



CREW NEWS

orlando

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CREW ORLANDO SCHEDULE

Don't miss:

Project Report: The Plaza
Cameron Kuhn
February 18, 2004
11:30 a.m. - 1:00 p.m.

CREW On Location: Baldwin
Park Village Center
March 9, 2004
6:00 p.m. - 8:00 p.m.

March 17, 2004
Hot Topics: Retail
Panel TBA

13th Annual Golf Tournament
April 19, 2004
Shingle Creek Golf Club
8:30 a.m. Shotgun Start

LETTER FROM THE PRESIDENT

Hello Everyone,

CREW Orlando launches 2004 with many successes to build on for our organization in the coming year. First, congratulations to the 2003 Board of Directors and President Jerriane Zook Wingerter for a year filled with extraordinary accomplishments. These successes laid the foundation for us to continue to build the strength and power of our organization in 2004.



DALE DONOVAN

The momentum last year enables us to build our membership, grow our sponsorship support, strengthen our programming, enhance our special events and member benefits, and brand CREW Orlando as the organization of choice for commercial real estate professionals in Central Florida. Are we proud? You bet we are and there is more to come.

The CREW Orlando 2004 Board of Directors has established a strategic plan that aims CREW toward continued growth and further expansion primarily focused on providing the maximum level of benefits for your CREW involvement.

As a member, a sponsor, or a partner of CREW Orlando, you will connect with other top-tier industry professionals determined to place themselves on the path of peak performance networking. CREW Members and Sponsors tap into the power of the CREW Network community of 5700 members in 51 chapters across the United States and Canada.

CREW's mission is designed for you... and to provide the maximum return on your networking investment locally, regionally, nationally and internationally. Wherever and whatever, the deal's needs, a CREW Member can provide the expertise to get the deal done.

I am so pleased with our first newsletter of the year, expanding our new professional brand, while being filled with a wealth of information on our community, our economy, CREW's membership, all of which inevitably points toward future business opportunities for you and your company.

The CREW NEWS is yet one more resource for your business development and for getting to know your CREW colleagues. Stroll or scroll through the newsletter pages and gain valuable insight on our industry and on the CREW who, what, when and where.

Gain further insight on how to engage in CREW Orlando's unique connection to the right people in the right place and at the right time.

Continues Page 15

CREW ORLANDO

Commercial Real Estate Women

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SUITE 500
ORLANDO, FL 32801

TEL 407.926.4120
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creworlando@crewnetwork.org

CREW NETWORK RESOURCES

The CREW Network website www.crewnetwork.org is an invaluable source of information as well as a link to the more than 5,700 other CREW members located across the United States and Toronto and Montreal, Canada. The website is just one of the many valuable tools CREW Network offers its members - here are just some of the options you'll find there:

Online Directory

A fully searchable database of all CREW members, allowing you to find the right players for your next big deal. Be sure to keep your own information updated.

Downloadable Chapter Membership Directories

Download the membership directory of any CREW chapter with which you want to communicate. These directories are especially helpful when you're traveling or looking to do business in another CREW Network market.

Job Bank

Whether you're looking for employment in the commercial real estate industry, thinking about relocating, or looking to hire a few good people, the CREW Job Bank offers the right connections.

Online Connections

Sign up for group email discussions with members of your own profession or specific interest area to exchange ideas, information, and advice.

Commercial Real Estate Women



THE STATE OF THE MARKET

Prepared by Lisa M. DeVore, Director of Research
Advantis/GVA, Orlando

Orlando's Office Market Ends 2003 on Steadier Ground - Deals Closing at End of Year Boost Absorption Above 1M Mark

Recent national economic indicators remain somewhat of a mixed bag. The unemployment rate fell in November to its lowest level in eight months but at the same time the number of new jobs added was well short of economists' expectations. But while growth in employment typically falls several months after strong growth in GDP, it appears as though the local economy may already be faring better. The unemployment rate in the Orlando MSA is currently 4.5%, well below the national level, and has experienced job growth of 0.7% over the past 12-months. National gross domestic product (GDP), the broadest measure of economic activity, grew during the third quarter of 2003 at an 8.2 percent annual rate, the fastest on record since 1984, and consumer confidence rose through November, two events that could signal that better days could well be on the way. Consumer spending remains strong, due in large part to the economic stimulus created during the third quarter from the release of child tax credit refund checks and homeowners capitalizing on the home refinance market, which has put more cash in their pockets

