

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

**Innovation Name: 2014 Greater Tulsa Commercial Market Update**

**Association Name: Greater Tulsa Association of REALTORS®**

**Contact Person: Daniele Holland**

1. Project Summary (purpose and concept)

The purpose of the Greater Tulsa Commercial Market Update (CMU) is to provide commercial real estate practitioners in Tulsa and surrounding areas with an overview of what's happening in the local commercial real estate market. The objective is always to put together a program that is informative, pertinent, and timely, and as a bonus is approved for required continuing education hours by the Oklahoma Real Estate Commission. The goal is to build a reputation of putting on THE must-go-to commercial event of the year.

The CMU is an annual event that GTAR's CRES Committee (Commercial Real Estate Specialists of GTAR) has put on in March for the last 14 years. Traditionally, area commercial brokers would give a market overview of the past year and forecast for the coming year in each of the commercial market segments: office, retail, industrial, multi-family, land/development, and every few years, hotel hospitality. Then, an "owner" from each market would talk about one development and why they selected Tulsa and/or a particular property.

This year, in an attempt to broaden the appeal of the program and attract more attendees, the committee changed up the format. Brokers would still provide a brief overview of the past year and forecast for current year, but then there would be up to three panels of experts made up of developers, investors, and city officials to address specific areas of development projects in Tulsa and surrounding areas.

In order to do that the CRES Committee had to first identify these projects and their developers/investors, and determine who could and would speak during the CMU.

The first panel was headed by the president and CEO, and senior VP of Economic Development for the Tulsa Regional Chamber of Commerce, who discussed the new Macy's Distribution Center coming to Owasso (suburb) - its economic impact and why Owasso was chosen. The second panel focused on development projects in Tulsa's Central Business District - Brady Arts and Blue Dome District, and OneOK Field outparcels. The third panel discussed development projects in the Suburban Market – North Corridor (Hwy 169), West Corridor (Hwy 75), SE (Hwy 51) and South Corridors (Creek Turnpike), and City of Tulsa retail development. We were also able to get Tulsa's Mayor to be the keynote speaker.

2. Project Financials

*See attached spreadsheet*

### 3. Performance Measures & Benchmarks ( i.e., how many attended your event, how many used your product or outcomes from your meeting)

GTAR's 2014 Greater Tulsa Commercial Market Update was the most successful one to date based on attendance and completed event evaluations turned in.

Total registered was 209 vs. 170 last year – a 23% increase

Total attended was 199 vs. 152 last year – a 31% increase

The Oklahoma Real Estate Commission approved the CMU both years for three hours of required continuing education hours.

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

Technically, the planning started in April 2013 with setting the date and selecting the venue; however, true planning – discussions on changing format, identifying hot development projects, speakers, etc., didn't begin until October. Speakers weren't all confirmed until January 2014, and we had to replace a couple of speakers the week before.

Ideally, six to nine months should be allowed to put this event together including about three months time to promote it. Realistically, it's put together in three to five months with about two months to promote it.

### 5. Project Management

Project started in earnest in October 2013; the CRES Committee for an hour to hour and a half twice per month through December, and once per month January thru February 2014. Between January and the date of the event, March 12, 2014, the detail work has handled via email between the Education Director and the CRES Committee Chair and Vice Chair.

Confirmation letters were sent to the speakers about a month before the event reminding them what they were speaking about, thanking them, etc.

We started including brief Save the Date blurbs in our weekly email to all members. Once the speakers and topics were finalized, we started promoting to all our membership with a link to the flyer in our weekly emails; we started a separate email campaign targeted to all past CMU attendees using Constant Contact. Emails were sent once per week starting the end of January.

We offered an early-bird discount which is always very successful; the deadline was February 28, about two weeks away from the event date. Early-bird for members (meaning any RE professional who was a member of a REALTOR® Association) was \$35, and for non-members \$65. Late registration pricing was \$45 and \$75 respectively.

We used our broadcast notice system one week out from the early-bird deadline; when members login into our MLS, it's the first thing they saw. The CRES Committee was also tasked with calling our commercial brokers and encouraging them to attend. Committee

members also promoted the CMU at monthly NAIOP breakfast meetings and CCIM luncheons.

