

November 4 & 5, 2010

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Featured Speakers

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

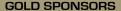
Todd Buchholz

Former White House Economic Adviser, Author, Hedge Fund Manager, and NPR Contributor

We Build the Future ...

The FSU Real Estate Network's 16th Annual REAL ESTATE TRENDS NETWORKING CONFERENCE





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CONFERENCE SCHEDULE

THURSDAY, November 4, 2010 Thursday events will be held at the University Center Club

3:00 - 4:00 pmNetworking Keys! (student-only forum)

4:00 – 5:45 pm "If I Were 21" Student/Mentor Roundtable and Q&A (open to all)

> Designed specifically for students of the FSU Real Estate Program to discuss career opportunities and strategies. Employers are invited to attend to meet students and discuss opportunities. Panelists: Donna Abood, Colliers International South Florida; Beth Azor, Azor Advisory Services, Inc.; Billy Bishop, BishopBeale; Robert Breslau, Stiles Corporation; Bobby Byrd, Talcor Commercial Real Estate Services, Inc.; Jay Caplin, Steelbridge Capital, LLC; Kevin Collins, Invesco Fixed Income; Alan Corwith, Burger King Corporation; Allen de Olazarra, America's Capital Partners; Everitt Drew, South Group; David Gabbai, The Shopping Center Group; Justin Greider, Crossman & Company; Matt Griffith, Tropical Realty Appraisal Services; Chip Hartung, Coldwell Banker Hartung and Noblin, Inc.; Ray Hayhurst, Grubb & Ellis / Commercial Florida; Mark Hillis, Retired SunTrust Bank; David Howie, Thomson Reuters ONESOURCE Property Tax; Gregg Ickes, CNL Commercial Real Estate; William Lloyd, RKM Development Corp.; Nabil May, Consultant; Bridgid O'Connor, Publix Supermarkets; Scott Renaud, CNL Commercial Real Estate; Larry Richey, Cushman & Wakefield; Claire Thomas, Crossman & Company; Jay Williams, The Jay Williams State Farm Agency; James Ullrich, Colliers International; Others TBA.

Moderator: John Crossman, Crossman & Company

6:00 - 7:00 pmCONFERENCE REGISTRATION AND OPENING RECEPTION

7:00 – 9:15 pm Dinner and Conference Opening

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

Presiding: John Crossman, Crossman & Company

9:30 – 11:30 pm Cocktail and Jazz Reception

Sponsors: Brigham Moore, LLP and Tropical Realty Appraisal Services

CONFERENCE

FRIDAY, November 5, 2010

NEW LOCATION: All Friday events will be held at the FSU Turnbull Conference Center (see website for details)

7:45 – 8:15 am Continental Breakfast

8:15 – 8:30 am Opening Remarks and Announcements

Presiding: Adrienne Kelley, Equity One

8:30 - 9:15 am Market Outlook

Todd Buchholz, Former White House Economic Adviser, Author, Hedge Fund Manager, and NPR Contributor

9:30 – 10: 30 am Hot Topics (concurrent sessions A1, A2, and A3)

Session Al Investing in Distressed Assets: Uncovering Fact from Fiction

Panel examines the critical issues surrounding buying and selling distressed real estate, including distressed debt and properties in foreclosure.

- Richard Gaudet, Glass Ratner Advisory & Capital Group LLC, Atlanta, GA
- Dwayne Gray, Zimmerman, Kiser & Sutcliffe, P.A., Orlando, FL
- Christopher Moench, Directed Capital Resources, LLC, St. Petersburg, FL
- Anthony Seijas, Rialto Capital Advisors, LLC, Miami, FL Organizers: Paul Aase, Roberts Commercial Real Estate Services; Jackson Bowman, Brigham Moore LLP; Adrienne Kelley, Equity One; Jonathan Moore, Acquisition Consultants, Inc.

Session A2 True "Sustainability" -- Creating Value Through Performance

Panel will explore strategies for extracting value through sustainability by focusing on building performance and quality control rather than green building certification as the end game.

- Paul D'Arelli, Berger Singerman, Ft. Lauderdale, FL
- Eddie Portis, Little Diversified Architectural Consultants, Charlotte, NC
- Scott Renaud, CNL Commercial Real Estate, Orlando, FL
- Michael Weiss, Working Buildings, Atlanta, GA
 Organizers: Gregg Ickes, CNL Commercial Real Estate; Kelly O'Keefe, Berger Singerman

Session A3 Emerging Trends in a Recovering Market

The 2011 Emerging Trends report (ULI and PricewaterhouseCoopers), considered by many to be the most comprehensive annual forecast available, is presented. Session organized by the Urban Land Institute.

