



2026 EXECUTIVE COMMITTEE:

- **Amy Welcher, President**
Principal Global Investors
- **Carrie Woerdeman, Past President** -
Home Inc.
- **Kandace Edwards, President-Elect** -
Downing Construction
- **Crystal Wright, Treasurer**
- Community State Bank
- **Jillian Williams, Secretary**
- Hubbell Realty Company

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- **Samantha Askland, Communications**
- Principal
- **Ilyssa Conlon, Communications**
- Lincoln Savings Bank
- **Cheyenne Vander Waal, Membership**
- Nicolet National Bank
- **Susan Fisher, Membership**
- American Equity
- **Abi Reiland, Connections**
- Sarah Hopkins Real Estate
- **Kacie Bonjour, Connections**
- Kwik Trip
- **Amy DePenning, Sponsorship**
- Central Iowa Construction Group
- **Chloe Bratvold, Sponsorship**
- WB Realty
- **Lauren Hoffart, Events**
- Situs
- **Liz Krause, Events**
- MHCS
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- Locate CRE
- **Olivia Klocke, Education & Outreach**
1 - Simonson & Associates

PRESIDENT'S MESSAGE

PREPARING THE FIELDS & PLANTING THE SEEDS
Growing CREW Iowa—Together

At our April luncheon, we had the privilege of hearing a member share her story of growing up as a farm kid in Iowa. Growing up as a farm kid myself got me thinking about the season we are in now; preparing the fields, planting, and waiting for sunshine to bring crops to life.

Just as strong roots and thoughtful cultivation lead to a thriving harvest, the intentional work we are doing as an organization is laying the foundation for continued growth, connection, and impact.

PREPARING THE FIELDS: BUILDING A STRONG FOUNDATION

Behind every successful harvest is a tremendous amount of groundwork. At CREW Iowa, that preparation is happening through the strength of our programming, engagement of our members, and the consistency of connection.

What stands out most is the depth of our membership. CREW Iowa is made up of professionals across disciplines, career stages, and specialties, all bringing unique insights to the table.

PLANTING THE SEEDS: INVESTING IN THE FUTURE

Growth doesn't happen without intention, and CREW Iowa is actively planting seeds that will shape the future of our industry and our chapter.

This year's luncheon programming has intentionally focused on strengthening professional development, deepening connections, and building a legacy within commercial real estate. Each event has layered insight with real-world perspectives, from innovative approaches to housing and evolving economic trends, to purpose-driven leadership and the diverse career journeys within our membership.

These luncheons have created space for authentic connection, bringing together professionals across disciplines to share experiences, expand networks, and learn from one another. The result is a series that not only informs, but equips members and guests to grow their expertise, strengthen their impact, and contribute meaningfully to the industry.



Amy Welcher 2026 PRESIDENT

Principal Global Investors | Senior Development Manager



**EXPERIENCING COMMERCIAL REAL ESTATE:
SPACES, PROJECTS & EXPERTISE:**

In addition to our luncheon series, CREW Iowa continues to lean into what sets our network apart—our firsthand expertise in commercial real estate. Through project-based programming, site tours, and behind-the-scenes access to developments, we are creating opportunities for members to experience the built environment beyond the boardroom.

These experiences bring our work to life, connecting strategy to execution and showcasing the talent within our membership. Whether walking a site, hearing directly from project teams, or exploring new developments, we are reinforcing that CREW Iowa members are not only participants in the industry, but we are also the experts shaping it.

Another exciting area of focus has been our high school outreach and college programming. By connecting with students early, we are introducing them to the possibilities within commercial real estate and inspiring the next generation of leaders. These efforts are not just about awareness; they are about access, mentorship, and opening doors.

Our recent golf event is another example of CREW Iowa building on seeds planted over the past few years. Recognizing that time on the course can bring people together to talk about deals, experiences, and yes, even a few golf shots, created space for meaningful conversations and strengthened relationships across our network.

LOOKING AHEAD: CULTIVATING GROWTH TOGETHER

As we continue through the year, the work of preparing and planting remains ongoing. Every event attended, every conversation started, and every new member welcomed contributes to the growth of CREW Iowa.

Now is the time to:

- Invite colleagues to experience a CREW Iowa event
- Engage in mentorship opportunities
- Support and expand our outreach efforts
- Continue showing up and investing in one another

Because growth doesn't happen by chance, it happens through intention, effort, and community.



