

CREW IN
REVIEW

2024

FROM OUR PRESIDENT



DEAR CREW ATLANTA MEMBERS,

CREW Atlanta is your CREW. We are the chapter we are because of you – our dedicated members and sponsors. Whether you have volunteered, participated in our events, or contributed your expertise, each of you plays a vital role in our continued progress in advancing women in CRE. And CREW is there to help you reach your goals, grow your business and get deals done.

This year was all about **getting back to business**, and the 2024 officers, board and committees were laser-focused on our mission and meeting the objectives of our strategic plan. I want to express my deepest gratitude for their dedication, passion and support in bringing the CREW Atlanta mission to life through an amazing year of networking opportunities, industry-leading programs and engaging events. And what a year it was!

- CREW Atlanta kicked off the year with a new partnership with CCIM for our renowned annual Economic Forecast in January.
- Our signature lunch programs returned with a bang in July with the phenomenal The Shaping of FIFA 2026 panel that drew crowds and garnered praise.
- The CREW Atlanta Hall of Fame inducted three members who were honored at an inspirational sold-out Empowerment Speaker Series event.
- CREW Atlanta raised more than \$17,000 at our popular Dine Arounds to support scholarships at the global level through our commitment as a Hall of Fame member of the CREW Network Foundation and at the local level through the creation of an Atlanta-based scholarship program that will launch in 2025.
- Our annual golf tournament raised \$10,000 for the Atlanta Women's Foundation to support its mission of being a catalyst for change in the lives of women and girls.
- CREW Atlanta members enjoyed special behind-the-scenes tours and networking opportunities at TKE, Science Square and Trilith Studios.
- We partnered with fellow DEI organizations Empire Board of Realists and AREAA to expand our networks and our knowledge.
- The DEI committee hosted a riveting book club discussion with T. Dallas Smith, sponsored CREW Atlanta's inaugural march in the Atlanta Pride Parade and presented an informative panel discussion regarding designing for neurodiversity.
- The amazing Leadership Class of 2024 graduated and our alumni experienced a special RE(NEW) You series.
- CREW Atlanta developed future leaders of the CRE industry through our UCREW, CREW HYPE and mentorship programming.
- The CREW Atlanta Advisory Council was formed to provide our current leadership with the institutional knowledge and wisdom of our previous chapter leaders.
- We achieved our goal of being the top-performing CREW chapter in terms of followers across all social media platforms.
- And so many other countless hours from CREW Atlanta volunteers doing the important work of transforming the commercial real estate industry to be diverse, inclusive and equitable for all.

I am profoundly grateful for the opportunity to have served as the 2024 CREW Atlanta President and am excited to watch us continue to lead the charge in creating a stronger and more equitable commercial real estate industry. Our chapter is fortunate to have the leadership of Heidi Swygert and the 2025 officers, board and committee chairs to take us forward.

Thank you for being my CREW!

Cristina Anderson

Cristina Anderson
President

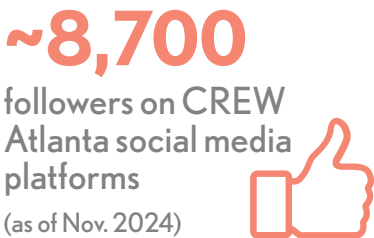
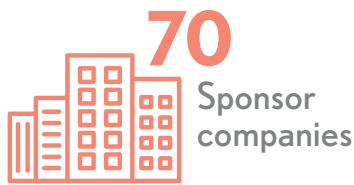
OUR MISSION

To influence the success of the commercial real estate industry by advancing the achievements of women.

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 Networking, 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.

CREW ATLANTA BY THE NUMBERS



COMMITMENT TO DEI

CREW Atlanta aligns with CREW Network's commitment to strengthening and expanding diversity, equity and inclusion (DEI) throughout our global organization.

