

August 28, 2008, Issue #24

## Programs Committee: The Real Story

The Programs Committee is a very diverse group from the CREW community that provides crucial insight from all disciplines within the world of commercial real estate. Their combined perspective is exactly what allows the committee to provide such well rounded luncheon topics that are relevant in some way to all of the attendees at each of the monthly programs.

Every year in August the committee convenes to begin a course of action that will mold the monthly luncheon programs for the upcoming year. With the goal being to pull together dynamic speakers on current topics and relevant real estate trends, seeking out new and interesting material every year is not an easy task.

The process begins with a brainstorming session where all of the committee members discuss various ideas for future program topics....from current issues to long standing interests that impact all of us in our daily business and lives. Initially a general topic list is identified and the ideas are presented to the CREW Atlanta board for approvals. Once the approvals are received, the fun begins!

There are ten programs throughout the calendar year. Two are standard topics including the CREW Awards program and the Atlanta Economic Forecast in conjunction with the Atlanta Chapter of CoreNet. The remaining 8 topics are up for grabs!

In the beginning the entire committee is involved in the development of each of the upcoming programs. As the topics are finalized, eight sub-committees are formed to focus on their specific program. Individual speakers or a panel of speakers are identified and secured, and the high-level speaking points are developed in conjunction with the speakers to achieve the most impact in a relatively short presentation time. In addition, the assigned venue must be analyzed and the appropriate measure taken for the optimal presentation set-up. **A lot more goes into organizing these events than you would think!**

After several months of planning and preparation, the day finally arrives! There is no greater joy for the Programs Committee than walking away from a CREW luncheon and realizing that through many months of organizing and planning, an audience of 200+ people have benefitted as a result of their efforts.

"I'm always amazed at the exciting ideas our members have for future programs and the extent of their contacts throughout the Atlanta business community. They are deeply committed to making CREW's monthly programs fun, interesting and thought provoking. It's been my privilege to be a member of this committee and to serve as this year's Chair.

—Cheryl Short, *Cohen Pollack Merlin & Small, PC*



Now is the perfect time to begin thinking about what committee you would like to join next year! To learn more about the committees, please contact:

Communications	Laura Boone, lboone@turnerboone.com
Leadership	Karen Everett, karen.everett@am.jll.com
Membership	Chrissy Smith, c.smith@integraconstruction.com
ACE Committee	Heather Davis, hdavis@pmrg.com
Programs	Cheryl Short, cshort@cpmas.com
Sponsorship	Leslie Burke, leslieatlanta@msn.com

## 2008 Capital Campaign Update

We have reached or exceeded our goals for Chapter Sponsorships and Event Sponsorships. We are currently at 80% of the Personal Pledge portion of our campaign! We have collected \$40,000 to date—only \$10,000 to go! If you have not contributed, please consider donating to this very worthy cause. Contact Capital Campaign Managers Leslie Burke at 770-395-6588 or leslieatlanta@msn.com, or Karrie Westphal at 404-471-1110 or execdirector@crewatlanta.org.

### Thanks to the following members for their personal pledges to support the Capital Campaign

Cynthia Alexander	Martha Byrd	Susan Edlein	Joanna Griffith	Morgan McDowell	Stacey Robinson	Jennifer Treter
Rhonda Anderson	Becky Carr	Sally Elliott	Melissa Hall	Candy McIntyre	Devry Ross	Ray Uttenhove
Stephanie Belcher	Susana Chavez	Ryan Engel	Patricia Harris	Denise Meng	Gwynn Ross	Kristen Vance
Carol Bell	Ruth Coan	Gale Evans	Darlene Hawksley	Naida Mirza	Jody Saka	Sharon Ward
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## CREW Atlanta Thanks Our 2008 Sponsors:

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## 2008 CREW Network Convention and Marketplace

The hotel reservation deadline is quickly approaching for the 2008 CREW Network Convention & Marketplace. Please reserve your room by September 22nd. If you are looking to share a room, contact Karrie Westphal at execdirector@crewatlanta.org.

**A 2008 convention registration certificate will be given away at the September 4th luncheon.**

## Save the Date!

### Monthly Luncheon: 9/4

**Work Place, Work Force, Work Forward:  
The Office is Evolving!**

**\*\*CLICK HERE TO REGISTER\*\***

Location: The Waverly Hotel Ballroom  
Thanks to this month's program sponsors:  
idea|span, Herman Miller and CWC

## Education Forum: 9/11

### RETHINKING

Join the Atlanta Chapter of CoreNet in RETHINKING social, environmental, political and financial impacts on the future of Commercial Real Estate and its Users, Owners, Operator and Service Providers at the 2008 Education Forum.

**\*\*CLICK FOR MORE INFORMATION\*\***

<http://www.corenetglobal.org/chapters/atlanta/091108%20Course%20Descriptions%20for%20Print%20PDF.pdf>

## ACE and Appraisal Event: 9/26

### The 7th Annual State of Atlanta...

### Is Atlanta Burning Again?

CREW ACE Committee and the Appraisal Institute have joined forces again to present the annual State of Atlanta Conference to be held at the Cobb Galleria Centre on September 26th! This event is sponsored by Real Property Tax Advisors and will include discussions of significant interest within today's Atlanta real estate market and economic condition. Join us, stay informed, and learn from leaders in the industry. **For more information, click here.** To register using the CREW promotional code: CREWATL92608 click here: <http://www.appraisalinstitute.org/education/Atlanta.aspx>