

2021  
CREW IN REVIEW

CREW  
ATLANTA 

## DEAR CREW ATLANTA MEMBERS,

2021 was truly our year to shine as a chapter! CREW Atlanta's mission of influencing the success of the commercial real estate industry by advancing the achievements of women was at the forefront of every endeavor we undertook – and it has been such a year of transformation. I feel so fortunate to have been the CREW Atlanta president this year and to collaborate with so many wonderful women and men in promoting our mission.

I am grateful for the 2021 officers, board and committees for the amazing work they did to bring our mission to life through our strategic plan. There were so many wonderful achievements for which we should be proud, including:

- the launch of our Diversity, Equity & Inclusion committee, which hosted three successful training events and was upheld as an example to other chapters by CREW Network;
- the addition of CREWeekly in January and the roll-out of an enhanced social media presence to better communicate with our membership and community;
- the addition of the popular concierge service program to our annual golf tournament;
- the debut of Sponsorship Appreciation Week, which created a fun format to thank those who enable us to do the mission-driven work that is at the heart of our organization;
- the return of Dine Arounds and other in-person programs that allowed us to rekindle the connection that is such an important part of our organization;
- a reimagined wine event with a mixology VIP experience that provided a time for us to celebrate as a chapter;
- the graduation of the 2020 (-2021) leadership class and the announcement of the 2022 leadership class; and
- all the challenging work that went on behind the scenes by so many unsung heroes to further our strategic plan, prepare for our 40th anniversary celebration and lay the groundwork for the 2023 CREW Network Convention in Atlanta.

Looking to the future, I know our chapter is in good hands under the leadership of Ellen Smith and the incoming officers, board and committee chairs. I am profoundly grateful for the opportunity to have served as the 2021 CREW Atlanta President. CREW Atlanta is truly amazing because of each and every one of you!

**Greer Gallagher**

2021 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.



350<sup>+</sup>

CHAPTER MEMBERS  
AND GROWING



50<sup>+</sup>

SIGNATURE EVENTS AND  
PROGRAMS ANNUALLY



36

CRE DISCIPLINES  
REPRESENTED



65<sup>+</sup>

TOTAL SPONSOR  
COMPANIES



\$3.7M<sup>+</sup>

DONATED TO ATLANTA  
WOMEN'S FOUNDATION



~6,000<sup>+</sup>

FOLLOWERS ACROSS CREW  
ATLANTA SOCIAL PLATFORMS



75<sup>+</sup>

MARKETS REPRESENTED  
ACROSS THE US

» 2021 BOARD OF DIRECTORS



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Director • CP Group

## » 2021 COMMITTEE DESCRIPTIONS

### Advanced CREW Experience (ACE)

Promotes member-to-member relationships and networking opportunities with exploring behind-the-scenes experiences, professional development and impactful insight.

#### Co-Chairs

Cicely Anderson  
Johnna Goodmark

### Communications

The marketing and communications powerhouse behind CREW Atlanta, focused on enhancing the image and credibility of the organization through email marketing, social media, website and more!

#### Co-Chairs

Cristina Anderson  
Laura Garrett  
Sharon Goldmacher

### Professional Advancement &

### Community Engagement

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

#### Co-Chairs

Diane Lidz  
Vanessa Manners

### Diversity, Equity & Inclusion

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

#### Co-Chairs

Karmen Blackwell  
Katherine Brown  
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

Michelle Jenkins  
Marcia Nally

### 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 Torgrimson

### Membership

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

#### Co-Chairs

Meghann Clark  
Jessica Hoover  
Detra Reid

### 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 Flocken  
Jenifer Wright

### Signature Programs

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

#### Co-Chairs

Rebecca Jordan  
Angie Witz

### Sponsorship

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

#### Co-Chairs

Kevin Carnes  
Heidi Swygert  
Laura Young

## » EVENTS

### Annual Economic Forecast - 1.27.21

While still in the midst of COVID, and physical events were not happening, we were excited to have Dr. Marci Rossell return virtually for the 13th 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 2021.



### SOUTHEAST CREW MIXER - 3.24.21

Atlanta was one of 10 chapters that participated in a virtual happy hour to connect with members across the Southeast. A great time was had by all!

## SOUTHEAST CREW MIXER

VIRTUAL HAPPY HOUR

Join the CREW chapters from the Southeast Region for a virtual happy hour. This is a great way to connect with other members from around our region!

**Chapters Represented:**

- Atlanta
- Boca Raton
- Cape Fear
- Charleston
- Charlotte
- Jacksonville
- Nashville
- Raleigh, Durham, Chapel Hill (Triangle)
- Upstate South Carolina
- Tampa Bay

**March 24**  
4:00 PM - 6:00 PM

CREW  
ATLANTA

NETWORK - BEYOND ATLANTA



## CREW Atlanta Charity Golf Tournament & Clinic - 4.20.21

The 2021 Annual Charity Golf Tournament was an incredible day at Piedmont Driving Club, and if you want to really to take a look, click the [link!](#)

## Diversity, Equity & Inclusion 4.29.21

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)

### ACE Tour of The Works - 5.20.21

Advanced CREW Experience designed a fun-filled guided tour of The Works on Atlanta's Upper Westside, followed by a happy hour at Dr. Scofflaw's Brewery!



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### Empowerment Speaker Series - 9.16.21



Best-selling author Karen Mangia is a vice president of Customer and Market Insights with Salesforce. Karen, who focuses on personal and professional success, shared design principles to help us architect new success and change our relationship with work.





## Mayoral Forum - 10.11.21

CREW Atlanta joined ULI to host an event so members could hear from Atlanta's mayoral candidates at The Loudermilk Center.



## Wine & Spirits Signature Event - 11.4.21

CREW Atlanta had a wonderful night of networking and live entertainment, in addition to a VIP mixologist, to celebrate the chapters 39 years and roll out the new 40th anniversary logo!

## CREW Connects

CREW Atlanta organizes small meetups around Atlanta which are informal connects and a great way to meet fellow members in a more intimate environment.



## CREW Dine Arouds - Summer & Fall 2021

Dine Arouds are hosted at the homes of CREW Atlanta members or various locations throughout metro Atlanta. Dinner and drinks center around a fun and entertaining theme and are generously provided by the Dine Around hosts at their expense.



## » 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 members of 2020-2021 were finally able to graduate and the 2022 CREW Leadership class was announced in December 2021!



## » 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 2021 winners!



KARMEN BLACKWELL  
SHINING LIGHT



MONICA MILLER  
RISING STAR



MEGHAN MASCARENHAS  
NEW MEMBER OF THE YEAR



JEN REVES  
COMMITTEE MEMBER OF THE YEAR

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