



Vision for 2020 & Beyond

Strategic Planning

During the summer of 2019, a Strategic Plan for the chapter was developed by a task force consisting of CREW San Antonio President Katherine Howe Frilot, President-Elect Yesenia Marili, Treasurer Alyssa Hartlage, and six members at-large consisting of Cindy Cohn, Martha Hardy, Diane White, Amanda Weinand, Chris Clements and Smita Bhakta. The plan includes goals, objectives and action steps to ensure success. The Strategic Plan outlining the next five years was presented to the Board of Directors and unanimously passed.

Mission Statement

CREW San Antonio paves the way, breaking barriers for women to enter and excel as leaders in Commercial Real Estate.

Vision Statement

We envision an inclusive industry which empowers women and their achievements.

Strategic Goals 2019-2023

- 1** Enhance the CREW SA brand and encourage opportunities for networking and participation by increasing the diversity of the chapter.
- 2** Offer premier, career building programs unparalleled in the industry, in order to support women in advancing their careers.
- 3** Ensure the operations and organization of the chapter serve the needs of members through continuous reassessment.
- 4** Maintain the financial capacity to offer benefits to members and fund outreach programs.



**CREW
NETWORK**

CREW Network Partnership

CREW San Antonio is proud to support CREW Network as a Supporting Partner, continuing our participation in the Chapter Leadership Circle. CREW San Antonio's support of CREW Network positions our chapter as a leader within the CREW Network organization. Our financial contribution supports technology upgrades and enhancements to provide members with new ways to connect and network globally and supports the development and expansion of critical network-wide member services offered by CREW Network.

Special thanks to the members and sponsors of CREW San Antonio who are critical to our chapter's success and enable us to continue this support, which along with support of other chapters, is allowing us to reach more CRE professionals and provide a bigger impact on the CRE industry.



Message from the President



Katherine Howe Frilot
President,
CREW San Antonio

Education

- BBA Finance,
Schreiner University
- 2014 Graduate,
North San Antonio Leadership Lab

Civic/Community Organizations

- President,
CREW San Antonio
- Member/Sponsor,
NAWBO - San Antonio
- Board of Directors,
Merced Housing Texas
- Board of Directors,
Business Careers H.S.
- Member,
St. Mark's Episcopal Church
- The Daughters of the Republic of Texas,
James Taylor White Chapter
- Member, Alamo Kiwanis

CREW San Antonio celebrated our 35th anniversary in 2018 and now, 2019 marks the 30th anniversary for CREW Network. Being a part of CREW Network globally connects us with 75 major markets throughout the United States, Canada and Great Britain. This includes over 12,000 members in the commercial real estate industry.

I am honored to serve CREW San Antonio as the President for 2019 and thank all the members of CREW that have given their time, treasure and talents to provide special events, training, luncheon programs, mentoring and fundraising to help advance women and men in commercial real estate.

The 2019 year brings focus on five keys of engagement:

- 1 We engage in Networking.**
Whether locally, nationally or internationally, we network and do business with CREW members. San Antonio boasts a strong commercial economy and with this, brings a close knit commercial real estate community.
- 2 We engage in Leadership Development.**
Our Emerging Leaders Program is now in its third year and has brought members knowledge of projects from conception to brick and mortar, professional development in career advancement, and technical training within our industry. Our members dictate the programming and we grow commercial real estate leaders in our community. Nationally we participate in three leadership summits a year through CREW Network and offer scholarships to student members and members to hone in on their leadership and networking skills.
- 3 We engage in Mentorship.**
We developed a formal mentorship program in 2018 and this continues between our members into 2019. CREW San Antonio works with the Embrey Real Estate Finance and Development (REFD) Graduate and Undergraduate Programs at UTSA. Our Mentorship with graduates is a one-of-a-kind partnership that continues to be successful with our programming under UCREW. Since 2010 CREW San Antonio has been committed to the Embrey REFD Program with an endowment of scholarships for women pursuing degrees in real estate. To date, CREW San Antonio has awarded over \$24,000 in scholarships to UTSA students.
- 4 We engage in Career Development.**
CREW members have the ability to build their careers locally or globally with CREW Network's Careers website: Careers Building Communities. Members have the opportunity at any stage in their career to find the development that they need or seek for new opportunities to help them grow. If you are a CREW member, you can access this website and other opportunities in career development from our local website.
- 5 We engage in Industry Research.**
CREW Network is a thought leader and publisher of white papers that range from "Diversity: Business Advantage," to "Women in Leadership: Case Studies of Executive Women in Commercial Real Estate." There are over a dozen of these studies developed in partnership with major corporations and CREW members. As a member we all have access to this industry research which is valuable to us individually and to the companies that we represent.