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July 2016

## From the President



### A Mid-Year Review... CREW Charlotte is Exceptional!

Last month, the Leadership Team gathered for a mid-year review and strategic planning session for the upcoming year. In preparing for this event, I was able to step back and assess our many achievements. Let me tell you - we are doing great things. Here is a bit of what we can all celebrate.

### Membership recruitment and retention:

- CREW Charlotte currently has 283 members and should break the 300 mark by the end of this year. We have retained 78% of our members year over year.
- We have 30 ambassadors welcoming new members and encouraging member involvement on committees. 41% of our members participate in committees.

### Network and business opportunities:

## Events

CREW and other local events



July 28, 2016 11:30am - 1:00pm

**[SouthPark Lunch Ladder \(Members Only\)](#)**

[Register Now](#)

July 28, 2016 11:30am - 1:00pm

**[Uptown Lunch Ladder - Members Only](#)**

[Register Now](#)

August 9, 2016 11:00 a.m. - 1:00 p.m.

**[CREW Charlotte August Luncheon - A Tour of SkyHouse Apartments](#)**

[Register Now](#)

September 22, 2016 5:30 p.m. - 9:30 p.m.

**[CREW Charlotte's Casino Night](#)**

[Register Now](#)

## Welcome

Say hello to our newest members



- Our monthly meetings are averaging over 175 attendees. With a focus on bringing in high caliber speakers, we have been able to achieve a rounded 5 out of 5 rating for our speakers thus far this year.
- CREW Charlotte proudly highlights member-to-member business. Our website is a venue to share these experiences, with 42 posts for 2016 acknowledging member-to-member business and referrals.
- We had 316 in attendance at our annual ABC Networking event and raised over \$6,000 for chapter initiatives.
- Three new events were introduced this year which provided networking and opportunities for chapter involvement – Committee Fair, Golf Clinic and Emerging Leaders Event.

### **Membership recognition and value:**

- Through our Member Recognition Committee, CREW Charlotte reaches out to our members, helping them with nominations for various industry related awards. In 2016 we have successfully nominated 27 members recognized as local award recipients with 24 additional members submitted for recognition.
- Our mentoring program has ten successful pairings, offering members the opportunity to be paired with expert mentors from CREW or community at large for an 18-month program.
- We launched our Leadership Series application in partnership with KPMG and Athena International for the 2017 program.
- We increased social media followers to 261 on Facebook, 541 on Linked In and 551 on Twitter.
- 5 members were engaged to judge local and national awards and 10 members served on local panels or as event speakers.

**Sarah Baucom**  
Keach Construction

**Brittany Evans**  
Phillips Gradick Engineering

**Mary Kathryn Ferebee**  
Wells Fargo Bank

**Carrie Henderson**  
Wells Fargo Bank

**Emily Higginbotham**  
Kimco Realty

**Maureen Hoffman**  
Cushman & Wakefield

**Michaela LaPatin**  
Samet Corporation

**Matthew Leonardi**  
Coldwell Banker Commercial MECA

**Margenia Love**  
Marsh Properties

**Megan McClelland**  
Old Republic National Title

**Andrea Mounts**  
The Mecklenburg Times

**Monika Nessbach**  
designbar LLC

**Daniel Pope**  
Statesville Roofing and Building  
Restoration

**Emily Robertson**  
Banker Exchange

**Mollie Rogers**  
Level Office

**Finessa Sandy**  
Foundry Commercial

**Kimberly Thaxton**  
Newport Properties

**Stephanie Titus**  
Bank of America

**Michel Williams**  
JLL



Please contact [Patty Drummond](#) with your career updates.

## Community involvement and brand recognition:

- We partnered with the Mecklenburg Times as the named sponsor for 50 Most Influential Women – Woman of the Year Award.
- We began an advertorial insert with Charlotte Business Journal featuring CREW in their May, July and October editions.
- We completed the trademark process for CREW Charlotte, Queen City in Pink and Casino Night.
- Network recently announced their 2016 scholarship recipients and CREW Charlotte had two winners this year – Kira Jordan and Sara Dir, both from Queens University bringing our total representative winners to 7.
- We successfully exposed 28 students to CREW through intern lunch program and completed 7 job shadows with students.

**So as you can see, together we have accomplished great things and the Chapter continues to thrive.**

**Thank you to our sponsors, our leadership team, and our active members for making CREW Charlotte truly an EXCEPTIONAL organization.**

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## Highlights

CREW Charlotte and KPMG have partnered to develop a leadership program for CREW members and other professional women in our community. **“Becoming an Authentic Leader”** is now accepting applications for the eight-session program based on the acclaimed Athena Leadership Model. Core themes focus on

## Member Spotlights



**Jennifer Deal  
McAdams**



**Stephanie Greer Fulcher  
Troutman Sanders**

[To read the member spotlights,  
please click here.](#)

## Members Making Deals

Dana McSwain

Thank you to Jackie Sherard and your team at Lincoln Harris on the CHS account for consistently doing deals with Carolina Site at your many properties. We are always grateful to receive your business.

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## Job Opportunities

Experienced Interior Designer - Little

[Click here for more jobs.](#)

## Announcements

Carolina Site Celebrates 20 Years!

[Click here for more announcements.](#)

collaboration, advocacy, relationship building, and developing authentic strength. For more information or to apply, please [click here](#).



Membership is now being offered at a **special mid-year rate of \$225 (\$275 for Affiliate members) + \$35 application fee**. This rate will cover membership through the remainder of 2016. For more information or to apply, please [click here](#).

The Charlotte Business Journal will recognize the best developments and deals at their **3rd Annual Heavy Hitters Commercial Real Estate Awards** on October 20th. Categories exist for brokers, developers, leasing agents, etc. who have



been a part of real estate transactions in the Charlotte market and surrounding areas.

Winners will be recognized for office, retail, multi-family, medical and other categories. For more information regarding nominations, please [click here](#). If you would like CREW Charlotte to submit a nomination on your behalf, please contact [Sallie Jarosz](#) or [Cristy Nine](#). Nominations are due no later than August 6<sup>th</sup> to CBJ.



Do you have an item, gift certificate or connection you'd be willing to donate to **Casino Night's silent auction**? We're looking for items such as: vacation rentals, sports tickets, music or sports memorabilia, theater or

concert tickets, hotel or resort gift cards, cooking classes, wine/beer tastings or tours, car services, or upscale restaurant gift cards. We're also looking for items that could be packaged together in "baskets," such as: electronics, tools, cooking or grilling equipment, popular children's toys, high-end housewares, car care, designer jewelry and accessories, beauty products and services, etc.

If you have an item to donate, please contact [Amy Davis with BRG](#) or [Jenn Stuart with Holder Construction](#). Contacts and/or donations will be greatly appreciated. Thanks for your support!

**2016 CREW Network Convention & Marketplace registration now available online**

Registration is now open for the 2016 CREW Network Convention and Marketplace, Oct. 19-22 in New York, N.Y. Set in the center of a global power city, the event once again promises a strong lineup of speakers and programs, and a platform for women CRE professionals from all over the world to network.



[View the convention schedule and register now](#)  
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### Thank you to our sponsors

We could not be more honored and grateful of our sponsors. Their support of CREW Charlotte helps position our members to be the region's top real estate professionals through CREW Charlotte's commitment to professional and personal development. We sincerely thank our sponsors for their support!

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