

Chapter Executives Idea Swap Summary –

October 13, 2021

All Idea Swap recordings and summaries are in Chapter Resources for those who are unable to participate in the virtual meeting.

NAIOP Corporate – Available Funds to Support Chapters:

- The NAIOP Board of Directors approved a significant reserve allocation in 2022 for the **Chapter Program Innovation Fund** to support chapters' investment in new programming which can include programs and events that are new to the chapter, even if modeled after another chapter's efforts.
 - The Membership and Chapter Relations Committee will develop the proposed structure and criteria by year-end, so chapters can plan and apply as early as possible in 2022.
 - It is hoped that new, innovative programs will help chapters with retention, recruitment, and financial stability.
- With a financial contribution from a corporate sponsor, NAIOP Corporate will launch the **Chapter DEI Education Speakers Program** to pay for speakers' fees and travel expenses, if applicable, to deliver DEI content to chapters.
 - In addition to the presentation, it is recommended that chapters include a facilitated roundtables discussion so attendees can digest and reflect on the meaningful content and continue to have dialog on DEI concepts.
 - Chapters can submit their proposed speakers/programs to Corporate for approval. All programs/speakers will need to be approved in advance by Corporate to be eligible for reimbursement.
 - Corporate will collect a list of approved speakers and topics, but chapters are encouraged to reach out to Corporate with their speaker and program ideas. Additionally, Corporate would like feedback from chapters who have had DEI speakers in the past.
 - More information will be forthcoming.
- The deadline to apply for the 2021 [Chapter Contingency Support Fund grants](#) is extended to December 3, 2021. Contact Diana Tucker if you have questions on grant eligibility.

NAIOP Corporate – Conferences:

- Over 1,000 people registered for CRE.Converge 2021 with approximately 900 people checking in. These numbers are very encouraging.
- Event photos, videos and testimonials will be posted in the coming weeks on naiop.org.
- NAIOP Corporate follows and communicates local COVID-19 safety guidelines wherever the meetings are held. Florida did not have a mask or vaccination

mandate. NAIOP Corporate received minimal feedback regarding masking and safety measures during the last two in-person conferences (I.CON West & CRE.Converge)

- Attendees could use red/yellow/green dot stickers on their badges to communicate how comfortable they were interacting with fellow attendees. NAIOP Corporate also uses a contactless check-in/badge system..
- When possible, NAIOP contracts for additional space so that people can spread out during meal functions and large gatherings.
- Future Meetings:
 - [I.CON East](#) will be held in New Jersey 11-12. About 300 are registered so far, but we are expecting 500 to 600 registrants. Marketing is ongoing.
 - OfficeCast is a virtual office conference December 8-9 delivered on the REMO platform. The annual Office Demand Forecast webinar will be folded into the conference. Virtual networking will also be included in the conference experience.
 - [CL&LR](#) is scheduled as an in-person conference January 31 – February 2, 2022 in Washington, D.C. Registration will open December 1, 2021. The travel expense deductible will be \$500 for each chapter approved attendee with no session attendance requirement.
 - [I.CON West](#) will be held in Long Beach, CA on March 23-24, 2022.
 - [The National Forums Symposium](#) is May 10-12, 2022, in Houston, Texas.
 - [I.CON East](#) is June 9-10, 2022 in Jersey City, New Jersey.
 - [CRE.Converge 2022](#) will be held in Chicago in October 9-12, 2022.

NAIOP Chapter Merit Awards

- [A new category](#) to recognize chapters' efforts related to increasing understanding, adoption and advancement of diversity, equity, and inclusion has been added to the Chapter Merit Awards. The online form will be available on the [CMA application platform](#) the week of October 18.
- All submissions must be entered no later than end-of-business Friday, December 3 to allow time to prepare for judging.
- We will be reaching out to chapter volunteer leaders to seek judges for this year's nominations. Please contact [Beth Gulding](#) if you have a leader who may be interested.

Chapter Staff Updates:

- NAIOP Inland Empire – [Devon Sulli](#) was promoted and hired directly as the new Executive Director, taking over from Talley & Associates' Rob Evans in August.
- NAIOP Massachusetts – [Danielle Allard](#) recently joined the chapter staff as Director of Programs and Events.
- NAIOP Minnesota – [Stephanie Wolf](#) was promoted to become the new Executive Director, taking over from Tony LeClerc who retired at the end of September.

- NAIOP New Mexico – Executive Director Lynne Anderson and Administrator John Gallegos will retire at the end of the year. [Rhiannon Samuel](#) will succeed as Executive Director in 2022.
- NAIOP Northeast Florida – Executive Director Carmel Buchanan will retire at the end of the year. No replacement has been named.

In-Person Meetings/Events & COVID-Related Protocols:

- NAIOP Corporate Executive VP and COO Marc Selvitelli recommends that chapters should use a third-party vendor for verifying proof of vaccination if a chapter requires it. This will help with liability issues.
- NAIOP Arizona – State has no mandates. Chapter does not require masks or proof of vaccination, but engaged attorneys to develop and revise a COVID liability waiver for an extra level of protection. All attendees of medium/large events are required to submit a signed form. The chapter uses DocuSign and sends to and receives from registrants before the event. This is an added expense, but is worth it.
- NAIOP New Jersey – Awards event was held last week with 750 attendees. No masks were required. The event was held both inside and outside. The chapter asked those not vaccinated to wear masks, but enforcement was on the honor system. Red/yellow/green bracelets were used. Everyone working at the venue wore masks.
- NAIOP Northern Virginia – In-person awards event will be held in November. The venue has a vaccination mandate for all public events, but since the chapter event is private, the mandate is waived. Chapter does not want to have volunteers checking vaccination status. Chapter networking events are in-person, but educational events are online. A market update panel program combined with networking at a local brewery was held last week. Chapter finds that safety policies vary venue to venue.

NAIOP Fall Membership Promotion Efforts:

- NAIOP Corporate has seen record-breaking member recruitment numbers the past three months. Year-end budgeted number of new members has been reached.
- NAIOP Arizona – Chapter uses a membership committee and staff to promote membership.
- NAIOP New Jersey – Chapter uses staff and membership chairs to promote membership.
- NAIOP Northern Virginia – Due to lack of in-person events, the chapter is promoting their efforts on advocacy.
- NAIOP SoCal – Chapter uses a membership committee and staff to promote membership.

- NAIOP Southern Nevada – Chapter membership committee is reaching out to all non-members who attended the past two chapter events. Chapter has a ten-person membership committee.

NAIOP Chapter Question:

- NAIOP Arizona is looking for chapters who have experience in accepting credit card processing through their website.

The next Idea Swap will be on Wednesday, November 10.