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CARW Announces Keynote Speaker Emmitt Smith in Milwaukee - September 30th *three-time Super Bowl Champion, Businessman, Entrepreneur, and Commercial Real Estate professional will headline CARW Rainmaker Event & Wisconsin Retail Conference*

MILWAUKEE, July 19, 2021 – The Commercial Association of REALTORS® Wisconsin (CARW) announced that Emmitt Smith will headline the organization's September 30th "Rainmaker Event & Wisconsin Retail Conference" in Milwaukee. The pro football Hall of Fame running back, businessman and entrepreneur will be part of a multi-session, in-person event in Milwaukee.

"Emmitt Smith has a great story to tell – on and off the field," said Tracy Johnson, CARW President, and CEO. "He is known nationally as a successful commercial real estate professional and has even achieved the CCIM designation for investment real estate. He'll be with us to share insights on leadership, decision-making, and success."

Emmitt Smith is a professional football icon and one of the greatest to ever play the game. In his 15 seasons as a running back in the National Football League, Smith amassed many records that still stand today, including most career rushing yards and most career rushing touchdowns. Smith's impressive resume includes three Super Bowl championship rings, his induction into the Pro Football Hall of Fame in 2010, and, most recently in 2019, his selection to the NFL 100 All-Time Team (a prestigious list honoring the best players of the NFL's first 100 years).

Johnson shared that during the half-day event, in addition to the keynote presentation, Smith will lead a closed session with college students involved with the Commercial Association of REALTORS Careers and Accessibility initiative. These are students from UW-Whitewater, UW-Milwaukee, and UW-Madison among others, studying business, finance, and real estate. Jeff Hoffman with Cushman & Wakefield | Boerke said "More than 85% of current commercial real estate professionals in Wisconsin attended school in-state. We want to make sure that students who are interested in commercial real estate as a profession are connected to the organizations and professionals who will help them be successful."

Smith is also a successful businessman and entrepreneur and runs several companies spanning real estate, construction, and technology. He is active in charitable outreach through his foundation in the Dallas area and on a national level, providing educational opportunities and unique experiences for underserved youth. Smith resides in Dallas and, among his athletic accomplishments and business endeavors, is a father of five kids. He is also the author of a book, "Game On", published in 2011.

The presenting sponsor for the event is Knight Barry Title Company. Other sponsors include Landmark Credit Union, Innovative Construction Solutions, and Husch Blackwell, LLP. Sponsorships are available now and tickets for the event will be available in August.

Sponsorship opportunities for this event are available. Please contact Amanda Hoffman at amanda@carw.com or visit carw.com for details.

About CARW:

CARW is *the* VOICE for commercial real estate brokerage and related professionals in Wisconsin. Founded in 1993, CARW is dedicated to the success of its members by providing public policy advocacy, invaluable educational opportunities, networking experiences, and data exchange. CARW supports more than 900 commercial real estate professionals in 500 companies throughout Wisconsin and the region. CARW also oversees the statewide data exchange that tracks commercial lease and sale information. Members represent more than 36.5 M sf of commercial real estate available for sale and nearly 63 M sf available for lease.

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