

The FSU Real Estate Network's 15th Annual REAL ESTATE TRENDS NETWORKING CONFERENCE

Florida State University, Tallahassee, Florida

October 29 & 30, 2009

■ PROGRAM PARTNERS

Azor Advisory Services, Inc. – Beth Azor
Byrd Corporation – Bobby Byrd
Crossman & Company – John Crossman
The Dunhill Companies – Marshall Cohn
Florida State Real Estate Network, Inc.
Kislak Family Fund
Mark Hillis & Nan Casper Hillis
Jennings Partners, Inc. – Evan Jennings
NAI Realvest – George Livingston
REH Capital Partners, LLC – Frank Nardoza

■ GOLD SPONSORS

Brigham Moore, LLP - Eminent Domain
& Property Rights Lawyers
CNL Financial Group, Inc.
The Dunhill Companies
Economic Development Council
of Tallahassee/Leon County, Inc.
Florida Investor Magazine
Florida Real Estate Journal
Kislak Family Fund
Thomson Reuters

Featured Speakers

Don Shula, Winningest Coach in NFL History
Bob Sasser, President & Chief Executive Officer, Dollar Tree, Inc.

We Build the Future ...

The FSU Real Estate Network's 15th Annual REAL ESTATE TRENDS NETWORKING CONFERENCE

Florida State University, Tallahassee, Florida

GOLD SPONSORS

Brigham Moore, LLP - *Eminent Domain & Property Rights Lawyers*
CNL Financial Group, Inc.
The Dunhill Companies
Economic Development Council
of Tallahassee/Leon County, Inc.
Florida Investor Magazine
Florida Real Estate Journal
Kislak Family Fund
Thomson Reuters

GARNET SPONSORS

Atlanta FSU Real Estate Network - Mike Pou
Berger Singerman
Calhoun, Collister & Parham, Inc.
Cushman & Wakefield of Florida, Inc.
Epoch Properties, Inc.
Kathy & Dean Gatzlaff
HealthTrust LLC
Jacksonville Economic Development Commission
RRE Realty Services LLC
The Sembler Company
TALCOR Commercial Real Estate Services, Inc.

CONTRIBUTING SPONSORS

Acquisition Consultants, Inc.
Appraisal Institute - Region X
Arthur J. Gallagher Risk Management Services
& Chubb Insurance Company
Beshears & Associates
Byrd Corporation
CB Richard Ellis, Inc.
Commercial Management of Naples
Crossman & Company
Metro Market Trends, Inc.
NorthMarq Capital, Inc.
PG Ventures
The St. Joe Company
Summit Group Commercial Properties LLC
Tallahassee Land Company, Inc.
Tango Hotel Properties, LLLP
Trenam Kemker
Tropical Realty Appraisal Services
Watkins Retail Group

PARTICIPATING SPONSORS

Birchfield & Humphrey, P.A.
Boutin Valuation Services, Inc.
CNL Bank
Coldwell Banker Hartung and Noblin, Inc.
Douglas Partners LLC
The Ferber Company, Inc.
Florida Association of Realtors®
Gaylord Merlin Ludovici Diaz & Bain - *Eminent Domain Attorneys*
Grubb & Ellis | Commercial Florida
Highwoods Properties, Inc.
ING Investment Management Americas
Integra Realty Resources - Tampa Bay
Marcus Partners, Inc.
Murphy Land and Retail Services, Inc.
Reilly, Fisher & Solomon, PA
Residential Elevators, Inc.
Sperry Van Ness | SouthLand Commercial

■ 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 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 \$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 12, 2009.** (*Late registrations will be accepted until October 23, 2009.*) **Cancellation Policy:** Full refunds will be made for cancellations prior to October 23, 2009. Refunds cannot be made for cancellations after this date.

■ 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.

■ ACCOMMODATIONS & ATTIRE

Hotel information can be found at: www.fsurealestate.com.

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

■ 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 3,700 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

FEATURED SPEAKERS



Don Shula

Winningest Coach
in NFL History

Don Shula's pro football career began as a ninth-round pick of the Cleveland Browns in 1951. In 1963 he was tapped as the new coach to replace Weeb Ewbank with the Baltimore Colts. At 33, he was the youngest head coach in the NFL's modern era.

