



Herb Cohen

The Keynote Speakers

Herb Cohen has been a practicing negotiator for the past four decades, intimately involved in some of the world's headline dramas - from hostile takeovers to hostage negotiations.

While serving as an adviser to Presidents Carter and Reagan on combating terrorism, he was involved in the Iranian Hostage Crisis and credited with helping to shape the government's response to the skyjacking of TWA Flight 847 and the seizure of the Achille Lauro. More recently, his input and advice has been sought by the White House on a myriad of problems from domestic political strategy to the plague of international terrorism.

Herb Cohen's analysis, insights and humorous view of many of these high-level happenings have appeared in many international publications, and he himself has been the subject of articles in numerous publications such as *Time*, *People*, *Economist*, *The New Yorker*, *Newsweek*, *Fortune*, *Small Business*, *Rolling Stone* and even *Playboy* magazines. In these writings he has been called the "World's Best Negotiator" and referred to as "America's foremost convention speaker, presenting serious subjects with such humor and dramatic flair that they become pure entertainment."

He is the author of *You Can Negotiate Anything* (Bantam Books) which was on the New York Times bestseller list for over nine months and has been translated into twenty-one languages. He has been a guest on the *Tonight Show*, *Good Morning America*, *Donabue*, *Nightline* and the Larry King radio and television programs.

● ACCOMMODATIONS & ATTIRE

Hotel information has been enclosed and can be found at 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 Duke game may be ordered by credit card from the FSU athletic ticket office; (850) 644-1830 or at seminoles.com.



Nancy Walters

Nancy Walters, President of Very Special Events, Inc., offers insight from her career as an award winning journalist, department store executive, mall & corporate marketing director, and as founder of one of the industry's most respected national marketing companies.

The Philadelphia native was raised in St. Petersburg, Florida and attended Florida State University on a full Poynter Fund Journalism Scholarship. This led to an award-winning career as a feature writer for the *Miami Herald*, *St. Petersburg Times* and United Press International. She entered the retail industry as special events director for Sears Southern U.S. and then became a mall marketing director for Trizec/Hahn where she won MAXI Awards from the International Council of Shopping Centers (ICSC). Prior to launching her company almost 20 years ago, she was Corporate Special Events Director for Trizec/Hahn.

Ms. Walters has led her company in generating millions of dollars in media coverage, sponsorship programs and increased sales for retail properties. VSE has managed hundreds of tours and marketing campaigns for national clients including ABC Television, General Motors, the Make-A-Wish Foundation, *People Magazine*, Disney, L'Oréal, The National Eye Institute, Scholastic, etc. Her retail clients have included Discovery Channel Stores, Old Navy, CBL and Associates, Jones, Lang, LaSalle, The Sports Authority, Taco Bell and Thomas Enterprises. VSE was recognized as Best Special Events Planner by *Sales, Advertising & Marketing* magazine and received the Event Marketing Award from *Adweek* magazine.

● CANCELLATION POLICY

Full refunds will be made for cancellations received prior to October 30, 2004. 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.

■ REAL ESTATE NETWORK STEERING COMMITTEE

Mr. Edward Aguiar
KEYBANK REAL ESTATE CAPITAL

Mr. Robert Barkett
CUSHMAN & WAKEFIELD OF FLORIDA, INC.

Mr. Ron Barton
CITY OF ST. PETERSBURG

Mr. Robert Breslau
STILES RETAIL GROUP

Mr. Brad Capas
CUSHMAN & WAKEFIELD OF FLORIDA, INC.

Mr. John Crossman
TRAMMELL CROW COMPANY

Mr. J. Scott Davis
NORTHMARQ CAPITAL, INC.

Mr. Andrew Diaz
GAYLORD, MERLIN, LUDOVICI, DIAZ & BAIN

Mr. Jim Doyle
LANDMAR GROUP, LLC

Mr. Marty Engelmann
TROPICAL REALTY APPRAISAL SERVICES, INC.

Mr. Andy Hawkins
TRAMMELL CROW COMPANY

Mr. Don Jennewein
L. J. MELODY, INC.

Mr. Keith Jones
GMAC COMMERCIAL MORTGAGE

Ms. Lee Ann Korst
FLORIDA DEPT. OF MGMT. SERVICES

Mr. Steve McDermott
GUNSTER, YOAKLEY & STEWART, P.A.

Mr. Greg Michaud
ING INVESTMENT MANAGEMENT

Ms. Jackie Moalli
ST. JOE COMMERCIAL, INC.

