



2017 Spring Conference – San Diego

Speaker and Education Highlights

Thursday, February 23

3:30-4:30 pm

Keynote Speaker: Mark Cafferty, CEO, San Diego Regional Economic Development Corporation

Mark Cafferty will share an inside perspective on the unique collaboration of business, trade, community and educational leaders that are driving San Diego's position as a key global market. Cafferty has spent more than 20 years designing systems to support career advancement and economic opportunity for the American workforce. He is frequently quoted in regional media outlets such as the *San Diego Business Journal* in addition to global outlets such as *The New York Times* and *Bloomberg Businessweek*.

Session Sponsored by CoStar

Friday, February 24

9:00-11:00 am (keynote address 10:00-11:00 am)

Opening Session Keynote Speaker: Greg Lindsay, author, journalist and trend analyst

New York City-based author, journalist, professor and trend analyst Greg Lindsay will share insights on the rapidly evolving co-working trend that is shaping the future of corporate office space. A contributor to *Fast Company* and *Inc.* magazines and author of *Aerotropolis: The Way We'll Live Next*, Lindsay will share insights on the factors affecting commercial real estate utilization, including technology, hoteling and Millennial work style preferences.

Session Sponsored by Buildout

11:00-12:15 pm

CORFAC Network - Making More Real Deals in the Network: Transactions Committee Chair Steve Lane, Voit Real Estate Services/CORFAC International

Transactions Committee Chair Steve Lane will lead an interactive session designed to encourage more connections – and more deal opportunities – among your CORFAC colleagues. Member participation is required and there will be valuable prizes, including an Apple watch. You won't want to miss this fun and enlightening session!

Sponsored by Rockefeller Group

1:30-3:00 pm

Best Practices - FASB Changes: What Do Brokers Really Need to Know? Barbara Crane, CCIM Institute Senior Instructor, 2019 CCIM President and Senior Director of Properties Group for Kennedy Wilson

With more than 35 years of commercial real estate brokerage experience, Barbara Crane, CCIM, understands the real-world implications of policy and regulation changes for both brokers and their clients. Crane will break down the upcoming Federal Accounting Standards Board (FASB) changes and explain critical takeaways that brokers must know to effectively advise their clients.

Sponsored by HSB Architects + Engineers

3:30-4:30 pm

Panel Discussion - How Technology Is Shaping the Future of Commercial Real Estate: Eric Northbrook, Principal, Voit Real Estate Services/CORFAC International

How is technology influencing the way we do business today? How will it impact our clients' decisions tomorrow? What advantages - and challenges - does technology present for the brokerage industry? Eric Northbrook will host a panel discussion exploring these questions and more. Panelists include San Diego tech experts Darin Andersen, founder of CyberTECH; Darryl Anunciado, CEO of Action Drone Inc. and an expert from AMP Technologies, among others.

Session Sponsored by Ten-X

Saturday, February 25

9:00-11:00 am

CORFAC PR and Marketing Strategy Session: Kevin Miller, Frost Miller Communications

All CORFAC conference attendees are encouraged to attend this highly interactive session led by the new CORFAC PR/Marketing Consultant Frost Miller Communications. President and company founder Kevin Miller will share insights about his firm's experience, discuss how CORFAC can leverage online tools to expand its brand and business development goals and lead a discussion that will serve as the foundation for CORFAC's future PR and marketing direction. All CORFAC member input is strongly encouraged.

Sponsored by Xceligent