



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



## Tina Kisela, Pamela E. Morris & Lynn Conti Three members of CREW Lehigh Valley answer career questions

### President Elect

**Name:** Tina Kisela, SCSM/SCMD  
**Title:** General Manager  
**Company:** The Promenade Shops at Saucon Valley  
**Years in the Company:** 5 years  
**Years in the Field:** 26 years  
**Real Estate Organization/Affiliations:** ICSC, CREW Network



### Corresponding Secretary

**Name:** Pamela E. Morris  
**Title:** Marketing & Leasing Assistant in the Lehigh Valley Office  
**Company:** Liberty Property Trust  
**Years in the Company:** 8 years  
**Years in the Field:** 15 years  
**Real Estate Organization/Affiliations:** CREW Lehigh Valley Corresponding Secretary



### Director at Large

**Name:** Lynn Conti  
**Title:** Leasing Representative  
**Company:** Liberty Property Trust  
**Years in the Company:** 4.5 years  
**Years in the Field:** 7 years  
**Real Estate Organization/Affiliations:** CREW Lehigh Valley, Board of Directors



**W**hat was your greatest professional accomplishment in 2011? This spring I received a SUITS award in the commercial real estate category. I was nominated by my peers for this local awards program, which honors professionals who demonstrate higher standards of quality, energy and expertise in their category.

**What was your most notable success, project, deal or transaction in 2011?** I completed several on-site sponsorship deals with partner organizations. These deals were in the works for nearly two years.

**How do you contribute to your company and / or the industry?** I am the point person for on-site merchant, consumer and vendor interactions related to the outdoor lifestyle shopping center that I manage. This hands-on perspective is essential with obtaining optimal positioning in the marketplace and is important to the decision making process.

**What advise would you give to women just starting out in your field?** Be an expert on the demographics and real estate marketplace where you work. Know your inventory inside out. For me that translates to which stores will be available for lease, which stores are struggling, and which stores are succeeding. Listen more. Talk less.

**How do you manage the work/life balance?** I 'unplug' as much as possible at nights and on weekends. This includes minimal email access and minimal time addressing anything work-related when I am with my family.

**Who or what has been the strongest influence on your career?** Continuous education has been a key influence. This was provided in the form of specific training by employers; industry conferences and educational programs; and staying involved in networking organizations locally.

**What impact has social networking had on your business?** Social networking has had a HUGE impact in the shopping center industry. With facebook, we can talk directly to thousands of our shoppers on a real-time basis. When we poll shoppers about how they heard about a particular store or event, the majority indicate that electronic media such as our web-site, an email blast or a facebook posting caught their attention. Social networking is an extremely effective marketing tool and costs next to nothing. ■

**W**hat was your greatest professional accomplishment in 2011? Becoming more actively involved in CREW Lehigh Valley both on the board and the programs committee; and assisting in bringing about several behind the scenes tour events for CREW Lehigh Valley that would not have happened otherwise.

**What was your most notable success, project, deal or transaction in 2011?** Working with our leasing and national marketing departments in branding our company through enhancement of our marketing material; thus, bringing our portfolio in the Lehigh Valley to 99% occupied.

**How do you contribute to your company and / or the industry?** By supporting and coordinating with our leasing representatives to provide the best marketing information available to the real estate community. Most people in the industry know they can count on me to provide them with accurate and timely information, and also facilitate communication between all parties, which has built trust and a lot of great relationships.

**What advise would you give to women just starting out in your field?** Learn and know your market, and continue your education. Physically go out and look at the competition to see how they compare with your product so you know how to sell your product better, and continue to broaden your horizons through continued education opportunities. Don't expect anything to be handed to you!

**How do you manage the work/life balance?** I work as hard as I can while I am in the office then I leave it there. Make your time count, don't count your time!

**Who or what has been the strongest influence on your career?** Liberty Property Trust as a company and the people within it have been the strongest influences in my career. Liberty has offered me many opportunities to grow and educate myself so I am able further my career in the industry.

**What impact has social networking had on your business?** Access to all different types of people during social networking events has helped me in connecting both projects and people together to make deals happen. CREW Lehigh Valley has been my greatest resource of connections and great friends. ■

**W**hat was your greatest professional accomplishment in 2011?

Getting more involved with community organizations and CREW Lehigh Valley. I joined the board of CADA (Counsel for Alcohol and Drug Abuse), the board for CREW Lehigh Valley and Downtown Bethlehem Chamber of Commerce, and volunteer at the Sixth Street Shelter and Turning Point. Being a part of community service organizations allows me to give back and help those who are less fortunate.

**What was your most notable success, project, deal or transaction in 2011?** I assisted Uline in their expansion into an additional 201,650 square feet of warehouse as a short term solution in preparation for their long term requirement for a build-to-suit facility to consolidate their operations into approximately 1,030,000 square feet.

**How do you contribute to your company and / or the industry?** My high energy, honesty, integrity and passion – focus on doing the next right thing!

**What advise would you give to women just starting out in your field?** Stay strong and know your product as well as your competitors – it is a male dominant industry but you can absolutely succeed.

**How do you manage the work/life balance?** Time management – I give 100% while I am at work so I can get home and spend time with my 11-month old daughter. It is not the amount of time you put in – it is what you put into time!

**Who or what has been the strongest influence on your career?** The people at Liberty Property Trust, everyone is so willing to help and teach. They just want to see you live up to your full potential!

**What impact has social networking had on your business?** Social networking has such a positive impact on my business – some of the best relationships/deals come out of a social setting. CREW has been a major influence in this. ■