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The FSU Real Estate Network's 12th Annual Real Estate Trends & Networking Conference

October 19 & 20, 2006 / Florida State University/ Tallahassee, Florida
Registration materials enclosed ... *Register Today!*

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■ 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

To register, complete the registration form enclosed with this brochure and mail, or fax, to the address indicated on the form. Registration is also available online at www.fsurealestate.com. The cost of the conference is \$225 (\$250 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, 2006.
(Late registrations will be accepted until October 13, 2006.)

■ 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 2,500 individuals are current participants of the Network.

■ FOR MORE INFORMATION

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CONFERENCE SCHEDULE

■ THURSDAY, October 19, 2006

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

- 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**
Lee Corso, *ESPN College Football Analyst*
Presiding: **Kyle Riva**, *Epoch Properties*
- 9:00 - 11:30 p.m. Cocktail and Jazz Reception**
Sponsors: *Brigham Moore, LLP – Eminent Domain & Property Rights Lawyers;*
Tropical Realty Appraisal Services, Inc.

■ FRIDAY, October 20, 2006

All conference sessions and lunch 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. 2007 Market Outlook – U.S.**
David Parker, *Parker Associates*
- 9:30 - 10:30 a.m. Growth, Politics and the Real Estate Business!**
Top executives provide their insights into key global and local conditions facing today's real estate markets and offer strategies for the future.
■ **Bruce Mosler**, *President & CEO, Cushman & Wakefield, Inc.*
■ **Peter Rummell**, *Chairman & CEO, The St. Joe Company*
■ *Others to be announced*
Guest Moderator: *To be announced*
- 10:30 - 11:30 a.m. Hot Topics (concurrent sessions)**
- Session I. “Placemaking, Retail Markets and Development Trends”**
New communities are rising and new places envisioned. What concepts are working? New trends in the development of new places are discussed.
■ **Joel Embry**, *CNL Real Estate & Development Corp.*
■ **Kevin Fox**, *St. Joe Land Company*
■ **Greg Gologowski**, *Town of Harmony, Florida*
■ **Bruce Kaschyk**, *Genesis Group Engineers / Planners*
■ **Tom Lewis**, *Florida Dept. of Management Services*
Moderators: **Jackie Moalli**, *St. Joe Commercial;*
John Priede, *Concordia-Properties, LLC;*
Amy Young, *Unicorp National Development*

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Session II.

“Office Markets: Construction Costs versus Market Reality”

Construction costs have been volatile. Do market rents support the increases? Where are the opportunities? Current conditions in the office / industrial markets are detailed.

■ **John Heagy**, *Hines*

■ **Deming Fish**, *Barry Real Estate Companies*

Moderators: **Greg Michaud**, *ING Investment Management*;

Jeff Sweeney, *Grubb & Ellis | Commercial Florida*

Session III.

“Housing Markets: What a Difference a Year Makes”

A recap of Florida’s rapidly changing multifamily market and a preview of what lies ahead. The discussion targets condo development, conversions, rental apartments and workforce housing.

■ **Jack McCabe**, *McCabe Research and Consulting LLC*

■ **Michael Wohl**, *Pinnacle Housing Group*

Moderators: **Brad Capas**, *Cushman & Wakefield, Inc.*;

Kyle Riva, *Epoch Properties*

Session IV.

“The Political Environment”

What are the key legislative issues affecting housing, commercial development and the real estate business? The issues surrounding insurance and “hometown democracy” are highlighted.

■ **John Sebree**, *Florida Association of Realtors®*

■ *Others to be announced*

Moderators: **J. Scott Davis**, *NorthMarq Capital*;

Lee Ann Korst, *Florida Dept. of Management Services*

Session V.

“If I Were 21”

This Q&A session is designed specifically for our students to discuss career opportunities and strategies. Employers and recruiters are invited to attend. Panelists: **Andy Hawkins**, *Trammell Crow Company*; **John Mark Ramsey**, *CNL Retirement Corp.*; **Dale Scott**, *SIKON Construction Corporation*; and **Eugene Vaughn**, *Trammell Crow Company*. *Others to be announced.*

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

11:45 a.m. - 1:15 p.m. Lunch and Keynote Address

■ **Shelley Broader**, *CEO, Sweetbay Supermarkets*

■ **Caryn Beck-Dudley**, *Dean, College of Business*

Presiding: **Greg Rix**, *Brigham Moore, LLP*

1:30 - 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

Held on Adams between Park and Jefferson. Proceeds benefit the Big Bend United Way.

■ SATURDAY, October 21, 2006

The Florida State University Football Game / FSU versus Boston College

Doak Campbell Stadium, Tallahassee, Florida / Time: TBA

■ FEATURED SPEAKERS

Shelley Broader, *President and CEO, Sweetbay Supermarkets*



Shelley Broader has served as president and chief executive officer of the Delhaize-owned Sweetbay Supermarket and Kash n' Karry. In the key leadership role since June of 2003, she has been tasked with the creation of a new supermarket chain in Southwest Florida, Sweetbay, while gracefully retiring an old brand, Kash n' Karry. Through her strategic direction, her industry experience, her ability to leverage and support the ideas and efforts of those around her, and her own "passion for food," Shelley has provided a revitalized foundation and a real future focus to a once troubled Florida retailer.

