



## CREW Connection

E-letter  
July 2007

**Dear Amy,**

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.

### in this issue

- July 18th Networking Luncheon
- New Board Member
- New Members!
- Members on the Move
- CREW Dine Arounds
- Profitable Summer Suggestions for Business Women
- Membership Recruitment Social a Success
- Mentor Workshop Review
- Get to Know Our Members! Echols
- Get to Know Our Members! Martin

### July 18th Networking Luncheon



The featured topic "[International Council of Shopping Centers Legislative Update](#)" will be presented by **Dana Chiodo**, the lobbyist for ICSC.

The event will be held on July 18th and will be located at Sullivan's Steakhouse at 300 Colorado. This event is open to members and non- members. Cost is \$25 for members and \$35 for guests.

Registration deadline is July 16th, 2007

[Click here to register online](#)

### New Board Member

**Michelle Martin**



### Quick Links...

[Calendar of Events](#)

[Newsletter Archive](#)

[Membership Requirements](#)

[Who is CREW Austin?](#)

[Leadership](#)

[Photo Gallery](#)

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**stewart**



[Architectural Habitat](#)

[Clark, Thomas, Winters, PC](#)

[Loomis Austin](#)

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

President, MMartin Associates, Inc.  
Business Development, Loomis Austin, Inc.

On May 10th the board of directors appointed Michelle Martin as replacement for resigning board member.

Michelle became involved with CREW Austin while representing Loomis Austin, Inc. (LAI) in August of 2005 and became an official member in February 2006. As a business owner and part time business development associate, Michelle launched her company, MMartin Associates, Inc. (MMA) in July of 2004. MMA specializes in aerial mapping services, which compliment LAI's engineering, surveying and environmental consulting services. Both firms perform most of their work in central Texas , but have experience and projects in other parts of TX and the United States. Michelle became involved with CREW Austin while representing Loomis Austin, Inc. (LAI) in August of 2005 and became an official member in February 2006. As a business owner and part time business development associate, Michelle launched her company, MMartin Associates, Inc. (MMA) in July of 2004. MMA specializes in aerial mapping services, which compliment LAI's engineering, surveying and environmental consulting services. Both firms perform most of their work in central Texas , but have experience and projects in other parts of TX and the United States.

Michelle graduated with a BA in Geography from Georgia State University in Atlanta, GA, studying Geography & Anthropology. She has worked in the commercial real estate field, along with the public sector, since 1998 with over 9 years of experience in disciplines such as client relations, project management, quality assurance, and marketing. Michelle also owns and manages a South Austin vacation rental home, which was acquired February of 2007. She enjoys live music, culinary arts, wine and the outdoors.

Associations: CTCAR, RECA, TSPS (Texas Society of Professional Surveyors)

2007 & 2006 Friends of CREW; 2007 CREW Austin Programs Chair, 2007 CREW Austin Dine Around Organizer; 2007 CREW Connects Committee; 2007 CREW Careers Committee; 2007 Power Lunch Committee; 2006 CREW Recruitment Committee; 2007 & 2006 RECA Membership Committee

## New Members!

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Please welcome the following two new members as approved by the board of directors on 6/7/07:

**Amie Parks of Hawkeye Partners, LP  
(pictured at left)**

[PC](#)

[PlainsCapital Bank](#)

[Daniel B. Stephens  
Associates, Inc.](#)

**Join our mailing list!**

Join

## Darlene Louk of Forestar Real Estate Group

Current membership count at 90 individuals.

[Visit our website to view the membership directory](#)

### Members on the Move

**Becky Heston** (formerly of CB Richard Ellis) has accepted a position with Endeavor Real Estate as a principal. [Click here for ABJ article.](#)

**Jinny Saad** (CREW Treasurer) is now with Thomas Properties Group as a result of the acquisition of the Equity Office Properties portfolio in Austin. [Click here for ABJ article.](#)

**Anita Landwehr** (formerly of Move Solutions) has started her own company called Networking International.

**Barbara Roeling** of Daniel B. Stephens & Associates, Inc has been appointed to the Texas Board of Professional Geoscientists by Governor Rick Perry. The board licenses and regulates the public practice of geoscience. [Click here for entire article.](#)

Congratulations to **Greater Texas Landscape (Debby Cole)** and **Executive Security (Johnny Atkinson)** for being voted one of the best places to work as announced by the Austin Business Journal in the June 21st edition.

### CREW Dine Arounds

One of the benefits of being a member of CREW Austin is being able to participate in members only events such as the monthly dine arounds hosted by Michelle Martin. The dine arounds are held at restaurants in Austin and are limited to 8 members to facilitate a smaller networking group and to allow our members to get to know other members on a personal basis.

