

... THE KEYNOTE SPEAKERS

Peter S. Rummell, Chairman and CEO, St. Joe Company
Mr. Rummell has gained a national reputation for his work in resort, location-based entertainment and large-scale real estate planning and development. Since his appointment as Chairman and CEO in January 1997, Rummell has put in place new strategies to unlock the value of Florida's largest private land portfolio. During his first year at St. Joe, Rummell assembled a new senior management team with superb expertise in community, commercial, industrial, resort and location-based entertainment development experience. He accelerated the pace of development with key acquisitions and joint ventures including Arvida, Codina Group, St. Joe/CNL Realty Group and Riverside Golf. Mr. Rummell came to St. Joe from the Walt Disney Co. He holds degrees from the University of North Carolina and the University of Pennsylvania.

James M. Seneff, Jr., Chairman and CEO, CNL Group, Inc.
Mr. Seneff founded CNL Group, Inc. in 1973 and has guided the company's real estate investment, finance, and development activities over the past 25 years. CNL and its 13 affiliates own assets totaling more than \$2.4 billion, representing 1,500 properties in 48 states. The company focuses on properties in the restaurant, hospitality, health care, and corporate facilities sectors. In addition, CNL is a partner in St. Joe / CNL Realty Group which develops office and industrial properties throughout Central Florida. Mr. Seneff is also Chairman and CEO of Commercial Net Lease Realty, Inc., a NYSE-listed equity real estate investment trust, focusing on freestanding retail real estate. Mr. Seneff is a graduate of Florida State University.

HOTEL ACCOMMODATIONS & ATTIRE

Hotel information has been enclosed with this form. For those staying in Tallahassee, room blocks have been set up at the Hilton Gardens, Hampton Inn, LaQuinta North and the Quality Inn. It is imperative that you make room reservations early—block room availability is limited. The attire at all conference events is business or business casual. University Center Club policies apply.

FOOTBALL TICKETS

Single game tickets are currently available for the game and can be ordered from the FSU ticket office (850) 644-1830.

CANCELLATION POLICY

Full refunds will be made for cancellations received prior to September 18, 1997. Refunds cannot be made for cancellations after this date.

CONFERENCE SPONSORS

The Real Estate Program at FSU is extremely grateful to the firms and individuals whose financial support has made this event possible.

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The Real Estate Research Center
College of Business
Florida State University
Tallahassee, Florida 32306-1110

THE REAL ESTATE NETWORK

Alumni & Friends of the FSU Real Estate Program



1998

*Note:
Registration
Materials
Enclosed...*

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Today!!!*

The FSU Real Estate Network's 4th Annual

REAL ESTATE TRENDS & NETWORKING CONFERENCE

September 24 & 25, 1998

Florida State University
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CONFERENCE ORGANIZERS



Alumni & Friends of the FSU Real Estate Program

**The FSU Real Estate Research Center
Florida State University**

**The FSU 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.

The conference is designed to provide information on:
• Investment and Development Strategies • Retail, Office, Industrial and Hospitality Markets • Single- and Multi-Family Housing Markets • The Real Estate Services Industry
• Mortgage Markets • REIT and Institutional Activities •

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 \$95 (\$115 for late registration). The registration fee includes the Thursday evening dinner, Friday breakfast, luncheon, the keynote addresses, all conference sessions and conference materials.

• **Registrations must be received by September 11, 1998** •
(Late registrations will be accepted until September 18, 1998.)

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 3rd, 5th and 6th floors at the southeast end of Doak Campbell Stadium, (850) 644-8528.

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, and students. Over 1,200 individuals are current participants of the Network.

