

## ... the keynote speaker

### Mr. John P. McCann

Mr. McCann is Chairman of the Board, President and Chief Executive Officer of United Dominion Realty Trust, Inc., Richmond, Virginia. United Dominion owns apartments throughout the Sunbelt. He joined the company as managing officer in 1974.

Mr. McCann was Chairman of the Board of Governors of the National Association of Real Estate Investment Trusts (NREIT), the national trade association for REITs from 1992 to 1994 and is currently a member of its Board of Governors and Executive Committee. He is on the Board of Directors of the National Multi-Housing Council, an apartment trade association, and Storage USA, Inc., headquartered in Columbia, Maryland.

Mr. McCann, who is a native of Youngstown, Ohio, graduated from the University of Notre Dame and holds an MBA from New York University.

### SPONSORS

We are extremely grateful for the generosity of those firms and individuals who have financially supported this event. Without their contributions and support this conference would not be possible.

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### CONFERENCE LOCATION

Thursday evening, the reception dinner will be held at the Turnbull Conference Center. The Center is located at 555 W. Pensacola St. (phone: (850) 644-3801)

Friday, the conference sessions will be held at the Tallahassee-Leon County Civic Center. The Civic Center is located at 505 W. Pensacola St. (phone: (850) 487-1691)

### ACCOMMODATIONS

Hotel information has been enclosed with this form. For those intending to stay in Tallahassee, a block of rooms have been reserved at the La Quinta North and the Quality Inn. It is imperative that you make room reservations early—block room availability is limited.

### FOOTBALL TICKETS

Single game tickets are not available from the FSU ticket office for the Miami game. A limited number of tickets may be available from the Miami office. Unfortunately, tickets must be acquired from season ticket holders.

### CANCELLATION POLICY

Full refunds will be made for cancellations received prior to September 26, 1997. Refunds cannot be made for cancellations after this date.

### SPECIAL NOTE

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

The Real Estate Research Center  
College of Business  
Florida State University  
Tallahassee, Florida 32306-1042



**Note:**  
**Registration**  
**Materials**  
**Enclosed...**

# 1997

**...Register  
Today!!!**

The 3rd Annual FSU

## REAL ESTATE TRENDS & NETWORKING CONFERENCE

Florida State University  
Tallahassee, Florida  
October 2 - 4, 1997

*Conference Organizers*



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*Peoples First Community Bank*  
Tallahassee, Florida

Larry D. Richey  
*Cushman & Wakefield of Florida, Inc.*  
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*USAA Realty Company*  
Tampa, Florida

Harold S. Warren  
*United Dominion Realty Trust*  
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*Crocker Realty Trust*  
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## 1997 Real Estate Trends & Networking Conference

Florida State University  
Tallahassee, Florida  
October 2 - 4, 1997

The FSU Real Estate Trends & Networking Conference is organized to inform participants of the emerging trends and critical issues facing the real estate industry. The conference focuses on factors affecting markets located in the southeast region of the United States.

The conference provides critical information regarding:  
• Investment and Development Strategies • Retail, Office, and Industrial Markets • Apartment Markets • Hospitality and Entertainment Markets • Institutional Activities • REIT Activities • Real Estate Services •

### THE FSU REAL ESTATE NETWORK

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. Over 1,200 individuals are currently participants of the Network.

### CONFERENCE REGISTRATION

To register, complete the registration form enclosed with this brochure and mail, or fax, it to the address indicated on the form. The cost of the conference is \$75 (\$90 for late registration). The registration fee includes the Thursday evening reception & dinner, Friday breakfast, luncheon, and keynote address, all conference sessions and conference materials.

**Registrations must be received by September 17, 1997.**  
(Late registrations will be accepted until September 26, 1997.)

