

Message from NAIOP SoCal CEO

Two years ago, in the midst COVID lockdowns, I became the first-ever CEO of NAIOP SoCal. It was not my first time as a CEO but I saw this as an incredible opportunity to lead an association representing one of the most important industries in our region, state and nation.

I admit, I'm a builder. I love growing organizations, taking new ideas to execution and knowing what we need to do in anticipation of where the puck is going.



Since the darker days of COVID, our membership has grown nearly 30%. Our sponsorship support has increased 25%. As a nonprofit organization, we cannot grow, let alone survive, without healthy support from members and sponsors. Of course not much can be accomplished without a great team. I want to recognize the dedication and commitment of the core NAIOP SoCal team which works tirelessly to serve you: Becky Ezell, Xavier Castaneda, Jose Cornejo and Zynger events.

In June, our annual OC BBQ was again a huge networking success. Our sold-out [June 27 Golf Tournament](#) was a blast even in the swelter! More great networking remains in 2022 including OC and LA Mixers, the famed USC vs. UCLA Challenge, Top Golf, LA Golf Tournament and of course the iconic Night at the Fights.

Sandwiched in between our two great June events were two trips to Sacramento with our legislative advocate Jose Cornejo. Most of you know by now the anti-warehouse Bill, AB 2840, is not moving ahead this year but not without a fierce battle. I am proud of the collective work we did that resulted in stopping AB 2840 from moving forward this year.

But seeing where the puck is going, it's imperative that the commercial real estate industry strengthen outreach and public education to communities and elected officials on the positive contributions our industry makes to our quality of life in California. One of my goals when I started was to build bridges with stakeholders, elected officials and our communities. We've made some progress but we must increase and dedicate more resources to this effort. Without this enhanced commitment, the growth and positive contributions of commercial real estate in California will be imperiled.

I have committed myself to bolster our efforts to increase our public education, public relations and research to tell a narrative of an industry enhancing the quality of life of Californians every day. I look forward to having all of you join us in this effort.

A handwritten signature in black ink that reads "Timothy Jemal".

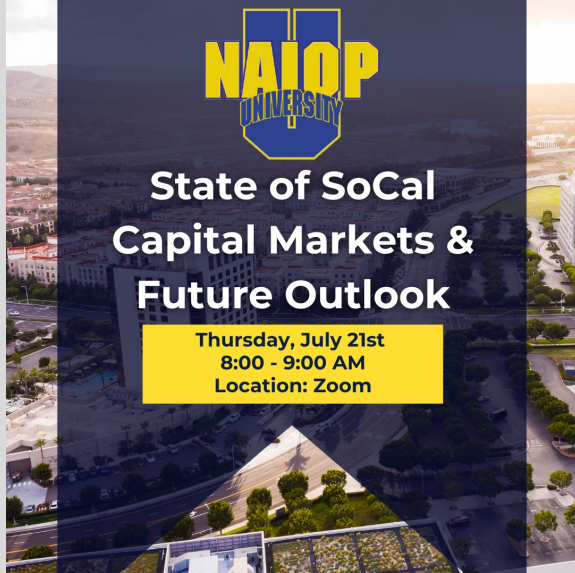
Timothy Jemal
CEO | NAIOP SoCal

Upcoming Events

NAIOP U: State of SoCal Capital Markets & Future Outlook

Thursday, July 21st, 2022
Zoom

Join us Thursday, July 21st live on Zoom for an all new NAIOP U featuring an impressive panel of Commercial Real Estate professionals that will provide industry



leading insight on the state of SoCal Capital Markets as well as a future outlook.

Panel:

Kevin Shannon

Head of U.S. Capital Markets
Newmark

Sean A. Fulp

Vice Chairman, Private Capital Group
Newmark

Moderator: Nick DiPaolo

Executive Vice President,
LA Market Leader
Newmark

[Click Here to Register!](#)



Night at the Fights

Thursday, October 6th, 2022

The OC Fair and Events Center - Hangar Building

Night at the Fights is the signature commercial real estate event of the year. Over 1000 are expected to attend this premier networking event which will have a Star Wars theme. The event begins with a festive cocktail reception followed by a three-course sit-down dinner inside the impressive hangar building. The main event of the night are two industry and professional boxing bouts in the center ring. During Round 2, guests will be invited to join in on some casino action, continue socializing with their fellows, enjoy the tunes from live entertainment, or sit in the smoking section at the curated cigar lounge. You won't want to miss this!