THE HARVEST AHEAD

Thanks to the strength of our members, the success of our events, and the intentional investments we are making in the future, CREW Iowa is well-positioned for continued growth.

Let's keep growing and advancing our impact, because the work we're doing today is building toward an even stronger future and a harvest still ahead.

— *Amy Walcher* **CREW IOWA 2026 PRESIDENT**



BUILDING CAREERS THROUGH CONNECTION: INSIGHTS FROM CREW IOWA MEMBERS

Non-Linear Paths into Commercial Real Estate - Written by Mia Rand

Careers in commercial real estate rarely follow a straight line—and that’s exactly what makes the industry so dynamic. Across CREW Iowa members, professionals consistently highlighted the diverse and often unexpected ways they entered the field.

One CREW member reflected on early exposure to the industry:

"From the age of 8, I have loved real estate, and especially how it is a relationship business." – Siobhan Harman

Similarly, another member emphasized the cumulative nature of career growth:

"My career is a continuum. I wouldn’t be where I am if every single decision hadn’t been made – even the bad ones." – Jackie Nickolaus

From a brokerage perspective, the appeal lies in variety and flexibility:

"Every day is different." – Abi Reiland

From a finance perspective, the path into the industry was described as largely unexpected:

"Exposure to CRE showed me how challenging, exciting, and multifaceted the industry really is." – Susan Fisher

Across disciplines, a common thread emerges—there is no single path into commercial real estate, but rather a collection of experiences that build over time.

WELCOME NEW MEMBERS



Becca Anderson

[in](#) Legacy Realty of Iowa | LPT



Whitney Baethke

[in](#) City of Des Moines
| Economic Development Coordinator



Shelby Ball

[in](#) Hubbell Realty Company
| Associate Attorney



Hanna Blom

[in](#) Caliber Iowa | Interior Designer



Teresa Boudewyns

[in](#) Pigott | Interior Consultant



Jordann Cataldo

[in](#) R&R Realty Group | Area Manager



Amy Coenen

[in](#) Neighborhood Development Corporation
| Director of Operations and Assets



Collette Alison

[in](#) Greiner Construction
| Project Coordinator



Joy Dayton

[in](#) Symospace Design | Owner / Principal



Katie DeRouchey

[in](#) Casey's | Business Development Manager





Career Turning Points & Risk-Taking

While entry into commercial real estate may be non-linear, advancement is often defined by critical turning points and a willingness to take risks.

One development professional described stepping into an unfamiliar role:

"I was quite frankly scared because I didn't have any experience, but I raised my hand and was chosen for the team." – Siobhan Harman

Brokerage professionals highlighted the importance of aligning work with personal priorities:

"There is a way to do this job that aligns with your personal preferences." – Abi Reiland

In development, openness to change can be equally impactful:

"Change in sectors? Sign me up!" – Jackie Nickolaus

From a finance perspective, one member reflected on a defining career moment:

"Taking a leap of faith—joining a business partner in a new market and going full commission—was a pivotal step in my career." – Betsy Blau

Across all roles, adaptability and a willingness to embrace uncertainty continue to shape long-term success.

Commercial Real Estate Market Trends Today

Today's real estate professionals are navigating a market shaped by both challenges and opportunities. Rising costs, evolving tenant preferences, and shifting asset performance continue to influence decision-making across disciplines.

From a development perspective:

"The office market is slowly rebounding and strong retail demand is stabilizing." – Siobhan Harman

From an architecture perspective:

"CREW is educating members and the public on the importance of the industry." – Heidi Pollmann

From a finance perspective, one professional reflected on her entry into the industry:

"It was a happy accident, and the exposure to CRE showed me how challenging and exciting it is, with so many different aspects." – Susan Fisher

Despite ongoing volatility, many professionals expressed confidence in the long-term resilience of the industry and its ability to adapt to evolving market conditions.