## 6. Lessons Learned/Outcomes

**Who Benefitted:** Any of our members who attended (commercial, resi-mercial, and even residential) benefitted from the information gained at the event. They learned about development projects happening at the time and coming soon to Tulsa and surrounding areas, and they received market overviews and outlook for the commercial market segments of Office, Retail, Industrial, Multi-Family, and Hotel/Hospitality.

**Project Highlights:** Getting the Tulsa Mayor as the keynote speaker was a huge highlight; it's because of him we were able to get the press we got – not just a couple of our local papers, but two news channels who interviewed the Mayor and one of our committee members. The other big highlight was the new Macy's Distribution Center. Macy's just announced a few months before our CMU that they would be building it in 2014, and it would bring hundreds of jobs to the area. We were able to get the President and Senior VP of the Tulsa Regional Chamber to tell the story of what it took to get Macy's to come to the area, and the potential impact it would have on the area.

**Project Best Practices/What Worked Well:** The CRES Committee members did a great job working together to identify the most interesting/important development projects happening and procuring the appropriate speakers for those projects. Promotional efforts were effective, especially the targeted emails, and the committee members personally calling local brokers – their colleagues.

Early-bird registration is a must; about 70% of our registrations come in during that time. It's a good way to determine the success of the event, and how much more promotion needs to be done.

**What could have been improved, and how:** The committee should have started earlier determining the format, projects and speakers, and getting commitments from them. Too much of this project comes together in the six to eight weeks prior to the event. Also, should have started procuring sponsors earlier to help offset the costs of the event, and/or set the admission prices higher. The big problem for the Education Director/staff liaison is getting the brokers and speakers to get their PowerPoint presentations submitted early enough to have time to get them on the laptop being used, making sure they work, etc. Always end up the day before scrambling to get it done.

**Advice/comments for implementing in another Association:** Start planning at least six months out. Have a committee person who is a good driver and will get other committee members to get their assignments done – meaning contacting potential speakers and getting their commitments. You need to be very detail-oriented. Make a checklist of what needs to be completed, and what needs to go to the site where you're having the event. You have to stay on your committee chairs to get the information you need when you need it.

## 7. Supporting Documents (Attached)

- Financials – Revenue/Expense Report
- Promo flyer
- Sample blast emails using Constant Contact
- Sample speaker confirmation letters
- Checklist
- Timed Agenda used for the event to keep the program on schedule
- Program for the event

**2014 Greater Tulsa Commercial Market Update - Wednesday, March 12, 2014**  
**Revenue/Expense Report - Tulsa Renaissance Hotel**

Based on 200 attendance	
<b>Expenses</b>	<b>Tulsa Renaissance Hotel</b>
Room setup/Food/Beverages - Breakfast Buffet (\$19.50) (Renaissance Hotel - plus tax 8.517 %, 23% service charge)	\$6,674.00
Room Rental (\$3,600 min. food/bev to waive fee)	\$0.00
Audio/Visual (PSAV - Contracted through Renaissance)	\$1,469.00
Awards (Commercial REALTOR of the Year, GTAR Committee Chair)	\$225.00
Agenda/Program	\$245.00
Banner/Signage (Poster thanking sponsors)	\$76.00
Promotion (printed flyers)	\$75.00
OREC CE Application Fee	\$70.00
Staff Time (Includes Education Director's time for length of project; CEO; staff who did registrations and helped at event)	\$4,560.00
<b>Total Expenses</b>	<b>\$13,394.00</b>
<b>Revenue</b>	<b>Renaissance</b>
Registrations (Total Registered = 209; members = 96 ; non-members = 77; paid = 173; comps= 36) (10 no-shows; 16 walk-ins) Comps include speakers and sponsors.	\$8,950.00
Sponsorships (two affiliate members, \$1,250 each)	\$2,500.00
NAR Commercial Innovation Grant (Awarded to GTAR 2/28/14)	\$5,000.00
<b>Total Revenue</b>	<b>\$16,450.00</b>
<b>Profit/Loss</b>	<b>\$3,056.00</b>



Now in its 15<sup>th</sup> year!

