



# REAP Review

The official newsletter of the Real Estate Associate Program (REAP)

June/July 2007

www.projectreap.org

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SAVE THE DATE: Global Diversity Summit in Atlanta July 16-18; Visit [globaldiversitysummit.com](http://globaldiversitysummit.com) for more information (Chair: Lynn Smith, REAP '03)

## ICSC Spring Convention 2007

*"Reaching Beyond the Gold"*

The International Council of Shopping Centers (ICSC) recently celebrated its 50th anniversary at its Spring Convention in Las Vegas.

REAP associates participated in numerous activities, including meetings of ICSC's Next Generation program ("NextGen" for short).

### REAP's Goals in Las Vegas

- Increase REAP's visibility;
- Reinforce REAP's message of value added for alumni and sponsors; and
- Expand opportunities for REAP alumni involvement.

### REAP Travel Reimbursements

- REAP provided \$7,000 for graduates across the country to travel to Las Vegas.
- Students and alumni volunteered to work 2 hours at the REAP booth as ambassadors for REAP and ICSC.
- 10 additional REAP alumni attended without REAP financial assistance.
- We had an overflowing crowd of REAP grads at 7:00 am at our first REAP National Retail Alumni Breakfast. We took the opportunity to bring all the attending alumni together to compare notes informally on career-building strategy.

### REAP & ICSC 'Next Gen'

REAP was invited to attend the Next Gen Board meeting. The meeting brought up opportunities including:

- Involving REAP's two new

graduating classes with Next Generation committees

- Recruiting Next Generation members as volunteers for REAP 2008 class launch.
- REAP is planning combined programs with Next Gen in Atlanta, New York City, Washington DC, and Chicago.

### Convention Participation

REAP was fortunate to make friends in Las Vegas and capitalize on their influence and enthusiasm.

We were sought out by minority professionals at many networking events—and used those opportunities to reach out to potential sponsors across the country.

The REAP booth was continuously staffed with volunteers each day of the convention. We connected

with more than 20 contacts per day from interested companies and professionals, highlighting REAP as a source for new talent.

REAP's success was highlighted in the remarks at the Diversity Reception. More than 20 REAP alumni and REAP sponsors, like Wal-Mart and Simon Properties, attended the event.

- ICSC Leadership Breakfast: REAP leadership and 3 associates participated as guest of Trustee Michael Roberts, President of the National Association of Black Hotel Operators.

### Next Steps

- REAP will seek to re-solicit the large corporate gift that provided the travel funds opportunity in 2008.

Please see **ICSC**, Page 2



REAP associates get together for a breakfast meeting in Las Vegas during the ICSC Conference.

## Two REAP Associates Win Riordan Scholarships

This year, two REAP associates are recipients of the Riordan scholarship: Evana Eko, associate property manager, Simon Property; and Felicia M. Hamilton, real estate manager, Wal-Mart Realty, Bentonville, Ark. They are among eight recipients chosen from 67 applications.

Evana Eko is an associate property manager for Simon Property Group in Jersey City, N.J. In this position, Ms. Eko is involved in the management of three premiere shopping centers in New Jersey. She holds a Bachelor of Science in business administration degree from the University of Florida, is an active member of several trade and community organizations, and is a 2006 REAP New York graduate.

Felicia M. Hamilton is responsible for the disposition and development of excess land in six U.S. states in her position as a real estate manager for Wal-Mart Stores, Inc. in Bentonville, Ark. Ms. Hamilton attended Dillard University where she received a Bachelor of Arts degree in accounting and in 2004 she received a Master's of Business Administration from the University of Phoenix. She is a REAP Atlanta graduate and is a licensed real estate broker in both Arkansas and Georgia.

This is the fourth consecutive year REAP has had winners. Previous REAP awardees include:

- Bryon Wall: Simon Property Group (REAP Atlanta Class 2002)
- Tenna Ross: Ackerman & Co. (REAP Atlanta Class 2002)
- Denise Speller: Simon Property Group (REAP Atlanta Class 2003)

The awards are presented each May at ICSC's Spring Convention for the Summer Session at Michigan State University. This generous scholarship for the one-week course covers tuition, travel, room and board, and can lead toward ICSC certification.



EKO



HAMILTON

## Mullen Named Deputy Director

We are pleased to announce that Melanie Mullen has joined REAP staff as Deputy Director. Melanie is a non-profit professional with nine years of fundraising and organizational experience.

She has worked on finance development for several nonprofit groups and eight electoral campaigns. Most recently she raised funds for a multi-million dollar gubernatorial race in based in New Haven, Connecticut.

Mullen has also worked with the National Law Center on Homelessness & Poverty (NLCHP) in Washington, DC. She was responsible for foundation and individual fundraising, as well as managing press and Web site marketing for the policy advocacy group.

Prior to her work at NLCHP, Mullen was the Director of Membership & Development at the Minority Corporate Council Association where she managed corporate memberships and fundraising for diversity research on the legal industry.

Mullen attended the University of North Carolina at Chapel Hill as an undergrad, Clark Atlanta University for grad school, and studied nonprofit management at Trinity University in Washington, DC.

Feel free to contact Melanie about any aspect of REAP programming via phone or e-mail at [mmullen@projectreap.org](mailto:mmullen@projectreap.org) or 202-341-4060.

## NextGen & REAP Form Partnerships in Las Vegas

ICSC, Continued From Page 1

- REAP will participate in the ICSC Next Generation Board planning session going forward.

REAP Atlanta Alumni and National ICSC Next Gen Board Member, Tenna Ross, has been to three previous conventions, but says this one was her most memorable.

