



A letter from the 2008 president of the Association of Real Estate Women

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Dear AREW Members, Friends and Colleagues:

As we celebrate the Association of Real Estate Women's 30th Anniversary, the strides achieved by our organization and women in the real estate industry are remarkably evident.

The achievements, success, power and influence of women in real estate today are a testament to the vision of a handful of women who founded AREW 30 years ago. In an industry overwhelmingly dominated by men, they saw the need to provide a formal structure for women in real estate to meet, network, become educated about the industry, and support each other's career growth.

Merle Gross-Ginsburg, then a vice president of Edward S. Gordon Co., AREW's first president and AREW's 30th Anniversary Gala honorary chair, was one of those visionary women. Her letter from 1978 demonstrates how far we have come in the ensuing years.

The days of women in real estate being called "girls" are long gone. Today, we are called president, founder, managing director, executive vice president, developer or CEO. We've earned those titles the old-fashioned way, through skill, determination, talent, intelligence, ambition and the ability to take risks and lead. We have, in essence, come a very long way in leveling the playing field.

AREW is proud to have played an important role in the evolution of women in real estate to the positions they hold today. We have, for three decades, provided educational and networking opportunities for women in real estate designed to enhance both their personal and professional growth.

Offering one of the industry's richest and most varied schedules of programs, tours, seminars, special events and opportunities to make a difference in the greater community, AREW will continue to be a driving force as a leading real estate association for many decades to come.

It is my pleasure and privilege to serve as AREW's president for this celebratory year and extend my thanks to AREW's officers, board, members, sponsors, speakers, members of the media and real estate industry colleagues for supporting our organization in the past, present and future.

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