

Two Kinds of People, Three Kinds of Markets?



After many years of thought on the subject, I have observed that there are only two kinds of people in the brownfield industry, men and women.

With that sage realization, we decided to feature those "champions of change," women working in the brownfield industry. In an industry where numbers are hard to come by, we analyzed NBA membership data and found that women comprise 21 percent of the membership. Of that percentage, 3 percent are developers, 7 percent are property owners, 35 percent work in the public sector, and 55 percent work as service providers (environmental consultants, lawyers, insurance professionals, etc.).

Much has been written in pop culture regarding the differences between men and women. Whether such statements are true, the fact remains, we are inherently different from the ground up. But, at the ground level, we share the same vision and goals. I'd like to believe that the playing field is level among all people in the brownfield industry. The success of brownfield redevelopments requires teams of men and women with complementing technical skills as well as differing interpersonal skills. It is out in that field, literally below the surface, where the sexes come together to safely talk dirt and, more importantly, make it productive again.

You will find successful women in all sectors of the brownfield market who have made and continue to make their positive mark on the world, and you'll find their profiles in this and upcoming issues of *Brownfield News*. Below is just a

sample of some of the women that I have had the honor to share the (brown) field of battle with, and of whom you may learn more about in the coming months:

Public Sector

Hillary Clinton, Senator, New York
Gina McCarthy, Commissioner, Connecticut Department of Environmental Protection

Developer/Investor

Mary Hashem, Managing Partner, Brownfield Partners

Cheryl Hoffman, CEO, Brownfield Capital

Transaction Support

Deb Peters, President, QEPI

Linda Shaw, Partner, Knauf Shaw

Corporate Property Owner

Joan Wales, BP

Kathleen McFadden, United Technologies Corporation

So turn to pages 16-19 to find out why Mayor Janet Taylor of Salem, Oregon, is flying high on brownfields, and learn about the Society of Women Environmental Professionals (SWEP), as we don our hard hats and pay tribute to our female teammates.

Speaking of women who have been instrumental in many aspects of the industry, we would like to acknowledge the departure of our friend and colleague, Sue Boyle.

Sue, who has served as our executive editor, has been on loan from the New Jersey Department of Environmental Protection for the past year and, sad to say, that year has quickly come to an end. We thank her for her many contributions and we look forward to a continued collaboration with her in the future.

This issue is also dedicated to the commercial real estate sector. Read what the ICSC member survey suggests are the growth areas for commercial retail, and find out how commercial real estate can be the highest and best use for your brownfield redevelopment, whether office buildings and strip centers or commercial retail and mixed-use developments.

The redevelopment of brownfields to commercial use will be discussed in detail at the ICSC annual conference in Las Vegas, during a panel presentation on May 22nd. I hope to see you at one of the best real estate shows in the industry.

We received many positive letters, cards and e-mails from our readers with praise about the 10th anniversary issue of *Brownfield News*. My favorite came from my old friend Robert Lipscomb, who wrote, "First and ten, do it again."

As we enter our 10th year of publication, we are happy to announce that we have picked a new editor, John Spizzirri, to lead us through the next decade. John brings a new perspective, the editorial talent and the energy to continue to make *Brownfield News* a success. And we look to him to make sure that each issue is packed with the information that you expect from us.

So contact him and let him know what you think about this issue of *Brownfield News*, about our new "Women in Brownfields" series, or even to offer suggestions for a "Point/Counterpoint" or a "View From the Field." You can send your comments, requests and suggestions to johns@brownfieldnews.com **BFN**

Enjoy the read!

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