's working on) businesses. She said she "never worked really hard to achieve one particular goal," but instead measures her success by her "love of my dogs."

Next came the panel session titled "Strategy and Leadership in an Increasingly Dynamic Real Estate Market." Moderator Vicky Carlson, president and CEO of LEAD San Diego, asked panelists what led to their success as leaders and how they chose the people they hired. Vicki Mullins, EVP and CFO of Newland Communities, said hiring people she has confidence in who have passion, good judgment, character and integrity, has been key. Real estate advisor Barbara Cambon, a former elementary-school teacher who began her real estate career in

1981, said she focused on building a team with diversified skill sets and experiences that would drive success. And Karen MacLeod, principal manager of real estate for Sharp HealthCare, said rewarding, appreciating and trusting in her team has been important. "There's nothing worse than micromanagement." She added that leaders need to lead by example, and they need to be fair and provide team members with accessibility to them. Carlson summed up the panelists' answers by saying that the common denominator was having the right team and people working for you.

Next, Carlson asked how the panelists find, train and keep talent. Cambon said using your network and being on the look for people who spark a relationship with what you are trying to accomplish is key, as is connecting at a personal level, which is increasingly challenging in this digital day and age. She added, "I had to help them understand their job was not to agree with me, that they had a responsibility to say what's on their mind. A roomful of people who all agree don't come up with new ideas." She added that she recently read by a reputable source that having women on corporate boards increases the intelligence of the group. And finally, "when employees are contributing" to the betterment of the company, "they want to stay."

MacLeod echoed the importance of networking to find good candidates, and she added that for retention, the way a leader behaves is important. Mullins said it's important to avoid hiring "talented terrorists"—people who are very good at what they do, but don't get along well with others—because it's bad for the group. "It's all about skills and attitude combined." ■



## NOVEMBER LUNCHEON: IDEA1 – A CASE STUDY IN COLLABORATION & CREATIVITY

### Tweaking An Idea That's Ahead of its Time

By Carrie Rossenfeld | San Diego

SAN DIEGO—When IDEA1 was first conceived more than three years ago, it was considerably different than the project that recently broke ground Downtown, panelists at CREW San Diego's lunch presentation here yesterday told attendees including GlobeSt.com. The event, titled "IDEA1: A Case Study in Collaboration and Creativity," drew in members and guests interested in hearing more about the residential-but-flexible project Lowe Enterprises is developing in the East Village area of Downtown San Diego.

IDEA1 began as a true mixed-use concept of 50% office/50% residential, the brainchild of Mike McNerney, SVP of Lowe, David Malmuth and Pete Garcia from I.D.E.A. District, McNerney said. "Pete, Dave and I formed a partnership with a compelling vision for what we wanted to do." The original idea was something different for the East Village, "a place to connect, collaborate and collide; to innovate; to blend work, chilling and gathering," according to the video presented at the event.

What emerged was a largely residential project with space for ground-floor residential as well as work/live ground-floor lofts aimed at "makers" or entrepreneurs. "Our original concept was an environment for entrepreneurs," said McNerney. "Now, we want to grow East Village companies."

According to Bess Wakeman, EVP, agency leasing for JLL, the problem with the office component was that companies weren't migrating Downtown as quickly as the developers had hoped when the project was conceived. "We needed to convince users there was a need for office space Downtown." While the percentage of office users in the Downtown San Diego market is ramping up, it wasn't moving fast enough for IDEA1 to remain half office. So, the developers sat down at the drawing board and reworked the idea, redesigning it to be more residential in nature.

Darcy Miramontes, EVP, multifamily, for JLL, said, "The East Village is a hotbed of multifamily development and is the next frontier of multifamily development" in San Diego. She said lenders were worried initially that there was too much multifamily development in the area to justify this build, but while some older properties were renting for below \$3 per square foot, this figure has increased to as much as \$3.75 per square foot in some of the newer properties.

Stephen Adams, managing director, asset management, for LaSalle Investment Management, said what attracted his firm to the project was that it had started off as an office project with some multifamily and became a multifamily project with a potential retail component. "Through great design, it is able to morph back into a more commercial property when Downtown San Diego has people working as well as living down there."

Adams said San Diego is a target market for his firm, one that's hard to break into, and this project seemed like the right fit. "They have a great product—it's not plain vanilla; it has staying power; it has some meat to it."