Upcoming Dine Arounds:

[July 25th](#) - Lunch at Zak's Pints & Plates

[August 22nd](#) - Dinner at Castle Hill Cafe

Please contact [Michelle Martin](#) to reserve your spot at the above dine arounds.

### Profitable Summer Suggestions for Business Women

Summer is a great time for marketing research and planning. It is often difficult and frustrating to get things done during the summer because the pace is slower and people are on vacation. So those hot months are an excellent time to identify potential customers/clients, learn more about them to determine if they are a good prospect and develop a plan to make contact.



Below is a list of 6 Key Pointers for making the Summer more profitable. You are welcome to use the Pointers to benefit your business.

- Choose one or two of your products or services
- Choose a particular type of business to research
- Choose a geographic area
- Look for prospects that need Woman and Minority Owned Subcontractors
- Use your prospects' websites to learn specifics about them
- Be sure that you can actually serve the needs of your prospect before you call on them
- Document your research

[Click here for full article](#)

## Membership Recruitment Social a Success



CREW Austin presented the "CREW & You Soiree" on June 25th as a membership recruitment event. We are pleased to announce that it was a huge success with over 50 non-members attending! The event featured a networking game to get to know our current members and

great door prizes.

Thanks to the following membership recruitment volunteers for donating the great door prizes:

**Michelle Martin**

**Jan Cannaday**

**Carrie Holt**

**Linda Strickland**

**Carolyn Stegall**

**Rosalie Keszler**

**Barbara Roeling**

**Alice Glasco**

And congratulations to **Rosalie Keszler and Angel Benschneider** for winning the wine & cheese gift basket for bringing the most guests! Special thanks to **Stewart Title** for donating the gift basket as grand prize!

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

## Mentor Workshop Review

CREW Austin featured a Mentor Workshop for it's members on June 25th. The workshop was presented by Barbara Miller (pictured at right) who discussed ways of giving and accepting effective feedback.



The feedback success model checklist:

- Discuss what I heard and

observed

- Make my feedback specific
- Keep it focused and relevant
- Do not use the judgemental "you" statements
- Make sure the feedback can be accomplished
- State the specific actions I expect to take place
- Set aside enough time to hear the responses
- Give feedback with a supportive and caring attitude
- Reinforce positive behavior with praise
- Gather information through open-ended questions
- Balance positive and negative feedback

[Click here for pictures from workshop](#)

## Get to Know Our Members! Echols

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### **Julie Echols, CCIM**

Real Estate Manager  
Opus West Corporation

Julie Echols joined CREW Austin as a CREW Dallas transfer in January 2007. As a Real Estate Manager with Opus West Corporation, Julie coordinates the development and marketing of The Hill Country Galleria located at Bee Cave

Road and US Hwy 71 in Southwest Austin. She has been active in the commercial real estate field for two decades. Previously, Julie served as senior commercial consultant for SHEA Commercial in Dallas, VP of Asset Management for Presidio Investments, and VP of Property Management with Emerson Partners all of Dallas. Julie's graduated with a bachelor's degree with a focus on marketing from the University of Texas at Arlington. Julie lives with her boyfriend, Matt, in their condo, is allergic to pets, no children yet but has a beloved niece, Taylor. She enjoys traveling and playing golf, but doesn't seem to have the time these days. She loves to snow ski but it's been 2 years since she was able to. Seems that Julie is busy living and breathing the Hill Country Galleria which is due to open Fall 2007!

Associations: Texas real estate salesman license, CCIM designation, The Real Estate Council, North Texas Commercial Association of Realtors.

2007 CREW Austin Committee(s): CREW Careers

## Get to Know Our Members! Martin

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### **Nina Martin**

Realtor  
Commercial Property Consultants,  
Inc.

Nina J. Martin joined CREW Austin in November 2006. As a Realtor with Commercial Property Consultants, Inc., Nina is involved in the leasing, selling and development of real estate including retail, office and



industrial property types located primarily in Austin, Texas. Nina also serves as the Office Manager and has been with Commercial Property Consultants since January 2001. She has been in real estate since 1990 and have been active in the commercial real estate field since 2000. Nina is married, has one child, enjoys cooking, bridge, golf and traveling. Her other children are two West Highland Terriers, Abeigh and Aneigh.

Associations: CCIM Central Texas; NAR

2007 CREW Austin Committee(s): Community Service

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***CREW AUSTIN IS A PROUD MEMBER OF THE  
GREATER AUSTIN CHAMBER OF COMMERCE.***

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phone: 512-554-1763

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