

Chapter Executives Idea Swap Summary – July 26, 2023

August Ideas Swap will be held on the third Wednesday @ 11:00 a.m. ET.

NAIOP Corporate Update

- Chapter reports are now accessible in www.naiop.org through the Chapter Portal. We continue to fine-tune some information. Please [let us know](#) if information is missing or you have trouble accessing.
- Chapter Website Template Survey Results
 - The survey was a result of the 2022 Town Hall discussion. NAIOP Corporate was asked if a common website template can be provided to the chapters.
 - Sixteen chapters responded to the survey (approx. 30%)
 - Responding chapters are using very different website platforms overall though WordPress was the most common.
 - Most chapter websites are integrated into the chapters' databases. Other website integrations include payment systems, blogs, event registration platforms, award nomination sites, and job banks.
 - Of the 16 responding chapters, only four were interested in pursuing a common template but what was repeatedly mentioned was a desire for an all-encompassing tech platform that would include website, AMS, credit card processing and event registration.
 - NAIOP Corporate will explore increasing our database sharing capabilities with the chapters and work with chapters individually to assist with their technical needs.
 - VP for Marketing and Communications Kathryn Hamilton (hamilton@naiop.org) is available to discuss the survey or any provide needed assistance.
- Volunteers needed for NAIOP Corporate Committees
Several Corporate Committees are looking for volunteers for the upcoming year including:

Education committee
CRE.Converge planning committee
Tax and Finance subcommittee
State & Local subcommittee

I.Con planning committee
Development magazine editorial committee
Environment & Infrastructure subcommittee
Membership & Chapter Relations committee

Recruitment is ongoing through August.
Most meetings are virtual.

Information on the committees, committee member qualifications and contact information can be found [here](#).

NAIOP New Mexico/Call For Judges

NAIOP New Mexico is seeking 2-3 volunteers to join local judges for their Awards of Excellence program. As a judge, the volunteer will play a vital role in providing an objective, outside voice in the selection process, reviewing approximately 50 applications across 10 categories. Judges will receive clear instructions on what to consider during the review, ensuring a smooth and informed evaluation process. Judges will get the applications on September 15th, and the forms are due back by October 13th. The chapter values the volunteers' time and commitment, and the flexibility of this timeline allows a review of the applications at their own pace.

As a token of appreciation, judges are invited to join the chapter at the fun and award-winning Awards Luncheon in Albuquerque on December 8th. This is an excellent opportunity to connect with industry leaders in New Mexico and witness the impact of the judging firsthand. Contact Rhiannon (rsamuel@naiopnm.org) if a member(s) is interested in assisting.

- NAIOP Southern Nevada/Karina Bruce: Suggests to directly ask chapters' awards chairs to serve as judges.

ChatGBT

NAIOP New Mexico/Rhiannon Samuel: Chapter sends two emails per week to their membership updating on events, government affairs issues, etc. [ChatGBT](#) saves staff time in creating language, catchy email subject lines, and photo captions. The platform is also used to create promotional emails to member prospects.

A key to success is requesting the program to ask questions to ensure that all necessary information is submitted to the platform before language is generated. User should be as specific and detailed as possible in requesting and providing information including topic, audience, information needed.

NAIOP Chicago/Abbie Olson: Chapter scholarship committee suspected that some of the applying students used the program in answering questions. Unsure how to monitor this use going forward.

NAIOP Pittsburgh/Brandon Mendoza: Chapter programs committee is exploring presenting a program on using AI in the workplace including ChatGBT and the effects on CRE. Some younger brokers used the program to write listings, etc. Local university has some of the leading experts on AI as part of the faculty which can be a source of panelists in addition to the CRE tech experts. This program idea would be of interest to the general membership and also CRE marketing and IT/tech teams.

NAIOP Southern Nevada/Kartina Bruce: Used ChatGBT to create survey questions. Was very successful.

Office Conversions: What markets are doing well with office conversions?

NAIOP Chicago: The city put forward incentives on this topic but in holding pattern due to election of new mayor. In the suburbs chapter is seeing office to industrial conversions but there is some pushback from municipalities who don't want industrial development in their areas.

NAIOP New Mexico: Market recently revised zoning regulations to allow for a lesser kitchen. All adaptive reuse depends on lessening zoning and development regulations.

NAIOP Pittsburgh: At least one project has gone through a office/housing conversion. The city established a \$10 million fund to help with costs associated with this but many projects are well beyond \$10 million. Many localities added affordability stipulations on the conversions to tap into available funds. State may also provide matching funds.

Summer Diversity Programs

NAIOP Greater Philadelphia worked with Drexel University on a 10-day immersive residential summer program for high school students of color. More information can be found in the summer issue of [Development Magazine](#). The chapter also offers an internship and externship program with past participants.

NAIOP Pittsburgh worked with Robert Morris University for the third year. Twenty-two students were accepted into the [6-day program](#). The chapter hopes to form an internship program with program alumni. Dedicated chapter fundraising for this program is strong.

How are chapters keeping DLs engaged and involved outside of dedicated DL programs?

NAIOP Chicago: Chapter has strong mentorship program and DLs continue past that program. Once DLs age out the chapter tries to place them into committees to stay active. Chapter hosts content focused DL-only events usually hosted by a more senior industry professional. Chapter also plans DL-only site tours. It also helps if the DL's supervisor or company colleagues are part of NAIOP. The DL membership committee looks regularly at members who don't have DLs at their company to encourage that company to add a DL to their membership.

NAIOP Southern Nevada: Chapter works to integrate DLs into all aspects of the chapter including committee chairs, and subcommittee chairs.

Welcome to:

Teresa Tatum, NAIOP Georgia Executive Director who is replacing long-time executive, Debbie Koenig.

The next Idea Swap will be on Wednesday, August 23, beginning at 11:00 a.m. ET