

The FSU Real Estate Network's 20th Annual

Real Estate **TRENDS** Conference

November 6 & 7, 2014

Florida State University, Tallahassee, Florida

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Anchor, "Risk & Reward," FOX Business Network

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Psychology, Florida State University*

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"What to Expect When No One's Expecting"*

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Conference Program

2014 Real Estate **TRENDS** Conference

FSU Real Estate Network
November 6 & 7, 2014
Florida State University
Tallahassee, Florida



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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 relationship among the Program's alumni, friends and students. Over 5,000 individuals are current participants of the Network.

We Build the Future ...

The Real Estate Trends Conference is organized to inform participants of the emerging trends and issues facing the real estate industry, to establish and strengthen professional contacts, and to present the broad range of career opportunities available to our students. It is organized by the FSU Center for Real Estate Education & Research, the Florida State University Real Estate Network and the students' FSU Real Estate Society. This event would not be possible without the generous financial support of its sponsors.



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The Program Partner designation is reserved for those who have made major gifts to advance the Real Estate Program at Florida State University.

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Conference Schedule

Thursday, November 6, 2014

FSU University Center Club



1:30 - 2:00 PM **Networking Keys! (student-only forum)**

Miller Hall - UCC 3300

2:15 - 3:45 PM **“If I Were 21” Student/Mentor Roundtable and Q&A** (students and confirmed panel only)

Miller Hall - UCC 3300

Designed specifically for students of the FSU Real Estate Program to discuss career opportunities and strategies with a selected panel.

Panelists: **Jason Archer**, Prudential Mortgage Capital Company; **Beth Azor**, Azor Advisory Services, Inc.; **Jamie Barati**, Cite Partners, LLC; **Tom Bartelmo**, The Kislak Organization; **David Beshears**, Beshears & Associates; **Audley Bosch**, Cushman & Wakefield; **Jason Bowen**, CNL Commercial Real Estate; **Michael Cale**, Voya Investment Management; **Natalie Champion**, Simon Property Group; **Michael Cheezem**, JMC Communities; **Bryan Cohen**, Cohen Commercial Realty; **Scott Davis**, Dougherty Funding, LLC; **Manny de Zarraga**, HFF; **Douglas Dieck**, Ryan Companies US, Inc.; **Martin Engelmann**, Tropical Realty Appraisal Services; **Rocco Ferrera**, Stiles; **David Gabbai**, The Shopping Center Group, LLC; **Kevin Hayes**, Pinellas County Florida Property Appraiser; **Livingston Hessam**, Walker & Dunlop; **Nichole Katulich**, Equity One Inc.; **William Lloyd**, R.K.M. Development Corp.; **Jonathan Matson**, Aberdeen Asset Management, Inc.; **Shawn McIntyre**, North American Properties; **Frank Nardoza**, REH Capital Partners, LLC; **Brice Pelfrey**, Beck Property Company, LLC; **Brian Smith**, Cushman & Wakefield; **Russell Smith**, Lennar Homes, LLC; **Imran Thobani**, Ryan, LLC; **Lee Weaver**, NorthMarq Capital, LLC



Guest Moderator
John Crossman
Crossman & Company

4:00 - 5:45 PM **Seminole Real Estate Speed Connections** (open to all employers and students)

Miller Hall - UCC 3300

Jointly hosted with the FSU Career Center and the College of Business Internships and Career Services Office, this session is organized for prospective employers to meet with our students for Q&A.

6:00 - 7:00 PM **Conference Registration and Opening Reception**

UCC 1st Floor Lobby/3rd Floor Banquet Hall

7:00 - 9:00 PM **DINNER AND CONFERENCE OPENING**

UCC 3rd Floor Banquet Hall

Featuring

Stephen Dubner

Award-winning author, *Freakonomics* and *SuperFreakonomics*, journalist, radio and TV personality



Honorary Host

Larry Richey

Senior Managing Director, Florida Market Leader, Cushman & Wakefield, Tampa, Florida



9:30 - 11:30 PM **Cocktail and Jazz Reception (non-student event)**

UCC 6th Floor - Grill

Sponsored by Tropical Realty Appraisal Services; Moore Bowman & Rix, P.A. - Eminent Domain & Property Rights Lawyers; and Franklin Street

Friday, November 7, 2014

Turnbull Conference Center

7:30 - 8:00 AM Continental Breakfast

2nd Floor - Atrium

8:00 - 8:15 AM Opening Remarks and Announcements

2nd Floor - Auditorium



Presiding

Kevin Collins

Managing Director, Head of Commercial Mortgage Credit, Invesco Mortgage Capital, Inc., Louisville, KY



Welcome

Will Butler

President, REI-Real Estate InSync, Tallahassee, FL (Chair, Real Estate Center Executive Board)

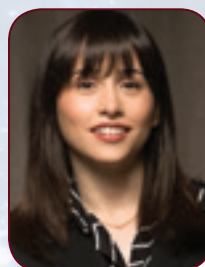
8:15 - 9:15 AM Real Talks: Ideas that Inform, Challenge and Inspire

2nd Floor - Auditorium



K. Anders Ericsson

Conradi Eminent Scholar and Professor of Psychology, Florida State University, Tallahassee, FL



Dana Telsey

CEO and Chief Research Officer, Telsey Advisory Group, New York, NY



Jonathan Last

Senior Writer, *The Weekly Standard*, and author of *What to Expect When No One's Expecting*, Washington, D.C.

9:15 - 10:00 AM Strategies for Beyond Tomorrow

2nd Floor - Auditorium



A candid discussion of market conditions, short- and long-term strategies, and opportunities. This session is sponsored by the Kislak Family Foundation, Inc.



Ron Kravit

Head of Real Estate Investing, Managing Member of Cerberus Real Estate Capital Management, LLC and Senior Managing Director of Cerberus Capital Management, LP, New York, NY



Guest Moderator

Deirdre Bolton

Anchor, *Risk & Reward*, FOX Business Network, New York, NY

Conference Schedule

Friday, November 7, 2014

Turnbull Conference Center



10:15 - 11:10 AM Hot Topics (concurrent sessions 1, 2 & 3)

SESSION 1 - Retail Wars

2nd Floor Auditorium

This session discusses how shopping center owners and retailers are battling the e-commerce revolution for the consumer.



