

Chapter Executives Idea Swap Summary – November 10, 2021

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

NAIOP Corporate Sponsorships:

- NAIOP Vice President for Business Development and Strategic Initiatives, Chris Ware, [shared his perspective on sponsorships and meeting attendance going into 2022](#).
- Feel free to reach out to [Chris](#) with any questions you may have regarding sponsorship/business development.
- NAIOP Corporate sponsorship revenue surpassed 2020 levels and are coming close to 2019 amounts.

NAIOP Corporate – Chapter Leadership & Legislative Retreat:

- [CL&LR](#) is scheduled as an in-person conference January 31 – February 2, 2022, in Washington, D.C.
- Capitol Hill visits should be scheduled in advance, because meeting protocol has changed and drop-in meetings are no longer allowed. Please contact the appropriate congressional office to schedule your in-person meetings as early as possible to maximize your time in Washington, D.C.
- NAIOP Corporate is looking for feedback regarding a Corporate-sponsored “dine around” night for all chapter leaders on Tuesday, February 1 at various Washington, D.C. restaurants. This is to give attendees another networking opportunity with other chapters’ leaders in a more informal setting.
 - Some chapters would be open to this.
 - Other chapters prefer to use that night for their own Board development and conference debrief.
 - Other chapter networking options should be considered including moving the dine-around to Monday night, scheduling an after-dinner cocktail time at local restaurants/bars, and an industry-related tour with happy hour.
- CL&LR Registration will open December 1, 2021.
- The travel expense deductible will be \$500 for each chapter-approved delegate attending with no session attendance requirement.

NAIOP Corporate Strategic Planning

- NAIOP Corporate’s plans to develop the 2023-2025 strategic plan is underway.
- Focus groups will be held at CL&LR.
- A member survey will be sent to all NAIOP members later in November. Please encourage participation.

Diversity, Equity, and Inclusion (DEI)

- In 2022, NAIOP Corporate will offer chapters a paid speakers program for education in DEI topics.
 - Chapters may propose desired speakers and topics for funding.
 - Speaker recommendations are being compiled. We are looking for chapters' suggestions for speakers and topics based on their experiences and needs.
- NAIOP Central Florida is hosting a program with ULI and CREW on implicit bias in the workplace. Each organization is allowed 25 seats and the chapter will use theirs for their board.
- NAIOP Chicago is looking at how to impact the future of the industry with this topic. The chapter offers a university scholarship program, but is now looking at the high school level. A chapter board member is tasked with researching how best to reach this age group.
- NAIOP Colorado is looking for recommendations for DEI trainers for their chapter board.
- NAIOP Washington State is currently looking for real-world case studies that address issues faced by smaller businesses (less than 100 employees).
- Past programs offered by NAIOP Washington State included minorities who work in CRE, how to incorporate DEI into building design to make a project more inclusive, and representatives from member company HR departments. Almost half of programming is roundtable discussions to allow sharing of information.
- NAIOP Wisconsin is looking for a way to define DEI terms in relation to the organization, the industry and community. Where are the chapter's resources best placed to move the needle on this issue? Peer to peer conversation at CL&LR may be a way to start.

In-Person Meetings/Events & COVID-Related Protocols (E.g., Vaccination status and masks):

- NAIOP Corporate is following the local guidance of the meeting location regarding mask mandates and vaccination status.
- NAIOP Washington State held a recent event for 900 attendees. Their county requires either proof of vaccination or proof of a negative COVID test within 72 hours of the event. The chapter did not solicit or collect proof in advance; they checked documentation at the door and provided an open bar to those waiting in line. The chapter used 15 volunteers and worked with the hotel to limit the access to the venue space. The hotel provided security in case there were issues, but since it is mandatory in the county, every attendee was prepared. The chapter also sent several reminder emails on the policy and procedures. A mask mandate is in place and the chapter no longer releases event photos on social

media to minimize showing individuals not wearing masks. The chapter collected names of individuals seated together at specific tables for contact tracing purposes, if needed.

Chapter Staff Updates:

- NAIOP Utah Executive Director, Lindsay Cleverly, is returning to the industry. The chapter is actively searching for a new executive director. Please forward the [job description](#) to any interested individual. [NAIOP Utah](#) is also looking to speak with any chapter who has recently gone through a similar executive search.

NAIOP Chapter Questions:

- NAIOP Arizona is looking for chapters who have experience using a payment processor through Atlas (formerly MemberClicks).
- NAIOP New Mexico is looking for chapters to team up on a joint program on recreational cannabis.

NAIOP Chapter Reports:

- Beth Gulding demonstrated [how to easily find new members through the chapter reports](#).

NAIOP Connect Communities

- The communities will be open later in November for all chapter boards, Corporate committees, National Forums, Chapter Executives/Staff and Chapter Presidents and Presidents Elect.
- Please notify Beth Gulding of your 2022 chapter leadership as soon as possible to ensure new leaders have timely access to these online communities.

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 application form is available on the [CMA application platform](#).
- All submissions must be entered no later than end-of-business Friday, December 3 to allow time for judging.

Due to the holidays, no Idea Swap will be held in December. A survey will be distributed to determine the best day/time to hold the 2022 Idea Swaps.