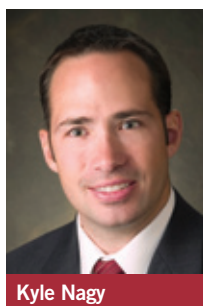


What Does It Take to Lead a Chapter?

Two of NAIOP's Developing Leaders will soon be adding more responsibilities to their already-full plates that include serving as key leaders in their respective firms and active involvement in their local NAIOP chapters. **Kyle Nagy**, director with CommCap Advisors, will step into the role of president of **NAIOP Southern Nevada** next year, while **Brian Graham, CCIM**, brokerage associate and director of research with Colliers International, will take the helm as president of **NAIOP Cincinnati/Northern Kentucky**.

NAIOP recently spoke with these dynamic presidents-elect to see how they were preparing for their 2012 terms. In addition to sharing their leadership platforms, Nagy and Graham discuss the challenges and opportunities they foresee as they lead their chapters through the slow economic recovery:

What prompted your decision to run for your chapter's presidency?



Kyle Nagy

Nagy: I started attending NAIOP meetings in 1999 and immediately recognized the value of the organization for commercial real estate professionals. After serving on the Education Committee, I served or chaired several committees and ran for the chapter board. After serving on the board and as treasurer, I thought it was time to make the ultimate contribution and run for chapter president.

Graham: I have been an active member of NAIOP Cincinnati/ Northern Kentucky since 2005. I joined the board shortly after, in an effort to become more involved with our local organization. I decided to run for our chapter's presidency to take even more of a leadership role within our market.

Are you currently connecting with chapter leaders and/or mentors to prepare for your role as president?



Brian Graham

Nagy: Absolutely, current and past chapter leaders are a great resource. I consider all of them my friends and know they will provide honest advice and feedback.

Graham: I am in contact with our board of directors to obtain advice and feedback on how I can continue the success of our group. I have also reached out and sat down with past presidents, listening to their ideas and seeing what "best practices" I can carry forward in this new position.

How do you plan to solicit feedback and ideas from chapter members?

Nagy: We are a busy chapter and there are committee meetings or activities almost every day. I plan on attending

as many functions and meetings as possible and talking to members in groups and one on one. Current leadership is great to work with, and they are all willing to work toward the betterment of the chapter and are willing to put aside any self-serving motives. I know they will share their advice and feedback. Our chapter also utilizes LinkedIn and Facebook and is working on a Google discussion group. I have found that people are more honest on a Web site or when posting to a group. I like the instant feedback and candor and plan on using these social media sites regularly.

Graham: Reaching out to members on a quarterly basis is something I strive to do in my current position on the board. I will continue to do this as president in 2012. Member feedback is critical to understanding what we need to be focused on and which direction our group needs to be headed.

What is the platform you'd like to focus on next year and how do you plan on executing it?

Nagy: I know what I would like to accomplish, but the stability of the market will limit or dictate my platform. I have learned from the past three chapter presidents that fluidity and flexibility are crucial to the position.

First and foremost, I will continue the work of past presidents and focus on membership growth and retention while providing value for our sponsors.

Graham: As the current Membership Chair, I want to continue my pursuit of attracting and retaining the best members possible as president.

What do you see to be the biggest challenges and biggest opportunities you may face?

Nagy: The biggest challenge for all Las Vegas real estate professionals is the market. Our NAIOP members are more willing to share ideas and thoughts than they were three years ago. We have grown together through

a common need for survival. The internal challenge for the Southern Nevada chapter will be to balance services and activities with the limitations of our budget.

Brian: The biggest challenge I see is differentiating our group from our competitors. We have a large number of commercial real estate organizations in Cincinnati and it is critical that we set ourselves apart from the other alternatives a member has to choose from.

What kind of music is usually on your iPod?

Nagy: Everything from classical to rap. Right now my favorite band is Mumford and Sons. Their brand of English

folk rock is refreshing. I also listen to a little Flogging Molly and a little Bob Dylan mixed.

Graham: I'm an avid cyclist and listen to my iPod while I ride, so anything that pumps me up and gets me up the hills faster will work.

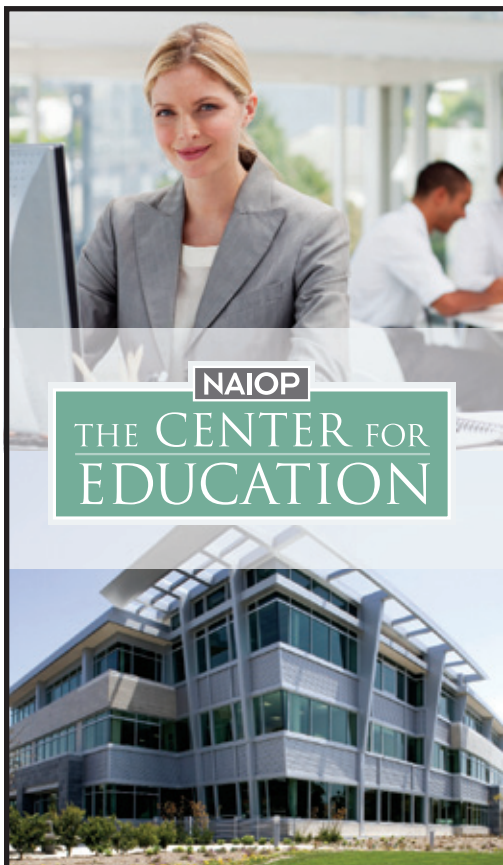
What's your pet peeve?