# Registration Form

## 2014 Greater Tulsa Commercial Market Update

Name: \_\_\_\_\_  
Firm: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

I am bringing Property Listing flyers

### Early-bird Registration

(Through February 28, 2014)

\*GTAR Members: \$35 Non-members: \$65

### Late Registration

(After February 28, 2014)

\*GTAR Members: \$45 Non-members: \$75

\*If you are a member of any National Association of REALTORS® (NAR) affiliated real estate association, whether it's GTAR or another, you qualify for the member price.

#### Payment:

Check payable to GTAR for \$ \_\_\_\_\_

Charge my:  Visa  MC  AMEX  Discover

Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

#### Mail completed form to:

Greater Tulsa Association of REALTORS®, P.O. Box 470603, Tulsa, OK 74147

#### If paying with a credit/debit card:

Fax completed form to: (918) 663-8815 or Call: (918) 663-7500  
or Email to education@tulsarealtors.com

#### GTAR Member Online Registration:

Log on to [tulsarealtors.com](http://tulsarealtors.com) (from the Main Menu, click on the Associate Services tab, then click Register for Classes)

**Cancellation/Refund policy:** A full refund will be issued if notice is received by 5:30 p.m. (CDT) Tuesday, March 11, 2014. No refunds will be issued after that date. (Note to GTAR Members: If you charge this event to your GTAR account and fail to cancel by the stated deadline, you are still responsible for paying for the class!)

# 2014 Greater Tulsa Commercial Market Update

Brought to you by the Commercial Real Estate Specialists of GTAR

## Wednesday, March 12

The CRES/GTAR welcomes  
brokers to display your property  
listing flyers to an audience of  
over 180 commercial real estate  
professionals.

Tulsa Renaissance Hotel  
6808 S. 107<sup>th</sup> East Ave., Tulsa, OK

7:30 a.m. to 12:00 p.m.

Moderator: **Bill Richert** Richert Properties, Inc.  
OREC Approved: 3 Hours Required HOT CE Credit

7:30 a.m. Check-in and Buffet Breakfast  
8:00 a.m. Program Begins

**Keynote Speaker:**

**Tulsa Mayor Dewey Bartlett**

### Macy's Attraction & Impact:

**Mike Neal and Justin McLaughlin**  
Tulsa Regional Chamber of Commerce

**Chelsea Levo**  
City of Owasso

### Greater Tulsa Market Overviews:

**Office: Matt Reese**  
CB Richard Ellis/OK

**Retail: Bob Parker**  
GBR Properties, Inc.

**Industrial: Bob Pielsticker**  
CB Richard Ellis/OK

**Multi-Family: Melanie Richardson & Mike Marrara**  
First Commercial Real Estate Services

**Hotel/Hospitality: Mike Craddock**  
First Commercial Real Estate Services

### Tulsa's Central Business District Developments:

**Gregory Oliphant**  
Interak Corporation  
Brady Arts District

**Jeff Scott**  
Stadium Trust  
OneOK Field Outparcels

**John Williams**  
John Williams, Inc.  
Blue Dome District

### Suburban Market Developments:

**Brian Beam**  
Owasso Land Trust  
North Corridor (Hwy 169)

**Bob Martin**  
Parkes Development Group LLC  
West Corridor (Hwy 75)

**Norm Stephens**  
The City of Broken Arrow  
Southeast Corridor (Hwy 51)  
South Corridor (Creek Turnpike)

**Tammy Fate**  
City of Tulsa  
Retail Development

**Chelsea Levo**  
City of Owasso  
North Corridor (Hwy 169)

**Thank you to our exclusive 2014 GTAR Commercial Market Update sponsors!**



**Commercial Title  
& Escrow Services, Inc.**

**Guaranty Abstract Company**

(Speakers subject to change.)