Ivy Greaner

Executive Vice President,
Lennar Commercial Investments,
Miami, FL



Abby Pemberton

Social Media Manager,
Publix Super Markets, Inc.,
Lakeland, FL



Jami Passer

Managing Director, Edens,
Fort Lauderdale, FL



Guest Moderator

Todd Comunale

Senior Business Consultant-Real
Estate, Publix Super Markets, Inc.,
Lakeland, FL

Organized by **Bridgid O'Connor**, Publix Super Markets, Inc.; **John Priede**, Brixmor Property Group; and **Katie Trott**, CNL Commercial Real Estate

SESSION 2 - Single Family Housing Rentals as an Asset Class

1st Floor - 103

This session discusses the flow of capital to single-family home rentals: an emerging institutional asset class.



Gavin Kleinknecht

Managing Director, Sylvan
Road Capital, LLC, Duluth,
GA



Dallas Tanner

Chief Investment Officer,
Invitation Homes, LP,
Dallas, TX



David Seaman

Partner, PwC,
New York, NY

Organized by **Carlo Bruno**, PwC;
Acie Holt, Sylvan Road Capital, LLC; and
Mark Metheny, Lennar Homes, LLC

Friday, November 7, 2014

Turnbull Conference Center

10:15 – 11:10 AM Hot Topics (concurrent sessions 1, 2 & 3 continued)



Session 3 – Shaping Competitive Cities: 1

2nd Floor – 214

Targeted investment in infrastructure is central to positioning a city for growth and development. A major mixed-use development is featured that highlights the complex negotiations that take place among the wide range of public and private stakeholders. **Organized by the ULI North Florida Capital Region Leadership Team.**



Collin Barr

President, North Region,
Ryan Companies,
Minneapolis, MN



Guest Moderator

Reggie Bouthillier

Shareholder, Stearns Weaver Miller
Weissler Alhadeff & Sitterson, P.A.,
Tallahassee, FL



Rachel MacCleery

Senior Vice President, Urban
Land Institute, Washington, D.C.

11:20 – 12:15 PM Hot Topics II (concurrent sessions 4, 5, 6 & 7)

SESSION 4 – State of the Capital Markets

1st Floor – 103

Leading real estate investors candidly discuss market conditions and opportunities across the capital stack.



Charles Davis

Managing Director, MetLife
Real Estate Investors, Atlanta,
GA



Harris Trifon

Portfolio Manager, Western
Asset Management,
Pasadena, CA



Keith Honig

Managing Director, Head
of Commercial Mortgage
Lending, AIG Investments,
Los Angeles, CA

Organized by **Kevin Collins**, Invesco Mortgage
Capital Inc.; **Jeff Kinney**, Berkadia Commercial
Mortgage, LLC; and **Alison Williams**, Walker &
Dunlop

Conference Schedule

Friday, November 7, 2014

Turnbull Conference Center



11:20 - 12:15 PM Hot Topics II (concurrent sessions 4, 5, 6 & 7 continued)

SESSION 5 - Urban Redevelopment

2nd Floor - Auditorium

This session provides a look at how land constraints in urban infill areas are spurring redevelopment and leading to P3 opportunities.



David Heiden

Managing Partner, W Financial Fund, LP, New York, NY



Alan Kleber

Managing Principal, Cresa South Florida, Miami, FL



Charles Johnson

President, C.H. Johnson Consulting, Inc., Chicago, IL

Organized by **Ashley Brown**, Clarion Partners; **Alan Kleber**, Cresa South Florida; and **Marc Shuster**, Berger Singerman

SESSION 6 - Gambling on Florida

2nd Floor - 205

All eyes are on the political landscape while discussing how gaming potentially affects tourism, the real estate market and the local economy.



Nick Iarossi

Founding Member, Capital City Consulting, LLC, Tallahassee, FL



Michael Soll

President, The Innovation Group, Winter Park, FL

Organized by **Brian DePotter**, FirstPointe Advisors, LLC; **Mike Shalley**, Popp Hutcheson PLLC; and **Chris Starkey**, Integra Realty Resources, Orlando, FL

Friday, November 7, 2014

Turnbull Conference Center

11:20 - 12:15 PM Hot Topics II (concurrent sessions 4, 5, 6 & 7 continued)



SESSION 7 - Shaping Competitive Cities: 2

2nd Floor - 214

Highlighting the critical role of public investment in shaping development, this session provides an update on Tallahassee's new arena district development. **Organized by the ULI North Florida Capital Region Leadership Team.**



Kyle Clark

Vice President, Finance & Administration, FSU, Tallahassee, FL



Rachel MacCleery

Senior Vice President, Urban Land Institute, Washington, D.C.



Kevin Graham

Executive Director, FSU Real Estate Foundation, Tallahassee, FL



Guest Moderator

Will Butler

President, REI-Real Estate InSync, Tallahassee, FL

12:30 - 2:00 PM Lunch with Closing Speaker

1st Floor Dining Room and Room 114



Anthony Graziano

Senior Managing Director, Integra Realty Resources – Miami/Palm Beach, FL



Presiding

Chris Starkey

Senior Managing Director, Integra Realty Resources, Orlando, FL

2:15 - 3:30 PM Insider's Tour of Athletic Facilities (Gold and Garnet Sponsors only)

6:00 - 10:00 PM "Downtown GetDown" at Adams Street Commons

Adams Street Commons is located between Park and Jefferson on Adams Street. Proceeds benefit Big Bend United Way.

Saturday, November 8, 2014

Florida State University Homecoming Football Game, FSU vs. Virginia

Doak Campbell Stadium, Tallahassee, Florida / Time: 6:30 p.m.

Single game tickets may be purchased at www.seminoles.com or by calling (850) 644-1830.

Featured Speakers

2014 Real Estate TRENDS Conference



Stephen Dubner

An award-winning author, journalist, and radio and TV personality, Stephen J. Dubner is co-author of the international bestsellers *Freakonomics* and *SuperFreakonomics*, which have sold more than 5 million copies in 35 languages. *Freakonomics*, published in April 2005, was an instant international best-seller and cultural phenomenon. It made numerous “books of the year” lists, a few “books of the decade” lists, and won a variety of awards. *Freakonomics* spent eight years on *The New York Times* Best Sellers list. *SuperFreakonomics*, published in 2009, was published to similar acclaim, and also became an international best-seller.

