

March 13, 2009, Issue #45

## Delivering Effective and Timely Programs to Support our Membership in Tough Economic Times



*Economic Forecast Luncheon hosted by CREW Atlanta, CoreNet Global and ACBR*

The CREW Atlanta Programs Committee believes that today's challenging times do not call for desperate measures. These times call for steady leadership and careful planning to use existing resources wisely and to provide services of immediate and direct benefit to our members. Recognizing that our members are facing the challenges of an economic downturn, the Programs Committee launched programs aimed at helping members cope with tough times this year.

In January, we held the *Economic Forecast* Luncheon featuring Marci Rossell, former CNBC Chief Economist and Co-Host of SQUAWK BOX. She electrified the combined audience consisting of CREW Atlanta, CoreNet Global and Atlanta Commercial Board of Realtors. Her topics covered the nexus of economics, politics, culture and the media. With an animated and humorous style, she made the complex economic issues of the day, often dull in the button-down business press, seem relevant to our lives, families, and careers.

Our focus in February was *Landlords and Tenants in Crisis – Strategies for success in today's real estate market*. In this educational program we recognized that landlords and tenants alike are facing economic hard times in all sectors of our industry, whether it is retail, office or industrial properties. We discussed strategies that landlords, tenants and brokers are using to protect themselves from the consequences of the economic downturn, and our panel of experts suggested ways to make the best of the current dynamics in the marketplace.

The March program was all about interactive networking and helping each other in times of crisis. In *Look what CREW can do for YOU: CREWnet* we made the most of our relationship-building talents by tapping into the "Power of CREW." CREWnet is a networking tool based on the concept of reciprocity. This dynamic tool helped our members find new ways to work together more effectively and to support one another both professionally and personally. It promoted collaboration and improved our ability to solve common problems, institute best practices, share knowledge, locate resources and ultimately achieve our goals. Most attendees left with several leads.

In April, we are collaborating with the Atlanta District of the Urban Land Institute to showcase CREW Atlanta's new Public Policy Initiative. With a platform of building a better Atlanta through sustainable growth initiatives, this new committee is going to encourage and promote sustainable growth in Atlanta; take appropriate stands on issues of relevance to our members; and mobilize our members for action on proposed legislation and public policy changes. The topic for this month's luncheon will be *Green Thinking – Sustainable Growth* featuring guest speaker is Ed McMahon, ULI Senior Resident Fellow on Sustainable Growth.

As you can see, the monthly programs have focused on informing, educating, energizing, and assisting our members. Despite the current outlook, we want you to know that the CREW Atlanta Programs Committee will continue to deliver essential and timely programs and services that will benefit you and your company.

## CREW Atlanta Thanks Our 2009 Sponsors:

### SUSTAINING:

The Coca-Cola Company  
Leapley Construction Group of Atlanta LLC  
LCG Real Estate Services Corp

### BENEFACTOR:

Parking Company of America

## Save the Date! Leadership Alumni: 3/26

Leadership Link Educational Program  
Thurs March 26 from 3-7pm  
at the Parc at Phipps

## April Luncheon: 4/2

### Green Thinking-Sustainable Growth Joint Program with ULI

Location: JW Marriott Hotel Ballroom,  
3300 Lenox Road, Atlanta GA 30326  
11:30 - 12:00 Registration; 12:00 - 1:30 Program  
\$45.00 CREW Members, \$65.00 Guests

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

## Don't Forget! Membership Directories

**CREW Membership Directories will be available for purchase at April 2nd lunch for \$15 each.** A free pdf version of the directory will be available in the CREW Members Only section of the website in April.

## Sponsorship Opportunities

**Corporate and Event Sponsorships are still available!** Contact Heather Davis at 404-521-1000 or [hdavis@pmrg.com](mailto:hdavis@pmrg.com) for more information.

## CREW Network Scholarships

### CREW Network 2009/2010 Scholarship Applications due March 20, 2009

CREW Network Members—Take a moment to see how you can help women pursue an education in commercial real estate! <http://crewcareerzone.org>

## CREW Network's Research

CREW Network's Industry Research Committee is pleased to present its recently completed white paper "Repositioning Your Real Estate Career to Succeed in An Era of Change" and can be accessed at the Crew Network website and logging into the Members Only section.

## 2009 Capital Campaign Update

Thanks to the CREW Members listed below for personally pledging a donation to our 2009 Campaign! Our goal is to reach 100% member participation. If you would like to donate or have questions on our sponsorship opportunities, please contact either Heather Davis [hdavis@pmrg.com](mailto:hdavis@pmrg.com) 404-521-1000, Susana Chavez [schavez@pca-star.com](mailto:schavez@pca-star.com) 404-376-6862 or Laura Boone [lboone@turnerboone.com](mailto:lboone@turnerboone.com) 404-733-1060.

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