



CREW IN REVIEW 2023

CREW
ATLANTA 

DEAR CREW ATLANTA MEMBERS,

At the beginning of the year, I promised that I had your back. And I did. But as the year progressed, it was obvious that CREW Atlanta had my back, too! I feel incredibly privileged to have been president of this great organization when our members pulled together in both big and small ways to forward our mission of influencing the success of the commercial real estate industry by advancing the achievements of women.

I am profoundly grateful for the 2023 officers, board and committees for the amazing programs, events and endeavors that brought our mission to life. In this year, we have achieved so much, and the momentum keeps building:

- CREW Atlanta hosted the most successful CREW Network Global Convention to date achieving many milestones, including a sold-out convention with record attendance, the most sponsorship dollars raised for a convention, the most excursions planned at convention, and the first-ever convention golf outing;
- PACE programs for students and younger professionals provided mentoring opportunities and developed the future leaders of our industry including our inaugural UCREW class and the HBCU student event at Paschal's with more than 80 minority students participating;
- The successful completion of our 2020 three-year strategic plan – checking off every single item over the last three years – and implementation of our next three-year plan to take us through 2026;
- Our amazing communications committee event Face Time and Facetime: Marketing In The Real & Digital World, which has set a precedent for future communications committee programming that will help our members develop their professional communications and networking skills;

- Incredible sold-out ACE events, featuring walking tours of Ponce City Market's mass timber project and Mercedes Benz Stadium;
- An engaging book club event hosted by our DEI committee;
- The addition of the popular 19th hole social hour to our annual golf tournament;
- The announcement of the fantastic 2024 leadership class; and
- Countless hours from volunteers implementing the important work of transforming the global commercial real estate industry to be diverse, inclusive and equitable for all.

In January, my promise to the CREW Atlanta chapter and myself was to act justly, love mercifully, and walk humbly throughout this year, and I pray that I upheld my promise to you. As I look toward 2024, I know our chapter is in good hands under the leadership of Cristina Anderson and the incoming officers, board and committee chairs. I am honored to have served as CREW Atlanta's 2023 president and am excited to watch us continue to be a force in creating a stronger and more equitable commercial real estate industry.

I will always have your back CREW Atlanta!



Trina Smith Joseph

*2023 President
CREW Atlanta*

» 2023 BOARD OF DIRECTORS



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DENTONS

» OUR MISSION

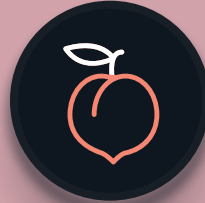
Founded in 1982, CREW Atlanta's mission is to influence the success of the commercial real estate industry by advancing the achievements of women.

» MEMBERSHIP OVERVIEW

CREW is the industry's premier business networking organization dedicated to educating women in commercial real estate and supporting their achievements. Our 14,000 global members represent nearly every discipline within the industry and are in 80+ 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.



430+

CHAPTER MEMBERS
AND GROWING



50+

SIGNATURE EVENTS AND
PROGRAMS ANNUALLY



36

CRE DISCIPLINES
REPRESENTED



70+

TOTAL SPONSOR
COMPANIES



\$1,800,000+

DONATED TO ATLANTA
WOMEN'S FOUNDATION



~6,800+

FOLLOWERS ACROSS CREW
ATLANTA SOCIAL PLATFORMS



80+

MARKETS REPRESENTED
ACROSS THE US

» 2023 COMMITTEE DESCRIPTIONS

ACE

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

Co-Chairs

Alan Boyd

Daniela Castellon

Gina Lee

Communications

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

Co-Chairs

Gwen Kovar

Lily Stancill

Convention

Developed best-in-class programming and engaged volunteers, sponsors and more to support the 2023 CREW Network Convention hosted in Atlanta.

Co-Chairs

Sarabeth Bauer

Greer Gallagher

DEI

Promotes and embraces diverse talent, perspectives and live experiences as vital components of CREW Atlanta's mission.

Co-Chairs

Meghan Gordon

Liz Love

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

Heather Brown

Christen Haussig

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

Jamie Case

Monetha Cobb

Courtney Santry

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

Laura Roberts

PACE

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

Co-Chairs

Mona Hand

Megan Naioti

Signature Events

Coordinates events for CREW Atlanta that bring both CREW members and non members together, providing a fun forum for relationship building and networking. The events are intended to create awareness of CREW and to give back to charitable organizations that CREW Atlanta supports.

