

Upcoming Events

October Luncheon

October 14 | 11:45 am
Multnomah Athletic Club
Topic: Pioneer Place

Career Seminar

October 27 | 2:45 pm
Portland State University

Smart Reader Seminar

October 28 | 7:30 am
Lawyers Title Conference Room

November Luncheon

November 11 | 11:45 am
Multnomah Athletic Club
Topic: Gen Y's Affect on the Retail Industry and Commercial Office

December Luncheon

Wall of Wine Drawing
December 9 | 11:45 am
Multnomah Athletic Club

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CREW Leadership

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Smart Reader Program - Exclusive CREW Member Benefit

Presented by CREW Portland and the Portland Business Journal

Thursday, October 28, 2010 at 7:30 a.m. to 9:00 a.m.

Lawyers Title Conference Room 1120 NW Couch Street, 5th Floor Portland, OR

Cost: FREE!! Space is limited, so please register early! (www.crew-portland.org)

Sales and networking professional, Ann Marie Meeuwsen, will share strategies, quick tips and actionable items to help you get more out of your network and lead generating efforts to bolster the bottom line and start seeing immediate results.

Enjoy a continental breakfast while viewing a presentation that is sure to help you grow your business.

The first part of the presentation will inform the attendee on the following:

- How to identify new prospects and pull qualitative leads.
- Tips for more powerful networking to build your customer contact list.
- A description of the journal and bullet point sections of the journal that pertains to your business.
- Unique techniques for warming up cold leads.
- How to get your information into the Portland Business Journal.

The second part of the session will be "Netiquette." This section will explore the etiquette of networking, how to effectively network, and how to work a room.

November Lunch Program

Don't miss our November 11th lunch where the topic will be the affect of Gen Y on retail and commercial office industries. With such a large segment of our population in this young and energetic generation, their impact on the economy moving forward will be significant.



Member Profile

Cris Schulz, Daily Journal of Commerce

To be considered for a member profile, please send your request to info@crew-portland.org.

Cris Schulz is the head of marketing and sales for the Daily Journal of Commerce and has been the Advertising Director since 2005. Upon joining the DJC, Cris became a member of trade organizations which helped her understand her target market (people and environment) and she quickly established her "creative community". While at the DJC, Cris has become the face of the paper due to her involvement in industry organizations and events.

Cris is the immediate past President of the American Marketing Association of Oregon. She went to Abilene Christian University, in Abilene, Texas, and graduated with a B.S. in Accounting. She completed 8 years of private sector accounting, before going back to school at Portland State University and finishing a Post-Bachelors degree with a B.S. in Marketing. Cris has been fully immersed in sales and marketing since 1999. She and her husband have 10 and 12 yr old boys. "Life is full of surprises; it's what you do with all the surprises that makes you who you are."

Chris is an active CREW Portland member and has been generous to CREW with sponsorships provided by the DJC. Cris says that her favorite event of the year is the CREW wine event. Through CREW Chris is able to stay in front of project developments and learn about upcoming building opportunities.

CREW Leadership

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President's Message

As we enter the fourth quarter of 2010 and my last few months as President, I am grateful to the board and our hard working committee chairs and members for accomplishing our goals and providing meaningful programs, networking events and valuable information to our members.



Lisa Fisher
Lisa Fisher P.C.

I look forward to finishing out the year with our first annual career seminar, which is being held at Portland State University on October 27th. In keeping with our mission of "advancing the success of women in commercial real estate", this seminar reaches out to students at local universities and institutions providing a forum to hear about career opportunities in the various disciplines, interact with professionals and ask questions about their chosen field. The seminar is free to students and registration is available on our web site.

We are also finishing out the year with our 2nd annual Wall of Wine event. This is an opportunity to support the CREW Foundation and our local charity for 2010; The Children's Center, of Oregon City. This is truly a unique opportunity not only to support these important causes, but to get a shot at acquiring some wines otherwise impossible to get in today's market. One of the standouts is a six bottle vertical of Quilceda Creek, with one bottle garnishing the first ever 100 point rating by Robert Parker for a Washington Cabernet. Again please visit our web site for donations or to purchase a raffle ticket.

Program Recaps

July - Speed Networking

By Patti Miles, GBJ Architecture p.c.

At what is becoming an "annual" CREW function, July's speed networking event was another success. A smaller attendance than last year allowed participants to meet everyone.

The "45-second" networking time allowed for easy one on one conversations to occur afterwards and more opportunity to meet a larger number of potential professional and business connections. There was no time for awkwardness as participants had to move quickly on to the next contact during this energetic game of "musical chairs". Casual socializing before and after the speed networking event featured great food and lively conversation.

All participants are looking forward to the next CREW speed networking event allowing another opportunity to meet prospective clients during this most difficult of economic times.



