



From the President, Maria Herman



Good Day to Everyone!

October is going to be an exciting month for CREWLV! We will be launching our new website, which you may view by following the link: CREWLV.org. We have a brand new look. If there is something you would like us to add, please feel free to drop us an e-mail. We value our member's input. Remember everyone, CREWLV belongs to YOU! On that note, we are in the process of acquiring names of those who would like to join the Board next year. If you would like to be nominated for any one of our positions, please contact Galit Rozen, Immediate Past President at: grozen1@gmail.com and she will submit your name for consideration.

I am happy to announce that CREWLV has become the sponsor for the Nevada Heat! They are an all girl hockey team in their second year. I have added their schedule to our website, but just in case our site is not yet up and going, you may watch them kick butt this coming Sunday, October 3 at 4:15 p.m. All games are played in the SOBE ice rink at the Fiesta Hotel on Rancho. If you can't make it then, you can always go and cheer them on, on Saturday, October 9th at 4:00 p.m. or October 17 at 9:00 a.m. again at the Fiesta Hotel. There is no charge to watch the games, so let's all try and attend their games and support our girls.

Unfortunately, I had to table our 1st annual Poker Run until next year. I just seemed to have run out of time this year. Next year when I'm Immediate Past Presi-

dent I'll have more time to devote to projects such as this. If there is one thing I have learned this year, it is that being President means never having enough time to accomplish all the goals you set out to accomplish when the reigns have been passed on to you. Lisamarie will learn that soon enough!! There are times when a year is too long, and then there are times when a year is just not long enough, which seems to be most of the time.

Please don't forget that our upcoming luncheon for November will NOT be on Thursday, November 11th, but on TUESDAY, November 9th at our regular time and place.

I would like to give a special thank you to all of you who so graciously have volunteered your time to assist with the Girl Scouts "Virtual Mall", on October 16. I'm really looking forward to this upcoming event. We get to show these young girls all the different jobs that are out there for women in commercial real estate.

I can't tell you where the Members only lunch in December will be this year, but I can tell you this. It will be yummy and a lot of fun! The Board and I have been working on this and we are looking forward to outdoing ourselves.

I look forward to seeing everyone at this month's luncheon. Until then, enjoy yourselves and be safe!

Sincerely,
Maria Herman
President



CREW— Las Vegas 2010 Board of Directors

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Maria Herman, MRH Associates

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Lisamarie Fitting, Direct Title

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Director of Public Relations
Diana Storo
NV State Development Corp

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Director of Special Events
Aubrianna Atwell, Resort Properties of America

Immediate Past President
Galit Rozen, Commercial Professionals

Director of Sponsorship
Jodi Bentley
The Bentley Group

Contact Information:
Administrative Office
Tara Harvey
CREW-Las Vegas
702-798-5156

www.crewlv.org
CREW Network



www.crewnetwork.org

CREW BOARD MEMBER SPOTLIGHT

Director of Public Relations—Diana Storo

This month's spotlight is on a CREW Board Member, Diana Storo.

Diana became a member of CREW in May, 2009. She became a board member for 2010 as the Director of Public Relations.

The board position has provided Diana with an opportunity to learn the media position and be creative with the monthly CREW FLASH newsletter.

Diana's suggestion to CREW members is to get involved in CREW by becoming a board member or by joining one of the special committees.

Diana is the Senior Vice President and Credit Administrator at Nevada State Development Corporation (NSDC). NSDC is a

certified development company chartered through the U.S. Small Business Administration to provide fixed asset financing to small business owners through the SBA 504 loan program.

Diana enjoys working on loans and seeing the results of the small business owner becoming an owner of a building. The most rewarding part of her job is seeing the small business owner progress from starting their business to expanding and being successful.

Diana has been in the financial industry for twenty-nine years with fifteen years working at the U.S. Small Business Administration in the Alaska and the Las Vegas District Office. She has worked in the banking industry in various positions from residential mortgage, construction and income properties, commer-

cial and small business loans at banks in Alaska and Las Vegas.