After the 1969 season, Joe Robbie, owner of the Miami Dolphins, traded a first round draft pick for the rights to make Shula his head coach. Don had unparalleled success with Miami in the 1970s. Shula led the Dolphins to two Super Bowl wins and seven playoff appearances in that decade. In 1972, the Dolphins became the only team in the modern NFL to go undefeated (14-0) in the regular season. They swept the playoffs finishing at 17-0, a mark still unequalled.

Don Shula set numerous records in his 33 seasons as a head coach. He holds NFL records for regular season wins, total victories, single season win percentage, most games coached and consecutive seasons coached. When the Dolphins defeated the Philadelphia Eagles on November 14, 1993, Shula earned his 325th victory as a pro football coach and became the "Winningest Coach in NFL History. He was inducted into the Pro Football Hall of Fame in 1997.

Though he is widely known for his gridiron accomplishments, Shula has also remained very active off the field, devoting considerable time and support to many charities. Prior to the passing of his late wife, Dorothy, Coach Shula established the Don Shula Foundation in her honor to raise awareness about breast cancer as well as to raise funds for research in support of finding a cure.

A successful businessman as well, Coach Shula owns and operates Shula's Steak House, a national chain of popular restaurants, with his son, Dave. Additionally, the Shula's run a number of other thriving businesses including Don Shula's Hotel, Don Shula's Golf Club, Shula's Steak 2, Shula's on the Beach and Shula's 347.



Bob Sasser

President & Chief
Executive Officer,
Dollar Tree, Inc.

Bob Sasser is the President and Chief Executive Officer for Dollar Tree Stores, the nation's largest \$1.00 discount variety store chain.

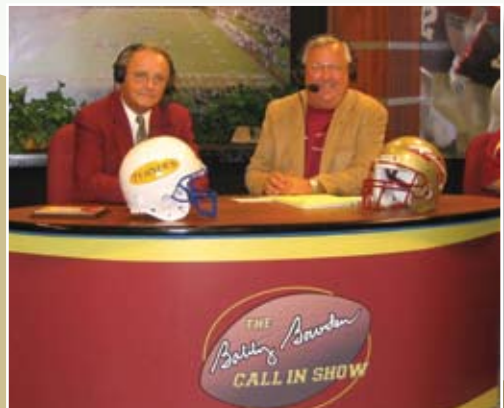
Joining Dollar Tree in April 1999 as Chief Operating Officer, Sasser was promoted to President in September 2001 and at the end of 2003, he was promoted to his current position of President and Chief Executive Officer.

Under Sasser's leadership, Dollar Tree has grown to a national chain with almost 3600 stores across all 48 contiguous states. Sales have grown from \$900 million in 1998 to over \$4.6 billion in 2008 with "best in class" quality of earnings and return on invested capital. Over the past 10 years the value of Dollar Tree stock has increased 43% and for the past year, as of December 2008, the Dollar Tree share price gained over 80%. During this same period, the Dow Jones Industrials lost 31% and the S&P 500 plummeted 36%. In recognition of this performance, Forbes named Dollar Tree the #1 performer on its "2008 Platinum 400, the Best Big Companies in America" list. Additionally, with a ranking of #499 in size, Dollar Tree was the #1 performing stock on the Fortune 500 for 2008.

Sasser is a graduate of Florida State University with a Bachelor of Science degree in Marketing. Married to Pamela Sunderland Sasser, they have two children, and two grandchildren. Active in civic and community affairs, Sasser serves as a Trustee and member of the audit committee for the Virginia Foundation for Independent Colleges and most recently began service on the advisory board of "Operation Homefront". He is a charter member of Lynnhaven River Now; an organization dedicated to improving the water quality of the Lynnhaven River, a tidal basin to the Chesapeake Bay. Sasser is a supporter of the United Way of South Hampton Roads and a member of the "Tocqueville Society".

