



[Home](#) | [Conferences](#) | [Past Conferences](#) | Georgia State University, 1998

About AUREO

**Sun, August 30 - Wednesday, September 2, 1998, Atlanta, Georgia.
Attendance - 101, representing 87 institutions.**

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Host: [Georgia State University](#).

- **Lodging:** Omni Hotel at CNN Center, phone 404-659-0000 (\$114.00 single or double) -- mention the AUREO Conference. FAX number is 404-525-5050. Reservations must be made by August 1, 1998 to get this rate. Normal rate is \$240/260. The hotel is part of the CNN Center and across the street from the Olympic Centennial Park.
- **Cost:** Registration, including meals, \$375.
- **Location:** [Area](#), or [local](#) maps.
- **Dress:** It will be hot, so dress very casual. Suits, coats and ties are not required.
- **Transportation:** There are several options for transportation to the Omni Hotel @ CNN Center. The Omni is located approximately 10 miles from the Airport --- a 30 minute ride except during heavy commuting hours.
 1. Shuttle from the Airport will cost \$10 one-way or \$18 round trip plus tip.
 2. Taxi --- \$18 per person one-way plus tip.
 3. [MARTA](#) rapid rail is a very inexpensive and quick option @ \$1.50 per trip. To reach the Omni take the MARTA train from the Airport to the downtown station at 5 Points and transfer to the WEST line. The Omni will be the 1st stop. [MARTA Map](#) Travel is safe and everything is well marked. There is about a one block walk so it's only appropriate with "carry on luggage" and during daytime hours.
 4. Car rentals at the Airport are easy and the rates are good. We only recommend renting a car if you plan to stay longer and/or to travel after our meeting. You won't need one for the conference.
- **Parking:** Hotel parking is \$15/day; \$20/day for vans. Because of



car burglaries, we recommend that you do not park in the surface lots around the Omni.

- **Local weather:** [Atlanta, Georgia](#)
- **Recreation:** City Athletic Club is located in CNN Center. Available to hotel guests for \$12/day, it has 4 racquetball courts, 22 meter lap pool, weight and aerobic equipment. There is no pool at the hotel.
- **Conference Fun:** In addition to a great program schedule, we'll be having dinner and a laser show at [Stone Mountain Park](#).
- **Leisure:** [Atlanta Convention and Visitors Bureau](#) (phone 1-800-ATLANTA); [Underground Atlanta](#) (walk from the hotel); [Atlanta Entertainment Guide](#)
- **Questions or input:** Contact [Darryl Chaney](#), GSU, phone 404-651-1676 or 404-651-1054.

RESULTS OF THE INTEREST SURVEY

Saturday - August 29, 1998

- Early Arrivals check-in at Omni Hotel at CNN Center
- Hospitality Suite at Hotel Open (Pheonix Suite, 15th Floor)
- Golf - suggested location: Stone Mountain Park
- Local Tours on Your Own: CNN Studio Tour, Underground Atlanta, Stone Mountain Park, Grant Park Zoo and the Cyclorama (depicts the Battle of Atlanta); Six Flags Over Georgia and White Water Park.

Sunday - August 30, 1998

- 7:00 a.m. Tennis - meet at Hotel Front Desk. Suggested location Georgia Tech Tennis Complex located 1-mile north of the Omni Hotel @ CNN Center
- Arrivals Check-in Omni Hotel at CNN Center and pickup Registration Packets
- Hospitality Suite open (Pheonix Suite, 15th Floor)
- Golf Tournament (location TBA)
- Local Tours on Your Own: CNN Studio Tour, Underground Atlanta, Stone Mountain Park, Grant Park Zoo and the Cyclorama (depicts the Battle of Atlanta), and/or Six FlagsOver Georgia and White Water Park.

