



NYCREW and YEM join to hold DIG This Career Day for young women

May 30, 2008 - New York City

New York Commercial Real Women's Network, Inc. (NYCREW) joined the Youth Empowerment Mission, Inc. (YEM) in the Bedford-Stuyvesant neighborhood, to host a remarkable career education and mentoring program designed for the benefit of YEM's Blossom Program for Girls.

For this special event, known as "DIG This Career Day," 40 young women between the ages of 13 and 20 were divided into four teams. Each team was paired with NYCREW leaders, to compete in a neighborhood commercial real estate project.

The challenge for each team was to analyze a neighborhood development site, propose the type of building, occupants and amenities that should be created on this ground-up development site and present its recommendations to a panel of judges. The teams were asked to balance the existing neighborhood character with needed improvements and future goals with the cost and benefit for the developer.

The DIG This program curriculum included informational sessions with various commercial real estate "experts," including a developer, architect, lawyer, broker, property manager, lender, and title insurance broker. These NYCREW representatives visited each team and provided guidance about the proposed development project and offered career advice to the girls.

The day culminated in team presentations of the proposed developments to the judges, and an awards ceremony for team and individuals. Awards included best presentation, real estate analysis, and leadership. Finally, the developer of the site revealed his plans.

The objective of the day-long program was to inform the young ladies about the various career opportunities available in commercial real estate, provide an interactive program to experience the skills and tools used in these career areas, and begin teaching them leadership and relationship-building skills.

"Using commercial real estate as a means to provide economically disadvantaged and otherwise challenged young girls in the Bed-Stuy community with the skills, confidence and opportunities to achieve independence and success has been wonderful," said Barbara Champoux, NYCREW past president and a partner at Sonnenchein Nath & Rosenthal LLP. "This program is a creative way to teach these girls the positive results of working hard and staying focused.

Participants also were entertained with a skit on what not to wear in business, and were taught networking skills, which were immediately put to use during the reception following the awards ceremony.

A long-term goal of the partnership between NYCREW and YEM is to match 40 young women from YEM's Blossom Program, with 40 NYCREW members, who will continue to mentor, nurture, and educate them to become the leaders of tomorrow.

This DIG This Career Day was co-developed by, and presented through "CREW Careers: Building

Opportunities," a CREW Foundation national program. For additional information on CREW Foundation and other NYCREW programs, go to www.nycrew.org.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540