



## **Chapter Merit Award Category: Developing Leaders Program**

### **Medium Chapter Name: NYC**

**Executive Summary:** In the busy and competitive NYC market, the NAIOP NYC Developing Leaders Program is deserving of this national recognition in succeeding to provide this young community with a robust and well-rounded membership experience. The NYC DL Committee, who meets quarterly have laid out an interesting and relevant schedule of events with topics including career advice, industry knowledge, social interactions and community service. Close to 70% of the NYC Membership is comprised of Developing Leaders.

**Noteworthy Points:** The Developing Leader Committee, headed by Tiffany Greenidge holds quarterly planning meetings open to all DL members with an average of 15-25 volunteers in attendance. During these meetings, members share ideas, brainstorm and leverage industry relationships to secure impactful guest speakers, site tours and strategic future initiatives. Four of the NYC's six active committees are chaired by Developing Leaders.

**Career Development -** The Successful Monthly Developing Leader Breakfasts offer the opportunity to interact with recognized Industry Leaders in small group settings. This unique mentoring initiative provides access to some of NYC's most successful and senior commercial real estate executives at established NYC firms. This year's Speakers included COOs and principles from firms such as Clarion Partners, George Comfort and Sons, MHP Realty Services, Onyx Equities, and Basis Investment Group, LLC.

**Networking -** Social events have become the backbone for recruiting Developing Leaders into NAIOP NYC. These well attended events are heavily attended by prospects and offer an array of options. Scenic rooftop happy hours, Baseball games and Time square bowling are a few examples of the fun options available to members, prospects and guests.

**Personal Development –** A panel of financial planning experts were recruited this past September to provide members with useful insight and diverse viewpoints on financial planning, strategic investing, insurance and retirement planning for young professionals.

**Community Service –** The NYC DL Program participated in a Habitat for Humanity Build, located in Newark, NJ in October. This popular event rounded out the DL experience by combining the rewarding experience of building homes and industry relationships in one event.

**Results of Initiative:** Faced with the challenge of high cost venues, strong competition from other local associations and a membership relying mostly on mass transportation, the NYC DL Program succeeded in launching 17 engaging events this past year, 6 in the fourth quarter alone.

In 2016 66% of new members fall into the Developing Leader Category which reflects heavily on successful recruitment initiatives. Successful prospect outreach is evident in the large number of prospects attending open events.

It is evident how the NYC Developing Leader Program is in direct parallel to the mission of NAIOP by the opportunities afforded this past year for career growth, valuable relationship building, industry advancement and community contributions as outlined above