Chuck DiRocco, Pricewaterhouse Coopers, Washington, DC Moderator: Rob Palmer, RPA Group, Inc. and Chair, ULI North Florida

10:45 – 11:45 am Hot Topics (concurrent sessions B1, B2, B3, and B4)

Session B1 Investing in Distressed Assets: Uncovering Fact from Fiction (repeat session)

Panel examines the critical issues surrounding buying and selling distressed real estate, including distressed debt and properties in foreclosure.

- Richard Gaudet, Glass Ratner Advisory & Capital Group LLC, Atlanta, GA
- Dwayne Gray, Zimmerman, Kiser & Sutcliffe, P.A., Orlando, FL
- Christopher Moench, Directed Capital Resources, LLC, St. Petersburg, FL
- Anthony Seijas, Rialto Capital Advisors, LLC, Miami, FL
 Organizers: Paul Aase, Roberts Commercial Real Estate Services; Jackson Bowman,
 Brigham Moore LLP; Adrienne Kelley, Equity One; Jonathan Moore, Acquisition Consultants, Inc.

SCHEDULE

Session B2 Capital Markets – A New Paradigm?

Executives to address "what works," "what hurdles exist," "what solutions exist," and provide an open dialog with the audience on topics of concern and/or interest.

- Mary Dubas, Principal Capital Management, LLC, Des Moines, IA
- Richard Martinez, Freddie Mac, McLean, VA
- Michael Winter, Mutual of Omaha Bank, Tampa, FL
- Others TBA
 Organizers: Nabil May, Consultant; Mike Wallace, Grandbridge Real
 Estate Capital LLC

Session B3 Planes, Trains, and Automobiles: Transportation's Impact on Real Estate

Panel will examine various proposed transportation projects and their potential impact on surrounding real estate markets.

- Matt Cangiolosi, CSX Real Property, Inc., Jacksonville, FL
- Mark Sharpe, County Commission, District 7, Tampa, FL
- Kevin Thibault, Florida Rail Enterprise, Tallabassee, FL
 Organizers: Ron Barton, Jacksonville Economic Development Commission;
 P.J. Cusmano, Integra Realty Resources Tampa Bay; Marlon Champion,
 The Ferber Company, Inc.; Bruce Humphrey, Birchfield & Humphrey, P.A.

Session B4 Public/Private Projects - Pieces to the Puzzle and Lessons Learned

Principals involved will detail the Cecil Field (Jacksonville) and College Town (Tallahassee) projects.

- Lindsey Ballas, Jacksonville Economic Development Commission, Jacksonville, FL
- Preston Herold, Hillwood a Perot Company, Dallas, TX
- Will Butler, Real Estate InSync, Tallahassee, FL
 This session is sponsored by the Economic Development Council of Tallahassee/Leon
 County, Inc. with assistance from the Kislak Family Fund.

Noon - 1:30 pm Lunch with Featured Panel - Strategies for Beyond Tomorrow

Top executives candidly discuss market conditions, short- and long-term strategies, and market opportunities.

- Martin 'Hap' Stein, Chairman & CEO, Regency Centers, Jacksonville, FL
- Terry Stiles, Chairman & CEO, Stiles Corporation, Ft. Lauderdale, FL
- Others TBA Moderator: Robert Breslau, Stiles Corporation

1:30 pm Seminole Real Estate Connections

Space at the conference center will be available for companies to informally meet with students and clients, or to distribute company information.

1:30 - 3:30 pm Tour the Flightline: Creating Public/Private Development Opportunities at the

Tallahassee Airport

A tour of city-owned areas of the airport initiative highlighting where public/private development opportunities exist. Transportation will be provided.

1:30 pm Insiders' Tour of the Athletic Facilities (Gold Sponsors only)

6:00 - 10:00 pm "Downtown Getdown" at Adams Street Commons

Time TBA Note: Conference sponsors are invited to a reception at the Governor' Club (202 South Adams St.) in appreciation of their generous support.

SATURDAY, November 6, 2010

The Florida State University Homecoming Football Game, FSU vs. UNC Doak Campbell Stadium, Tallahassee, Florida / Time: TBA

■ FEATURED SPEAKERS



Mel Martinez

Chairman of Florida, Mexico, Central America and the Caribbean at JPMorgan Chase & Co.; U.S Senator (2004-2009) and Secretary of Housing & Urban Development (2001-2003)

Melquaides "Mel" Martinez is Chairman of Florida, Mexico, Central America and the Caribbean for JPMorgan Chase & Co. As the senior executive in Florida and the region, he represents the firm at the most senior levels to clients—from businesses to large corporations to non-profits and governments.

