

2018 NAI Global Convention

Austin, Texas | September 24th-26th, 2018

Session Descriptions

NAI REGISTRATION & HELP DESK

Monday September 24th	Tuesday September 25th	Wednesday September 26th
11:30 AM – 6:00 PM Meeting Room 602	8:15 AM – 2:30 PM Meeting Room 602	8:30 AM – 11:00 AM Meeting Room 602

PRE-CONVENTION PROGRAMS

Monday, September 24th

11:30 AM - 6:00 PM..... NAI Registration and Help Desk
Meeting Room 602

12:30 PM - 2:30 PM..... Specialty Council Leadership Lunch Meeting
Meeting Room 400
(Mandatory for all Council Chairs and Leadership Team)

12:30 PM - 2:30 PM Strategic Leadership Committee Meeting (Lunch Included)
Meeting Room 402
(Open to members of this group only)

12:30 PM - 2:30 PM The NAI PDM Mastermind Group
Salon F (6th Floor) (Lunch on Own)
(Open to Principals, Directors and Managers Only)

This session is closed to those who preregistered and committed to attend 3 of the 4 offered mastermind events. How does the mastermind work? It's a group of talented people who meet regularly to learn, solve problems and tackle challenges together. Group members give advice, share connections and hold each other accountable. It's very much peer-to-peer mentoring, and if you're fortunate to join one, you will almost certainly see a marked change in yourself and your company. Our new PDM Mastermind will help you deal with some of your biggest challenges: recruiting agents, attracting new clients, leading people and managing a sales process. It will be personally facilitated by international sales consultant, Jeff Beals.



Jeff Beals

3:00 PM - 3:45 PM How to Better Market Your Firm & Agents Presented by NAI Marketing Directors
Salon B (4th Floor)

Panel Discussion Moderated by Russ Werden, NAI Global and featuring Jackie Larkin (NAI Miami), Larry Koestler (NAI Partners), Anne Remley (NAI James E. Hanson) and Deb Stevens (NAI Shames Makovsky)

3:00-4:45 PM Going In-Depth with Various Specialty Experts
Salon A (4th Floor)

3:00-3:45 PM

Going In-Depth with Multifamily, Self-Storage, Data Centers and Shopping Centers Experts - Panel Discussion Moderated by Sam Tenenbaum, CoStar Group Featuring: JDenise Nunez, NAI Horizon (Self-Storage), Kevin Goeller, NAI KLN (Data Centers), and Michael Schiff, NAI Capital (Shopping Centers)

3:45-4:15 PM

Diving Head First into Medical-Office Space, Pop-Up Shops and Warehouses - Panel Discussion Moderated by Cliff Moskowitz, NAI Global. Featuring: Colt Power, NAI Robert Lynn (Medical Office Space), Vicki Freeman, NAI HSP Real Estate (Pop-Up Shops) and John Simons, NAI Partners (Warehouses)

4:15-4:45 PM

Sub-Group Breakout Table Discussions

Take this opportunity to walk to the booths for each specialty to see what these groups offer and how they present their marketing materials. Take a seat and meet with the panelists for further one-on-one discussions and intellect.

3:00 PM - 5:00 PM Property Management Council Sessions
Meeting Room 615AB

Calling all Property Managers! Join the council to learn what asset managers look for in hiring a management company" as well as discuss best practices to hear what works (and doesn't work) from your property management peers.

4:00 PM - 4:45 PM How to Use NAI Tools in Your Everyday Business
Salon B (4th Floor)

Whether you're new to NAI or have been loyal to NAI for years, this session will help you understand important tools we offer that can be utilized on an everyday basis. Featured applications to be discussed are The News Funnel, Basecamp, Quick Base (Datamining), the NAI App and the Events Calendar.

4:00 PM - 6:00 PM User Representation Council
Meeting Room 616AB

Join the User Representation Council also known as Corporate Services, during this two-hour best practice and business discussion.

4:00-4:30 PM Introduction of the Members

4:30-5:00 PM Gives & Gets Discussion

- List of Companies People are Already Working With
- Target Companies that We are Going After

5:00-5:30 PM List of Presentations Made with Results Report in 2018/ Member Presentations

5:30-6:00 PM List of Services that NAI Global & Council Members Can Provide

- Create a catch all for Case Studies and Proposals

5:00 PM - 6:00 PM Property Management Board Meeting (Closed)
Meeting Room 619

2018 NAI Global Convention

Austin, Texas | September 24th-26th, 2018

Session Descriptions

CORE CONVENTION PROGRAMS

Monday, September 24th (continued)

5:00 PM - 6:00 PM.....New Professionals & International Reception
(Invitation Only)

