

## Chapter Executive Ideas Swap Summary – August 25, 2020

### NAIOP Executive Vice President and COO Mark SELVITELLI on Corporate's 2020-2021 meetings:

- Chapter Legislative & Leadership Retreat 2021:
  - Chapter Leadership will meet virtually the afternoons of February 2 and February 3, 2021.
  - Legislative Fly-In will be held in April/May depending on the Congressional calendar.
- Other major 2021 events are planned to be held in-person.
- I.CON Spring attendance is budgeted to have fewer attendees than in past years.
- Forums Symposium attendance is budgeted at the typically 600 – 700 attendees.
- I.CON Summer and CRE.Converge 2021 attendance is budgeted to hold steady at in-person 2020 budgeted levels.
- We believe in-person events will come back in 2021, and there will be a pent-up demand to meet face-to-face.
- Corporate chose [Engagez](#) to host its CRE.Converge Virtual 2020 conference.
  - Our long-time production partner, LAI, recommended this company.
  - This is a three-dimensional platform that allows us to have an exhibit hall, run promotional and information content before programming, and provide video networking.
  - Video networking gives the opportunity for face-to-face interaction. The Engagez e-networking will act as a partner to help us eliminate the intimidation factor in e-networking. NAIOP needs to communicate with members how to use the platform, demystify the process, and make it easy and intuitive to get the best results.
  - Attendees register through our AMS for the event. The registrations will be uploaded onto the platform. Attendees then get an email inviting them into the platform and to set up a profile.
  - Engagez is an off-the-shelf product and we only contracted for this specific meeting. We want to make sure all our needs are met before we sign a long-term contract with a virtual conference vendor.
- NAIOP will produce “OfficeCast” on November 9 - 10, 2020. This will be two half-day sessions focused exclusively on the state of the office market right now and expectations for the next 24 months. Pricing will be \$99 for members and \$199 for non-members.

**VP for Membership & Chapter Relations Diana TUCKER on CAE certification:**

- All chapter executives and administrators are encouraged to consider the Certified Associate Executive (CAE) certification.
- ASAE membership is not necessary to sit for the CAE exam nor is membership required upon receiving a CAE certification.
- Diana is happy to answer any questions regarding this program.

**Chapter Relations Manager Beth GULDING on upcoming deadlines:**

- Chapter Dues Profiles must be submitted by Friday, September 4. These are necessary to develop the 2021 membership applications and all renewal invoicing.
- Chapter Board Reports for the upcoming Corporate board meeting are due to [Kelly Lempel](#) by Tuesday, September 8. This report gives a summary of your chapter's 2020 activities through August 1. Include any special activity/program/event /outreach associated with the response to COVID-19. A [template](#) was developed for your convenience.
- Corporate invoice verification emails were sent to the Full member of most corporate accounts. Encourage these members to follow the link or email directions and review their company information as quickly as possible, so we can ensure accurate renewal invoicing.

**Chapters on charging for virtual events:**

- NAIOP Central Florida charges members \$5 and non-members \$15 per virtual event
- NAIOP Colorado is charging members and non-members.
- NAIOP Georgia plans to continue free virtual meetings.
- NAIOP Hawaii provides content free to members and sponsors but charges non-members.
- NAIOP Northern Virginia has been charging members and non-members since early June. Pricing for members varies from \$25 to \$45 depending on the program. Non-members typically pay \$20 more per program.
- NAIOP Southern Nevada does not charge for their monthly breakfasts.

**NAIOP Arizona/Katrina DEBAKER on virtual awards program:**

- Video was created by writing a very detailed step-by-step script that mirrored a past chapter awards event.
- Chapter provided the production company with visuals and information on the 150 award nominations in 29 categories and the production company created the video.
- Individual presenters were recorded and short videos were created as fun "fillers" between award categories. No presenter rehearsals were done and all but one were recorded in-person. One presenter was taped via Zoom.

