

Southern Nevada CCIM Chapter

Perspective

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*The Next
Big Smart City*

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President's Message

Bobbi Miracle, CCIM, SIOR
2022 Southern Nevada CCIM Chapter President



Happy New Year

Let's get 2022 started!

I am extremely honored to be a part of this amazing organization and want to thank each of you for giving me the pleasure of representing you this year. Adam Gregory you deserve a round of applause, along with your Board of Directors and Committees. There are many ways to describe last year, but you did well at maneuvering and getting us back up and running.

This year I want to start the year off by challenging all of you to get to know a new member each month and discuss how you can work together, then make it happen! We are going to strive to hold all of our events in-person, so everyone has an opportunity to continue to network and increase our business. Additionally, social committee is going to work hard at the challenge of finding after hour extra-curricular outings that will continue to be fun, you won't even realize your networking.

The CCIM designation has helped me become not only the Broker, but the person I am today and it all started with my initial involvement in the Southern Nevada Chapter. By the end of this year, I am dedicated to ensuring that anyone affiliated with us can say that they have enhanced their business, met a new long-term friend, and can't wait to sign up for 2023!

Thank you to our sponsors that continuously support us, the Committees and your Board of Directors are committed to making sure this is one of our best years yet!

I look forward to working with you!

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Las Vegas is the Next Big Smart City

Minja Yan

The pandemic has slowed down the world's supply chain and business operations. But if there is one thing that the pandemic has accelerated, that must be technology. The pandemic accelerated the adoption of technology in corporations and individuals' day to day life, and new technology came out from the pandemic. CES, the world's largest consumer electronics show, was held in Las Vegas this month. And the City of Las Vegas hosted a Smart City Showcase at the International Innovation Center in Downtown. Speakers included Councilwoman Olivia Diaz, City's Chief Innovation Officer Michael Sherwood, Terbine CEO David Knight, and City's Director of Economic and Urban Development Ryan Smith.

What is Smart City?

A smart city uses technologies to increase operational efficiency, increase citizen engagement, share information with the public, and create a safer environment for the community. Las Vegas is constantly in search of ways to innovate and be at the forefront of technology. The city established an innovation district in 2016 to invite startups, entrepreneurs, and new technology into our city. The innovation district is where the city tests some of the latest technology to see how it interacts with the environment, to see how it can help the citizens, and to see how the city can lower their costs and make them more efficient. The area of focus that the city is intently going after are social, economic development, education, public safety, mobility, and health & wellness. And here are some examples of how technology is helping Las Vegas to become the next new Smart City.

Wireless Network

The City of Las Vegas owns and operates the largest private wireless network in the United States. The network went live prior to the pandemic. And during the pandemic, it allowed the city to not only connect all the sensors within the city, but it also allowed the city to provide free internet access to over 5,000 students within this network. The city is planning to expand this network not only for K-12 students, but also to junior college and university students. "This is not only an access to the internet. it's an access to education and opportunity," said Michael Sherwood, Chief Innovation Officer at City of Las Vegas

Smart Park

Smart Parks in the City of Las Vegas have sensors and AI technology collecting data about public amenities usage and public safety. For example, the sensors can count the individual coming in and out of the park. This data gives the Recreation Department the ability to understand how the park is utilized, capacity, and which amenities in the park are being used. For safety standpoint, the sensors can detect people that are in the park when the park is closed. The AI technology can detect unusual movement of an individual. If an individual has fallen on the ground, the sensor will reflect the data to the city and the city can look at the camera and call the staff or police to help assist the individual.

Street Light Sensors

The streetlights in City of Las Vegas have sensors and cameras attached to the light. These sensors provide

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Left to right: Councilwoman Olivia Diaz, City's Chief Innovation Officer Michael Sherwood, Terbine CEO David Knight, and City's Director of Economic and Urban Development Ryan Smith.



