

... the Keynote Speaker

Mr. Jeb Bush is the President and Chief Operating Officer of Codina Group, a Miami-based real estate investment, development, construction, consulting, brokerage, and property management firm. Mr. Bush joined Codina Group in 1981. He has been instrumental in the company's expansion and its ranking as the largest full-service commercial real estate company in South Florida. Today he oversees management of the five operating entities of Codina Group: Codina Development, Codina Construction, Codina Real Estate Management, Codina Bush Klein, ONCOR International, and Codina Rodon Consulting. Codina has a staff of over 200.

Prior to joining Codina Group, Mr. Bush was the Vice President of the international division of Texas Commerce Bank in Caracas, Venezuela. From 1984 to 1986, Mr. Bush served as Chairman of the Republican Party of Dade County, Florida. Between 1987 and 1988, he was Florida's Secretary of Commerce. In 1994, he was the Republican nominee for governor.

Mr. Bush has also acted as the Chairman of the Beacon Council, Dade County's economic development agency, and has been on the Board of the Dade County Homeless Trust. He currently serves on the Board of the National Policy Forum of the Republican National Committee, is a member of the Board of Trustees of the Heritage Foundation, is Chairman of the Foundation for Florida's Future, and President of the George Bush Presidential Library Foundation. Mr. Bush is also a partner in the NFL's Jacksonville Jaguars.

Conference Registration

The cost of the conference is \$65 (\$80 for late registration). The registration fee includes the Thursday evening reception & dinner, Friday breakfast, luncheon and keynote address, all conference sessions, and conference materials.

To register, complete the enclosed registration form.

- Early reservations must be received by October 7, 1996.
- Late reservations must be received by October 17, 1996.

Conference Cancellation Policy

Full refunds will be made for cancellations received prior to October 17, 1996. No refunds can be made for cancellations after this date.

Hotel Information

Hotel information has been enclosed with this form. For those intending to stay overnight in Tallahassee, three blocks of rooms have been reserved at The Holiday Inn - Northwest, The Holiday Inn - University Center, and The Quality Inn. Be aware that room availability for October 25 and 26 is extremely limited. It is important that you make room reservations early--block room availability is limited.

Football Game Tickets

Tickets for the Virginia/FSU football game are currently available (8/12/96) and can be ordered with your credit card from the FSU athletic ticket office by calling (904) 644-1830.

Conference Location

The Reception Dinner and Conference will be held at the Turnbull Conference Center (formerly the Florida State Conference Center). The Center is located at 555 West Pensacola Street ((904) 644-3801), next to the Tallahassee-Leon County Civic Center.

Special Note

It is imperative that you make room reservations, order game tickets, and register early. All accommodations are limited.

For Addition Information

Ms. Laura Waltke
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College of Business
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1996 REAL ESTATE TRENDS & NETWORKING CONFERENCE

Florida State University
Turnbull Conference Center
Tallahassee, Florida
October 24 - 26, 1996

Organized by:

The Real Estate Research Center

Florida State University



The Real Estate Society

Florida State University

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The FSU Real Estate Network and its Conference

The FSU Real Estate Network is an informal alliance of the alumni and friends of the FSU Real Estate Program. The Network's purpose is to enhance the professional relationships between the Program's alumni, friends, students, and faculty. This conference is jointly organized by the Network, The Real Estate Research Center, and the student Real Estate Society to inform participants of trends and critical issues facing the real estate industry. Over 1,000 individuals are currently informal members of the Network.

THURSDAY, October 24, 1996

6:30 - 7:30 Reception (Cash Bar)

7:30 - 9:00 Reception Dinner

- Welcome: Barry Diskin, Professor
- Melvin Stith, Dean, *College of Business, FSU*
- Dave Hart, Jr., Director of Intercollegiate Athletics, *FSU*
- Announcements and Awards

FRIDAY, October 25, 1996

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

8:15 - 9:45 Market Trends & Forecasts

This panel will discuss the broad market trends, the outlook, and vital issues facing the real estate industry.

