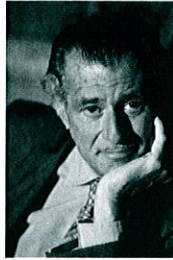


The Keynote Speakers



Frank Deford

Among the most versatile of writers, Frank Deford's work has appeared in virtually every medium. In magazines, he has returned to *Sports Illustrated*, where his byline originally appeared from 1962 through 1989. On radio, he may be heard as a commentator every Wednesday on *Morning Edition* on National Public Radio and, on television, he is a regular correspondent on the HBO show, *RealSports With Bryant Gumbel*.

As a journalist, Deford was most recently presented with the National Magazine Award for profiles for his story on Bill Russell. He has been elected to the Hall of Fame of the National Association of Sportscasters and Sportswriters. Six times Deford was voted by his peers as U.S. Sportswriter of the Year. Deford has been presented with a Christopher Award and journalism Honor Awards from the University of Missouri and Northeastern University. *The Sporting News* has described Deford as "the most influential sports voice among members of the print media," and the magazine *GQ* has called him, simply, "the world's greatest sportswriter." In broadcast, Deford has won both an Emmy and a George Foster Peabody Award.

● ACCOMMODATIONS & ATTIRE

Hotel information has been enclosed and can be found at www.cob.fsu.edu/rmi. The attire at all conference events is business or business casual. University Center Club policies apply.

● FOOTBALL TICKETS

Single game tickets for the North Carolina game may be ordered by credit card from the FSU athletic ticket office; (850) 644-1830 or at seminoles.com.



Bruce Rendina

Mr. Bruce Rendina is Chairman and Chief Executive Officer of The Rendina Companies. In 1987, Mr. Rendina co-founded DASCOCOMpanies, which became the largest healthcare real estate developer in the United States during Mr. Rendina's tenure as Chairman and CEO. Developments have included medical office, retail, and residential space. Rendina Companies was subsequently formed in 1998. During the last 20 years, through these companies Mr. Rendina has structured, developed, constructed and negotiated the sale of real estate transactions valued in excess of \$2 billion. In 1997, Mr. Rendina was named Ernst & Young's Entrepreneur of the Year.

Previously, Mr. Rendina was with the international accounting firm of PricewaterhouseCoopers from 1975 to 1986, where he held the position of Regional Director—Southeast United States. From 1986 to 1987, Mr. Rendina was the Executive Vice President of a large publicly traded real estate development company. Mr. Rendina is a licensed securities principal. He graduated from Florida State University with a Bachelor of Science degree with a major in accounting.

● CANCELLATION POLICY

Full refunds will be made for cancellations received prior to November 8, 2002. 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.

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The FSU Real Estate Network's 8th Annual

Real Estate Trends & Networking Conference

NOVEMBER 14 & 15, 2002 / FLORIDA STATE UNIVERSITY
TALLAHASSEE, FLORIDA

Registration materials enclosed... Register today!

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CONFERENCE ORGANIZERS

The Real Estate Research 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.

The conference is designed to provide information on:

- Investment and Development Strategies
- Capital Market Trends
- The Real Estate Services Industry
- Institutional Activities
- Technology Trends
- Retail, Office, Industrial, Apartment, and Housing Market Activities

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 \$145 (\$165 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 31, 2002
(Late registrations will be accepted until November 8, 2002)

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 third, fifth, and sixth floors at the southeast end of Doak Campbell Stadium, (850) 644-8528.

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 1,800 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) 644-4076; Fax: (850) 644-4077
Email: lwaltke@garnet.acns.fsu.edu

Conference Schedule

THURSDAY, November 14, 2002

Reception and dinner held in the Banquet Hall (3rd floor) of the University Center Club, FSU.

6:00 p.m. - 6:50 p.m. Registration and Reception

6:50 p.m. - 9:00 p.m. Reception Dinner and Conference Opening

- Frank Deford, Senior Contributing Writer, Sports Illustrated; Commentator, ESPN and NPR's Morning Edition, and Correspondent, HBO's Real Sports

Seminole Update: Mickey Andrews, Associate Head Football Coach and Defensive Coordinator, Florida State University
Presiding: Keith Jones, GMAC Commercial Mortgage

FRIDAY, November 15, 2002

All conference sessions and lunch held in the University Center Club, FSU.

