

CREW IOWA QUARTERLY

IN THIS ISSUE:

A MESSAGE FROM THE PRESIDENT

INCOMING BOARD CONDUCTS STRATEGIC PLANNING SESSION

CREW IOWA CARES

MEMBER SCHOLARSHIPS

PROJECT SPOTLIGHTS

JOB POSTINGS IN CRE

LINKS TO RECOMMENDED ARTICLES/BOOKS/PODCASTS

CREW COMMITTEE UPDATES

BOARD MEMBERS

FAQ

UPCOMING EVENT SCHEDULE

SPONSORSHIP RECOGNITION

A Message From Your 2021 President, Karie Kading Ramsey



I love CREW Iowa! We are a group of diverse professionals willing to take on whatever is necessary, whether personally or professionally, to support you to be the best YOU you can be. Members are helping you win the next deal, find the next job, mourn with you, mentor you from their vast experiences, and celebrate all of your successes! We are united by Commercial Real Estate, but what sets CREW members apart is that we build each other up and the more we support each other individually, the better we are together and as an industry.

The CREW Iowa Board is united, prepared and intends to elevate CREW Iowa to a new level even greater than the tremendous heights which it has already achieved. Despite the challenges that our industry is currently navigating, CREW Iowa continues to provide a full slate of activities and is planning to add even more engaging opportunities in the coming year!

As your president, I am here to support you professionally and personally; to help you find the right resources to do just that. And your Board is here to serve you, too! I look forward to CHEERING YOU ON in all your pursuits throughout the coming year. Cheers to 2021!





PHOTO BY MICHELE STEVENS

Incoming 2021 Board Conducts Strategic Planning Session

The incoming CREW Iowa 2021 Board members spent a glorious autumn afternoon at President-Elect Karie Kading Ramsey's home in Waukee to focus on strategic planning for the coming year.

The afternoon kicked off with three founding member videos encouraging and thanking the new board members. So many great ideas were discussed. Get ready for another fun and exciting year!

CREW Iowa Cares - LifeServe Blood Drives

Eighteen CREW Iowa Members and friends gave the gift of life by donating life saving blood on December 10th, 2020 at the LifeServe Blood Mobile parked at Kading's corporate office in Urbandale. Carrie Woerdeman, Director of Development at Kading and CREW Iowa Event Committee Co-Chair for 2021, scheduled the blood drive in response to the story of fellow CREW Iowa member Abby Conley's father, who was recently diagnosed with Leukemia.

We emailed "Abby's Story" to our members back in December and our members stepped up! "CREW filled every time slot offered. I literally teared-up when they gave me the results card; 18 donors saved 54 lives today! Wow...that's amazing!", Carrie Woerdeman commented happily after the event.

Because of your enthusiastic response to the last drive, CREW Iowa has decided to host another drive this quarter. Please consider signing up to donate as a way of giving back to more Iowans in need, especially during the ongoing pandemic. And as a bonus, you will find out if you have the Covid antibodies a few days after donating! The next CREW Iowa blood drive is scheduled for **February 19, 2021 from 11 a.m. – 3 p.m. at Kading's corporate office, 3838 70th Street, Urbandale.** Here is the link to sign up:

https://donor.lifeservebloodcenter.org/donor/schedules/drive_schedule/173713



For the safety of our visitors & team members, please **wear a mask** to your donation.



2021 CREW Iowa Membership Scholarships Offered

For 2021 only, CREW Iowa is offering eight Full Scholarships for Membership in CREW Iowa/ CREW Network and ten \$100 Scholarships toward Membership in CREW Iowa/CREW Network. You will be eligible for the CREW Iowa Membership Scholarship if the criteria set forth below is met. The Board of Directors will select the scholarship recipients.



