

# 11th Annual New York State Commercial Real Estate Conference

Brought to you by members of the REALTORS® Commercial Alliance:



June 19-20, 2012  
Turning Stone Resort & Casino  
Verona, NY



Register today to attend the largest commercial investment real estate conference in the Northeast!

All commercial practitioners and investors are welcome!

#### Thank you to our generous sponsors:

##### Diamond

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**NYSCAR:**  
"Bringing Commercial Real Estate Practitioners Together"

### Program Selection

Please check each program or event you will attend. This information will assist us in providing appropriate seating for your comfort at the program.

#### Monday, June 18

NYSCAR Open House ..... 5- 6:30 p.m.

SEC Members-only Dinner ..... 5 - 8 p.m.

*Please indicate your dinner selection: (\$39 fee)*

Chicken breast in champagne sauce, seafood stuffed sole

Braised beef short rib, seafood stuffed sole

#### Tuesday, June 19

Investment Marketing Session ..... 9 a.m. - 5 p.m.

CCIM Reception & Meeting ..... 5 - 6 p.m.

Welcome Reception & Keynote ..... 6 - 8 p.m.

#### Wednesday, June 20

Primary Economic Principles\* ... 8:45 a.m. - 5 p.m.

Discrimination Issues\* ..... 8:45 a.m. - Noon

Valuing Commercial RE\* ..... 8:45 a.m. - Noon

CCIM Workshop Lunch ..... Noon - 1:30 p.m.

SIOR Chapter Meeting Lunch ..... Noon - 1:30 p.m.

Technology Tools\* ..... 1:30 - 4:30 p.m.

\* You must attend the full session to receive CE credit.

Do you have any disabilities that require special accommodations, including the provision of auxiliary aids and services? If so, please identify your special needs: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### Hotel Accommodations

Turning Stone Resort & Casino  
5218 Patrick Rd  
Verona, NY 13478

A special room rate of \$124/night is available to conference attendees for the nights of June 18-19. To qualify for this rate, call Turning Stone directly at 800.771.7711 and identify yourself as an attendee of the "NYS Commercial Association of REALTORS" conference. This rate is subject to availability, so book today!

### Registration Form

Registrations are accepted on a first-come, first-served basis so register today to ensure your space. Your license number is required to receive CE credit.

Full Name: \_\_\_\_\_

Designation (if applicable): \_\_\_\_\_

NYS License #: \_\_\_\_\_

Office Name: \_\_\_\_\_

Office Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Billing Address (if different): \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I am a first-time attendee.

I am a current member of:

NYSCAR  CCIM  SIOR  SEC  SEC guest

### Registration Fees

NYSCAR/CCIM/ SIOR/SEC	Early-bird (before 5/27)	Regular Registration	On-site Registration
<b>Members</b>	___ \$150	___ \$175	___ \$200
<b>Non-Members</b>	___ \$200	___ \$225	___ \$250

\* The SEC members-only dinner is an additional \$39 fee for those who choose to attend.

### Payment

Enclosed is my **check**, payable to NYSCAR, in the amount of:

\$ \_\_\_\_\_.

Charge my:

VISA  MasterCard  AMEX  Discover

Card#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

### 3 easy ways to register:

- 1. Online** at NYSCAR.org.
- 2. Fax** your completed registration form with credit card authorization to NYSCAR at 518.462.5474.
- 3. Mail** your completed registration form with check or credit card authorization to:

NYS Commercial Association of REALTORS®, Inc.  
130 Washington Avenue  
Albany, NY 12210

**Questions?** Email Ali Mann at amann@nysar.com or Sherry Marr at sherry@nycap.rr.com

## Monday, June 18

### 5 - 6:30 p.m. **NYS Commercial Association of REALTORS® Open House**

Join conference chair John Lavelle, NYSCAR President Michael Johnson and NYSCAR staff for a cocktail and take this opportunity to ask any questions you may have about your NYSCAR membership. Staff will have a computer on-hand to answer your questions about the website including how to send your property information via the broadcast email system.

### 5 - 8 p.m. **Society of Exchange Counselors (SEC) Members-only Dinner**

Pre-registration and an additional fee (\$39) apply.

## Tuesday, June 19

### 7:30 - 8:30 a.m. **Breakfast with roundtable discussions**

Separate roundtable discussion topics will include: property tax reductions; retailing in today's market; office trends; and multi-family.