2024 BOARD OF DIRECTORS



Christina Anderson
PRESIDENT



Heidi Swygert
PRESIDENT-ELECT



Susana Chavez
BOARD ADVISOR



Trina Joseph
PAST PRESIDENT



Marcia Nally
TREASURER



Katie Smith
CHAPTER DIRECTOR



Heather D. Brown



Anamaria Hazard Meanes



Laura M. Young



Sharon Goldmacher



Heather O'Toole



Gweneth Kovar



Jen Reves

CHAPTER DELEGATES



Megan Naioti



Heidi Swygert

COMMITTEES

CREW Atlanta’s direction, programs and events are the result of the hard work of our volunteers. We encourage all CREW Atlanta members to get involved by learning more about the committees that are our chapter’s engine. Boost your leadership skills and expand your network as a part of a CREW Atlanta committee while making a difference in our mission to influence the success of the commercial real estate industry by advancing the achievements of women.

Committee members learn about the operations of CREW Atlanta, connect with other dedicated members and gain valuable experience needed for future leadership positions within CREW Atlanta.

Advanced CREW Experience (ACE)

The Advanced CREW Experience (ACE) Committee’s vision statement is to promote member-to-member relationships and networking opportunities with value added, unique event experiences.

- Co-Chairs
Alan Boyd, *Boyd Construction*
Jill Fedie, *Cosentino*
Board Liaison
Laura Young, *Young Contracting Company*

Advisory Council

The Advisory Council provides legacy insight from CREW Atlanta’s Past Presidents and senior-level members who act as advisors to the Chapter President and actively participate in initiatives to reinvigorate the chapter and further support CREW Atlanta’s mission within CREW Network. Plus, the Advisory Council nominates new inductees into the CREW Atlanta’s Hall of Fame and offers additional recommendations to the Chapter Board.

- Chair
Susana Chavez, *Park Place*
Board Liaison
Trina Joseph, *Coro Realty*

Communications

The Communications Committee functions as the marketing and communications powerhouse behind CREW Atlanta, focused on enhancing the image and credibility of the organization.

- Chair
Lisa Jebodhsingh, *JLL*
Board Liaison
Sharon Goldmacher, *communications 21*

Diversity, Equity and Inclusion (DEI)

The Diversity, Equity and Inclusion (DEI) Committee is dedicated to promoting and embracing diverse talents, perspectives and lived experiences as vital components of the mission of CREW Atlanta.

- Co-Chairs
Liz Love, *Love Properties, Inc.*
Stephen E. Wells, *Hendrick Inc.*
Meghan Gordon, *Arnall, Golden and Gregory*
Board Liaison
Heather Brown, *Brown Law*

Finance & Governance

The Finance and Governance Committee’s mission is to elevate the governing structure and procedures of the organization, secure its financial health and educate the Board of Directors and our members on both.

- Co-Chairs
Jada Alexis, *Fannie Mae Multifamily*
Michelle Jenkins, *HLM Gross Collins, P.C.*
Board Liaison
Marcia Nally, *Moore Colson*

Leadership

The Leadership Committee is responsible for organizing and orchestrating a bi-annual Leadership CREW class comprised of approximately 25-30 CREW members. The mission of Leadership CREW is to provide an opportunity for the members of CREW to examine the issues affecting their roles and advancement in organizations and to shape strategies for their development as individuals, professionals and leaders.

- Co-Chairs
Jamie Case, *CDH Partners*
Monetha Cobb, *Franklin Street*
Courtney E. Santry, *CDH Partners*
Board Liaison
Heidi Swygert, *JLL*

Membership

The Membership Committee focuses on growing, strengthening and engaging the membership of CREW Atlanta. This Committee is pro-active in its recruitment of new members as well as the retention of CREW’s existing members.

- Co-Chairs
Michele Crochetiere, *One11 Advisors*
Sarabeth Lewis, *Branch Properties LLC*
Laura Roberts, *Custom Sign Factory*
Board Liaison
Heather O’Toole, *Portman Management*

Professional Advancement & Community Engagement (PACE)

The PACE Committee is responsible for increasing members’ awareness of the benefits, goals and activities of CREW’s global organization, CREW Network.

