



CREW NY to honor Berk, Craig, Podell and Rose at 40th Anniversary Gala event October 4th - "Celebrating Yesterday, Shaping Tomorrow"

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Marylou Berk,
Lefrak

Tommy Craig,
Hines

Joanne Podell,

Amy Rose,
Rose Associates

New York, NY CREW New York will honor the achievements of four leaders—Marylou Berk, head of commercial real estate at Lefrak; Tommy Craig, senior managing director of Hines; Joanne Podell, executive vice chairman for retail services at Cushman & Wakefield; and Amy Rose, president and CEO of Rose Associates—at its 40th Anniversary fundraising Gala on Thursday, October 4th, 2018 at 6:30 p.m., at the Edison Ballroom, 240 West 47th St.

The event, based on the theme of “Celebrating Yesterday, Shaping Tomorrow,” will feature a VIP reception, cocktail reception, formal dinner, silent auction and ceremony. Rashida Jones, senior vice president of news specials for NBC News and MSNBC, will emcee.

“Marylou Berk, Tommy Craig, Joanne Podell and Amy Rose are extraordinary leaders in our industry, and we’re thrilled that they will be with us as we celebrate our landmark anniversary,” said Jaimee Nardiello, 2018 CREW New York president and a partner with Zetlin & De Chiara LLP.

Proceeds from the Gala will make it possible for CREW New York to advance the success of women in commercial real estate by: providing scholarships and mentoring to young women entering or interested in CRE as a career; conducting career and community outreach; and supporting CREW Network Foundation’s philanthropic activities, as well as other nonprofit organizations serving women and girls.

Individual tickets for the gala will be \$650 for CREW members, \$750 for non-members. A limited

number of sponsorship packages, which include event tickets, journal ads and marketing privileges, on the Titanium, Platinum, Gold and Silver levels are still available.

Berk has been head of commercial real estate at Lefrak since 2008. In that role, she has key P&L responsibility for all leasing transactions, property management and project/construction management directing millions of s/f in 25 commercial properties. She is renowned for managing global real estate portfolios as a business, with expertise in turnaround management and concurrent management of multiple, large-scale projects. Prior to joining LeFrak, at Morgan Stanley, she held the position of global head of property management, construction and engineering. She has received numerous awards from industry-related associations in addition to receiving The Ellis Island Medal of Honor for Outstanding Citizenship.

Craig is a senior managing director and has been the regional officer and partner responsible for Hines' New York Tri-State office since 1996. His responsibilities as senior project officer include managing the development, redevelopment, acquisition, construction, modification and/or interior fit-out on projects. He has been involved in a variety of development projects and transactions aggregating 22 million s/f, and been responsible for project development and transactions valued in excess of \$15 billion (at completion). Craig also has served as an adjunct professor of real estate development at the Paul Milstein Center for Real Estate at Columbia Business School from 2010 to 2015, and is a member of the executive committee and the board at Phipps Houses, one of the city's oldest and largest non-for-profit developers for affordable housing.

Podell is the first and sole executive vice chairman for retail services at Cushman & Wakefield, involved in many of the retail industry's most prestigious assignments, including the Manhattan roll-out of TD Bank and developing flagship stores for Nike in Washington, D.C. and San Francisco. Other clients have included Ann Taylor, LOFT, Cole Haan, Dean & De Luca, Empire State Realty Trust, Madison Capital and TIAA-CREF. She is a three-time winner of REBNY's Deal of the Year award, and was Cushman & Wakefield's 2016 global top broker, the first retail broker to be the sole recipient of the honor. She is a former board member of Women Executives in Real Estate, and launched Cushman & Wakefield's Women's Integrated Network (WIN), a mentoring network for women professionals.

Rose is president and CEO Rose Associates, a premier real estate firm with \$15 billion in assets under management. In her 29-year career with the firm, she has held a wide variety of leadership positions across key parts of its business. Named CEO in December 2017, she is responsible managing the company, formulating and executing long-term strategies, sourcing new business, capital and investments, and driving the company's focus on acquiring and adapting high quality assets. Under her direction, the firm has completed over \$2 billion in acquisition and development projects in the last five years. Additionally, she oversees the Rose property management and operations platform which delivers a full range of services designed to increase revenue and enhance asset value for more than 14,000 units in the marketplace. During her tenure, Rose Associates became one of the region's top property management firms with a primary focus on rental properties. She has been a frequent speaker at CREW New York events.

CREW New York, a chapter of the CREW Network (Commercial Real Estate Women's Network), provides its members with direct access to more than 10,000 commercial real estate professionals in more than 70 major global markets. CREW New York encompasses the legacy organization of the Association of Real Estate Women (AREW), founded in 1978, and New York Commercial Real Estate Women's Network (NYCREW), founded in late 2001. CREW New York is the single networking powerhouse helping women in commercial real estate to do business together.

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