

**CREW Atlanta Mission:** To elevate women to positions of power and influence in commercial real estate.

[link to Atlanta chapter website](#)

[link to Atlanta chapter calendar](#)

May 29, 2009, Issue #56

## On a Mission to Mentor!



Thanks to Opus Foundation and James E Gibbons Educational Development Trust Fund, CREW Foundation has developed a **CREW Network eMentoring Model** that provides positive, one-on-one, technology-based mentoring services to highly motivated protégés including students, entry level professionals, women making career changes, or those struggling to advance within her industry. The goal is to provide tools to CREW Network members so they are prepared to serve as mentors and further advance Network's career outreach agenda.

Protégés might want to learn about commercial real estate career choices and what they need to do to prepare for such a career. They may already be enrolled in a commercial real estate related post secondary education program and want the advice of a professional in their field of study, or they might already be working at an entry level position and want some professional mentoring.

CREW Network's mission is to advance the success of women in commercial real estate. Through CREW Foundation, we leverage resources to assist women and girls in achieving economic self-sufficiency by promoting their entry into one of many careers in commercial real estate. In CREW Foundation's envisioned world:

- Women are decision-makers at all levels;
- Education and career opportunities are not limited by gender and/or ethnicity;
- Women's entry into the workforce is valued by the business community, and facilitated by formal company policies and procedures.

CREW Atlanta is one of two chapters participating in the pilot program. The Atlanta eMentoring program will begin this June and extend through mid-December 2009. A kickoff program for mentors and protégés will be held **June 30**, in which protégés and mentors will have an opportunity to get to know each other. Mentors and protégés will then be matched for the duration of the program. They will follow a 12-part curriculum provided by CREW Network. Each must be willing to commit to a weekly meeting (in person, by phone or email). The group will also meet several times throughout the six months for networking and social activities. Based on our feedback, CREW Network hopes to roll out the program nation-wide during January 2010.

CREW Atlanta is seeking protégé applicants. If you are interested in being matched to a mentor or in nominating a protégé, please review the **protégé application (see pages 2-4 of this file)** and letter describing the program. Discuss this opportunity with any potential protégés for 2009. Please ask that the candidate return the application to Mary Jim Evans [MJE@legacyproperty.com](mailto:MJE@legacyproperty.com) by June 15th.

If you are interested in becoming a volunteer mentor, please review the **requirements (see page 5 of this file)** and contact Mary Jim Evans. Anyone interested in learning more about the CREW Network eMentoring Model, please contact Barbara Ballentine at [barbarab@crewnetwork.org](mailto:barbarab@crewnetwork.org).

## 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

## Don't Forget!

Lunch programs will **NOT** be hosted in June, July or August. Our next luncheon will be Sept. 3rd. **Sponsorships are still available for the events from Sept. - Dec.**

## Membership Directories

**CREW Membership Directories are available for purchase for \$15 each; contact [execdirector@crewatlanta.org](mailto:execdirector@crewatlanta.org) if interested.** A free pdf version of the directory is available in the CREW Members Only section of the website.

## We're Wired!

**Stay connected with CREW Atlanta on LinkedIn and Facebook! Our account on Facebook is called 'CREW Atlanta Members' under groups.**

## Contacting CREW Atlanta

The CREW Atlanta office will be **CLOSED** from Wed May 20 through Mon June 1st while the Executive Director, Karrie Westphal, is on vacation. If any questions arise, please contact the following people:

### Membership

Sara Smith  
[shsmith@crewsentinel.com](mailto:shsmith@crewsentinel.com)

### Sponsorship/Personal Pledges

Heather Davis  
[hdavis@pmsg.com](mailto:hdavis@pmsg.com)

Any other requests that cannot wait until June 2nd, please contact President Stephanie Friese at [stephanie@frielegal.com](mailto:stephanie@frielegal.com)

## 2009 Capital Campaign Update: *Have you made your pledge yet?*

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@pmsg.com](mailto:hdavis@pmsg.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.

