



crew's e-news

january 2005

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Our Mission: CREW Atlanta's mission is to enhance the success and foster the development of women in commercial real estate by providing resources and business opportunities.

Sugar Pie Honey Bunch The Four Tops to Headline CIA 2005

Motown legends *The Four Tops* will headline CREW Atlanta's Compassion in Action fundraising gala on April 29.

Together since the early 1950s, the original Four Tops began when all of the members were attending Detroit-area high schools. Among the group's top singles are *Baby I Need Your Loving*, *I Can't Help Myself (Sugar Pie Honey Bunch)*, *It's the Same Old Song*, *Reach Out I'll Be There*, *Standing in the Shadows of Love*, *Ain't No Woman Like the One I've Got* and *Walk Away*.



The 2005 Compassion in Action Gala will be held at the Cobb Galleria Centre, and will feature silent and live auctions. This year's goal is to raise \$100,000 to benefit Atlanta's homeless women and children through ticket purchases, donations and sponsorships.

For sponsorship information, please call Chris Smith at 678-916-2020.

See story on pages 4 and 5 for distribution of funds from CREW Atlanta's 2004 Compassion in Action Gala!

CREW Welcomes New President

Cynthia Alexander Took Helm Jan 1

Longtime CREW Atlanta member Cynthia Robinson Alexander has been named President for 2005. As a member of CREW Atlanta since the early 1980s, Cynthia has served as chair of various committees and on the board numerous times. Most recently, Cynthia served as Vice President of Leadership, and this past year, as President-Elect. As President-Elect, she was the organization's national delegate and has attended many regional and national CREW conventions.

Senior Vice President for Sumitomo Life Realty (N.Y.), Inc., Cynthia heads the southeast regional office for the Japanese investor-owner. The company is an active owner and investor of over \$1 billion in commercial real estate located throughout the United States. In Atlanta, she is charged with the responsibility of overseeing One Atlantic Center (formerly known as the IBM Tower).

Cynthia holds a degree in Urban Studies from Brown University, a Master of City and Regional Planning from Harvard University, and a Juris Doctorate of Law from Boston University School of Law. She has more than two decades of experience in commercial real estate development and investment.

She currently serves as one of the founding board members of the Midtown Community Improvement District, and was honored in the *Atlanta Business Chronicle* in "Who's Who in



Commercial Real Estate" for 2001, 2002, 2003 and 2004, and as one of the "Influential Women in Commercial Real Estate" in 1998 by *Business to Business*. She was also recognized as one of the "Ten Women to Watch in 1992" by the *Atlanta Business Chronicle*, and selected as one of the "Outstanding Young People of Atlanta" in 1991. Cynthia attends Mount Zion A.M.E. Church and is involved with various church activities.

Cynthia is a parent of two active sons, and when not at work or at a CREW function, you will find her at her sons' sports or chess games. She has become known as the "loud mouth sideline commentator" at these events. Cynthia has a passion for reading and cooking, and finds comfort in entertaining with her husband, Chuck, (also a commercial real estate veteran in Atlanta) at their home in Decatur.

Cynthia is a dedicated CREW member and believes in the power of developing relations and giving back to her community. Her 2005 prayer for CREW Atlanta is that more members become involved in the organization by working on a committee or with one of the organization's other initiatives.

2005 Board of Directors

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Cynthia Robinson
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2005 Committee Leadership

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Member News

Sally French Tyler, former president of CREW Atlanta and CREW Network, has joined First American Title Insurance Company as Senior Vice President and National Sales Director for the National Commercial Services Division. She will be working out of the home office in Santa Ana, California and out of the Atlanta NCS office. Sally will maintain her primary residence in Atlanta.

Bruce Kellogg, MAI, has been named President of The Appraisal Institute, the leading organization for professional real estate appraisers. Managing Director of Cushman & Wakefield's Valuation Services, Bruce serves the firm nationally as Director of Quality Control and a member of C&W's corporate Diversity Council. He has been active within the Appraisal Institute at the national, regional and chapter levels for more than 20 years.

