

National Association of REALTORS®  
2014 NAR Commercial Innovation Grant  
Executive Summary

Innovation Name: **What's Driving NEO: Healthcare**  
Association Name: **Akron Cleveland Association of REALTORS**  
Contact Person: **Sandy Naragon**

1. Project Summary (purpose and concept)
  - a. Statement of purpose – **To conduct an educational and networking program for area commercial practitioners.**
  - b. Original Goals – **to kick-off our newly merged association's commercial program in order to launch ACAR as a leader in Northeast Ohio's commercial practitioner arena.**
  - c. Objectives – **to raise awareness, engage ACAR's commercial members and attract new commercial members.**
  - d. Success criteria – **See excerpt below from our Innovation Grant Application:**

The measure of success will be the number of commercial practitioners in attendance and the number of non-members and institute affiliate members converted to ACAR REALTOR members following the program. Timing coincides with our annual dues billing.

**In** addition, success will be measured through improved relationships with other commercial organizations and groups in the Northeast Ohio. ACAR is positioning itself as a proactive leader of regionalism and enhanced collaboration, rather than as a competitor.

2. Project Financials
  - a. Project Budget Overview – **See attached.**
  - b. Income (fees, grant, etc)
  - c. Expenses (how was money spent?)
3. Performance Measures & Benchmarks ( i.e. how many attended your event, how many used your product or outcomes from your meeting)
  - a. To what level of success was achieved? **Awareness was raised and partnerships were built that are continuing to move ACAR's**

commercial division forward. Longtime “skeptics” of our commitment to the commercial member see a difference. Many more members were engaged (our committee went from 10 members to 30.) New members joined ACAR (5). Not as many as we’d hoped, but it is a start.

#### 4. Project Timeline (how long did it take) – 6 months

#### 5. Project Management

- a. Marketing Strategy – ACAR target marketed to its commercial members; included in ACAR’s monthly electronic newsletter “Membership Press”; spotlighted it on our website, via Facebook and Twitter. In addition, we partnered with IREM, SIOR, CREW, NAIOP—providing member pricing for anyone in these commercial groups in exchange for cross-promotion. ACAR’s President highlighted the program in his monthly column in *Properties Magazine*. It is a monthly publication dedicated to realty, construction and architecture in Northeast Ohio with 30,000 subscribers.
- b. Planning Meetings – a sub-committee of 8 commercial committee members met monthly to coordinate the venue, speakers, continuing education approval, marketing, etc. The communication coordinator and CEO also served on the sub-cmte. Prior to the program, the speakers met to coordinate topics to ensure as little overlap as possible.
- c. Day-to-Day Project Management – CEO who serves as the staff liaison to the Commercial Committee oversaw a majority of the program. ACAR’s Professional Development Director coordinated the continuing education approval.

#### 6. Lessons Learned/Outcomes

- a. Who Benefitted From Your Project? – ACAR members
- b. Project Highlights – Vice Chair for 2015 Commercial Committee was recruited; relationship was created with Xceligent representatives resulting in a future partnership and value-added benefit for ACAR’s commercial members; top leaders; non-member recruitment list was created; new commercial members joined ACAR (5). Subject matter experts and leading commercial practioners in Northeast Ohio are now aware of ACAR’s goal to revive its commercial membership division.

- c. Project Best Practices – partnering with area commercial groups, i.e. IREM, SIOR, CCIM, CREW, NAIOP, BOMA. Structured reciprocal membership agreement was reached whereby we’re providing complimentary memberships to key leaders in these organizations. Also, meetings are being scheduled to share goals, objectives so we’re not duplicating efforts.
- d. What processes worked well – Having a committee comprised of members from other commercial groups; recruiting sponsors; timing – afternoon education session that went right into a brief networking/cocktail reception.
- e. What could have been improved, and how? We’re a merged association serving two large counties. A better representation of our southern region (i.e. speakers/topics) was needed.
- f. Advice/Comments for Implementing in Another Association – start early, pin down the date, location and speakers as soon as possible so that marketing can be finalized and distributed. Take the time to fine-tune the program.

