

women in real estate 2011



Cohen of Ashlind Props. discusses her most notable project, gives advice

ac Ashley Cohen



Ashlind Properties

What was your greatest professional accomplishment in 2010?

Getting into the business in a bad climate/economy and learning the ins and outs of the business. Also, coming out of the PR industry in New York City and walking into a "man's world" and making an impression.

What was your most notable project, deal or transaction in 2010?

Assisting the president of my company in the leasing of a 233,000 s/f Yaphank facility owned by Rechler Equity, to Global Tissue.

How do you contribute to your company and / or the industry?

I generate new business leads and work on them in conjunction with the company president. I always try and bring information and value to our prospective and existing customers.

What advice would you give to women just starting out in commercial real estate?

Never underestimate your abilities—whether you are a woman or a man you always have the ability to

succeed if you drive yourself towards clear cut goals. Never let anything intimidate you - trust yourself and think from your gut and be genuine to your customers.

How do you manage the work/life balance?

Work hard and prioritize. From 8-6 you put all of your energy into the work day. When it is over, enjoy yourself because your hard work allows you to feel that you've accomplished and are deserving of downtime.

Who or what has been the strongest influence on your career?

My father has been the biggest

influence on my career. As a young girl, I never knew the hard work and drive he possessed. To watch him deal with customers and wake up every morning ready to face any obstacles has made me proud to call him my father. His candid nature, and ability to make you feel like you are his sole priority has always yielded with results. He is someone to admire and learn from.

What impact has social networking had on your business?

We regularly post the most current deal transactions on our page, showing friends and customers alike what we've been doing.

Rotonde of Urstadt Biddle Properties gives advice

jr Joanna Rotonde



Urstadt Biddle Properties Inc.

What was your greatest professional accomplishment in 2010?

My greatest professional accomplishment in 2010 was being recognized for all of my hard work and determination, by becoming one of the youngest female officers of

a publicly-traded company, Urstadt Biddle Properties Inc. is one of the oldest shopping center REITs in the country.

What advice would you give to women just starting out in commercial real estate?

Starting out in commercial real estate can seem very intimidating. It is important to persevere and not get discouraged. Our industry is full of successful prominent professionals. Network as much as possible, but use your time valuably. Be a good listener, and ask lots of questions. Be well versed in the latest technology strategies and trends in the industry.

How McCann of Forchelli contributes to her company

nm Nina McCann



Forchelli, Curto, Deegan, Schwartz, Mineo, Cohn & Terrana LLP

How do you contribute to your company and / or the industry?

I am often asked what a law firm marketing person does because "lawyers don't advertise." But the

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I was elected Shareholder in 2010, having been a partner at my previous two law firms. During this year, I spoke on real estate panels at several venues, both in New York and Washington D.C. regarding the state of the real estate industry and the options available to landlords and tenants concerning their leases.

What is your greatest professional accomplishment in 2010?

I was elected Shareholder in 2010, having been a partner at my previous two law firms. During this year, I spoke on real estate panels at several venues, both in New York and Washington D.C. regarding the state of the real estate industry and the options available to landlords and tenants concerning their leases.

reality is - a law firm is a business and in this economy all businesses need to have a multi-faceted marketing program in place in order to continue to grow and thrive. Forchelli, Curto, Deegan, Schwartz, Mineo, Cohn & Terrana, LLP is a full-service law firm with a particular focus in the real estate industry. The industry is still in recovery from the recent downturn. My role in a nutshell is business development—to assist the attorneys at my firm, build, retain and enhance relationships. As the in-house marketing person, I am heavily involved in the strategic planning and ongoing client relationship initiatives. I oversee many firm-wide activities which include public relations, response to proposal (RFP) submissions, online marketing initiatives and coordinating networking events. I identify and evaluate suitable projects and opportunities. In my role, I also attend many of the events with the attorneys. Clients and contacts are often loyal to a firm that they feel has a strong sense of community and friendliness. Allowing me to attend the functions does a lot to enhance and maintain effective working relationships. I believe, you often work better with connections whom you have developed personal relationships. On a professional level, attending these events has given me a great opportunity to enhance my networking skills.



Ashlind Properties

is pleased to announce that
Ashley Cohen
has joined the firm as a director



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