

COMMERCIAL REAL ESTATE SESSIONS – NAR ANNUAL CONFERENCE AND EXPO, SAN DIEGO - 2009

Unless otherwise stated, sessions are at the San Diego Convention Center

Friday, November 13, 2009

Time	Topic	Speaker
08:30 - 10:00 a.m.	Generating Leads for Commercial Real Estate Transactions	Peter Droubay
10:30 - 11:30 a.m.	Transitioning From Residential to Commercial Real Estate	David Murphy, CCIM, SIOR
10:30 a.m. - 12:00	Discovering Your Memory Power	Roger Seip
12:30 - 2:30 p.m.	Economic Issues & Commercial Real Estate Business Trends Forum	Lawrence Yun PhD
2:30 - 4:00 p.m.	EES: Dealing with Emotions in Negotiation: Five Practical Tools	Daniel Shapiro, Ph.D.
3:00 - 4:00 p.m.	Commercial Real Estate: Restoring the Trust	Bowen H. McCoy, CRE

Saturday, November 14, 2009

Time	Topic	Speaker
7:00 - 8:30 a.m.	REALTORS® Commercial Caffeinated Networking Breakfast Ticket: \$40 Member: \$60 Non-member. Buy tickets online	Sperry Van Ness CEO, Mark E. Van Ness and President, Kevin Maggiasco
9:00 - 10:00 a.m.	Measuring Up with Laser Measuring Devices	Allen Alexander
09:00 - 10:15 a.m.	EES: Seven Levels of Decision Awareness	Paul Martinelli
9:00 - 10:30 a.m.	Discovering Your Memory Power	Roger Seip
09:00 - 10:30 a.m.	Don't Be Caught By Surprise: Perception or Reality?	Rochelle Stone, John Mangham, CPA
09:00 - 10:30 a.m.	Increase Your Message Credibility: The Basics	Don Cunningham, Karen Doyne , Bill Zucker
9:00 - 11:00 a.m.	How the Global Economy Affects Your Local Market: International Forum	
11:00 - 12:30 p.m.	Expanding Commercial Real Estate Investment Opportunities: Distressed Assets	P. Mosca, S. Griffith, R. Verhaaren, B. Walker
11:00 - 12:30 p.m.	Increase Your Message Credibility: Managing Challenging Issues	Don Cunningham, Karen Doyne , Bill Zucker
1:30 - 3:00 p.m.	30 Leadership Success Skills for Broker Owners	Jack O'Connor CRB, GRI
1:30 - 3:00 p.m.	Bringing Value to Your Client Through Lease Negotiations	Richard Muhlebach, CPM, CRE
1:30 - 3:00 p.m.	Dirt and Dollars	D. Hatfield, ALC George Clift, ALC Randy Hertz, ALC, Mike Schoonover, ALC
1:30 - 3:00 p.m.	Legislative and Political Forum: Anticipating the 2010 Midterm Elections?	Bill Press, Michael Murphy
1:30 - 3:00 p.m.	Winning the Name Game	Roger Seip
6:30 - 8:00 p.m.	REALTORS® Commercial Alliance Red Carpet Reception	All members, speakers, staff Welcomed

Sunday, November 15, 2009

Time	Topic	Speaker
7:30 – 9:00 a.m.	REALTORS® Inspirational Program FREE w/ Full or Sunday Conference Registration. OPTIONAL breakfast available for \$33	Liz Murray: Homeless to Harvard
9:00 - 10:30 a.m.	Increase Your Message Credibility: The Basics	Don Cunningham Karen Doyne Bill Zucker
9:00 - 11:00 a.m.	Foreclosures: The Impact on Housing Opportunity and Property Management: A joint Property Management Forum and Housing Opportunity Forum	Stan Mullen, SIOR More to come
9:00 - 12:30 p.m.	Shift Happens: Adapting to the Communication Needs of Today's Consumers	Adorna Carroll, ABR, ABRM, GRI, SRES
11:00 - 12:30 p.m.	Customer Retention: Maximizing Assets As a Competitive Advantage	Peter L. Mosca Nate Hanks Jen Piccotti Bob Turner, ALC Mindy Williams
11:00 - 12:30 p.m.	Increase Your Message Credibility: Managing Challenging Issues	Don Cunningham Karen Doyne Bill Zucker
1:30 - 3:00 p.m.	EES: Whuffie for Real Estate Professionals: How Social Capital Sells	Tara Hunt
1:30 - 5:00 p.m.	CE03: Cost Segregation: Improving Cash Flow/Deferring Taxes (Advance C.E. Enrollment Required)	Paul White, CCIM, CPM
	REALTORS® Celebrity Concert – Reba McEntire; REALTORS® Expo	