Southern Nevada
CCIM Chapter

2022 Board of Directors



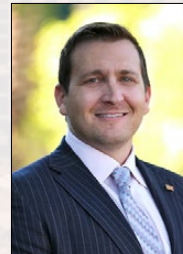
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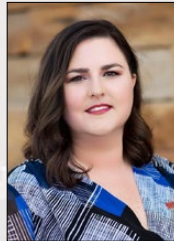
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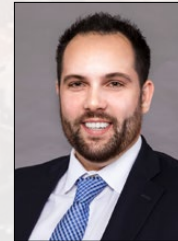
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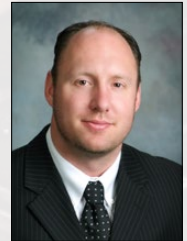
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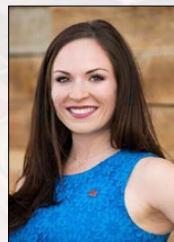
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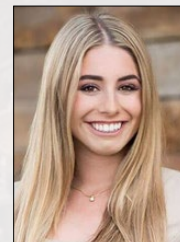
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Mission Statement

Southern Nevada CCIM Chapter

Position the Chapter as the premier commercial real estate organization for Southern Nevada by enhancing the value of the CCIM designation and increasing the number of designees and candidates through professionalism & educational excellence.

On Being a Champion

Hayim Mizrachi, CCIM



I have been a mixed martial arts (MMA) fan since the early days of UFC. Since those early days fighters have evolved from only needing to master a single martial art to having to be well rounded in several martial arts in order to be a champion. In addition, a champion must have the three A's.

- **Attitude** - they have to believe they can be and are worthy of being a champion.
- **Activities** - they have to engage in training cardio, strength, nutrition, sparing, etc.
- **Approach** - they have to refine technique. If Activities are engaging in the training, Approach is improving performance within each activity.

One of the things an MMA commentator will say when there is a new champion is, "you're not truly a champion until you defend your title."

It turns out, to the best of my research, the concept of defending your belt is attributed to a quote by a world champion tennis player.

In 1956, Althea Gibson, became the first African American to win a Grand Slam title - the French

Championship. She went on to win Wimbledon and the US Open in 1957 and again in 1958.

What can CCIM's learn from a Champion like Althea Gibson?

Did she have the right Attitude? I Always Wanted to be Somebody. That was the title of her autobiography published in 1958. Althea had the attitude of a champion. She had the mindset that she would rise from the slums of Harlem to stand center court in Wimbledon meeting the Queen of England.

How about Activities? Well, here's another Althea quote... "most of us who aspire to be top in our field

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In sports, you simply aren't considered a real champion until you have defended your title successfully. Winning it once can be a fluke; winning it twice proves you are the best.

— Althea Gibson —

AZ QUOTES





Southern Nevada
CCIM Chapter

UPCOMING CLASSES

Watch for details!



CI 101 - Financial Analysis for Commercial Investment Real Estate (March 14 - 17, 2022)

CI 103 - User Decision Analysis for Commercial Investment Real Estate (Sept. 12 - 15, 2022)



Instructors: Robin Webb, CCIM & Soozie Jones Walker, CCIM, SIOR



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Perspective

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What to Expect *Las Vegas Construction in 2022*

Carol Browning

According to Graham Flight from Cumming Management Group, Las Vegas has a diversified economy. In summary, the forecast for Las Vegas is to have a strong 2022 despite the COVID related challenges we are currently facing. Highlights include proposed regional projects valued over \$28B. Such projects include, the DesertXpress High Speed Passenger Rail System, All Net Arena and Resort, and Phase II of the Las Vegas Convention Center Expansion and Renovation. The Construction Spending Index shows Las Vegas as well as all of Nevada will continue to spend more than the rest of the United States for 2022 and beyond.

For additional information please [click here](#).



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Articles should be limited to approximately one page, photo submissions welcome as well.

Please submit to

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Past Presidents Then and Now

(The Early Years- Part 1)

Robin Civish, CCIM

As we recognize our new Southern Nevada CCIM Board of Directors we thought it would be fun to do a little "where are they now" on our past leaders. These are the individuals that have ensured that our Chapter has continued to succeed and thrive throughout the years. As a Past President myself I can tell you that these individuals spend a lot of their time and effort in ensuring that our Designees, Candidates, Sponsors and Members get as much value as possible out of their membership with the Chapter. But the reward for that time and effort is tenfold.

