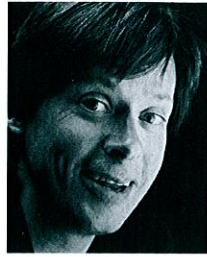


## The Keynote Speakers



### Dave Barry

Born in Armonk, New York in 1947, Dave Barry has been steadily

growing older ever since without ever actually reaching maturity. He attended public schools, where he distinguished himself by not getting in nearly as much trouble as he would have if the authorities had been aware of everything. He is proud to have been elected "Class Clown" by the 1965 Pleasantville High School Class. Barry went to Haverford College, where he was an English major and wrote lengthy scholarly papers filled with sentences that even he did not understand. He graduated in 1969 and eventually got a job with a newspaper named—this is a real name—*The Dailey Local News*, in West Chester, Pennsylvania, where he covered a series of incredibly dull municipal meetings, some of which are still going on. In 1975, Barry joined Burger Associates, a consulting firm that teaches effective writing to business people. He spent nearly eight years trying to get his students to stop writing things like "Enclosed please find the enclosed enclosures," but he eventually realized that it was hopeless. So in 1983, he took a job at the *Miami Herald*, and he has been there ever since, although he never answers the phone. In 1988, he won the Pulitzer Prize for commentary, pending a recount. His column appears in several hundred newspapers, yet another indication of the worsening drug crisis. (Dave Barry wrote this bio.)

#### ● ACCOMMODATIONS & ATTIRE

Hotel information has been enclosed and can be found at [www.ree.fsu.edu](http://www.ree.fsu.edu). The attire at all conference events is business or business casual. University Center Club policies apply.

#### ● 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 [seminoles.com](http://seminoles.com).



### Dick Greco

In 1967 Mr. Greco was elected Mayor of Tampa—the youngest mayor in its

history. He joined the Edward J. DeBartolo Corporation in 1974 and spent 21 years with one of the nation's most successful shopping center developers, effectively working with governments throughout the country to obtain project approvals. In 1995, Mr. Greco was again elected Mayor of Tampa. Applying his development experience, he was instrumental in bringing several projects to Tampa, including the Tampa Marriott Waterside hotel to the downtown. In 2003, he returned to the DeBartolo Property Group as Senior Vice President after serving two consecutive four-year terms as mayor.

While in office, Mayor Greco presided over a long list of projects. These included, for example, the Tampa Model Cities Program—a multi-million dollar federally funded program that transformed many Tampa neighborhoods; the start of an on-the-job training program that paved the way for many minorities to secure city jobs; development and construction of a downtown pedestrian mall; construction of a new football stadium and the negotiation a new contract with the Tampa Bay Buccaneers; initiation of the Star Project—the use of reclaimed water in several areas of the city; and serving as president of the Florida League of Cities.

#### ● CANCELLATION POLICY

Full refunds will be made for cancellations received prior to November 7, 2003. 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.

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NOVEMBER 13 & 14, 2003 / FLORIDA STATE UNIVERSITY  
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## CONFERENCE ORGANIZERS

The Real Estate Research 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.

The conference is designed to provide information on:

- Investment and Development Strategies
- Retail, Office, Industrial, Apartment, and Housing Market Trends
- Capital Market Trends
- The Real Estate Services Industry
- Institutional Activities
- Technology Trends

## 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 \$150 (\$175 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 30, 2003.**  
(Late registrations will be accepted until November 7, 2003.)

## 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 2,000 individuals are current participants of the Network.

## FOR MORE INFORMATION

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

# Conference Schedule

## THURSDAY, November 13, 2003

4:30 p.m. - 5:30 p.m. **Real Estate Steering Committee Meeting**  
Conference Steering Committee meeting, University Center Club (Sixth floor-Board Room)

## THURSDAY, November 13, 2003

Reception and dinner held in the Banquet Hall (3rd floor) of the University Center Club, FSU  
6:00 p.m. - 6:50 p.m. **Registration and Reception**

6:50 p.m. - 9:00 p.m. **Reception Dinner and Conference Opening**

**Dave Barry**, author and columnist with *The Miami Herald*  
Seminole Update: Charlie Barnes, *Seminole Boosters, Inc.*  
Presiding: Keith Jones, *GMAC Commercial Mortgage*

## FRIDAY, November 14, 2003

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: John Crossman, *Trammell Crow Company*

