



The FSU Real Estate Network's 17th Annual REAL ESTATE TRENDS NETWORKING CONFERENCE

Florida State University, Tallahassee, Florida

October 27 & 28, 2011

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Thomson Reuters ONESOURCE Property Tax

Featured Speakers

Tucker Carlson, *Veteran journalist; political commentator, Fox News; editor-in-chief, TheDailyCaller.com*

Thomas D'Arcy, *President, Chief Executive Officer and Director, Grubb & Ellis Company*

Rocco Ferrera, *Chief Investment Officer, Financial Services, Stiles, Inc.*

Kevin Rostowsky, *Senior Managing Director, Southeastern/Midwest U.S., NXT Capital, Inc.*

Thomas Sittema, *Chief Executive Officer, CNL Financial Group*

We Build the Future ...

The FSU Real Estate Network's 17th Annual
**REAL ESTATE TRENDS
NETWORKING CONFERENCE**
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WeinPlus Real Estate Advisory Services

CONFERENCE SCHEDULE

THURSDAY, OCTOBER 27, 2011

Thursday events will be held at the University Center Club

3:00 – 4:00 pm

Networking Keys! (*student-only forum*)

4:00 – 5:45 pm

"If I Were 21" Student/Mentor Roundtable and Q&A (*open to all*)

Designed specifically for students of the FSU Real Estate Program to discuss career opportunities and strategies. Employers and recruiters are invited to attend the roundtable and Q&A session to meet students and discuss opportunities. Panelists: James Alderman, Wyndham Hotel Group; Beth Azor, Azor Advisory Services; George Banks, Summit Group Commercial Properties; Billy Bishop, BishopBeale; Robert Breslau, Stiles, Inc.; Ashley Brown, Clarion Partners; Bobby Byrd, TALCOR Commercial Real Estate Services; Michael Cale, ING Investment Management; P.J. Cusmano, Integra Realty Resources - Tampa Bay; David Gabbai, The Shopping Center Group; James Gordon, Kroenke - Gordon - Schaller Properties; Tracy Harrison, Crossman & Company; Chip Hartung, Coldwell Banker Hartung and Noblin; Ray Hayhurst, Grubb & Ellis; Nan Hillis, BB&T; Dave Howie, Thomson Reuters ONESOURCE Property Tax; Gregg Ickes, CNL Commercial Real Estate; John Jacobs, Northwestern Mutual Real Estate Investments; Nichole Katulich, Equity One; Whitney Knoll, Newmark Knight Frank; Bill Lloyd, RKM Development Corp.; Nabil May, Hancock Bank; Steven McCraney, McCraney Property Company; Clint Murphy, Murphy Land and Retail Services; Bridgid O'Connor, Public Super Markets; Scott Renaud, CNL Commercial Real Estate; Larry Richey, Cushman & Wakefield; Cyrus Sharp, GlassRatner Advisory & Capital Group; Mark Stroud, Marcus Partners; Rachel Wein, WeinPlus Real Estate Advisory Services; Alison Williams, NorthMarq Capital
Moderator: John Crossman, Crossman & Company

CONFERENCE

THURSDAY, OCTOBER 27, 2011 (continued)

- 6:00 - 7:00 pm CONFERENCE REGISTRATION AND OPENING RECEPTION
- 7:00 - 9:15 pm **Dinner and Conference Opening**
Tucker Carlson, *Veteran journalist; political commentator; Fox News; editor-in-chief, TheDailyCaller.com*
Presiding: Dave Howie, *Thomson Reuters ONESOURCE Property Tax*
- 9:30 - 11:30 pm **Cocktail and Jazz Reception** (*non-student event*)
Sponsored by *Brigham Moore, LLP and Tropical Realty Appraisal Services*