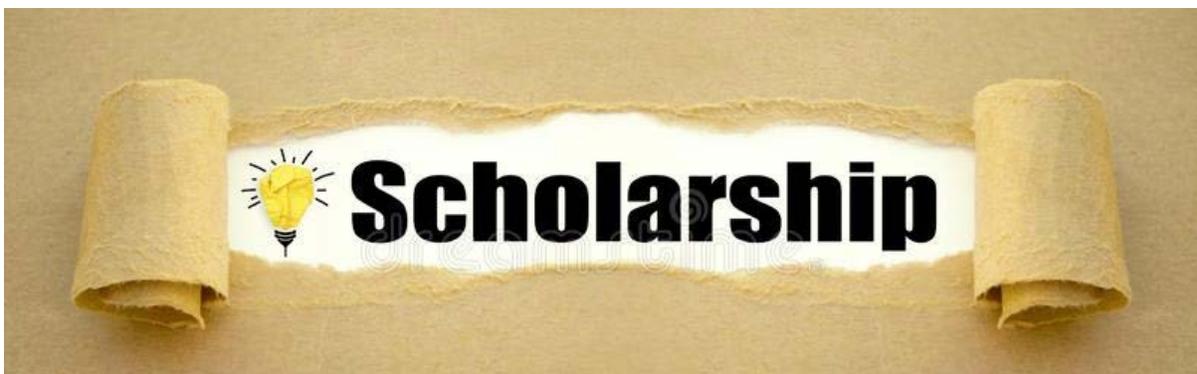
***Please submit your request via email for a
CREW Iowa Membership Scholarship to
Jennifer.Moseley@isginc.com and
Sturms.Maddison@principal.com.***

Eight Full Scholarships with a value of \$310:

- Need based (i.e. Loss of Job, Reduced Hours, Loss of Employer Support or No Employer Support)
- Affiliate (vendor) and Retired applicants are not eligible
- Scholarship recipient is not eligible for CREW Convention drawing
- Male or Female
- Scholarship recipient should have five (5) forms of CREW engagement the previous year (attending events, participation in mentoring program, etc.)
- Scholarship is for one year only and recipient will not be eligible for any membership scholarships provided in future years (if any offered.)

Ten \$100 Scholarships toward Membership:

- Need based (i.e. Loss of Job, Reduced Hours, Loss of Employer Support or No Employer Support)
- Affiliate (vendor) and Retired applicants are not eligible
- Scholarship recipient is not eligible for CREW Convention drawing
- Male or Female
- Scholarship recipient should have five (5) forms of CREW engagement the previous year (attending events, participation in mentoring program, etc.)
- Scholarship is for one year only and recipient will not be eligible for any membership scholarships provided in future years (if any offered.)
- Payment of the remaining \$210 balance for the Membership to CREW Iowa/CREW Network.



Project Spotlights: CREW Iowa Women are rockin' the deals!

Mary Katherine Nelson, Attorney - Nyemaster (counsel) and **Kristin Maletta, Investment Manager -Farm Bureau Life** (lender) closed two loan transactions together during the month of December including a multifamily deal in Madison, WI and a self-storage project in Buffalo, NY. Both had tight closing deadlines that the deal team was able to meet, thanks in large part to close collaboration between the two CREW members.

"December is always a fast-paced month for closings in the commercial mortgage lending world. Thanks to the extreme professionalism and responsiveness of Kristin and the team at Farm Bureau Life we were able to work together to close both loans in advance of the holidays. Having a CREW colleague and friend involved in the transaction enabled the wheels to move quickly on a short closing timeline and all parties were pleased with the end result.", stated Nelson.

"As with every loan closing, there are always unforeseen issues that will arise. Mary Katherine and the team at Nyemaster provided quick, creative solutions that were instrumental in getting these deals closed on such short deadlines. Having a fellow CREW member and friend representing Farm Bureau Life throughout the negotiations and at the closing table was an invaluable resource that allowed for informed decision making, efficient execution, and ultimately very happy clients!", shared Maletta.



Fidelity and Guaranty Life engaged **SHYFT Collective** to lead and manage their national corporate real estate portfolio and offer additional strategic continuity to the future of their facilities. SHYFT Collective offers ongoing small to large real estate projects to support F&GL's facility needs across their real estate portfolio. The SHYFT Team has provided integrated project management services including strategic planning, interior design, IT planning, move planning and execution, and change management services for a variety of projects. SHYFT projects' scopes of work have included financial planning for the real estate portfolio, furniture reconfiguration projects, tenant improvement renovations, associate relocation and restack projects, and data center reclamation projects. As Fidelity & Guaranty Life's real estate needs change, SHYFT offers them a solution to allow for the flexibility required for their business.

