



# CREW Sacramento Strategic Plan

Presented on February 9, 2006

# Mission Statement

- CREW Sacramento's core purpose is to advance the success & influence of women in Commercial Real Estate.

# Core Values

CREW Sacramento and its members value:

- **Commitment:** to advancing and empowering women in commercial real estate
- **Excellence:** progressive and innovative; relentless pursuit of quality and integrity in business and professional relationships.
- **Leadership:** visionary, dynamic and solution-oriented
- **Professional Community:** passionate commitment to mutual assistance; multi-disciplinary; responsive, loyal and supportive relationships.

# Big Audacious Goal

- CREW Sacramento's big audacious goal is to achieve parity in opportunity, influence and power in the commercial real estate industry.

# Vivid Description of the Future

When we have achieved our big audacious goal, our world will look something like this:

- Women have attained an equal number of seats at the commercial real estate table:
  - 50% of the BOYA awards every year are women
  - 50% of the largest deals in Sacramento will be done by women and CREW members
  - 50% of the recognizable developers in the Sacramento market will be women
- CREW Sacramento is the premier resource and referral network for the Commercial Real Estate Industry
- Every CREW Sacramento member does the majority of their business with other CREW members
- Women will comprise a significant/equal portion of the list of top 'go-to' professionals in the business – and no one will be surprised.
- When you want something done in Commercial Real Estate and want to hire the best, it's often a woman and a CREW Member

# Goals & Objectives

**Goal #1 - CREW Sacramento is recognized by the commercial real estate and business community as a powerful and influential organization.**

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**GOAL #2 - Our members achieve success through, and recognize the value of, their involvement in CREW Sacramento and CREW Network.**

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**GOAL #3 - CREW Sacramento has effective governance and sustainable financial resources.**

# Goal #1 - CREW Sacramento is recognized by the commercial real estate and business community as a powerful and influential organization.

- **High - Increase the quality of programs with timely topics of interest to the commercial real estate industry and business community**
- **High - Increase attendance at programs by members and influential commercial real estate business leaders**
- *Medium+ - Increase the number of influential commercial real estate professionals who are members of CREW Sacramento.*
- **Medium - Increase the number of CREW Sacramento members speaking at CREW and industry events.**
- **Medium - Increase press coverage of CREW Sacramento for our real estate related programs and activities.**
- **Medium - Increase diversity of our membership in terms of discipline, seniority and ethnicity.**

**GOAL #2** - Our members achieve success through, and recognize the value of, their involvement in CREW Sacramento and CREW Network.

- **High - Increase the number of ‘transactions’ (defined as deals, information, opportunities) reported by and recognized as CREW connections.**
- *Medium+ - Increase member companies’ support of membership and participation in CREW.*
- Medium - Improve the connection (real and perceived) between leadership in CREW and professional success.
- Medium - Increase the number of deals done between CREW Sacramento members

## GOAL #3 - CREW Sacramento has effective governance and sustainable financial resources.

- **High - Increase the total number of CREW Sacramento members serving on committees and task forces**
- **High - Expand the diversity of our members' participation within CREW Sacramento (serve on different committees over time, attend various events).**
- **High - Increase the number of members who aspire to serve on the CREW Sacramento board.**
- **High - Increase sponsorship revenue.**
- **Medium - Increase the diversity of companies that sponsor CREW Sacramento.**
- **Medium - Create and maintain reserves consistent with CREW Network guidelines.**

# Initial Strategies

- **Governance Structure**
- **Committee Building**
- **Community Relations Activities**
- **CREW Careers <sup>TM</sup>**
- **Improving Programs**
- **Increase Sponsorships**
- **Grow Our Membership**

# Strategic Planning Committee:

- Kim Ioanidis – 2005 CREW Sacramento President
- Jeannette Cadena – 2004 CREW Sacramento President
- Lisa Allen-Fletcher – 2006 CREW Sacramento President
- Gay Moss – 2005 CREW Sacramento Board Member
- Keeva Coe – CREW Sacramento Past Board Member
- Randi Wallen Mills – CREW Sacramento Past President
- Mary Norris – 2005 CREW Sacramento Board Member
- Kristina Reed – CREW Sacramento member at large
- Susanne Baker – CREW Sacramento member at large

# Strategic Planning Facilitators:

- Deborah Quok –2004 CREW Network President, CREW Sacramento Past President
- Ginger Bryant – 2005 CREW Network President, Past President CREW San Francisco