Events Around Town

The Atlanta Women's Alliance will host a discussion about fundraising at its AWA Best Practices event scheduled Tuesday, January 11, 2005 at Villa Christina from 6 p.m. to 8 p.m.

A stellar panel of experts to talk about all of the aspects of this important topic. For reservations, phone 770-815-6976.

The Sister to Sister – Everyone Has a Heart Foundation, Inc., will host the National Woman's

Heart Day health fair, a high-energy, interactive event with free heart-health screenings, fitness and cooking demonstrations, educational seminars, dozens of exhibits, and prize drawings and giveaways on Friday, February 18, 2005, from 8:30 a.m. to 2:30 p.m. at the Atrium of the CNN Center. For more information on Sister to Sister or the National Woman's Heart Day health fair, visit www.sistertosister.org or call 678-935-1932.

Economic Forecast '05

A joint program for CREW Atlanta and CoreNet Atlanta, January's monthly program, Economic Forecast 2005, is scheduled Thursday, January 6, 2005 at the Cobb Galleria Centre.

Kelly Whitman, research strategist with Property & Portfolio Research, Inc., will serve as speaker. Kelly is responsible for monitoring U.S. property markets and macroeconomic trends. Her

recent research has focused heavily on national retail market and consumer trends. Recent publications include an overview of the national retail market in "The Sector Specter" published in the June 2004 issue of *RMA Journal*, and "Retail Copes With Lower Demand, Expanding Department Discounters," co-authored in *Commercial Mortgage Insight*, in September 2002.

Say Hello to Our Newest Members

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Foundation Distribution

\$100,000 to Women Who are Homeless Project

Proceeds from CREW Atlanta's Compassion in Action 2004 were distributed via the Atlanta Women's Foundation to the following programs:

Atlanta Children's Shelter: Job Track — \$10,000

The Atlanta Children's Shelter provides quality child development and support services for homeless families striving for self-sufficiency. The shelter's Job Track program assists homeless families by providing employment counseling and job placement. Most Job Track participants are single mothers with children under the age of six. The Job Track program includes skill assessments, mock interviews at Georgia Pacific, resume aid, job lead direction, transportation to and from interviews, support, and free childcare during employment process.

Atlanta Urban Ministries — \$8,000

The Atlanta Urban Ministries' S.T.A.R.S. (Students Taking Action and Responsibility for Success) Program provides structured opportunities for homeless girls ages 10-17. The crucial elements of the program are: providing positive role models through staff and volunteers, giving participants incentives (rewards) for academic achievement and school attendance, providing fun and enriching activities, providing a positive support group and teaching skills for productive living. Since inception, the STARS Program has been successful in working with homeless and formerly homeless girls in helping them stay focused on their education despite poverty, negative pressure, and other influences that would hold them back from achieving their potential.

Ellis Street Shelter — \$18,000

The Ellis Street Shelter is a year-round night shelter that shelters and feeds approximately 75 women and children per night. Ellis Street Shelter has served over 16,000 women and children since it opened in late 2002. Ellis Street is linked to other organizations such as the Metro Atlanta Task Force for the Homeless, the City of Atlanta, First Congregational Church, Community Concerns/Odyssey III, Georgia Department of Community Affairs, and the United Way of Metropolitan Atlanta. Funds from AWF will be used to support the salary of 2 part-time caseworkers who will help shelter clients find services to help them transition out of homelessness.

Georgia Coalition Against Domestic Violence — \$10,000

The Georgia Coalition Against Domestic Violence strives to achieve safety and justice for domestic violence victims in a variety of ways such as: linking domestic violence shelters and programs in Georgia, informing and mobilizing the public about issues of domestic violence, and working to effect procedural and policy changes. Funds for AWF will be used to support the salary of a legislative lobbyist to work on cur-

rent GCADV initiatives on privacy, confidentiality and safety issues for battered women. Additionally, the lobbyist will provide legislative training for GCADV member organizations. This is prompted by proposed disclosures into the Homeless Management Information Systems and DHR policies requiring disclosures of names of women in shelters and those receiving food stamps.