Most recently SHYFT led the design, strategic planning, and project management for F&G's 801 Grand relocation in Des Moines, IA. In the last two years, F&G has hired 58 people in 2018 and 94 in 2019. Of the 2019 hires, 45 were newly created positions. The F&G team expects to maintain this growth as sales continue to grow above industry averages. This expansion rate caused F&G to outgrow their current space in Two Ruan Center. SHYFT partnered with F&G to renovate several floors (approximately 83,000 square feet) and provide new furniture and technology components that support a variety of work and meeting settings. Construction on the floors began in May 2020 and F&G employees moved in last month, November 2020.



CREW Iowa members involved:
Hailey Kellis – Project Designer
Morgan Cook – Project Designer
April Durham – Interior Design Lead

Project Spotlights: CREW Iowa Women are rockin' the deals! (continued)

Siobhan Harman and Christopher Stafford, both of Cushman & Wakefield | Iowa Commercial Advisors represented the seller in a listing and transaction to sell a NNN investment asset. Kathy Law, Nyemaster Law Firm was the attorney for the seller and closed the transaction. Siobhan referred the client to Kathy as a result of the seller's original attorney having a conflict of interest. Way to "Think CREW First", Siobhan & Kathy!



MICHELE STEVENS, KARIE KADING RAMSEY & CARRIE WOERDEMAN ON SITE IN PELLA

Kading is excited to #thinkCREWfirst in 2020 and beyond! Here are some of the ways Karie Ramsey, CEO and your 2021 CREW Iowa President, has actively worked to fulfill this mission:

- **Heather Miller, Freedom Financial Bank** financed the original purchase of the land for Kading's Yellowbanks development in Pleasant Hill. When all is said and done, Yellowbanks will consist of 172 bi-attached townhome units and 24 single-family homes for rent.
- Construction financing for the single-family phase was committed by **Michele Stevens of Central Bank**.
- **Madeline Sturms** with the **City of Pleasant Hill** was instrumental in seeing the project through City approvals and **Kara Sinnard, Whitfield and Eddy** provided expertise on the utility easements.
- **Michele Stevens of Central Bank** provided the construction financing for Kading's 92-unit View Pointe development in Pella.
- **Heather Miller** on behalf of **Vision Bank** provided the construction financing for Park Place in Marshalltown, a new development which will consist of 79 homes.
- **Jackie Johansen of Shattered Glass Development** brought us a fantastic opportunity in Storm Lake, where we are in the planning stage of a proposed 170-unit townhome development.
- **Missy Sisler** and her team at **RSM** continue to provide audit and tax consulting services for Kading.
- **Susan Pfeil, Susan Pfeil Consulting LLC** has been working full time as a consultant with our team on long-range planning, strategic financing, and a recent software conversion.
- **Carrie Woerdeman** joined the Kading team in June as Director of Development.



New Job Opportunity

Company Name & Job Location: **SHYFT Collective – Des Moines, IA**

Job Title: **Project Architect**

Link to job posting: <http://www.shyftcollective.com/job-postings/project-architect>



Job Description: SHYFT Collective is searching for a full-time Project Architect in our Des Moines, Iowa office. The role will require multiple skills and be involved in our full suite of integrated project delivery services. This position will work to create beautifully crafted design solutions and expected to participate in, and at times lead execution within the field. Each team member is expected to achieve their “Why” by articulating personal goals and working with leadership to maximize those opportunities. We are specifically looking for architects who deliver award-worthy design solutions for our national portfolio of projects based in offices from Iowa, Ohio, and Arizona.

