



Referrals, Relationships, Rewards

E-letter

April 2008

This is a communication of the Commercial Real Estate Women (CREW Austin). In this issue you will learn about CREW Austin activities. Our members are encouraged to submit information to our [administrator](#) for the next publication.

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CREW Careers Review



Through CREW Careers: Building Opportunities, CREW Network's Austin Chapter wanted to deliver a clear message to young women in Central Texas: Commercial real estate isn't just a guy's game

"By making young girls aware of the possibilities for careers in commercial real estate, you increase diversity within the industry and, more importantly, can make a real difference in these girls' lives," said **Angelique Benschneider**, principal of development for Bourn Companies and CREW Careers co-chair.

On Saturday, April 26, more than 30 Girl Scouts from across the city converged on downtown Austin to get a first-hand look at a career in commercial real estate through an event hosted by the Austin chapter of CREW.

CREW Careers brought to you by:



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High school girls from the Girl Scouts' Lone Star Council toured downtown Austin properties, including the Seaholm Power Plant. After the tour, the Girl Scouts developed their own designs for Seaholm and presented those ideas to a panel of judges including **Jane Smith**, CREW Network President Elect for 2008 and Partner with Fulbright & Jaworski, LLP, **Jeanne Claire Van Ryzen** of the Austin American Statesman, **Adam Hauser** of Brown McCarroll, LLP, and **Amy Hadley** of News 8 Austin.

After the girls made their design presentations, **John Rosato** of Southwest Strategies Group, the Seaholm site's developer, showed the girls the actual development plans for the Seaholm complex.

The judges announced an overall winning group, but all participants received an iPod Shuffle for their participation.

"We are very excited; through this program we were able to give young women insight into what is often unexplored territory for this age and gender," says **Jennifer Sherrill**, Counsel with Fulbright & Jaworski LLP and a CREW Careers co-chair.

The feedback from the participants and their parent and scout leaders was universally positive. **Jinny Saad**, a member of CREW Austin and a volunteer for the event, overheard one Girl Scout telling another that she had learned more from this event than she learns in school. Mission accomplished! As part of the program, CREW Austin also will present the Girl Scouts with a \$1,000 check at a CREW event later this year.

The event was covered by the [Austin Business Journal](#) and was a feature story on [Channel 8 News](#) the night of the event. CREW Austin also will produce a short video on the event.

The program was sponsored by Key Bank, **Brown McCarroll, LLP**; Holland & Knight LLP; McCarthy Building Companies, Inc.; NAIOP; Perkins Coie; and The Goodman Foundation and a number of local sponsors, including Thomas Properties Group, Spaw Maxwell and many others.

Angel and Jennifer want to offer a big thank you to Amy Ables and all the CREW member volunteers who made the program possible.

[Click here to view pictures from the event](#)

Networking at it's Best!



[ATC Associates](#)

[IRR Austin](#)

[Jackson Walker LLP](#)

[Loomis Austin](#)

[Capital CDC](#)

[Munsch, Hardt, Kopf, Harr PC](#)

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The great benefit of CREW Austin and CREW Network is the large pool of resources you have at your fingertips including being able to refer other CREW members. You may not directly do every deal with a CREW member but chances are there is a connection there, here's a story that may inspire you to refer a fellow member the next time the opportunity arises.

Julianne Shively (pictured above on the left) with CB Richard Ellis referred a client to **Rhonda West** (pictured second from left) with West Commercial to list her commercial property in Marble Falls. Rhonda was awarded the listing and then referred the client to **Barbara Roeling** (pictured second from right) with Daniel B. Stephens & Associates to do the environmental and also referred **Lenora DuBose** (pictured at right) with Jackson Walker to do the legal work for the ultimate closing.

Although the sale of the project has not yet occurred, Rhonda is working on getting it under contract very soon. The property is zoned commercial and has three small parcels with two old homes. Sales price will be in the \$165,000 range but irregardless of size, business was referred to other CREW members!

It is all about making those connections and creating those relationships to get the business done! Great job ladies!

