

Chapter Executives Ideas Swap Summary – July 14, 2021

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

NAIOP Corporate Updates:

- Chapter executives will meet during NAIOP's CRE.Converge conference on Wednesday, September 29 from 9:30 am to 3:00 pm. [Registration](#) for the conference is complimentary for chapter executives and staff. NAIOP Corporate will provide a \$500 stipend towards travel expenses for those who attend the chapter executives meeting. Per request, we will explore hybrid meeting options.
- Chapter presidents and presidents-elect are encouraged to attend an exclusive luncheon and workshop on Monday, September 27 starting at 12:30 pm. We are offering a special conference registration rate of \$595 USD or \$790 CAD.
- Chapter board reports for the upcoming NAIOP Corporate Board meeting are due to Kelly Lempel (lempel@naiop.org) no later than Thursday, September 2. The overall topic is how your chapter is managing re-opening and the impact on the chapter and events. A template is available [here](#).
- The 2022 Chapter Dues Profile form and the updated renewal schedule was emailed to each chapter on July 16. The form provides the 2021 dues rates for your chapter, as well as Corporate rates for 2022. Please fill in the dues amount(s) for your chapter for the 2022 membership dues billing. Chapters must complete and return the form even if there is no change in dues by September 3, 2021.

NAIOP Connect Community Platform:

- This will replace the listserv. Chapter executives and select staff will belong to a Chapter Executive Staff community.
- We will launch communities for chapter boards and chapter presidents/presidents-elect. In the next phase, additional groups may include specific chapter leadership roles and chapters membership.
- As individual messages are posted for discussion, community members receive through email. The platform defaults to send messages in a daily digest, but members can also select their preferred delivery as real-time or weekly digest.

- Additional information and training will be available before the NAIOP Connect launch.

Diversity Equity & Inclusion (DEI) Activities: Three chapters have engaged in a CRE immersion program for high school students from under-represented populations.

- **NAIOP Chicago** supported Roosevelt University in the Real Estate Exchange (REEX) Summer Programs which was conducted virtually this year. The chapter sponsored the registration tuition for a few students.
- **NAIOP Pittsburgh** partnered with the Robert Morris University School of Business. The chapter faced several challenges including one-half of the students attended virtually; students were not able to live on-campus during the program, and local high schools did not assist with program promotion. Their program included classroom study along with a project tour and a group project competition. Fifteen students out of the total 22 students admitted participated.
- **NAIOP Wisconsin** partnered with Marquette University through REEX. Keeping the students engaged for a full day over Zoom is challenging. The chapter is already planning for their 2022 in-person summer program.

NAIOP Pittsburgh on Chapter Magazine *Developing Pittsburgh*:

- Magazine is produced twice a year, fall and spring, by an outside publisher who produces a number of magazines for similar local organizations serving the building and CRE industries in and around Pittsburgh. The chapter receives free advertising in these related publications.
- Chapter is responsible for an executive director's column, chapter president's column, and overseeing general content to make sure it is aligned with local market trends and chapter priorities.
- Magazine publisher sells advertising to member and non-member companies. There is very little cannibalization of sponsor dollars between advertisers and chapter sponsorships. The chapter receives \$10,000 yearly from the publisher to use the chapter logo and brand for this publication.
- The publishing company is comped sponsorship at the chapter awards banquet and Night at the Fights. Attendance at any other chapter event is also free. In exchange, the publisher takes photos of all events for publication purposes.
- *Developing Pittsburgh* is produced in print and digitally. All NAIOP Pittsburgh members receive a subscription as part of their membership. The publication has

a print circulation of approximately 1,000 individuals which includes non-members.

- All content can be repurposed by the chapter on its website.
- Spring 2021 Issue:
https://static1.squarespace.com/static/5b61b80f5ffd20689763c2da/t/6046d5bbc6693809a5a0f80c/1615254980705/CP_DevPgh-Spring-2021-LowRes.pdf

Chapter Requests/Inquiries:

- **NAIOP South Florida** is revamping their sponsorship marketing materials and seeks samples. All chapters are asked to share annual sponsorship forms and marketing materials. Thank you to [NAIOP Houston](#), [NAIOP Northeast Florida](#) and [NAIOP Vancouver](#) for responding.
- **NAIOP Connecticut/Suburban New York** is looking for ideas for a dynamic speaker for their December meeting that can bring in a large number of members and potential members. Their budget is around \$5,000, and the topic should be industry related.
 - NAIOP Chicago suggests holding a market update/forecast/trends program. The chapter endorses Spencer Levy from CBRE as a speaker (<https://www.cbre.us/people-and-offices/spencer-levy>). Mr. Levy also brought a local economist to focus on the local market during the program. High profile projects can be program subjects with the project team discussing and even hosting at the location.
 - NAIOP Pittsburgh: Joe Cortright (<https://www.upforgrowth.org/person/joe-cortright>) is an economic consultant and researcher. His fee was approximately \$7,500 a few years ago.
 - NAIOP Southern Nevada: Victor Calanog (<https://www.moodyanalytics.com/about-us/subject-matter-experts/victor-calanog>), chief economist from Moody's Analytics.
 - NAIOP Washington State: Skylar Olsen (<https://www.linkedin.com/in/skylar-olsen-9823aa53/>), an economist formerly with Zillow.
 - NAIOP Wisconsin has partnered with local brokerage firms to bring in their regional and/or national economists. Typically, the cost for this would be minimal (travel expense, hotel room, etc.). Spencer Levy with CBRE was a very good speaker. The chapter will also hold a "behind the scenes"

party at a much anticipated new amphitheater before it opens to the public.

Next Idea Swap on Wednesday, August 11 at 3:00 pm ET.