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**October 18-20, 2009**  
Sanibel Harbour  
Resort & Spa,  
Fort Myers, Florida

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## Jeffrey Finn Delivers Keynote Address at The TFM Forum

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*Despite Current Economic Challenges, NAI Global President & CEO  
Tells Keynote Audience: "Opportunities are tremendous."*

**November 19, 2008, Huntington Beach, CA** — "The world has changed very quickly, but the opportunities are tremendous," Jeffrey M. Finn, President and CEO of NAI Global told the standing-room only crowd of The TFM Forum and Business Facilities LiveXchange delegates, speakers, and sponsors attending his joint opening keynote address. "This is the time when real opportunities present themselves."

Finn's address, "Opportunity: Tomorrow—Turning today's market challenges into tomorrow's prosperity" examined how corporate site location decision makers and facility executives can take advantage of the current economic cycle in light of skyrocketing energy costs, an expanding credit crunch, slow domestic growth, globalization, devaluation of the U.S. dollar, and the threat of inflation. Finn discussed how today's market fundamentals and tomorrow's forecasts for both mature and emerging markets create outstanding opportunities for savvy companies and provided his perspective on key macroeconomic drivers and their impact on global real estate market fundamentals.

Looking ahead, Finn told the audience that emerging areas in the U.S. will grow around fuel and food industries in areas such as Sioux City, IA; Oklahoma City, OK; and Southeast Idaho. Global hot spots will be based on energy economies and include Calgary, Edmonton, Brazil, Russia, Central Asia, and the Middle East.

"Facility executives who have active projects and are looking to purchase products and services attend The TFM Forum to help them find the best possible solutions to their facility challenges," said Susan Coene, co-president of Group C Media, Inc., the parent company of The TFM Forum. "The success of this year's event—our second TFM Forum—just goes to show that businesses are continuing to improve their company's facilities even in this difficult economic climate."

Following Monday's keynote address, delegates and sponsors began attending the one-on-one meetings and the world class conference program that are the hallmark of The TFM Forum event. The pre-scheduled meetings take place between sponsors—facility management product and service providers from across North America; and delegates—facility executives who are actively seeking those products and services for their projects. Prior to the event, personal schedules were created for all participants according to their individual interests and requirements.

## **ABOUT THE TFM FORUM**

The TFM Forum gives facility executives with active projects a chance to learn about the industry, network with other facility executives, and evaluate vendor options for upcoming projects. In 2009, The TFM Forum will take place October 18-20 at the exquisite Sanibel Harbour Resort and Spa in Fort Myers, Florida. The TFM Forum: Education/Government will take place March 22-24 at the Hotel del Coronado, San Diego, California.

The invitation-only event—which includes a world-class conference program, deluxe accommodations, meals, and ground transportation—is designed for senior-level facility executives with the most demanding schedules. Endorsed by *Today's Facility Manager* magazine, The TFM Forum provides an atmosphere that fosters highly productive discussions with leading facility product and service suppliers who can help to expedite facility executives' upcoming renovation/new construction needs. Vendors who offer facility management products and services participate in The TFM Forum as sponsors.