"It has been a rewarding and fulfilling opportunity for me as I continue to grow in my career," Ross said.

ICSC's Next Generation program is an educational, networking and mentoring program for retail real estate professionals seeking to develop their careers and build relationships within the shopping center industry.

The program offers a unique opportunity for up-and-coming professionals to meet and interact with their peers, share experiences and exchange ideas in a local and relaxed environment.

**NEXT**  
GENERATION  
FUTURE OF THE INDUSTRY



REAL ESTATE ASSOCIATE PROGRAM

Opening Professional Opportunities  
for Minorities in Commercial Real Estate

[www.projectreap.org](http://www.projectreap.org)

# PROFILE

## Trenna Ross

Trenna Ross, Vice President in the Brokerage Division with Ackerman & Co. specializes in sales and leasing of retail, office and land properties.

Ross is a seasoned professional with more than 15 years in real estate.



Trenna began her career in commercial real estate in the Property Management Division at Ackerman & Co., where she performed management, operational & leasing responsibilities for over 400,000 sf of retail

properties. She also performed special projects for the company's CEO/Founder.

A native of Cornelius, NC and graduate of North Carolina A&T State University, she enjoys traveling, professional sports, and serving others.

She brings a wealth of knowledge in prospecting, sales & marketing, and developing client relationships. Ross works with the client throughout the transaction process, from defining the space requirement to occupancy. Her goal is to assist in making the most advantageous decision for each client.

### CREDENTIALS & AFFILIATIONS

- Co-chair with Lynn Smith (REAP '03) of the 2007 Global Diversity Summit
- International Council of Shopping Centers (ICSC)

- ICSC NEXT Gen National Advisory Board Member
- Atlanta Commercial Board of Realtors
- Atlanta Commercial Real Estate Network (ACRENET), Program Chair
- Butler Street YMCA Branch Board Member
- South Dekalb Business Association
- People Accepting Challenges Everyday, Inc. (PACE), Advisory Board Member
- Atlanta Commercial Board of Realtors Million Dollar Club
- John T. Riordan Scholarship Recipient for Leasing Institute
- Real Estate Associate Program (REAP) Graduate
- Certified Commercial Investment Member (CCIM) Candidate
- Licensed Real Estate Broker, State of Georgia and North Carolina
- North Carolina Agricultural & Technical State University, B.S. in Business Administration

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@ ULI & ATL



LEFT: DC class alumni at the 2007 ULI Trends Conference in a private discussion with prominent developer Victor MacFarlane.  
 RIGHT: The Atlanta 2007 class at the graduation reception.

## STAFF

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Melanie Mullen, Deputy Director

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## INDUSTRY SUPPORT

International Council of Shopping Centers (ICSC)	Greater Washington Commercial Association of Realtors® (GWCAR)
Urban Land Institute (ULI)	Institute of Real Estate Management (IREM)
National Association of Industrial & Office Properties (NAIOP)	National Association of Hispanic Real Estate Professionals (NAHREP)
Society of Industrial and Office Realtors® (SIOR)	Property Management Association (PMA)
Appraisal Institute	Real Estate Board of New York (REBNY)
District of Columbia Building Industry Association (DCBIA)	Sponsors for Educational Opportunity (SEO)
The Acre Network (ACRE)	Women in Retail Real Estate (WIRRE)
African American Real Estate Professionals (AAREP)	
African American Real Estate Professionals of NY (AAREPNY)	

## PARTICIPATING COMPANIES/SPONSORS

Westfield Corporation	JBG/Rosenfeld Retail Properties
Washington R.E. Investment Trust	JBG Companies
Wal-Mart Realty	ING Clarion Partners
Wachovia Corporation	Horning Brothers
Uniwest Group	Home Depot
Tyson's Corner Center	Healthcare Realty Svcs.
Transwestern Comm. Svcs.	Halpern Enterprises
Trammell Crow Company	Giant Food/GFS Realty
Staubach Company	General Growth Properties
Starbucks Coffee	GAP
Spaulding & Slye Colliers	First Washington Realty
Southpointe Partners	Federal Realty Invst. Trust
Simon Property Group	Edens & Avant
Rouse Company	Duke Realty Corporation
Regent Partners	Developers Diversified Realty
Regency Centers	Cushman & Wakefield
Rappaport Companies	Co-Star Group
Prudential Real Estate Investors	Combined Properties
Prudential Mortgage Capital Co.	Columbia National R.E. Finance
Peterson Companies	Collateral Mortgage Capital
Northwestern Mutual Investment Company	Citigroup Realty Services
Newmark Knight Frank	CB/Richard Ellis
New York State Common Retirement Fund	Cassidy & Pinkard
Neighborhood Dev. Corp.	Carter USA
Mid-Atlantic Commercial Properties	CarrAmerica
MetLife	Carl M. Freeman Associates*
McDonald's Corporation	Capitol CREAG
Lowe Enterprises	Cambridge Asset Advisors
Lincoln Property Company	Boston Properties*
Jones Lang LaSalle	B.F. Saul Company
	Advance Realty Group
	Ackerman & Co.



ABOVE: ICSC Riordan Scholarship Winners with John Riordan  
RIGHT: REAP associates networking in Las Vegas.



# @ ICSC IN LAS VEGAS

LEFT: REAP associates at the ICSC 2007 Spring Convention Trade Expo.  
BELOW LEFT: REAP associates networking in Las Vegas.

## SAVE THE DATE

# 2007 Graduation Reception

Wednesday, July 25  
The Fashion Centre at  
Pentagon City

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