7:45 a.m. - 8:15 a.m. Breakfast (informal continental breakfast)

8:15 a.m. - 8:30 a.m. Opening Remarks and Announcements

Presiding: Andy Hawkins, McDonald's Corporation

8:45 a.m. - 9:15 a.m. A Real Estate Market Overview: One Year After 9-11

- Sam Hines, CB Richard Ellis
- David Koletic, Wachovia Securities, Inc.
- Jeff Lehman, Philip Lehman Company, Ltd.

Moderators: Marty Engelmann, Tropical Realty Appraisal Services
Keith Jones, GMAC Commercial Mortgage

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

9:30 a.m. - 10:15 a.m. Hot Topics I (concurrent sessions)

Session I-A. Trends in the Retail Sector

- Phil De Mena, American Dairy Queen
- Stephen de Reisthal, Winn-Dixie Stores, Inc.
- J.D. Payne, The Home Depot, Inc. - Florida
- Mike Shaw, Bf's Wholesale Club
- Howard Spiva, Barnes & Noble

Moderators: Alan Karrh, Staubach Company;
Clint Murphy, Sleiman Enterprises, Inc

Session I-B. Housing and Subdivision Development Strategies

- Wayne Adams, Adams Homes
- Tim Edmond, Arvida, a St. Joe Company
- Ken Husler, Bank of America
- Others: TBA

Moderators: Ed Aguiar, Bank of America
Robert Barkett, Cushman & Wakefield of Florida

10:30 a.m.-11:15 a.m. Hot Topics II (concurrent sessions)
Session II-A. Public/Private Partnership Opportunities

- Brent Sembler, Sembler Corporation
 - Tim Tinsley, Echelon Residential, LLC
- Moderators: Ron Barton, City of St. Petersburg
Mark Stroud, Echelon Development, LLC

Session II-B. Investment and Development Trends in the Apartment Sector

- Doug Hoeksema, Trammell Crow Residential
 - Tom Proctor, University Club Development
 - Steve Frick, Vestcor Development Corporation
- Moderators: John Jacobs, Northwestern Mutual Life Insurance Co.
Don Jennewein, IJ Melody & Company
Mark Slappey, Ryan & Slappey, Inc.

Session II-C. "If I Were 25"

This session is designed specifically for students of the FSU Real Estate Program to discuss career opportunities and strategies. Employers and recruiters are invited to attend to meet students and discuss opportunities. Session Organizers: John Crossman, Trammell Crow Company and Andy Hawkins, McDonald's Corporation

11:30 a.m. - 1:00 p.m. Lunch and Keynote Address

- Bruce Rendina, Chairman and CEO, The Rendina Companies
- Presiding: Andy Hawkins, McDonald's Corporation

12:45 p.m. - 5:30 p.m. College of Business Annual Golf Tournament

Please note that the golf tournament is organized independent of the conference. Unfortunately, the scheduled overlap of the two events could not be avoided. Conference participants wishing to register for the golf tournament may call 850.644.5095 for more information.

1:00 p.m. - 3:00 p.m. Seminole Real Estate Connections

The fifth floor of the University Center Club will be available for participants to meet after the conference.

2:00 p.m. - Midnight Homecoming Activities

For up-to-date information on planned Homecoming events at FSU, check the "Master Calendar" link at www.fsu.edu, or contact the FSU Alumni Association at 850.644.2761.

6:30 p.m. - TBA Alumni and Friends Celebration!

All alumni and friends of the Risk Management/Insurance and Real Estate programs are invited to a reception and "get together," held in conjunction with the "Downtown Getdown," at the Governor's Club, 202 South Adams Street.

SATURDAY, November 16, 2002

College of Business Alumni "Tailgate," Rovetta Business Building Courtyard, 12:30 p.m.
The Florida State University Football Game / FSU Seminoles versus North Carolina
Doak Campbell Stadium, Tallahassee, Florida / Time: 3:30 p.m. (subject to change)