



JUNE 2005

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Mission Statement

CREW-SF promotes successful and influential women in the commercial real estate industry by providing a forum for business development and professional advancement.

CREW *View*

MAY PROGRAM REVIEW

Igniting Passion in Your Work and Life — Marcia Wieder: America's Dream Coach

By Valerie Concello

Over 110 members and guests came to CREW's May event to hear America's Dream Coach, Marcia Wieder, speak on igniting passion in your work and life, and left the program with new insights on how to make their dreams their futures.

Motivational, entertaining, and practical, Marcia posed the question, "What has been realistic cost you? Are you living the life you dream of?" Imagine, she said, that your life is a tightly pulled rubber band, with the top of the rubber band your dreams, and the bottom your reality. Whichever one you are more committed to, wherever the pull is greater, is the direction your life will move. Does the voice of doubt, the nagging whispers that "You are too old, too young, lack

money or time" pull your life down to the reality you have, or do your dreams pull you up to the future you want?

How do you turn your dreams into reality? First, you have to be able to identify what you really love and really want before you can get it. Second, one way to get serious about making your dream a reality is to create dream teams. **Share your dream** with those you meet, and look for supportive people who will hold you accountable, people who will say to you "What are you doing to move that dream forward?" "What's stopping you from turning your dream into reality?" Marcia shared several stories where a friend or acquaintance helped another achieve her dream

"Those most successful in their dreams have some support system," says Wieder. "Be with like minded people who will encourage you, help you, challenge you, and most importantly, hold you accountable."

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May Program, *continued*

— made possible because the dreamer had the courage to share that dream.

Sometimes achieving the dream seems overwhelming, but by breaking the dream down into small steps, and by having someone who supportively holds you accountable, you can take the steps needed to change your reality. The daily actions you choose to take, or not take, are the evidence of whether you are more committed to your dream or your reality.

Marcia asked, "Are we so mired in reality, so busy living from our clocks and calendars that we can think that dreaming and passion is frivolous? Without our dreams all we have is reality. What has being realistic cost you? Is it costing you your passion and your dreams, your hopes, your desires? What does it mean to be realistic anyway?" Find what makes you passionate, share your passion and then start turning your dreams into reality. Have your dream, throw it out there, and then give it everything you've got!

News Around Town

The May 2005 "One-on-One" winners were **Laura Lambert**, Senior Lending Specialist, MMT Financial and **Allison L. Hoiberg**, Managing Director, Global Corporate Services, CBRE.

Raffle winners at the May program, which featured Marcia Wieder, America's "Dream Coach" (see story, page 1) were **Arisha Williams**, Renoir Staffing Services, **Karla Erovick**, Jacobs Associates, and **Orette Patrick-Brodrick**, Starboard.

Arisha Williams

(awilliams@renoirstaffing.com) reports that Renoir Staffing is celebrating its 20th anniversary this year! . . . Finding just the right person to provide services to her client recently brought the sweet smell of success to **Laura Young Daetz** of Real Estate Talent Solutions (laura@retsusa.com).



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