MESSAGE FROM THE PRESIDENT

Fall is upon us, and it is hard to believe we are already at the start of 4Q 2013! If time flies when you are having fun, then let it fly since business continues on the upswing. I hope that all of you can look back on the start of this year with enthusiasm and excitement. Deals are getting done across the metro area. And networking brings a connection near and far. Once again, commercial real estate moves forward, reminding us why we choose this great industry.

Some reflections include our good fortune this summer. Who would have guessed we would have temperatures in the 70s for our golf tournament? Lest you forget, previous outings saw the thermometer soar near 100 degrees. Better yet, the clouds held off from dousing more than 120 golfers who made this a great event.

Thanks to the hard work of our golf committee, the revamped event drew more registered golfers than we have had the past several years! The tournament truly focused on a key benefit of CREW-St. Louis, namely the networking nature of our members. We are proud to say the feedback from all attendees, both golfers and revelers at the Wine & Beer Tasting and dinner event in the evening, has been overwhelmingly positive. Mark your calendars for next year. We will be back at Norwood Hills Country Club on Tuesday, July 29, 2014.

A group of 13 CREW St. Louis members just returned from the CREW Network National Convention in Dallas, TX. We were able to send five of our members via our $1,000 chapter scholarships to this year’s event! We heard from phenomenal speakers, including Barbara Corcoran and Tom Friedman,

MEMBER SPOTLIGHT

NEW MEMBER: Katie Haywood | Jones Lang LaSalle

As one of the few women specializing in industrial real estate brokerage in St. Louis, KATIE HAYWOOD is establishing a strong foundation for future success in the industry.

Graduating from the University of Missouri-Columbia, Katie began her career at Cassidy Turley in 2004. Katie moved to Jones Lang LaSalle in 2011 where she currently teams with Terry Stieve on both tenant and landlord representation assignments as an associate broker.

“Our team specializes in modern, bulk warehouse and distribution facilities with 100,000 square feet or more,” she explains. “We work to
PRESIDENT’S MESSAGE
(continued from page 1)

had excellent networking opportunities and came away with a renewed vigor for our careers in CRE. Next year you simply must join us in Miami, FL for the 2014 Convention! Mark your calendars now – Sept. 29 – Oct. 3, 2014!

We also held our all-important Annual Business Meeting where you selected our chapter’s leaders for 2014. Michelle Yates from Lawrence Group gave her insight as a first time attendee to National Convention, and we discussed the recent research completed by CREW Foundation entitled The Evolution of Women in Leadership: An analysis of effective leadership skills. Thanks to all who attended and I encourage each of you to remain engaged in your chapter’s business. After all, your participation plays a vital role in our success, and we want to bring you every resource available to help you succeed. We look forward to your input!

As you read through this edition’s pages, I challenge you to reach out to some of the members featured in our articles. We have new members mixed with industry veterans, all bringing their ‘CREWSpective’ to our ranks. As always, thank you for making CREW-St. Louis your CHOICE for professional networking. We are honored and fortunate to have you as members.

MEMBER SPOTLIGHT
Katie Haywood | Jones Lang LaSalle
(continued from page 1)

know the details of each property in the market and to understand our clients’ business models - especially logistical needs - pairing them with the best suited properties.”

Katie often handles a large amount of details relating to complex real estate transactions as well as client communications. Major clients include Bentall Kennedy, Panattoni, Exeter Property Group and Trammell Crow. In 2010 and 2012, Katie was recognized as a CoStar Power Broker in St. Louis.

As a new member of CREW-St. Louis, Katie was introduced to the organization through career veterans Lynn Schenck and Ann Schmelzle, fellow JLL brokers and active CREW members.

“I joined CREW as a way to tap into a network of industry professionals and develop new relationships with successful women in the area,” she says.

She recalls her first event with CREW-St. Louis, setting up two lunch appointments after her first engagement.

“My job is about building relationships. CREW is a great way to meet women in different industries to try to work together.”

When she’s not finalizing transactions, Katie spends time with her two-year old son, Jack, and her husband, Matt. She’s involved with a number of local organizations including the National Association of Realtors, CCIM-St. Louis, Pedal the Cause and Boys Hope Girls Hope.
MARKET WATCH – by Holly Bishop | CBRE

The Industrial Market – Holly Bishop checks in with Katie Haywood at Jones Lang LaSalle for an overview of the Industrial market in 2013.

I sat down with Katie to get an in-depth look at the industrial market in St. Louis. What I learned is that the industrial market seems to be full of positive news. In fact, the major trends in the market show positive growth for tenants in our region.