Diana has lived in Las Vegas since 2003. She moved from Anchorage, Alaska where she lived for 30 years. Diana was born in Las Vegas and lived in Reno and Sparks before her family moved to Alaska.

Diana's favorite food is pizza because it is versatile and easy to eat. Her favorite pizza is the Hawaiian (Canadian bacon and pineapple).



Welcome New CREW Members

- **Stacy Inness, Grassi Building Group**
- **Suree Kang, Master Craft Services Inc.**

“Financial Q & A” September 9, 2010

September was CREW’s “Annual Membership Drive Luncheon” which drew quite a few new members. The “Financial Q & A” session featured Guy Gugino from Wells Fargo Bank and Christopher Bentley of The Bentley Group



Guy Gugino, V.P. business Development Officer at Wells Fargo Bank and Christopher Bentley, President of The Bentley Group discussed the current state of the commercial loan and real estate market.

Guy spoke about Wells Fargo Bank position in the market which has been #1 in the country in SBA loan approvals. The bank has increased staff this year and is making loans in Nevada. Guy spoke about the Small Business Jobs and Credit Act and suggested to visit the Coleman Report (<http://www.colemanpublishing.com>) for current SBA regulatory information and to sign up for the free e-newsletter.

Chris spoke about the delinquencies, workouts and loan modifications that he has seen in Las Vegas. He also spoke about the tax consequences that the workouts and loan recoveries will have on the borrowers. Chris said that loan modifications need to be done on existing loans to improve the Las Vegas market conditions. Chris summed up the session by saying, “Real Estate people need to get closer to the bank— the bank’s need to get closer to real estate people.”

Guy and Chris shared some very insightful information to the group and had a lot of positive comments about the real estate conditions in Las Vegas. Thanks to Guy and Chris for the great information!

'HAVES AND WANTS'

Robin Civish of Prudential CRES has:

South Maryland Plaza – 10670 S. Maryland Pkwy. Great retail center with underground parking. Space available from 1,435sf to 3,700sf. Lease rates starting at \$1.00psf NNN.

Sahara Red Rock Office – 2355 Red Rock – This office building has been well maintained and is located just off E. Sahara and east of Jones. Spaces available 7,530sf (ideal call center), 2,600sf, 4,224sf. Landlord is very motivated. Lease rates starting at \$.99psf Mod Gross.

2630 Windmill – Retail Pad Building 9,960sf foot stand alone building located with frontage Windmill, near Pecos. Landlord is offering space at \$.99psf with NNN charges of just \$.25psf. Former Hollywood Video location.

Flamingo Plaza – 4640 E. Flamingo Rd – This retail shopping center is located just west of Boulder Hwy and has great visibility on the north side of Flamingo Road. Landlord is offering a very generous first years rent. Space available from 1250sf

RENAISSANCE III - Established neighborhood shopping center on the NW corner of Flamingo & Pecos. 1200sf-10,483sf Available. Join Food 4 Less, Quizno's, Zaba's, Hollywood Video, Panda Express. Former Coldstone Creamery space available with Flamingo frontage.

NEW LOWER RATE!!! \$.99 per square foot!! 620sf to 1,240 Ready for Immediate Move-In. **1725 E. Warm Springs** next door to Chris's Place. Located in an established residential neighborhood on the corner of Warm Springs and Spencer.

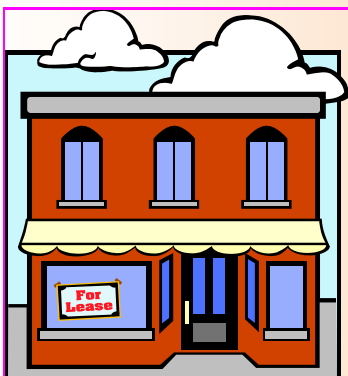
1,260sf to 4,840sf of retail/office/medical space for lease. **10909 S. Eastern**, corner of Sunridge Heights in Henderson. \$1.00 psf special for the first year of a five year Lease.

