

ShopCore Properties – SEED Video Transcript

(00:00) Visual of SEED logo

Text: SEED, Support. Empower. Engage. Develop.

Audio: Upbeat music. SEED stands for support, empower, engage, and develop

(00:07) Visual of Female Speaker 1, three female employees walking and talking through the office

Text: Aimee Babcock

Audio: The SEED program is a program to empower women in the workplace and give them leadership opportunities, give them growth opportunities, and really support them as an important member in the ShopCore culture

(00:19) Visual of three female employees in a meeting, three female employees talking over coffee, laughing in the office, visual of Female Speaker 1

Text: Maria Macali

Audio: Normally in the real estate industry, it is very male-dominated, so we wanted to create this program for our women to be able to develop those relationships, to become leaders, and to really feel more comfortable asking questions and talking about maybe challenges they're having in the workplace

(00:37) Visual of one woman approaching another woman, visual pans a common room full of women

Audio: This collaboration with this group of women will kind of help bridge that gap

(00:42) Visual of a gathering of women, two female speakers addressing the group, women in the crowd listening and taking notes, women chatting over a meal

Audio: Every single woman, at any level of the organization, has an opportunity for development, both professionally and personally

(00:50) Visual of Female Speaker 3

Text: Nina Rogers, VP of Leasing, Specialty Centers

Audio: This development is fostered and supported and encouraged by not only the executive team, but the team of women that are around her

(00:59) Visual of several scenes of women working and talking in an office

Audio: I think it's a huge opportunity for maybe some of those women that aren't as outgoing as some people, it gives them a very comfortable environment to be themselves and really to create those relationships

(01:13) Visual of a woman holding a microphone in a crowd standing up to pose a question, a woman leading a discussion, female volunteers smiling

Audio: I think if you're a person who wants to grow, who wants to develop, SEED is an additional platform for somebody to be able to do that

(01:24) Visual of female volunteers working and laughing, women working in an office, a woman playing pool

Audio: It's about meeting people within the organization, fostering those bonds, and also learning something along the way and having some fun

(01:32) Visual pans a group of women standing in a circle, Female Speaker 1

Audio: I think the possibilities for moving the SEED program forward are endless, and I can't wait to see what's next

(01:37) Visual of SEED logo

Text: ShopCore Properties, SEED, Support. Empower. Engage. Develop Audio: Inspirational music