The *Freakonomics* enterprise also includes an award-winning blog, a high-profile documentary film, and a public-radio project called *Freakonomics Radio*, which Mr. Dubner hosts. He has also appeared widely on television, including a three-year stint on ABC News as a *Freakonomics* contributor.

Mr. Dubner has been writing since he was a child; his first published work appeared in *Highlights* magazine. During college, he started a rock band that was signed to Arista Records. But he quit playing music to attend graduate school at Columbia University, where he also taught in the English Department. He was an editor and writer at *New York* magazine and *The New York Times* before writing books full time.



Ronald Kravit

Mr. Kravit joined Cerberus in 1996. Prior to joining Cerberus, Mr. Kravit was a Managing Director at Apollo Real Estate Advisors, L.P., from 1994 to 1996, where he was responsible for new business development, acquisitions and asset management.

Prior to his tenure at Apollo, Mr. Kravit was a Managing Director at G. Soros Realty Advisors/Reichmann International, an affiliate of Soros Fund Management, from 1993 to 1994. Before joining Soros, Mr. Kravit was Vice President/Chief Financial Officer at the Maxxam Property Company in Houston from 1991 to 1993 and Vice President with Miller-Klutznick-Davis-Gray Co. in Los Angeles and Chicago from 1984 to 1991. From 1979 through 1982, Mr. Kravit was an accountant. Mr. Kravit is a certified public accountant.

Mr. Kravit is a graduate of Georgetown University and received an M.B.A. from The Wharton School of Business at the University of Pennsylvania. Mr. Kravit is a member of the Cerberus Capital Management Real Estate Committee.



Deirdre Bolton

Deirdre Bolton joined FOX Business Network (FBN) as an anchor in February 2014 and is the host of *Risk and Reward* with Deirdre Bolton (weekdays 1-2PM/ET).

Prior to joining FBN, Bolton served as an anchor at Bloomberg Television, most recently as host of *MoneyMoves*. She also co-anchored the network’s morning programming. During her tenure there, Bolton interviewed major financial newsmakers, including, Pershing Square Capital CEO Bill Ackman, Lazard Vice Chairman Gary Parr, and billionaire investor Wilbur Ross.

Before joining Bloomberg in 1999, Bolton worked in institutional equity sales at CDC North America and Société Générale, where she sold European equities to U.S. portfolio managers.

She graduated from the University of Iowa with a degree in English and French literature and holds a master’s degree from New York University.

2014 Real Estate TRENDS Conference

K. Anders Ericsson

Dr. Ericsson is widely recognized as one of the world's leading experimental researchers. Currently he studies the measurement of expert performance in domains, such as music, chess, nursing, law enforcement, and sports, and how expert performers attain their superior performance by acquiring complex cognitive mechanisms and physiological adaptations through extended deliberate practice. His work was cited by Malcolm Gladwell (10,000 hour rule) in the book *Outliers*.

Dr. Ericsson has edited several books on expertise, the influential *Cambridge Handbook of Expertise and Expert Performance*, consisting of over 40 chapters and 900 pages, and *Development of Professional Expertise*. He has published articles in prestigious journals, such as *Science*, *Psychological Review*, *Psychological Bulletin*, and *Current Biology*. He is a Fellow of the Center for Advanced Study in the Behavioral Sciences, of the American Psychological Association and the Association for Psychological Science.

Dr. Ericsson's research has been featured in cover stories in *Scientific American*, *Time*, *Fortune*, *The Wall Street Journal* and *The New York Times*. He has been invited to meet with coaches and professional sports organizations, such as the Philadelphia Eagles (American football) and Manchester City (soccer).



Jonathan V. Last

Mr. Last is a senior writer at *The Weekly Standard*, a Washington-based political magazine and author of *What to Expect When No One's Expecting: America's Coming Demographic Disaster* (Encounter Books). His writings have been featured in, *The Wall Street Journal*, *Los Angeles Times*, *The Washington Post*, *The Philadelphia Inquirer*, *New York Post*, *Claremont Review of Books*, *First Things*, *The Week*, *Salon*, *Slate*, *TV Guide*, and elsewhere.

He is a regular commentator on both television and radio and has appeared on outlets ranging from ABC, CBS, CNN, and Fox News Channel to PBS, NPR, CNBC, Sky News, and the BBC.

He blogs at JonathanLast.com and his next book, *The Seven Deadly Virtues* will be published in December 2014 by Templeton Press.



Dana Telsey

The Telsey Advisory Group (TAG), founded in 2006, has grown to be a leading equity research, trade execution, investment banking and consulting firm, focusing on the consumer space. TAG's team of 20 analysts covers 21 sectors of consumer with over 150 companies under coverage.

Ms. Telsey is a thirteen-year member of *Institutional Investor* magazine's "All-America Research Team" where she was ranked the #1 Specialty Stores analyst for seven consecutive years. In 2009, the most recent ranking, she was ranked the #1 Specialty Stores analyst and #1 Broadlines & Department Stores analyst by *Institutional Investor* magazine's "All-America Independent Research Team." She has appeared as a special guest on such programs as *Wall Street Week*, *ABC News*, *The NBC Evening News* and *The Today Show* and is a regular guest analyst on both CNN and CNBC.

Ms. Telsey has followed over 100 companies during her 28-year career. From 1994 to 2006, she was at Bear, Stearns & Co. Inc. covering the retail sector, most recently as a Senior Managing Director. Prior to working at Bear Stearns, Ms. Telsey was the Retail Analyst at C.J. Lawrence and Vice President of the Baron Asset Fund at Baron Capital, Inc.



Anthony M. Graziano

Anthony M. Graziano, CRE is a recognized national expert in the commercial real estate industry. He sits on the Board of Integra Realty Resources, Inc. (IRR), the nation's largest real estate valuation and consulting firm, and serves as one of IRR's advisors on Viewpoint and national econometrics data.

Mr. Graziano holds an undergraduate degree in Urban Planning from the University of Miami, and a master's degree in Real Estate Finance from New York University. In addition to his professional experience in real estate counseling, valuation, and brokerage, Mr. Graziano has been interviewed by many national media outlets, including *The New York Times*, *Wall Street Journal*, Bloomberg News, ALM, and Fox Business, and has had feature articles in *Commercial Investment Real Estate* (CIRE). He is a sitting member of the Miami-Dade Beacon Council's Economic Roundtable, The Urban Land Institute (ULI) of South Florida's Advisory Council, and the Builder's Association of South Florida Board (BASF).

