

NAREE News

WINTER 2012 • www.naree.org

46th Annual Journalism Conference • Denver • June 20-23 A MILE HIGH RECOVERY?



JUNE CONFERENCE

NAREE's Ultimate News Conference

- Commercial, Residential and Mortgage Market Forecasts
- Multi-Family Symposium
- Green On and Off the Grid
- Trends Tours

plus

- iPad Apps: Reporters Workshop
- iPhone: Social Media Shortcuts
- NAREE Journalism Awards Reception
- Bruss Book Awards Ceremony
- NAREE's 16th Annual Meet the Press



COMPETITION CALENDAR

March 1 • Entry Deadline
62nd Annual NAREE Real Estate Journalism Awards Competition

March 15 • Entry Deadline
5th Annual Bruss Book Awards Competition

April 15 • Application Deadline
10th Annual Bivins Fellowship

[Download Forms on NAREE.org](http://www.naree.org)

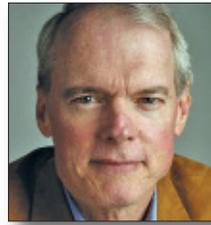


NAREE Media Reception at IBS Orlando • Feb. 9

PRESIDENT'S NOTEBOOK

By Harold Bubil, Sarasota Herald-Tribune

It Might As Well Be Spring Denver's Cool



Timing counts for a lot in real estate. Journalism, too.

And when you are presenting a journalism conference packed with dozens of story-producing real estate panel discussions, then yes, timing is everything.

NAREE's Spring Journalism Conference is held in the latter half of June, which could be considered spring. To paraphrase Bill Clinton, "It depends on what your definition of 'spring' is."

If your definition is 92 and sticky, then June 20 is spring in La Florida. If your definition is 104 degrees of armadillo-baking dry heat, then San Antonio fit the bill last June for the 2010 NAREE Spring Journalism Conference.

But members from the northern states might consider 80 degrees to be a spring day. That's what it should be in Denver for our 2012 Spring Conference, June 20-23 at the historic Brown Palace Hotel. This place is crazy nice for just \$109 a night on the Comfort Inn side of the Brown Palace, and \$185 in the actual grand dame, herself. The Brown Palace connects to the contemporary C.I. via skybridge.

I just saw a picture of the presidential suite at www.brownpalace.com. Barring my impeachment, I definitely will be there! And I want to see each of you in the P.S. every night, for a night cap and so I can introduce you to new real estate journalists from all over the country.

It would be the least I could do. After all, in the summer (er, spring) of 2010, after the wildly successful Spring Festival of Heat in Austin, in which some of you saw half-naked women trot down Sixth Street while those of us with teenage daughters in tow watched 10 million bats come out from under the Congress Avenue Bridge, I was one of the leaders of a bloodless insurrection that resulted in the 2011 show being held a few miles to the south, in San Antonio. Austin wasn't THAT hot, I reasoned, and Texas is an easy flight for everyone. (Too, I hadn't seen the Alamo.)

Once there, I heard plenty of complaints about the weather. When Ralph wasn't looking, I nodded in his direction and held my dry, flaking hands up as if turning an imaginary steering wheel. Subliminal message: "It's a real close drive for Mr. Houston Real Estate."

At the NAREE board meeting following the 2011 Spring Conference, I kept my mouth shut. I hate to be blamed for things that are my fault. So the Denver decision was left to others, and you can see where the brains are in this organization. Denver will be great. Maybe we will even get to see the Tim Tebow Statue.

As you make your travel reservations, get your stories together early for the 2012 NAREE Journalism Contest; deadline March 1. We have awards for everything except Best President's Notebook Column. Then, when you win, you get to rush the podium and collect your award, from me! At which time I will say to you, "Congratulations, good timing, and didn't I pick a great destination for the 'Spring' Conference?"

NAREE News

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*NAREE News is the voice of the world's only
professional association of writers, editors,
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Come to the NAREE Media Reception in Orlando in February

The NAREE Winter Media Reception will be a highlight of the International Builder's Show in Orlando, which runs Feb 8-11.

NAREE board member **Jean Dimeo**, editor of Building Products magazine, will speak at the reception on: "What's the Real Scoop on New Products at the Show? Are the headline grabbers green or over the top?" Jean's talk will give you a leg up as you walk the convention floor to see the builders' wares.