- Co-Chairs
Meghan Mascarenhas, *Holder Construction Company*
Megan Naioti, *Parker Poe*
Board Liaison
Anamaria Hazard Meanes, *Dentons*

Signature Events

The Signature Events Committee coordinates events for CREW Atlanta that bring both CREW members and non-members together, providing a fun forum for relationship building and networking.

- Co-Chairs
Rachel Nix King, *Gleeds*
Blair Michelle Swanson, *rand* construction corporation*
Board Liaison
Trina Joseph, *Coro Realty*

Signature Programs

The Signature Programs Committee plans programs that focus on hot CRE topics and stimulate, inform and inspire our members and guests.

- Co-Chairs
Bridget Massengill, *Leapley Construction Group*
Phuong T. Nguyen, *Page*
Sunny Anderson, *Decide DeKalb Development Authority*
Board Liaison
Jen Reves, *IA Interior Architects*

Sponsorship

Each year, our committee members reach out to our diverse commercial real estate community in the Atlanta area and ask our members’ assistance in furthering our mission in influencing the success of our industry by advancing the achievements of women.

- Co-Chairs
Stephanie B. Elliott, *Shaw Industries, Inc*
Laura Prewett
Board Liaison
Gwen Kovar, *Cooper Carry*

EVENTS



ANNUAL ECONOMIC FORECAST - JANUARY 25

CREW Atlanta and Georgia CCIM co-hosted the Annual Economic forecast on January 25, where Dr. Marci Rossell spoke to more than 500 attendees regarding the year's economic outlook. The event is a sell-out every year because Dr. Rossell is not only entertaining but also turns complicated financial information into easy-to-understand content.

UNLOCKING POTENTIAL: THE FUTURE OF REAL ESTATE ASSETS - MARCH 14



CREW ATLANTA CHARITY GOLF TOURNAMENT & CLINIC - APRIL 16

Our Annual Charity Golf Tournament and Clinic on April 16 raised \$10,000 for the Atlanta Women's Foundation



DEI BOOK CLUB - FEBRUARY 6

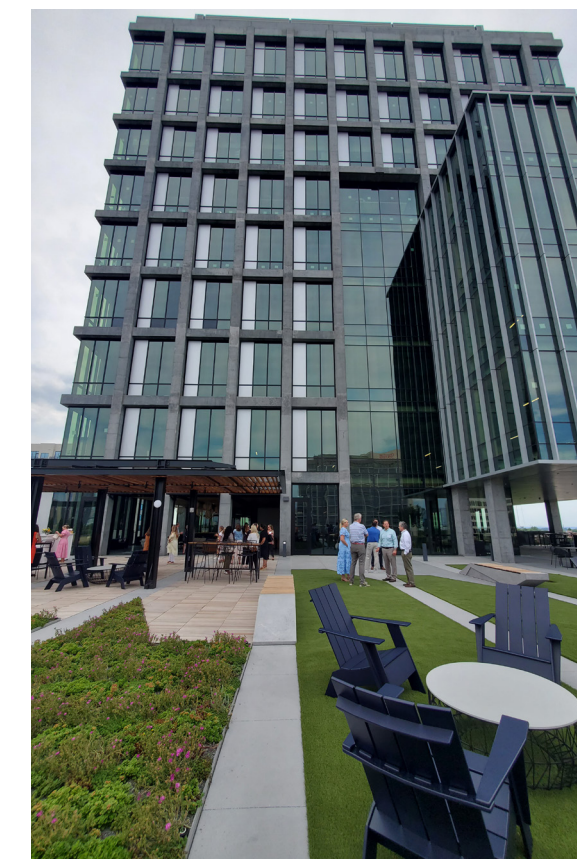


ACE TOUR AT TKE - FEBRUARY 15



CREATING COMMUNITY - MAY 9

CREW Atlanta teamed with the Asian Real Estate Association of America and ACBR for a panel featuring two pioneering Asian American women in Commercial Real Estate.