Build-to-suit construction continues to show growth with three major projects in the past 12 months. P&G expanded its existing facility in Gateway Commerce Center by 482,000 square feet, International Food Production is in the process of building a 227,000 square foot facility at Aviator Business Park, and FedEx built a 181,000 square foot facility in Sauget, IL. These deals indicate that the existing building inventory with specifications needed by these tenants is nonexistent. Along these same lines, tenants are also expanding their current facilities to accommodate increases in business activity and hiring. The GM plant in St. Charles and West Star Aviation located in Illinois have both announced expansion plans. This will be GM’s second recent expansion. The expansions not only lead to more occupied industrial space but they also have a positive impact on the construction industry, which itself is also an occupier of industrial real estate.

In general, market conditions continue to improve as vacancy rates fall. With the continued expansion of GM in the St. Charles market, suppliers to the auto manufacturer are absorbing the surrounding buildings and forcing some tenants to take space east of the Missouri River as the closest alternative. The current modern bulk product, defined as 100,000+ square feet with 28’ clear ceilings, vacancy rate in St. Charles is less than 1%. Compared to this time last year, St. Charles County had a vacancy rate near 7%.

Another interesting development is that employment in industrial occupying sectors is showing a steady increase and is being lifted by the trade, transportation and utilities sector. Mining, logging and construction are also improving and have added more jobs in 2013 than in the same period of 2012 according to the most recent data from the Bureau of Labor statistics.

*If you would like to share your prospective of the market, please contact Holly Bishop at holly.bishop@cbre.com.
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**MEMBER NEWS:**

**JENNIFER KELLY-SAEGER** is now vice president with US Bank CDC within its low income housing tax credit (LIHTC) group. She is a project manager focusing on the underwriting of equity for LIHTC projects throughout the U.S.

As of August 1, 2013, the **ST. LOUIS COUNTY ECONOMIC COUNCIL**, a St. Louis CREW Gold sponsor, has joined a newly created entity called the St. Louis Economic Development Partnership. They have partnered with a portion of St. Louis City’s St. Louis Development Corporation. This new economic development entity will serve a broader geography and drive growth, generate prosperity and catalyze investment throughout the region and is the only Accredited Economic Development Organization in Missouri. St. Louis CREW members Jackie Wellington, Monica Conners and Alison Zeidler look forward to serving our St. Louis partners on a broader level.

Congratulations to **HOLLY BISHOP** who is expecting her first child.

**CREW member REBEKAH BAHN** with Colliers International was recently appointed as the exclusive landlord representative for Wexford Science & Technology’s @4240 Building currently under construction in the CORTEX District.

Congratulations to these St. Louis members who will receive a $1,000 scholarship to the CREW Network Convention in October: **DANETTE DAVIS, LYNN GOESSLING, JENNIFER KELLY-SAEGER, ELLEN MANNION** and **MICHELLE YATES**.

Congratulations to Advisory Board Member **VALERIE SCHUETTE (NOW GAADT)** of Midwest Elevator Company, who was recently married.

Congratulations to **LYNN SCHENCK** on being selected as an Industry Legend in the 20th anniversary special edition of Women of Influence by Real Estate Forum.

Advisory Board Member **DAWN HUMPHREYS** has been selected to serve as an adjunct professor at St. Louis Community College-Meramec.

**SOLON GERSHMAN INC.** is rebranding the company with a new name – Gershman Commercial Real Estate – and a new logo.

**KAPLAN REAL ESTATE** has updated and rebranded their company. It has newly remodeled offices, a new logo and a new business approach and strategy. Take a look at the new logo!

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**SUBMIT NEWS:**

If you have any suggestions for topics or member news that you would like to see covered in future newsletters, please email your ideas to Michelle Yates at michelle.yates@thelawrencegroup.com.
REVAMPED GOLF TOURNAMENT GETS HIGH MARKS

Even the weather cooperated

What a difference a year makes!

With its new format focused on networking, the annual CREW-St. Louis Golf Tournament moved FOREward. No one could have predicted that the thermometer on July 30 would only reach 70 degrees. Such great weather only added to a day filled with golf, good food and, as always, great people!

More than 120 industry members took to the links at Norwood Hills Country Club on July 30. After a hearty lunch, the crowd got in the swing of things on the course. No one complained about the heat, for sure, and the clouds cooperated just enough to get all the foursomes off the course with just a light sprinkle toward the end of the round.

But the day was far from over. Even more industry members arrived for the wine and beer tasting event, which created a happy hour atmosphere. Its success showed that networking remains a key reason to attend CREW-St. Louis events. It was followed by a feast. Nearly 200 people showed up to sip some beverages, enjoy the buffet and network.