This position allows for exceptional career advancement for those interested in growing beyond traditional architectural practice. The role will include (but not be limited to):

- Elevating the design brand and marketing it throughout Iowa while assisting national markets and projects
- Providing architectural consultation in strategic planning, programming, design, and construction
- Coordinating with colleagues, clients, & sub-consultants for quality assurance and quality control
- Providing mentorship, guidance, and support to assigned staff
- Leading preparation and/or oversight of design documents including 3D models [Sketchup, REVIT, Enscape, etc.]
- Demonstrating proactive client interaction and service in a timely and efficient manner
- Responsible for interpreting, organizing, and executing architectural design assignments and documents
- Communication responsibilities including documentation of project decisions and correspondence, conducting project meetings, distribution of minutes, and preparation of project status reports
- Working with the full team to create simple, refined, and beautifully crafted design and built solutions with every opportunity

Hiring Manager: **Zane Muntz**

Email: careers@shyftcollective.com – send resume, cover letter and work samples

Phone: **515-809-1509**

Recommended Articles, Books & Podcasts



Blog Post Article Title: Integrated Project Delivery Plus – A Better Solution. A Better Model

Author: Casie Tindell, SHYFT Collective

Date: November 2020

Link URL: <http://www.shyftcollective.com/news/integrated-project-delivery-a-better-solution-a-better-model>

Synopsis & Recommendation: This blog post article introduces SHYFT’s preferred project delivery model – Integrated Project Delivery Plus. In design and construction projects, the delivery model determines how teams work together. While there is no one-size-fits-all solution, SHYFT believes our Integrated Project Delivery Plus (IPD+) model is best suited for projects and clients requiring or wanting ultimate team collaboration. The SHYFT IPD+ model integrates the full project team of architects, project managers, real estate finance managers, real estate brokers, and construction managers, working through a SHYFT owner’s representative. An “Owner’s Rep” acts as a trusted advisor to the client by leveraging the knowledge of all team members to define and improve the project outcome. She/he works on behalf of the owner to conduct everyone working together in the best interest of the client, the overall project, and the success of the client’s organization. In this article you will learn the differences between traditional delivery models and IPD+, keys to success, and the value-add to clients when using SHYFT’s IPD+ model.

CREW Iowa Committee Updates

Communications & Social Media - The Communications and Social Media committee is excited to kick off 2021 with the first edition of the CREW Quarterly Newsletter! We hope this document will keep you informed, highlight your accomplishments, and keep us all better connected in 2021. Check out our social media accounts for a series of upcoming posts featuring our organization's founding members, the original board, as well as some of our newest members. As always, if you have deals to feature, members to spotlight, or content to share, please reach out to Meredith (meredith.young@am.jll.com) or Kristin (kristin.maletta@FBLFinancial.com) with your ideas!

CREW Connections - CREW Connections will be kicking off its Mentor/Mentee and Book Club programs at the end of January. You will also have the opportunity to sign up for quarterly luncheons where you are randomly paired with three other CREW Iowa Members. Watch your email for more on these programs soon! In addition, the board members will be reaching out to members throughout the year for networking meetings. This provides an opportunity for members to provide feedback to our board on the mission to continually improve our member experience.

Education & Outreach - The Education and Outreach objective for the new 2021 year is to share information about CREW Iowa and opportunities in the commercial real estate industry with the younger generation. We're planning to do this through participating in the CYC program along with the intention of expanding into the High School level. We encourage CREW Iowa members to participate in E&O activities, sharing their knowledge and skill set with the future workforce. If you're interested in presenting your commercial real estate experience/knowledge in an educational setting, please contact Kristin Blackman and Siri Fliehler for more information.

Events - The 2021 Events Committee is hard at work developing a variety of engaging programming. Our goal is to begin offering hybrid luncheon events in the spring, which will include options to participate in person in a safe, socially distanced manner or to join via Zoom if you prefer. The pop-up events of 2020 have been such a success that we plan to permanently add these to our programming; if you would like to host a **pop-up event**, please reach out to Tania and Carrie to discuss. The 2021 Signature Panel event will be pushed to September in hopes that all will feel comfortable enjoying as a fully in-person event. Members, please submit your **tour suggestions** to Kandace Edwards (kandacee@downingconstruct.com), who is the lead for Special Events.

