

NEW YORK STATE COMMERCIAL REAL ESTATE
CONFERENCE REGISTRATION & PROGRAM SELECTION

Registrations are accepted on 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 current member of: ☐ NYSCAR ☐ SEC ☐ CCIM
☐ I am a first-time attendee

REGISTRATION RATES & PAYMENT

NYSCAR, CCIM, SEC	Early-bird (by 5/13)	Regular Rate	On-site Rate
Members	<input type="checkbox"/> \$175	<input type="checkbox"/> \$200	<input type="checkbox"/> \$225
Non-Members	<input type="checkbox"/> \$225	<input type="checkbox"/> \$250	<input type="checkbox"/> \$275

*Marketing form cut-off: June 3rd

☐ Enclosed is my check, payable to NYSCAR
Amount of: \$ _____
☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover
Card#: _____
Expiration Date: _____ Security Code: _____
Signature: _____

THREE EASY WAYS TO REGISTER TODAY:

- 1 **ONLINE** at
NYSCAR.org
- 2 **FAX** this completed form to
NYSCAR at 518.462.5474
- 3 **MAIL** this completed form to: NYSCAR,
130 Washington Ave, Albany, NY 12210

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 13

- ___ High Tech Marketing for Real Estate. . . 8:30am – 4:30pm
___ NYSCAR Open House 5 – 6:30pm
___ SEC Networking Event 6 – 7pm
___ BOG Meeting. 7pm

Tuesday, June 14

- ___ Investment Marketing Session 9am – 5pm
___ CCIM Meeting & Networking Reception 5 – 6pm
___ Welcome Reception & Keynote Panel. 6 – 8pm

Wednesday, June 15

- ___ Navigating Environmental Due Diligence - How to
Align a Transaction for Success* 8:45am – Noon
___ Intro to Creative Marketing of
Commercial Real Estate* 8:45am – Noon
___ Code of Ethics* 1 – 4pm
___ CRE Tech - Social Media & Property
Analysis Best Practices* 1 – 4pm

HOTEL ACCOMMODATIONS

Sheraton Syracuse University Hotel
801 University Ave., Syracuse, NY 13210

A special room rate of \$145/night is available to conference attendees for the nights of June 13-15 if you book by no later than May 13. To qualify for this rate, call Sheraton Syracuse University Hotel directly at (315) 475-3000 and identify yourself as an attendee of the “NYS Commercial Association of REALTORS” conference. This rate is subject to availability, so book today!

(Fly into Syracuse Hancock International Airport. It is a 12 minute car ride to the Sheraton Syracuse University Hotel.)

QUESTIONS?

Ali Mann at amann@nysar.com or
Sherry Marr at sherry@nycap.rr.com

Call: (518) 463-0300 Ext. 507

For more information, please visit us at: www.nyscar.org

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

Please attach a note identifying any disabilities you may have that require special accommodations, including the provision of auxiliary aids and services.



FIFTEENTH ANNUAL
**COMMERCIAL
REAL ESTATE
CONFERENCE**

MAKE CONNECTIONS. **GAIN KNOWLEDGE.** CLOSE DEALS.

JUNE 13-15 **SHERATON SYRACUSE UNIVERSITY HOTEL**
801 University Ave, Syracuse, NY 13210

Brought to you by members of the REALTORS® Commercial Alliance:
NYS Commercial Association of REALTORS® along with NYS CCIM & Society of Exchange Counselors



“Bringing Commercial
Real Estate Practitioners Together”

REGISTER TODAY!
Fill out the form on the back of this brochure

* Please send payment and application to:
New York State Commercial Association of REALTORS® – 130 Washington Avenue, Albany, NY 12210-2220

SCHEDULE OF EVENTS

MAKE CONNECTIONS. GAIN KNOWLEDGE. CLOSE DEALS.

MONDAY • JUNE 13TH

8:30 - 4:30PM: HIGH TECH MARKETING FOR REAL ESTATE

(course sponsored by CCIM)

Instructor: Todd A. Kuhlmann, CCIM

Please join us for an Upstate NY CCIM Chapter 7 Hour Class Workshop - High Tech Marketing for Real Estate which includes the technology you need to market your Real Estate business; online marketing, websites, press releases, blog & social media and technology tools & mobile apps.

Separate registration required – visit this link for more information: <http://conta.cc/1ZRL8Bm>

5 - 6:30PM: NYSCAR OPEN HOUSE

Join Conference Chair Guy Blake, NYSCAR President Brian DiNardo and NYSCAR staff for a cocktail and take this opportunity to ask any questions you may have about your membership.