Many thanks to Nicole Doeschot, Lynn Goessling and their golf committee for planning and executing such a great event. In all, more than 50 CREW-St. Louis members volunteered to make this such a success! Additionally, dozens of sponsors showed their support.

Proceeds from the tournament on-course games and wine sales will benefit the CREW Network Foundation – the philanthropic arm of CREW which focuses on developing the next generation of women in commercial real estate through scholarships, career outreach and industry research.

While no one wants to promise 70 degree weather for next year’s tournament, you can rest assured that industry members will be treated to a great day of golf and networking. Mark your calendars for July 29, 2014 when the industry’s premier golf tournament returns to Norwood Hills Country Club.
Industry members certainly know how important legislation is to the current and future success of commercial real estate development. Legislators and a leading attorney in the field discussed a number of these issues at the June 11 program. Legislative Wrap Up: An Overview of Missouri’s 2013 Legislative Session captured the current and future state of tax policies and incentives shaping the industry.

Sen. Eric Schmitt, chair of the Senate Jobs, Economic Development and Local Government Committee, Rep. Ann Zerr, chair of the House of Representatives Economic Development Committee, and Linda Martinez, partner with Bryan Cave, discussed how recently passed and proposed legislation may affect commercial development and the overall business community. Wendy Timm, executive vice president of Enhanced Value Strategies, moderated the program, which was appropriately held at The Cheshire Banquet Center, part of the renovated historic Cheshire Lodge that received local incentives from the city and Richmond Heights.

Sen. Schmitt discussed the need to extend the sunset on tax credits. Too often, businesses have difficulty planning when programs remain in flux. In particular, he pointed to credits for low-income housing and historic preservation. St. Louis is considered the model for converting many older structures for reuse as housing and commercial development.

Additionally, he applauded the state’s tax credits to help draw major sporting events such as NCAA championships, Olympic trials, World Cup qualifying events and more. Sen. Schmitt noted that 90 percent of the revenue generated from such events comes from visitors outside St. Louis who spend money on everything from hotels to food, from cab rides to entertainment. The state now allows a $5 credit for every ticket sold, and those credits can be used as incentives to attract major sporting events. He said the credits may be instrumental in convincing the SEC to host its 2017 basketball championship at the Scottrade Center.

He noted that the airport remains a critical component to the region’s future and its commercial development. Sen. Schmitt lamented how close the legislature came in funding the cargo hub a couple years ago. The failure to do so damaged credibility, but he and several colleagues continue to push for a package. After all, Lambert derives less than 2 percent of its revenue from cargo while the Indianapolis airport gets nearly 40 percent from cargo. Such revenue is crucial to lowering landing fees for airlines. As an example, Chicago’s O’Hare only charges $4 per person while St. Louis stands at $8 for landing fees, Sen. Schmitt said.

Rep. Zerr concurred with Sen. Schmitt on his main points. The airport will be critical in further developing NorthPark, the 550-acre business park that sits near the airport. She added that the state needs to further focus on tax credits that support expanding industries such as data storage and freight forwarders.

Linda Martinez focuses her practice on development and related federal, state and local incentives, including major public, private and public/private partnerships. She stated that the state needs to consider tax credits based on merit. After all, why cap credits if these incentives work, she questioned. The return should be weighed as the most important component of any credit or incentive.

Martinez also cautioned that legislation is great but any program must be funded with resources to implement and oversee it. As an example, only one staff member was dedicated to a program that the legislature approved. After its passage, the state determined that it would require 23 people to adequately spearhead the program. Unfortunately, the staffing wasn’t funded.
CREW NETWORK FOUNDATION

CREW Network Foundation is the philanthropic arm of CREW Network®

The philanthropic effort to influence the success of the commercial real estate industry by advancing the achievements of women.

How is Foundation different than Network?
The mission is the same for both foundation and the network. The network focuses primarily on business networking and development for established individuals where the foundation helps develop young women for careers in CRE.

What is the Mission of CREW Network Foundation?
1. Help the industry recognize the value in recruiting, compensating and promoting qualified women.
2. To invest in the next generation through scholarships, career outreach and research.
3. Research on women in commercial real estate to help close the compensation and advancement gap for women.

How does CREW Network Foundation support women in the commercial real estate industry?
1. SCHOLARSHIP ENDOWMENT
   CREW Network Foundation gives 10 scholarships each year ranging from $5,000 – $10,000 for each scholarship
2. CAREER OUTREACH – UCREW®, CREW Careers®, eMentoring™
3. INDUSTRY RESEARCH – White papers

Our St. Louis chapter goals for CREW Network Foundation
1. BOARD DONATIONS - 100% contribution by each CREW-St. Louis board member
2. INDIVIDUAL DONATIONS 50% participation among CREW-St. Louis members
3. IDENTIFY CORPORATE MATCHES

CREW-ST. LOUIS DINE-AROUND AT LOLA’S IN DOWNTOWN ST. LOUIS

Ellen Mannion, Laura Valenti, Linda Atkinson, Sandy Rothschild, Joyce Ruiz, Nancy Rodney and Merri Cross.