Co-Chairs

Rachel Nix

Jen Reves

Signature Programs

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

Co-Chairs

Ryan Howard

Bridget Massengill

Sponsorship

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

Co-Chairs

Laura Prewett

Shelly Schwerzler

» EVENTS

Annual Economic Forecast - 1.18.23

Dr. Marci Rossell returned for the 15th annual Economic Forecast event. As one of the most trusted names in financial reporting and economics, Dr. Rossell delivered a realistic outlook on the U.S. economy for 2023.



DEI Chat with Trina Smith Joseph - 2.17.23

CREW Atlanta President Trina Smith Joseph engaged members in a discussion about how we can improve DEI in our chapter over a delicious and fantastic breakfast at Grits & Eggs Cafe, a minority-owned business.

The Hot Wing King - 2.23.23

The DEI committee organized a CREW outing to *The Hot Wing King*, a comedy-drama following the journey of Cordell Crutchfield as he fries his way to wing royalty with the support of his boyfriend Dwayne and his circle of chefs.



CREW Mentorship Kickoff - 3.1.23

CREW Mentorship began the 2023 program at Humble Pie, where mentees and mentors had a valuable chance to meet face-to-face and network with other members.



Downtown Rising: The Voices Impacting Revitalization - 3.15.23

CREW gathered at the top floor of Bank of America Plaza after gaining insights from a panel of influential CRE professionals on the in-progress and upcoming projects changing our city's downtown.

CREW Atlanta Charity Golf Tournament & Clinic - 4.18.23

The 2023 Annual Charity Golf Tournament was an incredible day at Piedmont Driving Club. Together, we raised \$10,000 for Atlanta Women's Foundation!



Ponce City Market Tour - 4.27.23

Jamestown and JE Dunn Construction led CREW Atlanta on a guided tour of the in-progress new development at Ponce City Market! Our guides spoke in-depth about this fascinating new concept for in-town living and hospitality and the future of one of Atlanta's most exciting developments.



» EVENTS (CONTINUED)

Unlocking Leadership - 5.4.23

Four prominent industry leaders shared their unique stories about their rise to professional leadership positions and gave honest insights into the realities of leadership in CRE at this event at Resurgens Plaza.



Facetime and Face Time: Marketing in the Real and Digital World - 6.8.23

The CREW Communications committee interviewed four networking and digital marketing experts on effective strategies for making connections online and at in-person events.

Mercedes Benz Stadium Behind-the-Scenes Tour - 6.15.23

CREW Atlanta took a guided tour of the Mercedes Benz Stadium that highlighted the sustainability aspects of the stadium from construction through operation.



Sweet Auburn Tour - 6.19.23

In observation of Juneteenth, the executive director of Sweet Auburn Works, Lejuano Varnell, guided chapter members on a tour of the historic Sweet Auburn District with a focus on the buildings of significance in the neighborhood. This tour also highlighted the contributions of Black leaders and women in the Sweet Auburn District and the City of Atlanta.



Empower Her Conference - 6.20.23

Shotgun Sisters and CREW Atlanta hosted a half-day women's conference featuring an all-female lineup of empowering speakers and experienced professionals with diverse and insightful perspectives on navigating business, interpersonal relationships and the CRE industry.

Sponsorship Appreciation Day - 8.8.23

On August 8, CREW Atlanta celebrated our sponsors with Sponsor Appreciation Day! On August 7 and 8, CREW Atlanta showed our appreciation through social media and culminated the day with a delivery of Tiff's Treats to the offices of our sponsors.



Not Your Regular Book Club - 8.23.23

Not Your Regular Book Club was a professional and in-depth discussion of *The Color of Law: A Forgotten History of How Our Government Segregated America* by Richard Rothstein at the Arnall Golden Gregory offices. Industry professionals engaged with the work to examine how the legal system impacts diversity, equity and inclusion in every aspect of our daily and professional lives.

» EVENTS (CONTINUED)

CREW Network Convention - 9.20.23 - 9.22.23

More than 1,400 commercial real estate leaders came together in Atlanta to network, make deals and learn about recent innovations in the industry at the 2023 CREW Network Convention in Atlanta. Atlanta chapter members hosted CRE professionals from across the world on tours, local dine around events and more.