Bobby Bowden Call-In Show to be Broadcast from the Conference

ABC will broadcast the "Bobby Bowden Call-In Show" live from the University Center Club ballroom on Thursday, Oct. 29, as part of this year's 15th Annual Real Estate Trends & Networking Conference. The broadcast will be hosted during the conference opening dinner from 7:00 to 8:00 pm. The show features Bobby Bowden and Gene Deckerhoff talking with fans from across the country, touching on game insights, trivia and random Seminole banter.



CONFERENCE

THURSDAY, October 29, 2009

- 3:00 - 4:00 pm Networking Keys! (*Student-only forum*) with **John Crossman**, *Crossman & Company*
- 4:00 - 4:45 pm “If I Were 21” Student/Mentor Roundtable (*open to all*)
- 4:45 - 5:45 pm “If I Were 21” Q&A session (*open to all*)
Designed specifically for students of the FSU Real Estate Program, employers and recruiters are invited to attend both the Roundtable and Q&A sessions, to meet students and discuss career opportunities and strategies.
Panelists: **Beth Azor**, *Azor Advisory Services, Inc.*; **Alan Corwith**, *Burger King Corporation*; **David Gabbai**, *The Shopping Center Group*; **David Howie**, *ONESOURCE Property Tax, Thomson Reuters*; **Nabil May**, *CNL Bank*; others *TBA*. **Moderator: John Crossman**, *Crossman & Company*
-
- 5:45 - 6:45 pm **REGISTRATION AND RECEPTION**
Thursday registration in the lobby (1st floor) of the University Center Club, FSU
- 7:00 - 8:00 pm “Bobby Bowden Call-In Show” and Conference Dinner
Live from the conference site during the opening dinner (all guests to be seated by 6:45 pm)
- 8:00 - 9:15 pm **Conference Opening**
Don Shula, *Pro Football Hall of Fame Coach*
Presiding: Jackson Bowman, *Brigham Moore, LLP*
- 9:30 - 11:30 pm **Cocktail and Jazz Reception**
Sponsors: *Brigham Moore, LLP – Eminent Domain & Property Rights Lawyers; and Tropical Realty Appraisal Services*

FRIDAY, October 30, 2009

Friday registration on the 5th floor of the University Center Club, FSU

- 7:45 - 8:15 am **Breakfast** (informal continental breakfast)
- 8:15 - 8:30 am **Opening Remarks and Announcements**
- 8:30 - 9:15 am **Emerging Global Conditions**
International conditions and why they will change the way you do business.
■ **John Doggett**, *McCombs School of Business, University of Texas*
- 9:15 - 10:15 am **Finding the New Alchemy Within the Market**
Executives and economists candidly debate market conditions, government policies, prospects for the future, and short- and long-term strategies for emerging opportunities.
■ **Jay Caplin**, *Steel Bridge Capital, LLC*
■ **Jim Clayton**, *Cornerstone Real Estate Advisers LLC*
■ **David Goodson**, *ING Investment Management Americas*
■ **John Mark Ramsey**, *Servant Healthcare Investments, LLC*
■ **Jim Thompson**, *Regency Centers*
■ **Others: TBA**
Moderator: TBA
- 10:45 - 11:45 am **Hot Topics** (concurrent sessions)
- Session I.** **Opportunities: Profiting from Today’s Distressed Real Estate Market**
Professionals involved in the acquisition and disposal of distressed real estate and loan portfolios will discuss strategies for profiting in the economic downturn. They’ll address issues such as: “How should investors posture themselves?” “What motivates the banks’ special asset department?” “Where are the risks when purchasing loan portfolios?” “How are market values determined in a market with such uncertainty?”
■ **Martin Engelmann**, *Tropical Realty Appraisal Services, Inc.*
■ **Christopher Moench**, *Directed Capital Resources, LLC*
■ **Steven Russo**, *Wachovia Bank, N.A.*
■ **Mark Stroud**, *Marcus Partners, Inc.*
Moderators: **Jackson Bowman**, *Brigham Moore LLP*; **Adrienne Kelley**, *Equity One*; **Jonathan Moore**, *Acquisition Consultants, Inc.*

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

SCHEDULE

Session II.

