





Welcome to

Coffee with

CREMM









A LITTLE BIT ABOUT CREMM

CREMM

CREMM, the Commercial Real Estate group of professional women based in Houston, TX, is an extraordinary 501© non-profit organization dedicated to fostering a vibrant community and empowering women within the commercial real estate industry. Our primary mission is to create a platform where like-minded ladies can establish meaningful relationships, cultivate valuable connections, and advance their careers.

By joining CREMM, women in the commercial real estate field gain access to a supportive network that stands ready to collaborate and navigate the complexities of business together. Moreover, our network provides a dynamic avenue for ladies to engage in social activities, expand their professional networks, and foster an environment of continuous learning. Through CREMM, women in commercial real estate find an invaluable space to connect, grow, and inspire one another, ultimately driving their personal and professional success to new heights.

OUR CORE VALUES

Community

Career Growth

Confidence



Co Jan

Coffee with CREMM

January 24, 2024



Speed Networking February 7, 2024



Panel Event April 10, 2024



7th Annual Pink Party June 20, 2024



High Tea with Mama's Collaborative

August 7, 2024



Hard Hat Tour

October 9, 2024



Holiday PartyDecember 12, 2024

Meet The Board



Jennifer Kinard President Walter P. Moore



Taylor WagnerMarketing Director
Streetwise Retail Advisors



Audrey SchulzBusiness Development Director

Partners



Krista ParkerEvents Director *FMG*



Delaney MurphyCommunications Director *Kimley-Horn*



Ashley Reese
Operations Director



Kailyn CroweEvents Co-Chair
JI I



Elizabeth LongstaffMembership Director
Thorntree Slate



Jackie Contreras
Treasurer
Amegy Bank



Krista Parker & Kailyn Crowe

Events Director

- Attend monthly board meetings and signature events
- Oversee event annual budget
- Manage all event planning, including specific marketing tiers
- Collaborate with Marketing Director on all event branding and promotion
- Update & create EventBrite links
- Delegate tasks to Events Committee
- Collaborate with Digital Communications/Marketing on editorial calendar
- Manage vendor relationships

Events Co-Chair

- Attend all board meetings and events
- Support Events Director on all assigned event tasks
- Assist with EventBrite updates
- Manage Events Committee
- Maintain vendor relationships and provide support
- Delegate roles/tasks to volunteers during each event

Events Committee (Limited Spots!)

- Commit to minimum 80% event pre-planning efforts
- Commit to 3 signature events, 2 member events set up or breakdown efforts
- Assist with all other assigned tasks

Marketing



Taylor Wagner



Marketing Director

- Attend monthly board meetings and signature events
- Brand events and design marketing collatoral for each event
- Maintain and update website, which includes event page, photos, sponsor page, job board, etc.
- Digital Ad design for media partnerships
- Maintain e-blast schedule and distribution list
- Coordinate with Social Media and Events Directors regarding editorial calendar, scheduling out emails and social media posts
- Maintain integrity of the organization's brand on all digital content and print materials

Marketing Director Elect

- Attend monthly board meetings, 2 signature events and member only CREMM
- Collaborate with Marketing Director on collatoral for events, as needed, including with creating email blasts and maintaining distribution list
- Download and save photos from photographer into Dropbox

Communications Committee

- Help capture quick videos and photos at events
- Promote events on LinkedIn/Instagram
- Assist on all other assigned event tasks and marketing deliverables

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Digital Communications



Delaney Murphy

Digital Communications Director

- Oversee social media planning, management, and data throughout the year
- Promote upcoming events on social media channels to boost ticket sales
- Capture stories, photos and highlights after events and post to socials
- Create and maintain social media calendar for sponsorship and member recognition
- Attend all board meetings
- Follow industry influences

Digital Communications Director Elect

- Assist social media planning, management, and data throughout the year
- Promote upcoming events on social media channels
- Capture stories, photos and highlights after events and post to social media
- Create and manage social media calendar for sponsorship and member recognition

Communications Committee

- Help capture quick videos and photos at events
- Promote events on LinkedIn/Instagram
- Assist on all other assigned event tasks and marketing deliverables

Business Development



Audrey Schulz

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Business Development Director

- Main point of contact for sponrs and media relationships
- In charge of new sponsor outreach
- Oversee media events (BisNow) with Membership Director elect
- Support Board on updating CREMM media kit for sponsorship
- Maintain list of targeted company sponsorships, work with Membership to cross-reference annual members mid-year, annually
- Work with Events Director on sponsorships for Signature Events
- Maintain national and local memberships across industry organizations (NAIOP, CREW, etc.)
- Serve on board of another industry organization (NAIOP, CREW, etc.)

Business Development Director Elect

- Support Director to maintain sponsorship relations
- Support Director to update list of targeted company sponsorships, work with Membership to cross-reference annual memberships mid-year, annually
- Work with Events Director on sponsorships for signature events
- Organize BD commitee meetings
- Maintain national and local memberships across industry organizations (NAIOP, CREW, etc.)

Business Development Committee

- Meet quarterly with Board and committee for sponsorship updates
- Attend 4 CREMM events, 2 BisNow events, 3 other industry events

Membership



Elizabeth Longstaff

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Membership Director

- Manages all membership applications and submissions
- In charge of new member welcome and outreach
- Oversees event check-in/registration and name tags with Membership committee
- In charge of planning New Year/New Membership events, introduce the board, coordinators, committess and members
- Maintain all members database

Membership Director Elect

- Work with Membership Director to lead committee meetings
- Attend all board meetings
- In charge of membership directory
- Attend 2 signature and member only events to assist with checkin/registation
- Attend 1 BisNow event to host the CREMM network table

Membership Committee

- Meet every other month to update on membership and events
- Attend minimum of 4 CREMM events in 2024
- Assist with event registration and check-in at 2 member events, 1 signature event
- 1 event check-in chair for each event and to take lead on organization registration of members/sponsors with Event Coordinator

Operations



Ashley Reese

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Operations Director

- Record meeting minutes and upload to Team Dropbox
- Manage and update membership accounts
- Provide storage, access, and schedule of inventory (signage, table cloths, etc.)
- Order and maintain name tags annual and by event
- Strategize process improvements
- Manage technology integrations at events
- Ensure compliance and organization
- Support all board members where needed
- Attend all board meetings
- Attend 1 BisNow event to work the CREMM network table
- Attend all scheduled CREMM events

Operations Director Elect

- Work with Operations Director and encourage new ideas for process improvements
- Attend all board meetings
- In charge of sending out post-event and member data (i.e. member to non-member, new attendees, segment of industry, etc.)
- Attend 2 signature and member only CREMM events to assist check-in with name tages
- Atttend 1 BisNow event to work the CREMM network table

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