Mr. Graziano will present an overview of national trends affecting the real estate economy, and a preview of IRR Viewpoint 2015 real estate analysis. The discussion will focus on specific markets and market segments, buyer pools, and threats-opportunities-trends within the Southeastern U.S. markets versus other national markets.



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2014 Real Estate TRENDS Conference



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CNL Financial Group (CNL) is a leading private investment management firm providing global real estate and alternative investments. Since inception in 1973, CNL and/or its affiliates have formed or acquired companies with more than \$29 billion in assets. CNL is headquartered in Orlando, Florida.

www.cnl.com



The Dunhill Companies is a Florida-based regional commercial real estate and property management group, based in Orlando, Florida. Dunhill provides a full range of commercial property management, leasing and brokerage services to the office, industrial and retail markets throughout Florida. Dunhill services the commercial real estate needs of investors, developers and tenants of all sizes.

www.dunhill.com



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2014 Real Estate **TRENDS** Conference

GlassRatner Advisory & Capital Group LLC is a national specialty financial advisory services firm providing solutions to complex business problems and board level agenda items. The firm specializes in addressing business challenges such as managing through a business crisis or bankruptcy, planning and executing a major acquisition or divestiture, pursuing a fraud investigation or corporate litigation, and other top level non-typical business challenges. Its affiliate, GlassRatner Management & Realty Advisors LLC is a full-service property management company with expertise in disputed, distressed or difficult-to-manage property. It acts as Receiver, Manager, Chief Restructuring Officer or Fiduciary for troubled real estate development projects. Since 2003, GlassRatner has managed in excess of \$5 billion of real estate across a broad spectrum of assets including multifamily, student housing, office, retail, industrial, mobile home, hotel and resort, golf communities, mixed-use and fractured condominium projects.



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Integra Realty Resources, Inc. (IRR) offers the most comprehensive property valuation and counseling coverage in the United States with 66 independently owned and operated offices in 34 states and the Caribbean. IRR was created for the purpose of combining the intimate knowledge of well-established local firms with the powerful resources and capabilities of a national company. IRR offers integrated national information technology and data systems, as well as standardized valuation models and report formats, facilitating client review and analysis. Each IRR local office is led by a Senior Managing Director who is an MAI-designated member of the Appraisal Institute and has over 25 years, on average, of experience in their local markets. For more information, visit www.irr.com or blog.irr.com.



www.irr.com

The Kislak Family Foundation, Inc., is a private philanthropic foundation established in 1993 by Jay and Jean Kislak to support education, arts and humanities, and other worthwhile charitable endeavors in the United States and abroad. Based in Miami Lakes, Florida, the fund provides donations to a wide range of nonprofit organizations and projects. The Florida State University College of Business has received significant support from the Kislak Family Foundation Inc. for its Center for Real Estate Education & Research. Kislak funds have supported the expansion of the Center's programs serving students, faculty and the Florida real estate and business community.



www.kislak.com

Ryan is an award-winning global tax services firm, with the largest indirect and property tax practices in North America and the sixth largest corporate tax practice in the United States. Headquartered in Dallas, Texas, the firm provides a comprehensive range of state, local, federal, and international tax advisory and consulting services on a multi-jurisdictional basis, including audit defense, tax recovery, credits and incentives, tax process improvement and automation, tax appeals, tax compliance, and strategic planning. Ryan is a three-time recipient of the International Service Excellence Award from the Customer Service Institute of America (CSIA) for its commitment to world-class client service. Empowered by the dynamic myRyan work environment, which is widely recognized as the most innovative in the tax services industry, Ryan's multi-disciplinary team of more than 1,800 professionals and associates serves over 9,000 clients in more than 40 countries, including many of the world's most prominent Global 5000 companies. More information about Ryan can be found at www.ryan.com.



www.ryan.com

Stellar Homes Group is proud to be a leading residential real estate development firm in South Florida. Since our founding we have focused on one mission: Deliver our passion to a place you'll call home. Our founders Larry Baum and Stephen Petrucci have over 2 billion dollars of development experience combined. Their experience has translated into a passion for developing homes and communities that change lives and help residents realize their dream of home ownership. Stellar Homes Group is comprised of two divisions. Division 1) "For Sale" housing development of single family home communities, townhomes, and condominiums throughout the tri county area (Miami Dade, Broward, and Palm Beach counties). Division 2) "For Rent" housing aggregation Joint Venture with Starwood Capital and Waypoint Homes. Both of our founders are proud FSU College of Business Alumni.



www.stellarhomes.com

Celebrating 20 Years

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Jeffery Bowers
Tara Caguiat
Nicole Caithness
Jacob Fannin
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Katherine Elizabeth Hull
Joseph Raia
Britton Stallings
Chantal Voss

Crossman & Company Endowed Scholarship

Daniel Alvarez
Christina Cernkovic

THE NETWORK'S AWARD

This award is given annually in recognition of significant contributions to the Real Estate Program at Florida State University

1996–1997:	Andy Hawkins
1997–1998:	Larry D. Richey
1998–1999:	Robert P. Hernandez
1999–2000:	E. Edward Murray, Jr.
2000–2001:	Andrew G. Diaz
2001–2002:	Bobby Byrd
2002–2003:	Beth Azor
2003–2004:	Francis J. Nardozza
2004–2005:	Cyrus H. Sharp III
2005–2006:	John M. Crossman
2006–2007:	Evan D. Jennings
2007–2008:	J. Harold Chastain
2008–2009:	Patrick Kelly
2009–2010:	Robert Breslau
2010–2011:	Jay I. Kislak
2011–2012:	Kyle Riva
2012–2013:	David Beshears
2013–2014:	Gregory Michaud
2014–2015:	To be announced

ICSC Foundation Undergraduate Real Estate Award

Conor Kelley
Alexis Smith

ICSC Schurgin Family Scholarship

Jeffery Bowers

Mark Edward Burgess Memorial Scholarship

Frank Brown Cannon
Sydney Krier

Salus Valuation Award

Dylan Montefusco
Austin Tomoser

THE OUTSTANDING REAL ESTATE GRADUATE AWARD

This award is given annually in recognition of exemplary achievement, motivation, and contribution while in the Real Estate Program at Florida State University. This award is given annually to a real estate student who graduated the previous academic year.

