

Chapter Executives Idea Swap Summary – February 9, 2022

All 2020-21 Idea Swap recordings and summaries are in Chapter Resources. 2022 recordings and summaries are in the NAIOP Connect Chapter Executive Staff community library.

NAIOP Chapter Program Innovation Fund

- Email with link to [website](#) & [application portal](#) was sent to all chapter executive directors on February 9.
- NAIOP Corporate offers funding at a ratio of \$2 for every \$1 the chapter spends, up to \$15,000 in their respective currency, to support chapters' investment in a **new** chapter program, event, or initiative. The new program may be modeled after another chapter's program.
- Chapters may apply for multiple grants up to a maximum of \$15,000 in respective currency for each new program, event or initiative application.
- Members of NAIOP's Membership and Chapter Relations Committee will review and evaluate the program applications.
- Information regarding the grant can also be accessed in the NAIOP Connect Chapter Executive Staff community.

2021 Program and Event Grant Statistics

- 17 Chapters received funding through the grant program for investment in a total of 20 different chapter projects, tools, events, and initiatives.
- Chapters that received grants will be asked to speak at future Idea Swaps.

Chapters DEI Education Speakers Program presented by Trammell Crow Company

- NAIOP Corporate, with support from Trammell Crow Company, will subsidize speakers' fees on a topic that advances diversity, equity, and inclusion.
- Program is capped at \$10,000 for one speaker per chapter. Consideration may be given for fees greater than \$10,000 dependent upon the total number of host chapters and total size of audience in a single presentation.
- Speaker travel expenses may be covered in addition to the speaker fees.
- A facilitated roundtable discussion should be included in the overall program.
- A list of pre-approved speakers is not currently available. This list will be developed from feedback received from chapters' programs. It is up to the chapters to research and vet speakers as you normally do for your programs.
- There is no list of pre-approved topics. Diana Tucker will be available to discuss possible topics, if needed.
- FAQ and request form for the program will be posted soon.

From NAIOP Arizona: Chapter is looking for speaker recommendations for a signature speaker series. Budget is \$20,000 - \$60,000 per speaker with three to four speakers needed.

- NAIOP New Jersey: [Peter Zeihan](#) spoke on geopolitics and [Richard Barkham](#), Chief Global Economist for CBRE.
- NAIOP South Florida: [Steve Forbes](#), [Anthony Scaramucci](#), [Richard Florida](#), [Jocko Willick](#). Now may be a good time to negotiate on pricing (or at least ask).
- NAIOP Wisconsin: The best national speakers are economists from the large development and brokerage shops. Many require only travel expenses. Elected officials will show up for free.
- Chapters are invited to add their speaker recommendations and experiences to a [Speakers Recommendation Form](#). Submitted suggestions will be available in the NAIOP Connect Chapter Executive Staff community.

Chapter Merit Awards Programs:

Summaries of all CMA submissions can be found in Chapter Resources/Chapter Merit Awards (log in to naiop.org required).

NAIOP Central Florida/Lindsay Winter: Education program, Industrial Closers Getting Coffee. Please visit the [teaser video](#).

- This was a set of intimate lunch-hour conversations over the course of several months on the future of Greater Orlando's industrial real estate market.
- The style of the event was influenced by Jerry Seinfeld's series, *Comedians in Cars Getting Coffee*.
- The program committee created the vision for the program. The chapter president, a top industrial broker, provided the most volunteer time since he served as host and interviewed the guests.
- The meetings were professionally filmed and made available to members in a Zoom webinar format.
- All sessions were well attended, and the chapter recruited sponsors to help cover costs.
- The cost was \$5,000 per video and were sponsored.

NAIOP Arizona/Suzanne Kinney: DEI program, Junior Achievement:

- The chapter has a committee of approximately 25 members who have interest in DEI and looks for meaningful and sustainable programs and efforts.
- The committee broke their work into two pieces.
 - The first, identified what the chapter can do right now with professionals in the industry from underrepresented backgrounds. This included programming reflecting the community, bringing in different people to sit on and/or moderate panels, and diversifying the board.

- The second piece focused on the pipeline into the industry using a partner-based approach to best use the chapter's resources.
- The chapter teamed with Junior Achievement to reach high school students using a curriculum focused on real estate and the built environment.
- The first draft of the curriculum was provided by Junior Achievement. NAIOP Arizona adapted it into a nuts-and-bolts program on how a development project comes into being culminating with a project competition. Three individuals from the chapter, including the ED, reviewed and edited the materials.
- A local Title 1 school was identified by Junior Achievement based on parameters determined by the chapter. Six classes were taught, using two chapter volunteers per class.
- The program took approximately 20 hours staff time to plan and implement and each volunteer needed to take a one-hour volunteer training.
- The program budget was \$6,000 per semester: \$5,000 covered Junior Achievement staff time to prepare the curriculum and teaching materials; two \$250 gift cards for competition winners, and \$500 to compensate the high school teacher for their time.
- The chapter also developed a continuing partnership with the Hispanic Business Students Association at Arizona State University.
- The chapter hosted a career fair and a workshop which showcased a developer, broker and a contractor from minority backgrounds. It was very well received by the students and relationships were developed. Dinner for the students was also provided by the chapter.
- The chapter budgeted \$2,500 per academic year to support the Hispanic Business Students Association plus an additional \$200 for dinner.

NAIOP Connect demonstration is available on how to [add sponsor logos to chapter community landing pages](#).

NAIOP Updates: Currently, all future NAIOP Conferences will be held in person.

- [I.Con West](#): March 23-24 in Long Beach, CA
- [Forums Symposium](#): May 10-12 in Houston, TX
- [I.Con East](#): June 8-9 in Jersey City, NJ
- [CRE.Converge 2022](#): October 10-12 in Chicago, IL

The next Idea Swap will be on Wednesday, March 9 beginning at 3:00 p.m. ET