

Women of  
Influence 2014

# Real Estate Forum<sup>®</sup>

July/August 2014



## A Tactical Play

Institutions aren't changing their strategies to compete in this market. Just their methods.

**COMEBACK CITIES**

**GO LOCAL IN...NJ  
AND SAN FRANCISCO  
PLUS: NJ's  
TOMORROW'S LEADERS**

**HOTEL  
PERSPECTIVES**

An **ALM** Publication

also been behind the award-winning Social Media Pavilion as well as the #iTechLounge, educating the retail sector on how a social- and digital-media strategy can breathe new life into business.



**JENNIFER A. MARLER**  
*Managing Partner*  
**Dentons US LLP**  
**St. Louis**

One of the foremost authorities on complicated financial transactions, Marler has represented lenders, owners and developers nationally and internationally. The only female managing partner among the major legal firms in St. Louis,

Marler plays a leading role for Dentons by serving as a mentor to recent graduates joining the firm's ranks and guiding all aspects of its business in St. Louis. Marler has devoted considerable time and energy to advancing the success of women. Her commitment has included serving on the national board for CREW Network and as a past president of its St. Louis chapter. She has contributed to and volunteered for many years in the CREW Foundation, a nonprofit aimed at helping women and girls achieve economic self-sufficiency.



**EDNA MEYER-NELSON**  
*President and CEO*  
**Richland Cos.**  
**Houston**

Having successfully grown Richland in terms of both revenue and staff, Meyer-Nelson directs all business activities for the firm's investment, brokerage, asset management, commercial mort-

gage, leasing, tenant representation, property management, land development and construction divisions. This year, Richland has secured 410,000 square feet in leasing activity and maintained a 90% occupancy rate across its portfolio of 33 properties, 15 of which remain fully leased. Prior to founding the company in 1993, she spent 20 years in the banking industry, and her expertise in structuring real estate loans, combined with a hands-on approach to property selection and management, has allowed Richland to amass a \$250-million, two-million-foot portfolio in four Southwest states.



**JOANNA MULFORD**  
*Managing Director*  
**Prudential Real Estate Investors**  
**Madison, NJ**

Since joining PREI in 1997, Mulford has accumulated a wide range of experience that includes transactions, fundraising and asset and portfolio management. She is currently the portfolio manager and CFO of PRISA, PREI's flagship core real estate fund, which was the first and is among the largest open-end real estate funds in the US with \$16.4 billion of gross assets under management. Mulford's skill set allows her to be equally effective in managing the operational side of a large investment vehicle and in making sound investment decisions on both the transactions and dispositions side, as well as contributing to the development of the fund strategy. For example, she recently led a project to broaden the eligible investor base for PREI's flagship core real estate fund. Now, for the first time in its 40-plus-year history, the fund can accept capital from non-US and taxable US investors. Mulford also participates in a variety of mentoring programs.



## 2014 Women of Influence Award

### Real Estate Forum

Rachel Howitt is President and CFO of NAI Capital, Inc., a leading commercial real estate brokerage with 14 offices throughout the 5 county region of Los Angeles. She has had a notable career in real estate tied together by 35 years of wide-range experience in finance and business development. With over 26 years of experience leading the company, Ms. Howitt oversees all financial and administrative matters. Ms. Howitt is a Sustaining Board Member of the UCLA Ziman Center for Real Estate, Anderson Graduate School of Management. In 2014 Ms. Howitt was awarded the CFO of the Year Award by the San Fernando Valley Business Journal.

## Realizing Potential. Delivering Results.

*NAI Capital is the Southern California member of NAI Global, a premier real estate service network in 55 countries with 375 offices and 6,700 local market leaders spanning the globe. Whether you need to buy, sell, or lease commercial real estate locally, across the U.S. or beyond, NAI Capital is your point of entry into a world of creative solutions in commercial real estate.*

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