8:30 a.m. - 9:15 a.m. **The Market Outlook: 2004**

Glenn Mueller, *Real Estate Investment Strategies, Legg Mason, Inc.*

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

9:30 a.m. - 10:30 a.m. **Hot Topics I** (concurrent sessions)

**Session I-A. Retail Site Selection Trends: "The Art & Science"**

Roger Brown, *CVS Realty Company*

Alice Cullen, *SunTrust Bank*

Larry Lysek, *American Dairy Queen Corp.*

Stuart Ratcliffe, *Amerada Hess Corporation*

Warner Walker, *Starbucks Coffee*

Moderators: Don Jennewein, *L.J. Melody, Inc.*; Alan Karrh, *Core Communities, LLC*;

Clint Murphy, *Southeast Land Corporation*

**Session I-B. Multi-Family Residential Trends: "Prospects for the Future"**

Steve Buck, *Zom, Inc.*

Todd Farrell, *Northview Properties, LLC*

Mike Mulhall, *GDC Properties, Inc.*

Michael Slater, *Triad Research & Consulting, Inc.*

Moderators: Bob Barkett, *Cushman & Wakefield*; John Jacobs, *Northwestern Mutual Life Insurance Co.*

**Session I-C. Office Sector Trends: "Emerging Opportunities"**

Russ Sampson, *Colliers Arnold*

Rudy Touzet, *America's Capital Partners*

Moderators: Renee Reichling, *Colonial Bank*; Mark Stroud, *Echelon Real Estate Services, LLC*

10:45 a.m.-11:45 a.m. **Hot Topics II** (concurrent sessions)

**Session II-A. Trends in Mixed-Use Projects: "A Winner's Formula"**

Dennis Connolley, *The Mills Corporation*

Ray Hensler, *Stiles Corporation*

Margaret Jenness, *Arvida*

David Pace, *Baldwin Park Development Co.*

Others TBA

Moderators: Bob Breslau, *Stiles Retail Group*; Jackie Moalli, *St. Joe Commercial, Inc.*;

Amy Young, *Trammell Crow Company*

**Session II-B. Single-Family Residential: "Development Strategies"**

Ramiro Albarran, *Banc of America*

Gene Lanton, *Richmond American Homes*

Roger Postlethwaite, *LandMar Group, LLC*

Others TBA

Moderators: Ed Aguiar, *Key Bank Real Estate Capital*; Steve McDermott, *Gunster, Yoakely & Stewart, P.A.*

**Session II-C. Governmental Impacts on Real Estate Markets**

Steve Gallagher, *NAIOP*

Charlie Gauthier, *Florida Department of Community Affairs*

Rhea Law, *Fowler White Boggs Banker*

Moderators: Ron Barton, *City of St. Petersburg*; Scott Davis, *Legg Mason Real Estate Services*

**Session II-D. "If I Were 21"**

This session is designed specifically for students of the FSU Real Estate Program to discuss career opportunities and strategies. Employers and recruiters are invited to attend to meet students and discuss opportunities. Guest Panelists: Kevin Gibbons, *GE Capital*; Greg Michaud, *ING*. Session Moderators: John Crossman, *Trammell Crow Company*; Andy Hawkins, *Trammell Crow Company*

12:00 a.m. - 1:30 p.m. **Lunch and Keynote Address**

Dick Greco, *DeBartolo Property Group*

Presiding: John Crossman, *Trammell Crow Company*

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 speak to students and clients, or to display company information.

2:00 p.m. - Midnight **Florida State University Sponsored Homecoming Activities**

2:00 p.m. - Homecoming Parade (*Downtown: Monroe St.*)

6:00 p.m. - Downtown Getdown (*Downtown: Park Ave.*)

8:00 p.m. - Pow-wow (*Tallahassee-Leon County Civic Center*)

For up-to-date information on planned Homecoming events at FSU, check the "Calendar" and Alumni Association links at [www.fsu.edu](http://www.fsu.edu), or contact the FSU Alumni Association at 850.644.2761.

## SATURDAY, November 15, 2003

College of Business Alumni "Tailgate" in the Rovetta Business Building Courtyard (*three hours prior to kickoff*)

The Florida State University Football Game / FSU Seminoles versus NC State

Doak Campbell Stadium, Tallahassee, Florida / Time: TBA