

# CREW IN REVIEW 2022



## **CREW ATL!!!**

How is it the end of this year already?

As we close out our 40th anniversary year and look to the next 40, I am humbled to have served as president. Our organization has played a pivotal role in advancing the achievements of women who influence the success of the commercial real estate industry in Atlanta and so far beyond. And we keep going.

I am incredibly honored to be part of this milestone year when we could truly reunite and celebrate our past while we look toward the future. It was invigorating to be able to engage with each other again at larger in-person events like our Economic Forecast with Dr. Marci Rossell and our Empowerment Speaker Series with Ryan Jenkins. And although we celebrated all year long, our 40th Anniversary celebration in May, where four decades of CREW Atlanta members – from past presidents to our 2022 leadership class, to members of HYPE, and everyone in between – came together in one room at the Atlanta History Center for the evening, was simply amazing!

As a volunteer organization, it is our members, our committee chairs, our board members and our guests, sponsors and supporters, who make us a transformative force with which to be reckoned. We are resilient. We are industry stalwarts. We are absolute, unabashed rock stars! And at our December meeting, we honored four members who have been particularly generous to CREW Atlanta this year with their time and talents: Rita Tene Ellison with T. Dallas Smith & Company, our 2022 New Member of the Year; Sarabeth Lewis with Branch Properties, our 2022 Rising Star Award winner; Mona Hand of IDI Logistics, our 2022 Shining Light award winner; and Laura Young with Young Contracting, our 2022 Committee Member of the Year. Their passion for the CREW Atlanta mission of influencing the success of the commercial real estate industry by advancing the achievements of women is inspiring. Thanks to them for everything and for all the nominees who made the selections an utter challenge!

I am so grateful to have served as CREW Atlanta's 2022 president and am excited for what is to come in 2023 when we showcase our chapter and our city at the 2023 CREW Network Convention. Get ready because if you thought 40 was amazing, 41 is going to be out of this world! Renew your membership now. Make your donation to CREW Network Foundation now. Jump on board for CREW Atlanta's January economic forecast with Marci Rossell now! The next 40 will be upon us before we know it. Let's go!

**Ellen W. Smith**

2022 President  
CREW Atlanta



## » OUR MISSION

Founded in 1982, CREW Atlanta's mission is to influence the success of the commercial real estate industry by advancing the achievements of women.

## » MEMBERSHIP OVERVIEW

CREW is the industry's premier business networking organization dedicated to educating women in commercial real estate and supporting their achievements. Our 12,000 global members represent nearly every discipline within the industry and are in 75+ major markets.

CREW seeks to influence the success of the commercial real estate industry by focusing on fulfilling four key initiatives: **Business Development, Leadership Development, Industry Research and Career Outreach**. Our members seek to push the boundaries in every facet of commercial real estate through provocative dialogue among peers drawn from every discipline in the industry.

We encourage our members to be a force for activism and involvement in our communities.



**369+**

**CHAPTER MEMBERS  
AND GROWING**



**50+**

**SIGNATURE EVENTS AND  
PROGRAMS ANNUALLY**



**36**

**CRE DISCIPLINES  
REPRESENTED**



**65+**

**TOTAL SPONSOR  
COMPANIES**



**\$1,800,000+**

**DONATED TO ATLANTA  
WOMEN'S FOUNDATION**



**~6,800+**

**FOLLOWERS ACROSS CREW  
ATLANTA SOCIAL PLATFORMS**



**75+**

**MARKETS REPRESENTED  
ACROSS THE US**



## » 2022 BOARD OF DIRECTORS



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## » 2022 COMMITTEE DESCRIPTIONS

### ACE

Advanced CREW Experience promotes member-to-member relationships and networking opportunities by planning behind-the-scenes experiences, professional development and impactful insight events.

*Co-Chairs*

*Gina Lee*

*Daniela Castellon*

### Communications

Focuses on enhancing the image and credibility of the organization through email marketing, social media, website updates and more!

*Co-Chairs*

*Laura Garrett*

*Sharon Goldmacher*

*Gwen Kovar*

### DEI

Diversity Equity & Inclusion promotes and embraces diverse talent, perspectives and live experiences as vital components of CREW Atlanta's mission.

*Co-Chairs*

*Karmen Blackwell*

*Lisa White*

### Finance & Government

Elevates the governing structure and procedures of the organization, secures its financial health and educates the Board of Directors and

our members on both.

*Co-Chairs*

*Anamaria Hazard*

*Michelle Jenkins*

### Leadership

Orchestrates a bi-annual Leadership CREW class to examine the issues affecting their roles, advancement in organizations and shape strategies for development.

*Co-Chairs*

*Heather Lamb*

*Christian Torgimson*

### Membership

Focuses on growing, strengthening and engaging CREW Atlanta's members and regularly holds group meetings for member networking.

*Co-Chairs*

*Kyla Baker*

*Jessica Hoover*

*Detra Reid*

### PACE

Focuses on CREW Network awareness, student outreach, including UCREW and CREW Careers, mentoring and networking with other CREW chapters.

*Co-Chairs*

*Mona Hand*

*Diane Lidz*

### Signature Events

Plans events that bring both CREW members and nonmembers together to contribute more than \$3 million to the Atlanta Women's Foundation.

*Co-Chairs*

*Monica Miller*

*Diana Pardo*

*Jen Reves*

### Signature Programs

Targets CRE-related content to produce dynamic programs, including the Empowerment Speaker Series and Annual Economic Forecast.

*Co-Chairs*

*Angela Witz*

*Ryan Howard*

### Sponsorship

Engages the CRE community to raise corporate dollars to support the mission of CREW Atlanta.

