

## Chapter Ideas Swap Summary

April 15, 2024

### NAIOP Corporate Updates

NAIOP's Marketing Department prepared a [chapter toolkit](#) of materials for outreach to prospective members. The design and messaging will change quarterly. A Dropbox folder is available that includes social media posts, ads (both digital and half-page print), and HTML you can send to your prospective members. Here is a short [URL](#) you can use when linking the ads. Contact [Marie Ruff](#) with questions or if you need a specific size of ad that is not already included.

If you would like NAIOP Corporate to market on your behalf, please utilize this easy-to-use [Excel template](#) to share your prospects' information and send to [Beth Gulding](#).

Chapters that are eligible to nominate NAIOP Corporate Board members for the Board term beginning in 2025 should send their appointment forms and new nominee biographical information to Kelly Lempel no later than May 31. NAIOP and commercial real estate must act intentionally to be inclusive of all backgrounds and perspectives. We ask you to please keep this in mind when selecting your board nominee(s).

NAIOP will begin to report monthly local/state advocacy updates through the 5 Things newsletter.

### Chapters Best Practices: Attracting and Retaining DLs

#### NAIOP Northern Nevada/Lea Tauchen

- [Developing Leaders Institute](#) Program – Nine-month program that cumulates with a project presentation. The winning team receives an award which includes one-year paid membership.
  - Kick-off orientation Bingo: Sixteen Institute participants plus chapter board members and DLI instructors attended. Each DL received a “bingo” card with ice-breaker questions. DLs needed to complete their cards by approaching board/instructor attendees. Questions were developed by other chapter committee members (programs, advocacy, education).

#### NAIOP Washington State/Danielle Duvall

- DL Board chair reached out to local university to recruit graduating students that were staying in the area. Brought them into the program and then into DL leadership. As part of the DL Committee meetings, participants give market updates with rotating property types and property tours.
- Chapter DLs organize a yearly retreat where they view properties in markets outside the Seattle area.
- DL Committee members liaise with other chapter committees to build relationships with the chapter board.
- Mentoring program begins in Jan/early-Feb which encourages prompt membership renewals. Program matches a DL with an established industry leader for monthly meetings. Program lasts approximately four months.

## NAIOP Wisconsin/Jim Villa

- [Developing Leaders All Star Program](#): Program began in 2017 and provides education, mentorship, professional development, recognition, and service to chapter's DLs.
  - All DLs are eligible to join.
  - The first year's participation is free and subsequent years cost \$75.
  - Participants must complete a series of activities throughout the year to earn their "all-star" status. These include mentoring a local student, receiving mentorship from a seasoned professional, attending DL programming, participating in chapter leadership, etc.
  - Mentors are matched by the chapter based on personalities, where they are in their career and try to keep competitors apart.
  - Recognition occurs after receiving the status the first time, third time, and fifth time. So far, 80 people have been recognized for the first year, 35 for the third time and eight for five years.
  - Excellent recruitment and retention tool due to high engagement.
- Chapter DL committee hosts regular happy hours and meetings.
- DLs are invited to bring a non-member colleague to chapter meetings.
- The Chapter works with local universities to identify students who will stay in Milwaukee and begin engaging with them during their schooling.
- The DL committee chair sits on the chapter board so that all leadership stays informed of DL plans.
- DLs received discounted pricing for major chapter events.

### Question: Should DL events be open to general membership?

- NAIOP Pittsburgh – All DL committee members also participate in another chapter committee.
- NAIOP Southern Nevada – Chapter does not have separate DL programming or committee.
- NAIOP Washington State – Liaison Program (DL committee members must participate in other general NAIOP committees) shows the benefit of working and interact with all chapter members. Gives committee members a broader view of the association.
- NAIOP Wisconsin – Chapter works to integrate DL programming with regular chapter events. Emphasizes benefit to career of interacting with entire membership.

## Chapters Best Practices: Legislative Issues

### NAIOP New Mexico/Rhiannon Samuel

The Chapter defeated a *Tree Ordinance* in Albuquerque. To flip pre-committee vote, the chapter pointed out that most trees in the area are non-native to New Mexico and use precious water.

### NAIOP Northern Nevada/Tray Abney

*Tree Protection Ordinance* in city of Reno: Penalty to remove a mature tree to develop a property. Historically, all developers plant trees as part of their project. The chapter was able to fight this initiative. The current proposed development code now includes tree protection ordinances that are much more easily complied with.

*Business License Fee Increase* in city of Reno: Formerly Reno charged industrial properties using a tiered system based on square footage with a maximum cap. The city discontinued the cap on maximum amount charged and some members are seeing a 70% increase in their business license renewal cost. The chapter continues to fight this battle.

### [NAIOP Washington State/Danielle Duval](#)

*Rent Control/REET* continues to be a big issue. Chapter has been able to beat back legislation due to relationships with legislators, but the issues will not go away. The Chapter is also working with other similar organizations to develop a list of areas of compromise.

## **Chapters Best Practices: Talent Pipeline**

### **NAIOP Southern Nevada/Katrina Bruce**

- UNLV is a NAIOP University member and partners with the chapter on events. Membership committee members mentor select students at every breakfast meeting. Up to 15 students participate in these meetings.
- NAIOP Southern Nevada designed the Developing Organizational Leadership Institute (DOLI) to address two concerns: committee work being executive by the same few people and the desire to facilitate a depth of passion and training in leaders to serve the organization as committee chairs and board members.
  - DOLI provides members with advanced and accelerated information about NAIOP Southern Nevada and NAIOP Corporate; provides leadership training program including styles of leadership, avoiding burnout, time management and productivity tools, exposure to personality and communication styles via a DISC profile and training specifically for effective committee and board involvement. The program also creates a cohort of diverse professionals within the CRE industry.
    - Session 1 – NAIOP Deep Dive
    - Session 2 – Axioms of Leadership
    - Session 3 – Effective Tools for Productivity and Time Management
    - Session 4 – DISC – Understanding personality and Communication Styles
    - Session 5 – Effectively Working in NAIOP Committees and Leadership
    - Session 6 – Public Speaking Skills
  - The only qualification is current NAIOP membership.

### **NAIOP Wisconsin/Jim Villa**

- Chapter is focusing on creating an “ecosystem” to bring anyone from ages 14 to 60 into the CRE space.
  - High-School age: [Summer Immersion Camp](#) developed with Marquette University. One week/20 students staying on campus. NAIOP Wisconsin is looking to expand this program with other local universities.
  - High-School age: [Paid Internship Program](#) where students work three days per week, totaling 10-15 hours weekly.
  - High-School age: Shadow Days take select students on a walking tour of downtown Milwaukee explaining the different facets of CRE.
  - College age: University memberships with Marquette University and related benefits.
  - [Developing Leaders](#): Chapter All-Star Program
  - Plans to add specific education/professional development for members age 35+.

- [ACRE\(LISC Milwaukee\)](#) is an academic program for professionals of color in CRE. NAIOP Wisconsin will collaborate with this organization on its offerings.