5:00 PM - 6:00 PM.....NAI Texas Brokers Social Hour
Sponsored by RealMassive
(Invitation Only)



5:00 PM - 6:00 PM.....Fueled Collective Happy Hour
FUELED COLLECTIVE
(Invitation Only)

6:00 PM - 9:00 PM.....Charitable Welcome Reception & Dinner
Austin Grand Ballroom (Open to all)



There are many exciting things happening at this kickoff event. First, you will be welcomed into a "Texas State Fair" vibe with local food, drinks and vendors. Second, the welcome reception and dinner will be dedicated to the local Austin charity known as Austin Pets Alive! "APA." Austin is the number one pet-friendly city in the United States. 100% of donations will be given to APA and the final amount will be announced at this event. SURPRISE! Austin Pets Alive! will be present with some cute pups at the event. Be sure to stop by and thank them for all they do to keep Austin No-Kill.

Tuesday, September 25th

7:00 AM - 8:00 AM.....Early Morning Wellness
Meet in Lobby 2 Miles Walk

Wake up and start your morning with the NAI wellness walk! Walking to kick start your day on a healthy path proves to do wonders for your mental wellbeing. It improves self-perception and self-esteem, mood and sleep quality, and it reduces stress, anxiety and fatigue. Meet at us in the lobby at 7:00 AM. We will leave for the walk along the lake at 7:15 AM. See you then!

8:30 AM - 9:45 AM.....Young Professionals Network Breakfast Meeting Sponsored by NAR (YPN Members only)



Join us for breakfast to help kick start this fun and exciting day filled with sales training activities and

informative general sessions, but first, this breakfast will allow you to network with those either your age or new to the industry. You'll hear from Simon Hartzell, Director of New Offices of NAI Global about his experience and how he has succeeded in Commercial Real Estate and then conclude the session with a fun team building exercise proven to enhance your business networking skills.

9:00 AM - 9:45 AM.....Networking Breakfast with Exhibitors (Open to all)

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 sales training activities and informative general sessions.

10:00 AM - 11:00 AM.....Welcome General Session: NAI Partners Market Overview Followed by Expanding Your Market by Leveraging NAI Global

Jon Silberman, NAI Partners will open this session up with a brief Austin market overview & introduction. NAI Global President, Jay Olshonsky, will



Jon Silberman
NAI Partners



Jay Olshonsky
NAI Global



Geoffrey Woodward
NAI Global Chairman & C-III Capital Partners
Senior Managing Director

follow with a high level NAI update and awards acknowledgment. The session will close with The State of Commercial Real Estate Discussion featuring NAI Global Chairman & C-III Capital Partners Senior Managing Director, Geoffrey Woodward.

11:00 AM - 12:00 PM General Session: Keynote Speaker, Marcellus Wiley

Join us at the main general session as we call Marcellus Wiley to the stage as our keynote speaker. Seems like a familiar face? He should! Marcellus Wiley is a Compton California born retired NFL Defensive End who played 10 seasons in the National Football League for four different teams.



Marcellus Wiley

Today he is known as the infectious host of the TV show 'SportsNation' on ESPN, in addition to the ESPNLA radio show 'Afternoons with Marcellus and Travis'. Through 'Project Transition', his charitable organization, he dedicates his time to providing leadership training and opportunities to at-risk youth with the goal of helping them become the next generation of thought leaders.

All attendees will receive a copy of his latest book after Convention, "Never Shut Up: The Life, Opinions, and Unexpected Adventures of an NFL Outlier."

Thank You to Our Host Office

NAIPartners

2018 NAI Global Convention

Austin, Texas | September 24th-26th, 2018

Session Descriptions

OPEN TO ALL — AGENTS & OTHERS

Tuesday, September 25th (continued)

12:00 PM - 1:00 PM **Networking Lunch with Exhibitors** Salon HJK (6th Floor) **Sponsored by Apto**



During lunch be sure to make your rounds and visit all of the exhibitors and sponsors who are participating.

This year we are offering a passport raffle for all of those expo/sponsors who will be giving away a prize at the closing general session. Visit all on your passport map to enter to win!

