



2017 CORFAC Spring Conference

Solamar Hotel • San Diego, California

February 22 - 25, 2017

Wednesday, February 22, 2017	
9:00 am - 4:00 pm	Golf Outing
12:00 pm - 4:00 pm	Charlie King Cycling Classic
6:00 pm - 7:00 pm	Opening Reception
7:30 pm	Dine-Around
Thursday, February 23, 2017	
7:30 am - 9:00 am	Continental Breakfast
7:30 am - 10:00 am	Executive Committee Meeting (closed meeting)
10:15 am - 11:30 am	International Committee
	Lunch will not be provided. Lunch on your own.
12:00 pm - 2:00 pm	Next Gen Committee Roundtables
12:30 pm - 1:30 pm	Affiliation Development Committee
1:30 pm - 5:30 pm	Whale Watching Tour
1:45 pm - 3:00 pm	Communications Committee
3:00 pm - 3:30 pm	Sponsor Break
3:30 pm - 4:30 pm	<p>Keynote Speaker: Mark Cafferty, CEO, San Diego Regional Economic Development Corporation</p> <p>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. He is frequently quoted in regional media outlets such as the <i>San Diego Business Journal</i> in addition to global outlets such as <i>The New York Times</i> and <i>Bloomberg Businessweek</i>.</p> <p><i>Session Sponsored by CoStar</i></p>
4:30 pm - 5:30 pm	Next Gen Huddle
4:30 pm - 5:30 pm	Sponsor Demos
6:00 pm - 7:00 pm	Welcome Reception
7:30 pm - 10:30 pm	<p>Dinner at the Air and Space Museum (ticketed event)</p> <p><i>Event Sponsored by Ten-X</i></p>
Friday, February 24, 2017	
8:00 am - 9:00 am	Past Presidents Committee Meeting (closed meeting)
8:00 am - 9:30 am	Continental Breakfast
9:00 am - 11:00 am	<p>Opening Session Keynote Speaker: Greg Lindsay, Author and Trend Analyst</p> <p>Greg Lindsay will share insights on the rapidly evolving co-working trend that is changing the future of corporate office space. A contributor to <i>Fast Company</i> and <i>Inc.</i> magazines and author of <i>Aerotropolis: The Way We'll Live Next</i>, Lindsay will discuss the many factors affecting office space utilization, including technology, hoteling and Millennial workstyle preferences.</p> <p><i>Session Sponsored by Buildout</i></p>
11:00 am - 12:15 pm	<p>CORFAC Network - Making More Real Deals in the Network: Transactions Committee Chair Steve Lane, Voit Real Estate Services/CORFAC International</p> <p>This interactive session is designed to encourage more connections – and more deal opportunities – among CORFAC colleagues. Member participation is required and there will be valuable prizes. Don't miss this fun and enlightening session!</p> <p><i>Session Sponsored by Rockefeller Group</i></p>
10:00 am - 2:30 pm	Coronado Island Outing and Lunch

12:15 pm - 1:15 pm	Lunch
1:30 pm - 3:00 pm	<p>General Session/Best Practices - FASB Changes: What Do Brokers Really Need to Know? Barbara Crane, CCIM Institute Senior Instructor, CCIM 2019 President and Senior Director of Properties Group for Kennedy Wilson</p> <p>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.</p> <p><i>Session Sponsored by HSB Architects + Engineers</i></p>
3:00 pm - 3:30 pm	Sponsor Break
3:30 pm - 4:30 pm	<p>General Session/Panel Discussion - How Technology Is Shaping the Future of Commercial Real Estate: Eric Northbrook, Principal, Voit Real Estate Services/CORFAC International</p> <p>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.</p> <p><i>Session Sponsored by Ten-X</i></p>
4:30 pm - 5:30 pm	Sponsor Demos
6:30 pm - 7:30 pm	Reception
7:30 pm - 10:00 pm	<p>Awards Dinner</p> <p><i>Event Sponsored by ClientLook</i></p>
Saturday, February 25, 2017	
8:00 am - 9:15 am	Continental Breakfast
8:00 am - 9:00 am	Standards of Excellence Committee
8:00 am - 9:00 am	Professional Development Committee
9:00 am - 11:00 am	<p>Closing Session - CORFAC PR and Marketing Strategy Session: Kevin Miller, Founder and President of Frost Miller Communications</p> <p>All CORFAC conference attendees are encouraged to attend this highly interactive session led by the new CORFAC PR/Marketing Consultant Frost Miller Communications. 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.</p> <p><i>Session Sponsored by Xceligent</i></p>
10:00 am - 2:30 pm	Balboa Park Outing and Lunch
11:30 pm - 1:00 pm	Lunch
12:00 pm	Hotel check out
12:00 pm - 2:00 pm	Board of Directors Meeting
2:00 pm - 3:00 pm	Beer with the Board