Member Recruitment - It's that time of year to renew! 2020 membership ended on December 31. However, CREW Network offers a grace period that extends member benefits to all members until February 14. Plus look for information within the newsletter for our new Membership Scholarship for 2021! Please note if you have issues with your transaction page and it's not able to process the payment online, try using Google Chrome. If you are still having issues you may call CREW Network direct to process your payment (785) 832-1808. You may also review the FAQ for common renewal questions located here: <https://crewnetwork.org/renew>. Please don't hesitate to email us if you have any questions or need additional help! Jennifer.Moseley@isginc.com and Roberts.Maddison@principal.com.

Sponsorship - The Sponsorship Committee is hard at work to fill CREW Iowa's 2021 sponsor board. We are thrilled to have a number of sponsors already committed, but our work is not done yet! If you think your employer/company may be interested in being a CREW sponsor in 2021, please reach out to Mary Katherine Nelson (mknelson@nyemaster.com) or Maria Davis (davis.maria@rrrealty.com) and the sponsorship committee would be happy to help. Our sponsorship goal for 2021 is \$50,000. Sponsorship funds enable CREW Iowa to provide valuable programming and support for our members throughout the year.

CREW Iowa 2021 Board Members

President	Karie Kading Ramsey	Kading
Past President	Amy Campero	Principal Real Estate
President Elect	Jennifer Schumann	BH Companies
Treasurer	Alison Vice	Vice Construction
Secretary	Jackie Nickolaus	Benchmark Real Estate

Advisory Committees Chairs & Co-Chairs

Communication & Social Media	Kristin Maletta Meredith Young	Farm Bureau JLL
CREW Connections	Cathy Kerr Brenda Jackson	Principal Real Estate Aterra
Education & Outreach	Kristin Blackman Siri Fliehler	Principal Real Estate Shive Hattery
Member Recruitment	Jennifer Moseley Maddie Roberts	ISG Principal Real Estate
Programs/Events	Tania Bowman Carrie Woerdeman	Dean Snyder Construction Kading
Sponsorship	Mary Katherine Nelson Maria Davis	Nyemaster R&R Realty

Non-Board Members

Legal Consultant (non-voting)	Kathy Law	Nyemaster
CREW Foundation	Brittany Freund Amy Welcher	R&R Realty Principal Real Estate
Audit Committee	Missy Sisler Michele Stevens	RSM Central Bank

Member FAQs

Q: How can I get more involved in CREW Iowa?

A: We recommend joining a committee to become more involved. Find one that interests you and contact the board member above to get started. You will get to know your committee peers better and learn much more about the inner-workings of the board by starting on a committee. In addition, joining a group mentoring experience or signing up for a lunch-around will also provide more opportunities to build relationships and network with other CREW Iowa members.



Q: What benefit does CREW Foundation offer to the members of CREW Iowa?

A: CREW Network Foundation is committed to bringing more women into commercial real estate with programs that educate women and girls about the career opportunities available to them, and by creating mentoring relationships for those new to the industry. When donating in support of our mission, you may choose to dedicate your gift towards a specific scholarship fund, industry research, or career outreach efforts.

CREW Iowa has directly benefitted by having some of our own student members receive college scholarships to assist them in earning their undergraduate real estate degrees and to attend CREW Annual Convention. In addition, our members receive career benchmark research studies every five years, as well as topical CRE research performed by CREW Network & its research partners. Ongoing mentoring opportunities offered by CREW Network Foundation are also a great benefit to our CREW Iowa members.

1st Quarter Event Schedule



Tuesday, January 12th, 11:30 am - 1 pm (Zoom virtual meeting)

Urbandale Economic Update - Curtis Brown & Aaron DeJong

Copy the link below to register:

<https://www.eventbrite.com/e/crew-iowa-urbandale-economic-update-tickets-132466319327>

Tuesday, February 9th, 11:30 am - 1 pm Save the Date! (Zoom luncheon)

Friday, February 19, 11 a.m. – 3 p.m. Blood Drive - Kading corporate office, 3838 70th Street, Urbandale

Tuesday, March 9th, 11:30 am - 1 pm Save the Date! (Hybrid/Zoom luncheon)

Thank you Sponsors!

We could not do CREW without YOU!

Diamond



Gold



Silver



Partner

