

2018
CREW
WISCONSIN
COMMERCIAL
REAL ESTATE
WOMEN
20 YEAR ANNIVERSARY

WCREW Official Nomination Form

Showcase Awards

November 1, 2018

Harley-Davidson Museum®



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Dear Members and friends of WCREW:

It's that time of year to once again to nominate impressive Wisconsin real estate projects and extraordinary individuals for the annual WCREW Showcase & Woman of the Year Awards.

Every year, WCREW proudly recognizes pioneering developments that showcase vision and ingenuity that positively impact our communities. The previous award winners and successes have been very diverse ranging from health care to education, residential design to commercial workplaces. In addition, we will continue to proudly honor a woman exemplifying excellence in the Commercial Real Estate industry.

In its 18th year, the **WCREW Showcase & Woman of the Year Awards will be held on November 1st at the Harley Davidson Museum.** Recognition of individuals and businesses delivering a positive impact does not go unnoticed as the event draws over 250 local professionals.

Project Qualifications for the 2018 WCREW Showcase Awards:

1. A real estate development or redevelopment project located in Wisconsin that was not previously nominated for a WCREW Award.
2. Completion achieved during the three-year period ending on May 1, 2018*
3. Involvement of commercial, governmental, recreational, public, education, non-profit or similar use, or a mixed use or multi-family residential use.
4. Nomination on the **official form submitted on or before 5:00pm on August 3, 2018.**

Our respected Showcase Judges will select the six traditional Showcase Award recipients. In addition, the Showcase Committee will select four additional projects from the nominees for consideration for the People's Choice Award, which will be voted on by the event attendees and announced at the end of the night.

Please help us in identifying these remarkable contributors to the community by nominating your project or Woman of the Year nominee now!

Sincerely,

Nicole Allard, Co-President
Heather Nelson, Co-President

The Showcase Awards

The judges will select three projects for a WCREW Vision Award and three projects for a WCREW Impact Award. Most projects will have characteristics of more than one of our six awards, and our judges will review the entire pool of submissions to choose winners for each award. We ask that each Nomination address the award criteria listed on the Nomination Form and include anything else the judges should know about the project.

The Vision Awards: The Vision Awards recognize projects where the project participants have done more with less. There may be a smaller budget or a smaller space, but the development's big success causes it to stand out among the competition.

The Impact Awards: WCREW will give three Impact Awards to projects with a larger presence. The projects winning Impact Awards will be selected by the judges from among the projects that are of a size to have a greater impact.

- **Achievement Awards:** WCREW will recognize achievement with both a Vision Award and an Impact Award. For the Achievement Awards, the project team makes the owner's or end user's dream a reality. The owner or end user sets the parameters and the project team puts together the pieces to create a project that meets the challenges posed by the owner or end user. A variety of projects could qualify for an Achievement Award, including many "build to suit" projects. For the Achievement Awards, the judges have the discretion to choose a project that meets all award criteria described in the Nomination Form or a project that stands out in one or more areas.
- **Ingenuity Awards:** WCREW will recognize ingenuity with both a Vision Award and an Impact Award. For the Ingenuity Awards, the developer has the foresight and passion to know that if the developer builds it, they will come. The project starts out as the developer's field of dreams, and the developer fills a need or fits into a niche with a successful project. Many "speculative" projects will qualify for Ingenuity Awards. For the Ingenuity Awards, the judges have the discretion to choose a project that meets all award criteria described in the Nomination Form or a project that stands out in one or more areas.
- **Judges Choice Awards:** WCREW will recognize the projects that are the judges' choice with both a Vision Award and an Impact Award. The judges do not have predetermined criteria for the Judges' Choice Awards. Our talented judges will select projects that stand out as true gems among the nominees.

*For the purposes of the awards, completion occurs when the building is put into use, such as when the occupants take possession, or the property is ready for them to use. A project that is put into phases may be submitted if any phase of the project is put into use during the eligibility period, even if a prior phase of the project was previously submitted. However, a winning project will not be selected for recognition in another year unless the phase being recognized is distinct from the phase previously awarded and presents an independent basis for recognition.

