



Hampton Roads Association
for Commercial Real Estate

FOR IMMEDIATE RELEASE

THE HAMPTON ROADS ASSOCIATION FOR COMMERCIAL REAL ESTATE ANNOUNCES NEW EXECUTIVE DIRECTOR

Appointment Coincides with Rebranding and New Website Launch as Regional Group Celebrates 25 Years

VIRGINIA BEACH, VA, April 4, 2017 — The Hampton Roads Association for Commercial Real Estate (HRACRE) announced today the appointment of Jennifer K. Montgomery as its new Executive Director effective May 1, 2017. The selection was made following an extensive search and selection process which started in early January after Dana Walker, who has devotedly and efficiently served the organization for the past 25 years, announced she would be retiring at the end of April.

A southwest Virginia native, Ms. Montgomery graduated from Radford University with a BA in Journalism. Most recently, she served as Executive Director for Abingdon Main Street, a non-profit organization focused on sustaining economic vitality, quality of life, and attractiveness of downtown Abingdon, Virginia. Her resume includes over 20 years of public relations, lobbying, strategic planning and non-profit management. In her new role, Ms. Montgomery will be responsible for implementing HRACRE's goals and objectives, functioning as "chief advocate" of the association, while managing day-to-day operations.

"We are very pleased to announce this appointment," commented Bob Orlando, HRACRE President. "Jennifer will bring leadership and creativity to the association's initiatives and will play a key role in promoting the interests of commercial real estate professionals across the region."

In anticipation of its 25th anniversary, the Hampton Roads Association for Commercial Real Estate elected to revitalize the organization's image through a rebranding initiative and a new and improved website. While the logo simply offers a modern twist on the previous one, the revamped website represents a complete makeover. The new site now offers quick and intuitive access to essential information about HRACRE's network of committees and special events, as well as providing its members access to an improved, easy-to-navigate, online

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membership directory. After months in the making, HRACRE launched its redesigned web platform and finally unveiled its new logo.

“Our website redesign and upgrade positions us for future growth and portrays our stakeholders, programs and leadership in a very positive way,” commented Bob Orlando. “I am very proud of the hard work and dedication of HRACRE towards our members and the industry we serve in our first 25 years of existence and feel we are poised to build on that base for the next 25!”

About the Hampton Roads Association for Commercial Real Estate

The Hampton Roads Association for Commercial Real Estate (HRACRE) is a membership-based, non-profit organization that provides a unified voice for the commercial real estate industry in Hampton Roads, Virginia. The organization counts more than 500 members and is dedicated to promoting the best interests of commercial real estate in the region. HRACRE focuses on educating members on relevant issues, advocating for local, regional and statewide legislative initiatives, promoting economic development, creating an environment in which members can build relationships, and mentoring the next generation of real estate professionals. Visit www.HRACRE.org for more information.

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