ACE TOUR AT SCIENCE SQUARE - JUNE 12



THE SHAPING OF FIFA - JULY 11

More than 100 attendees heard the insightful panel of speakers, including Brian McGowan (CIM Group), Ryan Howard (CP Group), Dan Corso (Atlanta Sports Council) and Molly Millard (Cushman Wakefield), who moderated the panel, discuss development plans for Atlanta's downtown district in time to enjoy one of the world's biggest sporting events.

ACE HOLLYWOOD OF THE SOUTH AT TRILITH STUDIOS - AUGUST 15



EMPOWERMENT SPEAKER SERIES AND HALL OF FAME - SEPTEMBER 12

Dr. Eloisa Klementich, President and CEO of Invest Atlanta, spoke at our Empowerment Speaker Series on September 12. We also inducted three members to CREW Atlanta's Hall of Fame, including Christine Gorham, Meredith Leapley and Patti Pearlberg.



ATLANTA PRIDE PARADE - OCTOBER 13

2024 marked CREW Atlanta's first participation in the Atlanta Pride Parade as an organization. We were excited to show our support for the community.

FALL HARVEST SOCIAL - NOVEMBER 7



FIRESIDE CHAT AND CHAPTER AWARDS - DECEMBER 5

Veteran reporter, Maria Saporta, took attendees on a journey of Atlanta's renewal over the past 40 years and how women played critical roles in its redevelopment. In addition, we proudly recognized volunteers with Chapter Awards for going above and beyond.



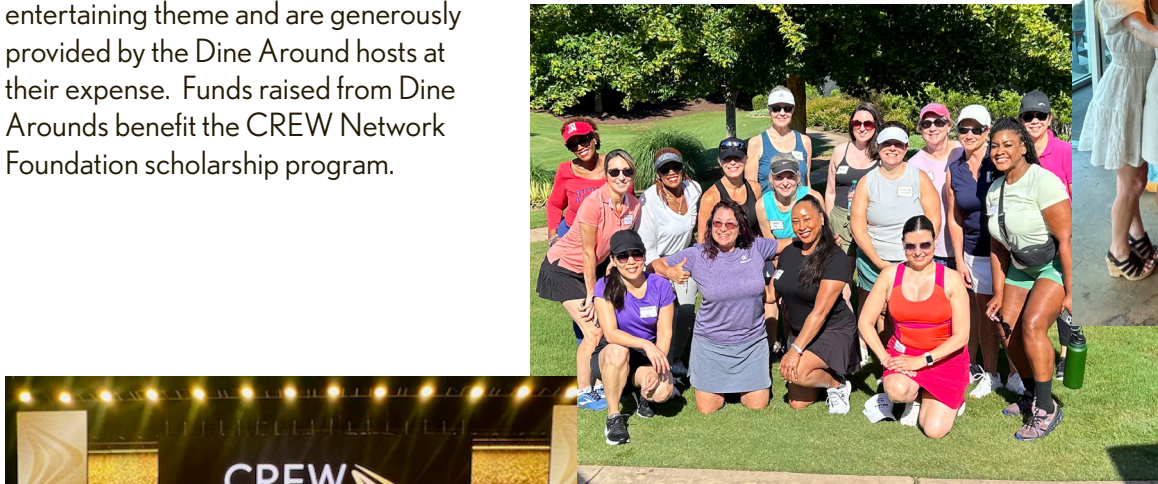
CREW CONNECTS

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



DINE AROUNDS

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. Funds raised from Dine Arouds benefit the CREW Network Foundation scholarship program.



CREW NETWORK CONVENTION - VANCOUVER, CANADA

CREW Atlanta had a strong showing at Convention in Vancouver in 2024, and we look forward to 2025 in Austin, Texas.



In addition to powerful education and networking events, CREW Atlanta is also focused on giving back to the community – both in Atlanta and across CREW Network. The commercial real estate industry offers rewarding and lucrative careers that are often overlooked by women who may be unaware that these opportunities exist. CREW Network Foundation is committed to bringing more women into the field by supporting future female leaders and creating programs that educate women and girls about the career opportunities available to them.