### FOR MORE INFORMATION

Ms. Laura Waltke  
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Website: <http://www.fsu.edu-rmidept>

## Conference Schedule

### THURSDAY, OCTOBER 2, 1997

**6:30 p.m. - 7:30 p.m.** Reception / Registration (cash bar)  
The Turnbull Conference Center, 555 West Pensacola Street  
Florida State University, Tallahassee, FL

**7:30 p.m. - 9:00 p.m.** Reception Dinner  
Charlie Barnes, *Executive Director, Seminole Boosters, Inc.*  
*Introducing:*  
Steve Robinson, *Men's Head Basketball Coach, FSU*  
Sue Semrau, *Women's Head Basketball Coach, FSU*  
Presiding: Stevens Tombrink, *USAA Realty Company*

*Please note that the  
Friday sessions are at  
the Tallahassee-Leon  
County Civic Center*

### FRIDAY, OCTOBER 3, 1997

**7:45 a.m. - 8:15 a.m.** Breakfast (informal continental breakfast)

**8:15 a.m. - 8:25 a.m.** Opening Remarks  
Presiding: Michael McElveen, *Urban Economics Incorporated*

**8:25 a.m. - 9:25 a.m.** Market Overview: Trends & Forecasts  
James Werle, *E&Y Kenneth Leventhal, Real Estate Group*

Also, some of the panelists and discussants from the conference breakout sessions will provide a brief overview of their company's current activities and outlook for the coming year at this time.

**9:25 a.m. - 9:45 a.m.** Break

**9:45 a.m. - 10:45 a.m.** Hot Topics I (concurrent sessions)  
**I-A** Institutional Real Estate Trends and Activities  
David Koletic, *Jefferson Pilot Life Insurance Company*  
Steven Wood, *John Alden Asset Management / Salomon Brothers*  
Moderator: Ric Phipps, *Peoples First Community Bank*

**I-B** REIT Investment Trends and Their Effect on Markets  
Barry Altshuler, *MIG Realty Advisors, Inc.*  
Thomas Brockwell, *Crocker Realty Trust*  
(others TBA)  
Moderators: Hal Warren, *United Dominion Realty Trust*  
James York, *Crocker Realty Trust*

**I-C** Development Opportunities & Trends  
Robert Boos, Sr., *Commercial Net Lease Realty, Inc.*  
Robert Parent, *DF&R Restaurants, Inc.*  
(others TBA)

Moderators: Robert B. Boos, *Wilton Partners*  
David Gabbai, *Main Street Investments*

**I-D** Trends in the Hospitality, Entertainment-Related Retail Sector  
Tad Templeton, *Retail Estate*  
Moderators: John Crossman, *Faison*  
Stephen deReisthal, *Florida Shopping Center Group*

**11:00 a.m. - 12:00 noon** Hot Topics II  
*The Hot Topics I sessions are repeated (II-A, II-B, II-C, II-D)*

**II-E** Career Strategies for Students: "If I Were 25"  
Larry Richey, *Cushman & Wakefield of Florida, Inc.*

**12:00 noon - 1:30 p.m.** LUNCH AND KEYNOTE ADDRESS  
Keynote Speaker: John McCann, *United Dominion Realty Trust*  
Dean Melvin Stith, *Florida State University*  
Presiding: Patrick Maroney, *Florida State University*

**1:45 p.m. - 2:45 p.m.** Afternoon Roundtable Discussion & Networking Groups  
**III-A** Technology, Information, and Real Estate Services  
Brenda Dohring, *Dohring OnLine*  
Patrick Duffy, *Colliers Arnold*  
Moderator: Matt Sullivan, *The Sullivan Group*

**III-B** Residential Subdivision Development Trends  
Rick Ness, *Lumbermen's Investment Corp.*  
Randy Warner, *American Metro Study Corp.*  
Moderator: TBA

**III-C** Roundtable Discussion: The Booming Atlanta Market!  
Paul Aase, *Roberts and Associates*  
Ron Neyhart, *CB Commercial*

**III-D** Roundtable Discussion: Leasing & Property Management Trends  
Geoffrey Landry, *Premier Property Group, Inc.*  
Paul Strader, *Trammell Crow Company*  
Stevens Tombrink, *USAA Realty Company*

**2:30 p.m. - 6:30 p.m.** The Third Annual FSU Real Estate Network Golf Tournament  
*The Players' Club at Summerbrooke, Tallahassee, FL*  
Tournament Chair: 'Chip' Johnson, *Cureton and Associates*

**SATURDAY, OCTOBER 4, 1997**  
The Florida State University Football Game  
*FSU Seminoles v. Miami Hurricanes*  
*Doak Campbell Stadium (Time: TBA)*