The overall vacancy rate of Orlando's office market has declined 0.5 of a percentage point since the end of last year even as new speculative developments have been completed. As a result, net absorption of office space for the year was stronger than anticipated, rising 1.2 million square feet (msf) over a 12-month period to end the

year at just over 1 msf. While part of this number was attributable to pre-leasing activity at recently delivered speculative buildings it is nevertheless an indicator that the market is beginning to turn the proverbial corner. Sublease space continues to negatively impact the office market, currently accounting for 17% of all space available, and the absorption of this space will be key to the market's recovery. The pace of speculative office construction picked up somewhat over 2002 but still fell short of the banner years of 1999-2001. The University/Research Park submarket is home to nearly 60% of the 781,699 rsf of new office space delivered, with the remainder found in the Downtown Orlando, Southwest, and East Orlando/436 submarkets. New construction completed during the fourth quarter includes a two-building office development in the Village Center at Baldwin Park and a 60,000-rsf campus for Florida Metropolitan University in the SouthPark development in southwest Orlando.

The most intriguing developments of 2004 may occur in downtown Orlando. Cameron Kuhn, a perennial downtown investor, has begun demolition and clearing work on the former Jaymont site, which is located at "main and main" in the heart of downtown. The 2.29-acre site, purchased for \$10.8M in November, has been announced as the future home of a mixed-use commercial, residential, and theater project although no tenants have yet been announced. Development of the site is widely expected to result in a resurgence of downtown investment and re-development.

(cont.)



Leasing Environment Remains Challenging at Best

While Orlando's office market is still largely a tenant's market there are signs that leasing fundamentals are beginning to improve to a small degree. The degree of improvement is difficult to assess, however, as a handful of landlords getting increasingly aggressive on their rates in an increasingly competitive environment are skewing the picture somewhat. Average asking rental rates are down \$0.19/rsf since the end of the third quarter to a current \$18.85 psf, but the decline is not as alarming as it may appear at first glance to be. Take the example of Northpoint IV in Lake Mary, built in 2002, where the landlord has lowered the rental rate from \$19.75/rsf at year-end 2002 to \$16.95/rsf during the fourth quarter of 2003 in an aggressive move to increase occupancy at the largely still-vacant office building.

The willingness of landlords to concede to more favorable terms seems to depend on the submarket itself. In the Central Florida Research Park area landlords are remaining firm on their rates, although free rent of three months on a seven-year deal is not unheard of. In other areas of that submarket, including the Quadrangle, rents are being pushed somewhat lower with a greater amount of fee rent. In other markets, such as Lee Road/Winter Park and Altamonte Springs/Longwood, asking rates are being pushed downward due to aggressive rental rates at higher-end buildings in adjacent submarkets.

Several brokers have been negotiating for office space to be leased on a turn-key basis and landlords, many of whom are willing to agree to such terms to boost their occupancies, are beginning to try to push incentives and free rent through on the front end of deals. In short, they are willing to sacrifice short-term loss for longer-term stabilization in their tenant rosters.

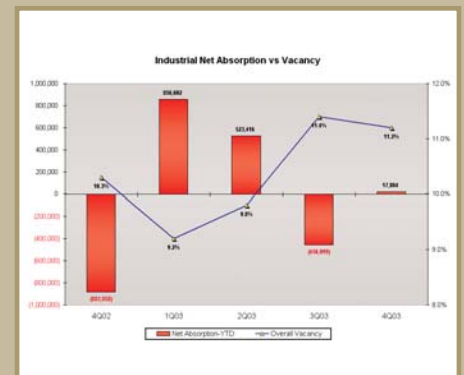
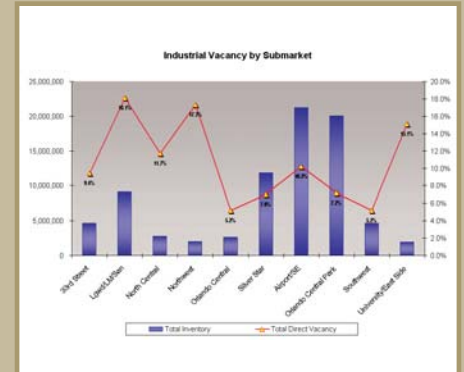
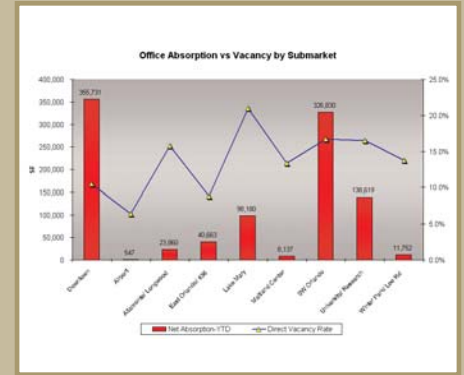
Industrial Net Absorption Rebounds Significantly During Fourth Quarter - Market Fundamentals Are Beginning to Slowly Improve

The local industrial market continues to post improving market fundamentals, indicating that a full recovery may indeed be on the way. Gains were made in net absorption and the inventory of sublease space continues to slowly deplete. The overall vacancy rate declined 0.2 of a percentage point since last quarter to a current 11.4% and the South Orlando industrial market, which comprises 56% of the total market, has finally seen its vacancy rate slightly decline. Net absorption rebounded significantly during the fourth quarter by 473,963 sf to a current 17,864 sf.