NAREE's reception will be Thursday, Feb. 9, 2012 in Room W202C at the Orange County Convention Center from 5:00 pm to 6:30 pm.

Stop by and see old NAREE friends, meet some new ones and have some refreshments before you fight the traffic to head to your next event. Bring a friend! RSVP to madkimba@aol.com



DESTINATION: DENVER JUNE 20-23

NAREE's 46th Annual Real Estate Journalism Conference to Offer a Mountain of Stories and Skill Building Workshops for Staffers and Freelancers Midyear Updates on Commercial, Residential, Financial Markets and More

By **Kris Hudson,**
Wall Street Journal and Denver Conference Chair



It's time to cover real estate with altitude. The Mile High City will play host to NAREE's 46th Annual Real Estate Journalism Conference June 20-23.

This latest installment of NAREE's annual conference promises to build on the legacy established by past conferences in San Antonio, Austin and Washington, D.C. Attendees at the Denver conference can look forward to a busy mix of professional development workshops, informative panels and fun off-site property tours.

Much of the conference will take place in a venue with no equal. Denver's historic Brown Palace Hotel, opened in 1892, has welcomed countless presidents, entertainers such as the Beatles and visiting dignitaries. In the aptly named Eisenhower Suite, President Dwight Eisenhower hit an errant golf ball into the fireplace mantel, and the resulting dent remains there today. The Brown, as the hotel is called, still serves daily afternoon tea. And, I suspect it is one of the few hotels older than 100 years that no one claims is haunted. The Brown is linked by a second-story skybridge to the more affordable Comfort Inn.

Outside of the hotel, Denver presents NAREE attendees with an array of compelling real estate projects. The metro area is in the midst of a multiyear, multibillion-dollar expansion of its light rail system, putting it at the forefront of transit-oriented development. Forest City's ongoing development of the former site of Stapleton International Airport in Denver stands as one of the largest urban redevelopment projects in the U.S. Projects such as the Belmar mixed-use complex in nearby Lakewood illustrate the possibilities of redeveloping failed shopping malls.

Within the conference itself, NAREE intends to expand on themes that worked well in previous meetings. We'll have several panels featuring notable speakers on topics spanning residential real estate, commercial real estate, green building and other topics. We also intend to build upon our professional development offerings, adding more programs such as a "Social Media Made Easy with Smart Phones" workshop led by NAREE President Howard Bubil and an iPad workshop featuring time-saving apps for reporters conducted by NAREE associate member Kevin Hawkins.

NAREE is also leaning on advice from long-time member, Denver '98 Conference Chair and veteran reporter John Rebchook for help on speakers, panels and tours. John has the thickest Rolodex on real estate in Colorado, having covered the beat for 26 years at the Rocky Mountain News. He is now the founder and editor of Inside Real Estate News.com.

We are arranging off-site tours focused on the Stapleton redevelopment and a LEED-certified office tower in downtown Denver, though the plans still are tentative. Another possibility is an optional, full-day tour of the mountain town of Vail on the conference's final day, June 23.

Join us in Denver for thin air, mountain views and real-estate news.

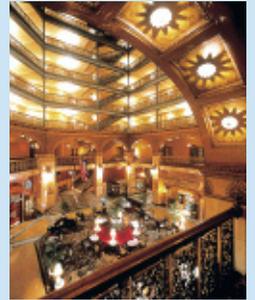
**Early Bird Registration on NAREE.org.
Click the "Spring Conference" Tab.**

NAREE Headquarters Hotel Has Business Luxury and Economy Options -- Historic Brown Palace Linked to Highly Rated Comfort Inn

Steak or lobster? Lennon or McCartney?
It's hard to choose between two great options.

For the first time, NAREE is offering two great hotel options for its annual real estate journalism conference.

Hotel Option 1 -- If an exquisite, Italian Renaissance property suits your taste, then consider the historic Brown Palace, a four-star, four diamond designated hotel for more than 30 years with classic furnishings and Old-World workmanship in its 241 rooms. Travel & Leisure included the Brown Palace built in 1982, in its top 500 world's best hotels in 2010. Fortune magazine named the Brown "the busiest hotel in Denver." NAREE has a special low rate of \$185 at the Brown Palace.