FRIDAY, OCTOBER 28, 2011

All Friday events will be held at the FSU Turnbull Conference Center

- 7:30 - 8:00 am Continental Breakfast
- 8:00 - 8:30 am **Opening Remarks and Announcements**
Presiding: Kelly O'Keefe, *Berger Singerman*
- 8:30 - 9:15 am **Emerging Global Conditions**
John Doggett, *McCombs School of Business, University of Texas*
- 9:15 - 10:30 am **From the C-Suite—Strategies for Beyond Tomorrow**
Top executives candidly discuss market conditions, short- and long-term strategies, and market opportunities.
- Rocco Ferrera, *Chief Investment Officer, Financial Services, Stiles, Inc., Ft. Lauderdale, FL*
 - Kevin Rostowsky, *Senior Managing Director, NXT Capital, Inc., Atlanta, GA*
 - Thomas Sittema, *Chief Executive Officer, CNL Financial Group, Orlando, FL*
- Moderator: TBA
- 10:45 - 11:45 am **Hot Topics** (*concurrent sessions*)
- Session 1 **Investment Strategies: Institutional versus REIT**
This diverse panel examines the acquisition strategies and outlook of institutional investors and REITs - both public and private.
- Marc DeLuca, *Clarion Partners, Washington, DC*
 - Paul Ellis, *CNL Commercial Real Estate, Orlando, FL*
 - Carman Liuzzo, *Highwoods Properties, Inc., Raleigh, NC*
- Moderator: Acie Holt, *Portman Holdings, LLC, Atlanta, GA*
Organizers: Ashley Brown, *Clarion Partners*; Chase Collier, *Highwoods Properties, Inc.*;
John Priede, *Centro Properties Group*
- Session 2 **Government Regulations: Impact on Real Estate**
Panel will expose and discuss the threats, merits, and practical action points as they relate to government regulations on the real estate industry.
- Mike Bonfield, *City of St. Pete Beach, St. Pete Beach, FL*
 - Thomas Pelham, *former Secretary, Florida DCA Tallahassee, FL*
 - Susan Trevarthen, *Weiss Serota Heifman Pastoriza Cole & Boniske, Ft. Lauderdale, FL*
 - Suzanne Van Wyk, *Bryant Miller Olive, Tallahassee, FL*
- Organizers: Jackson Bowman, *Brigham Moore LLP*; Jonathan Moore, *Acquisitions Consultants, Inc.*; Kelly O'Keefe, *Berger Singerman*

The FSU Real Estate Trends & Networking Conference is organized to inform

SCHEDULE

Session 3

Landlord, Lender or Lessee: Who's Really in Control?

Let's make a deal! Panel examines what party is really calling the shots in today's ever-changing ownership, lending and leasing environment.

- **Chris Butler**, Jones Lang LaSalle Americas, Inc., Tampa, FL
- **James Horton**, Le3B Realty Advisors, Tallahassee, FL
- **Greg Morrison**, Morrison Commercial Real Estate, Orlando, FL
- **Lisa Smith**, Parkway Properties, Inc., Orlando, FL

Organizers: **Paul Aase**, Roberts Commercial Real Estate Services; **P.J. Cusmano**, Integra Realty Resources-Tampa Bay; **Gregg Ickes**, CNL Commercial Real Estate; **Nan McCormick**, CB Richard Ellis, Inc.

Session 4

The Return of Commercial Real Estate Finance

Panel explores how the commercial mortgage industry is emerging from the "Great Recession"-lessons learned, the business climate, and capital sources are discussed.

- **Sharon Plattner**, Freddie Mac, McClean, VA
- **Donald Ramon**, Invesco Mortgage Capital Inc., Atlanta, GA
- **James Shuford**, Protective Life Insurance Company, Birmingham, AL
- *Others TBA*

Organizers: **Kevin Collins**, Invesco Mortgage Capital Inc.; **Nabil May**, Hancock Bank; **Mike Shalley**, Popp, Gray & Hutcheson, LLP; **Alison Williams**, NorthMarq Capital, Inc.

Noon - 1:30 pm

Lunch with Featured Speaker

Thomas P. D'Arcy, President, Chief Executive Officer and Director, Grubb & Ellis Company
Presiding: **Jonathan Moore**, Acquisition Consultants

1:45 - 2:45 pm

Emerging Regional Conditions and Strategies for the Future

Dale Brill, Florida Chamber Foundation, discusses Florida's strategic position, growth opportunities, and key factors affecting its future.

1:45 - 2:45 pm

The Real Estate Foundation for FSU

An FSU Real Estate Foundation has been created to consider real estate activities that can benefit the University. Whether it is protecting the campus perimeter, acquiring, developing, lending, or anchoring real estate, this new organization seeks to enhance FSU in many ways. Learn more from Beth Azor and Robert Breslau (REF Board Members) as they discuss opportunities for real estate professionals to get involved.

1:45 - 3:00 pm

Insiders' Tour of FSU Athletic Facilities *(Gold Sponsors only)*

1:45 - 3:30 pm

Seminole Real Estate Connections

Space at the conference center will be available for companies to informally meet with students and clients, or to distribute company information.

6:00 - 10:00 pm

"Downtown Getdown" at Adams Street Commons

Adams Street Commons is located between Park and Jefferson on Adams Street. Proceeds benefit the Big Bend United Way.

Parents' Weekend Schedule of Events (see union.fsu.edu/pw)

SATURDAY, OCTOBER 29, 2011

8:00 am

Parents' Weekend 5K Fun Run/Walk (see union.fsu.edu/pw)

The Florida State University Football Game, FSU vs. NC State

Doak Campbell Stadium, Tallahassee, Florida / Time: TBA

Single game tickets may be purchased at seminoles.com or by calling (850) 644-1850.

participants of the emerging trends and critical issues facing the real estate industry.

