

CREW



NEWS

Kansas City Commercial Real Estate Women

Volume 8 Issue 3

Third Quarter • 2007



Presidential Address

Rosana Privitera Biondo
2007 KC CREW President
Mark One Electric Co., Inc.

Summer is over and KC CREW has completed another exciting quarter in 2007. As promised, the current Crew Board has delivered another great series of programs, offering something of interest for all our members and guests.

This summer, we heard from the West side of our community with Mayor Joe Reardon of the Unified Government, Wyandotte County. Mayor Reardon was an outstanding speaker, highlighting a number of coming business opportunities for our KC CREW members: the new Schlitterbahn water park, a new land based casino, and more retail. We are blessed to have all the activity happening in Wyandotte County. It is a dream come true.

In August, we were treated to very informative presentation on Briarcliff West Village at Trezo Mare. The beautiful setting and great restaurant enchanted all who attended. Nathaniel Hagedorn guided us through each phase of this mega-project in our Northland.

But that's not all, Porter Arneill from the City of Kansas City, Missouri, discussed the *1% for Art* program. Porter gave an enlightening presentation regarding Public Art throughout our community. I'm sure many members, myself included, never knew how much this program impacted our communities.

So let's take a moment and give our thanks to KC CREW and our awesome Board. Their hard work and leadership has delivered three great quarters of events so far. I can't wait to see what they have planned for the Fourth Quarter.

KC CREW, our women get things done right.



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Joining a committee is a great way to make your membership in KC CREW really pay off. Please contact any of the Chairs listed above to volunteer your services.

KC CREW 4th Quarter & Upcoming Events

- October 16** **OPKS Chamber of Commerce Business Education Series**
ONE: The Art & Practice of Conscious Leadership
8 a.m. to 10 a.m. | Overland Park Chamber of Commerce
Register by calling 913-491-3600 or email opcc@opks.org
Cost: \$30 at door; \$20 in advance
- October 16** **October Lunch Program**
Impact Award
Honoring: Former Mayor Kay Barnes
11: 30 a.m. – 1:00 p.m. at the Carriage Club
Sponsored By: LandAmerica Commercial Services, US Bank,
and Coldwell Banker Commercial Fishman & Company
- October 17** **The DOT is Hot Business to Business Expo**
KCK Chamber of Commerce
1 - 5 p.m. | Reardon Convention Center
- October 30** **Emerging Trends in Real Estate 2008**
Urban Land Institute
7:30 a.m. to 9:30 a.m. | Kauffman Foundation Conference Center
Register by calling 800-321-5011
Cost: Conference Fees Vary – call for details
- November 1** **CREW Breakfast Discussion Series**
Liquidity Crisis in the Capital Markets – Is This Impacting Real Estate Values?
8-9 a.m. at Q10 Triad Capital Advisors Office
810 W. 47th St., Suite 100 KCMO 64112
- November 13** **November Lunch Program**
State of the City of Kansas City, Missouri
Speaker: Wayne Cauthen, City Manager
11: 30 a.m. – 1:00 p.m. at The Carriage Club
Sponsored By: TBD
- December 13** **Annual Holiday Party**
KC CREW Holiday Party with CCIM
Boulevard Brewery
Sponsored By: TBD
- January 8** **Integra Annual Real Estate Trends Seminar**
Market Forecast 2008
8 a.m. to 5 p.m. at Liberty Memorial, Nichols Auditorium
Contact Shanna Vance at svance@irr.com – must be registered
Cost: \$150 before December 15th; \$175 after
- Pending Programs for 2008:*
- January 15** **January 2008 Lunch Program**
Lunch Speaker: Mayor Mark Funkhouser
- February 19** **February 2008 Lunch Program**
Lunch Speaker: The Allen Group
- March 18** **March 2008 Lunch Program**
Topic: Schlitterbahn

YWCA in KCK

By Elizabeth Fast, Spencer Fane — July Happy Hour Tour Review

On July 10th, KC CREW hosted a happy hour tour at the new YWCA facilities in Kansas City, Kansas. In 2001, with the mandate to serve women and girls in the Greater Kansas City Area, the YWCA knew it had to renovate and expand its facility. Its newly renovated facility is fabulous, and it has been the catalyst for revitalization efforts in downtown Kansas City, Kansas. The sponsors for our happy hour tour were BHC Rhodes Civil Engineers and McCown Gordon Construction.