NOMINATIONS MUST BE SUBMITTED ON THIS OFFICIAL FORM. FAILURE TO COMPLETE THE NOMINATION FORM IN ITS ENTIRETY MAY RESULT IN DISQUALIFICATION.

NOMINATIONS ARE DUE BY 5:00PM ON AUGUST 3RD, 2018, TO LORNA MUELLER, THE REALTY COMPANY, AT LORNA@THEREALTYCOMPANYLLC.COM

WINNERS WILL BE NOTIFIED BY AUGUST 24TH, 2018. ALL WINNERS WILL BE REQUIRED TO PARTICIPATE IN A VIDEO TAPED INTERVIEW.

QUESTIONS: 262-786-7690

1. General

Project Name

Project Address

Owner/Municipality

2. Contact Person for Nomination.

Name

Phone

Email

Affiliation with Project

Company

Company Address

3. Partners in the Project (Include Name, Phone Number & Email Address):

Owner

Developer

Architect

General Contractor

Lender

Title

Other

- 4. Description:** Generally describe the project and how it came to be, including the purpose, location, financing, construction, design and use:

- 5. Visuals:** Please submit no more than **10** pictures of the nominated project. Photos to include but not limited to: Entire building, front of building, major design elements, exterior components and interior features. All files to be submitted as jpegs.

- 6. Job creation and Economic development.** Has the project contributed to a job creation and economic development, such as improving the quality of life, attracting quality development, encouraging private investment, enhancing amenities or expanding the tax base?

7. Creative use or re-use of space:

8. Notable architecture: Notable architecture of the project has an emphasis on exemplary design, incorporation of unique materials, or creative design solutions to support the program of the building as follows:

9. Positive impact on community. The Project has had positive impact on the community, such as increased property values in the area, elimination of urban blight or revitalization of neighborhoods, as follows:

10. Sustainable development: The project uses creative solutions to achieve environmental sustainability, as follows:

11. Return on Investment: Explain how:



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2018 WCREW AWARDS 'WOMAN OF THE YEAR' CALL FOR NOMINATIONS

Recognizing a Woman who has significantly impacted the Commercial Real Estate industry, our community, and future real estate leaders.

The ideal nominee may be very visible or an unsung hero who through her everyday actions consistently demonstrates the ideals that embody the mission of WCREW and advances the Commercial Real Estate industry.

ELIGIBILITY

- Minimum 15 years experience in the Commercial Real Estate industry.
- Recipient demonstrates excellence, integrity, innovation, and serves as a thought leader, change agent, and champion of diversity.
- Serves as a role model for future leaders in commercial real estate.

Recipient will be recognized at

WCREW's Annual Showcase Ceremony
Thursday, November 1

Nominations due August 3, 2018, 5:00pm

Submit entries **DIGITALLY** to:
Carolyn Esswein
carolyn@ceplanningstudio.com
414.465.9838

To advance commercial real estate by enhancing the development and empowerment of women within the industry.



2018 WCREW AWARDS
'WOMAN OF THE YEAR'
NOMINATION FORM

Deadline for nominations August 3, 2018
Submit a combined PDF answering items A - E.

A. **NOMINEE** (if possible, attach resume or bio of the nominee)

Name _____

Job Title _____

Current Employer _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Past Employers _____

Number of active years in Commercial Real Estate or related field:

B. **NOMINATOR** (self nominations are accepted and encouraged)

Name _____

Relationship with Nominee _____

Current Employer _____

Address _____

City, State, Zip _____

Phone _____

Email _____



2018 WCREW AWARDS
'WOMAN OF THE YEAR'
NOMINATION FORM

C. Provide specific examples that demonstrate the nominee's qualifications under any or all of the following criteria categories. List years of reference for each example.

Excellence

Integrity

Innovation

Thought leader

Change agent

Champion of diversity

D. Provide two letters of recommendation.

E. Include additional information you feel is pertinent for consideration such as awards, honors, articles, etc. demonstrating the nominee's commitment to commercial real estate and/or towards the inspiration of escalating women within the industry. (You may attach articles, project photos, video links.)

Direct QUESTIONS and COMPLETED NOMINATION FORMS to
Carolyn Esswein carolyn@ceplanningstudio.com 414.465.9838