CONFERENCE BEGINS

5:00-9:30 p.m. **Evening Reception** at the Omni Hotel, tour of the Rialto Theater, dinner at The Commerce Club

- Welcome to AUREO Conference - Gerald Haarer, AUREO President
- Welcome to Atlanta and Georgia State University - Darryl Chaney, AUREO Vice President
- Preview of AUREO Program - Mary Sapp, University of Missouri System
- Guest Tour Packages and Choices from Atlanta Visitors and Convention Bureau - JoeFisher, Georgia State University
- Announcements and Tips on transportation in Atlanta - Peter Hickey, University System of Georgia

Monday - August 31, 1998

7:45am-11:45am Late Registration - Elizafield Foyer

7:00-8:00 Continental Breakfast

8:00 **Welcome and Announcements** - Gerald Haarer & Darryl Chaney

"The 1996 Centennial Olympic Games Impact on Georgia State University and Atlanta" - Dr. Carl Patton, President of Georgia State University

8:30 **SHOWCASE** Georgia State University Venture - Chaney & Fisher

9:45 Morning Seminars I

Lease Issues: The University as Tenant Educational institutions spend thousands of dollars every year renting space for programs that won't fit on campus. This session will be a thorough, hands-on look at dealing with space leases from the tenant's point of view. Issues/solutions for reviewing and managing these leases will be discussed, including: rent escalations, operating cost pass-through's, defining the proper premises, non-disturbance, insuring tenant fixtures and equipment, executive cancellation clauses in state & federal leases, sub-letting and recapture, notice, rights to cure, and tenant build-out. A checklist for reviewing leases will be provided. John Majeroni and Jeff Koenig.

Facilitated Roundtable: Antenna & Cell Sites This roundtable discussion will focus on such issues as appropriate lease terms, how to negotiate those terms, compensation and key issues which should be considered when entering into such leases. Attendees can expect to share examples of both good and bad leases. Jeff Lipton, Chair. **Suggestions to [Lipton](#)**.

10:45 Break

11:00 Morning Seminars II

Real Estate Databases and Software A variety of software and databases are available for property management, including those for maintaining property inventories, tracking and scheduling repairs, and recording receipts and expenses. This session will provide information about software in use at AUREO institutions. Joe Maguire, Chair.

Volunteer/Suggestions to [Maguire](#)

Buying Real Estate for the University Neal Lessenger, Chair,
Volunteer/Suggestions to [Lessenger](#)

Facilitated Roundtable: Charitable Remainder Trusts New rules, the 10% rule and flip trusts for example, plus new strategies needed to land those CRTs in this competitive market of lowered capital gains and over bid offers by REITs and investors fat with Wall Street profits. What are our new tools? How can we compete? How can we best serve our donors? A moderated, interactive, discussion. Attendees should come prepared to share with one another their questions, experiences and knowledge. Dennis Torres, and David Lacy (Tax Counsel, Office of General Counsel, University of Texas System), Chairs.

12:30 Lunch. Speaker - **Mr. Reynolds Couch**, MAI (Director - Financial Services, Cushman & Wakefield) **"The Internationalization of North American Commercial Real Estate"**

2:00 Afternoon Sessions

Research Parks Representatives from several University research parks

will discuss the lessons they have learned in development, leasing and operation of University Research Parks, including tenant and neighborhood relations. **Volunteer/Suggestions to** [Mah](#)

Gift Real Estate A discussion of real estate gifts: handling of offers, inspections, reviews, acceptance and maintenance. Kathy Libersat, Chair. **Volunteer/Suggestions to** [Libersat](#)

Facilitated Roundtable: Linking Real Estate Decisions to Institutional Strategies How many times have you analyzed a real estate deal for your institution only to realize that there's another "value" that can't be quantified that deals with "larger institutional strategies/issues"? University real estate decisions do not stand alone ... the bricks and mortar are solutions to and part of the University's short- and long-term objectives. How does your institution make sure its real estate decisions fit within the institutional objectives. Please come prepared to share ideas and strategies with your peers... Any and all volunteers to serve as "informal" panelists are welcome! Chair: Jody Winter **Volunteer/Suggestions to** [Winter](#)

3:30 Break

3:30pm Free Time - Walking tour of the CNN Center, Georgia Dome, and The Georgia World Congress Center

5:00pm Walking tours of Georgia State University

6:00-7:30pm Dinner at the Georgia Railroad Freight Depot

7:30-10:00pm Tour of the World of Coca-Cola / Underground Atlanta and/or Turner Field for the Atlanta Braves vs. Houston Astros Baseball Game

