

August 2020



From the President



Robin Turner
O'Leary Group Waste Systems

"Even when the Cape Fear looks calm, it can be dangerous. Dangerous enough to have claimed more lives than any other river in the state,"...
Erwin
Police
Chief
Jonathan
Johnson

Boy, I wish we had

done our homework before venturing along the Cape Fear River in our 16-foot flat-bottomed skiff. But a love of the water and a naivety regarding the guiles of the stretch of river between Southport and Wilmington set us underway, motoring innocently along in a state of pure joy. The trip up the river was peaceful. Our time on the downtown riverfront, a gift. But our journey home revealed why this great river bears of its ominous name.

Approximately 10 miles along the journey back home we encountered a squall of a proportion neither of us had ever experienced on the water. It came up so suddenly that the best we could do was hang on for the ride. Our center-console skiff provides one seat for the captain and one seat directly in front of the steering column for the passenger. White knuckled, my husband navigated the storm as best as his skill would allow while I straddled the passenger seat backwards and wrapped my arms around the column. There was no time nor any possible way to outfit ourselves with life jackets. Letting go of our hold meant

Events

CREW and other local events



September 1, 2020 2:00 p.m. - 3:00 p.m.
[Virtual Tour of the Grand Bohemian Hotel](#)
[Register Now](#)

September 10, 2020 11:30 a.m. - 1:00 p.m.
[Invest: Charlotte 2020](#)
[Register Now](#)

September 10, 2020 11:30 a.m. - 1:00 p.m.
[CREW Atlanta Empowerment Speaker Series](#)
[Register Now](#)

October 20, 2020
[Primax Pink Warriors Golf Tournament](#)

Welcome

Say hello to our newest members



Carrie Becker
TIAA

Stephanie Deleon
U.S. Bank

Jennifer Morrell
Novant Health

Betsy Rice
Trinity Partners

Marissa Thompson
The Fallon Company

a certain plunge overboard. Drenched to the core, I began to weep but there was no evidence of my tears, and my cries were absorbed by the deafening roar of the storm. I was terrified at first. Then ashamed. How would my children react reading the headlines of my death - *Woman wearing no life jacket perishes?* Every lesson on prudence and safety would be posthumously disregarded. Finally, I became resigned to our impending death.

It was at this point that we found ourselves in quiet, smooth waters. It was impossible to know how we had gotten there as we'd been at the mercy of the wind and the tempest, the current, and the whitecaps. We looked at each other with relief. Every ounce of adrenaline had been wrung from my body. We were wet, freezing, and too exhausted to think. It was at that moment that we saw a sign not too far in the distance. As we drifted closer it became apparent that we were in restricted waters. Out of the frying pan and into the fire! We'd heard stories of Sunny Point, a military munitions dock on the Cape Fear, and their reputation for sending out gunner boats if you wandered into their waters. We had to make a quick decision. Face the gunner boats or re-enter the storm. I began to weep for a second time.

In the end, we donned our lifejackets and pressed on with fresh resolve. On the other side of that storm were smooth waters and a bright blue sky. It was unbelievable. For a moment we believed we had imagined the whole thing. We threw out our anchor and had a cocktail. Later that evening as we had dinner with a local friend, he chided us for our foolishness. You see, it wasn't the river at fault, but the size of our boat and the degree to which we entered this endeavor unprepared. We had cheated the great Cape Fear that day, but not because of our own prowess.

Moral of the story: We need a bigger boat!

But seriously. Being prepared is paramount to success. Maybe even survival. **Never** take for granted the importance of sizing up your opponent. If your boat is too small or your skill too undeveloped, get to work on a better plan of preparedness. The resources are right at your fingertips. And - take it from me - don't forget to wear your life jacket.

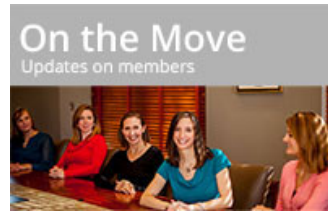
Highlights



BE A MENTEE

Need a new challenge or a new job? Do you have an impartial person you can

Sam Usmiller
The Fallon Company



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



Malcolm Nelson
Citizens Bank

Member Spotlights



Liz Orlando
O'Leary Group Waste

[Click here to read the member spotlights.](#)

Members Making Deals

David Rushing

I received a referral this week from Angelo Architects and was able to survey and bring the business in house next week. Thank you Russ for thinking of All American Relocation for your clients!

[Click here for more deals.](#)

go to for advice? Mentors help us and guide us through some of our most challenging times at work. Applications for [CREW Charlotte's 2021 Mentor Program](#) will be live this week on the CREW Charlotte website and are **due today**. As a CREW Charlotte Member or an employee of a CREW Charlotte Sponsor, we invite YOU to participate in our 2021 program that starts in January.

NEW THIS YEAR! 15 months of CREW



membership for the price of 12! This rate will cover membership from October 1, 2020 - December 31, 2021. For more information or to apply, please [click here](#).

Do you have any **news** to share with us about you or your company? Have you won an **award**? Would you like us to **nominate** you for one? If so, please contact [Patty Drummond](#) with your information.

August Virtual Luncheon: Future of CRE: Impacts of Augmented Reality on Real Estate



Karen Whitt, with Colliers International, introduced the future of augmented reality (AR) and its impacts on the real estate industry. AR is

a technology that allows for digital information to be layered on top of real world objects without having to attach anything to buildings

Job Opportunities

[Charlotte Regional Director - CoHab](#)

[Click here for more job opportunities.](#)

Announcements

[Kimley-Horn Named One Of 2020 Best Workplaces for Millennials](#)

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[Click here to read a summary of the luncheon.](#)

Gold



Silver



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