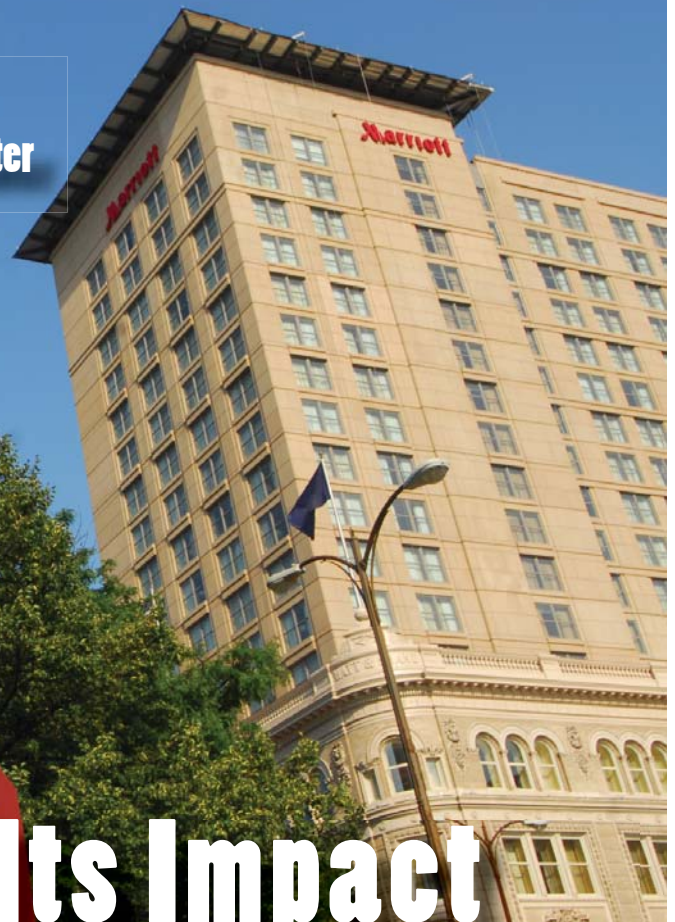


**Central Pennsylvania
C&I Regional Conference**
May 7, 2014 • Lancaster County Convention Center

LANCASTER



Diversity & Its Impact on Commercial Real Estate

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Hosted by the Lancaster County Association of Realtors® Commercial & Industrial Real Estate Council

Central Pennsylvania C&I Regional Conference

May 7, 2014

Lancaster County Convention Center • Lancaster, PA

Schedule of Events

8:00 a.m. Registration & Breakfast Buffet

9:10 a.m. Opening Remarks by
C&I President & Sponsor Recognition

9:15 a.m. Presentation by Geoff Davis
"The Heart of Leadership"

10:00 - 10:30 a.m. Networking Break

10:30 - 11:30 a.m.
Presentation by Dr. Lawrence Yun
"Commercial Real Estate Market Forecast"

11:30 - 11:45 a.m. Networking Break

11:45 a.m. - 1:30 p.m. . . Lunch & Presentation by
Kelly McDonald, *"How to Market to People
Not Like You in Today's Changing Marketplace"*

1:30 p.m. Closing Remarks

**Recognizing Changing Markets . . .
Demographic, Economic & Diversity**

Geoff Davis
Presentation:

*"The Heart
of Leadership"*



Presentation Synopsis

Business leader and thought leader Bob Dunham has defined leadership as "the art of making declarations that other people commit to".

How is leadership an art? What does it take to make powerful declarations? How do we get people to commit and follow our lead?

Discover some of the most basic elements of effective leadership that are often overlooked in today's organizations and how understanding people in a different way creates dramatically different results for organizations.

Geoff Davis uses his unique gifts and broad array of experiences to help others more fully realize the infinite possibilities, incredible fullness and often overlooked richness of their own lives. As a Professional Certified Coach, Geoff serves business, non-profit, academic leaders and other coaches in coaching relationships. His ongoing commitment to learning continues to enrich the end result of serving others.

A Lancaster native, Geoff holds a bachelor's and master's degrees as well as a supervisory degree from Millersville University of Pennsylvania and has participated in executive education courses at the Wharton School of the University of Pennsylvania.