### 9 a.m. - Noon **Investment Marketing Session**

Moderators: James Wilson, CCIM, SEC, EMS and Charles Sutherland, SEC

The purpose of this full-day session is to generate potential brokerage transactions and network with practitioners from across the country. To be included in the marketing book distributed to all attendees, please submit your Standard Marketing Meeting Presentation Form by [Friday, June 8](#). The form is available via a link on the right side of the NYSCAR.org homepage. If you are unable to complete the form online, please print and neatly complete the form and fax it to the NYSCAR office at 518.462.5474.

### Noon - 1 p.m. **Lunch with updates from SEC, SIOR and CCIM leadership**

Speakers: Leo Goseland, SEC President; Geoff Kreusser, SIOR President; Wayne D'Amico, CCIM Institute, President-Elect; NYSAR Legislative Update with Michael Kelly, Director of Government Affairs

### 1 - 5 p.m. **Investment Marketing Session (continued)**

### 5 - 6 p.m. **CCIM Cocktail Reception & Chapter Meeting** *(Open to Upstate NY CCIM Chapter members only.)*

### 6 - 8 p.m. **Welcome Cocktail Reception & Keynote Address**

#### **Herbert Krumsick presents:**

#### **"Where We Are — and Where 'I Think' We Are Going!"**

Krumsick is the senior vice president of J.P. Weigand & Sons, Inc. and has been an active member of the Wichita real estate community for more than thirty years. He is recognized as one of the top investment brokers in the United States. Krumsick has proven his talents in the workplace, having bought, sold or brokered 1 billion dollars in commercial real estate. During his keynote address, Krumsick will give attendees a lively update on the state of the industry, looking at the past, present and his thoughts for the future. Krumsick, who received a standing ovation at this conference four years ago, is an exuberant speaker who has given more than 300 speeches nationwide.



James Wilson, CCIM, SEC, EMS



Charles Sutherland, SEC



Leo Goseland  
SEC President



Geoff Kreusser  
SIOR President



Wayne D'Amico  
CCIM Institute  
President-Elect



Michael Kelly  
NYSAR Director  
of Government Affairs



Herbert Krumsick  
Keynote Speaker



Edward Smith Jr., CREI, ITI,  
CIC, RECS



Joe Larkin, CCIM, SIOR



Michael A. Johnson  
NYSCAR President

## Wednesday, June 20

### 7:30 - 8:30 a.m. **Breakfast with roundtable discussions**

Separate roundtable discussion topics will include: property tax reductions; retailing in today's market; office trends; and multi-family.

### 8:45 a.m. - Noon **Primary Economic Principles of the Real Estate Market & Transaction Structuring**

Instructor: James Wilson, CCIM, SEC, EMS  
7 hours Appraisal and Real Estate CE pending

The real estate market is undergoing changes and facing headwinds that have not been experienced in decades, and in some cases, ever. Getting to closed transactions in the immediate future will require persistence and often the use of creative transaction structures and market understanding that has not been required during the past couple decades.

### 8:45 a.m. - Noon **Discrimination Issues in Commercial Brokerage**

Instructor: Edward S. Smith, Jr., CREI, ITI, CIC, RECS  
3 hours of Appraisal and Real Estate CE pending

This course fulfills the 3 hours of Fair Housing training required for your real estate license renewal. The course will cover: the Americans with Disabilities Act; understanding laws, adapting buildings and tax advantages for improving accessibility; an overview of fair housing laws; federal, state and local discrimination laws; definitions of illegal actions; and inadvertent discrimination.

### 8:45 a.m. - Noon **Valuing Commercial Real Estate in Today's Market**

Instructor: Joe Larkin, CCIM, SIOR  
3 hours of Appraisal and Real Estate CE pending

Determining the value of commercial real estate in today's market is very complex. Historical data may not be relative to forward-looking analytics. This course explores the primary issues that impact valuation and the methodology that should be used to develop a reasonable valuation for commercial real estate.

### Noon - 1:30 p.m. **Lunch Session**

All attendees are welcome to attend this session which will include:

- An update from NYSCAR President Michael A. Johnson
- SIOR Chapter Meeting
- CCIM Portfolio Workshop covering: current designation requirements; what portfolio graders look for; qualifying activity requirements; submission requirements; important updates; and discussion/questions.

### 1:30 - 4:30 p.m. **Technology Tools for Commercial Real Estate**

Instructor: Joe Larkin, CCIM, SIOR

\*Sponsored by SIOR

With the many choices and varying pricing, it can be overwhelming to decide which tools of the trade you should and should not use. This session will explore the current technology tools including software, hardware and online applications that are available to enhance your success in the commercial real estate market.

### 1:30 - 5:30 p.m. **Primary Economic Principles of the Real Estate Market & Transaction Structuring (continued)**