The redesign came from the Miller Hull Partnership. Principal Caroline Kreiser said the developers kept the concrete from the original building and turned it into a warehouse for apartments that can later convert its floorplate for office use. The hub, an open courtyard in the center of the project, will be surrounded by residential and eventually office.

Moderator Lynn LaChapelle, managing director of JLL, said that because the project morphed from a mixed-use to a more pure residential play, it became marketable. The fact that the concrete part of the project can eventually be converted easily to office use is the icing on the cake.

The project will take 22 months to complete, and McNerney is anticipating complete lease-up could take six to seven years. Parking needs, which will be alleviated somewhat by the East Village green underground parking structure, will also be mitigated by mass transportation including the trolley, people movers and bike-riders, which are expected to grow in number by the time the project is finished.

In addition, sustainability features include a possible Energy Star rating, solar hot water and energy-efficient appliances. McNerney said with Title 24, "almost everything you build meets LEED requirements even without the certification." Adams added, "Tenants want LEED features, but they don't want to pay for them." He said that this project offers a happy medium of affordable sustainability features. Kreiser concluded, "The biggest part of the project is how it brings the community together." ■





# ANNUAL GOLD SPONSOR HIGHLIGHT



GOLD SPONSOR HIGHLIGHT

**JOHNSON & JENNINGS GENERAL CONTRACTING**

A certified Women Business Enterprise (WBE) since its inception, Johnson & Jennings is owned and operated by Donna Vargo (former CREW member) and Naomi Lohnes. Johnson & Jennings has been a proud and active member of CREW San Diego since the chapter first started in 1983. J&J continues to value CREW's mission, the relationships made through CREW San Diego and takes great pride in the successful projects completed with fellow CREW



**Donna Vargo : President/CEO**

**Naomi Lohnes : CFO/COO**

members and their organizations. Jackie Isidore, as CREW San Diego President in 2016, continues the J&J legacy of membership and leadership within the chapter.

## ***PROUD OF OUR 2015 CREW DONE DEALS! TWO HIGHLIGHTS...***



### **Museum of Photographic Arts Balboa Park**

**San Diego CREW Members:** Gensler  
and Johnson & Jennings General Contracting



### **Interfaith Community Services Facility**

**San Diego CREW Members:** DTZ,  
Ware Malcomb and Johnson & Jennings General Contracting



# ANNUAL GOLD SPONSOR HIGHLIGHT

## WARE MALCOMB

architecture | planning | interiors | branding | civil

### Company Capabilities

#### Identity

Ware Malcomb is a contemporary and expanding full service design firm. We provide professional planning, architecture, interior design, branding and civil engineering services to corporate, commercial developer and public/institutional clients throughout the world. Our expertise includes industrial, science & technology, interiors, and office to name a few.

As a corporate member of the following Green Building organizations, we are available to provide sustainable design, LEED® Design, and LEED® Management services.

- U.S. Green Building Council
- Canada Green Building Council,
- Panama Green Building Council
- Sustentabilidad Para Mexico (SUME)

#### Our Mission

Ware Malcomb is Committed to Be the Best by:

- Providing outstanding service through sound research, creative solutions and a genuine commitment to the success of our clients.
- Achieving a growth oriented, ethical and profitable business environment.
- Empowering our employees to achieve their highest level of performance.

#### Our Firm

- Founded in 1972.
- 17 office locations throughout North America.
- Planning, Architecture, Interior Design, Civil, Branding, and LEED® Services.

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## CREW CORNER

### One Woman's Quest to Find the Business of Architecture

By Stacy Cannon



Stacy Cannon

Growing up I loved art and drawing and was always looking for something creative, however, I never thought I was that great at it. Technically I could draw well, but struggled to create something new. My left brain took over and had to make it look "right". When it came to selecting a college major I landed on architecture because I was good at math and science but craved that creative outlet. While in school I learned to push the boundaries more and think creatively, but that is not where I shined. I wanted to know the "WHY".

- *Why are we doing this project?*
- *How is it used?*
- *Who is this for?*

I kept hearing that "architects are not good business people." There was a perception that because they are creative, they can't make business decisions. That was my niche! I decided to get my MBA because I believed that it is not one or the other, that there is a "Business of Architecture." Good space can translate into good business. It was what I learned from my peers in the MBA program that was the most invaluable. I learned what motivated them and the "why" behind their business decisions.

