



October 23, 2009

DEVELOP, INSPIRE, GROW

No, our headline is not the sequel to *Eat, Pray, Love*. Even better, it was the theme of this year's NYCREW Career Day—DIG This—at **Crowell & Moring's** Madison Avenue office **yesterday**.



Thirty **girls** from the **Youth Empowerment Mission**, an organization for young people living in Bed-Stuy and central Brooklyn, joined **NYCREW**. The partnership is designed to benefit YEM's **Blossom Program for Girls**, which provides life-skills, leadership training, and educational services for ages **11-21** in high-risk situations.

NYCREW members discussed all industry aspects including finance, **brokerage**, ownership, title, property management, and legal. The girls then formed teams and worked on **proposals** to help YEM find **new space**. Here, NYCREW prez-elect **Sharon Khurdan** and Unified New Cassel Community Revitalization Corp.'s **Kenneth Pettus** help the "**Brooklyn Divas LP**" team discuss how a 10k-SF building at Broadway and Nassau St. could work.



NYCREW members assisted the groups with details. Here, Eurohypo AG's **Jo Hastings** and "**Big Red Apple**" hash out details such as which real estate **experts** should be brought on board, what kind of renovations would be needed, and what **features** the girls would like.

Cole Schotz' **Wendy Berger** introduces the distinguished judges: New York Theological Seminary's **Dr. Cynthia Diaz**, Colliers Meredith & Grew's (and CREW prez-elect) **Kristin Blount**, DP Wright Investments' **Deborah Wright**, and Columbia



University's **Flores Forbes**. Each team spent 10 minutes presenting. (And if anyone's hiring, these girls thought of *everything*, from **project costs**, to asking for grants and **negotiating lower rents** with landlords—you'd never realize many of them didn't know about real estate before yesterday).

While the judges conferred, consultant **Deena Baikowitz** conducted a seminar on the **power of networking**, how to apply it, making a **good impression**, representing their "brand," and **repositioning** from girls to young adults growing their careers.



The winning team: "**Eco Green**," led by NYCREW adviser **Karla Baig** of Propark America, won **iPods**. Their new building, which would also be based in Bed-Stuy, would need a landlord open to renovations, rent with an option to buy, and fundraisers and **grants** to raise money for the venture, they say. Features included places to learn, an activity core, **recycling center**, and backyard. The other teams also won prizes for Most Creative, Best Teamwork, Fierce Financials, and Visionary. The girls went home with **Structure Tone** hard hats and bags from sponsors like **The Wall Street Journal**, **Saks Fifth Avenue**, and **Bloomingdale's**.



Of course, it's not a real estate event without a keynote: welcome **Kimberly Hardy**, deputy commissioner of community partnerships for the NYC Department of **Housing Preservation & Development**; she highlighted minority women who grew up in poverty, but were strong-minded and made great contributions to society. She urged the girls to **stay in school**, continue to learn, keep good friends, and protect yourself. "Connect with a power greater than yourself," she concluded: "**Keep that power**, and you will always **blossom**."

Afterward, NYCREW held a panel on the art of the NYCREW deal, showing the attendees how **referrals** and **working together** bring results. Moderator **Karen Dome** of Justdan Realty joins Crowell & Moring's **Barbara Champoux**, Ferzan Robbins & Associates' **Liz Muskat** (NYCREW prez), and Prudential Douglas Elliman's **Faith Hope Consolo**. Faith notes that it's imperative that you look for a broker that becomes part of your company; your goals become the broker's goals, and most importantly, the broker **listens**. Make sure to bring team members like attorneys and architects on early, she adds, to make sure your business and bottom line are not impacted by **hasty decisions** or **hidden costs**.