Nagy: People who talk, but do not "show up."

Graham: Procrastination. ■

To learn more about NAIOP's Developing Leaders program, visit the dedicated DL Web site at www.naiop.org/dl.

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Designing Spaces for Gen Y

It's no secret that designing functional retail and office projects for the mobile Gen Y demographic requires a thorough understanding of how this segment uses space for work and recreation.

Cho Suzumura, principal with MulvannyG2 Architecture, published part one of a four-part series on incorporating non-conventional design elements when building new office or retail space to meet the needs of this unique segment of the population. Suzumura and his colleague, **Justin Hill**, senior principal, AIA, LEED AP, recently provided greater insight into the innovation necessary to develop functional, authentic spaces that foster the sense of community sought by Gen Y end users.

Suzumura stresses the importance of understanding that Gen Yers are more information-oriented and Web-centric than any other segment. In a retail environment, Boomers are more interested in the actual products and



Cho Suzumura



Justin Hill

merchandise while Gen Yers seek out the overall "retail experience." This demographic enters a shopping destination already familiar with the store's products from using social media information sources. Hill believes that Gen Yers' demand for instantaneous



Showcase your talents on commercial real estate's grandest stage.

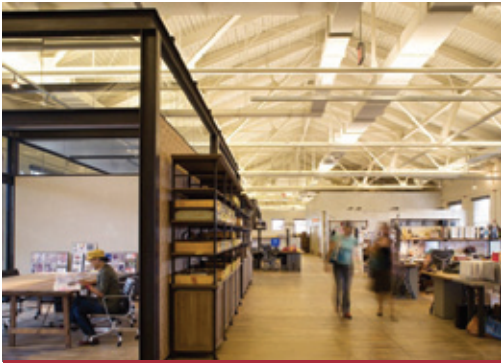
Apply for the 2011 Developing Leaders Award

NAIOP's popular **Developing Leaders Award** is back! This prestigious award honors rising commercial real estate professionals, 35 years of age and under, for their valued contribution and commitment to the industry. **Application deadline is July 29.**

Applications are now being accepted and candidates will be evaluated based on six categories. Award recipients will be honored at **Development '11: The Annual Meeting for Commercial Real Estate** in Scottsdale, October 18-20, in addition to receiving publicity and unparalleled networking opportunities.



Learn more and apply on NAIOP dedicated DL Web site: www.naiop.org/dl.



Urban Outfitters' office space emphasizes flexible, open spaces, a key attraction for Gen Y employees.

product information warrants a retail environment where that information is virtually “pushed out” to them. The space needs to literally “speak” to that audience, which can be accomplished by incorporating onsite computer and mobile technology, signage or live video feeds, among other design elements. Both Suzumura and Hill noted that creating an environment that is authentic to the “brand” and fosters a sense of community, in addition to meeting the need for instant information and communication, is crucial when designing for this segment.

Here are their do's and don'ts when developing/designing retail space for this unique age group:

Do:

- Design space that is quickly adaptable; less emphasis on architecture and more on the space itself.
- Incorporate plenty of open space; this audience relates well to the use of temporary “pop up” kiosks to quickly change merchandise offerings.
- Retail space needs to speak to the audience in terms of authenticity – all of the design elements need to consistently reinforce the store's brand.



Johnson Controls' Oxygenz research project is collecting Gen Y work space preferences through their interactive tool. You can create a personalized work space that details color, architecture, furniture and other design elements including the amount of natural daylight preferred in the work environment.

Don't:

- Build out a retail project catering to the Gen Y market that contains a lack of flexible space.
- Overbuilding a space hinders its ability to quickly transform and become an “experience” destination versus a typical suburban location with products/merchandise placed on towers and shelving.

In a work environment, Gen Yers tend to be more collaborative and tech-savvy than their predecessors so their office spaces should generate opportunities for greater connectivity and creativity. Incorporating plenty of open space that can be utilized for socializing or impromptu brainstorming sessions is a must. Gen Y end-users find traditional high-ambient lighting too harsh for use with today's technological offerings. Hill suggests taking a “retail” approach in building office space for this group by utilizing

retail elements such as electronic signage and graphics. Suzumura cites some fictional office spaces featured in such popular television shows as *CSI Miami* as examples of the types of work environments Gen Ys find most functional.

Whether designing retail or office space for the Gen Y market, both Suzumura and Hill agree that the most important factor is branding the space. Authenticity is of utmost importance to this generation so being true to the brand is vital for successful projects. ■

By **Leslie Silvey**, senior communications manager, NAIOP.

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