Brown Palace



Comfort Inn

Hotel Option 2 -- Under the same ownership as the Brown Palace is the adjoining Comfort Inn. The Comfort Inn, with stylish, updated contemporary interiors is an affordable, but top-quality hotel. It's available for only \$109 a night, a real deal in for this downtown location. This is one of the most outstanding hotels in the Comfort Inn chain and will exceed your expectations.

This excellent pair of downtown hotels is linked with a skybridge on the second level.

Make your reservations for either hotel at 800-321-2599 and ask for the NAREE rate. Both are a block from the Sixteenth Street Pedestrian Mall which has a free shuttle, and they are a short walk from Larimer Square.

Denver is a tight hotel market with strong occupancy rates. Please make your reservations early.

Denver Conference Planner

(Tentative as of 12/10/12)

Wednesday, June 20

9:00 AM Registration Begins
10:00 AM Opening Session
5:30 PM Opening Reception

Thursday, June 21

8:00 AM Sessions Begin
Afternoon Possible Tour
6:00 PM Reception

Friday 22

8 AM Sessions Begin
Book Awards Ceremony
Meet the Press
6 PM Journalism Competition Ceremony

Saturday June 23

8:00 Sessions Begin
Mid Morning: Possible Mountain Resort
Real Estate Field Trip

Expert Sources For Journalists

We can help you find the expert you need for perspective and objective analysis on real estate. Members awarded the CRE Credential represent over 100 property specialties worldwide.



THE COUNSELORS OF REAL ESTATE

For interviews, contact NAREE member Alice Muncaster
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MEMBERS ON THE MOVE

By **Holden Lewis**, Bankrate.com

NAREE Member **Elizabeth Razzi**, formerly real estate editor for the Washington Post, has been named editor of Urban Land magazine, an Urban Land Institute publication.



Michael Gerrity, World Property Channel founder/CEO, has signed RE/MAX as a real estate news syndication customer. World Property Channel will provide global real estate news content to RE/MAX International's property listings website, global.remax.com. Gerrity's firm publishes and distributes real estate news, market reports and property profiles to Internet audiences worldwide. RE/MAX International offers international listings for Americans looking for overseas properties.



Michael Gerrity

Former NAREE President **Al Heavens**, Philadelphia Inquirer realty writer, assisted in writing and editing a new hardback about his historic church, "St. Peters: Faith in Action for 250 Years."

Associate member **Michael Tucker** has joined the Mortgage Bankers Association as editorial director. He edits MBA Commercial/Multifamily NewsLink, a weekly electronic newsletter delivered to MBA members in the commercial and multifamily sectors. Tucker will also provide content for MBA NewsLink and MBA Servicing NewsLink, as well as intra-department expertise on commercial and multifamily issues. Tucker worked for the National Multi Housing Council (NMHC) for nine years, most recently as senior director of communications. He has volunteered to market the NAREE Journalism competition, among other things, for many years.



Jeryldine Saville

Jeryldine Saville, communications director for the University of San Diego's Burnham-Moores Center for Real Estate, joined NAREE after attending the Installation Anaheim Dinner. A graduate of the University of Missouri's School of Journalism, she attended Georgetown University's Institute on Political Journalism. While in D.C., she worked as an editor for a European publishing company and an SEC correspondent at a news wire service. In the Midwest, she worked as a freelance writer for

the St. Louis Post-Dispatch and the Associated Press and a senior editor with the Federal Reserve Bank of St. Louis. At the Burnham-Moores Center since 2006, she says it has one of the largest and most distinguished real estate faculty among universities producing the Residential Real Estate Report and the Journal of Sustainable Real Estate.

Kevin Hawkins, senior director of corporate communications and marketing for Imprev, has rejoined NAREE. He became a member of NAREE in 1986, recruited by Bob Bruss during the NAR convention in New York. He left NAREE in 2002 in a career change. Imprev, based in Bellevue, Wash., provides real estate agents with personalized, automated marketing materials and programs, from email campaigns and virtual tours, to postcards, flyers and property cards.

Lotus Lou, media relations manager for the California Association of Realtors, also rejoins NAREE after working more than a dozen years in public relations in banking. She has returned to California after teaching English in China.



Shaun White, Re/Max; Lew Sichelman, United Features Syndicate; and Kevin Hawkins, Imprev.

Rusty Weston, Yahoo Real Estate, and Glenn Roberts Jr., Inman News



Judith Brower Fancher and Chuck Fancher at the NAREE Dinner in Anaheim.