Metro Atlanta Task Force for the Homeless — \$8,000

The Task Force serves as the central clearinghouse for services for homeless people and organizes a coalition involving people in the reformation of policies, which perpetuate homelessness, especially in the Metro Atlanta area. The Task Force has served over 150,000 people through its many programs such as the 24-Hour Homeless Assistance Hotline, Day Service Center, Outreach Program, Housing Assistance Program and Employment Program. Funds will be used to support the salary of a part-time Policy Advocate. This position will advocate directly for women and children by engaging in issues that significantly impact their ability to maintain or obtain permanent housing, livable-wage employment, and adequate healthcare. The Homeless Women and Children advocacy project will focus on increasing shelter space for women and children and assessing, evaluating and publishing resources for homeless women and children.

Our House — \$12,000

Our House, a 16-year-old agency that provides childcare and supportive services to homeless families, will select 12 parents to participate in the Parent Intern Program. The program is designed to provide education and training in the field of Early Childhood Education, real work experience, job readiness skills, and assistance with employment in the childcare industry. Participants will initially receive a gross bi-weekly stipend of \$500 in addition to free childcare and support services. The program has been expanded to offer CDA classes that will help candidates to receive their Child Development Associate credential, a nationally recognized certificate increasing their marketability and wage earning potential in the workforce.

Prevent Blindness Georgia — \$11,500

Prevent Blindness promotes early vision screening and public education about blindness in order to establish early detection, awareness, and preserve the sight of Georgia residents. Prevent Blindness is engaged in a special project called Vision Outreach that serves homeless women and a limited number of their children. With funding from AWF, PBG will provide homeless women with vision screenings, eye examinations,

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Upcoming Calendar

January 6

CREW Monthly
Luncheon
Economic Forecast
Joint Meeting with
CoreNet
Cobb Galleria Centre
11:30 a.m.

February 3

CREW Monthly
Luncheon
REITs
Villa Christina
11:30 a.m.

February 10-11

CREW Network
Winter Meetings
Jacksonville, FL
www.crewnetwork.org

March 3

CREW Monthly
Luncheon
Downtown
Revitalization
Location TBA
11:30 a.m.

CREW Atlanta salutes

The Coca-Cola Company

Our 2005 Premier Sponsor

\$100,000 Distribution

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eyeglass fitting, and eyeglasses. This program is unique in that PBG takes vision screeners, eye doctors, ophthalmic technicians and even the eyeglasses to on-site shelters.

Rainbow Village — \$17,500

Rainbow Village's mission is to provide families in domestic or economic crisis a healing environment to rebuild their lives through a community based transitional housing program. Rainbow Village provides rent-free housing, case managers, and supportive services to thirteen families. Life skills, job training, and after school and evening programs for children are also provided. Funds from AWF will be used to provide onsite counseling programs for children and adults. Family assessments and individual family counseling are components of the counseling program.

Women's Resource Center to End Domestic Violence — \$5,000

In 1985, The Women's Resource Center to End Domestic Violence (WRC) was established as a result of a task force's recommendations to the DeKalb County Commissioners. The mission of WRC is to create a society in which domestic violence no longer exists. WRC provides emergency shelter and supportive services for women and children escaping domestic violence. Funds will be used to support the emergency shelter program, which houses 32 women and children.

CREW's News and **CREW's e-News** are publications of Commercial Real Estate Women of Atlanta. For membership information, please contact Executive Director Erika Marshall at 404-471-1110 or e-mail at erikamarshall@mindspring.com.

For information about **CREW's News** or **CREW's e-News**, please contact Kathy Florence at 770-396-9924 or e-mail at rightbraincomm@bellsouth.net. Our mailing address: P.O. Box 191546, Atlanta, GA 31119-1546.

MEMBER

CREW



www.crewnetwork.org