



Overview - Real Estate Symposium

Place-Making Economic Development & Corporate/University Real Estate Value Creation Strategies Salisbury University - Franklin P. Perdue School of Business

**December 6, 2013
9:00am to 12:00pm**

Creatively repositioning real estate to capture new demand and stimulate private investment is the key to economic development and job creation in today's economy.

Sperry Van Ness, Salisbury University Perdue School of Business, and The Johns Hopkins Carey Business School present an academic and professional program designed to foster economic development through:

- Creating Strategic Marketing Plans and new "Market stories" that transform under-productive real estate assets into economic development catalysts.
- Developing Place-Making and Branding strategies that help communities "tell their market story" and articulate "why" someone would want to locate there.
- Exploring how corporate, governmental, and university real estate decisions can foster new economic development, business entrepreneurship and acceleration, and social value creation through repositioning their real estate. (University Research Parks, City Labs, Space Ports)

Generating new demand for under-productive real estate remains a major challenge during these uncertain economic times. That is why understanding the importance of "Making Places" in driving real estate demand is essential, since today, the most important decision in people's lives today is where they choose to live. Communities that recognize this trend, and develop innovative real estate and "Place-Making" strategies, will capture more than their fair share of future market demand and economic development.

Corporations, universities, government, and healthcare networks also play a critical role today in "place-making" and fostering economic development. Gaining a better understanding on how these key stakeholders can engage within their communities to turn downsizings, facility closings, and consolidations into exciting and innovative new value creation strategies will result in immeasurable benefits.

Whether your community has lost a key employer, is struggling to find ways to attract new jobs, or has under-productive real estate in key locations, the distinguished panelists at our Symposium will present new ideas for catalyst economic development projects and innovative real estate strategies that will bring a new sense of market possibility to the Eastern Shore and Delmarva regional economies.

Thank you to our sponsors:





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Corporate/University Real Estate Value Creation Strategies
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December 6, 2013

- **Welcome and Opening Remarks**

Dean Bob Wood, Perdue School of Business, Salisbury University

- **Strategies to Create Place-Making Economic Development & New Demand for Real Estate (Salisbury-Ocean City Wicomico Regional Airport and the Mid-Atlantic Aerotropolis)**

Panel: Caroline Massey, Assistant Director for Management Operations, NASA Wallops Island, VA

Dr. Memo Diriker, Founding Director, Business, Economic, and Community Outreach Network (BEACON), Perdue School of Business, Salisbury University

Keith O'Donnell, Principal, Avison Young (Co-Founder of MedUTech FL and Former Managing Principal of Flagler Real Estate)

David J. Wilk, CRE, MAI, National Chair, Corporate Real Estate & Advisory Sperry Van Ness and Corporate Valuation Advisors (moderator)

- **Corporate/University Real Estate Connectivity to Business Entrepreneurship and Social Value Creation (University Research Parks, City Labs, Tech Runway)**

Panel: Lindsay Thompson, Associate Professor, Johns Hopkins Carey Business School (Urban Social Enterprise and Founder of Carey City Labs)

Dr. Michael H. Casson, Jr., Associate Professor & Director, University Center for Economic Development and International Trade, Delaware State University

Kimberly Gramm, Assistant Dean, Community Relations, Director, Adams Center for Entrepreneurship, Florida Atlantic University, College of Business

Charles J. Schilke, JD, CRE, Johns Hopkins Carey Business School, Director-Real Estate Program (Former Corp. RE Executive - ExxonMobil & Red Cross)

David J. Wilk, CRE, MAI, Sperry Van Ness, JHU Carey - Graduate Research & Collaboration on Corp RE, Place-Making, and City Labs (moderator)

Three (3) hours of CE credit pending for DE & MD