

from the **PRESIDENT**

September 2018

Dear CREW East Bay members and friends

The strategic plan is underway! The Strategic Planning Committee has been meeting every two weeks, fired by the ambitious goal of rolling out the “Plan” at our holiday party. The process began over a year ago when a group of 20 members, all of whom had expressed interest in leadership, assembled in Oakland for a facilitated Vision and Purpose session. The board used the resulting vision and purpose statements as a springboard during both its mid-year and annual fall retreats, and we garnered additional input during the programs planning and membership planning sessions.

Once completed, the Plan will provide the framework and continuity to guide our chapter forward through multiple years and changes in leadership. It’s a roadmap that will ensure that everyone is working in a coordinated way to support and advance the mission of our organization and keep us focused on our priorities. In the future, the board will revisit and, as applicable, update the Plan on an annual basis.

The Strategic Planning Committee is headed by Ginger Bryant, a long-time CREW member who served as Network president in 2005, the year our chapter was formed. The Committee reflects the voices of a range of stakeholders: board members, current and past committee chairs, sponsors, long-term members, new members, and members of the commercial real estate community who are not chapter members.

One important goal for 2019 identified by the Committee relates to “diversity and depth,” both of which are important for the sustainability and strength of our organization. We believe a mix of perspectives will lead to better discussions and decisions, making our chapter better able to deliver on its purpose of advancing women as influential leaders in the commercial real estate industry. We recognize that changing demographics demand diversity in our industry, and that having a diverse organization is a competitive advantage. Finally, we know that increasing the diversity of our membership will benefit all members, translating to more opportunities to build business relationships, increased access to resources and referral sources, and an expanded pool of prospective clients.

We’ve already started to attract new and previously under-represented talent in our membership, on our leadership team, and within our committees. Our Rising Leaders, led by Lauren Jennings, recently collaborated with their CREW SF counterparts to produce one of the year’s most successful – and most fun programs, the San Francisco skyline cruise. At this sold-out event, over 100 members and guests boarded a private yacht to learn about waterfront development and urban planning initiatives, while taking in sweeping views and enjoying abundant opportunities for networking over appetizers and cocktails. The Rising Leaders is only one example of our commitment to diversity – we’ve also succeeded in re-engaging some of our members in the most senior positions, and we’ve increased the number of women of color in our membership and on our leadership team. Finally, with respect to a different type of diversity, I’d be

remiss if I didn't mention that in 2018, we've had a record-breaking number of men join our chapter, many of whom are active committee members.

As for ensuring "depth" in our organization, the Strategic Planning Committee understands the importance of building a pipeline of future leaders. To that end, the Board has asked all members to participate in a survey and/or join our first leadership information session in early September to help us assess interest in current or future leadership opportunities. We want all our members to be active and engaged, whether you have only one or two hours per month to give to CREW East Bay or whether you are able to write an article for *The View*, chair a committee, or join the board. Being active in CREW East Bay increases your opportunity to build professional relationships and help us develop a more vibrant organization. It's also a lot of fun!

In closing, I wanted to leave you with an inspiring quotation from one of my favorite female leaders, but since I couldn't narrow my selection to just one quotation, I offer you the following thoughts:

"Sometimes, idealistic people are put off the whole business of networking as something tainted by flattery and the pursuit of selfish advantage. But virtue in obscurity is rewarded only in heaven. To succeed in this world, you have to be known to people."

— *Sonia Sotomayer, United States Supreme Court Associate Justice*

"The success of every woman should be the inspiration to another. We should raise each other up. Make sure you're very courageous: be strong, be extremely kind, and above all be humble."

— *Serena Williams, Legendary Tennis Professional*

"If you really feel strongly about something you don't like people are doing...throw a temper tantrum...throw things around...people have got to know that you feel strongly about it."

— *Indra Nooyi, CEO of PepsiCo*

"I am endlessly fascinated that playing football is considered a training ground for leadership, but raising children isn't."

— *Dee Myers, former White House Press Secretary*

"In the future, there will be no female leaders. There will just be leaders."

— *Sheryl Sandberg, COO of Facebook*

Warmest regards,

Kim Scala

Kim Scala
2018 CREW East Bay President