Panelists: Douglas Bennett, *State Board of Administration of Florida*
William Moss, *CB Commercial*
James Seneff, Jr. or Gary Ralston, *Commercial Net Lease Realty, Inc.*
(others to be announced)

Moderator: Larry Richey, *Cushman & Wakefield*

9:45 - 10:00 Break

10:00 - 10:50 Hot Topics I

Concurrent Sessions Moderated by Alumni

A. Investment & Development: Strategies

Panelists: John Joyce, *Faison*
Ray Hayhurst, *Faison*
Moderator: John Crossman, *Faison*

B. User Trends: Retail, Office, & Industrial

Panelists: Bob Wasilewski, *Blockbuster Video*
F. Logan Holz, *Winn-Dixie*
Robert Parent, *DF&R Restaurants, Inc.*
Moderator: Andrew Diaz, *Brigham Moore Gaylord Schuster Merlin & Tobin*

C. Lending & Mortgage Securitization Trends

Panelists: Rex Bradley, *NationsBank*
Robert Hernandez, *Legg Mason*
Moderator: Christine Merritt, *NationsBank*

D. Real Estate Services: Forecasting the Future

Panelists: Jay Caplin, *Cushman & Wakefield*
Payne Midyette, *Cornerstone Realty Adv.*
Paul Strader, *Trammell Crow*
Moderators: Paul Isaacson, *Arthur Andersen*
Jim York, *Cushman & Wakefield*

11:00 - 11:50 Hot Topics II

Concurrent Sessions Repeated

A. Investment & Development: Strategies

B. User Trends: Retail, Office, and Industrial

C. Lending & Mortgage Securitization Trends

D. Real Estate Services: Forecasting the Future

12:00 - 1:30 LUNCH & KEYNOTE ADDRESS

Speaker: **Mr. 'Jeb' Bush**
Codina Group, Inc., Coral Gables, FL

FRIDAY AFTERNOON

1:45 - 2:30 Discussion & Demonstration Sessions

A. Emerging Technologies: GIS

Panelists: Chris Salemi, *Eckerd Drugs*
Kenneth Tozier, *International Computer Works, Inc.*
Moderator: Stephen deRiesthal, *Florida Shopping Center Group*

B. The Internet: A New Frontier

Discussants: Charles Hofacker, *Florida State University*
Kris McDowell, *Warfield Media Co.*

C. Apt. Investment: Opportunities & Analysis

Discussant: Hal Warren, *United Dominion Realty Trust*

**1:45 - 2:30 Career and Job Search
Strategies for Students**

Question & Answer Forum for FSU Students
Panelists: Jason Brooks, *Pizzuti*
Dinah Jackson, *SunTrust*
Alan Kleber, *Cushman & Wakefield*

2:30 Adjourn

SATURDAY, October 26, 1996

**8:00 - 12:30 2nd Annual Golf
Tournament**

Four-person scramble tournament for interested golfers
Location: The Players Club at Summerbrooke
Tallahassee, FL
Tournament Chair: 'Chip' Johnson, *Cureton & Associates*

- **FSU vs. VIRGINIA FOOTBALL GAME**
(3:30 p.m.: tentative game time)

FLORIDA STATE UNIVERSITY HOMECOMING EVENTS TO NOTE:

Friday Afternoon

2:00 Homecoming Parade
Location: Parade route begins at the Tallahassee-Leon County Civic Center in downtown Tallahassee.

Friday Evening

All conference participants and their spouses are invited to be guests at the College of Business Alumni Reception, held each year during homecoming.

**6:00 - 8:30 College of Business
Alumni Reception**
Location: Capital City Country Club, Tallahassee, FL

Friday Evening

8:00 Homecoming "Pow-wow"
Location: Tallahassee-Leon County Civic Center
(Tickets available from Ticketmaster)