Dear CREW Network Member:

I want to take just a moment to tell you about several new features we've added to enhance your CREW Network membership.

First, CREW Network recently partnered with SelectLeaders, the premier commercial real estate job board, to launch the new [CREW Network Career Center](#). The SelectLeaders job network is **comprised of 12 partnering organizations**, and currently **features more than 4,500 registered employers and nearly 1,000 active job listings**. Any job posted through any of these partner organizations will be available for viewing through the [CREW Network Career Center](#). [Click here to read about the many benefits of the new career center](#). Visit the [CREW Network Career Center](#) now and familiarize yourself with all of the features of this important tool. I know you will find this to be a valuable resource for you and your company.

If you have not accessed the **online membership directory** lately on the Members Only section of the CREW Network Web site (www.crewnetwork.org), please take a moment to do so. We've added a new feature to this business tool. Now you can **upload your picture to your directory listing**. Doing so will allow you to easily be recognized at CREW Network and other industry events by CREW Network members looking to do business with you! While you're there please remember to update your listing if any of your contact information has changed. (If you need assistance accessing the Members Only section, please contact the CREW Network office at 785-832-1808.)

Another valuable launch is that of our [Minding the Gap](#) research report. (In addition to being linked to the report within this email, the [Minding the Gap](#) report is also available for download on the CREW Network Web site home page, www.crewnetwork.org) This report is a follow up to the *Women in Commercial Real Estate: 2005* benchmarking study, and is the product of individual questionnaires and focus group discussions conducted among the members of 18 CREW Network chapters. [Minding the Gap](#) outlines successful strategies that both individual women and companies in commercial real estate should adopt to ensure a more diverse workplace. This is a very powerful piece and I encourage each of you to thoroughly review this report and share it with your colleagues and employers. We all share in the responsibility of creating a more diverse workplace within the industry. Your delegate received a *Minding the Gap* Media Kit during the recent Spring Council Meeting in Sacramento. Be sure to ask them to share the contents of this kit with you.

I will continue to provide you updates on new membership enhancements as they become available. The CREW Network Board and Staff value your membership and continuously look to develop tools and resources to support the great work you're doing in commercial real estate.

Sincerely,
Gail S. Ayers, PhD
CREW Network CEO
CREW Foundation President



Starting Up with Woman-Owned Architect-Led Design/Build

Mary Cyr, AIA

Principal, Mary T. Cyr Architect

President, Firmness Commodity Delight, LCC

I founded my business in 1998 with a mission to provide Architectural services to non-profit clients. Prior to that I worked for a large downtown Architecture firm and was the project manager on a very challenging project for three non-profit agencies. That project inspired me to begin practicing Architecture on my own, not only because I had found my ideal client-type and wanted to do more, but because I saw that my profession had lost the ground that we once held in the business of building buildings by capitulating the role of project manager to those outside the Architecture profession and I wanted to practice differently. Also, as a single mother working in this time demanding profession I saw freedom, laced with a sobering shot of responsibility, a welcome alternative to the frenetic life I had been living. My ideas about how I wanted to practice my profession and live my life inspired me to move ahead, step by step, out on my own; and that is how I caught the entrepreneurial bug, from which I doubt I will ever recover!

Today, Mary T. Cyr Architect offers non-profit clients Architectural services that include a heavy dose of "Pre-Design" services that are not offered as additional services, as is usually the case, but rather are integrated as a necessary and perhaps one of the most important components of a plan to create a well-designed building. These front-end services, which are so much more than programming, serve to steer the project direction and unify the agendas of the project stakeholders. My sense of stewardship of the projects and my clients continues through the subsequent stages of the design and construction process. My firm is positioned as the lead consultant and the primary advocate for my clients on all of our projects.

I am grateful and feel fortunate for having been able to serve my non-profit clients. I doubt that anything could leave me more fulfilled than working on these types of projects for these types of clients. For instance, this past winter I completed an addition and renovation to the YWCA of Greater Kansas City, the site of this year's KC-CREW July Happy Hour Tour. Typical of my non-profit projects the YWCA had a vision: to turn their facility into an up-to-date venue that would provide services to women and at the same time become a source of revenue for the agency. Cathy Breidenthal, the YW's Executive Director hired my Architectural firm to turn her vision into the building that some of you visited this summer; and it has been a great success. Completing this project made me aware that although it has taken me time to fully step into the role that I created for myself when I launched my firm nine years ago, I continue, sometimes through trial and error, to discover my role and to extend my reach into my projects as deeply as I can. Although sometimes I get frustrated, feeling that I should be farther along in my business, looking back, I see how far I have come.