With so many great leaders this will be a two part series. So here are the "early years".

Barry R. Moore, CCIM received his CCIM in 1985 and was President in 1990. Barry has been President and Partner at Diversified Realty for over 40 years. Barry's reign started during the early years and their biggest goals were to expand the chapter and grow the number of CCIM's. We are lucky to have had great leadership in these years, they are the reason we have such a successful Chapter today. Barry's fondest memory is getting to take the final exam in Washington D.C., "a real treat". Barry is still in the business today and dealing with his existing assests.



Charlie Mack, CCIM received his CCIM in 1990 and was President in 1991 and 1996. At that time in his career, he was "blowing and going", must be some old timer's quote. His biggest challenge occurred in November of 1990 when he passed the CCIM Comprehensive Exam. "If I hadn't passed, then the Chapter would have been without a President for 1991. Talk about pressure..." Like that exam isn't stressful enough, good for you Charlie! He's most proud of keeping the Chapter afloat in those early years. Favorite event: "Wine Event, over the years it has taken on a life of its own, and that's a good thing." Charlie is currently winding down in his career, but still active. He is also the 2022 CCIM Institute Treasurer (that's a big deal!).



Soozi Jones Walker, CCIM SIOR received her CCIM in 1991 and was President from 1993-1994 and again in 2005. Soozi had been a commercial agent for 9 years and licensed for 15 during her first presidency. Her biggest challenge was coming out of the 80's and the shorter recession of 90-91. As a listing agent she had plenty of properties to list but marketing was hard as technology wasn't what it is today. No email blasts in those days. They were looking for creative ways to market by fax, magazines and door knocking. To have CCIM's together even in small meetings to market with was a big advantage. Soozi feels her biggest achievement was getting the newsletter started (thanks Soozi). She typed, folded and labeled it and Gregg Corlyn stamped and mailed it. Oh how times have changed! Favorite CCIM Event: The Mayors Panels. "I loved those as the members got a chance to meet mayors which opened the door for when they needed to make a phone call. Very beneficial and helps our members make money, which is of course why we exist." Where is she now, still working every day leasing and selling investment properties. She still wakes up each morning excited to talk with clients and other brokers. She is one of the most distinguished CCIM Instructors as well. "To help others do well in the business and succeed is what makes us not only better but the market better as a whole"



Continued on page 11

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Andrew S. Levy, CCIM received his CCIM in 1996 and was President in 2001 and 2002. He was mid-career during his terms. His biggest challenges with the Chapter were keeping it going and funds in the bank. He was successful at this and was even able to lead the Chapter in the ability to give back funds to the community. Look at us now Andrew, over \$21,000 to Charities and Scholarships in 2021 alone! No wonder the CCIM Wine "Tasting" Fundraiser is your favorite. Now with over 40 years in the business, Andrew is ready to slow down his career and looking forward to retirement soon.



Devin Lee, CCIM received his CCIM in 2006 and was President in 2008. Remember 2008, when the floor was still dropping on our economy? Devin was there to ensure our Chapter "didn't go broke, the downturn lasted much longer than anybody ever thought." Devin feels his biggest achievement was organizing

the poker tournament that eventually became the Andy Hantges Memorial Poker Tournament in honor of his fallen business partner and good friend. And the endowed scholarship in Andy's name. Devin's favorite event is the Wine Event, I see a recurring theme here, followed by a close second of the Poker Tournament. "They are both really fun and it is great to see everybody." In this stage on his career Devin is looking to retire as early as possible and doing a lot of investing as well as brokering. "If we don't have another crash, I think I am on a good track. If we do, I will be a better broker again."



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free Wi-Fi to the community and can detect unusual activities such as when people are climbing on the arts or signs in the art district. If an individual is climbing on any art or signs, an automated AI voice will tell them to get off the sign. And if they do not get off the sign, a police officer or city staff will come to ask them to get off the sign. All of the images and videos these sensors collect blur the individual's face or only show the heat signature. So, the sensors do not collect an individual's private information and identity

Autonomous Vehicle

Autonomous vehicles are part of the wireless network within the City of Las Vegas. The network uses a DSRC (Direct Short Range Communication) system that allows the vehicle to know when the light is going to change from red to green and from green to red. This allows an autonomous vehicle to understand the next four to five intersections, what the light timing is going to be, and adjust its speed accordingly.