1996: Jason M. DePaula	2008: Jonathan Dickson Jordan Donaldson Andrea Torrico
1997: Julie Holt	
1998: Erin Rouse Randall Planthaber	2009: Ashton Bligh David Hector Tim Sportschuetz Claire Thomas
1999: Mark Capodilupo	
2000: Edward Aguiar Terry Cooper	2010: Natalie Champion Harvey Gonzalez Brad Wolfe
2001: LeeAnn Sheldon	
2002: Dion Warren Stephanie Martin	2011: Blake Miller Jonathan Sieg Tom Speno
2003: Maria Sanson Garrett Williams	2012: William Bumgarner Joe Cuffel Paul Formella
2004: Erin Efstathion	
2005: Asher Gunter Nataly Restrepo	2013: Rebecca Bumgarner Joseph Kelley Samuel McCarter Kristie Milam
2006: Patrick Joseph Greive Lauren Hanley	
2007: Kevin Dover Nicholaus Mau Melissa McRoy	2014: To be announced

1995–2014 Featured Speakers

2014 Real Estate TRENDS Conference



- 1995** **John R. Lewis**, President & CEO, SuperLube, Inc. and former Professor of Real Estate, FSU
- 1996** **Jeb Bush**, President & COO, Codina Group, Inc.
Dave Hart, Jr., Director of Intercollegiate Athletics, Florida State University
- 1997** **John P. McCann**, Chairman of Board/ President/CEO, United Dominion Realty Trust
Steve Robinson, Men's Head Basketball Coach, Florida State University
Sue Semrau, Women's Head Basketball Coach, Florida State University
- 1998** **Peter S. Rummell**, Chairman & CEO, St. Joe Company
James M. Seneff, Jr., Chairman & CEO, CNL Group, Inc.
- 1999** **Daniel M. DuPree**, President & COO, Cousins Properties Incorporated
Peter Korpacz, PricewaterhouseCoopers
- 2000** **Henry Fishkind**, Fishkind & Associates, Inc.
Michael J. Swerdlow, Chairman & CEO, Swerdlow Real Estate Group, Inc.
- 2001** **The Honorable John M. McKay**, Senator and Florida Senate President
Francis J. Nardoza, Managing Director, KPMG Consulting
- 2002** **Frank Deford, Sr.**, Writer, *Sports Illustrated* & Commentator, ESPN, NPR & HBO's Real Sports
Bruce Rendina, Chairman & CEO, The Rendina Companies
- 2003** **Dave Barry**, Author and Columnist, The Miami Herald
Dick Greco, Sr., Vice President, DeBartolo Property Group & former Mayor of Tampa
- 2004** **Herb Cohen**, Negotiations Expert and Author of *Negotiate This!*
Nancy Walters, President, Very Special Events, Inc.
- 2005** **Stuart Varney**, Financial and Economic Journalist, Fox News
Randell A. Smith, Co-Founder and CEO, Smith Travel Research
- 2006** **Shelley Broader**, President & CEO, Sweetbay Supermarkets
Ed Burr, President, LandMar Group, LLC Lee Corso, College Football Analyst, ESPN
Bruce Mosler, President & CEO, Cushman & Wakefield, Inc.
Peter Rummell, Chairman & CEO, The St. Joe Company
- 2007** **Joe Scarborough**, Former Congressman and Host of MSNBC's *Morning Joe*
The Honorable Alex Sink, Chief Financial Officer, State of Florida
- 2008** **Robert D. Basham**, Co-founder, Outback Steakhouse & Vice Chair, OSI Restaurant Partners, LLC
Todd Mansfield, Chairman & CEO, Crosland, LLC
P.J. O'Rourke, Political Satirist and Best-Selling Author
James M. Seneff, Jr., Chairman & CEO, CNL Financial Group, Inc.
Thomas Sittima, Managing Director, Banc of America Securities
- 2009** **Bob Sasser**, President & Chief Executive Officer, Dollar Tree, Inc.
Don Shula, Pro Football Hall of Fame Coach
- 2010** **Mel Martinez**, Chairman of Florida, Mexico, Central America and the Caribbean at JPMorgan Chase & Co.; Former U.S. Senator and Secretary of Housing & Urban Development
Todd Buchholz, Former White House Economic Advisor, Author, Hedge Fund Manager, and NPR Contributor
Manuel de Zárraga, Executive Managing Director, Holliday Fenoglio Fowler, L.P.

2014 Real Estate **TRENDS** Conference

2010 (continued)

Hap Stein, Chairman & CEO,
Regency Centers Corporation

Terry Stiles, Chairman & CEO, Stiles

2011 **Tucker Carlson**, Veteran journalist, political commentator, Fox News; editor-in-chief, TheDailyCaller.com

Thomas D’Arcy, President, Chief Executive
Officer and Director, Grubb & Ellis Company

Rocco Ferrera, Chief Investment Officer, Stiles

Christine Romans, CNN Journalist, Anchor,
and Host of *Your Bottom Line*

Kevin Rostowsky, Senior Managing Director,
Southeastern/Midwest U.S., NXT Capital

Thomas Sittima, Chief Executive Officer,
CNL Financial Group

2012 **Jeffrey DeBoer**, President & CEO, The Real Estate Roundtable

Scott Dennis, Managing Director and CEO,
Invesco Real Estate

Andrea Kremer, Journalist, NBC Sports
and HBO

Jack Nicklaus, Golf Legend & Chairman,
Nicklaus Companies

Christine Romans, CNN Journalist, Anchor,
and Host of *Your Bottom Line*

Wilbur Ross, Chairman & CEO,
WL Ross & Co. LLC

Ash Williams, Executive Director & CIO,
Florida State Board of Administration

2013 **Deirdre Bolton**, Anchor on Bloomberg Television and Host of *MoneyMoves*

Jonathan D. Gray, Global Head of Real
Estate, Blackstone

Ethan Penner, Managing Partner,
Monday Capital Partners

Senator Alan Simpson, Former U.S.
Senator (Wyoming)