Village of Centennial Springs. 41 acres of suburban mixed-use consisting of restaurants, retail shops and office space. At the end of Main Street, there is a community park which serves as a gathering place for local residents and the tenants. Conveniently located close to the US95 and the I-215. Offering unique architectural themes, giving this a true village atmosphere. www.centennialsprings.com

CONTACT: Robin Civish, CCIM , Vice President @ Prudential Commercial/IPG 702-363-7600



on



Would you like your property listed here for FREE?

Current CREW members may list their property in the monthly FLASH newsletter on a first come, first serve basis and space permitting.

Please email your listing to Diana Storo at dstoro@nsdc-loans.com by the 25th day of each month to be listed in the next newsletter.

Submissions are only valid for the current month newsletter for which they are received. Listings need to be submitted on a monthly basis to be included in the following month's newsletter.

Hurry and send your listing today!

'HAVES AND WANTS'



SW Industrial Space for Lease.
4000-9850 sf, 500-2100 sq. ft. office, Concrete Tilt up, 2007 Construction, 21'+ clear height, sprinklers, 3 Phase Power, 12' by14' grade level doors.
\$.55-\$.59 psf. Lots of parking. No yard.
Rainbow/l215 area.

Call Owner/Agent:
Marsha Slotten
A la Carte Real Estate Services, Inc.
Cell: 702-301-8444



I have a beautiful center, in North Las Vegas at Lake Mead and Simmons. Please let me know if you have any clients that are looking for lease space. My Landlord is willing to work with you. We would really like to see any neighborhood community use that is acceptable for North Las Vegas. Suites start at 1,400 sq. ft. Lease rates start at \$1.15 per sq. ft. NNN Vanilla and gray shell suites available, 4,000 sq. ft. tavern building available at \$2.00 per sq. ft. NNN \$30.00 per sq. ft. tenant improvement allowance.



Maria R. Herman, Broker, MRH Associates
 Call 702-514-0033 or 702-334-7280 (cell)

"To me, a building - if it's beautiful - is the love of one man, he's made it out of his love for space, materials, things like that.."

~ Martha Graham

You Are What You Think



4 steps to creating your perfect world using the power of thought

According to neuroscience studies, the adage that you should "be careful what you ask for" has more to it than you might imagine. Your brain is very good at attending to whatever you direct it to. It's like when you go to buy a car and you think you're the only person in the world who will have the shiny, bright purple VW Bug; then you drive it off the lot, and it seems every other car is just like yours. The Bugs were always out there but it took a focusing event to get them noticed by you.

Thoughts, goals and ideas work the same way. You can increase your brain's considerable input if you learn to ask your brain nicely and deliberately to get involved. You can create your perfect world if you know what you're looking for and--perhaps more importantly--if you pay attention to how your brain is fed. This process works with negative thoughts. If you are dwelling on the bad stuff, it will find you more quickly and readily, and you won't be primed for the things that will make you successful. Good things need to be noticed but we have to be more deliberate about the positive. Your brain will help you find innovative ways to do it.

Here are a few tips on how to make your thoughts work for you:

1. Keep a sleep journal. Every night before you go to bed, write a few pressing questions in a note-

book. Go to sleep. Research shows that much of the insight you experience happens while you're focused on not focusing. For the brain to do its magic, it needs to be untethered from biases and judgment and negative self-talk. That freedom happens while you sleep. If you do this on a regular basis, you'll train your brain to make the connections to find the answer you're looking for. It worked for Edison; it can work for you.

2. Play. Innovative and creative Google is famous for its play areas. Their Ping Pong tables are a quirky perk but in reality it is a genius way to unlock the brain and allow it to wander without paying attention. The brain gets to do the awake version of what it does when it sleeps. Play activity is a way for the brain to attend to the problems you've been focused on without your cognitive brain butting in with its biases and opinions. Play allows you to see new things.

