



The FSU Real Estate Network's 13th Annual **REAL ESTATE TRENDS & NETWORKING CONFERENCE** Florida State University, Tallahassee, Florida

October 4 & 5, 2007

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Featured Guests

Joe Scarborough, Former Congressman and Host of MSNBC's "Morning Joe"

Alex Sink, Chief Financial Officer, State of Florida

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THE FEATURED SPEAKERS



Joe Scarborough
*Former Congressman
and Host of MSNBC's
"Morning Joe"*

Former Florida Congressman Joe Scarborough hosts "Morning Joe," a daily newscast on MSNBC. He also provides on-air political commentary for the network, as well as CNBC and NBC's "Today Show."

Scarborough was first elected to the U.S. Congress in 1994, becoming the first Republican elected in Florida's First District since 1872. He was re-elected three more times, in landslide victories. While in Congress, Scarborough worked with a small group of his fellow freshmen congressmen, whom the National Journal once cited for having acquired "unusual power and influence" given their short time in Washington.

During his tenure, Scarborough served on the Armed Services Committee, the Judiciary Committee, Government Reform and Oversight, and the Education Committee. In 1998, he was named Chairman of the Civil Service Committee and while on that committee, Scarborough drafted a bill on Long Term Care, which President Clinton called "landmark legislation." Scarborough championed a balanced budget, human rights, religious freedom, and environmental causes while in Congress. In 1996, he led the effort to relocate hundreds of minority families whose homes were located over a superfund site. U.S. News and World Report called Scarborough's action "groundbreaking." Scarborough, along with Joe Kennedy, Joe Moakley, and Tim Roemer, introduced legislation to rename the Justice Department building after Robert F. Kennedy to honor the late Kennedy Administration Attorney General.

In 1999, Scarborough founded and published the award-winning newspaper, The Florida Sun. In May, 2001, Joe retired from Congress to spend more time with his children and return to his law practice. After leaving office, he was named by President Bush as a member of the President's Council on the 21st Century Workforce, where he served with Labor Secretary Chao, national labor officials, and business leaders. In 2004, Scarborough published the critically acclaimed "Rome Wasn't Burnt in a Day," which gives an insider's view of what goes on behind closed doors in Washington, and how that contributes to reckless federal spending.

Born in Atlanta, Georgia, Scarborough received his bachelor's degree from the University of Alabama in 1985 and his law degree from the University of Florida in 1990.



Alex Sink
*Chief Financial Officer,
State of Florida*

Florida Chief Financial Officer, Alex Sink, is a dynamic financial and civic leader whose professional experience and community service have molded her into a champion for fiscal responsibility and accountability. In 2006, Alex Sink was elected Florida's Chief Financial Officer and is responsible for monitoring the state's fiscal health and managing more than \$74 billion in tax revenue coming in and out of state government annually. As a Cabinet officer, the CFO is one of four members of the Financial Services Commission who oversee the appointed commissioners of insurance regulation and financial regulation. As head of the Department of Financial Services, her mission is to help consumers with financial service issues, including banking, securities and insurance. CFO Sink also serves as State Fire Marshal.

For nearly 30 years, CFO Sink has been a trailblazer in the financial profession, with her distinguished career culminating in the presidency of Florida's largest bank, Bank of America. For seven years as president, she managed more than \$40 billion in customer deposits while supervising more than 9,000 employees in 800 branches and earning a reputation for credibility, integrity and fair dealing. Prior to her banking career, Sink was a mathematics school teacher in West Africa for three years.

Governor Lawton Chiles appointed Sink to the Commission on Government Accountability to the People, where she helped lead efforts to make state government more responsive to the people of Florida. As vice chair of Florida TaxWatch, she was an advocate of fiscal responsibility in state government. She worked diligently for Florida's children through her service on Gov. Chiles' Commission on Education, the Hillsborough Education Foundation Board of Directors, and as chair of Take Stock in Children.

Her record demonstrates her firm belief in public accountability, economic growth, fiscal discipline, and a devotion to future generations of Floridians. A dedicated community leader, her civic involvements have included service with the Florida Chapter of the Nature Conservancy, Junior Achievement of West Central Florida, Beth El Farm Workers Ministry, Redlands Christian Migrant Association, and chairman of the board of the United Way of Hillsborough County.

CFO Sink grew up on a farm in North Carolina and earned a degree in math from Wake Forest.

Additional Information

ACCOMMODATIONS & ATTIRE Hotel information has been enclosed and can be found at www.fsuaalestate.com.

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

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

FOOTBALL TICKETS Single game tickets for the NC State game may be ordered from the FSU athletic ticket office; (850) 644-1830 or www.seminoles.com.

CANCELLATION POLICY Full refunds will be made for cancellations prior to September 28, 2007. Refunds cannot be made for cancellations after this date.

FSU Real Estate Program Executive Board

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

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We Build the Future ...