2014: **Stephen J. Dubner**, Bestselling Author, *Freakonomics* and *SuperFreakonomics*; Host of *Freakonomics Radio*; and Co-star *Freakonomics* Documentary

Ronald Kravit, Head of Real Estate
Investing, Managing Member of Cerberus
Real Estate Capital Management, LLC and
Senior Managing Director of Cerberus
Capital Management

Deirdre Bolton, Anchor, FOX Business
Network

K. Anders Ericsson, Conradi Eminent
Scholar and Professor of Psychology,
Florida State University

Jonathan V. Last, Senior Writer, *The
Weekly Standard* and Author of *What to
Expect When No One’s Expecting*

Dana Telsey, CEO and Chief Research
Officer, Telsey Advisory Group

Anthony Graziano, Senior Managing
Director, Integra Realty Resources –
Miami/Palm Beach

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The Real Estate Program at FSU is home to the Center for Real Estate Education & Research, which fosters interaction through a complement of activities including its annual Real Estate Trends Conference, the Evan D. Jennings Executive Speaker Series, Kislak Real Estate Market Strategies Forums for senior executives, the Real Deals and Entrepreneurs Speakers Series, research symposiums and other forums in which executives and scholars can exchange ideas and share insights.

- Application deadlines: March 1 for summer entry, June 1 for fall entry, October 1 for spring entry
- Seven semesters to complete
- Students pay the same price, plus applicable fees, for courses regardless of location
- GMAT/GRE requirement may be waived for outstanding applicants meeting specific criteria found at graduatebusiness.fsu.edu
- Courses taught by the same world-class professors who teach on campus
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- Accredited by The Association to Advance Collegiate Schools of Business (AACSB)

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— Michael Cale, MBA 2006

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Core curriculum

The MBA program consists of 39 credit hours. Current core curriculum includes the following 27 credit hours:

ACG 5026 - Financial Reporting and Managerial Control (3 hrs)
BUL 5810 - The Legal and Ethical Environment of Business (3 hrs)
FIN 5425 - Problems in Financial Management (3 hrs)
ISM 5021 - Information and Technology Management (3 hrs)
MAR 5125 - Marketing Strategy in the Global Environment (3 hrs)
MAN 5245 - Organizational Behavior (3 hrs)
MAN 5501 - Operations Management (3 hrs)
MAN 5716 - Economics and Business Conditions (3 hrs)
MAN 5721 - Strategy and Business Policy (3 hrs)

Real estate specialization

Students may customize their MBA with 9 hours of real estate elective courses:

REE 5105 - Real Estate Valuation (3 hrs)
REE 5205 - Real Estate Finance (3 hrs)
REE 5305 - Real Estate Investment (3 hrs)

Students then choose one additional course from the regular MBA elective options listed below.

FIN 5515 - Investment Management and Analysis (3 hrs)
MAR 5409 - Business to Business Marketing (3 hrs)
MAR 5465 - Purchasing and Supply Chain Management (3 hrs)
RMI 5017 - Fundamentals of Risk and Insurance (3 hrs)
MAR 5957 - Global Business Seminar (3 hrs) (includes trip abroad; extra fees apply)

Prerequisites

Designed for professionals with extensive work experience, the Florida State MBA does not require prerequisite coursework. However, it is helpful to have a general knowledge of accounting, economics, finance and statistics when beginning the program. Please note: Program requirements are subject to change.

Admission guidelines

Admission to the MBA program is highly competitive and based on the academic and professional credentials of the applicant pool. The College of Business generally recommends a minimum of five years of work experience, a minimum total score of 550 on the GMAT and/or 300 on the GRE and an undergraduate upper division GPA of at least 3.0. However, all application materials are considered.

The GMAT/GRE requirement may be waived for applicants who have at least eight years of management experience that includes significant budgetary and leadership responsibility, a completed graduate degree or high scores on other professional tests, such as the LSAT or CPA. For a list of specific criteria and instructions on how to request a waiver, visit graduatebusiness.fsu.edu

Cost of a Florida State MBA

Students pay the same price plus applicable fees for courses regardless of location. For a complete list of estimated costs, see mba.fsu.edu.

Application process checklist

The following two items should be sent directly to Florida State University through the online admissions application:

1. University Application for Admission to a Graduate Program (available exclusively online at <https://admissions.fsu.edu/gradapp/>).
2. Nonrefundable application fee of \$30 (see University Application – may be paid online at fees.fsu.edu).

Send three items to the University Admissions Office:

1. One official transcript from all schools attended (except for FSU).
2. Official TOEFL Score Report, official PTE Score Report or IELTS Test Report (required of international applicants whose native language is not English, regardless of academic background).
3. Florida Resident Affidavit (not needed for non-Florida residents) – see University Application or <http://admissions.fsu.edu/images/pdf/residency.pdf>.

*Address: Florida State University, Office of Admissions,
282 Champions Way, P.O. Box 3062400, Tallahassee, FL 32306-2400*

Send directly to the FSU College of Business Graduate Programs Office:

1. Official GMAT/GRE scores and, if applicable, a copy of the TOEFL, PTE or IELTS scores.

Address: Florida State University, College of Business Graduate Programs Office, 821 Academic Way, RBB 336, P.O. Box 3061110, Tallahassee, FL 32306-1110.

Submit program-specific information directly to the FSU College of Business through the online admissions application, <https://admissions.fsu.edu/gradapp/>

1. Applicant statement (link to prepared questions found in online application).
2. Current resume. Clearly indicate work experience including dates and positions held, noting full-time or part-time employment. Management, business and leadership experience should also be clearly detailed.
3. Two recommendations from employers or former college professors that speak specifically to the applicant’s ability to successfully complete the MBA program.

Note to international applicants: For more information concerning financial responsibilities, degree equivalency, etc., please visit <http://admissions.fsu.edu/international/admissions/graduate.cfm>



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Program Rankings & Recognitions

2014 Real Estate TRENDS Conference



- The FSU Real Estate Program is ranked 9th in the nation among public institutions; 12th among all institutions, private and public; and 6th among institutions with AACSB accredited undergraduate real estate degree or specialization programs, *U.S. News & World Report*, 2015 edition.
- FSU faculty ranked 2nd globally in research published in the three core real estate journals (1978-2008), *Journal of Real Estate Finance and Economics*, 2010.
- C.F. Sirmans, the J. Harold and Barbara M. Chastain Eminent Scholar in Real Estate, ranked No. 1, and G. Stacy Sirmans, the Kenneth G. Bacheller Professor of Real Estate, ranked No. 20, in research published in the three core real estate journals.
- Members of the real estate faculty have been the recipients of numerous distinguished awards and honors, including national fellowships, recognitions for scholarship, university teaching and service awards, and industry honors and distinctions.