## 7. Supporting Documents

- a. Budget
- b. Marketing Piece
- c. Agenda
- d. Task List

## 2014 ACAR What's Driving NEO - Final

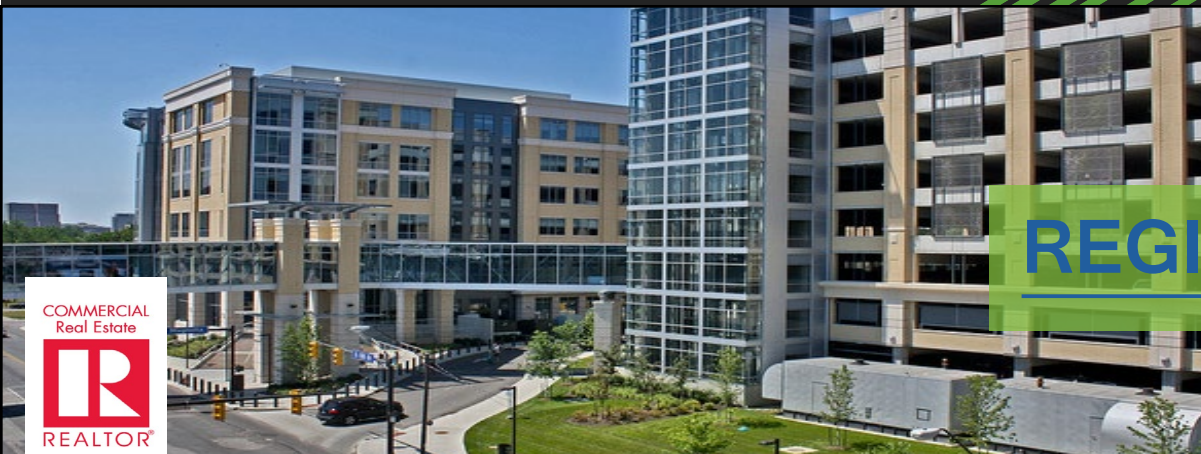
Item	Details/Assumptions	Budgeted Income	Budgeted Expenses	Net Gain/Loss
Admission Fees	\$25 for members; \$35 for non-members; tickets included in sponsorship packages also.	\$1,005.00		
CE Approval			\$50.00	(\$50.00)
Facility Rental	St. Michael's Facility Rental & Cocktail Party		\$3,526.50	
Insurance Rider			\$500.00	(\$500.00)
Marketing: Event	Internal & In Kind			
Marketing: Recruitment	Brochures		\$1,500.00	
Grant	NAR Commercial Innovation Grant	\$2,000.00		\$2,000.00
Printing: Handouts/Programs	Internal & In Kind		\$0.00	
Speaker Fees/Honorariums				
Sponsorships	Platinum - \$1,000 (1) - <b>Weston Inc Commercial R.E.</b> Gold - \$500 (3) - <b>First American, Chilcote, RWK</b> Silver - \$250 (2) - <b>Xceligent, DRY Insurance</b> Reception Sponsor - \$750 (0)	\$3,000.00		\$3,000.00
Staff Time  3 Staff	In-Kind →CEO - served on planning committee, attended event. →Professional Development Director - coordinated facility, program, speakers, CE administration, attended event. →Communication Coordinator - created marketing piece, coordinates social media campaign, issued news releases, and handled direct marketing.			
Reciprocal Memberships	IREM, SIOR, CREW, CCIM		\$800.00	
<b>TOTAL</b>		<b>\$6,605.00</b>	<b>\$6,376.50</b>	
<b>Net</b>	Offset \$\$ for 2015 Program	<b>\$228.50</b>		

4/10/2015 8:22 AM

Registration Count: 84

# What's Driving Northeast Ohio: Healthcare

## Economic Impact on the Commercial Real Estate Industry



# REGISTER NOW

3 Hours Real Estate CE

### EVENT DATE

Tuesday, November 4th

### EVENT DETAILS

St. Michael's Woodside  
5025 E. Mill Rd  
Broadview Heights  
44147

### CONTINUING EDUCATION

2:00 PM - 5:00 PM

### NETWORKING RECEPTION

5:00 PM - 7:00 PM

### REGISTRATION

Members	\$25
Non-Members	\$35

### REGISTRATION DEADLINE

October 25th

### ACAR OFFICES

CLE: 216-901-0130  
AKRON: 330-434-6677

## The Akron Cleveland Association of REALTORS® presents:

What's Driving Northeast Ohio is a game-changing educational and networking event that commercial brokers, sales agents, and community leaders won't want to miss.

Topics across the spectrum of commercial real estate will be presented by industry experts and influencers.