Mr. John Priede
ZAREMBA GROUP, LLC

Ms. Renee Reichling
COLONIAL BANK

Mr. Kyle Riva
EPOCH PROPERTIES, INC.

Ms. Amy Young
UNICORP NATIONAL DEVELOPMENTS

■ REAL ESTATE PROGRAM EXECUTIVE ADVISORY BOARD

Ms. Donna Abood
ABOOD WOOD-FAY COMMERCIAL REAL ESTATE GROUP, LLC

Ms. Beth Azor
AZOR ADVISORY SERVICES, INC.

Mr. Ed Burr
LANDMAR GROUP, LLC

Mr. Bobby Byrd
BYRD CORPORATION

Ms. Kimberly Graham
BANK OF AMERICA

Mr. Mark Hillis
SUNTRUST BANK (retired)

Mr. Evan Jennings
JENNINGS PARTNERS, INC.

Mr. James Leckey
PUBLIX SUPER MARKETS, INC.

Mr. George Livingston
NAI REALVEST PARTNERS, INC.

Mr. Frank Nardoza
REH CAPITAL PARTNERS, LLC

Mr. Larry Richey
CUSHMAN & WAKEFIELD OF FLORIDA, INC.

Mr. James Roberts
ROBERTS & ASSOCIATES S.E., INC.

Mr. Joseph Taggart
CIW REAL ESTATE SERVICES GROUP



The FSU Real Estate Network's 10th Annual Real Estate Trends & Networking Conference

NOVEMBER 4 & 5, 2004 / FLORIDA STATE UNIVERSITY
TALLAHASSEE, FLORIDA

PROGRAM PARTNERS

Azor Advisory Services, Inc.
Byrd Corporation
Commercial Net Lease Realty, Inc.
REH Capital - Frank Nardoza
Mark and Nan Hillis

GOLD LEVEL SPONSORS

Abood Wood-Fay Commercial Real Estate Group, LLC
CIBC World Markets Corporation
CNL Financial Group, Inc.
Cushman & Wakefield of Florida
The Dunhill Companies
Florida Real Estate Journal
Florida Trend
KeyBank Real Estate Capital
LandMar Group, LLC
O.R. Colan Associates
The Rendina Companies
St. Joe Land Company

Registration materials enclosed...Register today!
www.ree.fsu.edu

PROGRAM PARTNERS

Azor Advisory Services, Inc.
Byrd Corporation
Commercial Net Lease Realty, Inc.
REH Capital - Frank Nardoza
Mark and Nan Hillis

GOLD LEVEL SPONSORS

Ahood Wood-Pay Commercial Real Estate Group, LLC
CIBC World Markets Corporation
CNL Financial Group, Inc.
Cushman & Wakefield of Florida
The Dunhill Companies
Florida Real Estate Journal
Florida Trend
KeyBank Real Estate Capital
LandMar Group, LLC
O.R. Colan Associates
The Rendina Companies
St. Joe Land Company

GARNET LEVEL SPONSORS

Advantis / GVA
Bank of America
Brigham Moore, LLP - *Eminent Domain & Property Rights Lawyers*
Clear Springs Land Company, LLC
Gaylord Merlin Ludovici Diaz & Bain - *Eminent Domain Attorneys*
NorthMarq Capital, Inc.
Shutts & Bowen, LLP
St. Joe Commercial, Inc.
TALCOR Commercial Real Estate Services, Inc.
Trammell Crow Company

CONTRIBUTING SPONSORS

Ajax Building Corporation
Appraisal Institute
Branch Banking & Trust Co. (BB&T)
Chief Appraisal Services, Inc.
Cousins Properties Incorporated
Eshenbaugh Land Company
The Fitzgerald Group, Inc.
GMAC Commercial Mortgage
Granger Development, Inc.
The Hector Company, LLC
HealthTrust, LLC
Highwoods Properties
Integra Realty Resources - Orlando
Ketcham Appraisal Group, Inc.
Murphy Land and Retail, LLC
NAI Realvest Partners, Inc.
New Plan Excel Realty Trust
Northwestern Mutual Life Insurance Co.
PBS&J
Residential Elevators, Inc.
SunTrust Bank
Tropical Realty Appraisal Services, Inc.



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 "Hot Spots" ● Retail, Office, Industrial, Apartment, and Housing Market Trends
- Capital Market Trends ● The Real Estate Services Industry
- 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 \$165 (\$190 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 23, 2004.
(Late registrations will be accepted until October 30, 2004.)

