

# 2016 NAI Global Convention

Amelia Island, FL | September 11 - 15, 2016

## Session Descriptions

### NAI REGISTRATION & HELP DESK

**Monday,**  
**September 12th**  
12:00 PM – 6:00 PM  
Hospitality Suite  
Oceanside

**Tuesday,**  
**September 13th**  
7:30 AM – 2:30 PM  
Amelia Foyer

**Wednesday,**  
**September 14th**  
7:30 AM – 2:30 PM  
Amelia Foyer

### PRE-CONVENTION PROGRAMS

(Limited to Members of Each Group Only)

#### Sunday, September 11th

##### **7:00 PM..... Early Bird Arrival Happy Hour with NAI Global**

Arriving early? So are the NAI Global staff! Join us for an early bird happy hour where you can meet the team and get to know everyone. There's no other way to kick off an exciting week but over cocktails!

#### Monday, September 12th

##### **12:00 PM – 6:00 PM ..... Hospitality Suite & Registration**

This year registration is taking place in a hospitality suite we're calling the "NAI Global Swag Room." Stop by to pick up your badge and a ton of specialty "swag" items just for you!

##### **1:00 PM – 5:00 PM..... Property Management (training by Mike Lipsey)**

Michael J. Lipsey, President of The Lipsey Company, is nationally and internationally recognized as the leader in training and consulting for the commercial real estate industry. Lipsey will be providing the highest quality training and consulting service in the industry and equip property managers with the skills necessary to succeed in today's competitive environment.



##### **3:00 PM – 4:00 PM.....Optional Council Leadership Meetings (Open to Council Leaders Only)**

This is a private forum for the council leadership team to focus on business matters including 2017 planning.

- **Marketing** hosted by Russ Werden, NAI Global
- **Office** hosted by Robin Anders, NAI Carolantic Realty
- **Retail** hosted by Josh Rodstein, NAI Miami

##### **4:30 PM – 6:00 PM .....New Member Welcome Reception (Open to New Members & New Professionals only)**

New to the network? Join us for this reception and meet the NAI Global staff, Leaders of the Members' Leadership Board, Specialty Council Chairs and many more! This is your opportunity to get one on one time with all those mentioned to learn more about doing business and how to utilize NAI tools.

### CORE CONVENTION PROGRAMS (OPEN TO ALL)

##### **6:30 PM – 8:00 PM ..... Welcome Reception for All Sponsored by Apto & Sherwin Williams**

Bring plenty of business cards as you will meet new Members, exhibitors, sponsors, staff and greet old friends as we launch the Convention together! New to the Convention? Plan to visit the NAI Global booth and we will gladly introduce you to those that visit us.



##### **8:00 PM – 10:00 PM ..... NAI Dinner with Bonfires and Beach Games**

You're on an Island – of course there will be bonfires and beach games! Dinner, games and bonfires are here to help you relax and become comfortable while you network through the NAI crowd. This is your opportunity to mingle, exchange business cards and find out what makes each professional special and successful. These are the places where unexpected business can fall into your lap! Bring plenty of business cards as you will meet new Members, exhibitors, sponsors, staff and greet old friends.

#### Tuesday, September 13th

**\*Please be sure to wear your NAI T-shirts on this day. Thank you in advance for your cooperation.**

##### **8:30 AM – 10:00 AM ..... Leadership Board Meeting & Breakfast (closed to this group only)**

##### **9:00 AM – 10:00 AM ..... Networking Breakfast with Sponsors and Exhibitors Sponsored by CSSI**

Studies say that eating breakfast can lead to improved concentration and performance in the classroom or the boardroom as well as provide more strength and endurance to engage in physical activity. Well... you're going to need it! Join us for breakfast to help kick start this fun and exciting day filled with team building activities and in-depth commercial real estate general sessions.



##### **10:00 AM – 11:30 AM ..... Welcome General Session: NAI Members Unite by NAI Global Florida Region Sponsored by Apto & Sherwin Williams**

As once said by Steve Jobs, "Great things in business are never done by one person. They're done by a team of people." That is what the NAI Global Florida Region has shown us. Join us as NAI Hallmark Partners welcomes us into their market with guest speaker. Following is a welcome principals of the Florida Region who touch on what makes them successful as a team and how you can implement that in your region.