» EVENTS (CONTINUED)



EQ vs. IQ: A Different Workplace Smart - 10.10.23

Speaker Ed Riggins shared his insights on using emotional intelligence to leverage greater success in professional and personal settings at the Cobb Energy Centre.

ACE Ghost Tour - 10.24.23

CREW Atlanta celebrated Halloween with a walking ghost tour of historic Roswell after a festive Happy Hour at the offices of Brown Law. Members acquainted themselves with the city's most haunted historic homes and cemetery, including the gravesite of Roswell King, the city's founder.



Wine & Spirits Event - 11.2.23

Mannington Showroom hosted the Atlanta chapter for an evening of wines selected and served by one of Atlanta's finest sommeliers, beer, cocktails, mocktails, delicious appetizers and boozy desserts. But it wouldn't be a true CREW event without shining a spotlight on our fellow female professionals! This fundraising and networking event spotlit North Georgia's female-owned and founded breweries, distilleries and wineries.





CREW Careers Juneau Construction Company Tour - 12.14.23

CREW Careers, a sub-committee of PACE, provides educational experiences to Atlanta's youth and exposes them to different career paths within the CRE industry. Local students took a hard hat tour of one of Juneau Construction Company's projects and had dinner and a Q&A with the project team before engaging in a guided bridge-building activity.

CREW Connects

Five 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 contributed \$7,000 in 2023.



» 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 2024 kicked off in October.

Kyla Baker
HOLLAND & KNIGHT

Sarabeth Bauer
BRANCH PROPERTIES

Laura Campbell
ZELLER

Erinn Cerreta
PATHSTONE

Chandra Cherry
SMALLWOOD

Rita Ellison
T. DALLAS SMITH

Ashley Fredericks
PARKER HUDSON RAINER & DOBBS

Erin Grable
JE DUNN CONSTRUCTION

Kasie Grant
BAKER AUDIO

Allie Heapy
BARRETT WOODYARD & ASSOCIATES

Lisa Jebodhsingh
JLL

Andrea Kenney
CORO REALTY ADVISORS

Jenny Lane
CP GROUP

Kristin Liezenga
MILLER KNOLL

Brooke Long
DGS

Kimberly Miller
ALSTON & BIRD

Phuong Nguyen
PAGE

Rachel Nix King
GLEEDS

Keirah Palmer
CORO REALTY ADVISORS

Jenna Pawlowski
TERRACON

Vasti Pichardo
GENESIS FIRE AND RESTORATION

Amanda Redmond
AJAX CONSTRUCTION

Stacy Robinson
HON

Shelly Schwerzler
SWINERTON

Mollie Spaugh

Sydney Stone
PARKSIMPLE

Blair Swanson
RAND* CONSTRUCTION

Liz van Hees
LIGHTING ASSOCIATES

Wendy Whittenmore
AERIAL INNOVATIONS SOUTHEAST

Madlyn Wright
LEAPLEY CONSTRUCTION

» CHAPTER AWARDS

CREW Atlanta's annual Chapter Awards recognize standout members. The awards include a Rising Star Award, Committee Member of the Year, New Member of the Year, Shining Light Award, Deal of the Year Awards and the President's Award, which recognizes special contributions made by chapter members. Congrats to the 2023 winners!



Stacy Robinson
SHINING LIGHT



Sheryl Alberico
NEW MEMBER OF THE YEAR



Gina Lee
COMMITTEE MEMBER OF THE YEAR



Lily Stancill
RISING STAR



Sarabeth Bauer
PRESIDENT'S AWARD



Greer Gallagher
PRESIDENT'S AWARD



Karmen Blackwell
DEAL OF THE YEAR



Reshell Baldini
DEAL OF THE YEAR

» FINANCIALS

CREW Atlanta is a financially sound organization providing best-in-class programming and professional development opportunities.

Investing in CREW Atlanta means investing in more than our shared market and industries; it invests in our membership, the future of our industry, your future coworkers and employees and your future business partners.



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rand* Construction

Structural Restoration Solutions

tvS design

Weissman



3316-A SOUTH COBB DRIVE
SMYRNA, GEORGIA 30080

770.560.3329
CHAPTERDIRECTOR@CREWATLANTA.ORG