Rental rates, which have slowly declined over the course of the year, declined further during the final quarter of the year, dropping \$0.11 psf from the last reporting period to a current \$4.66 psf (all reported industrial rates are calculated on a triple-net basis) and are expected to stabilize by mid-year 2004.

There was minimal speculative development other than small bay product during 2003. The exception to that was Crownpointe Distribution Center, a 203,125 sf cross-dock distribution building developed by Opus South Corporation that was completed at the end of December. Other key developments completed include office/warehouse projects developed by Small Bay Partners in the Sanford and East Side/University submarkets called Monroe CommerCenter and Hanging Moss CommerCenter respectively. New industrial condo product was also delivered in CrownPointe Park.

REPORT DATA



CREW IN THE NEWS

The year is off to a great media start for CREW Orlando. The January issue of Florida Investor includes a guest column on CREW. The column promotes CREW as a dynamic professional organization and includes quotes from CREW Orlando President, Dale Donovan, and photos and contact information on all five CREW Florida Chapter Presidents.

CREW Orlando was featured in the January issue of Southeast Real Estate Business News. The article focuses on a deal that involves a number of CREW members.

In December 2003, Florida Real Estate Journal gave a CREW Orlando guest column front-page placement. The column included quotes from CREW members from around the state.

Other media sightings include CREW Orlando 2004 Board announcement in Orlando Business Journal, Orlando Sentinel, and other media outlets.

Let us know if you see CREW in the News!

2004 BOARD OF DIRECTORS



PRESIDENT

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DLD Commercial Realty, Inc.
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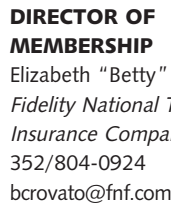
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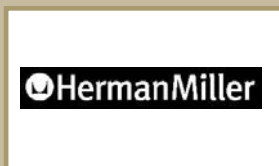


DIRECTOR OF PROGRAMS

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2004 DIAMOND ANNUAL PARTNERS



Commercial Real Estate Women

SPONSOR SPOTLIGHT

By Anne Grady

CREW Orlando sponsorship provides companies targeted access to a membership comprised of the top tier of commercial real estate professionals. Qualified membership assures a depth of expertise and creates a unique networking opportunity in an interdisciplinary forum attracting a broad range of commercial real estate industry participants.

2004 Sponsorship Levels

Diamond Annual Partner - \$1,500
Platinum Level - \$1,000
Gold Level - \$500
Silver Level - \$250

Visit the CREW Orlando website at www.creworlando.org for more details on the benefits at each sponsorship level and to download a sponsorship commitment form or contact Anne Grady at 407/841-3333 ext. 5339 or e-mail to agrady@republicbankfl.com.

Diamonds Are Forever!

A unique opportunity with maximum exposure is available through the Diamond Annual Partnership with benefits January through December 2004 for a \$1,500 sponsorship. Diamond Annual Partners receive multiple benefits from time of commitment, including recognition and opportunities to promote their companies at all CREW meetings and programs, in printed materials, on the CREW Orlando website, and in the chapter newsletter. To ensure maximum exposure, CREW Orlando has reserved 10 Diamond Annual Partnership opportunities on a first-come first-served basis.

We start out the year welcoming four new Diamond Annual Partners to CREW Orlando.

Akerman Senterfitt
www.akerman.com

With more than 375 attorneys, Akerman Senterfitt is the largest full-service law firm exclusively in Florida with offices in Orlando, Miami, Fort Lauderdale, Tampa, Jacksonville, West Palm Beach, and Tallahassee. Founded in 1920, the firm has grown to represent many of the largest public companies in the state as well as private companies, governmental entities, educational establishments and high net-worth individuals in a wide range of practice areas. The firm recently merged with Muller Mintz, P.A., a labor and employment law practice with offices in Miami and Orlando. With the addition of 19 attorneys from Muller Mintz, Akerman Senterfitt now has the largest labor and employment practice in the state.

"We are pleased to support CREW as a Diamond Sponsor," said firm Shareholder Cecelia Bonifay, a CREW Board Member. "CREW is a strong organization and excels in its mission to provide networking and professional development opportunities for those in the commercial real estate industry. It's a good fit for our firm since we have a large practice focused on all aspects of commercial real estate."



