

# TREND report



**TREND report's 2nd Annual Issue Spotlighting Women in Real Estate**  
Lucinda Smedley • published in the November 2021 issue



Top Row: Jodi Bain, Sara Baker, Randi Dorman, Cindy Hammond, Batoun Herrington, Brenna Lacey  
Bottom Row: Nancy McClure, Amy McReynolds, Jeannie Nguyen, Anjela Salyer, Robin Shambach, Carol Stewart

**W**e are very proud to highlight twelve very accomplished women in this second issue focusing on Women in Real Estate. While last year's issue highlighted women in CRE, we elected to expand the group this year to include two leaders in the home building industry—Amy McReynolds with KB Home and Anjela Salyer with Mattamy Homes. Also featured in this issue are Jodi Bain of The Bain Law Firm, Sara Baker of Baker, Peterson, Baker & Associates, Randi Dorman, Cynthia Hammond of Churchill Commercial Capital, Batoun Herrington of Harsch Investment Properties, Brenna Lacey of Volk Company, Nancy McClure of CBRE, Jeannie Nguyen, Robin Shambach and Carol Stewart.

This year's real estate leaders were selected because of their professional accomplishments, and they contribute their time and knowledge to non-profit boards and councils. They represent a wide range of professions and opportunities within the real estate industry—home building, development, brokerage, architecture, appraisal, finance, property management, advocacy, legal, banking, and business development. I am grateful to them for sharing their personal and professional stories and their market insights. It is an honor to acknowledge the professional accomplishments of these women while also recognizing that there's still more work to be done. The findings of CREW Network's latest industry research paper, summarized on pages 2 and 3, found that women—especially women of color—have been negatively impacted by the pandemic. One in four women have considered stepping out or stepping back from the workplace. Women lost \$800 billion USD in income in 2020, more than the combined GDP of 98 countries.

The number of women employed in the construction industry in the United States grew slightly in 2020, rising to 10.9% of the construction workforce, up from 10.3% in 2019, a recent NAHB analysis of labor force statistics from

the Current Population Survey (CPS) showed. While the upward movement is positive, the construction industry as a whole faces an ongoing labor shortage. The majority of women in the industry are involved in administrative support, management, or business and financial operations, with the highest numbers—about 69%—in sales and office occupations. Only about 6% were involved in construction and maintenance occupations, where workers are needed most.

Get to know more about them in their own words on the following pages and join us in celebrating their accomplishments and contributions to the real estate industry in Southern Arizona.

## An Interview with Robin Shambach

**ROBIN SHAMBACH** has over 34 years of professional practice in Arizona and offices in Tucson and Phoenix providing firm leadership, project management and construction technology expertise. Her work is founded in projects that engage and serve their communities: schools, libraries, community centers, public health, and higher education. She enjoys every aspect of a project: pursuit, concept design documentation, and especially construction—seeing the actual building coming to life!



### How I got started

I am a 6th generation Arizonan and was raised in the Verde Valley from a long line of hard-working people—ranchers, miners, and farmers—with strong connections to family and community and to the southwest landscape. But there was never any doubt that I would go to college and my mother was instrumental in encouraging my career in architecture. So, I left the Valley to attend the University of Arizona. After graduating, I started at a large design-focused AE firm located in Tucson and completed projects across the country. In 1990, I joined the last iteration of the pioneering post-war Tucson architectural firm Friedman and Jobusch. Friedman and Jobusch's work included important public architecture in Tucson and Phoenix, built from the 1940's through the 1960's, including many buildings at the University of Arizona, University Medical Center, Temple Emanuel, and the first open air shopping center—the original Chris Town Mall. In 1992, Dave Burns and David Wald-Hopkins bought the firm and I was the first Project Architect. I have been with the firm ever since, became a principal in 2005 and am now Managing Partner.

The great opportunity in working in the public realm is the opportunity to continually enhance collaboration and engagement for a wide range of participants in any project. By embracing the creative voice that everyone brings to each phase of the design process, we can create a responsive and beautiful design that ignites creativity in the spaces where people learn, lead, and discover. I love my job; I am lucky to do it and I'm happiest when our clients feel like the building is truly theirs.

### How is the industry different today then when you began your career?

I was one of about ten women in a class of 50 architecture students. By the time I graduated the number of women registrants was about four percent nationally. Currently about half the students in architectural programs are women, however the number of women that have become registered, achieved leadership roles or firm ownership has not increased at the same rate or in proportion to men. In 2021, about 17% of registered architects are women. There has

been increased systemic support both in academic and professional environments but there is still the need to provide engagement, support, and connection for not only women but other underrepresented groups in the architectural profession.

### **Mentors**

Asking for help has been one of the keys to my success. I have received guidance, encouragement, and knowledge not only from other architects, but contractors, engineers and clients who have supported my development. In particular though, Dave Burns and David Wald-Hopkins never had any doubts about what I might accomplish, and their confidence helped make me feel ready to lead and succeed.



**El Rio Health Cherrybell Clinic**

### **What are you seeing in your field/the market today?**

The ongoing challenges of the pandemic, a volatile material market, supply chain concerns, and labor shortages can create a discouraging environment, not to mention global challenges of resource availability and climate change. Renewed emphasis on sustainability, resiliency and equity is key to how architects must approach design now.

Robin can be reached at [rshambach@bwsarchitects.com](mailto:rshambach@bwsarchitects.com).

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