

- **What challenges have you faced as a female in the Commercial Real Estate industry?**
One of the biggest challenges I have faced was feeling like I was being put in a corner and not being heard. It took me a while to gain the confidence to speak up. I remember times where I would muster up the nerve to make a suggestion in a meeting, get no reaction, and then someone else would make the same suggestion a few minutes later and suddenly it was a great idea. That happened enough times that I finally found the courage to start to speak up and assert my opinion more often. It took me a few years to find my voice, but once I did there was no stopping me!
- **What is your current role/company? What do you like best about what you do? How long in your industry?** President of PURE Real Estate Management. I love my team, I love a challenge...and I love to work together to find creative solutions. I have been in the industry for over 25 years.
- **What advice would you give women starting their careers in CRE? ?** Do NOT sell yourself short. I did that for too many years. Don't be afraid to speak up and share your ideas, but also don't be afraid to ask questions, don't be afraid to admit you don't have all the answers. Sometimes you learn far more than you were looking for when you ask questions.
- **Favorite thing about living in West Michigan?** SUMMER! And Lake Michigan...the beach is my happy place. I LOVE Lake Michigan sunsets!
- **What interested you in joining CREW?** Initially, it was the opportunity to network with other women in the industry, but what I found was so much more. I have met some phenomenal women through CREW Network, not only locally but on a national level. Attending CREW Conferences and meeting women from different markets has been eye-opening. Walking into a room with 1,200 powerful women who don't see each other as competition, but as friends who want to support one another and help each other succeed has been an incredible experience. I don't think I have met a warmer, more welcoming group of people. I have made some great friends from all over the country!
- **What do you like to do on your free time? Hobbies?** I love to walk, practice yoga, and spend time with my family and friends and of course my dogs. I am a passionate animal lover and a huge advocate of animal rescue.