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# 15<sup>th</sup> Annual Greater Tulsa Commercial Market Update

*Brought to you by the Commercial Real Estate Specialists  
of the Greater Tulsa Association of REALTORS*

*(formerly known as GTAR's REALTORS Commercial Alliance)*



## Join Us Wednesday, March 12!

This year's program is going to be more informative than ever!

In addition to **market overviews** for Multi-

Family, Industrial, Office, Retail, Hotel/Hospitality, there will be three panels of speakers discussing commercial development projects in **Tulsa's Central Business District** and the **Suburban Market**, as well as a panel discussing **Macy's**



### When

**Wednesday,  
March 12, 2014**

7:30 to 8:00 a.m.  
Check-in and Breakfast Buffet

8:00 a.m. to 12:00 p.m.  
Program

### Where

Tulsa Renaissance Hotel  
6808 S. 107th E. Ave.  
Tulsa, OK 74133

[Directions](#)

# Distribution Center Attraction and Impact.

## Keynote Speaker:

**Tulsa Mayor Dewey Bartlett**

[Click here](#) for details and registration information.

### Early-bird Registration (Through February 28)

GTAR Members: \$35.00    Non-members: \$65.00

### Late Registration

GTAR Members: \$45.00    Non-members: \$75.00

## What

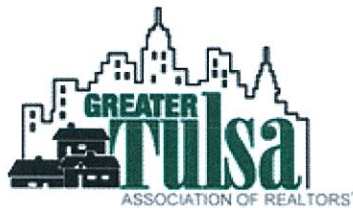
THE event of the year for Commercial real estate professionals! [View More Info](#)



## Stay Connected



**Thank you to our exclusive 2014 Commercial Market Update sponsors!**



Greater Tulsa Association of REALTORS | (918) 663-7500 | [gtarcommunications@tulsarealtors.com](mailto:gtarcommunications@tulsarealtors.com) | <http://www.tulsarealtors.com>  
11505 East 43rd Street  
Tulsa, OK 74146

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# 2014 Greater Tulsa Commercial Market Update

## Detailed Agenda

### 7:55-8:00 Introduction and Welcome

- Thank speakers for volunteering their time and expertise...
- Thank sponsors for helping make this event possible...

#### **Acknowledge Sponsors:**

Commercial Title and Escrow Services, Inc. – Pam Bewley  
Guaranty Abstract Company – Arlene Phillips

### “Housekeeping”

- If you want CE credit with the Oklahoma Real Estate Commission (OREC), and did not sign in at the registration table, please do so now. (Program is approved with OREC for 3 hours required HOT Topic CE credit.)
- CE certificates will be available on the registration table after the program.
- Turn off cell phones or put on vibrate.

### Notes for Bill:

- Allow a couple of questions after each speaker, but have most questions saved until the end.

### 8:00 – 9:00 Market Overviews (including Q&A) = 60 min total:

- 1) Multi-Family – Melanie Richardson & Mike Marrara (10 min)
- 2) Industrial – Bob Pielsticker (10 min)
- 3) Office – Matt Reese (10 min)
- 4) Retail – Bob Parker (10 min)
- 5) Hotel/Hospitality – Mike Craddock (10 min)

### 9:00 – 9:40 Central Business District (including Q&A) = 40 min total:

*Stanton Doyle stepping in for Gregory Oliphant who couldn't be there; Jeff Scott also covering Blue Dome District for John Williams who couldn't be there.*

- 1) Stanton Doyle – Brady Arts District (10-15 minutes, approx)
- 2) Jeff Scott – Blue Dome District and Stadium Trust Properties (15-20 min, approx)

### 9:40 – Have Mike Craddock come to the podium to present two awards:

2013 GTAR Committee Chair of the Year  
2013 GTAR Commercial REALTOR® of the Year

### 9:45 – 10:00 BREAK

### 10:05 – 10:35 Macy's Attraction & Impact Panel (including Q&A) = 35 min total:

Introduce Mike Neal (*Mike will introduce his panel of speakers*)