Tuesday - September 1, 1998

8:00am-9:00am Continental Breakfast

9:00am Morning Seminars I

Real Estate Resources on the Net The Web is becoming the universal library. Websites valuable to Real Estate professionals will be displayed and discussed. Attendees should bring URLs of their favorite websites to share with the group. **Suggestions to** [Sapp](#)

Ground Leases Topics will include ground leasing for a mixed use development, the impact of off-balance sheet development projects on debt capacity, ground lease terms for different types of ground leases, and tips to protect the institution. The speakers will be: Nancy E. Kossan, Chair, Director of Real Estate Development, University of California, San Diego; Jane Cleveland, Director, Community Relations, Vanderbilt University; Alan S. Prickett, Senior Real Estate Officer, University of Texas System; C. Gerald Haarer, Director of Land Management, Michigan State University.

Facilitated Roundtable: Business Plan Development for the Real Estate Department In many aspects, the institutional real estate department functions just like a business. This participatory round-table session will focus more on how a department functions rather than how it is organized. Who are our customers? How do you "market" your services to the institution? What are the typical costs? What activities do you out-source? What products and services do you offer? How do you measure success?

What reports do you generate to whom? Where does your income come from? It will be a chance to discuss with and question your peers. Thomas P. LiVigne, Chair. **Suggestions to [LiVigne](#)**

10:15am Break

10:30am Morning Seminars II

Dealing with Appraisers and Consultants Dr. Terry Love, MAI and Dr. Carl Tschappat, MAI

Real Estate Broker Selection Connie Miller, Chair. **Suggestions to [Miller](#)**

Facilitated Roundtable: Internet Applications This roundtable discussion will focus on current and planned uses of the Internet for real estate activities. Jeff Potter, Chair. **Suggestions to [Potter](#)**

12:00pm Luncheon Meeting, Speaker

- **AUREO Business Meeting** & 1999 AUREO Conference @ Pepperdine University

2:15pm Afternoon Seminars

How to Make Effective Real Estate Presentations Mr. Allen Brown, Ackerman & Company

Organizational Benchmarking The word "benchmarking" is so new that it is not even included in many dictionaries, but many institutions are being asked every day to determine benchmarks which will be used to measure the adequacy of staffing, workloads, and performance of assignments. This session will explore how university real estate departments are addressing this issue and what kind of benchmarks are being established by those departments. **Neil Lessinger, Chair. Suggestions to [Lessinger](#).**

Facilitated Roundtable: Small Business Incubators Much of the interest which was once focused on the establishment of research parks in recent years has been redirected toward small business incubators. This discussion group will share information on the experience that different institutions have had creating and operating incubators. Topics likely to be discussed include lease terms, services offered, the administration of incubators, and graduation of tenants to research parks. **Phil Trussell, Chair. Suggestions to [Trussell](#)**

6:00pm Buses load for trip to Stone Mountain Park

6:00pm Stone Mountain Park for Dinner, Gondola Trip, and Laser Light Show.

7:45pm Early Bus returns to Omni Hotel at CNN Center

10:45pm Buses return to Omni Hotel at CNN Center

Wednesday - September 2, 1998

8:00am-9:00am Hot Breakfast Buffet

9:00am Morning Seminars I

Facilitated Roundtable: Open Discussion Ask questions and/or comment

on any topic on your mind, including items affecting your position, your department, your institution, and AUREO. It will be a good opportunity to commiserate about the past, problem solve about the present, and brainstorm about the future. Moderator: Mary Sapp ***Suggestions to [Sapp](#)***

Organizing the Real Estate Department ***Volunteer/Suggestions to [Susan Carlson Weinberg](#)***

10:15am Break (no drinks or food)

10:30am Morning Seminars II

Real Estate Investment Returns: Calculating & Reporting Dr. Terry Grissom, Associate Professor of Real Estate, Georgia State University, College of Business Administration

Design & Construction of Tenant Improvements Joe Fisher & Harvey Shumpert, Georgia State University, Office of Design and Construction Services

12:00pm Final Wrap-up, **Conference Adjourns**

1:00 Hotel Check-out

Past Conferences

Send comments regarding this website to the [AUREO WEB ADMINISTRATOR](#)

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