6PM: SOCIETY OF EXCHANGE COUNSELORS (SEC) NETWORKING EVENT

(SEC members and invited guests only) – Please contact Peter West with questions: pwest@ccim.net

7PM: BOG MEETING

(open to NYSCAR board members only)

SPONSORS

DIAMOND EXCLUSIVE

- Cushman & Wakefield/Pyramid Brokerage Company

GOLD

- Exchange Authority

SILVER

- | | |
|--|--------------------------------|
| • Certified Commercial Investment Members (CCIM) | • National Development Council |
| • New York Real Estate Journal | • Olin Capital Advisors, Inc. |
| • Hudson Valley Economic Development | • LaBella Associates |
| • Prism Solar Technologies | • DiNardo Realty Corp. |
| • The Chazen Companies | • Bridgeway Commercial Realty |
| • Monroe Capital, Inc. | • Wells Fargo Bank |
| • Beardsley Architects & Engineers | • Rand Commercial |

TUESDAY • JUNE 14TH

7:30 - 8:30AM: BREAKFAST WITH ROUNDTABLE DISCUSSIONS

1. Federal tax credits for flat roof solar panel installations, Randy Stewart, Prism Solar Technologies
2. Donation/Bargain vs. Conventional Sale of Commercial Properties, Angela Butler, National Development Council
3. Historic Tax Credits, Steven Marshall, ESQ., Harris Beach
4. New Environmental Law Changes, Doug Porter, Beardsley Design Associates

9AM - NOON: INVESTMENT MARKETING SESSION

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

Come make deals for you and your clients! 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 3. The form is available via a link under the annual conference of the NYSCAR.org. If you are unable to complete the form online, please print, complete and fax the form to NYSCAR at 518.462.5474.

NOON - 1PM: LUNCH WITH UPDATES

CCIM update: Todd A. Kuhlmann, CCIM Senior Instructor

SEC update: Paul Martin Winger, SEC President

1 - 5PM: INVESTMENT MARKETING SESSION CONTINUED

5 - 6PM: CCIM CHAPTER MEETING & NETWORKING RECEPTION

(open to Upstate NY CCIM chapter members only)

6 - 8PM: WELCOME COCKTAIL RECEPTION & KEYNOTE PANEL

Presenter: Duke Long, The Duke Long Agency

Is a whole new marketplace for technology and commercial real estate being created before our eyes?

How is technology changing the way commercial real estate professionals do business day-to-day - meet the thought leaders blazing the tech trail in commercial real estate.

Presented by Diamond Sponsor: Cushman & Wakefield/Pyramid Brokerage Company

WEDNESDAY • JUNE 15TH

7:30 - 8:30AM: BREAKFAST

8:45 - NOON: NAVIGATING ENVIRONMENTAL DUE DILIGENCE - HOW TO ALIGN A TRANSACTION FOR SUCCESS

Panel: Dennis Porter, Ben Stracuzzi, Dan Noll, Jennifer Gillen, and Robert Tyson

This course will address the many facets of environmental due diligence during a commercial real estate transaction. Viewpoints and guidance will be shared by a panel of environmental consultants and an environmental attorney. From Phase I ESAs to brownfield redevelopment to asbestos and wetlands, the goal of this course is to provide insight on how one can mitigate environmental risk during the acquisition or sale of real property and how to turn perceived environmental "road-blocks" to your advantage. A panel discussion will include answering any transaction-specific questions to help participants work through any environmental problems they may currently be facing. Submitted for 3 hours of real estate continuing education.

8:45 - NOON: INTRODUCTION TO CREATIVE MARKETING OF COMMERCIAL REAL ESTATE

Instructor: James Walker, CCIM

Overview of alternative methods of acquisition and disposition of commercial investment real estate, expansion of marketing network, utilization of real estate exchanges, effective preparation of "marketing packages" and presentations to generate transactions, methods of client counseling to expand client's understanding and ability to achieve the desired benefit, application of alternative financial formulas to structure successful transactions. Approved for 3 hours of real estate continuing education.

NOON - 1PM: LUNCH WITH UPDATES FROM:

NYSCAR Government Affairs Update: Mike Kelly, NYSCAR Director of Government Affairs

NYSCAR Update: Brian DiNardo, NYSCAR President

1 - 4PM: CODE OF ETHICS

Instructor: Patrick Reilly, RCE

Since Jan. 1, 2001 and for successive four (4) year periods thereafter, REALTORS® regardless of their area of expertise or discipline are required to complete REALTOR® Code of Ethics training of not less than two (2) hours and thirty (30) minutes of instructional time. The current four year period concludes on December 31, 2016. Thereafter, the training will have to be completed every two years. Failure to complete the required periodic code of ethics training is a violation of a membership duty. Failure to meet the requirement will result in suspension of membership and then automatic termination of membership on March 1.

NYSCAR like every Board and Association is required to provide the necessary REALTOR® code of ethics training programs. This program meets the NAR membership requirement and also provides New York State Continuing Education credits for real estate licensees. Submitted for 3 hours of real estate continuing education.

1 - 4PM: CRE TECH - SOCIAL MEDIA AND PROPERTY ANALYSIS BEST PRACTICES

Instructor: Todd A. Kuhlmann, CCIM

More and more CRE practitioners are making money with social media. In this session, we go beyond what social media is, and actually discuss real world, practical and effective usage of social media to generate more leads, increase your network and maintain existing relationships. The class will also go review digital property analysis, for Lease, Purchase, Exchange and Location. Submitted for 3 hours of real estate continuing education.