### Topics to Include:

- ➔ Healthcare's economic and development impact
- ➔ Leveraging healthcare start-ups, spin-offs, and supply chains
- ➔ Medical facility management and property management
- ➔ Brokerage services and healthcare facilities as investment instruments
- ➔ The connected nature of real estate development on the healthcare industry
- ➔ Using mixed-use development to generate vital and viable communities
- ➔ Building strategic real estate partnerships to improve quality of life

The three-hour continuing education session will be followed by a two-hour networking reception, and happy hour.

### KEYNOTE SPEAKER:



**Maria Schimer J.D.**  
General Counsel  
NEOMED

Serving as the general counsel for the Northeast Ohio Medical University (NEOMED) Maria is the Ohio Assistant Attorney General representing the University. Maria has been involved with many aspects of the \$130mm master expansion plan and will relate this project to other campus and health facility projects.

### DISTINGUISHED PANELISTS:

#### MidTown Cleveland/Healthtech Panel:

**Jim Haviland**  
Executive Director  
MidTown Cleveland  
**Jeff Epstein**  
Director  
Health Tech Corridor

**Wesley E. Finch**  
Chairman  
The Finch Group

#### Broker Panel:

**John Poulos**  
Senior Managing Director  
CBRE

**Robert C. Nosal**  
Executive Managing Director  
Newmark Grubb Knight Frank

**Randy Ruttenberg**  
Principal  
Fairmount Properties



# What's Driving Northeast Ohio: Healthcare

## Economic Impact on the Commercial Real Estate Industry

### Wesley E. Finch

*Chairman, The Finch Group*

Mr. Finch is the Founder and Chairman of The Finch Group ("TFG"), which was originally organized in Boston, Massachusetts in 1981 and subsequently relocated to Boca Raton, Florida in 1997. TFG controls a group of associated single-purpose entities, each of which handles an aspect of the development, ownership and/or management of: (1) condominiums; (2) government assisted, affordable and/or market rate multifamily residential rental properties; (3) hospitality properties; or (4) commercial properties. In 1992-93, he was a member of President Clinton's Transition Team and has also served on task forces appointed by President Reagan and the first President Bush

### Jim Haviland

*Executive Director, MidTown Cleveland*

The last eight years have seen Cleveland's Midtown district, a two-square-mile corridor east of downtown that is dominated by aging industrial and commercial properties, infused with a new excitement. Businesses are expanding in the district instead of fleeing, property owners are renovating aging structures and developers are putting up new buildings, all betting that Midtown once again will be a thriving commercial district. A large share of the credit for the transformation goes to Jim Haviland and MidTown Cleveland Inc., the nonprofit business development group he runs that is focused on the area between downtown and the Cleveland Clinic.

### Jeff Epstein

*Director, Health Tech Corridor*

As the first director of the Cleveland Health-Tech Corridor, Jeff Epstein has spent his first five weeks on the job getting to know the 1,600-acre neighborhood in midtown Cleveland he's been charged with, taking stock of current stakeholders in the territory and developing plans to attract new business. Epstein joined MidTown Cleveland as HTC's first director from his job as vice president of development at The Coral Co., where he oversaw development of mixed-use projects, managed acquisitions and capital transactions and consulted to governmental agencies and nonprofits.

### John Poulos

*Senior Managing Director, CBRE*

Manages the Cleveland Clinic relationship, whereby CBRE provides facility management, lease administration, real estate tax administration, project management and transaction management services for approximately 4.4 million SF of medical office, outpatient clinic, surgical, emergency, administrative and data center space.

### Robert C. Nosal

*Executive Managing Director, Newmark Grubb Knight Frank*

As Executive Managing Director, Bob Nosal oversees the operations of one of the company's most consistently performing districts. His responsibilities include managing, recruiting, maintaining and servicing the office's existing accounts, and marketing the company's real estate services to prospective clients. With more than 28 years of experience in the sale and leasing of office properties and tenant representation, he handles transactions for clients on a selective basis.

### Randy Ruttenberg

*Principal, Fairmount Properties*

Randy has 28 years of experience in commercial and residential real estate throughout the country. He spent 11 years prior to founding Fairmount Properties LLC as Director of Leasing and Development at Developer's Diversified. Ruttenberg oversees all of Fairmount Properties' new project initiatives, acquisitions, leasing, and marketing.

Tuesday, November 4th  
2:00 PM - 7:00 PM

### PLANNING COMMITTEE

David Browning  
Jack Harig  
Ed Jesson  
Howard Lichtig, SIOR  
Emily Krumlauf  
Jack Marsillo  
John Mogen  
Sandy Naragon, RCE  
Pamela Sayre  
Brant Smith, CPM

### SPONSORS

WESTON INC.  
Commercial Real Estate



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SERVICES

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LAW FIRM LLP

Xceligent.