# 2016 NAI Global Convention

Amelia Island, FL | September 11 - 15, 2016

## Session Descriptions

### Tuesday, September 13th (continued)

#### 11:30 AM – 1:30 PM ..... Networking Team-Building (Island Survivor Challenge)

This event is designed to facilitate relationship building as we head to the beach for some friendly competition. Teams will be pre-assigned and each will work together to challenge their communication, planning, strategy development and collaboration skills. One team will be declared the winner so wear your Convention t-shirt and bring your A game. (We will be taking video and digital images the event via a drone provided by Dronebase so let's look united in our convention shirts for some cool beach pictures!

#### 1:30 PM – 2:30 PM ..... Networking Lunch with Sponsors and Exhibitors

Team-Building Challenge Winners Announced by former NHL player, Tim Brent (current team member of NAI Carolantic Realty in Raleigh, NC)

#### 2:30 PM – 3:30 PM ..... NAI Speed Networking Event

Join us for this exciting speed networking event. This is your chance to let your guard down and meet fellow NAI professionals with ease. This session will allow you to connect with new Members and potential business partners. This meeting format is designed to accelerate business contacts with a bell! During each interaction, attendees will share their professional backgrounds and business goals. The groups will be divided into two:

- Group 1: Principals, Directors, Managers and Agents
- Group 2: Marketing Directors and Professionals

#### 3:30 PM – 8:00 PM ..... Free time

**You've asked and we listened!** Take this time to catch up on work and conduct business. Maybe even make plans with your teams for dinner. Whatever you do, mentally prepare for trivia night at Falcon's Nest!

#### 8:00 PM – 10:00 PM ..... VIP Dinner (by invitation only) (Veranda Restaurant)

#### 10:00 PM – 12:00 AM ..... After-hours Party with Trivia sponsored by DCT Industrial (Falcon's Nest)

Join DCT Industrial at this fun, exciting trivia night accompanied by drinks and apps! Assemble your trivia dream team and join us. The first, second and third place teams earn prizes, so come on out and flex those brain muscles.



### Wednesday, September 14th

#### 8:00 AM – 9:00 AM..... PDM Meeting and Breakfast Sponsored by CSSI

(Closed to PDMs only)



Join us as leaders of the NAI Global team provide an NAI update with what is important to look out for over the next several months. The second portion of this session will be round-table discussions revolving around the topics handpicked by your colleagues.

#### 8:00 AM – 9:00 AM..... Networking Breakfast with Sponsors and Exhibitors

(Open to All)

#### 9:00 AM – 10:30 AM..... Keynote Conversation featuring Andrew Farkas, Island Capital Group and Barry Sternlicht, Starwood Capital Group

#### 10:30 AM – 11:00 AM..... Networking Refreshment Break with Sponsors and Exhibitors

#### 11:00 AM – 2:00 PM..... Specialty Breakout Meetings: (Session Descriptions to Follow)

- **Capital Markets** hosted by Jay Olshonsky and the Capital Markets Team
- **Corporate Services** hosted by Damian McKinney, McKinney Advisory Group
- **Industrial** hosted by Steve Pastor, NAI James E. Hanson
- **Marketing** hosted by Russ Werden and Lindsay Fierro, NAI Global
- **Office** hosted by Robin Anders, NAI Carolantic Realty
- **Property Management** hosted by Frank Socci, NAI Long Island
- **Retail** hosted by Josh Rodstein, NAI Miami

#### Thanks to our Specialty Sponsors Noted Below

Capital Markets



Industrial



Marketing



Property Management



Retail



# 2016 NAI Global Convention

Amelia Island, FL | September 11 - 15, 2016

## Session Descriptions

### Specialty Breakout Agendas | Wednesday, September 14th

#### Corporate Services

Moderator: Damian McKinney, McKinney Advisory Group, Founder & CEO

- 11:00 AM - 11:05 AM.....** Welcome and Introduction by Damian McKinney
- 11:05 AM - 11:50 AM.....** Member Panel Discussion- Corporate Services - A Global View
- 12:00 PM - 1:00 PM.....** Cindy Cohn - How to Think like a CEO - Training Session
- 1:05 PM - 2:00 PM.....** Corporate Services Break Out Session
- 2:00 PM - 2:30 PM.....** Lunch with Exhibitors

