

... THE KEYNOTE SPEAKER

Daniel M. DuPree,
President and Chief Operating Officer,
Cousins Properties Incorporated

In 1984, Mr. DuPree founded New Market Development Company, Ltd. and developed nearly six million square feet of retail space across the eastern United States before selling that company to Cousins Properties Incorporated in 1992. From 1992 until 1995 DuPree served as President of the retail division of Cousins, during which time an additional two million square feet of retail space was developed. In 1995, DuPree was elected President and Chief Operating Officer of the parent company, Cousins Properties Incorporated.

Mr. DuPree is a member of the International Council of Shopping Centers, the Urban Land Institute Southeastern Steering Committee, the Advisory Council of the University of Florida College of Business Administration, the Board of Directors for the Atlanta Community Food Bank and The Lovett School. In addition, Dan serves on the Georgia and Metro Atlanta Chamber of Commerce Board of Directors. Mr. DuPree is a native of Coral Gables, Florida and a graduate of the University of Florida.

HOTEL ACCOMMODATIONS & ATTIRE

Hotel information has been enclosed with this form. For those staying in Tallahassee, room blocks have been set up at the Hampton Inn, the Holiday Inn Northwest, the LaQuinta North, the Microtel Inn & Suites, 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 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 October 1, 1999. 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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College of Business
Florida State University
Tallahassee, Florida 32306-1110

THE REAL ESTATE NETWORK

Alumni & Friends of the FSU Real Estate Program

The FSU Real Estate Network's 5th Annual

REAL ESTATE TRENDS & NETWORKING CONFERENCE

October 7 & 8, 1999

Florida State University
Tallahassee, Florida

Approaching...

2000

Note:
Registration Materials Enclosed...

...Register Today!!!

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THE REAL ESTATE NETWORK

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, and Industrial 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 and keynote address, all conference sessions, and conference materials.

- **Registration forms must be received by September 24, 1999** •
- (Late registrations will be accepted until October 1, 1999)

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, OCTOBER 7, 1999

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 NATIONAL OVERVIEW

Speaker: Peter Korpacz, *PricewaterhouseCoopers*.
Presiding: Andrew Diaz, *Brigham Moore Gaylord Schuster Merlin & Tobin*

Note that all sessions are at the University Center Club

FRIDAY, OCTOBER 8, 1999

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: Robert Hernandez, *Legg Mason Real Estate Services*

8:30 a.m. - 9:15 a.m. **Southeast Market Overview: Trends & Forecasts**
Lewis Goodkin, *Goodkin Research / PricewaterhouseCoopers*
David Macpherson, *FSU Dept. of Economics / Pepper Institute on Aging and Public Policy*

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

9:30 a.m. - 10:15 a.m. **Hot Topics I** (concurrent sessions)
Session I-A. *The Capital Markets and the Effect on Main Street*
Joe Braver, *CIBC World Markets Corporation*
Brett Dill, *Swerdlow Real Estate Group*
Moderator: Cyrus Sharp, *CIBC World Markets Corporation*

Session I-B. *Office and Industrial Markets: The Investment Outlook*
Doug Bennett, *Florida State Board of Administration*.
Robin Ronne, *Tampa Chamber's Committee of 100*
Todd Yates, *The Alter Group*
Moderators: Patrick Kelly, *VRS Properties*

Session I-C. *The Retail Market: Effects of Demographic & Technology Change*
Randy Gunn, *Food Lion / Kash 'N Karry*
Others to be announced
Moderator: James Roberts, *Roberts and Associates Southeast*

Session I-D. *The Aging Boomers and the Single-Family Housing Market*
Scott Howard, *Maronda Homes, Inc.*
Gene Lanton, *U.S. Homes Corporation*
Moderator: Bobby Byrd, *Byrd Corporation*

Session I-E. *Multi-Family Housing Markets: Trends and Opportunities*
Jason Canin, *Charles Wayne Consulting*
John (Jack) Goodman, *National Multi Housing Council*
Moderator: Matthew Sullivan, *The Sullivan Group of Florida*

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

11:30 a.m. - 1:00 p.m. **LUNCH AND CLOSING KEYNOTE**
Keynote Speaker: Daniel M. DuPree,
President and COO, Cousins Properties Incorporated
Dean Melvin Stith, *Florida State University*
Presiding: Robert Hernandez, *Legg Mason Real Estate Services, Inc.*

1:15 p.m. - 2:00 p.m. **Career Strategies for Students: "If I Were 25"**
Panel discussion

1:15 p.m. - 3:00 p.m. **Networking**
(The fifth floor of the University Center Club will be available during this time 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.

6:00 p.m. - Midnight **The University Center Club's Dinner Buffet and Dance**
Club members and their guests are invited to a buffet dinner from 6:00 p.m. - 8:30 p.m., followed by a dance featuring the music of Rebel Pride (country / pop rock). This is a University Club event. Members can purchase tickets at the door (\$19.95 per person).

SATURDAY, OCTOBER 9, 1999
The Florida State University Football Game
FSU Seminoles and Miami Hurricanes
Doak Campbell Stadium (Time: 12:00 noon, subject to change)