

JANUARY 2020

**Lauren Jennings**

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 925.237.9218 ljennings@dcgstrategies.com**Dear CREW East Bay members and friends,**

Happy New Year! 2019 was an amazing ride and I am thrilled to welcome a new year, a new decade and a new season. I am honored to serve as your 2020 CREW East Bay President and am confident 2020 is going to be a ceiling-shattering year for our chapter, our organization, and, most importantly, for women in commercial real estate.

This year, I am delighted to welcome five new members to our 2020 Board of Directors to serve alongside the returning board members who have graciously sacrificed time and treasure to advance the agenda of our chapter. I am humbled to serve alongside such dedicated, intelligent and professional women. We recently finalized the strategic plan that will guide us through the coming years, ensuring that our decisions and work are consistent with our core values. In 2018, we introduced the idea of a strategic plan. In 2019, we did the hard work of integrating the plan into our committees and leadership. Now, in 2020, we are poised to turn the key and ignite our plan into action: **From Idea to Ignition.**

A major strategic goal of the board is to keep CREW East Bay flourishing for many years by encouraging people with a multiplicity of backgrounds to join and become active members. Keeping diversity at our forefront leads to expanded business opportunities, increased creativity and a more inclusive membership.

This coming May, CREW East Bay will turn 15 years old. Our chapter was started in 2005 and over the years we have grown in numbers, offered dynamic programs, developed and adopted a strategic plan and instituted policies and procedures to ensure the sustainability of our organization. We have grown in giant strides and the best is truly yet to come. Our Programs Committee has some exciting things in store to commemorate our 15th Anniversary and cannot wait to share them with you.

Also in May of this year, our chapter is honored to host the 5th annual Elevate Awards Gala here in Oakland. We will partner with CREW San Francisco, CREW Silicon Valley and, our co-host, The Registry to honor diversity and women's leadership in commercial real estate. Keep your eyes open for more information on this event in the next few weeks. We have some big things in store for Elevate 2020; it is guaranteed to be a memorable event.

In closing, I challenge each of you to try something new in CREW East Bay this year. Whether it is providing a referral to a fellow member, sponsoring a new member joining our chapter, mentoring young and aspiring real estate professionals, volunteering your time on a new committee or getting involved in chapter leadership, there are plenty of ways to contribute to the inclusion, advancement and success of women in commercial real estate. No matter your role, you belong here at CREW East Bay and we need your voice.

**I wish each of you a year filled with health, happiness and the desire to be the best you can be.**

Best,



**Lauren Jennings**  
2020 CREW East Bay President