Each year, we participate in CREW Network Foundation’s Trifecta Chapter Challenge. What is the Trifecta? It requires donations that every board member to donate, in addition to a \$1,000 donation by the Chapter and 50% of the membership contributing as well. Once again, we were excited to meet the challenge and be recognized at CREW Network Convention in Vancouver!

By donating to CREW Network, we are supporting resources solely dedicated to accelerating success for all women in commercial real estate globally. We are committed to bringing more women into commercial real estate with programs that educate women and girls about the career opportunities available to them and provide mentoring for those new to the industry.

In addition to donations, we approach every program and event with a focus on diversity, equity and inclusion, and for the first time, CREW Atlanta chapter members officially walked in Atlanta’s Pride Parade. It was a day filled with fun and love.

Finally, with the success of our programs, CREW Atlanta plans to launch a local scholarship program to help young women professionals in CRE to defray the costs for programs and events. Be on the lookout for more information in 2025.

DONATIONS

CREW Atlanta contributed **\$10,000** to the **Atlanta Women’s Foundation** through the annual golf tournament.

CREW Atlanta’s Dine Arouds raised **\$17,600**, of which 40% has been donated to **CREW Network Hall of Fame** and 60% has been earmarked for the new **CREW Atlanta Scholarship Fund**.

CREW Network Hall of Fame
We have fulfilled **35% of our \$20,000**, three-year commitment to **CREW Network Foundation**.



MEET THE WOMEN OF CREW LEADERSHIP 2024

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 was filled with dynamic women leaders. Meet them below:

Allie Heapy, Andrea Kenney, Ashley Fredericks, Blair Swanson, Brooke Long, Erinn Cerreta, Erin Grable, Jenna Pawlowski, Jennifer Lane, Kasie Grant, Keirah Palmer, Kimberly Miller, Kristin Liezenga, Kyla Baker, Laura Campbell, Lisa Jebodhsingh, Madlyn Wright, Mollie Spaugh, Phuong Nguyen, Rachel Nix King, Rita Tene Ellison, Sarabeth Lewis, Shelly Schwerzler, Stacy Robinson, Sydney Stone, Vasti Pichardo and Wendy Whittemore



CHAPTER AWARDS

CREW Atlanta’s annual Chapter Awards recognize standout CREW Atlanta members. The awards include a Rising Star Award, Committee Member of the Year, New Member of the Year, President’s Award, Deal 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 2024 winners!



Chandra Cherry
NEW MEMBER
OF THE YEAR



Erin Grable
COMMITTEE MEMBER
OF THE YEAR



Susana Chavez
THE SHINING STAR



Megan Naioti
RISING STAR



Marcia Nally
PRESIDENT’S AWARD



**Bank of America Plaza
Spec Suite: Kasie Grant,
Jenny Lane, Laura Roberts
and Stacy Robinson**
DEAL OF THE YEAR

2024 HALL OF FAME INDUCTEES



Christine Gorham



Meredith Leapley



Patti Pearlberg
(Awarded posthumously)

