

# Chapter Executives Idea Swap Summary – September 26, 2023

## NAIOP Membership Update

- Fall Membership Promotion
  - Begins October 1.
  - All applications held since September 18 will be processed Monday, Oct. 2.
  - Chapter marketing materials (flyers, HTML copy, sample social media posts, etc.) are in a Dropbox. A link to the [Dropbox](#) was provided in the September issue of 5 Things and is also located in the Chapter Executive Staff Connect community.
  - Marketing postcards were mailed to all Corporate prospects and the first HTML email will be sent on Monday, Oct. 2. The second promotional email will be sent Monday, Oct. 23.
  - 2024 PDF membership applications will be sent to all chapters no later than Monday, Oct. 2.
  - Non-members attending 2024 CRE.Converge will be eligible for \$100 off membership (taken from the Corporate amount) plus the remaining weeks of 2023 free if they join within 30 days of the conference.
  
- 2024 Membership Renewals
  - All 2024 invoices and renewal billing records have been created. NAIOP Corporate is currently reviewing and proofreading each invoice for accuracy.
  - Canadian members will receive their first email renewal reminder the week of Oct. 9. US members will receive their first email renewal reminder the week of Oct. 23.
  - The first Canadian invoice mailing will be sent the week of Oct. 23 and the first US invoice mailing will be the week of Nov. 3.
  - No one can currently renew online. Please instruct all pro-rate renewal members (members who joined Aug.-Sept. 2022) to telephone NAIOP Corporate to process payment.
  - Plans are underway to provide an incentive for members to renew during CRE.Converge.

## NAIOP Dues Structure Task Force

- Recommendations will be made to the Corporate Board of Directors during their CRE.Converge meeting for a vote.
- The proposal includes a reduced number of dues categories.

- If the structure is approved, the NAIOP Corporate board will then vote on the 2025 Corporate dues during their Feb. 14, 2024, meeting.
- Chapters will be asked to provide 2025 dues to Corporate by June 2024.
- Additional information and a specific timeline will be communicated after CL&LR.

**Chapter Support Fund:** Many chapters have taken advantage of this program. While there are still funds available, the program may not be replenished going forward into 2024.

NAIOP Edmonton/Anand Pye: NAIOP Edmonton is creating a new education program.

- The Real Estate Council of Alberta (RECA) is divesting from offering the education courses required to obtain a Real Estate License in Alberta.
- NAIOP Edmonton plans to offer the required courses beginning with the Fundamentals of Real Estate and The Practice of CRE which are the prerequisites for pursuing a career in commercial real estate in Alberta.
- Most of the grant funds are going to course development. The chapter plans to initially offer the first course to approximately 20 students in 2023 and hopes to break even the first year.
- In 2024, the chapter will have both courses available with 60 students budgeted to participate. Revenues are expected to be \$81,000 CAD with a profit of \$25,000 CAD.
- The course is virtual but there may be an opportunity to have in-person classes in the future. Talent LMS is the online platform used.
- The first course was developed by the government of Alberta and the chapter is paying a franchise fee back to the government for its use. The chapter made some changes to the course but provided documentation that any changes continued to provide the necessary core competencies required by the Alberta government.

NAIOP San Francisco Bay Area/Alison Trejo: Chapter created the NAIOP Executive Development (NED) Program.

- This is a 6-month personal and professional development program designed for professionals with 10+ years of commercial real estate and related experience.
- The program assists in preparing its cohort of participants to take the next steps in their commercial real estate careers by providing the opportunity for personal development and to build management, negotiation, presentation, and other essential skills.
- The current program began in June and ends in November. Six sessions feature three overnight personal development retreats, interspersed with three skill-building workshops, networking happy hours, small group virtual check-ins and optional coaching.
- Participants are asked to spend several hours between sessions working on assignments.

- This is the third year the chapter has offered this program. Due to COVID interruptions, the chapter chose not to push program sponsorship and has therefore subsidized participation. Students are charged \$5000 tuition, but this only partially covers the total cost.
- Individuals must be NAIOP San Francisco members, complete an application and provide a cover letter stating why they wish to participate in NED. A committee reviews the applications and makes the final participation decision.
- A link to the information page including a video is located here:  
<https://naiopsfba.org/programs/ned/>

NAIOP Charlotte/Theresa Burnette: Chapter hosted a “candidate forum” to provide the opportunity for members and non-members to meet candidates for the upcoming Charlotte City Council *primary* election.

- Program allowed industry stakeholders the opportunity to learn about the candidates and their views about the CRE industry. Candidates also were provided the opportunity to learn about the development community and its priorities. The Forum allowed for overall relationship building.
- The Forum was within 5 days of the election. Most participating candidates were from the Democratic party.
- The chapter didn’t charge for the event and approximately 65 people attended. The chapter partnered with the local residential realtor board, commercial realtor board and homebuilders’ association. NAIOP took the lead and CRE professionals were the audience majority.
- Seven candidates confirmed. Not all attended, those that did were late to the event, and some were unprepared for their audience.
- Candidates were given ahead of time the three questions asked at the forum. They also were allowed an opening and closing statement.
- The chapter has met in informal settings with sitting council members, but this was the first candidate forum event and the chapter hopes to continue in the future.
- A link to the event publicity photos is here:  
<https://www.flickr.com/photos/101679307@N06/sets/72177720311060734/>

There will be no Ideas Swap in October due to CRE.Converge. The Chapter Executives’ meeting will be Oct. 20 from 9:30 am – 3:00 pm. We will discuss the Membership Structure Task Force’s proposals voted on by the NAIOP Corporate Board earlier that week and how it may impact the chapters. Also, on the agenda will be NAIOP’s approved strategic plan, the Diversity & Inclusion Task Force recommendations, and open forum roundtables.

The November Ideas Swap will be held the week of November 13.