

... THE KEYNOTE SPEAKER

Michael J. Swerdlow,
Chairman and Chief Executive Officer
Swerdlow Real Estate Group, Inc.

Michael J. Swerdlow is Chairman and CEO of Swerdlow Real Estate Group, Inc. (Swerdlow Group), a private real estate investment trust (REIT). The REIT is a successor to Michael Swerdlow Companies, Inc. (MSC), and its related partnerships. Mr. Swerdlow has led Swerdlow Group to become one of the preeminent real estate firms of its kind in the Southeastern U.S., bringing to bear over 25 years of real estate experience to the company. He is known for his ability to identify and create value in situations overlooked by competitors.

Under Mr. Swerdlow's direction, Swerdlow Group is involved in a broad range of real estate ownership, development, management and leasing activities. The firm has amassed a portfolio of over five million square feet of shopping centers, retail entertainment, office and distribution properties which it owns and operates, with six million square feet of similar properties under development.

Mr. Swerdlow founded MSC in 1987 and served as Chairman and Chief Executive Officer. In 1988, the company and its affiliates purchased Hollywood, Inc., one of the largest owners and developers in South Florida. Mr. Swerdlow continued to expand the company over the ensuing decade.

Before forming MSC, Mr. Swerdlow was instrumental in some of the larger acquisitions and liquidations in the real estate industry. Some of the noteworthy transactions included the disposition of most of AT&T's retail operations upon deregulation; the acquisition and dissolution of Amterre, the second largest shopping center developer in the country at the time; the acquisition and disposition of United Technology's Headquarters Office Suites; and the development of the Worldgate Project near Dulles International Airport.

Mr. Swerdlow holds degrees from Stevens Institute of Technology and the New York University Law School. He is a world-class sailor, having been a member of seven U.S. and international teams, and holds two fly rod world records for bone fishing.

HOTEL ACCOMMODATIONS & ATTIRE

Hotel information has been enclosed and can also be found at:

www.cob.fsu.edu/rmi

Conference room blocks have been set up at the Hampton Inn Central, the Holiday Inn Capitol, and the Microtel Inn & Suites. It is imperative that you make room reservations early—block room availability is limited.

The attire at all conference events is business or business casual. University Center Club policies apply.

FOOTBALL TICKETS

Single game tickets are currently available for the Virginia game (8/14/00) and can be ordered by credit card from the FSU athletic ticket office. (850) 644-1830.

CANCELLATION POLICY

Full refunds will be made for cancellations received prior to October 13, 2000.

Refunds cannot be made for cancellations after this date.

SPECIAL NOTE

It is imperative that you make room reservations and register early. All accommodations are limited.

The Real Estate Research Center
College of Business
Florida State University
Tallahassee, Florida 32306-1110

THE REAL ESTATE NETWORK

Alumni & Friends of the FSU Real Estate Program

The FSU Real Estate Network's 6th
Annual

2000

REAL ESTATE TRENDS & NETWORKING CONFERENCE

October 19 & 20, 2000

Florida State University
Tallahassee, Florida

Note:
Registration
Materials
Enclosed. . .

EXECUTIVE CORPORATE SPONSORS

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Real Estate Group
- Publix Super Markets, Inc.
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- The Apartment Group, Inc.

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*... Register
Today!!!*

www.cob.fsu.edu/rmi

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CONFERENCE ORGANIZERS

THE REAL ESTATE NETWORK

Alumni & Friends of the FSU Real Estate Program

The FSU Real Estate Research Center
Florida State University

The FSU 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.

The conference is designed to provide information on:

- Retail, Office, Industrial, Apartment, and Hospitality Markets
- The Real Estate Services Industry • Technology Trends • Mortgage Markets • REIT and Institutional Activities • Investment and Development Strategies •

CONFERENCE REGISTRATION

To register, complete the registration form enclosed with this brochure and mail, or fax, it to the address indicated on the form. The cost of the conference is \$125 (\$145 for late registration). The registration fee includes the Thursday evening dinner, Friday breakfast, luncheon and keynote address, all conference sessions, and conference materials.

- **Registration forms must be received by October 6, 2000** • (Late registrations will be accepted until October 13, 2000)

CONFERENCE LOCATION

All conference events and sessions will be held at the FSU University Center Club in Tallahassee. The University Center Club is located on the 3rd, 5th, and 6th floors at the southeast end of Doak Campbell Stadium, (850) 644-8528.