### PARTNER ORGANIZATIONS



**What's Driving Northeast Ohio: Healthcare  
Economic Impact on the Commercial Real Estate industry**

Date: November 4, 2014  
Time: 2:00-5:00 pm (NO BREAK)  
Location: 5025 E. Mill Road, Broadview Heights, OH 44147  
Instructors: Maria Schimer, Jim Haviland, Jeff Epstein, Wesley Finch, John Poulos, Robert Nosal,  
Randy Ruttenberg

2:00-2:05 Course overview/introduction of speakers

*Brant Smith to introduce event: 5-7 minutes*

- *Welcome to guests and housekeeping on cell phones and sign in/out on CE*
- *Group introduction of ACAR Board and Staff , ACAR Commercial Committee (CC,) ask ACAR board and ACAR CC to stand, brief plug on ACAR and ACAR CC goals and objectives*
- *Thank you to our sponsors: Platinum Sponsor: Weston Commercial Real Estate; Gold Sponsors: First American, Chilcote Law Firm and RWK Services; Silver Sponsors Xceligent & DRY Insurance.*
- *Recognition of Partner Organizations, and plug BOMA MOB – Tie into event*
- *Broad Overview of topic: “the impact and the opportunities” and outline of afternoon’s agenda and to hold Q & A until very end.*
- *Introduce Maria Schimer*

2:05-2:20 pm Overview of the United States health care system; focus on economic and Academic health care industry - Maria Schimer

2:20-2:40 pm Focus on Ohio health care industry; underserved population; solutions for services to assist the underserved are in place and are increasing- Maria Schimer

2:40-3:00 pm Impact of academia on health care solutions, neighborhoods and communities; impact on economic development that stimulates employment centers and housing demand- Maria Schimer

*Dave Browning to introduce panel, topic, and panelists*

- *NOTES:*

3:00-3:05 pm Overview of MidTown Cleveland real estate and transportation assets - Jim Haviland

3:05-3:15 pm Land Assembly, master planning and strategic partner information that has led to the Establishment of the of the Health-Tech Corridor and a vibrant, mixed-use district - Jim Haviland

3:15-3:20 pm Overview of Health-Tech Corridor; employment center; opportunities for small business growth - Jeff Epstein

3:20-3:25 pm Public and private real estate investments stimulated by health institutions - Jeff Epstein

- 3:25-3:30 pm Future development plans to continue leveraging core assets for growth - Jeff Epstein
- 3:30-3:35 pm Master planning, zoning ordinances, transportation solutions to improve connectivity for employment and to promote housing opportunities - Jeff Epstein
- 3:35-3:45 pm Mixed use residential developments; demand for housing choices - Wes Finch
- 3:45-3:55 pm Benefits of economic development and transformation of inner ring suburbs on the City of Cleveland and the surrounding region; employment centers; housing opportunities - West Finch

*Dave Browning to introduce panel, topic, and panelists.*

- 3:55-4:10 pm What's driving Health Tech; recruiting and retention of key components of economic development; effect of economic development on neighborhoods -Robert Nosal
- 4:10-4:25 pm Tools for economic development; cost reduction strategies; strategies that can be used to continue the economic and community development - Robert Nosal
- 4:25-4:35 pm Health care real estate; basic management; working with medical campuses and academic campuses to provide housing - John Poulos
- 4:35-4:50 pm Shifting demographics; concept of Live/Work/Play; University Circle, Hough neighborhood; other residential developments - Randy Ruttenberg
- 4:50-5:00 pm Question/Answer
- 5:00 pm Conclusion – *Brant Smith thank speakers & attendees and invite them to stay for the reception to network and enjoy appetizers and drinks from 5-7 pm.*

*Preliminary questions for Q&A which DB can ask to keep topics going. Question cards may also be given to 4-5 audience members to ask in advance.*

1. What are the single most disruptive future trends that pose either the greatest possibility for NEO, or the greatest threats for NEO related to healthcare?
2. How is the current Ebola threat going to change medial facility and property management protocols?
3. In addition to the live/thrive opportunities presented, what are the single largest opportunities for a real estate practitioner to benefit from this thriving industry? Specific examples of leasing and management opportunities.
4. What are examples of things that make the Clinic, UH, and Summa truly sustainable and leading-edge, and which simply cannot be copied and implemented as best practices by other providers elsewhere?
5. What is the most innovative design in a healthcare facility right now, in NEO or otherwise?
6. How has the 'green design' such as at AHUJA been measured in direct patient health benefits?
7. How important is it that BOMA MOB will be in Cleveland in 2015, featuring the entire NEO Healthcare system and our real estate providers? How can we best leverage this event?