Martinez joined JPMorgan Chase in July, 2010, after representing Florida as a U.S. Senator, serving as Secretary of the U.S. Department of Housing and Urban Development, and working as a private sector attorney for 25 years. As the first Cuban-American to serve in the Senate, he played an active role in shaping policies as a member of several pivotal committees. As HUD Secretary, his many accomplishments include working with state and local officials to assist with the rebuilding of Lower Manhattan after the September 11th terrorist attacks. Martinez began his career in public service in 1998 as Mayor of Orange County (Orlando greater area), Florida. Most recently, he had been a partner at DLA Piper in Washington, D.C. and Orlando - a leading global business law firm - and focused on advising clients on issues related to all aspects of public policy.

Martinez embodies the transformative power of the American dream. Born in Cuba, Martinez came to the U.S. as part of a humanitarian program that helped more than 14,000 Cuban children escape communist Cuba. At age 15, Martinez arrived in the U.S. with only one suitcase, and lived in refugee camps and with generous foster families until his own family relocated to Orlando. Martinez worked his way through school, eventually earning his undergraduate and law degrees from Florida State University.

With deep insight into the most important social and political issues of our time, Martinez brings a fresh perspective to the debate on issues of foreign policy and immigration, health care reform, energy, international investment, commerce and the economy. the economy.



Todd Buchholz

Former White House Economic Adviser, Author, Hedge Fund Manager, and NPR Contributor

Todd Buchholz is a former Director of Economic Policy at the White House, Managing Director of the \$15 billion Tiger hedge fund, and award-winning economics teacher at Harvard. He is a frequent commentator on ABC News, PBS, and CBS, and recently hosted his own special on CNBC.

Buchholz has authored numerous books. Market Sbock: 9 Economic and Social Upheavals that Will Shake Our Financial Future, was released to rave reviews and dubbed "outstanding" by the Wall Street Journal. He is also author of the best-selling New Ideas from Dead Economists and From Here To Economy, which were praised by The New York Times and Financial Times. His newest books are Lasting Lessons from the Corner Office and a novel, The

Buchholz is a contributing editor at *Worth* magazine, where he writes the "Global Markets" column, and he has penned articles for the *New York Times, Wall Street Journal, Forbes*, and *Reader's Digest*. He delivered a lecture at the White House entitled "Clarity, Honesty and Modesty in Economics," and has been a keynote speaker before such groups as Microsoft, IBM, Goldman Sachs, and the U.S. Chamber of Commerce.

Before joining Tiger in 1996, Buchholz was President of the G7 Group, Inc., an international consulting firm, whose clientele included many of the top securities firms, investment banks, and money managers in New York, London, and Tokyo. From 1989 to 1992 he served at the White House as a Director of Economic Policy.

Buchholz won the Allyn Young Teaching Prize at Harvard and holds advanced degrees in economics and law from Cambridge and Harvard. He also holds several engineering and design patents and is a co-producer of the Broadway smash "Jersey Boys".

CONFERENCE ORGANIZERS

The Real Estate 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.

Plenary and concurrent "hot topic" sessions are planned that highlight the critical issues affecting real estate investment and development. Top executives will discuss key trends affecting the retail, office/industrial, hospitality, multi-family and single-family market segments.

■ CONFERENCE REGISTRATION

Register online at www.fsurealestate.com or complete the enclosed registration form and mail, or fax, it to the address indicated. The cost of the conference is \$290 (\$315 for late registration). The registration fee includes the Thursday evening dinner, Friday breakfast, luncheon and keynote address, all conference sessions, and conference materials. Registrations must be received by October 19, 2010. (Late registrations will be accepted until October 29, 2010.) Cancellation Policy: Full refunds will be made for cancellations prior to October 29, 2010. Refunds cannot be made for cancellations after this date.

■ CONFERENCE LOCATION - Please note the change!

The Thursday evening opening will be held in the ballroom of the FSU University Center Club in Tallahassee. The ballroom is located on the third floor at the southeast end of Doak Campbell Stadium.

NEW!! To accommodate our expanded program, Friday events will be held at the new FSU Turnbull Conference Center next to the Leon County Civic Center at 555 W. Pensacola Street.

Please see "Accommodations/Locations" on the conference website for complete details and maps.

■ ACCOMMODATIONS & ATTIRE

Hotel information can be found at: www.fsurealestate.com.

The attire for all conference events is business or business casual.

■ 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 3,700 individuals are current participants of the Network.

■ FOR MORE INFORMATION

www.fsurealestate.com • Ms. Loreen Yerger Kollar Phone: (850) 644-4071 • Fax: (850) 644-4077 • lkollar@fsu.edu

The Center for Real Estate Education & Research - Executive Board

The Executive Board assists in advancing the Program's visibility and national standing; serves in an advisory capacity to the Program's faculty; assists in developing strategies to enhance the Program's resources; and assists with regard to career counseling, mentoring and placement of the Program's students.

CONFERENCE COMMITTEE

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