Another new addition to the firm is Mel Martinez, former Secretary of Housing and Urban Development under President George W. Bush and former Orange County Chairman, who joined the firm in January. Mel Martinez will provide strategic advice and counsel to clients on local, state, federal, and international issues. We look forward to welcoming Mel to a CREW function in the near future.



13TH ANNUAL CREW GOLF TOURNAMENT PLANNING UNDERWAY

Shingle Creek Golf Club

Monday, April 19 - 8:30 am
shotgun start

Is it that time of year again? Yes, planning for the 13th Annual CREW Golf Tournament is already in "full swing." The highly popular CREW sponsored golf tournament benefiting Valencia Foundation returns to its normal calendar timeslot in the Spring. The tournament will take place on Monday, April 19 at Shingle Creek Golf Club. If you are interested in participating on the planning committee there are a number of ways in which you can contribute. Sponsorship opportunities are also available now!

Contact Jim Grumberg with Herman Miller Workplace Resource at 407/895-5159 or jim_grumberg@hermanmiller.com.

Commercial Real Estate Women

SPONSOR SPOTLIGHT

continued

In addition to Bonifay, other members of Akerman Senterfitt who are involved in CREW Orlando include fellow firm Shareholders Gloria Lockridge, Marty Hartley and Lynne White, a former CREW president.

Commercial Net Lease Realty, Inc.
www.cnlreit.com

Commercial Net Lease Realty, Inc., ("CNLR") an equity real estate investment trust, invests in high-quality, single-tenant retail, office, and industrial properties subject to long-term, net leases with established tenants, such as Barnes & Noble, Best Buy, Eckerd, OfficeMax, Wal-Mart, and United States of America.

In addition to Asset Management and 1031 Exchange, some of the services that the Company offers are:

Acquisitions: With the primary goal of helping the seller become more efficient, the focus of the Acquisitions Department is on the acquisition and financing of single tenant, net-leased properties nationwide. The Company purchases the real estate weighing down the seller's balance sheet, so they can concentrate their capital on their own company's core competencies.

As a publicly-traded REIT, CNLR has access to capital that allows them to provide competitive rates and complete quick and efficient transactions.

Build-to-Suit: The Build-to-Suit Department of CNLR provides complete turn-key build-to-suit development for clients across the country. Regional Business Units (RBUs) are in place to supply local knowledge and quick turnaround for clients' needs.

At the current time, the Florida RBU is under construction with a 63,572 sf Kash n' Karry grocery-anchored center ("Seminole Oaks") in Seminole, Florida, which is anticipated to open towards the end of next year. The build-to-suit or development efforts of the Company look for opportunities with grocery-anchored shopping centers, power centers and drug stores with a strong tenant credit component.

Development Joint Venture: Wishing to increase the ability to serve its customers, the Company has initiated developer partnering programs through which they collaborate with entrepreneurial developers providing varying levels of financing and shared project participation.

The typical joint venture projects that CNLR looks for include grocery-anchored neighborhood or community shopping centers; power centers; drug stores; convenience stores; and investment-grade, free-standing, triple net build-to-suits.

At the present time the Company is developing projects with numerous developer partners throughout the United States, including several projects in Central Florida.

"We are so proud to be a part of CREW Orlando. The organization and leadership of CREW is superb and we look forward to forging many new relationships in addition to our Company's commitment as a Diamond Annual Partner sponsor," says Diane L. McCarey, Regional Vice President with Commercial Net Lease Realty.



2003 SPONSORSHIP RECEPTION

CREW Orlando attracted its strongest sponsorship underwriting in 2003 with an impressive team of partners seeking to do business within the CREW forum. Honoring these industry leaders at an exclusive Sponsor Recognition Reception hosted at the Citrus Club in early December recognized their contribution to the success of CREW Orlando 2003. "We were pleased to again thank and promote networking and business development opportunities among CREW Orlando's 2003 sponsors, partners and significant in-kind donors and the organization's leadership," said 2003 Co-Director of Sponsorship, Anne Grady.

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Dick Davis of Time Warner, Dale Donovan of DLD Commercial Realty, Inc., and Eileen Siller of Time Warner.

Commercial Real Estate Women

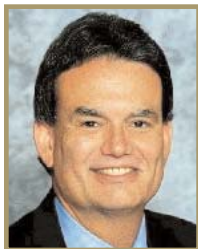
SPONSOR SPOTLIGHT

continued

Herman Miller Workplace Resource Florida www.workplaceflorida.com

Herman Miller Workplace Resource Florida is an organization that consists of nearly 100 dedicated employees in Florida's five major markets of Miami/Miramar, Tampa Bay, Orlando, Jacksonville, and Fort Myers. Herman Miller creates great places to work by researching, designing, manufacturing, and distributing innovative interior furnishings that support companies, organizations, and individuals all over the world.