WELCOME NEW MEMBERS



Jodi Gjersvik

in [City of Des Moines | Afford Housing Program Manager](#)



Brooke Gonzalez-Greiner

in [Principal Asset Management | Asset Management Intern](#)



Shirah Huff

in [Stoney Oak Properties LLC | Real Estate Agent](#)



Analese Hauber Irlmeier

in [Iowa Title Guaranty | Commercial Production Specialist](#)



Amanda Kruse

in [Transworld Business Advisors | Business Advisor](#)



Diane Ladd

in [SVPA Architects Inc | Senior Architect](#)



Tiffany Louk

in [The Greater Des Moines Partnership | Director of Economic Development](#)



Mia Rand

in [Principal Asset Management | Investment Analyst](#)



Bridget Rasmusson

in [Space Environments | Strategic Partnership](#)



Jenna Rentschler

in [SHRM-CP | Senior HR Generalist](#)

The Role of CREW

Amid the market changes, CREW Iowa plays a critical role in connecting professionals and creating meaningful opportunities. The organization serves as more than a networking group—it is a platform for collaboration, problem-solving, and shared growth.

From an architecture perspective:

"We show up for each other." – Heidi Pollmann

Development professionals pointed to CREW's ability to connect individuals to new opportunities, while brokerage professionals emphasized its role in strengthening relationships that drive business forward.

From a finance perspective, one member emphasized the value of engagement:

"You get out of CREW what you put into it." – Betsy Blau

Across all affinity groups, CREW fosters an environment where shared insight and collaboration elevate both individual careers and the industry as a whole.

Conclusion

Across finance, development, brokerage, architecture, and asset management, one message stands out—relationships are the foundation of success in commercial real estate.

A development professional summarized:

"The most influential has been the relationships, both personal and professional." – Siobhan Harman

A brokerage professional reinforced the people-driven nature of the business:

"I enjoy working with people." – Abi Reiland

Regardless of discipline, professionals emphasized the importance of learning from others, embracing new experiences, and building meaningful connections over time.

CREW's impact spans all affinity groups, reinforcing collaboration and shared insights across the commercial real estate industry—and shaping the next generation of leaders along the way.



Mia Rand

in [Principal Asset Management | Investment Analyst](#)



CATCHING UP WITH CARRIE WOERDEMAN

- *Written by Ilyssa Conlon*

For this edition of the CREW Column, Ilyssa Conlon had the pleasure of connecting with 2025 CREW Iowa President, Carrie Woerdeman. Together they spent time reminiscing on Carrie leading the organization and the meaningful impact of her presidency.

Having served alongside Carrie as Treasurer during her term, Ilyssa gained a unique perspective on her leadership, witnessing firsthand her strategic focus, collaborative approach, and dedication to advancing CREW Iowa’s mission.

In the following Q&A, Carrie shares reflections on her presidency, including the initiatives and behind-the-scenes efforts that helped shape the organization’s continued growth. She also offers insight into her current work, her passion for driving community impact, and the opportunities she sees ahead as she continues to make a difference across Central Iowa.

Today, Carrie continues to make an impact across Central Iowa through her work with Home Inc., expanding access to affordable housing and advancing innovative models like community land trusts. From building lender networks to launching new development projects—many rooted in CREW relationships—her work reflects the same collaborative, forward-thinking leadership she brought to the organization.



Ilyssa Conlon

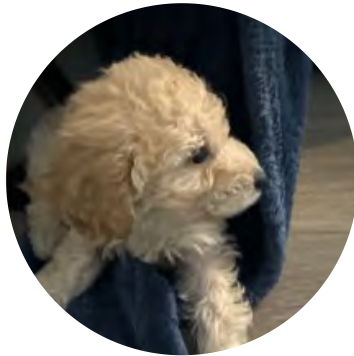
Lincoln Savings Bank | Commercial Relationship Manager

Carrie Woerdeman

Home Inc | Executive Director



Q: Carrie, it's been a little while since your CREW Iowa presidency wrapped up. What have you been focusing on lately—professionally and personally?



Q: During your year as CREW Iowa President, what experience or accomplishment stands out most now that you've had time to reflect?

Carrie:

Personally, I got a puppy—which has honestly been a pretty good replacement for the busy pace of a CREW presidency (I traded Presidency for potty training). Professionally, my focus has been on a few exciting initiatives. One is working with Home Inc. on a new effort tied to the Central Iowa Community Land Trust. While land trusts aren't a new concept nationally, they're relatively new here in Iowa. A big part of my role is helping build a network of lenders, along with providing education for Realtors and Appraisers, so we can get to the point of closing on the first few homes.

