

**National Advisory Council/Regional Owners Council
Fall Conference
St. Regis Monarch Beach
Dana Point, California
October 13-14, 2011**

Agenda

Thursday, October 13

7:15 a.m. Golf (Meet in Lobby at 7:15 to walk to clubhouse for 8:00 tee times)

2:30 – 3:30 p.m. Welcome and Introductions (*Club 19*)

Boyd R. Zoccola
Executive Vice President, Hokanson Companies, Inc.
Chair and Chief Elected Officer, BOMA International

John Oliver
Managing Director, Wells Real Estate Funds
Chair, National Advisory Council

Larry Soehren
Vice President and COO, Kiemle & Hagood Company
Chair, Regional Owners Council

3:30 – 5:30 The Power of Collaborative Intelligence

Paul S. Adler
Professor of Management and Organization
Marshall School of Business
University of Southern California

6:30 NAC/ROC Reception and Dinner (*Links Patio*)

Friday, October 14

8:00 – 8:30 a.m.

Breakfast (*Links Patio*)

8:30 – 9:00

Advocacy Briefing (*Club 19*)

Karen W. Penafiel
Vice President, Advocacy
BOMA International

9:00 - 10:30

Real Estate Market Overview

Asieh Mansour
Head of Research, Americas
CBRE Research Operations
CB Richard Ellis, Inc.

10:30 – 12:00

Picking Your Talent

Steve Picarde
President
PI Midlantic

12:00 – 1:00

Lunch (*Links Patio*)

1:00 – 2:00

NAC/ROC Member Panel: How Are You Picking and Managing Your Superstars?

Moderator:
Patrick Tyrrell
Vornado/Charles E. Smith

Panelists:
William Grillo
Cassidy Turley

Stan Roualdes
Shorenstein Realty Services

Perry Schonfeld
LBA Realty

2:00 – 2:15

Hot Seat

Joe Markling
CB Richard Ellis

2:15 – 3:30

Corporate Real Estate Panel

Moderator:

John Oliver
Wells Real Estate Funds

Panelists:

Tim Conlon
Toyota Financial

Additional panelist TBD

3:30 – 4:15

Lightening Round Issues Discussion

Moderator:

John Oliver
Wells Real Estate Funds

Panelists:

Steve Ash
Transwestern

Frank Freda
Cushman & Wakefield

Richard Greninger
Carr Realty Partners

4:15 – 4:30

Hot Seat

Patrick Tyrrell
Vornado/Charles E. Smith

4:30 – 5:00

NAC Discussion

6:00

NAC/ROC Reception and Dinner (*Observation Deck*)