

## THE KEYNOTE SPEAKERS



### RANDELL A. SMITH

Chief Executive Officer and co-founder of Smith Travel Research

Randy Smith is the leading authority on current trends in occupancy, room rate and supply/demand data for the U.S. and the North American lodging industries. Smith Travel Research (STR) tracks market share performance for virtually every major global hotel chain and most major management companies through its various STAR programs.

Mr. Smith is past co-chairman of the Industry Real Estate Financing Advisory Council (IREFAC) and the 2002 recipient of the prestigious IREFAC C. Everett Johnson Award. He is vice-chair of the American Hotel Foundation Funding Committee, a charter member of the International Society of Hospitality Consultants and a former member of the board of directors. In 1996 he was the recipient of the Industry Pioneer Award of the ISHC for outstanding contribution to the lodging industry. Prior to starting STR, Mr. Smith was Director of Research for Laventhol & Horwath. Mr. Smith is an alumnus of Florida State University. ■

### ACCOMMODATIONS & ATTIRE

Hotel information has been enclosed and can be found at [www.realestate.com](http://www.realestate.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 reservations and register early. All accommodations are limited.

### FOOTBALL TICKETS

Single game tickets for the North Carolina State game may be ordered by credit card from the FSU athletic ticket office; (850) 644-1830 or at [www.seminole.com](http://www.seminole.com).

### CANCELLATION POLICY

Full refunds will be made for cancellations prior to October 28, 2005. Refunds cannot be made for cancellations after this date.

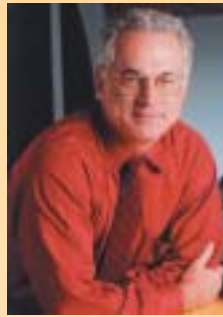


### STUART VARNEY

Financial and Economic Journalist, Fox News

Charismatic, articulate, and candid, Stuart Varney consistently wins rave reviews from audiences and is credited with changing the way that television reports on financial and economic news worldwide. Formerly the host of CNBC's broadcast of *The Wall Street Journal Editorial Board with Stuart Varney* and co-host of CNN's *MoneyLine News Hour* from 1999 to 2001, Varney joined the Fox News network in December 2003 as a contributor to a variety of shows, including *Your World with Nick Cavuto*, *Bulls & Bears*, and *Forbes on Fox*. He is also notably a founding member of CNN's award-winning business team and former host of both *Business Day* and *Business Asia*.

He joined CNN upon its founding in 1980. An economist educated at the London School of Economics, Varney is uniquely qualified to address the rapidly shifting domestic and global economic trends, and the implications for business, institutional investors, and individuals. His exceptional coverage and analysis of the stock market crash of 1987 earned him a Peabody Award for excellence in journalism. ■



Guest Moderator

### CHRIS FARRELL

Contributing Economics Editor, BusinessWeek

Chris Farrell, contributing economics editor at *BusinessWeek*, is an award-winning, nationally recognized business journalist and financial expert who started writing about the New Economy in the early 1990s. In 1999 and 2000 he received the Gerald Loeb Award in business journalism for two radio documentaries, "The World Turned Upside Down" and "Minnesota in the Dot.com Age."

Farrell is economics editor for *Marketplace Money*, produced and syndicated nationally by America Public Media and a regular contributor on the *Marketplace Morning Report*. He was host and executive editor of *Right on the Money!*, a nationally syndicated half-hour public television show, and author of "Right on the Money!: Taking Control of Your Personal Finances" and has also written "Deflation: What Happens When Prices Fall," which will be out in paperback in September, 2005. Chris is a graduate of Stanford and The London School of Economics. ■

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The FSU Real Estate Network's  
11th Annual

# Real Estate Trends & Networking Conference



November 3 & 4, 2005 / Florida State University/ Tallahassee, Florida

Registration materials enclosed ... Register Today! [www.fsurealestate.com](http://www.fsurealestate.com)





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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, it to the address indicated on the form. Registration is also available online at [www.fsurealestate.com](http://www.fsurealestate.com). The cost of the conference is \$170 (\$195 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 21, 2005.**  
*(Late registrations will be accepted until October 28, 2005.)*

## 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

Web: [www.fsurealestate.com](http://www.fsurealestate.com)  
Ms. Laura Waltke, College of Business, Florida State University  
Tallahassee, Florida 32306-1110  
Phone: (850) 644-4076; Fax: (850) 644-4077  
Email: [lwaltke@fsu.edu](mailto:lwaltke@fsu.edu)

# CONFERENCE SCHEDULE

## THE 11TH ANNUAL REAL ESTATE TRENDS & NETWORKING CONFERENCE

November 3 & 4, 2005

### THURSDAY, November 3, 2005

**4:30 p.m. - 5:30 p.m. Real Estate Steering Committee Meeting**  
*Conference Steering Committee meeting, University Center Club*