This winter in particular I took a very big stretch. After hearing the buzz about Design/Build in professional journals and business publications and listening to the passionate – or sometimes resigned – opinions of my colleagues I decided to start my own Design/Build company. I have found a way to use the advantages of Design/Build while remaining true to my professional/business goals -- to be the leader of the design and construction process for my clients. Firmness Commodity & Delight, LLC is my new Architect-Led Design/Build company and it is a return to the pre-litigious day when the architect was the master builder and the true leader of the design and construction process. Architect-Led Design/Build, by teaming the Architect and the General Contractor under a contract with the Architect-Design/Builder, who is experienced in managing the design and construction process, offers my clients a more streamlined, efficient, and stress-reduced method for procuring Architectural services and construction. Seeking the advice of lawyers who counseled me on legal and insurance issues, I filed articles of incorporation, created teaming agreements for use with my General Contractor Consultants and launched a new business!

So, now, rather than my client having a contract with my Architectural firm, and a contract with the General Contractor that my firm would be contracted to administer, my client will now contract with Firmness Commodity & Delight for both Architectural services and construction procurement; and the General Contractor will contract with Firmness Commodity & Delight to provide Pre-Construction services and the actual construction. This means that the contractor is in a much better role to evaluate the cost of the project due to his/her team position early on and his/her contractual obligation to me to produce a project free from change orders and schedule delays. Best of all, due to our contractual relationship, my Architectural firm can directly work with the General Contractor to solve problems in the field through design solutions and/or changes to the means and methods of the construction, all without the adversarial trauma that can truly sour what should be a more efficient process. Just as I did nine-years ago when I took responsibility for my professional and personal life this added responsibility as Architect-Design/Builder gives me the freedom to serve my clients in a deeper way.

Marketing this new business model has been exciting. My non-profit clients readily see the benefits and are asking me for proposals to perform services as Design/Builder. In addition, I have broadened my business by offering Architect-Led Design/Build to commercial clients. Although not my intent when starting, I see now that Firmness Commodity & Delight will grow my Architectural practice by making me more competitive in the commercial realm. Architect-Led Design/Build is very well suited to tenant improvement work. Many times a tenant has no experience procuring an office environment. The role of my Architecture firm as the leader of the Design/Build process insures that the tenant's lack of experience will be met with attention to detail and the type of facilitation that only an Architect is trained and experienced to provide. In addition, commercial developers see a value in this business model, as they are experienced, understand the unique skills that Architects bring to their projects, and see that the Architect is the team member most qualified to lead the design/build process.

I am pleased to partner with Howell Construction, Inc. to provide construction services on my commercial tenant improvement projects. Carol Howell, President of Howell Construction, is also a female business owner and has worked in the construction business for many years – she remembers those pre-litigious days when architects lead the construction as well as the design processes – and is delighted to offer her services with me in this new business model. It feels great to partner with another like-minded woman-owned business. I am excited that I can bring the type of management-strong service-oriented practice that has been honed by working with my non-profit clients to the larger business community. I feel enthused about this new development and recall those days nine years ago when I felt inspiration to move ahead and am glad that I get to relive the excitement!

Kansas City's One-Percent-For-Art Program Generates 100% Return for KC

By Anne Payne, George Butler Associates — July Lunch Program Review

Kansas City's One-Percent-for-Art Program is generating a 100 percent return on investment for the City of Kansas City and its residents, turning heads along the way!

From R.M. Fischer's Sky Stations atop Bartle Hall to Kansas City native Robert Morris' Bull Wall adjacent to the American Royal building in the West Bottoms, the artwork and the program that spawned it have raised the city's profile in terms of both cultural awareness and economic development. These and many other wonderful works of art throughout the city have been made possible by the One-Percent-for-Art ordinance, which mandates that one percent of the estimated cost of construction for new or renovated municipal buildings be set aside for the aesthetic adornment of public buildings and property.