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- Kenneth G. Bacheller Professorship in Real Estate
- Mark C. Bane, Sr. Professorship in Business Administration
- J. Harold and Barbara M. Chastain Eminent Scholar Chair in Real Estate
- Francis J. Nardozza Scholars Program Fellowship in Real Estate

Endowed Scholarships and Student Awards – *Gifts to establish endowed scholarships are used to recruit and honor deserving students*

- Crossman & Company Endowed Scholarship Fund in Real Estate
- Mark Hillis & Nan Casper Hillis Endowed Scholarship in Real Estate
- The Kislak Awards for Outstanding Student Performance
- James M. Rudnick and Donald T. Carrigan Endowed Scholarship Fund
- Billy Teel, Clara J. Milligan Teel, and Ann Teel Hatcher Endowed Scholarship Fund

The Florida State University Foundation recognizes gifts to FSU academics through additional donor recognition societies based on type and level of giving. It is the mission of these societies to thank donors for their generosity, as well as build and nurture lasting relationships between the university and those who support it with their wealth, wisdom and work.

THE EXECUTIVE BOARD, The Center for Real Estate Education & Research

The Executive Board advises and assists the Center in its work to improve student success and opportunity; to advance the program's academic mission of teaching, research, and service; to enhance the program's resources; and to raise the program's national standing.

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We Build the Future ...

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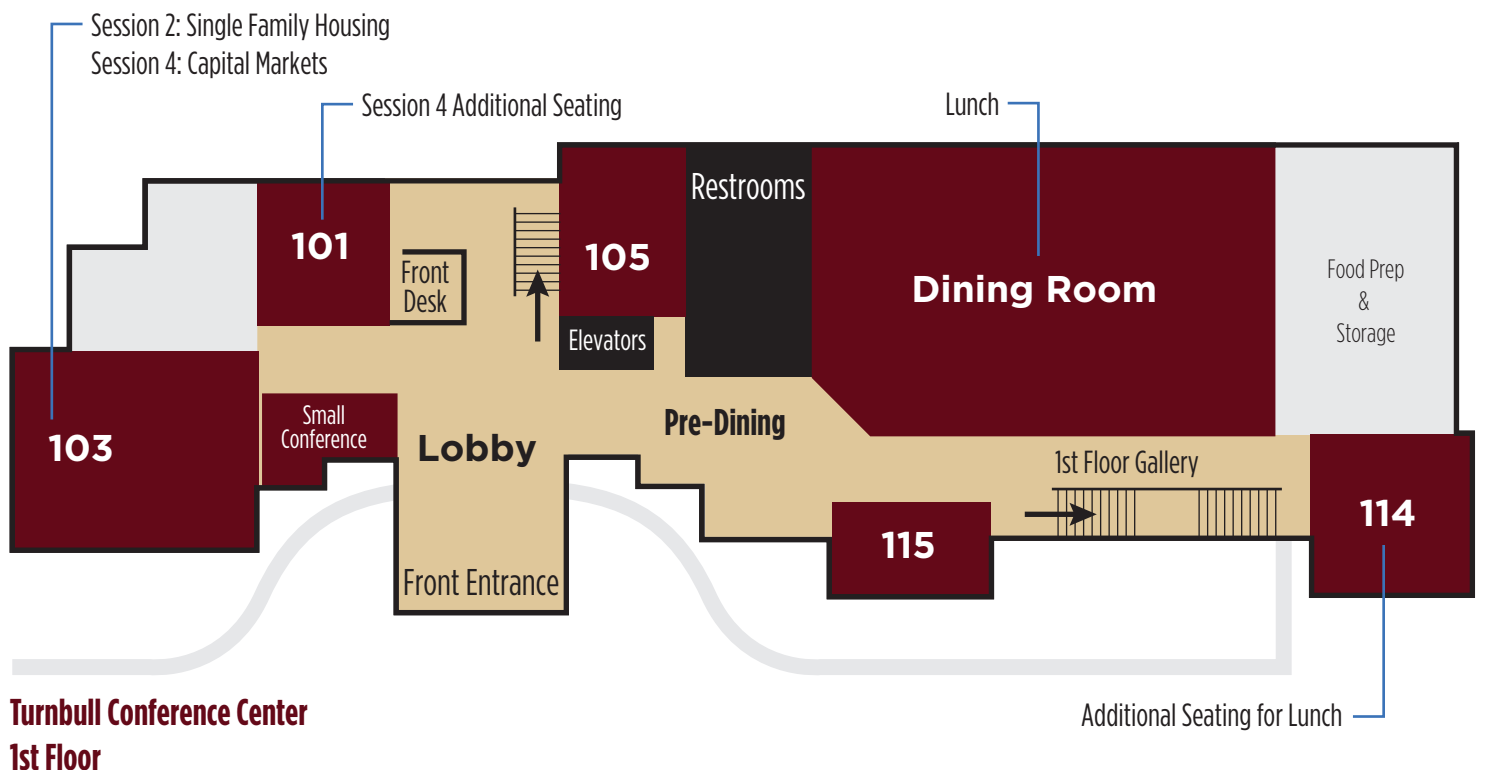
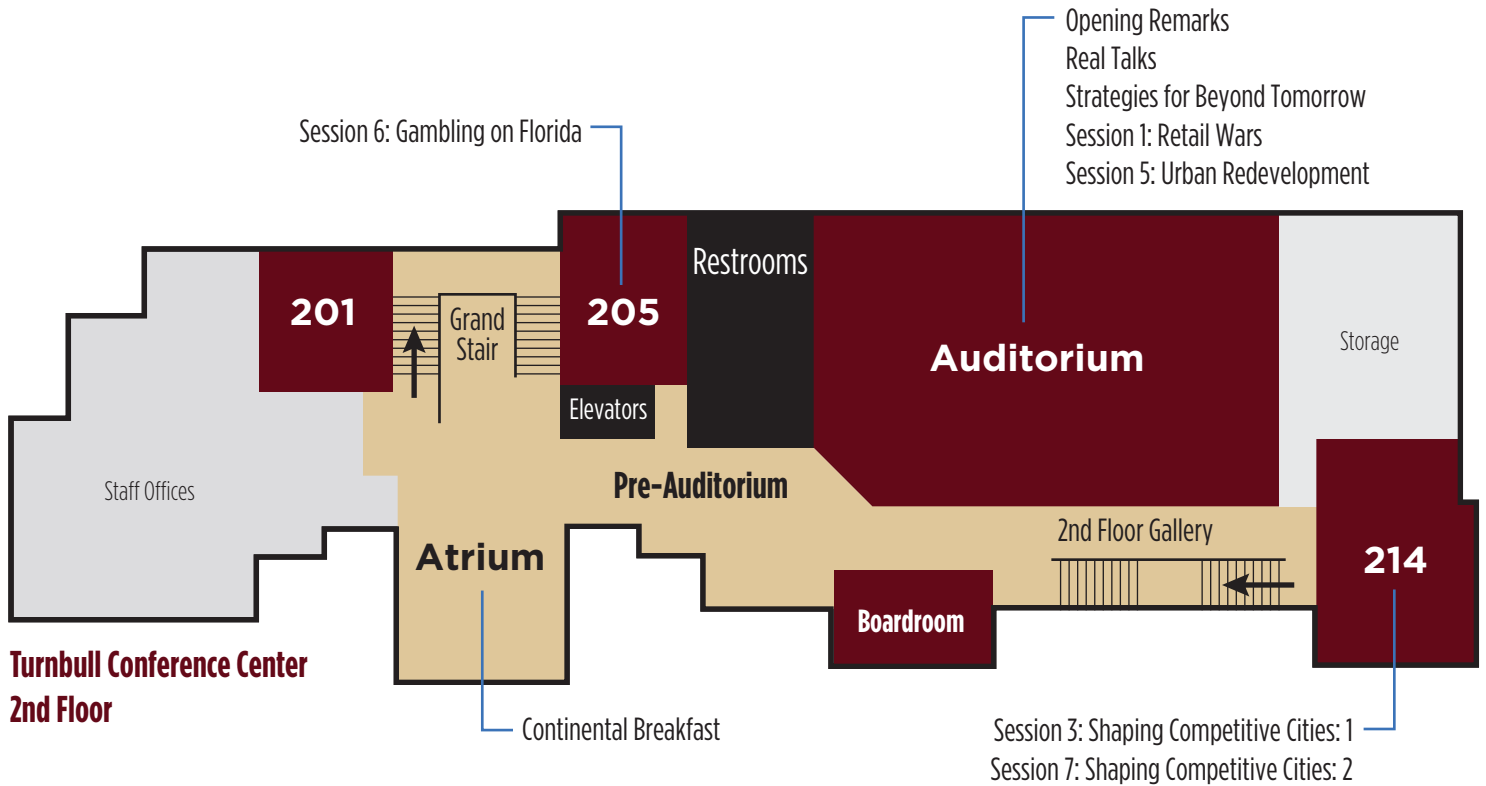
FSU Real Estate Network
November 6 & 7, 2014
Florida State University
Tallahassee, Florida