### THURSDAY, November 3, 2005

*Reception held in the Banquet Hall (3<sup>rd</sup> floor) of the University Center Club, FSU*

**6:00 p.m. - 7:00 p.m. Registration and Reception**

Sponsor: *St. Joe Company*

**7:00 p.m. - 9:00 p.m. Reception Dinner and Conference Opening**

*Stuart Varney, Financial and Economic Journalist, Fox News*

**“A New Day in America: Its Economy, Its Politics, Its Culture**

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

**9:30 p.m. – 11:30 p.m. Cocktail & Jazz Reception**

Sponsors: Brigham Moore, LLP – Eminent Domain & Property Rights Lawyers and Tropical Realty Appraisal Services, Inc.

### FRIDAY, November 4, 2005

*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: Greg Michaud, ING Investment Management

**8:30 a.m. - 9:15 a.m. 2006 Market Outlook – U.S.**

Kurt Wassenaar, ING Investment Management – Americas Region

**9:30 a.m. - 10:15 a.m. Show Me the Money! Megatrends**

This session looks at major demographic / economic / legislative / consumer trends affecting real estate markets in the Southeast. It sets the stage for the breakout sessions.

Moderated by:–**Chris Farrell**, economics editor with American Public Media’s Marketplace Money and contributing economics editor for Business Week.

Panelists: **Will Butler**, St. Joe Land Company; **Bill Hunter**, Florida Association of Community Developers; others TBA.

**10:30 a.m.-11:30 a.m. Hot Topics (concurrent sessions)**

**Session I. Will the Bubble Burst and How Sharp is the Needle?**

Are properties overpriced? Is the market about to turn? Are we overbuilt? How far is down if a downturn comes?

What about the condominium market? Where are the opportunities? A panel of industry executives will detail current conditions in the single- and multifamily markets.

Panelists: **Michael Cannon**, Integra Realty Resources; **Paul Ellis**, Trammell Crow Company; **Michael Slater**, TRIAD Research & Consulting, Inc.

Moderated by: **J. Scott Davis**, NorthMarq Capital, Inc., **Renee Reichling**, Colonial Bank

### Session II.

**Are New Places Emerging in Mixed-Use Development?**

Where are the opportunities? What new trends are emerging? What are the risks? What are the roles of retail and office? What are the politics? Executives involved in mixed-use development projects will share from their experiences.

Panelists: TBA.

Moderated by: **Keith Jones**, GMAC Commercial Mortgage,

**Jeff Sweeney**, Grubb & Ellis / Commerical Florida; **Amy Young**, Unicorp National Development

### Session III.

**Is a Train a Comin'? - The Kelo v. New London Decision**

New London, a city in Connecticut, used its eminent domain authority to seize private property to sell to private developers. The property owners argued taking private property to sell to private developers was not a public use. The Connecticut Supreme Court ruled for New London. Public and private interests will discuss key ramifications of this case.

Panelists: **S. William Moore**, Brigham Moore, LLP; others TBA.

Moderated by: **Greg Rix**, Brigham Moore, LLP

### Session IV.

**“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 welcome to attend to meet students and discuss opportunities.

Panelists: **Keith Davidson**, Edens & Avant; **Marty Engelmann**, Tropical Realty Appraisal Services; **Andy Hawkins**, Trammell Crow Company; **Erik Hector**, DeBartolo Development, Inc.; **George Livingston**, NAI Realvest Partners, Inc.; **Rick Machado**, The Scott Partnership Architecture; **Kyle Mowitz**, Paradise Development Group, Inc.; **Cathy Colan-Muth**, O.R. Colan & Associates; **John Priede**, Concordia-Properties, LLC; **John Mark Ramsey**, CNL Retirement Corp.; and **Dale Scott**, Keene Construction Co.

Moderated by: **John Crossman**, Trammell Crow Company

**11:45 a.m. - 1:15 p.m.**

**Lunch and Keynote Address**

**Randy Smith**, CEO and co-founder, *Smith Travel Research*

Presiding: **Greg Michaud**, ING Investment Management

**1:30 p.m. - 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 display company information.

**6:00 p.m. - 10:00 p.m.:**

**Tallahassee Downtown “Getdown”** at Adam’s Street Commons (from Park to Jefferson).

*Proceeds benefit the Big Bend United Way.*

### SATURDAY, November 5, 2005

**College of Business Alumni “Tailgate,”** Rovetta Business Building Courtyard  
(three hours prior to kickoff)

**The Florida State University Football Game / FSU Seminoles versus North Carolina State**  
Doak Campbell Stadium, Tallahassee, Florida / Time: TBA