On the development side, I've also been working closely with Molly and Scott Cutler—both CREW members—on what has evolved into a 20-unit apartment project in Des Moines, along with other joint opportunities. That connection actually started in a CREW mentorship group. This project likely wouldn't have happened without that relationship, and it's a great example of CREW connections coming full circle. It's taken about 2.5 years to get here, and strong relationship-building has been key throughout that process.



Carrie:

I'm especially proud of the board's transition from a "working board" to a more strategic one. It's something that started before my presidency—Kristin planted the seeds, Tania continued the momentum, and I had the opportunity to help carry it forward. A lot of that work happened behind the scenes, but it's been impactful. We created a delegate role for 2026 and increased accounting transparency so members and sponsors can better understand how their dollars are being used.

Another big step was opening up the board nomination process. We heard feedback that there wasn't a clear path to board service, so as President-Elect, I helped introduce a self-nomination process. That has become a launchpad for future leadership, and it's something current President Amy and President-Elect Kandace are continuing to expand.

Moving to a strategic board structure has also helped redistribute responsibilities. By shifting execution to committees, the board can focus on direction and vision—creating more leadership opportunities and making involvement more accessible.

Q: You were recently featured in a news story about the City of Des Moines partnering with nonprofits to expand affordable housing. Can you share your role in that work and why it's so meaningful to you?



Carrie:

Home Inc. has been doing this work since 1967, primarily using public funding to make homeownership possible for families. The community land trust is a natural extension of that mission.

What makes it especially meaningful is the “pay it forward” model. When a homeowner sells, the home remains affordable for the next buyer—creating permanent affordability across generations.

There’s a severe shortage of both rental and homeownership opportunities right now. This model not only helps the first family build wealth but ensures that opportunity continues for future homeowners.

Long term, the goal is to expand across all of Central Iowa—giving people more choice in where they live.

Q: That project uses a community land trust model to preserve long-term affordability. What excites you most about this approach and its potential across the metro?

Carrie:

It’s about creating a legacy of wealth while maintaining long-term affordability. It’s not just solving a problem today—it’s building something that lasts.

Q: Affordable housing is a growing conversation in commercial real estate. How do you see professionals—especially women in commercial real estate—playing a role in shaping solutions?

Carrie:

Housing affordability is becoming less attainable, and solving it requires collaboration. Women in CRE often bring a unique strength in building relationships and creating buy-in across different groups.

It takes people from all backgrounds and disciplines, and collaboration is what moves these solutions forward.

Q: What advice would you give to current CREW Iowa leaders or members who want to expand their impact beyond their day-to-day roles?

Carrie:

Get to know as many people as you can. Seek out projects that are outside your comfort zone, and don't be afraid to lean on other CREW members to learn and grow.

CREW is a safe place to be uncomfortable—and that's where the most growth happens.

Q: Has your CREW involvement influenced how you approach collaboration or leadership in your current work?

Carrie:

Absolutely. CREW reinforces the importance of relationships and trust. Many of the partnerships I'm involved in today started through those connections—it's a reminder that investing in people pays off in ways you don't always expect.

Q: Looking ahead, what's next for you?

Carrie:

We currently have 66 homes in the pipeline over the next two to five years, which is incredibly exciting. I'm also looking forward to expanding in terms of location, product type—like town homes—and different ownership structures. At the same time, we're focused on sustaining and growing our Homeownership Counseling program, which is foundational to what we do. As development expands, we want to ensure we're also supporting more families in the process.

WELCOME NEW MEMBERS



Karen Roa

[in](#) RCS Stone Co | Director of Business Development



Jacy Rooney

[in](#) Aterra Construction Services, Inc | Construction Accountant



Elizabeth Squier

[in](#) U.S. Bank | Business Banking Support Specialist



Sadie Trytten

[in](#) Neighborhood Development Corporation | Executive Director



Rachel Wacker

[in](#) Greater Dallas County Development Alliance | Executive Director



Danielle Welsch Maschey

[in](#) Gratus Development | Development Director



Keli Wherritt

[in](#) CARR | Commercial Real Estate Agent



Lisa Wieland

[in](#) Nyemaster Goode, P.C. | Attorney



Ebonee Woods

[in](#) City of Urbandale | Economic Development Specialist



TAKING THE LEAP: HOW CREW IOWA'S INAUGURAL GOLF OUTING EXCEEDED EXPECTATIONS

- Written by Susan Pfeil

When CREW Iowa leaders first discussed hosting a golf outing, the objective was straightforward: create a fun networking opportunity, raise awareness for the organization, and ideally break even financially. What began as just an idea last October has now become one of the chapter's most successful new events.

