

Chapter Executives Idea Swap Summary – August 10, 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 Corporate Update

- Chapter Leaders Town Hall
 - Chapter presidents, presidents-elect, chapter Corporate Board members and chapter executives are invited to an exclusive session with the NAIOP Corporate Executive Committee and senior staff members during CRE.Converge 2022 in Chicago.
 - The meeting will be held Monday, October 10 from 12:30 pm to 4:00 pm.
 - It will enable chapter leaders to network with one another and meet with NAIOP Corporate leadership and management team.
 - An outside facilitator will lead discussions on suggested improvements to the organization as we plan for the 2023-2025 strategic plan.
 - NAIOP Corporate will [reimburse](#) for hotel accommodations (two nights) and airfare/mileage for up to three leaders per chapter who attend the Town Hall.
 - Interested attendees are requested to pre-register for this event when they register for the CRE.Converge conference. If the chapter president or president-elect cannot attend, another chapter leader can come in his/her place. Other chapter leaders must contact [Beth Gulding](#) to register.
 - A special Canadian Town Hall will occur later in October.
- We are accepting nominations through Friday, September 30, for the chapter executive director liaison to NAIOP Corporate's Board of Directors. This is a non-voting, ex officio role with a two-year term beginning January 2023. To be eligible, candidates must spend a minimum of 80 hours per month working for a NAIOP chapter and have the support of your NAIOP chapter board. NAIOP Corporate will assist in reimbursement of travel expenses to the NAIOP Corporate Board Meetings. The 2023 spring/summer Corporate Board meeting will be held virtually.
- Planning for 2023 Chapter Leadership & Legislative Retreat has begun. We are seeking volunteers interested in assisting with program planning or program/speaker ideas. Please contact [Beth](#) or [Diana](#).
- Several NAIOP Corporate senior staff ([Marc Selvitelli](#), CEO; [Diana Tucker](#), VP for Membership & Chapter Relations; [Kathryn Hamilton](#), VP for Marketing & Communications; and [Chris Ware](#), VP for Business Development & Strategic

Initiatives) will attend ASAE's annual meeting in Nashville, August 20-23 and are available to meet with any chapter executives attending.

- Diana Tucker is the 2022-2023 Chair of ASAE's CAE Commission. Anyone interested in learning more about this certification, please [contact Diana](#).

From NAIOP Silicon Valley: How are chapters investing their assets?

NAIOP Greater Toronto: Invests in a mix of safe short-term and long-term GICs (Guaranteed Investment Certificates). Policy requires the chapter board to vote on reinvesting options when the GICs expire.

NAIOP Northern Virginia: Two-pronged approach which includes laddered CDs (Certificate of Deposit) and the George Mason Investment Course funding. The chapter gives GMU funds to assist in "real-world" experiential learning by investing in local RE projects and receives any income generated from these investments. Chapter is looking into brokered CDs that give a slightly higher rate of return than regular CDs, but would like to chat with any chapter that has experience with this type of CD.

NAIOP Wisconsin: Chapter has an investment policy.

NAIOP Corporate has an investment policy using safe long-term investments designed to keep up with inflation. Typically Corporate targets a 4-5% return on an annual basis.

NAIOP New Mexico/Rhiannon Samuel: Community Bus Tours

- This new program builds on previous ad-hoc project tours.
- The tours allow NAIOP members to connect to the community with a hands-on experience. The tours get members into areas and communities they would not typically see. The tours also provide an opportunity for elected officials to see on-site development first-hand.
- The tours generate earned media for the chapter and **the** tour sponsors through strategic invitations made to members of the local print media.
- NAIOP branded vests are provided to each attendee at each hard hat tour. On the bus tour, large magnets were made to place on each side of the bus to ensure that any bystander who saw the bus or tour attendees identified the association with this community event.
- The hard-hat tours are led by sponsors to allow them to be seen as experts in this area.
- Members get an exclusive insight on the tours. For the hard hat tours, they get the first look at the hottest developments coming online in the community. For the bus tours, they get to hear from elected officials from the area about the potential of the area, what the community is asking for, and perhaps gain support from the public official for a proposed project.

NAIOP Edmonton/Anand Pye: Tour de NAIOP/Ride for Ukraine

- This program is based on the Tour de NAIOP developed by NAIOP Greater Toronto.
- This is a charity bike ride to support Ukraine. The chapter hopes to raise \$25,000 CAD in donations directly from members.
- Three different bike routes are offered (40km, 60km, 100km) to accommodate all levels of riders.
- The event will culminate in an authentic Ukrainian dinner and networking.
- All riders will receive an exclusive tour jersey.
- The chapter is charging a ticket fee to cover all administrative costs, dinner, and jerseys. Riders have the option to donate upon registration, or they can crowdfund through a [Donorbox](#) account.
- Anticipated attendance is 200 riders.

NAIOP Membership Update

- 2022 renewals of eligible members are at 81%. We continue to invoice and collect dues for pro-rate members.
- Renewals of pro-rate members is at least as 10% better than past years.
- Over 3,100 new members joined since January 1, 2022. We are expecting a 6% net membership growth in 2022 which is 3% over budget.
- The membership team is actively planning for the upcoming renewal season.
- Corporate member verifications were sent to the Full member of Corporate accounts. A mailing of the verifications will be sent the week of August 15.
- University Member renewals were sent to 31 schools. They are on a September – August renewal cycle.
- Chapter Dues Profiles were sent to all chapters on Friday, July 15 and are due to NAIOP Corporate no later than Friday, September 2.
- NAIOP Corporate will not increase dues for the 2023 year.

The next Idea Swap will be on Wednesday, September 14, beginning at 3:00 p.m. ET.