[Click Here to View Sponsorship Opportunities!](#)

2022 Corporate Sponsorship Opportunities

BE A SPONSOR,
PARTNER, AND
LEADER IN THE
INDUSTRY WITH
NAIOP SoCal

2022 Corporate Sponsorship Opportunities

Stand out amongst the competition as a supporter of the industry's most important commercial real estate organization. A NAIOP SoCal sponsorship provides access to more than 1,100 real estate professionals and 500 of the top commercial real estate firms in Southern California through high-profile promotion at sold-out hallmark events and within our social media and website.

[Click Here to Become a Sponsor Today!](#)

Membership Update



JOIN NAIOP Today!

Suffering from FOMO? Are you concerned that you might miss the NEXT BIG THING? The answer is Yes if you are not a member of NAIOP SoCal.

2022 promises more superior networking events, industry education, engagement in our committees and a robust legislative affairs program with NAIOP SoCal as the primary voice for the commercial real estate industry.

Your membership in NAIOP SoCal provides a substantial return:

- **EDUCATION** to help you grow your business
- **NETWORKING** with industry leaders
- **LEGISLATION** giving you a voice in state and federal matters affecting your business

[Click Here to Join Today!](#)

Welcome NAIOP SoCal New Members | June 2022

Connor Bannan - **CapRock Partners**
Jeff Beason - **Premier Building Systems**
Brian Beaudette - **Talonvest Capital, Inc.**
Matthew Cook - **NOVA Services**
Jonathan Epstein - **BentallGreenOak**
Zachary Estes - **University of Southern California**
Stanley Fisher - **Q10 | Westcap**
James Hamilton - **CenterPoint Properties**
Melissa Katz - **Milanco Building Group**

Ashley Marani - **NOVA Services**
Justin McSorley - **SteelWave**
Amy O'Brien - **BNBuilders**
Wesley Sherburne - **HRS Commercial**
Anna Sporrang - **JLL Capital Markets**
Colin Tait - **TAIT & Associates**
Brittney Taylor - **Talonvest Capital, Inc.**
Mark Williams - **QuadReal Property Group**

LA Real Estate Challenge Seeking Project Site

**POTENTIAL
SITE?**

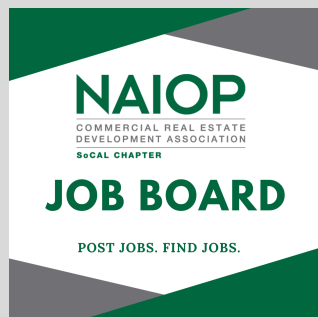


As Fall 2022 approaches we are excited to bring the esteemed Real Estate Challenge back to LA! Now in its Silver Anniversary, student teams from Ziman Center of Real Estate at UCLA's Anderson School of Business and the Lusk Center at USC's Marshall School of Business and Price School of Public Policy will meet in a head-to-head competition to break the tie (UCLA: 12, USC: 12) as they determine the best use for a commercial real estate project in Southern California.

We are looking for a site to be evaluated by these teams! This is an excellent opportunity to have your company promoted in our marketing materials as well as at the event. Additionally, participation enables you to form a professional relationship with the future leaders in real estate!

The in-person event will take place in November (more details coming soon). If you have any site candidates, please reach out to [Greg Brown](#).

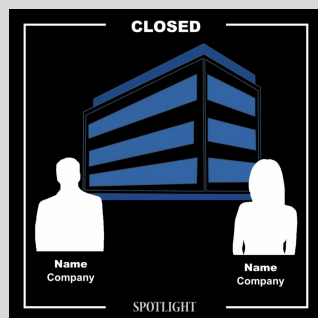
Looking for Talent?



JOB BOARD NAIOP SoCal member companies may submit a job, internship, and externship opportunities free in the [Member Hub](#). All visitors are welcome to apply.

Not a member but interested in posting a job opportunity? For \$25/week, non-members are able to post job, internship and externship opportunities to the NAIOP SoCal Job Board. For more information, please contact [Xavier Castaneda](#)

[Click HERE to View Job Board](#)



Tell Us Your Deals

One of the best benefits of chapter membership is networking and in many cases those business relationships turn into business deals. We're inviting NAIOP SoCal members who complete successful transactions with other NAIOP SoCal members to share the news with the chapter so we can include it on our social media platforms. We're especially interested in sharing news from our YPG alumni who are doing deals with fellow YPG alums.