Herman Miller has long been regarded as an innovative company and enjoys national recognition for being the first office furniture and services company to develop ergonomic workplace solutions and the first in its industry to be cited for its dedication to environmental causes. Notable local clients include AAA World Headquarters, Tupperware Corporation, Campus Crusade for Christ, and Sprint PCS.



Jim Grumberg, Account Development Manager with Herman Miller has been a member of CREW Orlando since 2002. Jim is serving as Chair of CREW Orlando's annual golf

tournament for the second year in a row. "On a professional level, CREW has been extremely beneficial in being able to call other members and exchange information, or to work on projects together. On a personal level, it has given me the opportunity to develop some very close friendships that I might not have otherwise made. It's an organization we are very proud and excited to be associated with."

For further information regarding innova-

tive solutions in interior furnishings, please contact Jim Grumberg at Jim_Grumberg@HermanMiller.com

LandAmerica Financial Group, Inc. www.landam.com

With over 125 years of experience in the title insurance and real estate transaction service industries, LandAmerica Financial Group, Inc. offers residential and local commercial services in over 700 offices through a network of more than 10,000 agents nationwide. LandAmerica operates several major title insurance and underwriting groups that serve as the primary delivery channel for residential and commercial transactions, including Commonwealth Land Title Insurance Company, Lawyers Title Insurance Corporation, LandAmerica 1031 Exchange Services, and LandAmerica National Commercial Services. LandAmerica also maintains a number of regional subsidiaries and business divisions that address the needs of specific markets.



"Becoming a 2004 diamond annual sponsor for CREW Orlando provides LandAmerica the avenue to showcase our services in Florida, as well as an opportunity for CREW

Orlando members to build stronger relationships with our Central Florida customers who are involved in CREW Orlando," explains Christina Taylor, Underwriting Counsel for LandAmerica. Christina has been a member of CREW Orlando since 2000 and served on the board in 2001, as Secretary and Treasurer in 2002 and as Treasurer in 2003. Other LandAmerica employees involved in CREW Orlando are Gene Rebadow, Vice President of Sales and Business Development for Florida. Gene



2003 SPONSORSHIP RECEPTION

Continued from previous page

"CREW Orlando strives for return on investment to its stakeholders. This well-attended gathering was a demonstration of how the organization encourages connections which lead to business, and a fitting springboard to continuing CREW Orlando's strong support by the commercial real estate industry," she added.



Betty Crovato, Fidelity National Title Insurance and Christina Tayler, LandAmerica Financial Group.

SPONSOR SPOTLIGHT

continued

has been instrumental in LandAmerica's decision to support CREW Orlando. Also joining CREW Orlando this year from LandAmerica is Emily Zacko, Agency Account Manager, who looks forward to getting involved.

LandAmerica not only supports the local CREW Orlando chapter, but has also sponsored CREW Network national events, including previous annual conventions. Fifty employees of LandAmerica across the nation are members of CREW Network.

Renewing for 2004 is our first Diamond Annual Partner, Execu-Suites, Inc.

Execu-Suites, Inc.
www.execusuitesinc.com

Execu-Suites, Inc. was formed in 1998 in response to the need for a reasonably priced high-end executive suite center in the downtown Orlando market. Execu-Suites offers the look and feel of a high-end executive suite center, but at a 30% to 40% reduction in typical cost, making it more affordable for the local business owner and smaller regional company.

The company currently operates two locations in the Orlando area. The downtown facility opened in the historic Angebilt Hotel on Orange Avenue in the heart of Orlando's central business district in April of 1988. In 2001, the company opened a second location in the AmSouth Bank build-

ing on Kirkman Road in Southwest Orlando. Center services include high-end image, personalized phone answering in the company's name, unlimited access to conference rooms, complete phone and high-speed Internet services, and full-time secretarial support. Execu-Suites also offers Virtual Officing. This array of services is aimed at the client who may have a full time office in another city location or a home office. Virtual services include, mail delivery, phone answering, fax services, conference room usage, call forwarding and secretarial support.

"CREW has become invaluable to my organization in terms of new business and networking opportunities.

During 2003, as CREW's first Diamond Annual Partner, Execu-Suites leased space to four new clients as a result of our CREW affiliation. We look forward to more of the same in 2004. We are proud to be a second year Diamond Annual Partner," says Cathy Price, president of Execu-Suites, Inc.

To tour Execu-Suites locations and learn more about the services they provide visit them on the web at www.execusuitesinc.com.