### 10:40 – 11:00 Keynote Speaker (including Q&A) = 20 min total:

Tulsa Mayor Dewey Bartlett

### 11:05 – 11:55 Suburban Market (including Q&A) = 50 min total:

*Bob Martin couldn't be there due to a family emergency – Tammy Fate will cover his part (West Corridor (Hwy 75) during her presentation.*

- 1) Chelsea Levo – North Corridor (Hwy 169) – Owasso (*If Chelsea was properly introduced by Mike Neal, you don't need to read her bio.*)
- 2) Brian Beam – North Corridor (Hwy 169)
- 2) Norman Stephens – Southeast (hwy 51) and South Corridor (Creek Turnpike); (Broken Arrow Development)
- 3) Tammy Fate – West Corridor (Hwy 75) and City of Tulsa, retail market development

**11:55 Q&A: Depending on Time - Thank everyone for attending, and remind them to pick up their CE Certificates, and drop off their event evaluations.**

## 2014 Commercial Market Update

7:30-Noon, Wednesday March 12 at the Tulsa Renaissance Hotel (Hwy. 169 & 71st Street behind Target)

			SPEAKER
7:30	25 Minutes	CHECK-IN AND BREAKFAST	
7:55	5 Minutes	Welcome and Introduction of Moderator Bill Richert	Melanie Richardson, 2014 CRES Chair
8:00	35 Minutes w. 5 /Q&A	Macy's Attraction & Impact Panel	Mike Neal and Justin McLaughlin, Tulsa Regional Chamber of Commerce
	10 Minutes	Chelsea Levo	Chelsea Levo - City of Owasso
	10 Minutes	Panel member 2	
	10 Minutes	Panel member 3	
	5 Minutes Q & A		
8:35	60 Minutes	MARKET OVERVIEW	
	10 Minutes w. 2/Q & A	Multifamily	Melanie Richardson & Mike Marrara, First Commercial Real Estate Services
	10 Minutes w. 2/Q & A	Industrial	Bob Pielsticker, CB Richard Ellis
	10 Minutes w. 2/Q & A	Office	Matt Reese, CB Richard Ellis
	10 Minutes w. 2/Q & A	Retail	Bob Parker, GBR Properties
	10 Minutes w. 2/Q & A	Hospitality	Mike Craddock, First Commercial Real Estate Services
9:35	36 Minutes	CBD PANEL	
	10 Minutes w. 2/Q & A	Brady Arts District Developments	Greg W. Oliphant, Interak Corporation
	10 Minutes w. 2/Q & A	ONEOK Field Out-Parcel Developments	Jeff Scott, Stadium Trust
	10 Minutes w. 2/Q & A	Blue Dome District Developments	John Williams, John Williams Investments
10:11	5 Minutes	2013 GTAR Commercial REALTOR of the Year / And another award	
10:26	15 Minutes	BREAK	
10:51	20 Minutes w. 5/Q&A	KEYNOTE SPEAKER	Mayor Dewey Bartlett
10:52	48 Minutes Incl. Q&A	SUBURBAN MARKET PANEL	
	10 Minutes w. 2/Q & A	North (N. Hwy. 169 Corridor)	Brian Beam, Owasso Land Trust / Chelsea Levo, City of Owasso
	10 Minutes w. 2/Q & A	West (S. Hwy. 75 Corridor) - The Walk	Bob Martin, Parkes Development Group
	10 Minutes w. 2/Q & A	Southeast (Hwy 51 Corridor/Creek Turnpike)	Norman Stephens, City of Broken Arrow
	10 Minutes w. 2/Q & A	City Of Tulsa Economic Development	Tammy Fate, City of Tulsa
11:52	8 Minutes	Run over Time	
12:00	ADJOURN		

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# 2014 Greater Tulsa Commercial Market Update

Brought to you by the  
**Commercial Real Estate Specialists**  
 of the Greater Tulsa Association of REALTORS