Nancy Allen	Anna Choe	Stephanie Friese	Wendy Langlais-	Betsy Nurse	Jody Saka	Ray Uttenhove
Stephanie Belcher	Sherry Collins	Charlene Gates	Tillery	Samantha	Dagmar Sands	Sharon Ward
Wade Bell	Heather Davis	Melissa Hall	Jan Legg	OpdenBosch	Lynn Schneider	Rhoda Washington
Mary Ellen	Sally Elliott	Darlene Hawksley	Paula Linck	Deirdre O'Sullivan	Andrea Settles	Lisa Wells
Bockstahler	Ryan Engel	Tamara Jenkins	Heather Litton	Ariela Paschal	Cheryl Short	Stephen Wells
Laura Boone	Mary Jim Evans	Lori Kilberg	Scott Loughrey	Faye Phillips	Linda Sleigher	Karrie Westphal
Katherine Brooks	Mary-Catherine	Natasha Labi	Tina McCall	Sabina Rahaman	Chrissy Smith	Lauren Whitlock
Cherrie Carney	Fields	Linda Ladd	Morgan McDowell	Heather Rich	Sara Smith	
Becky Carr	Donna Foland	Heather Lamb	Denise Meng	Heather Ridgway	Cheryl Strickland	
Chris Carter	Laurie Ford	Susan Lampe	Annette Mengert	Pam Roper	Jenifer Thompson	
Susana Chavez	Paula Fowler		Phyllis Murdock	Linda Rothermel	Jennifer Treter	



Dear Protégé Candidate:

On behalf of the CREW Atlanta and CREW Foundation, I am excited about your interest in CREW eMentoring. The mission of CREW is to advance the success of women in commercial real estate. Through CREW Foundation we leverage resources to assist women and girls achieve economic self-sufficiency by promoting their entry into one of many careers in commercial real estate. In CREW Foundation's envisioned world:

- Women are decision-makers at all levels;
- Education and career opportunities are not limited by gender and/or ethnicity;
- Women's entry into the workforce is valued by the business community, and facilitated by formal company policies and procedures.

The CREW Foundation has developed a CREW Network eMentoring Model that provides positive, one-on-one, technology-based mentoring services to highly motivated protégés. Our chapter's pilot program will consider students that will be college juniors or above as of Fall 2009, entry level professionals, women making career changes, or those struggling to advance within her industry. A potential Protégé might want to learn about commercial real estate career choices and what they need to do to prepare for such a career. They may already be enrolled in a commercial real estate related post secondary education program and want the advice of a professional in their field of study, or they might already be working at an entry level position and want some professional mentoring.

The eMentoring curriculum consists of 12 Lessons that encourage protégés to discover their greatest assets, capture what they want to do and be, prepare a plan to make it happen and expand their opportunities for ongoing growth and development. Protégés will be assigned a Mentor based on their interests and backgrounds. The time commitment is to meet with their mentor once per week either by phone, email or in person to discuss the curriculum. The program will span July 2009 through December. We are planning a Meet & Greet with the selected Protégés and Mentors June 30<sup>th</sup> from 4:00 to 7:30 pm and will make pairings so we can get started right away. We will also have events for all Protégés and Mentors to get together every 6-8 weeks for networking.

This will be our first CREW Atlanta eMentoring class. As a result, we are limiting the number of protégés to 8-12, so please apply only if you are able to commit to the program. If the timing is not right for this class, we plan to offer eMentoring once per year in the future.

If you are interested in being a part of this opportunity, please complete the application below and return to me at [MJE@legacyproperty.com](mailto:MJE@legacyproperty.com) by June 15<sup>th</sup>.

