



Dear CREW Austin Member:

2011

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2011

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Join us for CREW Austin's
"White Christmas"
Holiday Party
Thursday December 8,
2011 at Abel's on the Lake.
For more information, visit
www.crewaustin.com

Though 2011 has brought changes and challenges to many of us, it has also solidified and renewed our commitments to the organization and one another. I am now at the end of my term as your chapter President, and as I look back over the year, it seems like it zipped by too quickly. I am so proud that I had the opportunity to step up and serve the Austin chapter. It was easy to take on this role because of all the amazing, talented and generous women and men that are involved as officers, directors on the board, committee chairs, volunteers and members. We truly do have the best professional organization out there! As I look forward to 2012, I am very excited to continue to build on what we have already accomplished under the great leadership of all of our past presidents, and the beginning of new ventures with our 2012 President, Kristin Chiles. As you are budgeting and planning for next year, we hope you rank CREW Austin high on your list and intend to renew your membership for 2012. **Together, we can make a difference**, and some of the ways we have done so this year include:

- CREW Austin has reached an all-time record membership of 136 members, despite the economic challenges faced through 2011. Quality + Quantity = CREW Austin!
- Throughout the year, we held member-only networking events that provide fun and easy ways for CREW members to get to know each other and truly form relationships that lead to CREW Connections. Events include programs, dine-around breakfasts, lunches, dinners and happy hours.
- Our UCREW program completed its 2nd year in March, focusing on university-level young women, working with them on career skills and exposing them to potential careers in commercial real estate. The winning student received a \$2500 scholarship. UCREW holds focus groups, mock interviews and an etiquette luncheon. The committee is finalizing its 2012 curriculum; as part of CREW Austin's philanthropy pledge, we will continue to provide scholarships to local university students in 2012.
- In April, CREW Austin participated in the 11th Annual Power Luncheon, a sold out event that was attended by over 800 people representing all of the local commercial real estate organizations.
- In May, we conducted our 5th annual CREW Careers program to encourage young women to participate in commercial real estate careers and partnered with the Ann Richards School for Young Women leaders. This year we worked with an entire 9th grade class, over 100 girls, exposing them to the various facets of commercial real estate in a fun and exciting program.
- Also in May, we enjoyed CREW Austin's signature program, the 7th Annual Diva Panel featuring several of CREW Austin's founding members and past leaders.
- In June, we had several CREW members participate on relay teams in the 2011 Danskin Triathlon benefiting cancer research.
- The CREW Network Convention & Marketplace took place in Washington, DC in September. A contingency of 11 CREW Austin members made the trek and experienced one of the best conventions yet.
- October was the date of our signature event, the 8th Annual Golf Adventure "Safari Style"...and it was a record turnout! Perfect weather at Grey Rock Golf Club, an abundance of amazing sponsors and silent auction contributions, and plenty of golf!
- In order to maximize member exposure, CREW Austin's Awards committee:
 - Nominated the current President for the Austin Business Journal's *Profiles in Power: Women of Influence* award. Yours truly was named one of 25 winners (I'm still in shock)!
 - Nominated several CREW Austin members for CREW Network's *20 Under 40* recognition event;
 - Recognized members throughout the year for their *CREW Connections* (business dealings with other CREW Austin members) at each luncheon and in CREW Austin's monthly newsletter;
 - Announced in January 2011 two new awards to further recognize individual CREW Austin members: *Member of the Year* and *New Member of the Year*. Criteria includes: 1) Attend/support CREW events; 2) Promotes CREW outside of membership; 3) Brings in new members; 4) Has had at least 1 CREW Connection in a year; and 5) Is well respected by her/his peers within their industry and beyond.
- Speaking of CREW Connections... the Awards committee has tracked a year of member-to-member completed transactions totaling over **\$183 million**, involving 81 members! Outstanding!
- In 2009, CREW Austin committed to raise and donate \$20,000 to CREW Foundation over a 2 year period. We were able to write a check for \$10,000 in 2010, and recently met the pledge and completed our goal by writing a check for the remainder due to CREW Foundation! Over half of the \$20,000 was raised through silent auctions and 50/50 raffle sales!

THANKS TO YOU, in 2011, we achieved all of the above and more.

With your support and involvement, we can build on the successes of 2011, and we invite you to join us as we kick off a new year. Please join one or more committees; your participation will make a difference – in your life, and in the lives of others.

Sincerely,

Rosalie G. Keszler, CCIM
2011 CREW Austin President

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