



Commercial Real Estate Women
LEHIGH VALLEY CHAPTER
WWW.CREWLEHIGHVALLEY.ORG



2010 LEHIGH VALLEY
BOARD OF DIRECTORS

PRESIDENT
LINDA DIETRICK, CCIM
DIETRICK GROUP, LLC

PAST PRESIDENT
FRANCEE FULLER
BARRY ISETT &
ASSOCIATES

PRESIDENT ELECT
TRACY YADUSH, RPA
NAI SUMMIT

TREASURER
DOROTHY LEIGH, CPA
CUST, DORI & BENICK

SECRETARY
JANE LONG, ESQ.
FITZPATRICK LENTZ
& BUBBA, P.C.

CORRESPONDING
SECRETARY
PAM MORRIS
LIBERTY PROPERTY TRUST

DIRECTORS-AT-LARGE
TINA KISELA, SCSM,
SCMD
THE PROMENADE SHOPS
AT SAUCON VALLEY

LYNN CONTI
LIBERTY PROPERTY TRUST

2010 COMMITTEE CHAIRS

NOMINATING COMMITTEE
FRANCEE FULLER
BARRY ISETT &
ASSOCIATES

PROGRAMS COMMITTEE
MARY PAT DEJARNETTE
LEHIGH UNIVERSITY

COMMUNITY SERVICE
COMMITTEE
JODY KING, CCIM
NAI SUMMIT

MEMBERSHIP COMMITTEE
KAREN DERR
KNBT, A DIVISION OF
NATIONAL PENN BANK

SPONSORSHIP COMMITTEE
KATE HART
KNBT, A DIVISION OF
NATIONAL PENN BANK

PUBLICITY COMMITTEE
JENNIFER SMYERS
MKSD ARCHITECTS

Discussing business issues affecting today's real estate professionals CREW Lehigh Valley hosts "Speed Networking with Flair"



Amy Hawley, president of Hawley Realty (far left), speaks with Fitzpatrick Lentz & Bubba's Marie Rudzinski, Susan Royster, and Lisa Dougherty (left to right) at the CREW Lehigh Valley Speed Networking event.

CREW Lehigh Valley members Jane Schiff, The Frederick Group, and Paula Bomboy, Bomboy Incorporated, catch up at the Sayre Mansion Inn.

From l to r: Jennifer Smyers, Shermaine Greener, Lisa Dougherty, Christy Trainer, Marie Rudzinski, Susan Royster Mary Pat DeJarnette, Michele Glower, Linda Dietrick, Paula Bomboy, and Adriana DeFrancisco-Vidal

BETHLEHEM, PA— CREW Lehigh Valley hosted a Speed Networking event but added flair to the typical "meet and greet" networking experience. Instead of everyone just introducing themselves to each other, the CREW Lehigh Valley Speed Networking event asked attendees to brainstorm on business issues that affect today's real estate industry professionals. Attendees were given a list of questions per table of four people and asked to come up with suggestions for working in today's economy. After each question, two of the four people at each table moved to the next table. So, each question on the list of questions was answered by a new group of people collaborating on answers (and getting to know each other in the meantime). The ques-

tions posed and some of the great answers included:

Q) In this economy, how do attract new business?

A) Use social media, ask for referrals, reach outside of market/region, exhibit at trade shows, sponsor industry events, attend more networking events, invite people into your office, and collaborate on a trade article.

Q) In working on a project, how can you coordinate team members early on? It is helpful if all team members have an understanding of the role of each member. What is the most effective way to achieve this?

A) Utilize an old-fashioned flow chart, communicate, implement focused team meetings, and coordinate responsibility/assignments with the objective list—here is the goal and here is your job.

Q) In this economy, companies are leaner and we are all working "harder." How are you doing business differently? Any advice for working "smarter, not harder"?

A) Survey customers to look for improvements to current methods, be proactive and creative, attempt to better understand the client's needs, conduct fact-to-face meetings not over the telephone or via email, and weed out the "time bandits."

Q) Working on a deal, you need to contact a key player. How do you get through the gatekeeper?

A) Be persistent, ask others who are already past the gatekeeper to help, get a reference, always state who you are and where you are from, and make the gatekeeper laugh.

Q) How do you manage

life/work balance in your career?

A) Prioritize each case, avoid overuse of technology, and stop giving out cell phone numbers.

Q) What have you found to be the "Best Practices in Networking"? For example, in a room of 100 people, how do you select whom to network with? How do your strategies differ in a smaller setting?

A) Find a friendly face, remind yourself that everyone in the group feels awkward, compliment the people you meet, read body language to determine who is approachable, utilize a good handshake, and wear a conversation piece to be an ice breaker.

The CREW Lehigh Valley Speed Networking event took place at the beautiful Sayre Mansion Inn in south Bethlehem. ■

CREW Lehigh Valley thanks its 2010 corporate sponsors:

Fitzpatrick, Lentz & Bubba, P.C. – Main Sponsor
Liberty Property Trust – Main Sponsor
Dietrick Group, LLC – Contributor
Langan Engineering – Contributor
MKSD architects – Contributor
Commercial Corner, Lehigh Valley Association of Realtors – Friend
Greater Reading, Berks Economic Partnership – Friend
J.G. Petrucci Co., Inc. – Friend
KNBT, a Division of National Penn Bank – Friend
NAI Summit – Friend

CREW Lehigh Valley now has a Facebook page.
Become a fan today!

Upcoming Event

April – Easton: Arts, Real Estate & the Economy Breakfast
Lafayette College has partnered with the City of Easton in an effort to revitalize the downtown area. Easton also features the new Northampton County Historical & Genealogical Society Museum in the renovated Sigal's Bridal Building, which will open later this spring. Be among the first to hear about these positive things occurring in downtown Easton at Lafayette College's Wilson Building. Speakers will be: Becky Bradley, City of Easton Director of Planning & Codes; Mary Wilford-Hunt, Lafayette College Director of Facilities Planning & Construction; Mitch Wein, Lafayette College Vice President for Finance & Administration; and Barbara Kowitz, Northampton County Historical & Genealogical Society Director of Development & Marketing.

Please check the CREW Lehigh Valley website for registration details—www.crewlehighvalley.org. Not a member? Join today!

Please note that CREW Lehigh Valley event attendance grants permission for any and all photography or media taken at such events. CREW Lehigh Valley may utilize these media for promotional purposes.

For membership information, please contact Karen Derr, KNBT, karen.derr@knbt.com