



SIOR®

UPSTATE NEW YORK CHAPTER

The Upstate New York Chapter of SIOR upcoming luncheon and speaker event

Agenda

- Luncheon catered by Mazzone Hospitality
- Disruptive Real Estate Tech: Innovation + Technology
- Collaboration: Economic Development Agencies & Brokers

Date and Time: September 12, 2019, 11:30 – 2:30

Location: NYSUT HQ Building, 800 Troy Schenectady Road, Latham

About our speakers:

Calandra Cruickshank is the founder and CEO of StateBook International, a digital location intelligence data platform that provides strategic economic insights to inform optimal locations for real estate investments. In addition, Calandra sits on the Board of Directors for the International Economic Development Council and is a member of Corenet, the Industrial Asset Management Council, and several other industry groups.

Ryan Silva currently serves as the Executive Director of the New York State Economic Development Council (NYSEDC), the state's premier economic development organization. The NYSEDC is a private, non-profit, membership organization representing over 900 economic development professionals statewide.

Disruptive Real Estate Tech: Innovation + Technology. (Calandra) In an age of rapid, tech-driven, cultural change, the traditional "brick and mortar" perception of real estate is out of date. Corporate expectations of the built environment have evolved, as have their expectations of their brokers. Transactions must be efficient, objective and data-driven, with a focus on talent availability. Spaces are required to be flexible and hip, while providing sophisticated data and analytics to help maximize utilization and engagement. In parallel, Smart Cities technologies are beginning to tangibly impact quality of life, public transportation and where companies locate, reinvigorating local economies. During this session, we'll speed through some of the new technologies impacting real estate and economic development and discuss how realtors and economic development leaders are collaborating to capitalize on and support disruptive technologies to support investors' needs and increase development in their communities.

Collaboration: EDOs and Brokers. Ryan and Calandra will lead a discussion focusing on the importance of real estate working hand in glove with economic development organizations, particularly at the ground level. Because there generally isn't a single entry point when a business is looking to startup, expand, or relocate into an area, it is critical that those potential entry points (EDOs, brokers, chambers of commerce, local municipal offices) all have an active an open line of communication. We are going to focus on some best practices and examples of building the right team to share information about rates, target industries, salary ranges, incentives, etc.