**Friday, February 28**  
 is the **LAST** day to take  
 advantage of early-bird savings!

[Click here for registration form](#)  
 or call 918-663-7500

**GTAR Members:**  
**\$35 early-bird** (\$45 late)

**Non-members:**  
**\$65 early-bird** (\$75 late)

**7:30 a.m.**  
 Check-in and buffet breakfast

**8:00 a.m.**  
 Program begins

**Macy's Attraction & Impact**

**Market Overviews**

Multi-Family  
 Industrial  
 Office  
 Retail  
 Hotel/Hospitality

**Central Business District  
 Developments**  
 Brady District

Mark your calendar and take advantage of the  
 early-bird discount on your registration fee  
 for the **15th Annual Greater Tulsa Commercial  
 Market Update!**

**Wednesday, March 12**

Tulsa Renaissance Hotel  
 7:30 a.m. - 12:00 p.m.

OREC Approved: 3 hours required HOT CE credit.

The Keynote Speaker is **Tulsa Mayor Dewey  
 Bartlett** who will discuss "Continuing the Growth:  
 Tulsa's Economic Development Commitment,  
 Tools, and Incentives."

A special panel discussing the **recent Macy's  
 announcement** is also scheduled, along with  
 panels discussing commercial development in  
**Tulsa's Central Business District and Suburban  
 Market.**

[Click here for program details and  
 registration form](#)

**Thank you to our exclusive  
 Commercial Market**



Register Today to Save on the 2014 CMU

ONEOK Field Outparcels  
Blue Dome District

# Update sponsors!

**Keynote Speaker:**  
**Mayor Dewey Bartlett**



**Suburban Market  
Developments**  
North Corridor (Hwy 169)  
The Walk (Hwy 75)  
Broken Arrow (Hwy 51/Creek TP)  
Suburbs of Tulsa - Retail



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Greater Tulsa Association of REALTORS | 11505 East 43rd Street | 918-663-7500 | Tulsa | OK | 74146



February 20, 2014

All confirmation letters were emailed with text in email, not as attachment.

Dear Matt:

Thank you for agreeing to again share your knowledge of the **Office market** with your fellow commercial REALTORS® at this year's Greater Tulsa Commercial Market Update.

We look forward to seeing you on **Wednesday, March 12 at the Tulsa Renaissance Hotel** (6808 S. 107<sup>th</sup> E. Ave). Breakfast buffet and check-in will be from 7:30 to 8:00 a.m., and the program will start at 8:00 a.m. Of course, your admission is free, but please sign-in when you arrive so you can receive three hours of required HOT CE credit with OREC.

**Please email your PowerPoint presentation to [dholland@tulsarealtors.com](mailto:dholland@tulsarealtors.com) by Friday, March 7 at the latest**, to allow time to load it on to the laptop we will be using. **Please also provide a short bio (max 5 lines - 1 paragraph)** so we can properly introduce you.

The format of the CMU is a little different this year than in past years; as a result, we have more speakers than usual, and really need to be mindful of time so we don't run past noon. **The broker presentation, which you are doing, should be about 10 minutes in length**, and include a review of activity in the Office market over the last year, as well as a forecast for the coming year to help identify trends and determine growth areas.

For your convenience, following is the agenda for the CMU program so you can see the order of events, as well as who else is speaking and what they will be discussing; the CMU promo is also attached.

**Macy's Attraction & Impact Panel**

Mike Neal and Justin McLaughlin – Tulsa Regional Chamber of Commerce

**Market Overviews**

Multi-Family: Melanie Richardson and Mike Marrara

Industrial: Bob Pielsticker

Office: Matt Reese

Retail: Bob Parker

Hotel/Hospitality: Mike Craddock

**Central Business District Panel**

Gregory Oliphant – Brady District

Jeff Scott – ONEOK Field Outparcels

John Williams – Blue Dome District

*Presentation of 2013 GTAR Commercial REALTOR® of the Year award and a short break*

**Keynote Speaker – Mayor Bartlett**

**Suburban Market**

Brian Beam – North Corridor (Hwy 169)

Bob Martin – "The Walk" (West Corridor, Hwy 75)

Norm Stephens – Southeast/South Corridor (Hwy 51/Creek Turnpike)

Tammy Fate – Retail Development, Suburbs of Tulsa

If you have any questions about presentation *content*, please call Melanie Richardson at 918-495-1551 or email [melanier@first-commercial.com](mailto:melanier@first-commercial.com). For any other questions, you can call me (Daniele) at 918-663-7500 or email [dholland@tulsarealtors.com](mailto:dholland@tulsarealtors.com).