Traffic, Road Conditions, and Infrastructure Maintenance

Another data point the city is collecting are road conditions. The city is using a type of technology that can actually see where the roadway is deteriorating. And with that data, the city will be able to create a digital twin and run models into the future to know what road should be prioritized for resurfacing or repair. It is much cheaper to repair a pothole in the very beginning rather than once it becomes a large hole.

Digitization of the City

The goals of the city are to collect real-time insights, predictive analytics, make data driven decisions, increase citizen engagement, and increase operational efficiencies. The city not only wants Vegas to be the entertainment and sports capital of the world, but it also wants Vegas to be the innovation capital of the world. "Las Vegas has evolved so much that people's opinion of Las Vegas is starting to change. Las Vegas is on the path to be not only the entertainment and sports capital of the world, but also innovation capital of the world," said Ryan Smith, Director of Economic Urban Development at City of Las Vegas.

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don't really consider the amount of work required to stay top." Althea knew. She engaged in the activities necessary to be a great champion. And she did this at a time when diversity, equity and inclusion weren't exactly on trend.

What about Approach? Perhaps my favorite of Althea's quotes to bring this to life... "it has been written that I have the best women's serve in tennis history... and I believe it!" I love this quote because it both depicts that Althea practiced her approach in serving at a championship level and reminds us that she had the attitude of a champion.

It's the new year.

While "New year new me" is a cute meme, it's a false premise. You are still the same you when the clock strikes 12:00 am on January 1.

Setting goals and resolutions like "I want to try to eat less and exercise more... have less screen time... or make more money..." These don't address the most powerful force that controls us.

That force is our behavior or habits (activities). What drives our behavior? Our beliefs (attitude).

Althea believed she was always going to be somebody and became the first African American women's tennis champion. Her belief (attitude) drove her behaviors (activities & approach).

This is how this shows up for me. If I believe that I am a runner training for a ½ marathon (attitude), my behavior will follow my belief. My behavior (activities) will be to gear up at 7:45 pm when I'm tired as hell and go for a 45-minute run in 41-degree temperature because that's what runners training for a ½ marathon do.

If I'm training for a ½ marathon you know my approach has to be refined along the way. I have to do interval runs to build speed. As much as I hate them, I have to do core exercises to build strength.

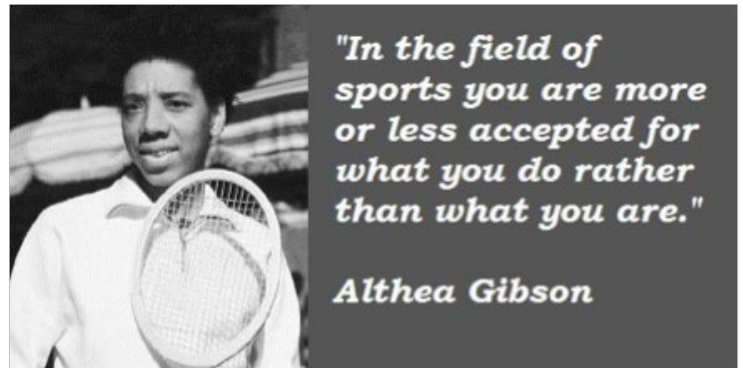
Beliefs Drive Behavior

In 2022, I want you to ask yourself, who do you want to be or who are you?

For me...? I am a healthy person. I am a present father and husband. I am a market leading broker.

If I believe I am these things my behaviors will follow. A healthy person doesn't polish off the 4 chicken fingers his kids didn't eat (yes, I struggle with that). A present father and husband doesn't scroll on his phone in the evenings. A market leading broker is disciplined in executing his prospecting campaigns.

Ladies and gentlemen - who are you going to be in 2022? Let's end with a final Althea quote.



At CCIM Southern Nevada, we are professionals. We are professionals who are defined by what we do. In 2022, let's be about action. Let's be about championship action!

***The concept of the three A's comes from sales expert Greta Schulz.



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