BENEFITS OF MEMBERSHIP

Local, Regional,
National & International
Networking Opportunities

Business Leads & Referrals

Monthly Luncheon Programs on
Current Industry Related Topics

Specialized Small Group
Educational Sessions

Member Only
Networking Events

Chapter Annual Meeting
and Special Events

CREW Network & Chapter
Membership Directories

Members Only Access to
CREW Network Website

Quarterly CREW Network &
Chapter Newsletters

Access to CREW Network
Job Bank

Opportunities to Participate
on Various Committees

Opportunities for Community
Involvement Through
CREW Foundation & Chapter
Philanthropic Activities

Discounted Registration Fee
for CREW Network
Meetings & Conventions

Discounts on Professional
Business Services

Commercial Real Estate Women

CREW ON-LOCATION: BALDWIN PARK VILLAGE CENTER

by Shannon Herring

Our first CREW On-Location event is scheduled for March 9 from 6pm to 8pm at Baldwin Park's Village Center. CREW members and their guests are invited to come out to the former naval base and see the amazing transformation taking place and meet the many key players involved in the development project.

Orlando's much-anticipated and newest destination for shopping, dining and business, the Village Center will be home to office buildings, city homes, apartment buildings, and apartments with ground level retail. Unicorp National Development is developing mixed-use buildings offering retail space with apartments and offices above. Lincoln Property Company is currently building 65,000 square feet of Class "A" office space.

On the retail side, Publix and Eckerd Drugs are expected to open in Spring 2004. Some of the other stores, restaurants, and services to open in the Village Center include Moe's Southwest Grill, Pizzeria Valdiano, Seito Sushi, Planet Smoothie, Subway, Ferris & Fosters, SunTrust, and AmSouth Bank.



In addition to the Village Center's office space, soon to come online is a 12-acre Neighborhood Office Park being constructed by Harkins Development and Issa Homes, Inc. These individual-ownership office buildings range in size from 3,000 square feet to 10,000 square feet. Neighborhood offices are an excellent choice for doctors, dentists, law firms, and others offering professional services. Baldwin Park's Neighborhood Offices provide small businesses or small company headquarters with prestigious Class "A" office space, a great location, easy access, ample parking, every modern amenity, and an attractive real estate investment opportunity.

Registration fee for CREW members is \$25 and guest fee is \$30 each. Limit one guest per CREW member. Register online at www.creworlando.org.

MEMBERSHIP REPORT

by Betty Crovato

The beginning of the year found the Membership Committee very busy processing renewals and they have also approved seven new members. CREW Orlando is pleased to welcome Carolyn Kent, Diane McCarey and Donna Trombley of Commercial Net Lease Realty, Inc.; Ruth Suman of Republic Bank; Emily Zacko of LandAmerica; Frank Herring of St. Joe Commercial; and Andrea Wade - a new affiliate member with Thorpe Enterprises.

Our goal for 2004 is to increase membership by 25 members. If you know of anyone who would benefit from what membership in CREW offers, please contact Betty Crovato at 352/804-0924 or bcrovato@fnf.com or Kim Sullivan, Membership Committee Chairperson at 407/835-4364 or ksullivan@landam.com. "We will invite them to a lunch meeting and introduce them to the many benefits of membership in CREW Orlando and our abundance of "do the deal" members," says Betty Crovato.



BECOME PART OF THE NETWORK BY JOINING CREW ORLANDO!

As the word spreads about the power of CREW Network, the national and local chapters of this organization continue to experience substantial member growth with more than 5,700 members located across North America. Now your business can become a part of this exciting organization through the Central Florida Chapter of CREW Orlando.

NEW MEMBERS



Frank Herring, Jr.
title
St. Joe Commercial



Carolyn Kent
Real Estate & Build-to-Suit
Coordinator
Commercial Net Lease Realty Services, Inc.



Diane McCarey
Vice President, Build-to-Suit
Commercial Net Lease Realty Services, Inc.



Ruth Suman
Vice President - Business
Banking Team Leader
Republic Bank



Donna Trombley
Business Development
Coordinator
Commercial Net Lease Realty Services, Inc.

Andrea Wade
Account Executive
Thorpe Enterprises

Emily Zacko
Agency Account Manager
LandAmerica Financial Group

CONTACT BETTY CROVATO AT 352/804-0924 or BCROVATO@FNF.COM
FOR MEMBERSHIP INFORMATION



NGI - CREW ORLANDO'S PREFERRED PRINTER

Another new partner assisting CREW Orlando in its marketing efforts is National Graphic Imaging (NGI). NGI considerably underwrote the printing cost of our new brochure and we look forward to working with NGI on our future printing needs.