Trends in Global Trade: Development Opportunities for the Southeast

Global trade and the distribution of goods have a profound impact on development opportunities. Recent trends (not withstanding the current economy) have placed a greater emphasis on the east coast of the U.S. and the eventual expansion of the Panama Canal in 2014 favor the southeastern United States and offer greater opportunities in the industrial sectors. This panel will explain the components of global trade and the land-side implications for development.

- **Stephen Crosby**, CSX Real Property, Inc.
- **Roy Schleicher**, Jacksonville Port Authority
- Moderators:** **Ron Barton**, Jacksonville Economic Development Commission; **Bruce Humphrey**, Birchfield & Humphrey, P.A.; **Gregg Ickes**, CNL Commercial Real Estate; **Mike Brandon**, The St. Joe Company

Session III.

Capital Markets: What's Going On? Is There a "Silver Lining"?

This panel discusses current conditions in the capital market, the effect of government interventions, prospects for the future and possible strategies.

- **Doug Brenyo**, Freddie Mac
- **Rod Reppe**, Goldman Sachs Commercial Mortgage
- **Gregory Michaud**, ING Investment Management
- Moderators:** **Mike Wallace**, Grandbridge Real Estate Capital LLC; **Lee Weaver**, NorthMarq Capital, Inc.

Session IV.

The Anatomy of a Successful Real Estate Workout

This session provides fascinating perspectives on a well known South Beach hotel /condo property taken through the Chapter 11 process. It provides an example of the options and workout scenarios associated with a multi-faceted real estate bankruptcy filing and illustrates how the developer was able to salvage a recovery through the bankruptcy process. Our multi-disciplinary panel will provide insights and analysis of the case and the parties involved.

- **Brian Rich**, Berger Singerman
- **Bill Maloney**, Tatum, LLC
- **Sudhin Roy**, Oracle Partners
- Moderator:** **James Berger**, Berger Singerman, P.A.; **Session Organizers:** **Marlon Champion**, The Ferber Company; **Chuck Ernst**, Paradise Development Group, Inc.; **Kelly O'Keefe**, Berger Singerman, P.A.

Session V.

Market Strategies: Site Selection - The Art of the Deal

This session will reveal the attributes of a site most sought after by the site selection consultant and the client. Learn the value of incorporating economic and workforce development into commercial real estate prospects.

- **Jeannette Goldsmith**, McCallum Sweeney Consulting
- **Roger Miller**, Florida's Great Northwest
- Moderator:** **Beth Kirkland**, Economic Development Council of Tallahassee/Leon County, Inc.

This session is sponsored by the Economic Development Council of Tallahassee/Leon County, Inc. with assistance from the Kialak Family Fund.

Noon - 1:30 pm

Lunch and Closing Address

- **Bob Sasser**, President & CEO, Dollar Tree, Inc.
- Presiding:** **Ron Barton**, Jacksonville Economic Development Commission

1:45 - 3:30 pm

Tour: "Gaines Street Private/Public Development Opportunities"

GOTCHA Group electric vehicles will be used to tour Gaines Street development corridor highlighting city-owned parcels where public/private development opportunities exist, Railroad Square and the planned Arts Exchange, site of the planned Florida Center for Performing Arts, and the downtown Cascades Park.

1:45 - 3:30 pm

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 pm

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 31, 2009

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.

FSU Real Estate Center 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.

■ DIRECTORS

Donna Abood, *CEO*
COLLIERS ABOOD WOOD-FAY, Coral Gables, FL

Beth Azor, *President*
AZOR ADVISORY SERVICES, INC., Davie, FL

Tom Bartelmo, *President and CEO*
J.I. KISLAK, INC., Miami Lakes, FL

Robert Breslau, *President, Acquisitions and Development*
STILES CORPORATION, Ft. Lauderdale, FL

Thomas Brown, Sr., *President*
TOM BROWN REAL ESTATE INVESTMENTS, LLC, Bradenton, FL