The decision to host the inaugural CREW Iowa Golf Outing was made by the board last fall, with organizers selecting a date and location; then, the co-chairs began much more detailed planning in January. Sponsorship strategies were developed early in the year, and sponsorship requests were sent out in March. The team initially set a goal of securing nine sponsors. By the time registration closed, they had exceeded that goal with 11 sponsors committed to supporting the event.

What makes this accomplishment even more impressive is that neither of the event co-chairs had previous experience organizing a golf outing of this scale. Lauren Hoffart and Liz Krause were incredible leaders to champion this inaugural effort in 2026. "We had never done anything like this before," they shared. "But we were willing to learn and take the risk." To prepare, Liz and Lauren sought advice from other CREW chapters, including CREW Indy and CREW Minnesota; and researched local golf outings to better understand pricing structures and event formats. They also established a dedicated golf committee to help guide planning and execution, as well as assist with set-up and registration on the day of the outing.

Financially, the outing was designed with sustainability and impact in mind. Organizers initially calculated registration fees to cover the cost per golfer plus a modest margin. As planning progressed, they added an additional \$100 per foursome specifically designated to support CREW scholarships.

The original benchmark for success was intentionally modest. The team hoped to break even during the first year and perhaps generate enough funding for a single scholarship. Now, preliminary results suggest the outing may actually fund two scholarships. "That would be incredible," said Lauren. "If we could create even one scholarship, we would have considered the event a great success for Year 1."

One of the event's greatest strengths was its focus on simplicity. Rather than trying to build a large-scale tournament in its first year, Liz and Lauren concentrated on creating an enjoyable experience for participants. The result was a well-paced event at Hyperion Field Club, a highly sought-after private venue that provided a unique experience for many attendees.





The organizers noted several lessons learned that may shape future outings. Ideas under consideration include selling mulligan shots (a "do-over", for you non-golfers), beverage sponsorship, additional on-course prize event opportunities, and potentially offering separate morning and afternoon nine-hole events to accommodate additional golfers while still maintaining a comfortable pace of play.

Another unexpected success was sponsor engagement. Previous membership appreciation events had seen limited sponsor participation, but the golf outing attracted strong sponsor attendance and involvement. "It turned into a great combination (with our annual Member/Sponsor Appreciation party held immediately following the golf outing)," Liz reflected. "Sponsors showed up, members had fun, and everyone had the opportunity to connect."



The event's success required a significant commitment from its leadership team. During March and April, the Lauren & Liz each invested an estimated 10 hours per week, often working on it seven days a week for nearly two months as the event drew near. Their dedication, combined with support from fellow board members and committee volunteers, helped bring the event to life. And Mother Nature delivered a perfectly beautiful Spring weather day... it pays to know powerful women!

Beyond the event's tangible outcomes, both co-chairs described meaningful personal growth throughout the process. They cited increased confidence gained, stronger decision-making skills, and a deeper understanding of collaborative leadership. Lauren described the experience as learning to become a "fearless leader," while Liz emphasized the importance of balancing feedback from stakeholders with the responsibility of making final decisions. Perhaps most importantly, both leaders agreed that the partnership itself was a key ingredient in the outing's success. "We couldn't have done it without each other," they said. "It was the perfect combination of strengths. Having a co-leader you work well with makes all the difference!"



Looking ahead, both expressed enthusiasm about continuing their involvement as chairs for next year's golf outing and also helping future event leaders succeed. Plans are already underway to document lessons learned this year, as well as storing the sponsorship templates, marketing materials, and other resources into a playbook that can be used as a roadmap for future golf (or other) events.



As CREW Iowa reflects on its inaugural golf outing, the accomplishment extends beyond sponsorship dollars and scholarship funding. The event demonstrated what can happen when CREW Iowa leaders are willing to embrace uncertainty, trust their instincts, and take a chance on a new idea. Their advice to others considering future first-time CREW Iowa events is simple: "Just do it. Take the risk. Start simple, focus on creating a great experience, and let it grow from there."

