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## **Onward and upward: Reflect upon goals as an organization**

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They say the longest journey begins with the first step. I think many people would agree that when it comes to advancing the careers of women in commercial real estate, NEWiRE has made significant strides. Hence, with January being the start of a new calendar year, I thought it would be fitting to reflect upon our goals as an organization.

### **Grow Membership**

As we went around the table at the most recent President's Roundtable luncheon on January 10th, it was clear a key reason many members join NEWiRE continues to be the networking. NEWiRE distinguishes itself from other real estate organizations by putting women front and center. Plus, NEWiRE provides members with a wide variety of ways to utilize its network. Growing our membership serves to strengthen our network. At the same time, our ongoing efforts make our network that much more effective.

Growing membership also involves making sure we do not lose our current members. In order to accomplish this, NEWiRE must continue to show value. We achieve this by offering networking, leadership opportunities, superior programs and the opportunity to showcase our accomplishments. For example, our monthly luncheons not only provide an opportunity to learn from an esteemed speaker and to network, but also the chance to have your achievements and deals highlighted from the podium. If you have been thinking about joining NEWiRE, remember it is not too late to join for a half year!

### **Grow Sponsorship**

First and foremost, I would like to thank our 2012-2013 sponsors. Please visit the NEWiRE website to see a listing of our sponsors. Without their financial support, we cannot realize our mission to advance women in commercial real estate. Sponsorship dollars support our operations, which insures financial stability, and fosters future growth. Again thank you to our current sponsors. And to those who have not yet sponsored our organization, please consider doing so!

### **Leverage CREW**

At NEWiRE, we are focused on the big picture. While it is important for us to establish a strong network here in Boston, advancing women throughout the industry requires even greater effort. That is why NEWiRE supports CREW initiatives and events which are focused on business development, leadership development, industry research and career outreach on a national level. Our affiliation with CREW provides our members with even more resources and a larger network from which we can benefit.

Growth and expansion are essential to NEWiRE because as our numbers grow, so does our voice. Together, we are working to make a difference in our little corner of the business world—and beyond. Yes, we have our work cut out for us, but we are making progress. Our journey continues, not one step at a time, but one member at a time.

Holly Nelson is the 2012-2013 president of NEWiRE, Boston, Mass.

To learn more about NEWiRE and upcoming events visit [www.newire.org](http://www.newire.org), find us on LinkedIn, or follow us on Twitter @NEWiREBoston.

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