- The production began in April with the initial intent to announce only the award winners. The chapter then decided to produce a prequel - a nine minute mini-video announcing the nominees and thanking their sponsors, committee and judges. A longer video was created with much more detail about the nominees and winners.
- The video format allowed the chapter to recognize all nominees and winners this year since time wasn't needed for individuals to accept their awards. The video is under 40 minutes.
- The cost of the production company was approximately \$20,000 including the nomination video and all parts of the award video. Both videos in total took about 30 days to produce over a four month period of time.
- Additional expenses included the physical awards and courier service to deliver them to the winners. Overall expenses were less than past years due to no F&B and on-site production expenses.
- The chapter recognized sponsors who paid to participate in the previously scheduled 2020 live event in slides embedded in the video. Annual chapter sponsors were also recognized by a scrolling news ticker at the bottom of the awards video.
- The Phoenix Business Journal recognized all award winners and sponsors in a special print supplement.
- Great staff able to multi-task with attention to detail was key in creating this video.
- The video can be viewed here: <https://www.naiopaz.org/bestofnaiop.html>

**NAIOP Washington State/Danielle DUVALL on chapter golf tournament:**

- Golfers were assigned tee times and sponsor check-ins were scheduled as well.
- All attendee and sponsor check-in activities were done before anyone arrived. The chapter never creates name badges for its golf event. Golf carts were labeled with names based on tee times. Each golf cart had box lunches and an envelope containing all paperwork golfers needed to participate for the day including drink tickets.
- Event waivers were placed in each person's assigned golf cart. Golfers had to complete their waivers and return them to designated boxes before driving onto the course.
- Tournament lasted longer than normal with no pre- or post-events outside of socially distant bars.
- Golfers and sponsors could choose a red, yellow, or green bracelet to designate how comfortable they were with interacting with fellow attendees. A green bracelet indicated "very comfortable" interacting with others with elbow bumps or fist bumps and a yellow bracelet indicated "cautious" interacting. Attendees with red bracelets wished to maintain strict social distancing guidelines.

- Two people were allowed per cart. The chapter was unable to accommodate everyone who wanted their own cart due to the limited number of carts at the club. Exceptions were made for a few individuals who had health restrictions.
- Box lunches were provided by the chapter. Sponsors provided pre-packaged treats and food was available for purchase on the golf course.
- All golfers were required to be pre-registered for the event. Participants were very receptive to providing this information in advance. A total of 244 golfers participated.
- Golf Corporate Solutions was the mobile scoring provider. Unfortunately, the course had a few Wi-Fi connectivity issues.
- The printing sponsor provided all sponsor signs for free as an in-kind sponsorship opportunity.
- The chapter tried to make sure everyone was comfortable in attending. PPE stations were placed throughout the course and the chapter provided branded swag-bags containing gloves, wipes and hand sanitizers.
- Peggi and Danielle used [weather bubbles](#) to allow them better engagement with attendees.



- Due to insurance considerations, the only individuals allowed to staff the event were Peggi, Danielle and board members.
- Revenue was reduced due to fewer golfers and sponsorships, but the expenses were also less, so the overall reduction in revenue was not as significant as originally anticipated. Golfer fees remained the same as in 2019.

### **NAIOP Massachusetts/Reesa FISCHER on 2020 diversity outreach program:**

- Chapter participated in REEX (Real Estate Exchange) Summer Program in 2019 when the program was held onsite at the MIT Center for Real Estate with 25 students from all over the country. Twelve of the students attended through a scholarship program provided by a collaborative including NAIOP Massachusetts.
- The [program pivoted online](#) in 2020 and the Real Estate Executive Council (REEC) partnered with LEAD to manage the REEX program.
- The number of attendees increased to 150 with three participating schools: Cornell, MIT Center for Real Estate and University of Miami. The commercial real estate program lasted two weeks.
- Students were broken into cohorts of 50 for a two week CRE program assigned to a specific school.
- Towards the end of the two weeks, each cohort was broken into five different groups to complete a capstone project. Each group was given a piece of land to develop using the skills they learned during the program.
- Because of the virtual environment, there were not as many local Boston participants.
- Going forward into 2021, the future of NAIOP Massachusetts' participation is unknown. The program may be looking for sponsorship dollars that the chapter may not be able to provide.
- Chapter was part of the development team working with MIT and REEC on the program. The chapter also provided information on NAIOP and the chapter's member services. Board members were invited to view the capstone projects.
- The chapter executive was the primary NAIOP resource for the program.

### **NAIOP VP for Education Shaine Anderson on diversity-focused virtual roundtable.**

- This will be targeted to our Developing Leaders. Experience has shown over the past few months that DLs are very receptive to and engaged in the roundtable concept.
- Roundtable will be held via ZOOM.
- Chapters having questions or wishing to suggest content can contact NAIOP VP for Education [Shaine Anderson](#) or VP for Membership and Chapter Relations [Diana Tucker](#).