Edward Burr, *President & CEO*
GREENPOINTE HOLDINGS, LLC, Jacksonville, FL

Bobby Byrd, *President*
BYRD CORPORATION, Clearwater, FL

Jay Caplin, *Managing Principal*
STEELBRIDGE CAPITAL, LLC, Miami, FL

John Crossman, *President*
CROSSMAN & COMPANY, Orlando, FL

J. Everitt Drew, *President*
SOUTHGROUP EQUITIES, INC., Tallahassee, FL

Mark Hillis (*Retired*)
SUNTRUST BANK, Winter Park, FL

Evan Jennings, *President*
JENNINGS PARTNERS, INC., Atlanta, GA

Patrick Kelly, *President*
RRE Realty Services LLC, Clearwater, FL

Galen Kilburn
KILBURN FAMILY PARTNERSHIP, LLP, Atlanta, GA

Gregory Michaud, *SVP Real Estate Finance - Head of Production*
ING INVESTMENT MANAGEMENT AMERICAS, Atlanta, GA

E. Edward Murray, Jr., *President*
TALCOR COMMERCIAL REAL ESTATE SERVICES, INC., Tallahassee, FL

Frank Nardoza, *Chairman & CEO*
REH CAPITAL PARTNERS, LLC, Ft. Lauderdale, FL

Michael Pou, *President*
HABERSHAM CAPITAL ADVISORS, INC., Atlanta, GA

Larry Richey, *Senior Managing Director*
CUSHMAN & WAKEFIELD OF FLORIDA, INC., Tampa, FL

Kyle Riva, *President*
EPOCH PROPERTIES, Winter Park, FL

Cyrus H. Sharp, III, *Capital Markets*
ROBERTS COMMERCIAL REAL ESTATE SERVICES, Johns Creek, GA

Steven Smith, *President*
SOUTHEAST INVESTMENT PROPERTIES, Alpharetta, GA

Joseph Taggart
CLW REAL ESTATE SERVICES GROUP, Tampa, FL

■ CONFERENCE COMMITTEE

Ronald Barton, *Executive Director*
JACKSONVILLE ECONOMIC DEVELOPMENT COMMISSION, Jacksonville, FL

Jackson Bowman, *Partner*
BRIGHAM MOORE, LLP, St. Petersburg, FL

Mike Brandon, *Director of Commercial Real Estate*
THE ST. JOE COMPANY, Tallahassee, FL

Marlon Champion, *Executive Vice President*
THE FERBER COMPANY, INC., Clearwater, FL

Chase Collier, *Manager-Acquisitions & Dispositions*
HIGHWOODS PROPERTIES, INC., Tampa, FL

P.J. Cusmano, *Director*
INTEGRA REALTY RESOURCES - TAMPA BAY, Tampa, FL

Whit Duncan, *Senior Vice President*
CRESCENT RESOURCES, LLC, Orlando, FL

Joel Embry, *SVP and Director of Community Development*
CNL REAL ESTATE & DEVELOPMENT CORP., Tallahassee, FL

Chuck Ernst, Jr., *Chief Financial Officer and Vice President*
PARADISE DEVELOPMENT GROUP, INC., Safety Harbor, FL

Chip Hartung, *President*
COLDWELL BANKER HARTUNG AND NOBLIN, INC., Tallahassee, FL

Bruce Humphrey, *Partner*
BIRCHFIELD & HUMPHREY, P.A., Jacksonville, FL

Gregg Ickes, *Principal*
CNL COMMERCIAL REAL ESTATE, Orlando, FL

Adrienne Kelley, *Director*
EQUITY ONE, North Miami Beach, FL

Nan McCormick, *Senior Vice President*
CB RICHARD ELLIS, INC., Orlando, FL

Dewey Mitchell, *Broker/Owner*
PRUDENTIAL TROPICAL REALTY, Trinity, FL

Jonathan Moore, *President*
ACQUISITION CONSULTANTS, INC., Orlando, FL

Kelly O'Keefe, *Shareholder*
BERGER SINGERMAN, P.A., Tallahassee, FL

Michael Wallace, *Assistant Vice President*
GRANDBRIDGE REAL ESTATE CAPITAL, LLC, Weston, FL

Lee Weaver, *Vice President*
NORTHMARQ CAPITAL, INC., Tampa

We Build the Future ...