Shelley is a native of Spokane, graduated from Washington State University and began her career in investment banking. After working with the supermarket industry as a banker, Shelley joined Hannaford Bros. Co. in New England in 1991 and rose steadily through the company. In 1997, as Vice President of Perishable Merchandising for Hannaford, she helped catapult Hannaford's image as the retailer with the highest quality food. That success, and her love of strategy and great food, moved Shelley into the top SVP strategy role for Hannaford where she managed the repositioning, development and implementation of Hannaford's current and very successful business strategy. ■

Lee Corso, *College Football Analyst, ESPN*



Lee Corso, one of college football's most knowledgeable, opinionated and entertaining analysts, is a key member of ESPN's college football team. Corso, in his 17th year with ESPN, serves as game analyst for the ESPN College Football Thursday Night telecasts and as a studio analyst for GameDay and the halftime and scoreboard shows. He joined the network after 28 years as a coach at the college and professional levels, including 17 seasons as head coach for the Louisville Cardinals, Indiana Hoosiers, Northern Illinois, and the Orlando Renegades of the USFL; and 11 seasons as assistant coach at Florida State, Maryland, and Navy. Corso also served as General Manager of the World League's Orlando Thunder (1991).

In 2001, Sporting News magazine selected Corso as the 17th most influential person in college football. The magazine in January 2004 ranked Corso and fellow GameDay hosts - Chris Fowler and Kirk Herbstreit - as 2003's "Most Powerful Media Personalities in Sports." He is a member of the Hall of Fame at Florida State, University of Louisville, and the state of Florida Sports Hall of Fame in St. Petersburg. A graduate of Florida State University, Corso earned a Bachelor of Arts degree in physical education and a master's degree in administration and supervision. ■

Bruce E. Mosler, *President & CEO, Cushman & Wakefield, Inc.*



In his position, Mr. Mosler is executive in charge of the global real estate services firm, which has 11,000 employees and 192 offices in 58 countries. Mr. Mosler has expanded Cushman & Wakefield's global quality services delivery through the acquisitions of Siles & Riabokobylko (Russia), and Royal LePage (Canada). He also has overseen the growth and expansion of Cushman & Wakefield Global Capital Markets & Principal Activities, which includes the number one-ranked national office Investment Sales practice in 2004, the nationally top ranked Valuation Group, and the Cushman & Wakefield Net Lease Trust, Inc.

Prior to being named CEO (January 2005), Mr. Mosler served for four years as President of U.S. Operations. Mr. Mosler swiftly executed the initiatives he outlined upon his elevation to that position: creating national leadership roles in Industrial, Multifamily and Retail, and growing those brokerage practices. In particular, Mr. Mosler leveraged the firm's dominance in European retail real estate services, while creating a formidable global retail platform. He also created the Cushman & Wakefield Alliance, and Concordis Real Estate, and spearheaded the merger of Cushman Realty Corporation into Cushman & Wakefield. In 2004 and 2005, Mr. Mosler was chosen as the *Commercial Property News* "Brokerage Executive of the Year". ■

Peter S. Rummell, *Chairman & CEO, The St. Joe Company*



Peter Rummell became chairman and CEO of The St. Joe Company in 1997 and shifted its emphasis from paper products to real estate development. With approximately 835,000 acres at its disposal, St. Joe has developed a new model in real estate under Rummell's leadership, creating high quality places and also sequencing its residential and commercial projects to act as accelerators of regional economic growth.

Rummell began his real estate career in 1971 with the Sea Pines Company, developers of Hilton Head Island and Amelia Island. Beginning in 1977, he was general manager of Sawgrass in Ponte Vedra Beach for the Arvida Corporation. He joined the Rockefeller Center Management Corporation in New York as vice chairman in 1983, leaving in 1985 to become president of Disney Development Company. During Rummell's 12-year tenure, Disney produced over 20,000 hotel rooms as well as the new town of Celebration, Florida. Disney Development Company and Walt Disney Imagineering were later merged and Rummell became chairman of the combined group, Walt Disney Imagineering.

Rummell received a Bachelor of Arts degree in English from the University of North Carolina at Chapel Hill and a Master of Business Administration degree from the Wharton School of the University of Pennsylvania. ■

FSU REAL ESTATE PROGRAM EXECUTIVE ADVISORY BOARD

The Executive Advisory Board is formed to assist in advancing the Program's visibility and national standing; serve in an advisory capacity to the Program's faculty in the evaluation of the Program and its initiatives; 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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BYRD CORPORATION, St. Petersburg, FL



- **ACCOMMODATIONS & ATTIRE** Hotel information has been enclosed and can be found at www.fsurealestate.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 Boston College game may be ordered by credit card from the FSU athletic ticket office; (850) 644-1830 or at www.seminoles.com.
- **CANCELLATION POLICY** Full refunds will be made for cancellations prior to October 13, 2006. Refunds cannot be made for cancellations after this date.