

December 29, 2008, Issue #36

## President's Message



2008 CREW President, Heather Rich

It's hard to believe that December is here already and that the New Year will be here in no time. It seems like yesterday that I was listening to the President's message from 2007 President Mary Ellen Bockstahler as she addressed CREW last December. As President-Elect, I was a "President-in-Training." I remember thinking to myself, "Will my time ever get here?" Now I'm thinking, "Where did the time go?"

This year can be summed up in one word: AMAZING! A lot of changes have occurred in the "New CREW For You" year – and there are many more exciting things to be implemented in the years to come. One of our biggest accomplishments involved implementing the new CREW Atlanta Strategic Plan. In fact, not only was it our biggest accomplishment, it was also our biggest challenge. Change is never easy, but the results of the strategic planning process that took place over the past couple of years, have produced an exciting new vision for CREW Atlanta –one that moves the organization forward keeping pace with technology while being transparent with the membership. One that has an increased focus on the real estate marketplace as well as a commitment to philanthropy. One that has prioritized communication and external affairs as top priorities for 2009 and beyond.

In addition to the implementation of the strategic plan, our capital campaign (the first of its kind) inspired and motivated me. We enlisted CREW members to give of their time, treasures and talents and you all stepped up to the plate and gave! Together we met our campaign goal and were able to contribute \$100,000 to the Atlanta Women's Foundation and CREW Network. Amazing!

On a more personal level, again, the membership of CREW gave... this time for a fellow CREW member, Christi Karp who experienced a serious illness. CREW members gave of their time, talents and treasure to support Kristi through this difficult time. That's inspiring. That's Amazing!

From the business standpoint, I can't tell you how thrilled I was to get emails from people like Denise Meng who indicated that she had completed over 12 deals with CREW members within a two month period. With the Accolades Group now highlighting the deals that are being done within CREW, it is more evident than ever that we are doing business together. That is what CREW is all about. Again, Amazing!

As the END of my term as your CREW President approaches, I can't even express the extent of my appreciation and amazement at the dedication of CREW members. 2009 will bring new challenges and opportunities. It will bring new members, new relationships and another "New CREW For YOU!" That's how this year started for me. It was not about making this thing we call CREW Atlanta better, but making it **brighter and more vibrant** for all of us. Whether through giving...or helping...or doing business together, this is what CREW is all about, and why each and every one of our CREW members inspires me!

In closing, I hope that this year's success won't be based on how much money we raised or gave or by how many new members were added to the directory but by the individual successes that all of you have experienced in 2008 as a result of the relationships (both professional and personal) that you have forged in CREW. I hope that you all continue to nurture the business connections and friends that you have made in CREW, and build new connections throughout this holiday season and beyond. Now more than ever we need to support our fellow CREW members and find creative ways in which to connect in order to help one another in these challenging times. Thanks again for inspiring me this year. Next year, you will be in great hands with Stephanie Friese of Friese Legal, LLC leading the way!

## CREW Atlanta Thanks Our 2008 Sponsors:

### SUSTAINING:

The Coca-Cola Company  
Leapley Construction Group of Atlanta LLC  
LCG Real Estate Services Corp  
Powell Goldstein LLP  
Hartman, Simons, Spielman & Wood LLP

### BENEFACTOR:

Dekalb Office Environments

### PATRON:

Friese Legal, LLC  
PM Realty Group  
The Home Depot

## Save the Date!

### Monthly Luncheon: 1/8

**Economic Forecast with Marci Rossell, Former CNBC Chief Economist and Co-Host of SQUAWK BOX**

### Joint CREW/CoreNet & ACBR luncheon

Location: Cobb Energy Centre  
11:30 - 12:00 Registration  
12:00 - 1:30 Program  
\$50.00 for CREW, ACBR, CoreNet Members and Guests

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

### Member's Only Meeting: 1/22

Mark your calendar for an event from 6:00 pm to 8:00 pm at the King Plow Arts Center. More info to come!

## Daniel Henninger Photography

Daniel will be available Thursday, January 8th for CREW Directory Headshot Photos from 11:15 a.m. until end of luncheon. Personal checks, company checks and cash are accepted. Cost is \$50.

## Don't Forget

**CREW 2009 membership renewals are due by Feb. 15th to be included in the CREW Atlanta directory.**

You should have received your 2009 renewal invoices from CREW Network in November. If you joined the organization between October & December 2008 you are paid through 2009. Renewal rate for 2009 is \$550 for Individual and Affiliate Members. We have a NEW Student rate of \$250 –this only will apply if you are a full time student in an accredited College or University and pursuing a degree in a field related to commercial real estate. We also have a NEW Retired rate of \$350 for those folks who have retired from commercial real estate and wish to stay connected with those in the industry.

If you did not receive your invoice, please contact Heidi Warren at CREW Network [heidw@crewnetwork.org](mailto:heidw@crewnetwork.org) and she can email one to you. You can also renew on CREW Network's website via credit card at [www.crewnetwork.org](http://www.crewnetwork.org). You will need your user name (last name) and password (begins with ATL and is on your renewal invoice). Contact Heidi Warren as well if you do not have your password.