*Co-Chairs*

*Shelly Schwerzler*

*Laura Young*



## » EVENTS

### Annual Economic Forecast - 2.16.22

Dr. Marci Rossell returned for the 14th annual Economic Forecast event in partnership with CoreNet. As one of the most trusted names in financial reporting and economics, Dr. Rossell delivered a realistic outlook on the U.S. economy for 2022.



### CREW HYPE Young Professional Mixer - 3.17.22

CREW Hype, the young professionals subcommittee of ACE, hosted a fabulous mixer for professionals under 35 years old at Colony Square to begin their programming year.

**CREWHYPE**  
NETWORK AT POLITAN ROW

This is our first kick-off event for the year for CREW HYPE – the young professionals arm of CREW Atlanta. We connect under 35s with each other for networking, professional development, and personal growth events.

Join us on the 17th to network, gain early access to this new venue at Colony Square, a complimentary beverage, and snacks.

**March 17**  
POLITAN ROW: THE BLUE ROOM  
1197 PEACHTREE ST NE, SUITE 150,  
ATLANTA, GA 30361  
4:30 PM - 6:30 PM

*Registration Fee: \$35.00*  
YOU MUST BE 35 OR YOUNGER TO REGISTER FOR THIS EVENT!

*Register at [crewatlanta.org/ace](http://crewatlanta.org/ace)*

CREW HYPE

CREW ATLANTA

### Power Women Event - 3.31.22

Five established women industry leaders shared their professional journeys and strategies for long-term career success at the Piedmont Office Realty Trust Galleria.







## CREW Atlanta Charity Golf Tournament & Clinic - 4.19.22

The 2022 Annual Charity Golf Tournament was an incredible day at Piedmont Driving Club. Together, we raised over \$10,000 for Atlanta Women's Foundation!

## Environmental, Social and Governance - 4.14.22

Atlanta business leaders shared the importance of ESG in the commercial real estate market from a variety of perspectives including construction, corporate outreach and technology at this informative event at Bellyard on Atlanta's Westside.



## ACE Tour of The Battery Atlanta - 5.18.22

ACE designed an insightful and fun-filled guided tour of The Battery Atlanta followed by a happy hour.

## Diversity, Equity & Inclusion - 6.28.22 & 7.21.22

Continuing Education Seminar Joy Stephens, MBA, Board of Certified Coach and Diversity & Inclusion Consultant, guided attendees in a continuing education seminar to earn DEI certification and three CE credit hours covering many facets of inequality in the real estate industry.





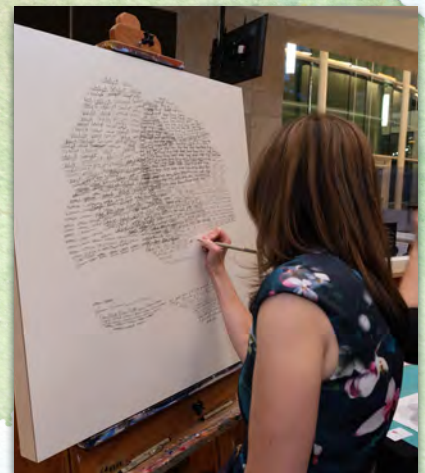
## » EVENTS (CONTINUED)

### CREW Atlanta 40th Anniversary -5.3.22

CREW Atlanta turned 40 this year! We're proud of our 40-year history of advancing women globally. Our anniversary at the Atlanta History Center was a chance for CREW members and supporters both new and tenured to celebrate our success and look optimistically into the future.









## » EVENTS (CONTINUED)



### Revitalizing Atlanta's Heart - 7.23.22

These “corner conversations” with some of the Atlanta market’s most influential voices took place on the 55th floor of the Bank of America Plaza building for a birds-eye visual of the city’s targeted areas for change and impact.

### Hitting it Out of the Park - 8.18.22

Play ball! CREW Atlanta enjoyed a baseball game at The Battery after attending an industry panel at the Hank Aaron Terrace discussing how the development of sports venues impacts local commercial leasing and development.



### Empowerment Speaker Series - 9.16.21

Wall Street Journal Bestselling Author, Workplace loneliness expert, and world-renowned future of work speaker Ryan Jenkins shared his approach to combatting loneliness in today’s workplace setting to help your teams be more connected, driven and high-performing.





## Bringing New Life to Historic Decatur - 10.26.22

The project team behind the adaptive reuse of Historic Decatur's Sycamore Street Chapel, one of the area's oldest churches, shared with CREW Atlanta how they transformed this historic space into an event facility and office.



## CREW Connects

Four times a month, CREW Atlanta organizes small meetups around Atlanta. These informal connects are a great way to meet fellow members in a more intimate environment.



## CREW Dine Arounds

Dine Arounds are hosted at the homes of CREW Atlanta members or various locations throughout metro Atlanta. The Dine Arounds raise money for the Atlanta Women's Foundation. We have contributed \$7,000 in 2022.





## » CREW LEADERSHIP

CREW Leadership is designed to ignite the professional, personal and philanthropic growth of members while creating close relationships with other women in the commercial real estate industry. The Class of 2022 graduated on November 10, 2022 at T3 in Midtown.



## » CHAPTER AWARDS

CREW Atlanta's annual Chapter Awards recognizes standout CREW Atlanta members. The awards include a Rising Star Award, Committee Member of the Year, New Member of the Year and Shining Light Award. Long-time members who have continuously contributed to CREW Atlanta and the CRE industry are inducted into the Hall of Fame! Congrats to the 2022 winners!



**Mona Hand**

SHINING LIGHT



**Rita Tene Ellison**

NEW MEMBER OF THE YEAR



**Laura Young**

COMMITTEE MEMBER OF THE YEAR



**Sarabeth Lewis**

RISING STAR



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