THE FSU REAL ESTATE NETWORK

The FSU Real Estate Network is an informal alliance of the alumni and friends of the FSU Real Estate Program. The Network's purpose is to enhance the professional relationships between the Program's alumni, friends, and students. Over 1,400 individuals are current participants of the Network.

FOR MORE INFORMATION

Web: www.cob.fsu.edu/rmi
Ms. Laura Waltke
College of Business, Florida State University
Tallahassee, Florida 32306-1110
Phone: (850) 644-4070; Fax: (850) 644-4077
Email: lwaltke@garnet.acns.fsu.edu

Conference Schedule

THURSDAY, OCTOBER 19, 2000

6:30 p.m. - 7:30 p.m. Registration and Reception (cash bar)
Main Ballroom (third floor), University Center Club
Florida State University, Tallahassee, FL

RECEPTION DINNER AND ECONOMIC OUTLOOK

7:30 p.m. - 9:00 p.m. Speaker: Henry Fishkind, *Fishkind & Associates, Inc.*
Presiding: Beth Azor, *Terranova Corporation*

Note that all sessions are at the University Center Club

FRIDAY, OCTOBER 20, 2000

7:45 a.m. - 8:15 a.m. Breakfast (informal continental breakfast)
Main Ballroom, University Center Club

8:15 a.m. - 8:30 a.m. Opening Remarks
Presiding: Bobby Byrd, *Byrd Corporation*

8:30 a.m. - 9:15 a.m. Capital Markets Overview: Trends & Forecasts
Bob Bernstein, *JP Morgan*
David Borge, *LJ Melody & Company*
Barry Greenfield, *OPUS South Corporation*
Steve Ira, *AIMCO*
Kurt Kirkland, *Bank of America Securities*
Will McIntosh, *Prudential Real Estate Investors International*
Moderator: Kim Graham, *Bank of America*

9:15 a.m. - 9:30 a.m. Break

9:30 a.m. - 10:15 a.m. Session I-A. Sector Trends (concurrent sessions)
The Apartment Market: Where are the Opportunities?
Steve Ira, *AIMCO*
Bill Eshenbaugh, *bbre/Eshenbaugh Commercial Services, Inc.*
Moderator: E. Edward Murray, Jr., *TALCOR*

Session I-B. *The Hospitality Market: Performance and Service Trends*
Randell Smith, *Smith Travel Research*
Frank Nardoza, *KPMG Consulting*
Moderator: TBA

(Continued)
Session I-C.

The Office Market: The Investment Outlook
Drew Cunningham, *Koger Equity*
Rod Riley, *Taurus Investment Group*
Moderators: Michael Dreilinger, *Crocker Realty Trust*
and Jason Kaiser, *Trammell Crow Company*

Session I-D. *The Retail Market: Development Strategies*
Tom Adams, *Publix Super Markets, Inc.*
Beth Azor, *Terranova Corporation*
Randy Gunn, *The Sembler Company*
Moderator: James Leckey, *Publix Super Markets, Inc.*

10:30 a.m.-11:15 a.m. Hot Topic--Real Estate Services and Technology
Ken Lowey, *CoStar Group, Inc. (costargroup.com)*
Mark Meyer, *PropertyFirst.com, Inc. (propertyfirst.com)*
Others: TBA
Moderator: Frank Nardoza, *KPMG Consulting*

11:30 a.m. - 1:00 p.m. LUNCH AND CLOSING KEYNOTE
Keynote Speaker: Michael Swerdlow
Chairman and CEO, Swerdlow Real Estate Group, Inc.
Dean Melvin Stith, *Florida State University*
Presiding: Bobby Byrd, *Byrd Corporation*

1:15 p.m. - 3:30 p.m. Alumni / Student Networking
(The fifth floor of the University Center Club will be available during this time for individuals wishing to meet informally.)

1:45 p.m. - 6:30 p.m. The College of Business Annual Golf Tournament
Seminole Golf Course, Tallahassee, FL
Those interested are invited to participate in the E. Ray Solomon Annual Golf Tournament. This tournament is organized by the College of Business. Golf registration materials have been enclosed with this brochure. Please note that golf registration is separate from the conference. For more info: (850) 644-8226.

SATURDAY, OCTOBER 21, 2000
The Florida State University Football Game
FSU Seminoles and Virginia Cavaliers
Doak Campbell Stadium (Time: 3:30 p.m., subject to change)