



## CREW New York Strategic Planning Participants

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Commercial Real Estate  
Women of New York

## Strategic Plan 2017 to 2019





## Vision

To advance the success of women in Commercial Real Estate.

## Mission

To build a powerful network of professionals dedicated to the advancement of women in Commercial Real Estate.



## About CREW New York

Commercial Real Estate Women (CREW) New York is dedicated to the advancement of professional women in commercial real estate through networking, education and leadership development.

The first-founded organization for commercial real estate women in the United States, CREW New York offers the industry's richest programs, including monthly luncheons with high level speakers, tours of new and iconic buildings, seminars with industry leaders and networking cocktail parties, as well as exclusive "members-only" networking events. Our CREW New York Foundation Committee provides members the opportunity to make a difference through scholarship and charitable endeavors benefiting women in our community.

Visionary, innovative and influential, CREW New York represents the full spectrum of commercial real estate disciplines, providing our membership with connections to qualified professionals to develop business opportunities and complete the deal.

We are a chapter member of CREW Network, an organization of over 10,000 members and a presence in over 70 major markets across the world.

[www.CREWNY.org](http://www.CREWNY.org)



# Committees

CREW New York accomplishes its goals through a consortium of highly effective committees.



## These committees are:

- **SPONSORSHIP COMMITTEE**, which is responsible for developing, implementing, and managing the raising of funds to support the charitable, philanthropic, educational, scholarship, and community outreach operations and activities of CREW New York.
- **MEMBERSHIP COMMITTEE**, which is responsible for soliciting new Members; receiving, reviewing, and verifying applications for Membership; and facilitating the integration of new Members into CREW New York.
- **COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE**, which is responsible for all communications to the Membership on behalf of CREW New York as well as communications between CREW New York and the general public. These activities include interfacing with the media; disseminating press releases and event invitations; developing and enhancing CREW New York's brand; overseeing preparation of CREW New York's promotional and printed materials; and maintaining CREW New York's reputational standards.
- **PROGRAMS COMMITTEE**, which is responsible for developing, coordinating, and executing all CREW New York events and programs for the benefit of our Membership.
- **CREW NETWORK AND MEMBERSHIP RECOGNITION COMMITTEE**, which serves as a liaison between CREW Network and CREW New York; educates Membership about opportunities with CREW Network and Foundation; and identifies, promotes, and recognizes within CREW Network, CREW New York, and the Commercial Real Estate industry, the professional successes, achievements, and contributions of our Membership to the industry.
- **CREW NEW YORK FOUNDATION COMMITTEE**, which is the philanthropic arm of CREW New York and is responsible for identifying and developing all charitable, philanthropic, educational, scholarship and community outreach programs, events and activities with the community consistent with the mission of CREW New York and/or CREW Foundation.
- **EMERGING LEADERS COMMITTEE**, which provides Members in the earlier stages of their career opportunities to become engaged and integrated into CREW New York.
- **LEGACY LEADERS COMMITTEE**, which provides Members in the later stages of their careers, those who have attained management positions or higher within their organizations, the opportunity to leverage their experience, skills, and talents for the benefit of CREW New York and its Membership.



# Goals

CREW New York's mission will be advanced by the Committees through a series of strategic plan goals.



**These goals are:**

## **SPONSORSHIP COMMITTEE**

**Goal 1:** Maintain 100% sponsorship retention.

**Goal 2:** Engage sponsors to raise at least 25% more revenue than the CREW New York annual operating budget.

## **MEMBERSHIP COMMITTEE**

**Goal 1:** Increase Membership to 325 through targeted recruitment of women in under-represented, qualified fields.

**Goal 2:** Align CREW New York Membership with CREW Network's composite.

**Goal 3:** Develop and implement post-approval process to integrate new Members into CREW New York.

## **COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE**

**Goal 1:** Assemble a strong team of committee Members to keep our Membership, the media, and other members of the commercial real estate industry informed on the activities of CREW Network and CREW New York. This team includes:

- a. the Administration Subcommittee
- b. the Programs and Event Communications Subcommittee
- c. the Media/Press Release Subcommittee
- d. the Social Media Subcommittee

## **PROGRAMS COMMITTEE**

**Goal 1:** Assemble a strong team of committee Members to plan current topical programs in order to ensure the success of CREW New York programs for our Membership. This team includes:

- a. the Administration Subcommittee
- b. the Luncheons Subcommittee
- c. the Programs (content) Subcommittee
- d. the Special Events Subcommittee
- e. the Tours Subcommittee

**Goal 2:** Streamline programs offered to Membership while maintaining high quality.

## **CREW NETWORK AND MEMBERSHIP RECOGNITION COMMITTEE**

**Goal 1:** Create greater awareness of the benefits of CREW Network among the CREW New York Members.

**Goal 2:** Recognize the contributions and achievements of CREW New York Members who have made a significant contribution to CREW New York and/or CREW Network.

**Goal 3:** Create a sense of community among the CREW New York Members and promote Member-to-Member interaction and business referral.

## **CREW NEW YORK FOUNDATION COMMITTEE**

**Goal 1:** Support and execute CREW New York programs that advance the missions of CREW Network and its Foundation.

**Goal 2:** Execute a CREW New York scholarship program which supports the careers of women in commercial real estate.

**Goal 3:** Recruit more women into commercial real estate by creating programs which educate women and girls about career opportunities available to them and developing mentorship relationships with those new to, or advancing in, the commercial real estate industry.

**Goal 4:** Provide opportunities for CREW New York Members to build their individual brands, reputations, and visibility in the community through community service.

## **EMERGING LEADERS COMMITTEE**

**Goal 1:** Integrate emerging leader Members into the larger CREW New York Membership.

**Goal 2:** Plan and execute programming to enhance career development for emerging leaders.

## **LEGACY LEADERS COMMITTEE**

**Goal 1:** Develop a statement identifying the value of Membership within CREW Network and CREW New York for Legacy Leaders.

**Goal 2:** Develop a statement identifying the value of participating in Legacy Leader programming.

**Goal 3:** Recruit 8 new Legacy Leader Members per year and introduce their firms to sponsorship opportunities.