NGI is a Reprographics and Imaging Solutions company that supplies and supports the Engineering, Architectural and Construction markets, including the Marketing and Graphics Arts communities. NGI specializes in providing engineering, marketing and presentation printing, scanning, finishing, distribution, and archiving solutions. Their services are comprised of everything from simple reproduction printing and distribution to onsite equipment, virtual plan room solutions, and accounting solutions for better cost control.

"Everyone I have met within the CREW organization has been positive, professional and enthusiastic and has welcomed me into the group. I look forward to nurturing the relationship with the CREW team members so that we all may have a WIN-WIN year!" says Maureen Michel, Senior Sales Executive with NGI.

For more information on NGI contact Maureen Michel at 407/898-3881 or Maureen.michel@ngiusa.com.

Commercial Real Estate Women

BRANDING CREW ORLANDO

A New Year and a New Look for CREW Orlando

by Jane Smalley

With the professional help of national marketing communications agency, TenUnited, CREW Orlando's brand has been revamped to better reflect its industry profile and organization's diversity. The creative team at TenUnited has been diligently working behind-the-scenes to develop a set of collateral pieces all with a cohesive and contemporary look. Look for a copy of our new glossy tri-fold brochure, which is being mailed out to all members, prospective member companies, and potential sponsors. And I hope you like the look of this new newsletter template.

We have a few more pieces to update and then we will be looking at our utilization of technology and transitioning to HTML formatted email broadcasts and giving our website a complementary new design with added features and improved functionality.

"Donating our services to CREW Orlando was a pleasure," said Barbara Koenig, president of the agency's Southeast operations.

"The real estate industry has been good to us and we have a lot of friends in CREW to thank for our success."



TenUnited is a Top 100 U.S. marketing communications agency, serving a wide range of consumer and business-to-business clients from offices in Orlando, Pittsburgh, and

Columbus. Its client roster includes some of America's best known brand names such as Hoover, Prell, Comet, Chlorasptic, Perkins Restaurants, American Standard, and Miracle Gro. The agency's Florida real estate experience spans more than 20 years and includes clients such as Trammell Crow Company, Waterford at Blue Lagoon in Miami, Baldwin Park, Celebration, Solivita, Keene's Pointe, Taylor Woodrow, and Park Square Homes.

For more information on TenUnited visit their website at www.tenunited.com or contact Barbara Koenig at 407/649-8101 or bkoenig@tenunited.com.

CREW ORLANDO PHOTOGRAPHER TO HOLD PRIVATE SHOW

CREW Orlando's resident photographer, David Dell'Olio of Foto Incorporated, will be the Featured Artist during the month of April at popular neighborhood eatery, Logan's Bistro on Virginia Drive. David will be displaying some of his phenomenal photos from around the world including a collection of black and white architectural images from Europe and shots taken on his most recent photo expedition covering New Zealand and Australia.

CREW members are invited to a special "Friends of the Artist" social on April _____. Look out for more information and an invitation closer to the date.

Foto Incorporated is a visual communications company specializing in high quality imagery. The company offers its services through two separate divisions: Commercial and Event. The Commercial division specializes in creative imaging solutions for diverse industries including advertising, public relations, real estate, architectural, and healthcare. The Event division covers conventions, trade shows, corporate and charitable events. For more information on Foto Incorporated visit their website at www.foto-orlando.com or contact David at 407/228-4613 or images-photo@mind-spring.com.



"The YaYa Network"[™] Conference

2ND ANNUAL CONFERENCE IS COMING UP

The 2nd annual "The YaYa Network" Conference is scheduled for February 26 and 27, 2004 at the Radisson Hotel across from Universal Orlando. The two-day conference provides professional women with the tools they need to learn to "Balance Family and Professional Life" and to stimulate "Women Doing Business with Women."

There will be keynote speakers, a fashion show, professional workshops and personal seminars to cover all aspects of our lives: Professional, Health, Family, Spiritual, and Recreation/Fun.

"The YaYa Network" Conference is a production of Business Architects of Innovation, Inc. whose president is CREW Orlando member Pam A. Carman.

CREW Orlando members and CREW members statewide receive a 10 percent discount off of the full conference registration fee. For more information, please visit www.theyayanetwork.com.



Pam A. Carman
President
The YaYa Network

Commercial Real Estate Women

CREW ORLANDO MEMBER NEWS

Susan Lawrence, President of Real Estate Strategies, Inc.

Susan Lawrence was recently appointed to the Advisory Board of the Center of Entrepreneurship, Crummer School of Business at Rollins College. The Center sponsors activities and events directed at established enterprises with significant growth potential, with a focus on helping them develop strategic and operational skills. Susan has been involved with CREW Orlando since 1998.