Dr. Lawrence Yun
Presentation:

“Commercial Real Estate Market Outlook”



Presentation Synopsis

- Consumer and business spending in current recovery
- Government spending and deficit impact
- Inflation and monetary policy
- Commercial real estate business activity
- Methods of finance
- Apartment / Industrial / Retail / Office — net absorption, new completions, vacancy, rent growth
- Forecast and risks to the forecast

Lawrence Yun is Chief Economist and Senior Vice President of Research at the National Association of Realtors® and has been with the Association since 2000. He directs research activity for the Association and regularly provides commentary on real estate market trends for its 1 million Realtor® members. Dr. Yun creates NAR's forecasts and participates in many economic forecasting panels, including Blue Chip and the Harvard University Industrial Economist Council. He appears regularly on financial news outlets, is a frequent speaker at real estate conferences throughout the U.S. and has testified before Congress. *USA Today* in 2008 listed him among the top 10 economic forecasters in the country, and he has been named among the 100 Most Influential Real Estate Leaders by INMAN News.

Dr. Yun received his undergraduate degree from Purdue University and earned his Ph.D. from the University of Maryland at College Park.

Kelly McDonald
Presentation:

“How to Market to People Not Like You in Today's Changing Marketplace”



Presentation Synopsis

The world is more diverse than ever before . . . for the first time in the U.S., one in three Americans is not White. Learn how to tap into new and diverse market segments to grow business.

- Learn the do's and don'ts of marketing to women, immigrants, Hispanics, African Americans, Asians, gays and lesbians and different generations
- Discover how to tweak your product or service to be relevant to a new customer group
- Find out how to communicate in a relevant manner by showing respect for others' cultures, values, language and priorities
- Learn how to make a customer feel comfortable throughout a transaction

Kelly McDonald is a marketing and advertising expert and considered one of the nation's top experts in multicultural marketing and consumer trends. Her client experience includes brands such as Toyota, Kimberly-Clark, Nike, Harley-Davidson, Miller-Coors and Sherwin-Williams.

Kelly was named #1 on the list of “26 Hot Speakers” by Successful Meetings Magazine. Advertising Age has twice named her company one of the top ad agencies in the U.S. She has been featured on CNBC, in Forbes, Bloomberg Business Week, Fast Company, CNNMoney.com and on Sirius/XM Radio. She is also the author of two books.

Attendees will receive a complimentary copy of Kelly's latest book “Crafting the Customer Experience for People Not Like You”.

Registration Form

- Early Bird Registration** — by March 25th
A check for the \$60 per person registration fee made payable to LCAR is enclosed (includes all educational sessions, breakfast & lunch)

- Registration Fee** — after March 25th
A check for the \$75 per person registration fee made payable to LCAR is enclosed (includes all educational sessions, breakfast & lunch)

Name: _____

Company: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

E-Mail: _____

Breakfast/Luncheon Reservation

(Included in Registration Fee)

- I plan to attend both the breakfast & luncheon.
- I will attend only the breakfast.
- I will attend only the luncheon.
- I will not be attending either breakfast or lunch.

Breakfast Buffet:

Continental Collage—selection of chilled juices; sliced seasonal fresh fruit; assorted danishes, croissants and muffins; butter and preserves; coffee, decaffeinated coffee and selection of herbal teas.

Luncheon:

Chef's house salad; assorted bread basket; chicken au poivre; wild rice; green beans; chef's choice of dessert; freshly brewed coffee, decaffeinated coffee and tea selection; iced tea.

REGISTRATION DEADLINE: APRIL 25, 2014

LCAR • 1930 Harrington Drive • Lancaster, PA 17601
(717) 569-4625 • Fax (717) 569-5994

Conference Sponsors



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Conference Location

Lancaster County Convention Center
25 South Queen Street • Lancaster, PA

From Route 30, take the Fruitville Pike exit and follow directions for "Historic Lancaster". Fruitville Pike will become N. Prince Street. Proceed south on N. Prince Street to King Street. Left onto King. Penn Square will be one block to your right at the next traffic light. Bear right for parking entrance.