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 2,500 individuals are current participants of the Network.

FOR MORE INFORMATION

Web: 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@fsu.edu

Conference Schedule

THE 10TH ANNUAL REAL ESTATE TRENDS & NETWORKING CONFERENCE

November 4 & 5, 2004

THURSDAY, November 4, 2004

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 4, 2004

Reception and dinner held in the Banquet Hall (3rd floor) of the University Center Club, FSU
6:00 p.m. - 7:00 p.m. Registration & Opening Reception
Sponsor: CIBC World Markets Corporation

7:00 p.m. - 9:00 p.m. Dinner and Conference Opening

Herb Cohen, Negotiations Expert and Author of "Negotiate This!"
Presiding: Bob Breslau, Stiles Retail Group

9:30 p.m. - 11:30 p.m. Cocktail & Jazz Reception

Sponsors: Brigham Moore, LLP Eminent Domain & Property Rights Lawyers and Tropical Realty Appraisal Services, Inc.

FRIDAY, November 5, 2004

All conference sessions and lunch held at 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: Andy Hawkins, Trammell Crow Company

8:30 a.m. - 9:00 a.m. The Market Outlook for 2005

Jim Wilson, Trammell Crow Company

9:00 a.m. - 9:15 a.m. Break

9:15 a.m. - 10:15 a.m. Hot Topics I (concurrent sessions)

Session I-A. "Hot Spots: Hot, or Emerging, Opportunities I"

Frank Herring, St. Joe Commercial, Inc.
Randy Lyon, The Ginn Company
Frank Nardoza, REH Capital Partners, LLC
Moderators: Brad Capas, Cushman & Wakefield of Florida; Jackie Moalli, St. Joe Commercial, Inc.; and Jon Priede, Zaremba Group, LLC

Session I-B. The Retail Real Estate Market: Trends and Prospects for 2005

Neil J. Kvasnak, KeyBank Real Estate Capital
Paul Maxwell, Target Corporation
Others TBA
Moderators: Bob Breslau, Stiles Retail Group; Renee Reichling, Colonial Bank; Amy Young, Unicorp National Developments, Inc.

Session I-C. The Multi-Family Market: Where are the Opportunities?

Mr. Joe Lubeck, Landmark Residential
Others: TBA
Moderators: Bob Barkett, Cushman & Wakefield; Keith Jones, GMAC Commercial Mortgage; and Kyle Riva, Epoch Properties, Inc.

Session I-D. "If I Was 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. Moderators: John Crossman, Trammell Crow Company; Andy Hawkins, Trammell Crow Company

10:30 a.m. - 11:30 a.m. Hot Topics II (concurrent sessions)

Session II-A. "Hot Spots: Hot, or Emerging, Opportunities II"

Frank Herring, St. Joe Commercial, Inc.
Randy Lyon, The Ginn Company
Frank Nardoza, REH Capital Partners, LLC
Moderators: Brad Capas, Cushman & Wakefield; Jackie Moalli, St. Joe Commercial, Inc.; and Jon Priede, Zaremba Group, LLC

Session II-B. The Single-Family Residential Market: Is it Overheated?

Tony Polito, American Metro/Study Corp.
Moderators: Jim Doyle, LandMar Group, LLC; and Ed Aguiar, KeyBank Real Estate Capital

Session II-C. The Office Market: What is in Store for 2005?

Donald E. Huffner, Jr., Equity Office
Andy May, Cushman & Wakefield of Florida
Blair Bryan, The Staubach Company
Moderators: Scott Davis, NorthMarq Capital, Inc.; and Lee Ann Korst, Florida Dept. of Management Services

11:45 a.m. - 1:15 p.m. Lunch and Keynote Address

Ms. Nancy Walters, President, Very Special Events, Inc.

Presiding: Andy Hawkins, 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 informally meet with students and clients, or distribute company information.

2:00 p.m. - Midnight FSU Homecoming Activities

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

8:00 p.m. - 11:00 p.m. Alumni & Friends Homecoming Celebration!

All alumni and friends of the FSU Risk Management/Insurance, Real Estate, and Business Law Department are invited to a reception, held in conjunction with the Tallahassee "Downtown Getdown" at The Governor's Club, 202 South Adams Street.

SATURDAY, November 6, 2004

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

The Florida State University Football Game / FSU Seminoles vs. Duke Blue Devils

Doak Campbell Stadium, Tallahassee, Florida / Time: TBA