Members on the Move

- **Melissa Anthony** of anthony Barnum was ranked #25 on the ABJ List of Public Relation Firms
- **Laura Rogers** has started her own firm Rogers Designs and can be reached at laurarogers.rds@sbcglobal.net
- **Deborah Auiler Jones** has also started her own construction firm called daj CONSTRUCTION and can be reached at debjones@daj-construction.com
- **Nicki Tyler** of Stewart Title has officially retired as CEO and can be found taking pictures of her cows at her Rickity Ranch

Get to know our Members - Lisa Allen



Lisa Allen joined CREW Austin in July 2007. Lisa is the owner and principal of Planning Works Inc. which she started in 1983. An entrepreneur for over 28 years, Lisa serves as a consultant and wealth advisor, primarily to strategize wealth transition from the sale of businesses inclusive of commercial property and/or owners of the same. Lisa earned a BBA in Marketing with a Mathematics Minor from Texas Tech University.

Associations: Impact Austin (Finance Committee), Family ElderCare Volunteer, St. John Neumann Capital Campaign.

CREW Austin Committee(s):

1) Membership; 2) Programs; 3) CREW Careers

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New Member Orientation

On Wed, April 30, CREW Austin hosted an orientation lunch for some of its newest 2008 members, including:

Peggy Detlefsen, Fugro Consultants (Jan 2008)
Eric Cooper, Jamail & Smith Construction (Feb 2008)
Shirley Sheffield, Comerica Bank (Feb 2008)
Lisa Stassi, Caughlin Crossing Investor (Mar 2008)
Jonny Rodgers, AmeriPoint Title (April 2008)
Donna Simmons, Gracy Title (Apr 2008)

Welcome also to **Adeline Rem** (Apr 2008) and **Edwina Carrington** (Apr 2008) who were unable to attend the lunch.

CREW hosts included **Rosalie Keszler**, **Michelle Martin** and **Donna Ripley**.

CREW Austin Member Profile - Success Story

Rachel Coulter, Vice President Stream Realty



As reported in the *Austin Business Journal*, nearly two years after a joint venture group, PRS Equities Ltd. Of Detroit and Walton Street Capital of Chicago, purchased it empty and kicked off a gradual renovation process, the 172,000-square-foot Capitol Tower building downtown is almost completely leased up. This is mainly due to an extraordinary team from Stream Realty, Matt Frizzell and CREW Austin member, Rachel Coulter.

The building was not without its challenges. Capitol Tower was an older building previously used as offices for the State of Texas and the City of Austin. Once those occupants vacated the space, the building remained empty for over three years. The building was dated and not compliant with city/state codes, including ADA. In addition, Capitol Tower was one of the few office buildings that did not have a Congress Avenue address.

Rachel and her team developed an aggressive re-branding campaign which included coordinating a high-end broker event to kick-off the renovations and create a buzz in the brokerage community. Stream Realty was very successful in repositioning the re-development for a fresh start.

Within the first nine months, Stream Realty completed 169,000 square feet of signed leases to seven different firms. Three months before construction was finished, the

building was 98 percent leased.

Of those deals, Rachel and her team completed a 70,000 rentable square foot lease with WPP Group, one of the largest advertising conglomerates in the world. This represented the largest transaction in downtown Austin in the last four years.

In addition, one of the seven leases secured was with another CREW Austin member; **Diann Cowling** represented the State Bar of Texas Insurance Trust for approximately 5,000 square feet.

CREW Austin's mission is to provide business and leadership opportunities in an environment that promotes and encourages women in commercial real estate. This success story is just one example of this: Congratulations Rachel on a job well done!

June 17th Networking Program "Boogie Around Town"

The Real Estate Council of Austin early this year unveiled its DAPR program (Downtown Austin Park and Ride) as a way to reduce vehicular congestion in Downtown Austin. The DAPR plan calls for the construction of 5 new municipal garages along IH 35 and MoPac and a rubber tired circulator system to move people to and from the garages and around Downtown.



Tom Terkel, President of RECA, will explain the background behind DAPR, the response to their proposal and how this all fits into the conversation about Downtown rail.

Networking program to be held on June 17th from 11:30 - 1:00 at Sullivan's. \$25 for members and \$35 for guests.

[Click here for more info & to register](#)

Golf Adventure 10/23/08 - SAVE THE DATE!



The 5th Annual CREW Austin Golf Adventure is scheduled for October 23rd, 2008 at Grey Rock Golf Club. (formerly Circle C Club)

We are looking for [partners](#) who are interested in marketing opportunities - please contact [Donna Ripley](#) or [Lenora DuBose](#) for more information.

[Click here to view pictures from last years adventure](#)

[Click here for more info](#)
