



CREW Charlotte Knows The ABCs Of Networking

Seventh annual ABC networking event, the biggest of the year, set for Sept. 6

CHARLOTTE — It's not *what* you know, the saying goes, it's *who* you know.

And one local non-profit has organized an event aimed at making sure attendees know more people in commercial real estate. CREW (Commercial Real Estate Women) Charlotte's annual networking bash, The ABC Networking Event, features 12 partner organizations in one place for a night of philanthropy and fun.

The ABC Networking Event will be held from 5:30 to 8:30 p.m. Wednesday, Sept. 6 at 8.2.0 (820 Hamilton St.) in Charlotte. Tickets are \$65 in advance and \$85 at the door, if any remain. Advance tickets are online at crewcharlotte.org. Ticket price includes two drink tickets and appetizers.

The ABC Networking Event is formally known as the Alphabet Soup networking event. CREW Executive Director Patty Trepp Drummond explained, "All commercial real estate – CRE – groups have acronyms. So, we decided to have fun with the name and make it *look* like an acronym."

Industry leaders such as the National Association of Industrial and Office Parks (NAIOP), Urban Land Institute (ULI) and the American Institute of Architects (AIA) are CREW Charlotte's partners in producing and promoting the event.

While CREW Charlotte is a non-profit dedicated to helping women grow and advance in commercial real estate, the event is open to men and women. "Networking is important in nearly every field, but it's essential for women in a male-dominated industry," Drummond says.

Amy Davis, senior occupancy planner at JLL Consulting and CREW Charlotte member, is a believer in the power of networking. "Through any transition professionally or personally, CREW peers and friends have remained a constant source of encouragement, business development leads and industry resources," she said.

Mellissa Oliver, a land designer with LandDesign, has benefitted from CREW's networking events, too. She's gotten to know Adrienne Bain of Citizens Bank (and president-elect of CREW) at CREW events. "She always pushes me to go a little bit further than I think I can," Oliver said. "She's an outstanding role model."

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This year, the ABC event serves double duty; it's also CREW's main fundraising event. A portion of ticket proceeds and 100 percent of the auction proceeds are donated CREW Network Foundation scholarships. "Our fundraising efforts expose more college students to the opportunities within real estate for women," Davis said.

More about CREW Charlotte

CREW Charlotte is a chapter of CREW Network, with the mission of influencing the success of the commercial real estate industry by advancing the achievements of women. CREW Network members represent all disciplines of commercial real estate. CREW Network is a national organization with over 8,000 members in over 75 chapters across North America focused on promoting business, providing educational opportunities and sharing information among members at local, regional and national levels. For more information on CREW Charlotte, visit crewcharlotte.org.