Center for Real Estate Education & Research, College of Business, FSU

CONFERENCE

THURSDAY, October 4, 2007

Reception held in the Banquet Hall (third floor) of the University Center Club, FSU

- 4:30 - 5:30 p.m. Networking Keys!** *John Crossman, Crossman & Company*
(Student event)
- 6:00 - 7:00 p.m. Registration and Reception**
Sponsor: The St. Joe Company
- 7:00 - 9:00 p.m. Reception Dinner and Conference Opening**
Joe Scarborough, *Former Congressman and Host of MSNBC's "Morning Joe"*
Presiding: TBA
- 9:00 - 11:30 p.m. Cocktail and Jazz Reception**
Sponsors: Brigham Moore, LLP - Eminent Domain & Property Rights Lawyers
Tropical Realty Appraisal Services

FRIDAY, October 5, 2007

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

- 7:45 - 8:15 a.m. Breakfast** (informal continental breakfast)
- 8:15 - 8:30 a.m. Opening Remarks and Announcements**
Presiding: Jim Doyle, LandMar Group, LLC
- 8:30 - 9:15 a.m. 2008 Market Outlook – U.S.**
Lawrence Yun, National Association of REALTORS®
- 9:15 - 10:15 a.m. Building the Future: Trends, Opportunities and Obstacles**
Key executives discuss current real estate market conditions and identify important development and investment opportunities.
- **Evan Jennings**, *President, Jennings Partners, Inc.*
 - **Frank Nardozza**, *Chairman and CEO, REH Capital Partners, LLC*
 - Others to be announced
- Guest Moderator: Beth Switzer, WFSU-TV / The Florida Channel*

- 10:45 - 11:45 a.m. Hot Topics** (concurrent sessions)

Session I.

“Retail Developer Roundtable: Today’s Challenges & Tomorrow’s Forecast”

Representatives of the retail development community weigh-in on the current challenges impacting retail development including the residential slow-down, governmental challenges (impact fees, permitting, Hometown Democracy), insurance and property taxes. In addition, they will discuss the largest trends and tenant focus in the state as well as the Southeast.

- **Spiro Comitos**, *Paradise Development Group*
- **Mark Corlew**, *Stiles Capital Group*
- **Keith Davidson**, *Edens & Avant*
- **David Owen**, *The Sembler Company*
- **Steve Sanders**, *Woolbright Development, Inc.*
- **Austin Simmons**, *HuntDouglas Real Estate Services, Inc.*

Moderators:

Marlon Champion, *The Ferber Company*
Chuck Ernst, *LaSalle Bank, N.A.*

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

SCHEDULE

Session II.

"The Office Market: What's Hot in Leasing and Sales"

Comparing today's Florida office market with activity of years past; we identify those markets and deals that remain hot in the eyes of tenants and investors.

- **Manny de Zarraga**, *HFF L.P.*
- **Joe Rossi**, *Grubb & Ellis | Commercial Florida*
- **Christopher Silva**, *BlackRock Realty*

Moderators: **Greg Michaud**, *JNG Investment Management*
Jeff Sweeney, *Grubb & Ellis | Commercial Florida*

Session III.

"The Residential Market: Identifying Opportunities and Future Trends in a Challenging Environment"

Current conditions of the residential market are evaluated and opportunities identified.

- **Anthony Crocco**, *Metrostudy*
- **Jay Massirman**, *Massirman Group*
- **Jeffrey Patton**, *Collateral Real Estate Capital, LLC*

Moderators: **Jim Bobbitt**, *CB Richard Ellis Real Estate Services, Inc.*
Jim Doyle, *LandMar Group, LLC*
Kyle Riva, *Epoch Properties, Inc.*

Session IV.

"The Industrial Market: A Look at the Future"

Key changes facing Florida's industrial markets are outlined and the impending investment opportunities are discussed.

- **Stephen Crosby**, *CSX Real Property, Inc.*
- **James Reeb**, *Cushman & Wakefield*
- **Steven Smith**, *Southeast Investment Properties*

Moderator: **Lee Ann Korst**, *Florida Dept. of Highway Safety & Motor Vehicles*

Session V.

"If I Were 21"

This Q&A 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. Panelists: **Brad Capas**, *Cushman & Wakefield of Florida, Inc.*; **Joel Embry**, *CNL Real Estate & Development Corp.*; **Justin Greider**, *Staubach Capital Markets*; **Andy Hawkins**, *Trammell Crow Company*; **Melissa VanSickle Hornsby**, *The St. Joe Company*; **Jason Kaiser**, *Staubach Retail*; **Michael Levine**, *Century 21 World Properties*; **Rick Machado**, *Faithful+Gould*; **Lonnie Peterson**, *Cubaci & Peterson Architects*; **Greg Rix**, *Brigham Moore LLP*; **Dale Scott**, *SIKON Construction Corp*; **Jeff Sweeney**, *Grubb & Ellis | Commercial Florida*; **Lee Weaver**, *NorthMarq Capital, Inc.*

Moderator: **John Crossman**, *Crossman & Company*

noon - 1:30 p.m. Lunch and Keynote Address

- **Alex Sink**, *Chief Financial Officer, State of Florida*

Presiding: **Joel Embry**, *CNL Real Estate & Development*

1:45 - 3:00 p.m. Seminole Real Estate Connections

The fifth floor of the University Center Club will be available for companies to informally meet with students and clients, or to distribute company information.

6:00 - 10:00 p.m. Tallahassee "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.

SATURDAY, October 6, 2007

The Florida State University Football Game, *FSU vs. NC State*
Doak Campbell Stadium, Tallahassee, Florida / Time: TBA

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

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Tallahassee Land Company, Inc.
Tropical Realty Appraisal Services



■ 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 the key trends affecting the retail, office/industrial, hospitality, multi-family and single-family 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 \$275 (\$300 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 September 14, 2007.

(Late registrations will be accepted until September 28, 2007.)

■ 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 3,000 individuals are current participants of the Network.

■ FOR MORE INFORMATION

Web: www.fsurealestate.com

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