

## Women's Leadership Initiative

# Annual Plan FY15

The ULI Women's Leadership Initiative (WLI) formally launched its program in Charlotte at the ULI 2012 Spring Meeting. The mission of the WLI is to raise the visibility and number of women leaders in ULI and the real estate industry.



### The WLI has four objectives:

- Promote the advancement of women, throughout their careers, as leaders in the real estate industry.
- Increase the number of women who serve in leadership positions in the real estate industry and in ULI.
- Increase the visibility of women leaders in the real estate industry and in ULI.
- Increase the number of women who are active ULI Full members, and support the development of young women members as leaders in ULI and in their professions.

ULI Triangle's local WLI, launched on June 25, 2013, is now entering its second year.

The FY15 annual plan will continue the programs and initiatives started in FY14, and will explore different opportunities for implementing the original objectives.

## FY15 ULI TRIANGLE ANNUAL PLAN

To meet the four ULI WLI objectives, ULI Triangle's WLI will implement the following strategies and tactics:

### 1. PROMOTE THE ADVANCEMENT OF WOMEN, THROUGHOUT THEIR CAREERS, AS LEADERS IN THE REAL ESTATE INDUSTRY.

- Develop a "Women Leaders in Real Estate/Land Use" speaker series
- Build stronger relationships among the ULI women members through casual networking events and/or discussion/book groups
- Deputize all WLI Steering Committee members to act as ambassadors for women ULI members and as recruiters for program ideas, speakers, panelists, program attendees, and partnership forums
- Encourage ULI women members to work with and to be referral sources for each other
- Increase communications about WLI activities, i.e. select two steering committee members to summarize WLI action items for ULI Triangle website blog

**2. INCREASE THE NUMBER OF WOMEN WHO SERVE IN LEADERSHIP POSITIONS IN THE REAL ESTATE INDUSTRY AND IN ULI.**

- Identify and groom women members to serve on the WLI Steering Committee, and to become committee chairs within the Triangle District Council
- Promote strong volunteer women leaders to the codified District Council positions of Chair of Mission Advancement, Treasurer and Chair
- Promote ULI Triangle women members to National ULI to be considered for leadership positions

**3. INCREASE THE VISIBILITY OF WOMEN LEADERS IN THE REAL ESTATE INDUSTRY AND IN ULI.**

- Recruit more women as speakers, moderators and panelists for ULI programs
- Develop 1-2 round table programs for the entire membership
- Develop one program for the regional ULI Carolinas Meeting with WLI members from Charlotte and South Carolina

**4. INCREASE THE NUMBER OF WOMEN WHO ARE ACTIVE ULI FULL MEMBERS, AND SUPPORT THE DEVELOPMENT OF YOUNG WOMEN MEMBERS AS LEADERS IN ULI AND IN THEIR PROFESSIONS.**

- Develop programs in business leadership for women only (perhaps in conjunction with UNC CH Wood Center for Real Estate Development)
- Encourage women members to attend the ULI Fall and Spring Meetings, become full members, and apply for Product Council Membership
- Continue to explore the development of a mentorship program for younger women in the industry and/or students

*Several guiding principles will be followed as ULI Triangle's WLI implements the above strategies:*

- More emphasis will be placed on WLI-generated programs for the entire membership than on programs for women-only. Since WLI wishes to promote the business case for gender diversity in leadership, programs must educate and highlight women leaders to men as much as to women.
- "Infiltration" is a key concept. The Triangle WLI aims to involve more women at all levels of ULI Triangle, from committee membership to participation in partnership forums, to recruitment as mentors, speakers and panelists, etc. The WLI Steering Committee will act as conduits for increased involvement and membership in ULI.

**FY15 STEERING COMMITTEE MEMBERS**

**Linnie Causey,**  
Morningstar Law Group,  
Co-Chair

**Cari Jones,**  
Cline Design,  
Co-Chair

**Deb Boucher,**  
Cassidy Turley

**Heather Denny,**  
McDonald/York

**Trish Healy,**  
Hyde Street Holdings

**Cara Permar,**  
Beacon Street

**Wanona Satcher,**  
City of Durham

**Jamie Schwedler,**  
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**Nellie Shipley,**  
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**Cindy Szwarcop,**  
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