Sincerely,

Mary Jim Evans  
eMentoring Committee Chair

## CREW Network e-Mentoring Program Protégé Application

PERSONAL INFORMATION	
Name	_____
Address	_____
City	_____ State _____ Zip _____
Email	_____
Phone	(W) _____ (H) _____
	(C) _____ (Fax) _____

Are you a current CREW Network Member \_\_\_\_ Yes \_\_\_\_ No

If Yes, Name of Chapter/City/State \_\_\_\_\_

College Graduate: \_\_\_\_Yes, \_\_\_\_No, (or) Current Student–Grade Level: \_\_\_\_\_

Graduation Date (or) Anticipated Graduation Date (Mo/Yr): \_\_\_\_\_

Name of College(s): \_\_\_\_\_

Major / Minor (Area of Study): \_\_\_\_\_

Commercial Real Estate Career(s) you are interested in pursuing/learning more about:

Commercial Real Estate Career(s) you are interested in pursuing:			
<input type="checkbox"/> Leasing	<input type="checkbox"/> Government	<input type="checkbox"/> Design	
<input type="checkbox"/> Investments/Acquisitions	<input type="checkbox"/> Project Management	<input type="checkbox"/> Development	
<input type="checkbox"/> Property Management	<input type="checkbox"/> Accounting	<input type="checkbox"/> Lending	
<input type="checkbox"/> Construction	<input type="checkbox"/> Asset Management	<input type="checkbox"/> Marketing/Research	
<input type="checkbox"/> Corporate Communications	<input type="checkbox"/> Brokerage	<input type="checkbox"/> Appraisal/Valuation	
<input type="checkbox"/> Corporate Real Estate	<input type="checkbox"/> Title, Escrow	<input type="checkbox"/> Engineering	
<input type="checkbox"/> Finance	<input type="checkbox"/> Consulting	<input type="checkbox"/> Other:	
<input type="checkbox"/> Law			

Employment information (company name, dates & job title and responsibilities):

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Briefly comment on why you are interested in participating in the CREW Network e-Mentoring Program and what you hope to gain:

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**With which aspects of your career development would you like assistance?**  
(Check all that apply and prioritize, i.e., 1, 2, and 3 with 1 being most important)

<u>Career Development Skill</u>	<u>Rank</u>
_____ Career Management/Planning/Goal Setting	_____
_____ Choosing the Right Educational Decisions	_____
_____ Employee Choices/Career Changes/Negotiating Skills/ Contracting, Consulting or Employee	_____
_____ Understanding How to Manage People Effectively	_____
_____ Personal Development (Leadership/Time Mgmt, Networking)	_____
_____ How to Find and Get the Right Career Opportunity (Resume Writing, Interview Techniques, Applying Work Experience)	_____
_____ Developing leadership skills	_____

Please check the time of day you would prefer for your communications with your Mentor:

- Morning     Afternoon     After-Work/School     Combination/Flexible

Please check preferred methods of communication with your Mentor (check all that apply):

- Email     Telephone     Web based     In Person     Combination

Describe career focused challenges you are currently facing (if any):

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Briefly outline your career oriented goals for the next three to five years.

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Describe the characteristics of your "Perfect Mentor."

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## **CREW Mentors**

### **Atlanta 2009**

#### **Commitment Required**

- Six month commitment to your protégé, July through December 2009
- Meet once a week, in person, or by phone or by email, with your protégé
- Meet as a group every 6-8 weeks for social networking
- Provide guidance based on 12 lesson curriculum developed by CREW Network
- Tailor mentoring to suit your protégé
- Provide feedback periodically to CREW Atlanta and to CREW Network in December

#### **Schedule**

- Protégé applications due by June 15
- Application review and protégé selection meeting on June 16, 5:00 p.m.
- Kick Off event June 30, 4:00 – 7:30
- Mentor/protégé matchup on June 30, 7:30 – 8:30
- Weekly meetings begin in July, end in mid-December

#### **Support from CREW Network**

- Curriculum consisting of 12 lessons
- Orientation booklet for mentors
- Guide book for mentors to use with protégés
- Webinar for mentors, with overview of program
- Web and telecom based network to support mentors, similar to what was done for CREW Careers

#### **Support from CREW Atlanta**

- We're always there for you!