

Chapter Executives Idea Swap Summary – November 9, 2022

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

NAIOP Corporate Update

- Chapter Leaders Town Hall Update
 - Held on October 10 during CRE.Converge in Chicago.
 - Participants included 64 chapter leaders (66% volunteer leaders & 34% chapter executives).
 - [Summary](#) of the discussion was sent to chapter presidents, presidents elect and chapter executives on November 1.
 - Membership Structure Taskforce will hold its first meeting in December. Goal is to bring suggestions to NAIOP Corporate board at its Fall 2023 meeting. Jim Villa, chapter executive director liaison to NAIOP Corporate Board will be a member of the taskforce. Any change to the dues structure will not take effect until 2025.
 - A fund of \$1.5 million from NAIOP Corporate reserves will be set aside for a Chapter Support Grant program in 2023 for chapter initiatives that deliver additional ROI to members. An application will be released in early 2023. Members of the NAIOP Corporate Executive Committee will sit on the review committee. Maximum amount available to a chapter is \$50,000 over a three-year period.
 - NAIOP Greater Toronto suggests chapters consider using grant funds to support students with scholarships.
 - Information gathered during the Town Hall will help inform NAIOP Corporates strategic planning process.
- Jim Villa, CEO, NAIOP Wisconsin will be the chapter executive director liaison to NAIOP Corporate's Board of Directors for the 2023-24 term. Please reach out to him at if you have any questions/comments you would like to share
- The NAIOP Research Foundation is currently looking for potential respondents for a report that will examine best practices in promoting Diversity, Equity, and Inclusion in commercial real estate firms. The author of the report is NAIOP Distinguished Fellow Mirle Rabinowitz-Bussell, Ph.D.. She is planning to interview senior executives as well as staff who are responsible for DEI initiatives at CRE firms. We would appreciate recommendations for potential contacts at development firms that are actively pursuing DEI initiatives. Dr. Rabinowitz-Bussell will begin scheduling interviews in December. If any potential contacts for this project come to mind, or if there are chapter members who can refer us to

potential respondents, please contact NAIOP's Director of Research, Shawn Moura, Ph.D. at moura@naiop.org. Shawn is also available to answer any questions you or potential respondents may have about the project.

Chapter Program Innovation Grant Fund Approvals:

- The last day to apply for this grant is Friday, Nov. 25. The final review committee meeting will be Friday, Dec. 9.
- Chapters are encouraged to apply for this grant to cover any program begun or concluded in 2022.
- Funds received under the CPIF grant will not affect a chapter's eligibility for the new CSF grant program.
- **NAIOP Wisconsin:** As part of a local CRE conference targeted to the Latino development/real estate community [URBANO](#), the chapter will sponsor an essay contest for high school students. The students will identify something that will help their neighborhood or community through development or redevelopment. The winner will receive a cash prize and a sit-down with a development team to discuss the idea and if there is any way forward.

Engaging Senior Members

- **NAIOP Chicago/Abbie Olson – Advisory Board**
 - The board oversees the chapter's university scholarship fund and serves as jury for chapter's awards of excellence to keep these senior leaders engaged with the chapter.
 - Board meets twice a year.
- **NAIOP Greater Toronto/Nicole Cork – Honorary Membership**
 - Chapter past-presidents are eligible for free, honorary membership within the chapter. Currently covers about 30 members.
 - Entitles them to free/member-pricing access to all chapter events to encourage participation within the chapter.
 - NAIOP Corporate dues are still be invoiced and will need to be paid to remain a member of NAIOP.
- **NAIOP Greater Toronto/Nicole Cork – Senior Leaders Engagement**
 - Chapter planned two exclusive, invite-only, events for a small group (approximately 30-40 people per event) of senior CRE leaders in the Toronto area. This includes members from sponsor companies, formerly engaged individuals (past-presidents) and those who have not engaged in the past.

- The chapter wants to ensure value is still offered to senior leaders, as there has been a large emphasis on new programming for students and Developing Leaders over the past few years.
- The first event was held in mid-May and the second in November.
- **NAIOP San Francisco/Adriana Pannick – Advisory Council Board**
 - Comprised of chapter past-presidents and long-standing senior members.
 - Purpose is to provide advice and general support to the chapter board.
- **NAIOP Vancouver/Paul Kool – Executive Advisory Council**
 - Comprised exclusively of chapter past-presidents (currently 12) to meet twice a year over lunch.
 - Chapter board uses these members for advice, insight, and chapter institutional memory.
- **NAIOP Corporate**
 - Corporate dues for past-Chairs are waived.

CL&LR 2023

- Planning for the 2023 CL&LR meeting has begun. We are looking for anyone interested in assisting with program planning or program/speaker ideas. Please contact [Beth](#) or [Diana](#).
- [Dr. Michael Tatonetti](#) with Pricing for Associations will present on pricing strategies for chapter programs and services.
- Focus groups will be held to assist NAIOP Corporate with the strategic planning process.
- We are looking for DEI topic ideas:
 - NAIOP Chicago: How does the chapter encourage member companies to take the next steps in diversity and/or communicate the ROI of diversity? What are other chapters doing in DEI? How can the chapter facilitate expanding networks so that members are exposed to a more diverse talent pool?
 - NAIOP Northern Virginia: What is the definition of DEI or the topic addressed? DEI can cover so many general topics (age, product type, gender, race/ethnicity, etc.). No way to address all the topics at one time so how does a chapter break the topic down into manageable pieces and how does the chapter remain accountable? Examples and case studies will be very helpful.
 - NAIOP Vancouver: How does a chapter determine what the chapter needs going forward regarding diversity if the board and membership are already diverse? How does a chapter determine where it is now and where it can improve?

- NAIOP Wisconsin: A session that goes from basic information to “what’s next”.
- What other “take-aways” would you like to have?
 - NAIOP Chicago/Abbie Olson: What is ESG and how can the chapter help their members with this subject? How can the chapter tap into companies’ ESG funding?
 - NAIOP New Jersey/Donna Laterza: How other chapters are making plans for non-event revenue (diversifying revenue sources)?
 - NAIOP Northeast Florida/Lauren Davis: Increase engagement with and among members.

NAIOP Arizona President and CEO, Suzanne Kinney was named to the [2022 Women Achievers of Arizona](#) for her excellence in public service by the Arizona Capital Times.

The next Idea Swap will be on Wednesday, December 14, beginning at 3:00 p.m. ET. We will be holding “office hours” through the NAIOP Connect Chapter Executive Staff community. Post your questions and change your Community notifications to Real Time to follow along as we address your concerns and share information using this online platform.