■ FEATURED SPEAKERS



Tucker Carlson

Carlson is a veteran journalist and political commentator, with the Fox News Channel. He also serves as editor-in-chief of TheDailyCaller.com, a news and opinion site. Carlson joined Fox from MSNBC, where he hosted several nightly programs. Previously, he was the co-host of Crossfire on CNN, where he was the youngest anchor in the history of that network. A longtime writer, Carlson currently writes for Esquire and The New York Times magazine.



Thomas D'Arcy

D'Arcy serves as president and CEO of the Grubb & Ellis Company where he is responsible for the day-to-day management of Grubb & Ellis Company; he is also a member of its board of directors. Previously, he served as principal in Bayside Realty Partners; president and CEO of Equity Investment Group (a private REIT); and chairman and CEO of Bradley Real Estate, Inc. (a NYSE-listed REIT).



Rocco Ferrera

Ferrera is chief investment officer of financial services for Stiles. As CIO, Ferrera is responsible for the strategic planning, direction and oversight of all properties owned or controlled by Stiles or its related partnerships. Under his direction, the firm's acquisition, JV structure, financing, asset management, property management, and disposition are conducted. Ferrera, who joined Stiles in 1997, was previously with Lennar Partners.



Kevin Rostowsky

Rostowsky is senior managing director of the Southeastern and Midwest U.S. regions for NXT Capital. Previously, he served as managing director of Merrill Lynch Capital Real Estate Finance, where he and his team specialized in sourcing and underwriting first mortgage, mezzanine, and equity investment opportunities for all property types. Prior to Merrill Lynch Capital, Rostowsky was at GE Capital Real Estate and Heller Financial.



Thomas Sittima

Sittima serves as CEO of CNL Financial Group, a leading private investment firm that provides global real estate and alternative investments. Sittima joined CNL in October 2009, previously serving as managing director of real estate, gaming, and lodging investment banking for Bank of America Merrill Lynch. In 2007, Sittima was named one of the "Seven Investment Bankers Every Director Should Know," by Corporate Board Member Magazine.

■ CONFERENCE ORGANIZERS

The Real Estate Center / Florida State University
The Real Estate Network / Florida State University
The Real Estate Society / Florida State University

The FSU Real Estate Trends & Networking Conference is organized to inform participants of the emerging trends and issues facing the real estate industry. The conference focuses on factors affecting markets in the southeast region of the U.S.

Plenary and concurrent "hot topic" sessions are planned that highlight the critical issues affecting real estate investment and development. Top executives will discuss key trends affecting market segments.

■ CONFERENCE REGISTRATION

Register online at www.fsurealestate.com or complete the enclosed registration form and mail, or fax, it to the address indicated. The cost of the conference is \$290 (\$315 for late registration). The registration fee includes the Thursday evening dinner, Friday breakfast, luncheon and keynote address, all conference sessions, and conference materials. **Registrations must be received by October 14, 2011.** (Late registrations will be accepted until October 21, 2011.) **Cancellation Policy:** Full refunds will be made for cancellations prior to October 21, 2011. Refunds cannot be made for cancellations after this date.

■ CONFERENCE LOCATION

The Thursday evening opening will be held in the ballroom of the FSU University Center Club in Tallahassee. The ballroom is located on the third floor at the southeast end of Doak Campbell Stadium.

Friday events will be held at the FSU Turnbull Conference Center next to the Leon County Civic Center at 555 W. Pensacola Street.

Please see "Accommodations/Locations" on the conference website for complete details and maps.

■ ACCOMMODATIONS & ATTIRE

Hotel information can be found at: www.fsurealestate.com. The attire for all conference events is business or business casual.

■ THE FSU REAL ESTATE NETWORK

The FSU Real Estate Network is an alliance of the alumni and friends of the FSU Real Estate Program. The Network's purpose is to enhance the professional relationships among the Program's alumni, friends and students. Over 4,000 individuals are current participants of the Network.

■ FOR MORE INFORMATION

www.fsurealestate.com
Ms. Loreen Yerger Kollar
Phone: (850) 644-4071
Fax: (850) 644-4077
lkollar@fsu.edu

The Center for Real Estate Education & Research - Executive Board

The Executive Board assists in advancing the Program's visibility and national standing; serves in an advisory capacity to the Program's faculty; assists in developing strategies to enhance the Program's resources; and assists with regard to career counseling, mentoring and placement of the Program's students.

■ CONFERENCE COMMITTEE

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ROBERTS COMMERCIAL REAL ESTATE SERVICES, Atlanta, GA

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