Thank you again for participating in this year's Greater Tulsa Commercial Market Update.

Sincerely,

Melanie Richardson, Chair

Commercial Real Estate Specialists of the  
Greater Tulsa Association of REALTORS®

Daniele Holland, Staff Liaison  
Commercial Real Estate Specialists of the  
Greater Tulsa Association of REALTORS®



February 20, 2014

Dear Tammy:

Thank you so much for agreeing to be part of our **Suburban Market panel** at the **2014 Greater Tulsa Commercial Market Update** on **Wednesday, March 12 at the Tulsa Renaissance Hotel** (6808 S. 107<sup>th</sup> E. Ave). We look forward to hearing about retail development in the suburbs of Tulsa.

Bob Parker will be doing the Retail Market Overview this year. You may want to converse with Bob to minimize overlap; his phone number is 918-493-2525, and email is [bparker@gbrproperties.com](mailto:bparker@gbrproperties.com). (We'll also suggest to Bob in his confirmation letter that he contact you.)

The breakfast buffet and check-in will be from 7:30 to 8:00 a.m., and the program will start at 8:00 a.m. Of course, your admission is free, but please sign-in when you arrive so you can receive three hours of required HOT CE credit with OREC.

**A PowerPoint presentation is not necessary; however, if you plan to have one, please email it to [dholland@tulsarealtors.com](mailto:dholland@tulsarealtors.com) by Monday, March 3**, to allow time to integrate it into any other panelist presentations we receive. You can also drop it by the GTAR office (11505 E. 43<sup>rd</sup> Street). Also, **please provide a short bio (max 5 lines - 1 paragraph)** so we can properly introduce you.

The format of the CMU is a little different this year than in past years; as a result, we have more speakers than usual, and really need to be mindful of time so we don't run past noon. **The presentation which you are doing should be about 10 minutes max** in length.

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Mike Neal and Justin McLaughlin – Tulsa Regional Chamber of Commerce

**Market Overviews**

Multi-Family: Melanie Richardson and Mike Marrara

Industrial: Bob Pielsticker

Office: Matt Reese

Retail: Bob Parker

Hotel/Hospitality: Mike Craddock

**Central Business District Panel**

Gregory Oliphant – Brady District

Jeff Scott – ONEOK Field Outparcels

John Williams – Blue Dome District

*Presentation of 2013 GTAR Commercial REALTOR® of the Year award and a short break*

**Keynote Speaker – Mayor Bartlett**

**Suburban Market**

Brian Beam – North Corridor (Hwy 169)

Bob Martin – "The Walk" (West Corridor, Hwy 75)

Norm Stephens – Southeast/South Corridor (Hwy 51/Creek Turnpike)

Tammy Fate – Retail Development, Suburbs of Tulsa

If you have any questions about presentation *content*, please call Melanie Richardson at 918-495-1551 or email [melanier@first-commercial.com](mailto:melanier@first-commercial.com). For any other questions, you can call me (Daniele) at 918-663-7500 or email [dholland@tulsarealtors.com](mailto:dholland@tulsarealtors.com).

Thank you again for participating in this year's Greater Tulsa Commercial Market Update.

Sincerely,

Melanie Richardson, Chair  
Commercial Real Estate Specialists of the  
Greater Tulsa Association of REALTORS®

Daniele Holland, Staff Liaison  
Commercial Real Estate Specialists of the  
Greater Tulsa Association of REALTORS®