Congratulations, Liz and Lauren, on a tremendously successful and fun inaugural outing. **Well done!**



Susan Pfeil

[in Susan Pfeil Consulting LLC | President](#)



MEMBER AND SPONSOR APPRECIATION EVENT

Held at Hyperion Golf Course in Johnston, the event brought together commercial real estate professionals from across Central Iowa for a day of connection, collaboration, and fun. The CREW Iowa Events Committee did an outstanding job coordinating every detail—from seamless event execution to high-end swag and exciting raffle prizes, including a premium golf bag and tickets to the Principal Charity Classic. The energy throughout the day made it clear this event will quickly become a favorite annual tradition.

Events like this simply wouldn't be possible without the support of our incredible sponsors. Many joined us out on the course, while others attended the social that followed—creating even more opportunities to build meaningful relationships. Lisa Wieland with Nyemaster Goode, P.C. shared that the outing was a great opportunity to network with fellow attendees.

Our sponsors are more than just event supporters—they are deeply engaged members of CREW Iowa who see value far beyond sponsorship. The spirit of Think CREW First truly comes to life through the connections and referrals made within the organization. Amy De Penning of Red Fox Companies highlighted this impact:

"I'm a small business owner and operator in construction services. I've embraced CREW's Think CREW First culture, where members are encouraged to connect, refer, and do business with one another. Since I joined in 2022, Red Fox Companies has contracted with Intellicents, Nyemaster, SVN, Susan Pfeil Consulting, and U.S. Bank. The Accel Group—our employee benefits and insurance brokerage, who became a sponsor this year—helped us transition to Principal for our benefits. Red Fox Inspections and Techno Metal Post have also been fortunate to work with Hubbell, Dean Snyder, Downing, Kading, Ryan, Beal Derkenne, Estes, and R&R, and Cheyenne Vander Waal routinely engages our draw inspection services." Stories like this demonstrate how CREW fosters meaningful business growth and partnership opportunities.



Heather Van Essen

[Imprint Architects | Interior Designer](#)



CREW also plays an important role in developing leadership across Central Iowa and beyond. Rachele Cagle with Rally believes so strongly in the organization that she personally sponsored this event, inspired by her experience with IndyCREW in Indiana—where she generated 60% of her business through CREW connections. Even while living in Iowa City, Rachele continues to prioritize attending events like the golf outing, reinforcing her commitment to staying connected within the CREW Iowa community.

The outing also created space for mentorship and engagement across experience levels. Longtime sponsors connected with newer members, sharing insights and helping them better understand the value CREW provides. Meghan Gruver with Terracon enjoyed meeting newer members and offering perspective on how to get involved and maximize the benefits of membership.

As you can see, sponsors who actively engage in CREW Iowa gain far more than visibility—they build relationships, grow their businesses, and strengthen the entire network. If you've considered sponsoring CREW Iowa, we encourage you to reach out to the Sponsorship Committee Chairs Amy De Penning and Chloe Bratvold to learn more.

Finally, we encourage all members to take a moment to thank our sponsors. Their support and involvement make these events—and the continued success of CREW Iowa—possible.

PLATINUM



DIAMOND



KNAPP PROPERTIES



GOLD



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STANBROUGH REALTY COMPANY
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THE ACCEL GROUP
TRI-CITY GROUP
TRIPLETT OFFICE SOLUTIONS
TURNER CONSTRUCTION COMPANY

WRITTEN BY THE 2026 COMMUNICATIONS COMMITTEE MEMBERS



Samantha Askland, Chair

in [Principal Asset Manager | Acquisition Consultant](#)
askland.samantha@principal.com
641.414.8187



Ilyssa Conlon, Co-Chair

in [Lincoln Savings Bank | Commercial Relationship Manager](#)
Ilyssa.Conlon@myslb.com
515.883.0958



Kristin Blackman

in [Principal Asset Management](#)
[| Operations Manager](#)



Mia Rand

in [Principal Asset Management](#)
[| Investment Analyst](#)



Heather Van Essen

in [Imprint Architects](#)
[| Interior Designer](#)



Joy Dayton

in [Symspace Design](#)
[| Owner/ Principal](#)



Amy Campero

in [Principal Asset Management](#)
[| Associate Director](#)



Shelby Miller

in [Landmark Brokerage](#)
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Susan Pfeil

in [Susan Pfeil Consulting LLC](#)
[| President](#)



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