1:00 PM - 4:00 PM **Specialty Council Breakouts** (Includes 15 min break)

Capital Markets | Industrial | Office | Retail

Specialty Council Agendas:

Capital Markets Council

Meeting Room 400

- 1:00-1:45 PM Client Lead Panel Moderated by Alex Waddey
- 1:45-2:30 PM NAI Professional Lead Best Practice Panel Moderated by Jay Olshonsky
- 2:30-2:45 PM Refreshment Break
- 2:45-3:30 PM Open Discussion (What do you have listed over \$5,000,000? What have you sold over \$5,000,000? What are you pitching over \$5,000,000?)
- 3:30-4:00 PM 2019 Goals & Any Other Business

Industrial Council

Salon G (6th Floor)



- 1:00-1:10 PM..... Opening Remarks & a Word from Our Sponsor: Prologis
- 1:10-2:00 PM Incentives – How to Extract Incentives for Tenants / How to Get Municipalities to Help Pay for Infrastructure for Industrial Development Projects by Hal Johnson, NAI Earle Furman
- 2:00-2:30 PM..... Ports & Rail Panel: Tim Carr, Senior Sales Account Executive - KCS, Matt Fleming, VP of Business Development - Trans-Global (TGS), Trish Haver, Senior Port Development Manager - Norfolk Southern, Micah Mallace, Director Strategic Projects at South Carolina Ports Authority
- 2:30-2:45 PM..... Refreshment Break
- 2:45-3:00 PM..... Ports and Rails Panel - continued

Industrial Council (Continued)

- 3:00-4:00 PM..... Institutional Owners/Investors Panel: Bryan Blasingame, Jr., Executive VP & CIO - IDI Logistics, Mace McClatchy, Senior Vice President - Black Creek Group, Zack Markwell, CEO & Managing Principal - Stonemont Financial Group

Office Council

Salon A (4th Floor)



- 1:00-2:00 PM..... Grow Your Business: Multi-market Business Development Session
- 2:00-2:30 PM..... Gives & Gets Open Discussion
- 2:30-2:45 PM..... Refreshment Break
- 2:45-2:50 PM..... A Word from Our Sponsor: SIOR
- 2:50-3:45 PM..... Panel: What is Your Competition Offering & What are the Advantages of NAI?
- 3:45-4:00 PM Networking Business Exchange

Retail Council

Salon B (4th Floor)

- 1:00-2:00 PM..... Retail Outlook: Pacific Northwest Pacific Southwest | Southwest Rockies | Midwest | Southeast Northeast
- 2:00-2:30 PM..... Needs and Wants
- 2:30-2:45 PM..... Refreshment Break
- 2:45-3:30 PM..... Retailer Discussion Group
- 3:30-4:00 PM..... New Retail Council Leadership: Chairperson , Other Leadership Board, Good and Welfare

OPEN TO THE FOLLOWING GROUPS ONLY

12:00 – 4:00 PM (Includes Plated Lunch and a break)

Meeting Room 616AB **Marketing Council**
(See agenda below)

Salon F (6th Floor) **The NAI PDM Mastermind Group** (Continued)

Meeting Room 615AB **Property Management Meeting**
(Continued)

Marketing Council

- 1:00-1:15 PM Opening Remarks
- 1:15-2:00 PM What to Do After Receiving the Listing
- 2:00-2:30 PM Time Management
- 2:30-2:45 PM Refreshment Break
- 2:45-3:45 PM New Technology Virtual Tours, Drones, Videos

2018 NAI Global Convention

Austin, Texas | September 24th-26th, 2018

Session Descriptions

OPEN TO THE FOLLOWING GROUPS ONLY

4:15 PM - 5:30 PM..... NAI Beer Garden Sponsored by WeWork (Raffle included)



We welcome all to the NAI Beer Garden where NAI professionals will get to network and be served beer and local food at shared tables. During this event, we will take this time to acknowledge the marketing and design talent of our local offices as we share their work in an art gallery fashion. Each attendee will receive a NAI Global beer mug.

6:00 PM - 7:00 PM SIOR Reception (Invitation Only)

7:30 PM SIOR Invite-Only Dinner

10:00 PM - 12:00 AM Offsite After Hours Party
Maggie Mae's @ 323 E 6th St
Sponsored by Rethink CRM
(All are welcome. Badges must be worn.)



Wednesday, September 26th

9:00 AM - 9:45 AM Networking Breakfast with Exhibitors (Open to all)
Salon HJK (6th Floor)

9:45 AM - 11:45 AM Marketing Council Breakout
Meeting Room 616AB
Continued Sponsored by The News Funnel



Join the Marketing Council Leadership for the last session dedicated session for marketing directors. This session will include a content marketing workshop presented by The News Funnel followed by a best in-class discussion where all marketing professional attendees share and explain samples provided.

10:00 AM - 10:45 AM Breakouts Sessions Part I

Negotiating 101 for all Levels of Expertise
Facilitated by Alec Pacella, NAI Daus
Salon G (6th Floor)

Negotiating is a big part of commercial real estate yet there are several top negotiating tactics that most brokers are unaware of. Prior to negotiating you should establish criteria by asking enough questions to find out the primary objectives and goals of your client. Join CCIM and NAI Leader, Alec Pacella, as he takes you down the path to turn you into a powerful negotiator.