Turnbull Conference Center Map

2014 Real Estate **TRENDS** Conference

Thursday, November 6, 2014: 3300 Miller Hall, University Center C, 296 Champions Way, Florida State University

Friday, November 7, 2014: Turnbull Conference Center, 555 W Pensacola St, Tallahassee, FL 32306



2014 Real Estate **TRENDS** Conference



Schedule At A Glance

THURSDAY, November 6, 2014

Location: FSU University Center Club

1:30 – 2:00 pm	Networking Keys! (Student only event)	Miller Hall - UCC-3300
2:15 – 3:45 pm	"If I Were 21" Student/Mentor Roundtable and Q&A	Miller Hall - UCC-3300
4:00 – 5:45 pm	Seminole Real Estate Speed Connections	Miller Hall - UCC-3300

6:00 – 7:00 pm	Conference Registration (1st FL Univ. Ctr.) and Opening Reception	3rd Floor - Banquet Hall
7:00 – 9:00 pm	Dinner and Conference Opening Stephen Dubner, Bestselling Author, Freakonomics and SuperFreakonomics	3rd Floor - Banquet Hall
9:30 – 11:30 pm	Cocktail and Jazz Reception (open to Real Estate professionals; non-student event)	6th Floor - Grill

FRIDAY, November 7, 2014

Location: FSU Turnbull Conference Center

7:30 – 8:00 am	Continental Breakfast	2nd Floor - Atrium
8:00 – 8:15 am	Opening Remarks and Announcements	2nd Floor - Auditorium
8:15 – 9:15 am	Real Talks: Ideas that Inform, Challenge and Inspire (K. Anders Ericsson, Jonathan Last, Dana Telsey)	2nd Floor - Auditorium
9:15 – 10:00 am	Strategies for Beyond Tomorrow Ron Kravit, Head of RE Investing and Sr. Managing Director of Cerberus Capital Management Guest Moderator, Deirdre Bolton, Anchor, "Risk & Reward", FOX Business Network	2nd Floor - Auditorium
10:15 – 11:10 am	Hot Topics I (concurrent sessions 1, 2 & 3)	
	(1) Retail Wars	2nd Floor - Auditorium
	(2) Single Family Housing Rentals as an Asset Class	1st Floor - 103
	(3) Shaping Competitive Cities: 1	2nd Floor - 214
11:20 – 12:15 pm	Hot Topics II (concurrent sessions 4, 5, 6 & 7)	
	(4) State of the Capital Markets	1st Floor - 103
	(5) Urban Redevelopment	2nd Floor - Auditorium
	(6) Gambling on Florida	2nd Floor - 205
	(7) Shaping Competitive Cities: 2	2nd Floor - 214
12:30 – 2:00 pm	Lunch with Closing Speaker Anthony Graziano, Senior, Managing Director, Integra Realty Resources	1st Floor - Dining Room and Room 114
2:15 – 3:30 pm	Insiders' Tour of the Athletic Facilities (Gold and Garnet Sponsors only) (meet for departure at first floor lobby main entrance)	

We Build the Future ...