3. Incubate. When you have a big question--like "How am I going to be successful?" the worst thing you can do is to try to solve it immediately. When you do, you limit the possible connections in your brain. If you have something huge that needs to be solved, give it time. Research shows that the "aha moment" comes after you've worked a problem from every angle without coming up with an answer. You might get frustrated searching for the answer; then you walk away from it and let your subconscious take over. In a few hours, a few days, maybe a couple of weeks, your brain delivers because it's been scanning the environment the entire time, looking for connections and answers.

4. Pay attention past your nose. Consider a product named one of the best inventions of 2005. It was recognized and subsequently adopted by Target stores. It's a prescription drug bottle, conceived by graphic designer Deborah Adler, an idea that turned bottle design upside-down--literally. The bottle stands on its cap. It is flat, not round, making it possible to read the labels without turning the bottle. Why is this so revolutionary? Today, baby boomers are taking more and more prescription drugs, and are living well into their 70s and 80s. The bottles come with colored rings to put around the mouth of the bottles so that different members of the family don't mix up their prescriptions. Mom gets yellow, Dad gets green, and so on. Warnings and pullout information are on the flip side of the bottle. The design is considered so innovative that a sample bottle is on display at the world-famous Modern Museum of Art in New York City. Where did Adler's design insight come from? Adler's grandmother once mistakenly took her husband's pills instead of her own.

Open your brain up to ideas everywhere, not just in your industry or service area. Tell your brain about the life you're looking for. Let your subconscious do its magic. Put good things in your head, be open to success showing up in unlikely places.

Scott Halford is an internationally known speaker and author of Be a Shortcut: The Secret Fast Track to Business Success (Wiley and Sons 2009). He can be reached at www.completeintelligence.com.

Reprinted from Entrepreneur
<http://www.entrepreneur.com/article/217224>

It is time to select the future leadership for CREWLV



Maria Herman, our current president has done an amazing job leading the way for our 2011 President Lisamarie Fitting. Lisamarie is excited to get started and has gained the experience to take over. We are looking for nominations for new board members to serve on the board for 2011.

Being a board member requires a commitment of time and energy but the rewards from serving, the friendships that are created, and the personal growth far exceed the commitment. Every member is encouraged to take advantage of your membership in CREW-LV by becoming more involved, either through working with a committee or as a board member. Below is a brief description of each board position. Ballots will be sent by email and available at the next luncheon on October 14th.

CREW Board positions



VP of Media

- ◆ Send out press releases for the CREW luncheons and special events
- ◆ Publish the monthly newsletter "FLASH"
- ◆ Update and review the CREWLV website www.crewlv.org



VP of Membership

- ◆ Attend every luncheon and introduce yourself to as many new attendees
- ◆ Send a personal note thanking non members for attending the lunch and to share CREW information
- ◆ Review membership package and update as needed



Secretary

- ◆ Take notes at every board meeting,
- ◆ Email minutes for approval to board the Monday prior to the board meeting



VP of Finance

- ◆ Maintain the budget/cost of monthly luncheons and report to board
- ◆ Review budget with the board



VP of Programs

- ◆ Coordinate the speaker and subject for the year with suggestions from board
- ◆ Contact speakers to make arrangements
- ◆ Handle the technical support items for the speaker (screen, laptop, microphone, etc.)



VP of Sponsorship

- ◆ Contact all current sponsors in November to try to commit them to the next calendar year
- ◆ Speak with any new members and current members personally to see if there is sponsorship interest
- ◆ Help with sponsors of CREW charity event in May and help on the committee as sponsorship



VP of Special Events

- ◆ Plan special events and coordinate with board
- ◆ Contact PR firm in Las Vegas for show tickets, etc.
- ◆ Coordinate donation items for silent auction events

Please contact Galit Rozen, Past President at 792-3440 or grozen1@gmail.com for further information and to be added to the nomination list.



2011 SPONSORSHIP OPPORTUNITIES ARE NOW AVAILABLE

As 2011 draws near, we would like to take this opportunity to thank you for supporting CREW in 2010. Your participation and dedication to CREW is vital to our chapter. Without your support we would not be able to continue to grow and flourish as a chapter. We hope we can count on your continued support in 2011. We have updated our sponsorship programs to show you the savings that your company would benefit from each level. Please take a moment to review these options and contact me today to see how sponsorship can benefit YOUR company!! We are looking forward to your continued support!