Kathy Leo, Program Manger at PBS&J

Kathy announces that her firm has opened a new office in DeLand to serve the firm's growing roster of important clients in Volusia County. PBS&J is a leading provider of infrastructure planning, engineering, construction management, and program management services. The firm was recently selected to serve as Interstate 4 management consultant to the Florida Department of Transportation District Five, which is headquartered in DeLand. Under the contract, PBS&J is providing project management for four major I-4 improvement projects in Orange County. Kathy has been a member of CREW Orlando since 2001.

Alan Byrd, Director of Circulation Sales and Marketing at Orlando Business Journal and CREW Orlando Director of Special Events

Alan Byrd can add "published author" to his list of achievements. Alan's new book "Florida Spring Training: Your Guide to Touring the Grapefruit League" is a guidebook for Spring Training in Florida with information on all 17 stadiums in the state. Published by The Intrepid Traveler, Florida Spring Training costs \$14.95 and is available in bookstores nationwide, from online

bookstores, by calling 203/452-9384 or by visiting www.TheOtherOrlando.com. "It was fun to write, but the coolest part is seeing a dream I've had for years come to fruition and be on the bookshelves at any store I go to," says Alan. Alan has been a member of CREW since 2001 and is currently serving a second term on the CREW Orlando Board.

We Want to Hear From You!

Share your news in the next issue of CREW News! Submit a brief write-up of your announcement to Jane Smalley at jsmall-ey@baldwinparkpoa.com for consideration. We are particularly looking for:

- CREW Orlando Member networking stories - deals CREW members are working on together!
- Member accomplishments (continuing education, industry designations, and promotions)
- Member company news (expansions, new services, and significant wins)



DIAMOND ANNUAL PARTNER BENEFITS

Opportunity to display corporate banner

Opportunity to display printed materials at each general meeting/program

Hot-link to sponsor home page on chapter web site throughout the year

Recognition from Podium at each general meeting/program

Ten (10) complimentary tickets to general meeting/program

Additional program tickets for sponsor representatives and guests discounted

Recognition in CREW Orlando advertising for the 2003 CREW Network Convention Program

Reserved seating at general meetings/programs for sponsor representative and guests

Invitations to member-only functions

Featured on sponsor boards throughout the year

Diamond Sponsor designation on sponsor representative's nametags

Diamond Sponsor Spotlight in electronic newsletter during sponsorship year

Recognition in monthly advertising in Orlando Business Journal

Special Thanks to the 2003 CREW Orlando Partners & Sponsors

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AT 407/841-3333 ext. 5339 or AGRADY@REPUBLICBANKFL.COM.**



CREW NETWORK SCHEDULE

Don't miss:

2004 Winter Meeting

New Orleans, LA
February 5-7, 2004
The Ritz Carlton

2004 Spring Meeting

New York, NY
June 17-18, 2004
Sheraton New York Hotel &
Towers

2004 Annual Convention

Toronto, Canada
October 13 – 16, 2004
Westin Harbour Castle

2005 Annual Convention

Seattle, WA

2006 Annual Convention

Location TBD

LETTER FROM THE PRESIDENT

continued

With CREW you will...

- Promote And Grow your Business
- Increase Exposure
- Boost Brand Recognition
- Expand Your Market

Member Only events are another valuable resource to building the right contacts and so I am so excited that CREW Orlando will be hosting a statewide members only event, the 1st Annual CREW Florida Leadership Conference, to be held February 28-29 at the Westin Grand Bohemian.

The CREW Florida Leadership Conference attendees represented by the leaders from CREW Network and the five Florida chapter board of directors, their committee chairs, and active committee members, will gather to exchange best practices and business networking opportunities over this unique day and half of conference.

Leaders of CREW Tampa Bay, CREW Miami, CREW Jacksonville, CREW Ft. Lauderdale/Palm Beach, CREW Orlando and CREW Network have organized the most valuable information on best practices and will exchange ideas and concepts on how to empower a chapter's growth as well as meet the dynamics of each chapter's potential.

We are fortunate to also have CREW Network executives and several of 2004 Board of Directors joining us for this exciting and dynamic conference. Please contact me or any of your CREW Board for further information on how to get involved in the conference and in the leadership of CREW. More details are on our chapter's website at www.creworlando.org or on the home page of CREW Network at www.crewnetwork.org.

It is a privileged and an honor to be serving as president of this marvelous organization with great goals, aspirations, talent, achievements in all aspects of real estate, plus wonderful caring friends. And the best part is I get to work with all of you as we grow and develop CREW Orlando.

We are positioned for a dynamic year for CREW and for our businesses. We are well on our way to producing another banner year for CREW Orlando. Now it's up to you. Get to know your CREW board, get to know your CREW colleagues, join in the programs and special events, and certainly get involved on a committee.

Act now, join in, and CREW and you, will make it happen.

Carpe Diem.

