



## **H.V. NYSCAR's two-day education and marketing session to be held April 16 - 17**

April 04, 2008 - Upstate New York

Hey everybody, spring is here, and along with it the eternal optimism that makes our country so great. The Hudson Valley is cooking along and we're looking forward to a productive spring. The biggest thing on our calendar (and yours) is our two day education and marketing session in Fishkill on April 16 and 17.

Last year's event was a great success. Bob Geniecki's (of Foresite Properties Commercial Inc.) creative formula's class was extremely well received, and everyone learned how to turn a ruby into real estate, and real estate into cash. The marketing session had record attendance, and a number of good transactions were put together right there in the room.

This year we have Ed Smith coming up from Long Island to teach us about commercial leasing. Many of you know him from his activities as past president of NYSCAR, LIBOR and other organizations. Smith's an expert with more than 35 years in the business. He teaches a number of interesting classes, and has published a series of real estate courses and textbooks.

With an increasing number of our properties here in the Hudson Valley owned by investors not users, the timing on this couldn't be better. His class is titled "All About Leasing" commercial leasing, and is good for 7.5 hours of continuing education credit. If you're working in our market, you might want to get up to speed on the latest leasing techniques.

For the marketing session, Peter West and Corey Bishop are coming in from Massachusettes to help facilitate the marketing session, along with Paul and Jaime Manza and Joel Dropkin. Be prepared to sell your properties, as we're expecting an excellent mix of cash and property.

Our event is being held at the Holiday Inn in Fishkill, which is at exit 13 of I-84, just over the Newburgh Beacon Bridge. To register for the event, please call either me at (845) 744-2095, x256 or James Walker, our treasurer at (845) 849-5102.

Contrary to many parts of the nation, the Hudson Valley marketplace is humming. The recent takeover of Stewart International Airport by the Port Authority of New York and New Jersey has national developers investing heavily in our little corner of the globe.

Major industrial developers such as Pannatoni, Matrix, Savanna Partners and Opus are all staking out positions for the coming wave of airport related development. Air cargo figures to be a specific focus, with the airport being located at the intersection of I-84 and I-87. When the Port Authority is involved, the current national economic uncertainty creates only a question of when, not if.

Are you putting yourself in a position to take advantage of the opportunities that a changing marketplace creates? Come to NYSCAR's spring event and get yourself into the mix. So take a ride to the Hudson Valley, and please, register early as walk-ins are an extra \$25 and create havoc for everyone.

Take care of your clients and they'll take care of you. See you on the 17th!

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