Call Jodi Bentley today at 855-0440!

GOLD SPONSOR - \$2,500.00

- ◆ (One (1) year individual membership for two (2) individuals representing your company (\$540 Value)
- ◆ Two (2) prepaid luncheons for two (2) members (\$160 Value)
- ◆ Prominent placement of name/logo on all flyers, ads, PR and printed materials promoting all events
- ◆ Full page advertisement in 12 issues of the monthly FLASH (\$200 Value)
- ◆ Full page advertisement in annual signature event program (\$200 Value)
- ◆ Admittance for two (2) to our annual holiday appreciation luncheon (\$160 Value)
- ◆ Listing on chapter website with company link
- ◆ One lunch sponsorship (\$250 Value)
- ◆ Ability to display company sign at all lunches
- ◆ 12 opportunities to distribute literature and a "commercial" for your company at luncheon events
- ◆ Special recognition at all meetings and events and an opportunity to display materials

Total Savings: \$1,510

Please note that the previously added "Member Services" SECTION will no longer be available to place business cards. The newsletter space will be devoted to the 2011 sponsors. Please consider being a sponsor for 2011. A directory of all members can be obtained at the CREW website www.crewlv.org

Partner Sponsor - \$1,300.00

- ◆ One year membership for one (1) individual representing your company (\$270 Value)
- ◆ Eleven (11) prepaid luncheons for one (1) member (\$440 Value)
- ◆ Half page advertisement in the monthly FLASH (\$100 Value)
- ◆ One (1) ticket to the annual holiday members only luncheon (\$80 Value)
- ◆ Half page advertisement in annual signature event program (\$100 Value)
- ◆ Listing on chapter website with company link
- ◆ Twelve (12) opportunities to distribute literature
- ◆ Ability to display company sign
- ◆ Recognition at monthly meetings

Total Savings: \$990

Silver Sponsor - \$1,000.00

- ◆ One year membership for one (1) individual representing your company (\$270 Value)
- ◆ Two (2) prepaid luncheons for one (1) member (\$80 Value)
- ◆ Half page advertisement in 12 issues of the monthly FLASH (\$100 Value)
- ◆ Half page advertisement in annual signature event program (\$100 Value)
- ◆ One (1) ticket to the annual holiday appreciation luncheon (\$80 Value)
- ◆ Listing on chapter website with company link
- ◆ 12 opportunities to distribute literature
- ◆ Ability to display company sign
- ◆ Recognition at monthly meetings

Total Savings: \$630

Bronze Sponsor - \$500.00

- ◆ One (1) prepaid luncheon for one (1) member (\$40.00 Value)
- ◆ One (1) ticket to the annual holiday appreciation luncheon (\$80 Value)
- ◆ Business card advertisement in 6 issues of the monthly FLASH (\$25 Value)
- ◆ Listing on chapter website with company link
- ◆ Six opportunities to distribute literature
- ◆ Ability to display company sign

Total Savings: \$145



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"Never doubt that a small group of thoughtful, committed people can change the world. Indeed. It is the only thing that ever has."


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A great Advertising tool for your business is to hold a CREW mixer!



**CALL LISAMARIE FITTING AT 232-5011
TODAY TO PLAN YOUR FALL EVENT!**

Join CREW on Thursday, October 14, 2010

11:30 A.M. - 1:30 P.M.

With Special guest:

Diana Bennett, CEO of *Paragon Gaming*

“Title”

CREW of Las Vegas 2010 Membership Meetings are held on the second Thursday of each month at Morton’s The Steak House, 400 East Flamingo Rd (NE corner of Paradise & Flamingo)

11:30 am to 1:30 pm

Questions? Call 798-5156



**C—Connect and Contribute
R—Relate and Respect
E—Engage & actively participate
W—Win and celebrate success**

www.crewlv.org