

NAIOP STRATEGIC PLAN 2015-2017

**NAIOP**

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION



## Vision

NAIOP is the leading organization for commercial real estate knowledge, networking and advocacy.

## Mission

NAIOP represents the commercial real estate industry. It provides strong advocacy, education and business opportunities, and connects its members through a powerful North American network.

## Core Principles

- Represent the interests of developers, investors and owners.
- Support our chapters and develop staff and volunteer leadership excellence.
- Operate with the following principles:
  - Inclusivity,
  - Transparency,
  - Integrity and
  - Collaboration.



# Goals

## **ADVOCACY**

Advance the interests of the commercial real estate industry's legislative and regulatory agenda through a better understanding of our issues by Congress, increased member support for the NAIOP PAC and enhanced engagement in legislative activity at the federal, state and provincial levels.

## **EDUCATION AND BEST PRACTICES**

Enhance the commercial real estate profession through increased educational offerings on a variety of platforms, improved tools and resources for chapter leadership and expanded delivery of the Chapter Education Programs (CEP) by local chapters.

## **NETWORKING AND BUSINESS OPPORTUNITIES**

Leverage our expansive North American network of industry decision-makers to provide members with opportunities and connections that advance their business goals.

## **RESEARCH AND CONTENT**

Create a robust and forward-looking body of knowledge fueled by insights and trends in the commercial real estate industry.

## **DIVERSITY**

Advance diversity in commercial real estate through initiatives that leverage NAIOP's network, embrace companies' values and engage students' interests.

# NAIOP Executive Committee and Strategic Planning Participants:

**Jean Kane**, Colliers International/Welsh Companies, Inc.

**Steve Martin**, SDM Partners

**Ashley Powell**, Bentall Kennedy

**Greg Fuller**, Granite Properties, Inc.

**Ralph Heins**, Primera Companies, Inc.

**Jim Neyer**, AI Neyer, Inc.

**Gene Reilly**, Prologis

**Eva Stevens**, United Properties

**Scott Taylor**, GWL Realty Advisors, Inc.

**Jonathan Tratt**, Tratt Properties, LLC