



Real Estate Professionals • Issues • Solutions



**IREM Fall Business and Governance Meeting**  
**October 13-14, 2009**

**CCIM-IREM Success Series 2009**  
**October 15-17, 2009**

**Honolulu, Hawaii**  
**Headquarters Hotel: Hilton Hawaiian Village**  
**Meeting Location: Hawaii Convention Center**

## Schedule

# IREM Fall Business Meeting and Success Series 2009

<b>Tuesday, October 13, 2009</b> <b>IREM Fall Business Meeting</b>	
7:00am-10:30am	Nominating Committee (closed)
7:00am-12:00pm	Faculty and Grader Management Board (closed)
11:30am-1:30pm	Executive Committee (closed)

<b>Wednesday, October 14, 2009</b> <b>IREM Fall Business Meeting</b>	
7:00am-7:30am	Committee Café with Continental Breakfast
7:30am-9:00am	Membership and Credentialing Committee Education Committee Legislation and Public Policy Committee Board of Ethical Inquiry (closed) Audit Committee International Services Advisory Board
7:30a,-10:30am	Regional Vice Presidents Committee (closed)
9:30am-11:00am	Diversity Advisory Board Ethics and Discipline Committee JPM® Advisory Board Income/Expense Analysis® Advisory Board Industry Standards Advisory Board Student and Academic Outreach Advisory Board International Business Practices Forum
11:30am-1:30pm	Ethics Hearing and Discipline Board (closed)
Evening	Suggested evening for regional dinners

<b>Thursday, October 14, 2009</b> <b>IREM Fall Business Meeting</b>	
7:00am-9:00am	Chapter Leadership Forum
7:00am-9:00am	Executive Committee (closed)
8:00a,-9:00am	MPSA Grader Update
9:30am-11:00am	Seminar for International Members: Increasing Company Profits through Target Business Marketing
9:30am-10:30am	Regional Forums – Regions 1-14
10:30a,-12:30pm	Ethics Appeal Board (closed)
11:00am-12:30pm	ARM Forum Legislative Forum
11:00am-1:00pm	Faculty Forum and Course Update
11:00am-2:00pm	IREM Foundation Board of Directors (closed)
2:00pm-4:00pm	Governing Council
7:00pm	Inaugural Gala Dinner (ticketed event)

<b>Friday, October 16, 2009 Success Series</b>	
7:00am-5:00pm	Success Series Central -Open
7:00am-8:00am	Continental Breakfast
8:00am-9:30am	Opening Ceremony and Keynote Speaker
9:30am-2:00pm	Sites of Oahu Tour
10:00am-11:30am	(CS-1) Retail Real Estate: From One to Thousands
	(CS-2) Green: An Industry Perspective of Best Practices
	(CS-3) Successful Women in Real Estate
	(CS-4) Bridge Over Troubled Assets
	(CS-5) Understanding US Demographics
11:45am-1:45pm	Success Series Lunch and Industry Power Panel
2:00pm-3:30pm	(CS-6) Turning Distressed Commercial Properties into New Business
	(CS-7) Intercultural Business IQ for Commercial Real Estate Professionals
	(CS-8) Brokers are from Mars, Property Managers are from Venus: How to Maximize Success through Strategic Alliances
	(CS-9) A Year of Living Dangerously and of Opportunity
	(CS-10) Riding the Waves of Change: Navigating Rough Waters
6:00pm-7:00pm	International Attendee Reception
6:30pm	Success Series Extravaganza
9:30pm	Young Professionals After-Hours Bash

<b>Saturday, October 17, 2009 Success Series</b>	
7:00am-3:00pm	Success Series Central - Open
7:00am-8:00am	Continental Breakfast
8:00am-9:15am	Keynote Speaker
9:15am-9:45am	Networking Break
9:45am-11:15am	(CS-11) Current and New Tax Laws Affecting Commercial Real Estate
	(CS-12) Capital Markets
	(CS-13) Connect With Success: Building Your Business Using Web 2.0
	(CS-14) Technology: The Competitive Edge
11:30am-1:00pm	(CS-15) Economic Outlook: Where Will the Market Take Us?
	(CS-16) Politics & Policy: Translating the News
	(CS-17) Flipping the Funnel: A Personal Marketing Strategy for Today's Marketplace
	(CS-18) Going Up Against the Big Guys: Why Bigger isn't Always Better
12:30pm	Success Series Golf Tournament (ticketed event)
1:30pm-3:30pm	Property Tour
5:30pm	Success Series Wrap Party (ticketed event)

**See Next Page for  
Meeting and Event Schedule  
for International  
CCIM and IREM Members**

**CCIM Fall Business Meetings October 12-15, 2009**  
**IREM Fall Business and Governance Meetings October 13-15, 2009**  
**CCIM & IREM Success Series 2009 October 16-17, 2009**

## Suggested Itinerary for International Delegates

- ▶ Ticket not included in conference registration fee – additional fee applies
- Session may be translated

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### Wednesday, October 14

7:00 am-7:30 am

**IREM Committee Café and Continental Breakfast**

7:30 am-9:00 am

**IREM International Services Advisory Board**

9:30 am-11:00 am

**IREM International Business Practices Forum**

1:00 pm-3:00 pm

**CCIM International Activities Committee**

3:00 pm-5:00 pm

**CCIM Site to do Business Update**

5:00 pm-6:00 pm

**CCIM Town Hall Meeting**

6:30 pm

▶ **CCIM Reception, Inaugural & Awards Celebration Banquet**

\$85 USD - Visit [www.ccim.com/inaugural](http://www.ccim.com/inaugural) for more information and to purchase a ticket.