PAST INDUCTEES

2022



Lynne O'Brien

2019



Susana Chavez



Denise Meng



Cheryl Strickland

2018



Shirley Gouffan

2017



Ruth Coan



Karen Dick

2016



Deborah Goodman



Connie Engel



Annette Meyer



Lee Eastwood

2015



Char Fortune



Sally French Tyler



Ray E. Uttenhove



Carolyn Wilson



Kay Younglove



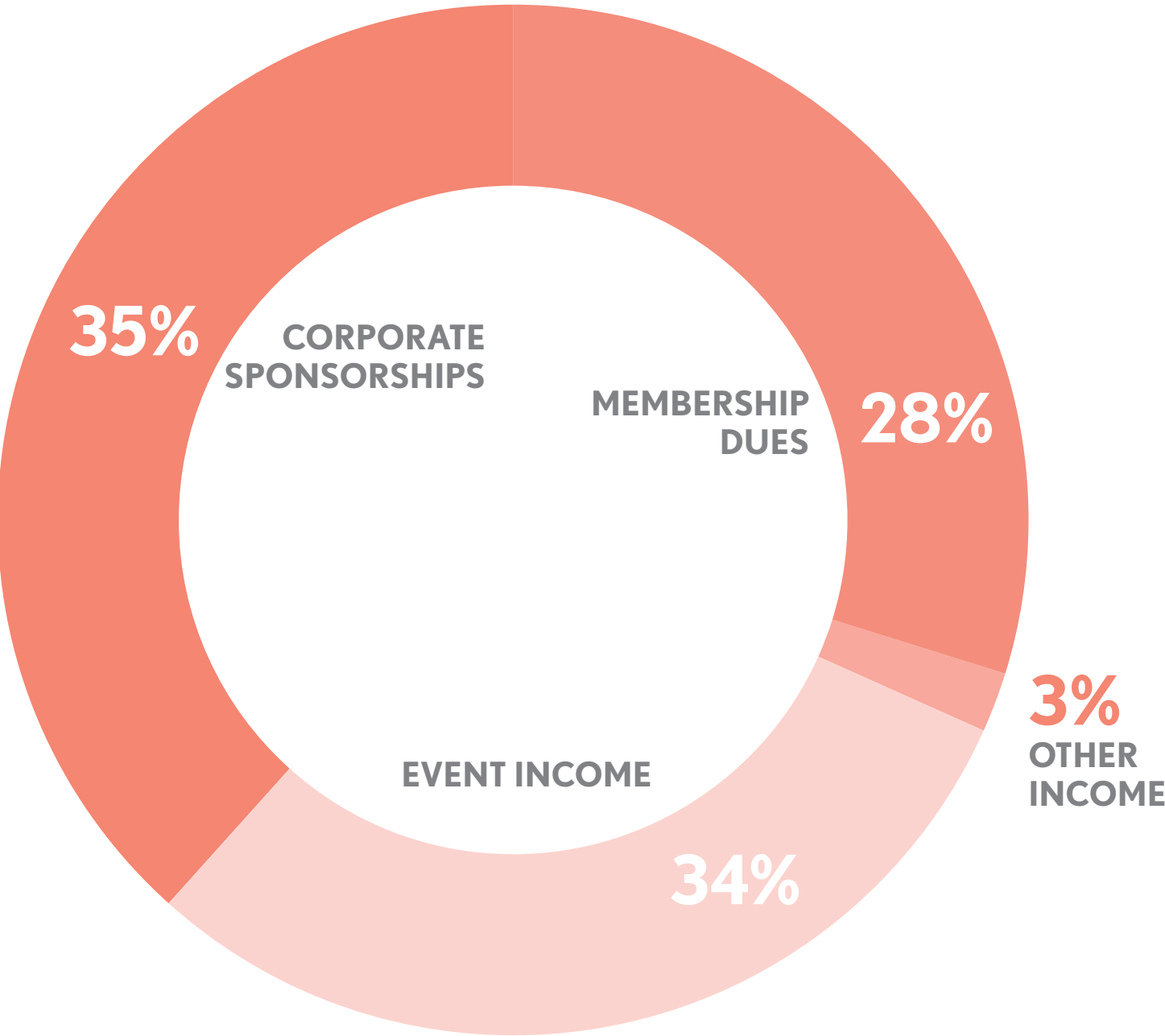
Diane Cox

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.

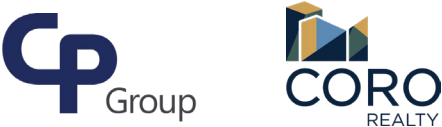
YEAR IN REVIEW: REVENUE



THANKS TO OUR SPONSORS

Without sponsors, CREW Atlanta would not be able to bring our members the excellent programming, professional development and networking opportunities we deliver throughout the year.

DIAMOND



PLATINUM



GOLD



SILVER



BRONZE



CREW ATLANTA



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