

## Message From The President

David Murphy

Central Florida has led the country in job growth over the past three years and consistently ranks as one of the most competitive business climates in the United States. We are truly fortunate to be a part of one of the most dynamic commercial real estate markets in the country and we believe the NAIOP Central Florida Chapter is poised for a record setting year in 2020.

It is humbling to look over the roster of previous NAIOP Central Florida Chapter presidents and board members who forged the tremendous legacy that we have the opportunity to build upon. With that in mind, our mission for 2020 is to drive membership value in the following ways:

**Advocacy:** In 2020 we will strengthen and publicize NAIOP of Central Florida's identity as the voice of the commercial real estate industry in our region so that we are recognized by legislators and the business community as a key partner in the growth of the Central Florida economy. Jody Barry leads our Public Affairs committee and is a great contact to reach out to if you would like to be a part of our growing advocacy initiative.

**Networking:** Business development and relationship building are key components of a successful professional organization. NAIOP of Central Florida shines in this area, as many of our events are "must-attend" affairs that bring out the best and brightest in our commercial real estate community. Bob Moser is once again leading our programs committee this year and I am very excited to see what he comes up with. Our 2020 member recruitment efforts are focused on reaching a diverse cadre of professionals. We welcome all and encourage everyone to be an active part of our organization. Board of Directors Member Colette Santana is actively leading our membership committee in 2020.

**Professional Development:** Our educational offerings have won awards at the national level and are best in class. When someone attends a Central Florida NAIOP Chapter program, they can expect a strong return on their investment. An important focus for me is the development of commercial real estate practitioners that are new to the business. I will be working closely with our robust Developing Leaders organization under the leadership of Derek Riggleman to foster more opportunities for professionals early in their careers. Additionally, Andy Slowik is leading our mentorship committee this year to enhance our ability to provide access for newer market participants to learn from established veterans in the industry. One of the most exciting events on the NAIOP Calendar is the Case Competition event involving college students and led by Board of Directors member Emily Franklin-Peiper. As leaders in our industry, it is our responsibility to lend a hand to the next generation.

One of the best ways to get involved with NAIOP of Central Florida is to join a committee. Whether it is helping Eric Penaranda with the best commercial real estate golf event in Central Florida or joining with Sean Dupree to improve upon last year's highly regarded Developers Showcase, feel free to reach out to me or Lindsay to see where you might be able to contribute.

On behalf of the 2020 Board of Directors, we thank you for your interest, membership, and support of the NAIOP Central Florida Chapter.