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### Thursday, October 15

8:30 am-11:00 am

● **Exclusive Seminar for International Delegates:**

**Increasing Company Profits through Target Business Marketing**

IREM faculty Richard Muhlebach, CPM, and Shannon Alter, CPM, share practical advice and insiders' insights on how to strategically operate and market a real estate management company to enhance revenues and achieve maximum company profits. These two seasoned executives, who will share their experiences and techniques in operating and growing a real estate management company, have developed property management companies and created and operated property management divisions for developers, retailers, and major corporations. This session will provide strategies to implement best practices, structure your management company, establish your company's market niche, develop low and no-cost marketing practices and develop winning management proposals

2:00 pm-4:00 pm

● **IREM Governing Council**

7:00 pm

► **IREM Inaugural Gala Dinner**

\$85 USD

Dinner honoring outgoing 2009 President Pam Monroe, CPM and incoming 2010 President Randy Woodbury, CPM. Limited host bar.

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**Friday, October 16**

7:00 am-8:00 am

**Continental Breakfast**

8:00 am-9:30 am

● **Opening Ceremony and Keynote Speaker Keith Harrell**

Success Series kicks off with Keith Harrell. Known for his energetic and innovative presentations, Mr. Harrell is a dynamic life coach who specializes in changing behaviors through a positive attitude and understanding the power of human technology.

9:30 am-2:00 pm

► **Sites of Oahu Tour**

\$85 USD

Tour the Iolani Palace and Hawaii State Art Museum. Includes lunch.

10:00 am-11:30 am

**Education Sessions**

● **Retail Real Estate (CS-1)**

With one region after another falling victim to the deepest recession in decades, retailers find themselves facing challenging site selection decisions. Join former Walgreen Co. real estate executive as he shares his first-hand experiences with Walgreens and his proven methods for site selection.

● **Green: An Industry Perspective of Best Practices (CS-2)**

This session will re-examine sustainable best practices and applicability in the new economy. Insight will be given from the perspective of green leasing, financing, appraisal, risk management and implemented best practices.

11:45 am-1:45 pm

● **Lunch and Real Estate Power Panel: What to Expect in the New Economy**

This industry power panel will share how their companies are dealing with the market's challenges and how they are capitalizing on the unique opportunities during a downturn.

2:00 pm-3:30 pm

**Education Sessions**

● **A Year of Living Dangerously and of Opportunity (CS-9)**

Chris Lee and his associates, actively involved in the real estate industry for more than 30 years, pride themselves on being current with the emerging trends, latest developments, and innovations likely to impact the real estate industry. Now more than ever, Lee's insights are invaluable to helping forward-thinking leaders with strong strategic plans and proactive postures plan for future prosperity.

5:00 pm - 6:00 pm

**International Delegates Reception**

6:30 pm

**Success Series Extravaganza**

**Hawaiian Luau**

One ticket included in full registration fee.

9:30 pm

**Young Professionals Event**

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**Saturday, October 17**

7:00 am-8:00 am

**Continental Breakfast**

8:00 am-9:15 am

●**Keynote Speaker Don Soderquist**

Find out what made Wal-Mart a retail powerhouse as Don Soderquist, retired Wal-Mart COO, shares his unique perspective on leadership and organizational challenges. Founder of The Soderquist Center for Leadership and Ethics, Soderquist will explain how successful people lead and operate from a solid foundation of values to guarantee high performance and longevity.

9:45 am-11:15 am

**Education Sessions**

●**Capital Markets (CS-12)**

This stellar panel features leading professionals actively involved in major transactions around the country. Learn about what deals are getting done and how the capital market is adjusting to today's property market conditions, where capital getting placed today, and the favored markets, assets and structures.

▶ **Golf Tournament Starts at 12:30 pm**

Transportation departs Hawaii Convention Center at 11:15 am.

\$195 USD

Includes lunch, transportation, green fees, range balls and limited beverage cart

11:30 am-1:00 pm

**Education Sessions**

●**Going Up Against the Big Guys (CS-18)**

This session is designed to point out the competitive edge held by smaller, independent property management companies. It will also provide you with strategies that will enable you to capitalize on those advantages when speaking with prospective clients. Gaining a better understanding of the market positions held by you and your competitors will help you identify their points of vulnerability and devise effective strategies to compete with the "big guys."

1:30 pm-3:30 pm

**Property Tour of Royal Hawaiian Center**

Register for the tour using the registration form. No charge.

▶ **Success Series Wrap Party**

**Sunset Cruise Starts at 5:30 pm**

Transportation departs the Hilton Hawaiian Village at 4:30 pm.

\$85 USD

Boat cruise includes dinner and limited host bar.