



## **The Upstate NY CCIM Chapter is setting goals for increasing member benefits**

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This year, the newly formed Upstate New York CCIM Chapter has set goals to increase member benefits to its members guided by the CCIM Institute's tag line NET: Networking, Education and Technology. Our goal is to provide member benefits on a local basis to each of the districts in Upstate:

### Networking

Our goal is to provide to each district a networking luncheon event each quarter. The chapter has secured two sponsors so far to jump start this initiative. Another networking event is the Turning Stone Commercial Real Estate Conference in June. The chapter has received support from the CCIM Institute to sponsor this networking event.

### Education

Aside from sponsoring six CCIM Institute courses this year, we are offering CE courses in conjunction with the district luncheons. Class offerings include Lease vs. Own Analysis; 1031 exchanging course; STDB Training and Excel Financial Calculator training. We will also offer an online résumé writing workshop for candidates.

### Technology

We are exploring the use a virtual online marketing session. We expect to roll this technology out in March. Virtual online marketing has been successful with many chapters across the U.S. We are testing this online marketing this month and if all goes well we should have our first in March. Other technology: workshops on REI Wise, which is free to all designees, and "How to use the CCIM blackboard" are also planned.

Again, our goal is to deliver networking opportunities, training to our members and education on commercial real estate and technology topics. In addition, the chapter leadership will be actively involved in regional events and national issues. We will keep you informed by utilizing email, the chapter's website (<http://chapters.ccim.com/upstatenewyork>) and the NYS Real Estate CCIM page. Our team looks forward to serving the members of the chapter and if you have an interest in participating in a leadership role, please let me know. I ask for your continued support of the Upstate New York CCIM Chapter and welcome your suggestions for additional topics and events.

Joe Larkin, CCIM, CIPS, SIOR is the 2009 education presidential liaison for the CCIM Institute, the 2009 president of the Upstate N.Y. CCIM chapter and is on the board of directors of the CCIM Institute, Albany, N.Y.

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