

**2017 Chapter Merit
Awards Application**
One Page Summary

Award Category:
Developing Leaders
Program

Chapter Name:
NAIOP Edmonton
Association

The Developing Leaders (DL) program at NAIOP Edmonton is a major contributor to the chapter's overall programming, committee recruitment, and membership growth. The three core streams of the program were well managed and executed by the Developing Leaders Committee. They include the newly implemented mentorship program, quarterly education-focused Q&A lunches with industry leaders, and innovative quarterly social events focused on networking and outreach to future members.

As a result of this programming DL membership grew from 29 members to 76 members during the subject period, a growth of ~160% amidst local economic downturn. The DL are not just attending DL events, at the conclusion of the subject period DL filled 50% (or greater) of the seats on four NAIOP Edmonton Association committees, and 50% of the NAIOP Edmonton Association Board of Directors were DL.

A noteworthy highlight is that the Developing Leaders program did not negatively impact the budget of the NAIOP Edmonton chapter. In fact, the membership revenue generated via the increased DL membership base provided significant new income to the chapter.

Of the three core streams, the 2016 mentorship program was a first for the chapter. The program provided DL with unique opportunities for personal and professional growth through focused, one-on-one networking sessions with leaders in the Edmonton commercial real estate community.

Another key driver of the DL program has been quarterly education lunches titled "20 Questions", or "20Q". These lunch events are limited to 30 DL attendees to provide an unparalleled opportunity to engage with Edmonton's commercial real estate leaders.

The program's most widely attended outreach to prospective DL members were the social events, which during the subject period included a culinary lesson, a golf lesson, and a lumberjack-themed axe throwing event. The purpose of the events is to create a fun, casual setting for relationship building and networking.

In spite of local economic downturn, NAIOP Edmonton Association is poised to see continued growth and development of their DL membership in 2017 as this momentum is built upon and carried forward.