



NAREIM TO REVAMP FORUM PLATFORM IN 2010

NEW FORUM PLATFORM

In an effort to enhance the NAREIM forum meeting experience and provide greater value, the platform for the forums will be changed in 2010 to create two forum conventions – one in the Spring and the other in the Fall. Our current slate of forums will be divided between the Spring and Fall conventions. Dates TBD.

BACKGROUND AND REASON FOR CHANGE

Issue forums traditionally have been held as stand-alone meetings focusing on one particular area of operations. (e.g. acquisitions/dispositions, portfolio and asset management, accounting, risk management etc.). We are pleased that these meetings have received positive reviews from a standpoint of content, presentations and interaction with peers. However, because there was no overlap with other issue forums, participants of different forums didn't have an opportunity to benefit from interaction with other industry peers.

Historically, attendance at forums ranged from 20-50 with most forums averaging between 30-35 attendees. In recent years, attendance was trending lower. This past year, attendance dropped off dramatically, (50+%), as travel and meetings budgets were significantly cutback. The result was that some forums didn't have enough committed attendees to proceed and were cancelled. Those that did had low turnout which compromised the meeting experience.

Even prior to the travel budgets cuts this year, several members suggested creating a forum platform that would afford them the opportunity to network with participants from other issue related forums. For example, accounting and information technology

operations are closely related and there is considerable interface between them yet their forums were separate.

NEW CONVENTION STRUCTURE

The Spring and Fall Forum conventions will create a more dynamic and integrated meeting experience while still providing attendees with substantive sessions on specific operations areas. Each convention will be structured to take place over two days. Both days will begin with a general plenary session, followed by breakout sessions of specific forums. The first day will conclude with a joint reception and dinner. The second day will conclude in mid afternoon.

SPRING AND FALL FORUM CONVENTIONS LINE UP

1. Spring Forum Convention

- Asset Acquisitions and Dispositions
- Asset/Portfolio Management
- Compliance
- Legal
- Research
- Risk Management

2. Fall Forum Convention

- Accounting
- Architecture and Engineering
- Environment
- Information Technology
- Human Resources
- Marketing

KEY TO SUCCESSFUL CONVENTIONS

These conventions will be successful if the forum sessions are well-planned and prepared with respect to issue topics and presenters. To achieve this goal, we are establishing leadership committees for each forum.

Each leadership committee will be comprised of a Chairperson and two Vice Chairs – First and Second. The responsibility of the leadership committee will be to set the agenda for the forum meeting and arrange presenters. This may be done by the committee members themselves or with a planning committee of their choosing.

After each year, the Chair will rotate off the leadership committee and the Vice Chairs will ladder up. A new Vice Chair will be recruited. This format ensures that the forums have established leadership at all times and spreads the forum program responsibilities fairly among forum members.

LEADERSHIP COMMITTEE VOLUNTEERS

It is essential that the forums soon establish their leadership committees. Please volunteer to serve as Chair or Vice Chair. The system is designed so that volunteers will not be punished for their volunteerism by having the agenda program made their responsibility year in and year out.

Contact NAREIM President Steve Renna srenna@nareim.org with any questions.

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