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MARCH 1 DEADLINE

Enter NAREE's 62nd Annual Real Estate Journalism Competition



NAREE's Real Estate Journalism Competition has categories for staff and freelance writers and editors covering residential and commercial and the mortgage market. The contest began recognizing excellence in journalism in 1949 and has grown to 25 categories for individuals and teams.

Many categories will work for entries from any type of media and for staff writers or freelancers, so look at the specific segments below as well as the full list on the downloadable entry form on naree.org under the journalism contest tab.

Entries published between Jan. 1, 2011 and Dec. 31, 2011 are eligible for the 62nd Annual Real Estate Journalism Competition. Entries must be post-marked on or before March 1, 2012 and received at the NAREE office by March 6, 2012. First place winners in each contest category will receive cash awards of \$250. First, second and honorable mention winners will receive certificates. The President's Award for Best Overall Entry is chosen from first place winners in categories 1-16 and the winner will receive a \$1,000 award.

Last Year's Winners

In the 61st Annual NAREE Competition, entries were received from many of the of the nation's finest news publications. The list of recent winners is located on www.NAREE.org under "Association Headlines."

How To Enter

Download the 62nd Annual Real Estate Journalism Competition entry form from NAREE.org. Click on the Journalism Contest button near the top of the page. Complete criteria and rules are also available online.

Financial/Mortgage

Two categories focus specifically on home mortgages, commercial real estate loans or other real estate lending:

Category 2 "Best Mortgage of Financial Real Estate Report in a Daily Newspaper"

Category 6 "Best Real Estate Mortgage or Financial Report in a Magazine"

Other real estate finance stories may be appropriate for a number of other categories for online, print or broadcast media.

Commercial Real Estate

Several categories are designed specifically for journalists who cover commercial real estate including:

Category 3 "Best Commercial Real Estate Report in a Daily Newspaper"

Category 11 "Best Commercial Real Estate Report Online or Broadcast"

Category 21 "Best Commercial Trade Magazine"

Categories such as "Best Blog," "Best Broadcast Report" and "Best Series (all media)" may also have entries from the commercial field. The NAREE contest also offers the "Best Trade Magazine Report" on commercial real estate issues and a category for business weeklies.

Residential Real Estate

News stories and feature articles related to home building, single-family brokerage and other residential topics may be entered in several categories, including:

Category 1 "Best Residential Report in a Daily Newspaper"

Category 19 "Best Design Magazine"

Category 20 "Best Residential Trade Magazine"

Residential stories may be appropriate for a number of other categories for online, print or broadcast media.

Trade Publications

The contest has categories aimed at individual journalists who write for trade publications. Categories 7 and 8 are targeted at residential, finance or commercial real estate entries.

Freelance Writers

Freelance writers may enter most categories in the contest and are exclusively eligible to win the Overall category: "Best Freelance Collection Award" of \$500. Please submit three samples for judging. If you are entering only one story in categories 1-16 as a freelancer, you pay no additional fee to enter that entry and two additional writing samples for "Best Freelance Collection." Freelance journalists who are not full-time staffers, but write for bona fide news media outlets, are eligible for this award.

Categories for All Journalists

Journalists on staff, as well as freelancers, are invited to enter in many categories that are not specifically targeted to certain topics. Entries related to residential or commercial or real estate finance may be appropriate for categories 4, 5, 9, 12, 14, 15, 16, 17, 18, 24 or 25.

Young Journalists

The Ruth Ryon Award for Best Entry by a Young Journalist is a special award for individuals who are 30 years old or young on Dec. 31, 2012.

Application Deadline April 15

Cut Denver Conference Travel Costs with a NAREE Bivins Fellowship

Want to attend NAREE's Denver conference but don't quite have the travel budget? Consider applying for a NAREE Bivins Fellowship.

The goal of the 10th Annual NAREE Bivins Fellowship is to provide travel stipends to NAREE's Annual Spring Conference and to provide grants for research, reporting and writing projects within the broad field of real estate.

Denver 2012 scheduled for June 20-23 will offer myriad labs and workshops to help you do your job better and faster, bring you up to date on the real estate industry's key issues and offer plenty of networking time, and "NAREE moments" in the Mile high city. Download the NAREE Bivins Fellowship application on www.naree.org by pulling down "Fellowship" tab. Applications must be received by April 25, 2011. Applicants will be notified by May 20 or sooner so they can make travel plans. Between ten and 20 fellowships are available to help with hotel rooms and conference entry fees.