#### Industrial

Moderator: Steve Pastor, NAI James E. Hanson - Vice President

- 11:00 AM - 11:10 AM.....** Welcome and Introduction by Steve Pastor
- 11:10 AM - 11:30 AM.....** Discussion on Market Trends in Top Markets
- 11:30 AM - 12:45 PM.....** Supply Chain - What you Need to Know
- 12:45 AM - 12:50 PM.....** Sponsor Spotlight- DCT Industrial
- 12:50 AM - 12:55 PM.....** Sponsor Spotlight- Active International
- 1:00 PM - 2:00 PM .....** Lee Rubin - How Peak Performers Think Differently -Training Session
- 2:00 PM - 2:30 PM .....** Lunch with Exhibitors

#### Investment

Moderator – Jay Olshonsky, NAI Global - President

- 11:00 AM - 11:15 AM.....** Welcome and Overview by Jay Olshonsky
- 11:15 AM - 12:00 PM.....** Overview of the New NAI Global Capital Markets Leadership and Team
- 12:00 PM - 12:50 PM.....** How to Take Full Advantage of RCM with your Clients
- 1:00 PM - 1:10 PM.....** Sponsor Spotlight - A-10
- 1:10 PM - 2:00 PM.....** Interactive Investment Opportunity Session

#### Marketing

Moderator: Russ Werden, VP, Marketing & Design

- 11:00 AM - 11:05 PM.....** Opening
- 11:05 AM - 11:10 PM.....** Sponsor Spotlight: Matterport
- 11:10 AM - 12:10 PM.....** Self Marketing Training by Jeff Beals, NAI NP Dodge
- 12:10 PM - 12:15 PM.....** Sponsor Spotlight: Digital Maps/ Land Vision
- 12:15 PM - 1:00 PM.....** Market Research with JC Casillas, NAI Capital and Jim Tobin, River Communications
- 1:00 PM - 1:05 PM.....** Sponsor Spotlight: XCELIGENT
- 1:05 PM - 2:00 PM.....** PR and Communications Training with Jim Tobin, River Communications
- 2:00 PM - 2:30 PM.....** Lunch
- 2:40 PM - 2:45 PM.....** Sponsor Spotlight: ALM Media
- 2:45 PM - 3:45 PM.....** Best-In-Class with Marketing Council Leadership
- 3:45 PM - 3:50 PM.....** Sponsor Spotlight: Esri
- 3:50 PM - 4:20 PM.....** Technology with Ken Mack-Solden, NAI Realvest
- 4:20 PM - 4:25 PM.....** Sponsor Spotlight: DroneBase
- 4:25 PM - 4:30 PM.....** Closing

#### Office

Moderator: Robin Anders, NAI Carolantic, Broker

- 11:00 AM - 11:15 AM.....** Welcome and Introduction by Robin Anders
- 11:15 AM - 11:50 AM.....** Member Panel - Market Trends
- 12:00 PM - 1:00 PM.....** Lee Rubin - How Peak Performers Think Differently -Sales Training Session
- 1:10 PM - 2:00 PM.....** Member Panel - Successful Cross Selling
- 2:00 PM - 2:30 PM.....** Lunch with Exhibitors

# 2016 NAI Global Convention

Amelia Island, FL | September 11 - 15, 2016

## Session Descriptions

### Specialty Breakout Agendas | Wednesday, September 14th

#### Property Management

Moderator: Frank Socci, NAI Long Island - Principal, Director of Property Management

- 11:00 AM - 11:05 AM**..... Welcome and Introduction by Frank Socci
- 11:05 AM - 11:50 AM**..... Panel Discussion for Asset Managers
- 11:50 AM - 11:55 AM**..... Sponsor Spotlight - CSSI
- 12:05 PM - 12:10 PM**..... Sponsor Spotlight - EWM (Every Watt Matters)
- 12:10 PM - 12:55 PM**..... Best Practices Discussion
- 1:00 PM - 2:00 PM**..... Cindy Cohn - How to Think Like an Owner - Training Session
- 2:00 PM - 2:30 PM**..... Lunch with Exhibitors

