



NAIOP Upstate New York Chapter launches new change and brand ID

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The NAIOP Upstate New York Chapter, in conjunction with NAIOP corporate, has launched a new name and brand identity that clearly represents its membership's expansion into a broader scope of commercial real estate development.

NAIOP Upstate New York Chapter is one of 56 NAIOP chapters throughout North America and is now the official chapter for all commercial real estate development professionals within the upstate New York area.

"Formerly known as the National Association of Industrial and Office Properties, the association will now be known solely as NAIOP. A definer, the Commercial Real Estate Development Association, complements the name and signifies the association's strategic shift of encompassing all professionals within the industry," said Thomas Thaney, president of the NAIOP Upstate New York Chapter.

"NAIOP is the leading association for the development industry, extending its reach beyond office and industrial product types into mixed-use, medical office, retail and more," said Thomas Bisacquino, NAIOP president. "We recognize that our members engage in diverse development opportunities, and our brand expansion supports our vision of advancing responsible commercial real estate development."

Commercial real estate has a tremendous impact on the nation's economy, with construction-related spending reaching \$549 billion and adding 839 million s/f of existing building space in 2007, the latest comprehensive data available. It is one of the leading employers in the U.S., supporting 4.89 million full-time equivalent jobs in 2007, and generating personal earnings of \$170.1 billion.

"Our goal is to provide responsible commercial real estate development and to advocate public policy both on a State and Federal level for our membership. We also educate and inform our membership with comprehensive programs on current industry issues at monthly meetings, and through our web site," said Thaney.

The NAIOP Upstate New York Chapter is a chapter of NAIOP, the Commercial Real Estate Development Association, and it comprises 100 members serving the Rochester, Buffalo and Syracuse markets. NAIOP is a leading organization for developers, owners and related professionals in office, industrial and mixed use real estate, with 18,000 members in North America. NAIOP advances responsible commercial real estate development and advocates for effective public policy.

For more information, visit www.naiopupstateny.com, or www.naiop.org.

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