How to Double Your Business in 2019
Facilitated by Karl Landreneau, NAI Latter & Blum
Salon F (6th Floor)

Now is the time to start thinking ahead and setting your goals for the year to come. Join CCIM and NAI Leader, Karl Landreneau, as he takes you through the steps to take each year to plan for huge growth.

Investment, Location and Demographic Analysis Using TheAnalyst PRO
Facilitated by Todd A. Kuhlmann, CEO of CRE Tech,® Inc.
Meeting Room 615AB

Analyzing investment and commercial real estate can be a daunting task. Many commercial practitioners and investors spend hours and days analyzing a property for purchase or lease. In today's competitive market, time is money. Not being able to analyze a property quickly can result in losing the opportunity to buy or lease the property. Thanks to technology products like TheAnalyst PRO, you can now analyze a commercial property very quickly and easily.



Todd A. Kuhlmann



10:45 AM - 11:30 AM Breakout Sessions Part II

Emerging Industries
Moderated by Turner Levison, CEO, CommissionTrac
Salon G (6th Floor)

This world is changing and at a rapid pace. Marijuana is becoming legal in several states bringing in a different kind of business. Cars are becoming self-driven and blockchains are being used for cryptocurrencies. Join us for this intense session to learn how these new trends are impacting our industry. Panelists include: Robert McVay, Harris|Bricken (Marijuana), Vijay Mehra, Rethink CRM and Scott Beck, Beck Ventures (Block Chain)

International Business
Moderated by Mauro Keller Sarmiento, NAI Global
Meeting Room 400

We always encourage you to ask the NAI question, "How else can I help you and where?" There are several instances when your client has needs overseas, north, south, east, west. On this session, you will learn about international real estate markets and how our firms can help you and your client. Panelists include: Rob DesBrisay (NAI Commercial), Waleed Murrawat (NAI Saudi Arabia) Jason Luckhardt (NAI Harcourts), Mary Hoo (NAI Sofia Group Shanghai) and Jaime Sarrà B. (NAI Sarrà)

Industrial Business
Moderated by Eric Voyles, TexAmericas Center
Salon F (6th Floor)

This new session is brought to you to share best practices and current industrial projects taking place by our top brokers. Join us for a chance to ask questions and adapt new methods to increase your industrial business flow leading to 2019. This session is being moderated by Eric Voyles TexAmericas Center. Panelists include: Steve Pastor (NAI James E. Hanson) and John Simons (NAI Partners).

2018 NAI Global Convention

Austin, Texas | September 24-26, 2018

Session Descriptions

Wednesday, September 26th (Continued)

Local Businesses and Real Estate in Austin, TX
Moderated by Jeremy Smitheal, Riverside Resources
Meeting Room 615AB

Join Austin locals that will take you in-depth to the booming market. How are locals dealing with the new cost of living? What is the cost of doing business today compared to 5 years ago? Has real estate investing taken a new turn? Panelists include: David Dawkins (NAI Partners) and Charisse Bodisch (Austin Chamber of Commerce)

11:30 AM - 11:45 AM..... Refreshment Break
Salon HJK (6th Floor)

11:45 AM - 12:30 PM..... General Session: 30 Minute
Salon HJK (6th Floor) **Keynote Followed by Closing**
Remarks and Raffle Drawings

Join us for the closing general session featuring a fireside chat with Drayton McLane, McLane Group and Jay Olshonsky, NAI Global. This discussion will be focusing on value and strategy, running a business and managing a large company. Remember to stay until the very end. You must be present to win the raffle prizes!



Drayton McLane

12:30 PM..... General Attendees Adjourn – Thanks for Coming!

12:30 PM - 2:30 PM..... Principals, Directors & Managers Meeting & Luncheon
Salon F (6th Floor)
(Open to this group only)

Calling all Principals, Directors and Managers! This session is solely created for the leaders of NAI Offices. Join us in closing the Convention to hear a best practice panel featuring top NAI Offices with Q&A moderated by Jay Olshonsky, NAI Global. Panelists include Jordan Elliott (NAI Elliott), Jeremy Larkin (NAI Miami) and Michael Riekert (NAI Apollo). Following the panel, we will call America’s Chief Profit Officer, Davy Tyburski to the stage.

2:45 PM - 5:00 PM..... NAI Global Leadership Board
Meeting Room 400 (Closed)

This meeting is only open to members of the Leadership Taskforce, Strategic Committee, Past Chairman’s Committee and the Specialty Council Chairs.