## 2014 Greater Tulsa Commercial Market Update Checklist

- CE Sign-in Sheets (OREC)**
- Roster (w/comps marked)**
- Tent Card for OREC CE Sign-in**
- Tent Card for Certificate Pick-up**
- Tent Card for Event Evaluation Form Drop-off**
- Tent Card for Name Badges**
- Tent Cards for Broker Listing Flyers (2 each market for tables outside room)**
- Signs (CMU and Sign-in; Property Listings)**
- Time Signs (2 each; 5 min, 1 min, stop)**
- Sponsors Sign / Easel**
- No Recruiting Sign**
- RESERVED Tent Cards (20 for speaker tables up front, timers, and emcee)**
- Sponsor Tent Cards (52 for all tables; bistro tables in other room)**
- Programs (on table with evals and name badges)**
- Event Evaluations (put on tables with programs)**
- Pens, Highlighters, Sharpies, Stapler, Tape, Extra Registration Forms, Adhesive Name Tags, Camera**
- CE Certificates (end of program, put on registration table or hand out)**
- Awards:**
  - 2013 GTAR Commercial REALTOR® of the Year
  - 2013 GTAR Committee Chair award
- Laptop and Clicker; also power cords and any other cords needed**

### Loaded on Laptop:

- Presentations for Speakers Due Monday, March 3:**

Mike Neal

*Justin McLaughlin*

*Chelsea Levo*

*John Smaligo*

*Charles Kimbrough*

Mayor Bartlett

Melanie Richardson

Mike Marrara

Bob Pielsticker

Matt Reese

Bob Parker

Mike Craddock

Stanton Doyle

Jeff Scott

Brian Beam

Norm Stephens

Tammy Fate

- Welcome/Sponsor Thank You PPT Slide**

**In Folder for Emcee (Bill Richert):**

**Bios for Speakers** (printed out)

Mike Neal

*Justin McLaughlin*

*Chelsea Levo*

*John Smaligo*

*Charles Kimbrough*

Mayor Bartlett

**Melanie Richardson**

**Mike Marrara**

**Bob Pielsticker**

**Matt Reese**

**Bob Parker**

**Mike Craddock**

Stanton Doyle

Jeff Scott

Brian Beam

Norm Stephens

Tammy Fate

**Detailed Agenda/Notes for CMU Emcee Bill Richert**

**In Folder for Mike Craddock:**

**Write-ups for winners:**

2013 GTAR Commercial REALTOR® of the Year

2013 GTAR Committee Chair award

# 2014 Greater Tulsa Commercial Market Update

Presented by: the Commercial Real Estate Specialists of the Greater Tulsa Association of REALTORS®

## Agenda

7:30 a.m. Check-in and Buffet Breakfast      8:00 a.m. Program Begins

Emcee: **Bill Richert** Richert Properties, Inc.

### Market Overviews

1) Multi-Family:

**Melanie Richardson & Mike Marrara**  
First Commercial Real Estate Services

3) Office:

**Matt Reese**  
CB Richard Ellis/OK

5) Hotel/Hospitality:

**Mike Craddock**  
First Commercial Real Estate Services

2) Industrial: **Bob Pielsticker**  
CB Richard Ellis/OK

4) Retail: **Bob Parker**  
GBR Properties, Inc.

### Tulsa's Central Business District Developments

**Stanton Doyle**

George Kaiser Family Foundation  
Brady Arts District

**Jeff Scott**

Jeff Scott Realty  
Blue Dome District  
Stadium Trust Properties

2013 GTAR Commercial REALTOR® of the Year Award Presentation

Break

### Macy's Attraction & Impact

Moderator: **Mike Neal**

Tulsa Regional Chamber of Commerce

**Justin McLaughlin**

Tulsa Regional Chamber of Commerce

**Chelsea Levo**  
City of Owasso

**Brian Beam**  
Owasso Land Trust

**John Smaligo**  
Tulsa County Commissioner, District #1

**Charles Kimbrough**  
Oklahoma Dept. of Commerce

### Keynote Speaker

**Tulsa Mayor Dewey Bartlett**

### Suburban Market Developments

**Brian Beam & Chelsea Levo**  
North Corridor (Hwy 169)

**Norm Stephens**  
City of Broken Arrow  
Southeast Corridor (Hwy 51)  
South Corridor (Creek Turnpike)

**Tammy Fate**  
City of Tulsa  
Retail Development

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