

## 2016 Developing Leaders Committee – Business Plan



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**Committee Members:**

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| <p>Aaron Ryskalczyk, Washington Capital Management, Inc.<br/>         Adam Brown, Union Street Investments<br/>         Alessandra “Alee” Allen, Riddell Williams P.S.<br/>         Alex Mundy, JPMorgan Chase<br/>         Allison Shephard, Holland Partner Group<br/>         Annie Rummelhoff, Mithun<br/>         Ashleigh Kilcup, Tarragon<br/>         Austin Johnson, NBS Financial Services<br/>         Chris Miller, Blueline Group<br/>         Chris Rossman, The Wolff Company<br/>         CJ Bowles, Northwest Retail Partners<br/>         Erwin Park, Madison Bay Commercial<br/>         Heather Alvarado, LBA Realty</p> | <p>Joe Stockton, Schwabe, Williamson &amp; Wyatt<br/>         Katie Trimpe, Turner Construction<br/>         Kyle Yamamoto, CBRE<br/>         Lauren Coombs, PS Business Parks<br/>         Marcus Yamamoto, CBRE<br/>         Mary Fialko, Tarragon<br/>         Matt Allen, McKinstry Co.<br/>         Noah Martin, GLY Construction<br/>         Paige Nilsen, BCRA<br/>         Sean Durkin, The Andover Company<br/>         Steele Johnson, Skanska<br/>         Stuart Hand, Sellen<br/>         Travis Andrews, Paragon Real Estate Advisors</p> |
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**CREATING VISION**

*Our vision is to provide relaxed, fun, and social programs and events where members can network and build relationships by interacting with each other and industry veterans, promoting the NICE cornerstones, and begin a long-term career of NAIOP involvement.*

**DEFINING OUR LONG-TERM GOALS**

- Continue to facilitate interactions between members of all ages,
- Be the source for professional development, and
- Drive new memberships.

**RETHINKING OUR STRUCTURE**

The 2016 DL Committee will continue to meet monthly to discuss committee issues. At least half of the meetings will be held off-site, preceded by a property tour or a similar industry educational event. Each event will have a minimum of two volunteers (maximum of three) to further collaboration and team-building skills. Non-participating members will be asked to step down from the committee on a yearly basis, to open up opportunities for new members and keep current members engaged.

Additionally, we plan to create a new DL Committee Alumni Group to keep experienced members more engaged, while limiting their time commitment and attendance of meetings/events. We would also like to expand our educational component through member presentations on specific industry locations or

activities. The two above-mentioned items are in the early thought stages, but subcommittees will be assigned after new members are admitted.

## DEVELOPING STRATEGY

Strategy	Target Date	Subcommittee Assigned	Critical Success Factors
Adjust price of events to generate more revenue and net income for NAIOP	Immediately	Committee Chairs	Budget goals for the year are met or exceeded through management of revenues.
Use provided NAIOP staff to negotiate and be more selective about event space	Immediately	Event planning committee members	Budget goals for the year are met or exceeded through management of costs.
Facilitate interaction between members of all ages in an intimate setting - Mentorship Program	Oct. 2015- July 2016	Mentor Program Subcommittee	Combined participation for Mentors and Mentees of 90 people.
Develop a Social Media Brand	Q1	MarCom Relations Committee	Engage the MarCom Committee to create an active social media account (i.e. LinkedIn, Twitter, etc.) for members under 35, but that can be accessed by anyone in NAIOP to see DL activity.
Connect members with industry group leaders and peers	Q1, Q2, Q3, Q4	Brown Bag Program Subcommittee	Continue the successful DL Brown Bag series for intimate networking opportunities. Aim to have at least eight DL members per lunch.
Provide enhanced networking opportunities through five major networking events	Ongoing	Split by members	Attendance of at least 120 people for each event.
Create additional opportunities for community involvement	Ongoing	Community Enhancement Subcommittee	Continue active participation at NAIOP's annual Community Enhancement event. Explore developing another event that gives back to the community.
Focus on inclusion and diversity	Ongoing	New Member Subcommittee	Create a more balanced member group relating to gender, race and industry by actively recruiting new members.

Create the New Member Experience for members 35 and under and help recruit such members to join NAIOP	Ongoing	New Member Subcommittee	Actively recruit DL qualified non-members at events and encourage them to join NAIOP. Set up coffee or lunch meetings.
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## PLANNING OUR CALENDARS

Event	Date	Budget	Venue	Purpose
Ski Day	Early Feb	\$1,900	One of WA ski resorts	Our winter event that allows for a more intimate networking setting as attendees are together for an entire day.
St. Patrick's Day Celebration	Mid-March	\$2,600	Kell's (subject to change)	Major networking event to connect young professionals with each other, as well as more experience members of the industry.
Cinco De Mayo Event	Early May	\$5,500	TBD	Major networking event to connect young professionals with each other, as well as more experience members of the industry.
REEL Event	Mid-July	\$0	Sellen Rooftop (subject to change)	Major networking event to connect young professionals from ULI, CREW, CoreNet and NAIOP in one networking event, while raising funds for a charity.
Mariner's Game with the President	Mid-late August	\$400	Safeco Field	Allow the DL members (only) to connect and network with the current NAIOP president.
Oktoberfest	Mid-October	\$4,500	Von Traps (subject to change)	Major networking event to connect young professionals with each other, as well as more experience members of the industry.
Jingle Bell Bash	Mid-December	\$4,500	TBD	Major networking event to connect young professionals with each other, as well as more experience members of the industry.



COMMERCIAL REAL ESTATE  
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### **ENERGIZING ALLIANCES**

<b>Committee Alliance</b>	<b>What Do We Want?</b>	<b>What Do They Want?</b>
MarCom	To gain their assistance in further developing the DL brand through social media and communication.	Establish NAIOP as forward thinking, creative, inclusive and relevant.
Membership	Attend new member events to recruit new DL committee members.	To attract more members who are 35 and under.
Programs	Continue to work with programs so the DL Committee can develop another breakfast program.	Include different faces in education programs.

### **MEASURING PROGRESS AND ACHIEVING RESULTS**

1. Net income of \$18,400 (an increase of 55% from 2015 projected).
2. Average event attendance of 120 people for five major events.
3. Develop and execute a breakfast meeting in 2016.
4. Increase Developing Leader membership by 5% in 2016.

### **SUPPORTING THE STRATEGIC VISION**

*For 2016, we are committed to:*

1-4 Facilitate interaction between members of all ages.

2-1 Be the source for professional development.

2-3 Facilitate direct communications and interaction with industry leaders and peers.