Golf Clinic & Networking Recap

By Theresa DeLozier, Lewis & Clark Bank

CREW Portland members were invited to sharpen their golf skills prior to the annual CREW Golf Tournament on Wednesday August 11th at Red Tail Golf Course.

RuthAnn Boston, LPGA member, and Head Teaching Professional at Red Tail helped CREW members review the basic fundamentals of golf primarily focusing on putting, chipping, and pitch shots. RuthAnn clarified the difference between chipping and pitch shots and which clubs to use when. RuthAnn has over 25 years of teaching experience.

"Great couple of hours working with one of the best golf instructors in Portland, RuthAnn. She was great in helping each of us with our ever so important short game. Dinner and music afterward was fantastic, I would sign up again."

- Sue Carlson, First Republic Bank

"I got a lot out of the clinic – working on the short game can really improve your score. And the networking and dinner afterwards was really fun – I hope CREW plans something like this again."

- Debbie Kitchin, InterWorks, LLC

Program Recaps Continued

August - Golf Tournament

By Cynthia Meek, Affiliated FM

What a fantastic day of golf we had at the 17th annual CREW Golf Tournament held on August 16, 2010 at Willamette Valley Country Club. The sun was shining, not a cloud in sight and temperatures in the 90's. This year's tournament was attended by a representation of commercial real estate industry leaders. All golfers enjoyed a well groomed course, box lunches, and networking with our sponsors at the tee boxes. Following the round of play, golfers enjoyed a buffet dinner, hosted wine and generously donated raffle prizes.

Through the generous support of CREW and the tournament participants, close to \$1,300 was raised to benefit The Children's Center, a nonprofit organization that supports and medically assesses children who are suspected victims of abuse and neglect. Special thanks to all the members of the golf committee for their hard work and dedication to make the tournament a must attend event! A very special thank you goes out to our event sponsor, USI and all of our other sponsors for making this event possible.

September - Social Media

By Marisol McAllister, Farleigh Wada Witt

Wendy Maynard of the Portland marketing firm of Kinesis, Inc. is a self-professed "marketing maven." Her firm assists clients in branding with the help of this experienced marketer who has a fascination with social media. Wendy gave an hour-long presentation to Portland CREW's September luncheon group, which was an abridged version of her weeks-long social media class.

Wendy described the old marketing model, which called for advertising, cold calls, trade show, and events where businesses needed to "shout" and spend a lot of money to get business. The new model requires positioning your brand as a trusted advisor. Social media, like Facebook, LinkedIn, Twitter, emailing, blogs, etc. provides a medium to build relationships with potential customers at a lower cost. Social media involves building a community – it's the new golf game.

Wendy advised making your website or blog the hub of all social media activity so that all social media leads to your website. With social media, there tends to be a snowball effect because people share your name and lead others to your site. Therefore, the key is to have a strategy for capturing prospects and converting them to leads. Some ideas include having a dedicated opt-in page, getting the names and email addresses in exchange for something of value (report, white paper, audio webinar, etc.). Then, you can build a list and market to the list. Wendy recommends that your website have 70 percent valuable content and 30 percent promotions, bonuses or special offers.

Wendy also recommends analyzing where your intended audience is online, and starting there. One suggestion is creating a blog as a core. Ultimately, to get started, you should concentrate on building one social media site and developing a community, and then moving to another.

Not surprisingly, you can find the marketing maven online all over the place: <http://twitter.com/WendyMaynard>, <http://www.kinesisinc.com/about/partners/wendy/>, <http://www.kinesisinc.com/media/blog/> to name a few!



September - Un-Corked - Augen Gallery

By Megan Roche

CREW hosted its 8th Annual Tasting event on September 16, 2010 at the well-appointed Augen Gallery. In years past this event was limited to wine tasting but this year's tasting menu was expanded to include locally-sourced vodka, beer, sake and champagne. Each spirit was carefully mixed into a scintillating cocktail with an hors d'oeuvres pairing generously sponsored by Capital Pacific Bank, Lewis and Clark Bank, Columbia Community Bank and Brownstein, Rask, Sweeney, Kerr, Grim, DeSylvia & Hay, LLP.



One such pairing was a sparkling plum wine and sake forming a pink effervescent Sakétini with ginger dumplings. Everyone enjoyed the fabulous libations and elegant morsels while listening to the Matt Stanley Quartet. After the event, CREW donated all of the leftover food to the homeless who were so pleased and graciously received it. Un-Corked was a terrific soiree where community members nibbled, noshed and networked.



CREW Portland can be found on LinkedIn now! We encourage all of our members to join and expand your reach in the Portland business community. Join today at <http://www.linkedin.com/groups?gid=2077413>.



July Networking Under the Trees in the PacWest Building