Heading up this effort for the city is Porter Arneill, Director and Public Art Administrator for the Municipal Art Commission, who was KC CREW's special guest speaker at the July luncheon. The son of an artist mother and architect father, Arneill earned a Master's degree in Art from Boston College and worked as an artist himself for 12 years. He later served as director of education and adjunct curator at the Laumeier Sculpture Park and Museum and as the director of public art and education for the Regional Arts Commission, both in St. Louis, before coming to Kansas City.

Arneill explained that unique pieces of art create a unique identity for communities, citing the St. Louis Arch, Statue of Liberty, Eifel Tower, and Millennium Park as examples, along with Kansas City's Shuttlecocks and Sky Stations. According to Arneill, public art policy and legislation in the U.S. had its beginnings in 1900 with the establishment of 3,000 village improvement and city beautiful associations. From 1935 to 1943, the Works Progress Administration (WPA) Federal Art Program employed more than 6,000 artists. Concurrently, more than 2,000 murals, 17,000 sculptures, and 100,000 paintings were created to adorn many federal buildings throughout the country. Philadelphia passed the first one-percent-for-art ordinance in the U.S. in 1959. In 1986, Kansas City passed its ordinance. Today, there are more than 350 municipal public art programs in the United States.

The selection process is an open, competitive process and involves an independent selection panel comprised of city staff, design professionals, building users, community representatives, and arts professionals who review the portfolios of national artists who respond to a Request for Qualifications. As many as 250 have submitted their qualifications for a single project, but the number usually ranges from 50 to 100.

Arneill said that the newest trend is public art in private development. Many municipalities require an art component in private development on municipal property and developers are using public art programming to enhance the identity of their projects.

Typically, developers may include a public art project or choose to donate an equal amount to a cultural trust – or a combination of the two. Most mandated programs transfer the concept of 1% for art programming to developers – utilizing a competitive public selection process. Many developers are implementing these projects voluntarily to increase identity and make projects more attractive to individuals and businesses by instilling a sense of unique culture and/or civic pride. For large projects, funds may be pooled to allow for a bigger impact.

Local projects aren't all as large and imposing as the Sky Stations and Bull Wall. Smaller and lesser know works appear at public facilities throughout the city, including community center such as Line Creek and the Marlborough Community Center. Wherever it is, however, public art brings energy and life to our public spaces, and Kansas City's One-Percent-for-Art Program is helping to make that happen.



George Butler Associates, Inc./GBA Engineers + Architects



It's a very exciting time at GBA! You may know that we are a full-service engineering and architecture firm headquartered in Lenexa. But you may not know that we're celebrating our 38th year with an all-out strategic planning effort. This effort is challenging each of us – 230 in five offices – to make GBA the best E + A firm anywhere!

Part of this effort is to balance our work with a variety of activities that are fun and that give back to the community and to our profession.

Last year we renovated houses for needy families as part of the Christmas in October program... worked with Habitat for Humanity...contributed to Children's Mercy Hospitals and Clinics ...and reached out to Sheffield Place, which provides shelter and counseling for homeless women and their families. We also donated our time and expertise to design and build a new shelter for Animal Haven in Merriam. The organization takes in homeless dogs, cats, and other animals and provides them, until they find a new home, with a warm and secure place to live.

GBA staffers also volunteered with Engineers Without Borders, Math Counts, the Bridge Building Contests, Future Cities, and other equally wonderful programs that recognize and encourage our youth and raise the stature of our profession by doing so. Members of our staff do all of this and so much more. But we're challenging ourselves to get even more involved; to contribute even more.

On the strictly business side, our staff can provide you with a wide range of services for your building and infrastructure needs.

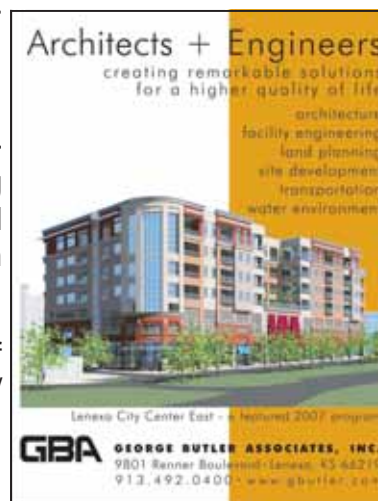
GBA's Buildings Group recently announced the formation of four new Design Studios including:

- Studio Four, which focuses on corporate office and mixed-use development.
- Life Sciences, which focuses on healthcare and includes pharmaceutical, biotech, and laboratory facilities.
- Critical Facilities, which focuses on critical, zero-downtime environments such as telecommunications facilities and data centers.
- Transit + Fleet Works, which provides design services for public- and private-sector fleet maintenance facilities, municipal services complexes, freight transportation facilities, and intermodal facilities.