NEW TO CREW
Christine M. Campbell
Intern
Brokerage
Cassidy Turley
If good things come to those who wait, CREW Network President Susan Hill is optimistic that the waiting could be over for the commercial real estate industry.

In her opening statements to delegates at the 2013 Spring Leadership Summit & Council Meeting recently held in Scottsdale, AZ, Hill shared industry forecasts that transactional volume is expected to return to 2005 levels this year. Said Hill, “I hope when I see you at our meeting in October you will be able to say this has been one of your best years yet.”

Judging from the news chapter delegates shared during the meeting, 2013 is well on its way to being one of best years yet for CREW Network overall. AREW (Association of Real Estate Women) announced that its recent 35th anniversary gala raised significant funds to benefit the AREW Charitable Fund, a 501(c)(3) organization that provides scholarships to deserving students in real estate and related programs in New York City universities. In November, CREW Dallas will launch its largest CREW Careers program to date with 10 schools and more than 60 girls ready to make college decisions. CREW Tampa Bay announced a $2,500 contribution to the CREW Network Foundation, and CREW Charlotte reported that its Casino Night fundraiser was so successful that the chapter intends to fulfill its CREW Network Foundation Endowment pledge a year early. Not a bad first half of the year.

CREW Network leaders also had much to celebrate. President Hill announced that the CRE WBiz mobile application will be available in July. CREW Network members will now be able to access the CREW Network member directory from their mobile devices anytime, anywhere.

Board member Cheryl Hardt announced that the Scholarship Selection Committee has identified 10 outstanding female students to receive CREW Network scholarships totaling $50,000 to advance their commercial real estate educations. Since the program’s inception in 2008, 56 women across North America have now benefited from CREW Network scholarships totaling $470,000.

CREW Network’s Industry Research Committee is making tremendous headway in the development of two white papers. The first paper, which will be published soon, examines the Leadership Potential Indicator scores of 300 CREW Network members as they compare to the LPI scores of 15 executive level women in commercial real estate in order to identify what, if any, differences in leadership competencies exist. Study participants across the board tended to rank lower in the areas of risk taking, and relating and networking. As a follow up to these findings, the industry research committee is currently conducting telephone interviews with 10 executive level women in the industry to better understand their attitudes toward risk taking, networking and mentoring. The results of these case studies will be the basis for the second white paper, which is expected to be released in December.

Delegates had the opportunity to learn more about the revised structure of the CREW Network Foundation, which now consists of two Trustees (the Chair and the Past Chair) and five Champion Directors. The Trustees will focus on the administrative business – overseeing the use of funds and adhering to requirements of a 501(c)(3) organization. The Champion Directors will work with Chapter Champions to promote the work of the foundation.

As part of this revised structure, CREW Network and CREW Network Foundation leaders decided to discontinue the silent auction held in conjunction with the CREW Network Convention each year, citing the need to “keep it simple, sister.” 2012 Foundation Chair Kathy Carr explained that the auction was simply not bringing in enough money to justify the tremendous amount of effort and resources chapters were putting into securing items for the auction. In its place, CREW Network Foundation is planning a special event on Friday night of the convention at the home of famed chef Kenneth Rathbun.

Christine Spray, president of Strategic Catalyst presented a professional development session addressing how to network strategically for success. According to Spray, the number one fear people have about networking is the fear of rejection. Her advice to delegates? “Everyone is worried about the same thing, so just get in there and go for it!”

When it comes to networking and actually connecting with an individual, delegates learned that what we say accounts for only 7 percent of what is believed. The way we say it accounts for 38 percent, and what others see accounts for 55 percent. More than 90 percent of the impression we convey has nothing to do with what we actually say. Those who are successful networkers are able to find common ground with an individual and really make a connection – connecting influences everything and every situation. Says Spray, “People don’t want to be sold when they don’t want to buy. Don’t run around the room just handing out business cards without really making the right connections.” Something to think about before heading into your next networking event.

Denise Kahler
Director of Marketing and Communications
CREW Network
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- More than 100 attendees at each program on average
- Offers a great way to target market the commercial real estate community
- Outstanding reputation of the organization
- CREW’s strong presence in St. Louis since 1982
- Programs provide a venue for relationship-building and education
- Excellent visibility
- High caliber events

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