NAREE Installs New Board

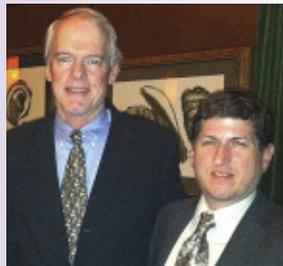
NAREE elected a new Board of Directors in Anaheim during the annual dinner Nov. 11 at McCormick & Schick's. Congratulations to **Harold Bubil**, Sarasota Herald-Tribune who is NAREE's 2012 president; Vice President **Kris Hudson**, Wall Street Journal; Second Vice President **Lil Miller-Fox**, PrivateCommunities.com; Treasurer **Jean Dimeo**, Building Products; Secretary **Mary Shanklin**, Orlando Sentinel; Active Board Members at-large **Daniel Taub**, Bloomberg News and **Suzann Silverman**, Commercial Property Executive and Associate Board Member at-large **Damon Thomas**, Damon Thomas Public Relations. The complete list of 2012 board members is on page 2.

Hats off to **Shonda Novak**, Austin American-Statesman for her term of service on NAREE's Board of Directors. Novak helped put together the Austin 2010 conference and continued to work on this year's San Antonio conference. Kudos to **Julie Reynolds**, Move Inc., who served as NAREE's second vice president this year and last. Reynolds will continue to work with NAREE to shore up online marketing efforts. NAREE is lucky to have such fantastic board members. Both never hesitated to roll up their sleeves and jump in when needed.

At the dinner NAREE 2011 president **Leigh Robinson** honored active member **Mary Shanklin** with the 2011 President's Award for Outstanding Volunteer Service. Shanklin put together a series of laptop labs in San Antonio on How to use Excel to sort data and spot real estate trends. The president's Award for Outstanding Leadership Service by an associate went to **Stephanie Singer**, NAR for her help in organizing information for journalists new to the real estate beat.

Randall Bell, known as the "Master of Disaster" and real estate damage economist based in Southern California was the keynote speaker at the NAREE dinner. He outlined remedies for marketing real estate that gains notoriety because of violence or celebrity death.

While in Anaheim, NAREE members also trekked to Terranea, a second home oceanfront resort community in Rancho Palo Verdes. The 102-acre development includes a 360-room resort hotel, golf course and 82 villas and casitas, priced from \$1.3 million on the old Marineland property. **Ted Lennon**, senior vice president for Lowe Destination Development talked about how owners are required by Calif. coastal authorities to put their homes into a rental program for most of the year. New member, **Jack Skelley**, Paolucci Communication Arts put the tour together.



NAREE President Harold Bubil and NAREE Board Member Daniel Taub.



2011 NAREE President Leigh Robinson and Award Winner Stephanie Singer of NAR.



NAREE's Lauren Beale, Los Angeles Times and dinner speaker Randall Bell of Bell, Anderson and Sanders, at the NAREE Officers Installation and Awards Dinner.



Terranea developer Ted Lennon and NAREE's Lew Sichelman study the layout of the development.

Entry Deadline March 15 Bruss Real Estate Book Awards Competition Marks 5th Anniversary

Awards presentation
will be at NAREE
Conference
in Denver in June



NAREE has issued a call for entries for the 5th annual Robert Bruss Real Estate Book Awards Competition.

Authors of books published in 2011 in the broad field of real estate — including finance, mortgage lending, foreclosures, investing, green building and sustainable design, as well as home buying and selling and commercial real estate -- are invited to enter this prestigious contest.

Deadline to enter NAREE's Bruss Book Awards Competition is March 15, 2011. NAREE's book awards are named for the late Bob Bruss, syndicated real estate columnist, prolific writer and NAREE leader. Bruss frequently wrote reviews of realty books.

Entrants should submit three copies of their book and a 5,000-word excerpt (many authors pick a key chapter or two).

The Bruss Call for Entries brochure and judging criteria, available on a PDF format, can be obtained on www.NAREE.org under the "Book Contest" tab. The "Association Headlines" section of NAREE's website also lists winners of last year's competition.

The awards are funded by grants from Leigh and Ivy Robinson (Leigh is NAREE's Chairman of the Board), NAREE Past President, Brad Inman, founder of Inman News and Estate of Bob Bruss, Art Michaels, trustee.