Other equally important areas of our business include Civil/Site Development, Land Planning, Municipal Engineering, Roof Consulting, Surveying, Transportation, and Water Environment. High-profile area projects on our drawing boards or under construction right now include City Center East Village and North Village in Lenexa and The Falls at Crackerneck in Independence. Both projects have been the subject of KC CREW luncheon programs.

We hope that this gives you a better idea of who we are and at least some of our goals for the future. It's a very exciting time at George Butler Associates/GBA!

And if you'd like to know more, please visit our Web Site at www.gbutler.com.



Briarcliff Development Overview

By Kim Woods, Kansas City Appraisals — August Lunch Program Review

At the August 21, 2007, KCCREW lunch meeting Nathaniel Hagedorn presented the updated plans for the Briarcliff Development project. He began by explaining Charles Garney's vision for the area crediting his entrepreneurial spirit and confidence that the area could be an amazing new center for community, retail and commerce. That intuition led to his company's acquisition of 600 acres and remediation of a rock quarry. Through this development he even invented a process to fill the mine with fly ash that stabilizes the land and provides a solid solution for a big problem.

With the land secured the Garney company created the 169/Briarcliff Parkway exit which gave access to this land and the possibility to develop the land with retail, residential and office space. The project is only half done and already has completely changed the landscape with beautiful, luxury homes on the hill; unique, home-grown retail and restaurants, 1.1 million square feet of Class A office space and more. This growth has brought 300+ single family homes and 4,000 daytime employees—which rivals Corporate Woods. Special recognition was given to Pam Berneking, President of M&I Bank and their continuing support for Briarcliff Development. Without their financial support the project would have not been so successful.

What's on the horizon? Garney's plan is to build a 10-acre Medical Plaza in Riverside, 980 single-family-type homes ranging from \$150,000-\$300,000 and a 197-room Marriott hotel. Not only will these structures be built, the organization will help create a sense of community through clubs, interest groups and entertainment. This development is truly a gem in the skyline of North Kansas City.



Riverside Residential Site Plan

Including 10 Acre Medical Plaza



Visuals Provided By Nathaniel Hagedorn with Briarcliff Development Company

Great Networking...

Following are great examples of how being a KC CREW member can work for you:

Anne Payne with George Butler Associates contacted Shanna Vance with Integra Realty Resources to partner and bid on Blue Springs Master Project that will involve the need for Right-of-Way, Appraisal, and Acquisition services.

Kim Woods with Kansas City Appraisals has referred several clients needing commercial property appraised to Shanna Vance with Integra Realty Resources.

Refer business to one another! Nothing generates leads quicker than referring business to someone else!!

BREAKFAST DISCUSSION SERIES: AUGUST 22

By Elizabeth Fast – Spencer Fane

Spencer Fane Britt & Browne hosted KC CREW's breakfast discussion series on August 22. Four of our own KC CREW members (Suzie Aron with the Nicholson Group; Linda Peroff with Colliers Turley Martin Tucker; Audrey Navarro with Kessinger Hunter; and Elizabeth Fast with Spencer Fane) discussed their personal investments in real estate and their tips for successful investing. Suzie focuses on retail market investments. Linda specializes in residential housing. Audrey's investments have been retail, commercial and industrial. Elizabeth invests in residential housing. We thank these KC CREW members for sharing their knowledge and experiences with us. The breakfast discussion series is a members-only benefit of KC CREW.

MEMBERS IN THE NEWS

Did You Know...

That the September issue of Midwest Real Estate News published a huge spread on Powerful Women in Real Estate, and that several members of KC CREW were mentioned? Those who were recognized are as follows:

- Gina Anderson with Colliers Turley Martin Tucker
- Kathy Lapp with Kessinger/Hunter & Company
- Janet O'Bannon with Lewis, Rice & Fingersh, L.C.
- Laurel Wallerstedt with Marcus & Millichap
- Lisa M. Haines with Polsinelli Shalton Flanigan Suelthaus PC
- Joy Hays with Polsinelli Shalton Flanigan Suelthaus PC
- Maribeth McMahon with Polsinelli Shalton Flanigan Suelthaus PC
- Jennifer Schwartz with Polsinelli Shalton Flanigan Suelthaus PC
- Cori Leonard Young with Polsinelli Shalton Flanigan Suelthaus PC
- Bess Kessinger with Q10 Triad Capital Advisors
- Catherine Hauber with Stinson Morrison Hecker LLP

Congratulations Ladies – we are all very proud of you!

