

January 23, 2009, Issue #38

## Sustainable Growth: CREW's New Public Policy Initiative takes Root



**CREW Atlanta's Public Policy Initiative, launched last year, will now be a standing committee in 2009.** As one of CREW Atlanta's key goals in the five-year strategic plan, this new committee will focus on educating CREW's membership on programs and proposed legislation relevant to the real estate industry.

The Public Policy Initiative committee was formed in 2008 and established a framework that facilitated CREW Atlanta's development of a strategic approach to influencing public policy in the city and the region. *CREW Atlanta's mission to elevate women to positions of power and influence in the Atlanta real estate community* is supported by involvement in public policy decisions. By partnering with our peer real estate organizations to support mutual public policy goals, CREW Atlanta leverages our membership numbers and voices on relevant issues and continues to enhance our reputation as a preeminent commercial real estate organization.

**CREW Atlanta's Public Policy Initiative will be developed as a platform advocating "Sustainable Growth" in Atlanta.**

As a business organization and as community members, we all have a vested interest in Atlanta being an attractive place to do business and a healthy, pleasant place to live. A key objective is to educate our membership on becoming advocates within our community. As "Sustainable Growth" encompasses a variety of components, this approach provides flexibility for individual members to choose the policies they will personally champion. Issues such as water conservation, transit, air quality, LEED Certified buildings and quality education are all aspects of building a strong city.

In developing this platform and direction, committee members gathered information about current legislative and lobbying initiatives through research and interviews with a variety of sources such as the Metro Atlanta Chamber of Commerce, Urban Land Institute (ULI), Livable Communities Coalition (LCC) and National Association of Office and Industrial Properties (NAIOP). These interviews served to benchmark peer organizations' efforts and helped craft the committee's recommendation for the Sustainable Growth platform.

In April, CREW Atlanta will team with ULI to produce a joint luncheon program on Sustainable Development. The key speaker will be Ed T. McMahon, ULI's Charles Fraser Senior Resident Fellow for Sustainable Development. His responsibilities include leading ULI's efforts to conduct research and educational activities related to green and sustainable development practices. Based in Washington D.C., McMahon is an expert in fields related to sustainable development, land conservation, historic preservation and urban design. He also served as the former vice president and director of land use programs for The Conservation Fund.

The Public Policy Initiative committee is comprised of 18 members with diverse backgrounds and interests in real estate and its related fields. The committee's key goal is to educate our membership in becoming advocates within their own organizations and the community. Tools to disseminate materials and knowledge about current legislation and public policy will soon be readily available to members via CREW Atlanta's website. Each month this page will feature new initiatives related to Sustainable Growth as well as upcoming legislative items.

## 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!

### Monthly Luncheon: 2/5

**Landlords and Tenants in Crisis-Strategies for success in today's real estate market.**

#### Panel Discussion

Location: Renaissance Waverly Hotel,  
2450 Galleria Parkway, Atlanta GA 30339  
11:30 - 12:00 Registration; 12:00 - 1:30 Program  
\$45.00 CREW Members, \$65.00 Guests

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

## Last Call for Headshots!

### Daniel Henninger Photography

Daniel will be available Thursday, February 5th 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.

## Awards Nominations

Deadline is February 19th. [CLICK HERE](#) to review the categories and submit your nomination.

## Correction

Please note that the CREW Network Committee was inadvertently left off the list of the CREW Atlanta committees in last week's article. We regret the error.

## 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. 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.