#### Retail

Moderator: Josh Rodstein, NAI Miami, Senior Director

- 11:00 AM - 11:05 AM**..... Welcome and Introduction by Josh Rodstein
- 11:00 AM - 11:55 AM**..... Cindy Cohn - How to Relate or Understand the Ownership or Asset Management of the Property – Training Session
- 12:05 PM - 12:10 PM**..... Sponsor Spotlight - Active International
- 12:10 PM - 12:35 PM**..... Member Panel - Tenant Rep Brokers – Big Box, Franchise and Restaurant
- 12:35 PM - 1:00 PM**..... Member Panel - Retail Property Disposition
- 1:10 PM - 1:15 PM**..... Sponsor Spotlight- Mastercard
- 1:15 PM - 1:40 PM**..... Member Panel- Retail Site Selection Brokers - Development Opportunities
- 1:40 PM - 2:00 PM**..... Needs and Wants Discussion
- 2:00 PM - 2:30 PM**..... Lunch with Exhibitors

## Thanks to Our Sponsors & Exhibitors

#### Marquee & Platinum Sponsors



#### Elite Exhibitors & Silver Specialty Sponsors



#### Exhibitors



#### Learning Partners



#### Corporate Sponsors



# 2016 NAI Global Convention

Amelia Island, FL | September 11 - 15, 2016

## Session Descriptions

### Wednesday, September 14th (continued)

#### 11:00 AM – 2:00 PM..... **Technology Innovators and Disruptors**

Technology spotlight and showcase hosted by Cliff Moskowitz, NAI Global. Technology supporting the commercial real estate industry is rapidly evolving. Hear directly from some of the innovators and disruptors in this space. After a dynamic and cerebrally challenging exchange realize an opportunity to visit with tech and event sponsors along with exhibitors to make the connections that will support future research and negotiations as you evaluate the best solutions for your firm.

Companies in the spotlight include:



Join our sponsors, technology showcase participants and exhibitors (including other tech companies) in the expo hall for demonstrations, discussions and Q&A. See appreciation box at end of this message for a listing of companies participating.

#### 2:00 PM – 2:30 PM.....**Networking Lunch with Sponsors and Exhibitors**

#### 2:30 PM – 4:30 PM.....**Marketing Breakout (Continued)**

#### 2:30 PM – 4:30 PM.....**CCIM Market Analysis Tools Training Course:**

CCIM Market Analysis tools and processes are the basis for understanding markets and properties. The Market Analysis model is user based... “users will pay the most for a property/space”. The model examines Demand and supply based on... Location characteristics; Site and building characteristics; Political and legal; and Financial. The tools for understanding your local economy and market include Economic base multiplier using location quotient methodology, Shift Share analysis and Benchmark Demographics.

#### 5:30 PM – 6:30 PM.....**Bar Hopping by Specialty**

Bring your colleagues and spouses to attend this fun event! Your time is almost up to meet NAI professionals you haven't yet met. Don't forget your business cards and lanyards! Each specialty will meet their Council Chair and 2 NAI staff Members at a designated restaurant/bar. These leaders will alert you when to switch locations. Don't feel like leaving? Stay where you are and you'll meet more NAI professionals from other specialties! We look forward to seeing you there!

#### 6:30 PM – 7:30 PM.....**NAI Closing Reception**

Join us as we gather one last time to spread cheer and say our goodbyes to our dear friends and colleagues. At this point, you would have met all the professionals you can as well as have gained all the experience and knowledge as you can; so now, it's time to take a load off, relax and enjoy the people you are with. Thank you everyone for coming!

### Thursday, September 15th

#### **(All Golf Events are for Registered Golfers Only)**

#### 7:00 AM – 7:45 AM.....**Check-in and Networking Breakfast**

#### 8:00 AM – 1:00 PM.....**Tee Off**

#### 1:00 PM – 2:00 PM.....**Golf Tournament Conclusion and Boxed Lunch**

**Other recreational activities will be planned based upon interest. Some activities include: Spa, Fishing, Beach Cabanas and more.**