To submit KC CREW Member News, please email Shanna Vance at svance@irr.com or call 913-748-4703.

Welcome to KC CREW!

At our next event, introduce yourself and welcome these new members who have joined since the last issue of CREW NEWS was published.

Laurel Wallerstedt

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Member Company Spotlight

Stewart Title of Kansas City, Inc. (KC CREW Gold Sponsor) and Diana L. Ennis, Commercial Division Manager (KC CREW Communications Director)

In 1992, Stewart Title Guaranty Company (based in Houston, Texas) purchased a local Kansas City area title company which began operating as Stewart Title, Inc. Since then, that operation has expanded throughout Missouri and Kansas with a number of acquisitions and in 2006, to more accurately reflect its regional presence, changed its name to Stewart Title of the Midwest. Stewart Title of Kansas City, Inc. ("STKC") is one of the family members of Stewart Title of the Midwest.

Technology and customer service has been the platform for Ms. Ennis' current success at Stewart. "I am dedicated to enhancing the commercial real estate closing process and providing magnificent service for all of our customers, which includes lenders, developers, realtors, brokers and investors," explained Ms. Ennis. When she's not busy facilitating the closing of dozens of commercial real estate transactions, she is either helping her son Blaine plan for his first year of college next year or preparing her next radio show as guest deejay on Kansas City's Community Radio Station, 90.1 FM KKFI.



Member Name Badge Opportunity

Order your KC CREW Name Badge Now!

KC CREW members now have the opportunity to purchase permanent name badges. Members from the Community Services Committee will be available to place orders before each lunch meeting or you may print off the attached form and drop the completed form with payment in the mail. Because this is a local initiative and will not be processed through CREW Network, we are not able to accept credit card payments at this time. Proceeds from the sale of the name badges will be earmarked for charitable use.

Contact Julie Headley at julieh@thellman.com to request form.

KC CREW Annual Golf Tournament and Sunset Buffet/Auction Raise Funds for Chapter's Charitable Partner, Women's Employment Network (WEN)

By Sheri Gallagher, First National Bank of Olathe — September Program Review

KC CREW's 4th Annual Charity Golf Tournament and Sunset Buffet were held this year on September 24th at the prestigious Staley Farms Golf Club in Liberty, Missouri. The private status of the Club brought out many golfers who would not otherwise be able to play the course. The resulting 31 teams enjoyed the beautifully manicured fairways and challenging greens. The scare of rain did not deter attendees from showing up; the clouds dissipated and players were rewarded with gorgeous Kansas City fall weather.

The Sunset Buffet and Auction immediately followed the golf tournament's conclusion in the Staley Farms beautiful clubhouse. Non-golfing KC CREW members and guests joined the golfers for a light dinner during which a Live Auction was held. Items included in the Live Auction were VIP "Power Lunch" packages. Bidders won a personal lunch with one of several leaders in our local community and real estate industry during which they will share their considerable knowledge in their chosen professions. Throughout the day Silent Auction items were on display for all to peruse and bid on. Proceeds from both Auctions were added to the funds raised by the tournament, which exceeded \$10,000.

As in previous years, the proceeds generated from the two events will be donated to WEN for their use in helping Kansas City women and children in need.



Special thanks to these sponsors that helped make this event possible: EAGLE SPONSORS – First American Title, Mark One Electric, Opus Northwest. BIRDIE SPONSORS – Integra Realty Resources, Stewart Title of Kansas City.

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CREW NEWS

Editor

Shanna Vance – Integra Realty Resources

INTEGRA Realty Resources
KANSAS CITY
Local Expertise...Nationally

Contributors

Rosana Privitera Biondo – Mark One Electric Co.
Mary Cyr – Mary Cyr Architect
Elizabeth Fast – Spencer Fane
Sheri Gallagher – First National Bank of Olathe
Anne Payne – George Butler Associates
Kim Woods – Kansas City Appraisals

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