FOR MORE INFORMATION

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Web: www.cob.fsu.edu/rmi

Conference Schedule

THURSDAY, SEPTEMBER 24, 1998

6:30 p.m. - 7:30 p.m.
Registration and Reception (cash bar)
Main Ballroom (third floor), University Center Club
Florida State University, Tallahassee, FL

7:30 p.m. - 9:00 p.m.
RECEPTION DINNER AND OPENING KEYNOTE
Keynote Speaker: **James M. Seneff, Jr.**
Chairman and CEO, CNL Group, Inc.
Tabot "Sandy" D'Alemberte, *President, FSU, (invited)*
Presiding: Stevens Tombrink, *U.S.A. Realty Company*

Note that all Friday sessions are at the University Center Club

7:45 a.m. - 8:15 a.m.
Breakfast (informal continental breakfast)
Main Ballroom, University Center Club

8:15 a.m. - 8:30 a.m.
Opening Remarks
Presiding: Rob Boos, Jr., *Boos Development Group, Inc.*

8:30 a.m. - 9:15 a.m.
Market Overview: Trends & Forecasts
Glenn Mueller, *Legg Mason Wood Walker, Inc.*
John Rossi, *E&Y Kenneth Leventhal Real Estate Group*

9:15 a.m. - 9:30 a.m.
Break

9:30 a.m. - 10:15 a.m.
Session I-A.
Hot Topics I (concurrent sessions)
Office and Industrial Markets: Opportunities or Overbuilt?
Ford Gibson, *Codina Development, Inc.*
Paul Kilgallon, *CMD Realty Investors, Inc.*
Jeffrey Morris, *Trammell Crow Company*
Moderators: Michael McElveen, *Urban Economics Incorporated*
and James York, *Crocker Realty Trust, Inc.*

Session I-B.
Retail Site Selection and Development
Steve deReisthal, *Bikers Depot*
Steve Messing, *Eckerd Corporation*
Andrew Zeck, *TGI Fridays, Inc.*
Moderator: Beth Boheim-Azor, *Terranova Corporation*

Session I-C.
Key Trends in the Single-Family Housing Market
Tim Edmond, *St. Joe / Arvida*
Brad Hunter, *Amercian Metro Study Corporation*
Gene Lanton, *U.S. Homes Corporation*
Moderator: Bobby Byrd, *Byrd Corporation*

FRIDAY, SEPTEMBER 25, 1998

Session I-D.
Institutional and Public Markets: Their Outlook and Effects
Marc Louargand, *Cornerstone Real Estate Advisers, Inc.*
Others: TBA
Moderator: Payne Midyette, *Cornerstone Real Estate Advisers, Inc.*

Session I-E.
Multi-Family Housing Markets: Where are the Opportunities?
Jason Canin, *Charles Wayne Consulting*
Alison Dimick, *Camden Property Trust*
William Hughes, *MIG Realty Advisers, Inc.*
Moderator: Hal Warren, *United Dominion Realty Trust, Inc.*

10:30 a.m. - 11:15 a.m.
Hot Topics II
Hot Topics I sessions are repeated (II-A, II-B, II-C, II-D, IIE)

Session II-F
Career Strategies for Students: "If I Were 25"
Speaker: TBA.

11:30 a.m. - 1:00 p.m.
LUNCH AND CLOSING KEYNOTE
Keynote Speaker: **Peter S. Rummell,**
Chairman and CEO, St. Joe Company
Dean Melvin Stith, *Florida State University*
Presiding: Rob Boos, *Boos Development Group, Inc.*

1:00 p.m. - 3:00 p.m.
Networking
(Areas will be reserved on the fifth floor of the University Center Club for individuals wishing to meet informally.)

1:30 p.m. - 6:00 p.m.
The College of Business Annual Golf Tournament
Seminole Golf Course, Tallahassee, FL
Those interested are invited to participate in the E. Ray Solomon Annual Golf Tournament. This tournament is organized by the College of Business. Golf registration materials have been enclosed with this brochure. Please note that golf registration is separate from the conference. For more info: (850) 644-6468.

6:30 p.m. - 8:30 p.m.
The College of Business Alumni Reception
All conference attendees are invited to the Alumni Reception to be held at the Building C, 7th Floor, University Center, FSU. No registration, or fee, is required to attend.

SATURDAY, SEPTEMBER 26, 1998
The Florida State University Football Game
FSU Seminoles and USC Trojans
Doak Campbell Stadium (Time: 3:30 p.m., subject to change)