

VIRGINIA BEACH AUCTION
WATERFRONT ESTATE & BUILDING LOT



Auctions
Nov 3 at 6pm

Grand Estate on Linkhorn Bay

- 20,000+/- sf
- 2.5+/- acres
- 5 bedrooms, 7 full baths
- 2 docks handle 60-ft yachts

Adjacent, Deepwater Lot

- 1+/- ac
- Cleared for building

Open Public Inspections:

1-4pm Sundays, Oct 16, 23 and 30



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VA Thomas Barnes Auc Lic 2907003570; Williams & Williams Auc Lic 2908-000778

October 2011 Luncheon Meeting

PROGRAM:
The Rising Tide Sails All Ships

An Insider's View of the
Ports from the Carrie B



SPEAKERS: Joseph P. Ruddy - Executive Vice President and Chief Operating Officer, VIT

Erin D. Corrie, Economic Development Manager, Virginia Port Authority

DATE: Tuesday, October 18, 2011

LOCATION: Carrie B Harbor Tours - Departing Promptly at 11:30
Norfolk Waterside Dock
Waterside Festival Marketplace
333 Waterside Drive
Norfolk, VA 23501

TIME: Registration/Networking: 11:15 a.m. - 11:30 a.m.
Lunch/Program/Speaker: 11:30 a.m. - 1:30 p.m.
Due to the nature of this program, the luncheon is being extended until 1:30. We will leave the dock at 11:30 and return at 1:30. A vegetarian meal is available with an advance request; please indicate this preference when you RSVP.

COST: \$30 for members - \$40 for non-members
Payment is required in advance or at the door.
Cancellations will be accepted until noon, Friday, October 14th.

RSVP: By noon Friday, October 14, 2011
Those members who bring or invite a potential member or guest will be entered into a drawing for a \$50 McCormick & Schmick's gift card. Please have the potential member or guest e-mail Jamie Richardson with your name so you can be entered into the drawing.

Register for this event online at www.crewhamptonroads.org
For questions contact Jamie Richardson at crewhr@verizon.net

CREW Hampton Road's Mission Statement: Influencing the success of the commercial real estate industry by advancing the achievements of women.



THE EXPERTS

PUBLIC RELATIONS

10 must-dos to communicate effectively

Savvy business leaders have seen firsthand the power of good communication with employees, and how it can drive business success from the inside out.

While good internal communication gets the message out, great internal communication helps employees connect the dots between the business strategy and their role. In other words, when it's



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good, it informs; when it's great, it engages employees and moves them to action. Quite simply, it helps people and organizations be even better.

Since you're communicating with or without intention, you might as well get

good at it. Here are 10 tips for effective leadership communication:

Communicate with integrity: Tell the truth always and without exception. Your credibility is at stake.

Make time to communicate and make the most of that time: Set up regular face-to-face communication opportunities.

Remember the basics: Who, what, where, when, why and how.

Use stories: The right anecdote can be worth a thousand theories and facts, and can reinforce the outcomes, behaviors and actions you want to see.

Build trust and credibility: Be visible and approachable; engage your employees openly, fully and early on. (Tip: The more change that's happening and the busier you are, the more you need to be communicating.)

Hold a mirror to yourself: As you prepare to share updates and/or tough news, consider how you would like to be communicated

with if you were in the employees' shoes.

Outline expectations clearly: It's the fastest way to find out if employees are engaged and on the same page as you, and if they're not, it's a safe way to clarify expectations.

Don't wait to communicate until you have all the answers: By then it will be too late - if you wait, someone is going to speak on your behalf and fill the information vacuum whether the information is right or wrong.

Provide context and relevance: That allows employees to understand the meaning behind what's being said and understand what it means to them; have a message platform of core messages and actions.

Be honest, human, empathetic and show you care: It's OK to let employees know that it's hard to have to deliver tough news; do what you can to make them feel comforted, and let the staff that remain mourn the losses of co-workers.

Remember that today's employees may be tomorrow's prospects, clients, bosses or future job candidates.

These time-tested solutions will help you inspire, motivate and engage your employees and get the business results you want and deserve.

More and more, that makes internal communication one of the most valuable investments today's business leaders can make.

David Grossman, APR, ABC, PRSA Fellow, is the author of the series, "You Can't NOT Communicate" and the founder and CEO of The Grossman Group. He'll speak at the PRSA-HR Professional Development Conference Oct. 14 at the Norfolk Yacht and Country Club. Visit <http://prsahr.org>.

