

Richmond teens to take hammers to the proverbial glass ceiling

Across Richmond, teen girls working in conjunction with Partnership for the Future (PFF) will be taking hammers to the glass ceiling in commercial real estate by participating in an all-day workshop and training session on July 31 in the newly restored mixed use Miller and Rhoads development in downtown Richmond. Planners say that the all day program is designed to introduce these young high school girls to the many careers available to women in commercial real estate.

CREW Careers: Building Opportunities® was developed by CREW Foundation, the philanthropic arm of CREW Network, and is designed to encourage more women to pursue careers in commercial real estate, which traditionally has been a male-oriented profession.

“Our goal is to have these exceptional young ladies, who will be matriculating to college in the fall, consider the broad spectrum of professions that make up the industry. The industry will need a pipeline of diverse, innovative and resourceful professionals to help identify opportunities that will be inherent in the challenges that the industry will face,” said 2009 CREW



CREW Careers also includes hands-on classroom training.

Careers Chair Monique Johnson, who is Community Housing Officer with VHDA.

In Richmond, approximately 22 girls from PFF will be introduced to the many professions in commercial real estate by a panel of senior level commercial real estate women active in such disciplines as real estate law, financing, construction, title insurance, commercial leasing, interior design, engineering and architecture discussing their various roles in successful real estate development.

“Education and exposure are the best hammers to shatter the myth that commercial real estate is an industry best suited for men,” said Johnson, joined in that statement by Charleita Richardson, president and CEO of PFF.