Please submit your name, email along with the name, title and company for each primary individual involved in the transaction. Also include a brief description of the transaction. Photos are a must – such as property specific and headshots for those involved. Please include relevant hashtags, such as location, company and individual, so we can be sure to tag all involved.

[CLICK HERE to Submit](#)

Legislative Affairs Update



AB 2840 - WAREHOUSE BAN UPDATE

Last week, NAIOP SoCal, NAIOP IE, other NAIOP CA Chapters and allies across the state secured a decisive victory as the Senate Governance and Finance Committee failed to advance AB 2840. This means that the bill will **NOT** proceed this year.

After an intense battle including impassioned testimony, Assemblywoman Eloise Gómez Reyes decided to hold the bill for the year after being unable to secure an agreement from Committee members to pass her bill or make acceptable changes. At the end of the hearing,

Assemblywoman Reyes made a heartfelt promise to continue working on the issue.

Defeating AB 2840 has been a priority for NAIOP SoCal since its introduction earlier this year. If passed into law, the bill would have caused major damage to commercial real estate and the economy by essentially banning the construction of all warehouse developments in Riverside and San Bernardino Counties that are 100,000 s.f or more within 1,000 ft of a “sensitive receptor” which refers to basically most non-industrial uses. Any projects not banned would have required a Project Labor Agreement (PLA) as a condition for approval.

NAIOP SoCal would like to thank **YOU**, our members, for taking time out of your day to call and email legislators to register opposition against AB 2840. We thank Senate Governance & Finance Committee Chair Anna Caballero along with the Senators on the Governance and Finance Committee for their decision to hear this important issue as well as Majority Leader Reyes for holding the bill for the year.

NAIOP SoCal would also like to recognize our Sacramento Partner, CBPA, and our Senior Government Affairs Director, Jose Cornejo, for their continuous work in effectively representing our members and the commercial real estate industry on this crucial issue.

This victory is a first step in changing the narrative surrounding the commercial real estate industry. We must continue working towards strengthening our advocacy, combating destructive policies such as AB 2840, and better educating elected officials on the positive contributions commercial real estate makes to quality of life throughout California.

Once again, thank you for your support and commitment.

Click [here](#) to read NAIOP SoCal CEO Tim Jemal’s statement.

MILLIONAIRE'S TAX TO MAKE TESLAS CHEAPER

On June 30th, the California Secretary of State qualified for the November 8, 2022 ballot an initiative that would increase taxes by 1.75% for personal incomes over \$2 million to fund programs to reduce greenhouse gasses (GHG). If passed, these new taxes are projected to increase revenues by \$3 - \$4.5 billion annually. These revenues will be allocated as follows :

- 45% for rebates and other incentives for zero emission vehicle purchases and 35% for charging stations for zero-emission vehicles, with at least half of this funding directed to low-income households and communities; and
- 20% for wildfire prevention and suppression programs, with priority given to hiring and training firefighters.

In layman's terms, this ballot initiative wants to tax millionaires to reduce the cost of the expansion of electric cars. This new tax initiative will now be voted on in November and Californians will choose whether it becomes law. NAIOP SoCal will closely follow this issue as updates occur.

Click [here](#) to view the initiative qualification.

NEWSOM SIGNS \$308 BILLION SPENDING PLAN

On June 30th, the Governor signed the state budget after receiving approval from California lawmakers. The Governor’s massive \$308 billion dollar spending plan will be used to fund “inflation relief” checks, homelessness, infrastructure projects, climate change and transportation. This budget also includes paying off only \$250 million of the more than \$20 billion in unemployment insurance (UI) debt. NAIOP SoCal, and a broad coalition of business groups across the state, had called for paying \$3 billion towards the UI debt. Paying down the UI debt, which was exacerbated during the pandemic, was raised by NAIOP SoCal members during meetings with state legislators in the spring. This budget promises to invest \$1.2 billion into goods movements as well. The funds will be allocated into port projects designed to increase goods movement capacity at port terminals including railyard expansions, new bridges, and zero-emission modernization.

To view the entire budget click [here](#). To see a brief overview of the budget, click [here](#).

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NAIOP SoCal | 918 E. Santa Ana Blvd., Santa Ana, CA 92701

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