#### What is the business case?

All projects are being done for a reason. The client has some business reason for seeking out a design professional. It may be as simple as a lease coming up or it may be a fundamental change in a business model or brand. Architects have been trained to look for solutions in a different way. It is up to us to help define the right question and create solutions that both improve the environment as well as support the business model. A good architect understands their client's business. By understanding the business you can translate that into space that supports the business both aesthetically and functionally.

#### We are a service industry

Design is not making widgets. When hiring an architect you are not buying a prescribed design, you are hiring a partner in your real estate decision.

This is a business of creating solutions: architects understand how space is used and how space affects users. Again, it is our job to understand our client's business so that we can solve their business challenges.

***To better service our clients, WE NEED TO LISTEN.***

- Listen for what is different, not what is familiar – we want to make a space that is unique to their challenges.
- Spot assumptions and probe further - challenge your client not to make assumptions either
- Don't pre-judge
- Let them talk – sometime the act of talking gets it out in the open. It does not only help the designer understand, but helps them to understand it as well
- Summarize what you heard

#### Relationships are key

It is all about who you know and who you trust. It is important to take the time to appreciate others, not just collect business cards. Become a trusted advisor for your clients and they will continue to come back because they know you have their interests in mind.

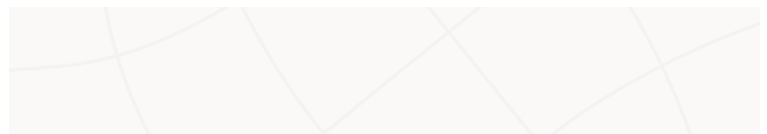
- Focus on your client as a person not just a role
- Strive for better services not a specific outcome
- Be truly curious without supposing an answer
- See your client as an equal on a joint journey

#### Selling your idea

Great ideas can be lost in a poorly told story. People are taught to persuade by intellectual reasoning and build their case with facts and statistics. While this is important, people are suspicious when it is just another pitch. Ultimately is it more impactful and memorable to motivate by uniting around an idea. Telling a good story engages your audience, harnesses imagination and makes an emotional connection.

When I started in architecture school I learned to think creatively. Business school taught me how to relate to my business partners. I took this knowledge into my professional career and balanced my right and left brain. I became the translator between my clients in business and my colleagues in design. When I can better think like my client by understanding their business, I can be a better resource and to lead them on this creative journey.

Stacy Cannon is a licensed architect in California and a Senior Associate in the Gensler San Diego office. She is a studio director for the office Work Studio primarily focused on tenant direct corporate tenant improvements and is an active CREW San Diego member. ■



**2016 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 McMahon
- 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 [Lori Ann Stevens](#) Immediate Past President, for more information.

**CREW SAN DIEGO***New Members 4th Qtr*

- Valerie Crafton  
*Pacific Building Group*
- Elif Tinney  
*BNIM Architects*
- Laurinda Easley  
*G/M Business Interiors*
- Jesse Hailey  
*Howard's Rugs*
- Kaitlin Arduino  
*Murphy Development Company*
- Rodrigo Doll  
*Crew Builders, Inc.*
- Bryal Wirth  
*Heaviland Landscape Management*
- Lisa Chappell  
*Mission Federal Credit Union*
- Regina VanderWerff  
*Harley Ellis Devereaux*
- Jolanta Campion  
*Cushman & Wakefield*
- Karen Holmes  
*Balestreri Potocki & Holmes*
- Lyudmila Safransky  
*Balfour Beatty Construction*

**CREW COMMITTEE MEETINGS***Education + Programs – 1st Thursday of the month**Marketing – 3rd Monday of the month**Membership – 2nd Tuesday of the month**Special Events – varies as needed**Sponsorship – 3rd Wednesday of the month***UPCOMING EVENTS**

March 9th      EXPAND YOUR TAX TOOLBOX – Sherton La Jolla Hotel  
11:30 a.m.

May 6th      ANNUAL GOLF TOURNAMENT – Lomas Santa Fe Executive Golf Course  
Noon

*Event Dates, Locations and Topics Subject to Change*Please visit [www.crewsandiego.org](http://www.crewsandiego.org) for more information or to RSVP.



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