*Additional recognition: Platinum sponsor video to play at the beginning of CE class and replayed at reception. All sponsors will be recognized on two posters placed at the CE class and at the cocktail reception.*



**Task List**  
**What's Driving Northeast Ohio: Healthcare!**

Task		Owner	Notes
Book St. Michael's Facility – by August 8, 2014	X	Therese Covell	
Finalize Menu		TC	
Finalize Rooms Setup		TC	
Pay Deposit		TC	
Confirm Bob Nosal	X	Dave Browning	Confirmed
Confirm John Poulos	X	DB	Confirmed
Confirm Randy Ruttenberg	X	DB	Confirmed
Create Marketing Flyer	X	Emily Krumlauf	
Create Sponsorship Letter	X	EK	
Add registration information to website	X	EK	
Add Sponsorship registration info to website	X	EK	
Select MC	X X	Cmte	Brant & David Co-Hosting
Confirm MC	X		
Confirm participation of IREM, IFMA, BOMA, CREW, CoreNet, ULI, NAIOP	X	Brant Smith	Confirmed and added to flyer.
Confirm Keynote: Maria Schimer, JD	X	Pamela Sayre	Confirmed
Launch Save the Date	X	Sandy Naragon	Sent 7/2
Launch Marketing Piece	X	SN, EK	Target Date 8/18
Include in Video	X	Jamie McMillen	Done
Launch Sponsor Letter	X	SN	Target Date 8/8
Create invitation letter for VIP's no charge (Mayors of Akron/Cleveland; County Execs?)		BS and SN	
Create invitation letter for VIP's charging		SN	
Get flyer to commercial groups who agreed to market and participate in program	X	BS	8/18
Schedule Next Meeting	X	BS, SN	8/28 @ 9:30 am Independence
Deadline for RSVP's	X		10/24
Guarantee Count to St. Michaels		TC	10/24
Create Programs			
Print Handouts			
Obtain CE outlines and biographies from keynote, panelists and keynote		TC; speakers	9/18 Haviland – ✓ Epstein - ✓
Submit CE approval forms		TC	No later than 9/26
Deadline for handouts		Speakers	10/15
Confirm staff attending event		SN	10/3
Confirm officers attending event		SN	10/3
Write agenda and script		SN, TC	10/24

Follow up with NAR on Innovation Grant	X	SN	Awarded \$2,000
Submit required follow up to NAR on program		SN	11/21/14
Confirm RSVP's of special guests to reception		TC, SN	10/24
Send thank you letters to keynote, panelists, committee members		BS, SN, Seth Task	11/7
Send follow up emails to participants with link to membership application		SN	11/7
Provide membership applications to Sherry Waples for processing.		SN, SW	11/5
Write President's Pen Article welcoming new commercial members and launching link to commercial roster.		ST	November Membership Press
Post pictures on Facebook from What's Driving NEO		EK	11/7
Develop schedule for Facebook posts promoting program.		EK	By next meeting.
Gather logos and sponsor info		EK	
Thank you letter to sponsors		SN	11/7
Confirm sponsor promises met		SN	Ongoing
Schedule speakers/cmte meeting on 9/23 or 9/24		SN	9/2/14
Provide Sandy Naragon speaker contact info	X	PS, DB, HL	9/3/14
Promote to Akron and Cleveland Bar Association		SN and DB	9/3/14
Promote to Mortgage Bankers/Brokers		HL	9/3/14
Invite Media: Crain's; Plain Dealer, ABJ		HL, ACAR & SN	9/15/14 follow up 10/15/14
Invite Jeff Scott, DDR		DB	
Follow up with sponsorship leads		BS, HL, SN, DB,	9/3/14
Send weekly status report requests		BS or SN	Weekly – Thurs
Update and send final marketing piece to committee, partners and ACAR Commercial and Affiliate members		SN, BS, EK	9/2/14
Follow up on marketing contacts – see 8/28/14 meeting notes for details.		SN, BS, DB, HL, PS	9/4/14
Submit recommendations for VIPS		All committee	9/4/14

Updated 9/19/2014 1:26 PM