



THE COUNSELORS OF REAL ESTATE®

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The Counselors Of Real Estate

CRE Archives: Annual Conventions Past & Present

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"This is the power of gathering: it inspires us, delightfully, to be more hopeful, more joyful, more thoughtful: in a word, more alive."

— Alice Waters

Motor City Revival

In the fall of 2025, the Counselors of Real Estate (CRE) will host its [annual convention](#) in downtown Detroit (September 27-30th at the Book Cadillac Hotel). The occasion brings together members and guests for industry dialogue, development tours, and opportunities for building meaningful relationships. For those



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following along from home or the office, the hashtag is #CREMotorCity2025. The organization hosts the conference in a different city each year. This year, attendees can once again expect the opportunity to hear the organization’s member band, “Sound Counsel”.

An article in the Guardian found [here](#), describes, “When the Book Cadillac hotel opened in Detroit a century ago this month, it crowned the Motor City as one of the most dominant metropolitan powers on the planet. The tallest hotel in the world at the time, it boasted more than 1,100 rooms set across 31 stories. Back then, Detroit was a place where all and sundry wanted to see or be seen as the city’s dominant industry – automobiles – fueled the dawn of mass mobility for the wider world.”

This year’s conference chair is Robert Pliska, CRE. A twenty-year member of the Counselors of Real Estate, he currently serves on the Board of Directors. He takes on the task of keeping a varied, opinionated, and vocal group focused and on task with meetings, events, discussions, and more. His local co-chair is Anthony Sanna, CRE, also a member of Sound Counsel band. Further, David Levy, CRE is supporting programming for the event.

Robert notes, “this year we will provide an exceptional opportunity for Counselors and guests to elevate their expertise, engage with influential leaders and visualize the great transformation of a city that has emerged from the many problematic issues of the past and has again become a great place to live, work, invest and play.”




2017 Counselors of Real Estate Annual Convention Keynote Speaker: Sam Zell/Moderator: Ed Friedrichs, Friedrichs Group. Father of the REIT, Zell spoke multiple times at annual CRE conventions and contributed to [Real Estate Issues](#) publication

Conventions Are as Conventions Do

The CRE’s annual convention has never been the biggest commercial real estate conference of the year (even with guests in attendance) given the organization’s membership roster has never greatly exceeded more than 1,000 members worldwide (currently there is representation across 22 countries); however, it does attract an eclectic mixture of highly ethical, prominent, and knowledgeable problem solvers that serve commercial real estate in a myriad of ways. The choice of a different city each year allows attendees to explore unique places and real estate projects. In 2025, attendees will witness the real estate renaissance and cultural innovations driving the “Motor City’s” dramatic resurgence: A true modern day “Rise of the Phoenix”.

SUBMIT



Announcing The Jared Shlaes Prize

\$10,000 award

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Counselors of Real Estate Annual Meeting Brochures as published in Counselors of Real Estate 50th Anniversary Book

The annual convention has long been a central gathering place and focal point for the organization dating back to the first annual meeting convention in 1956. While the CRE at one point in time held multiple national in-person events during the year, the annual conference has long been a special opportunity to convene, share, and make memories. This jam-packed weekend of meetings and events is organized and coordinated by members with the support of an incredible team of staff.

What Attendees Are Saying

While as a CRE, I am a trusted adviser, don't take my word for it about how valuable and meaningful this event has been and continues to be. Here are thoughts from attendees on what they get from the convention and what the convention means to them and their careers.

"What is amazing about face-to-face gatherings with Counselors is that CREs really take the time to introduce you to others. It can be challenging going to a conference for the first time, with so many others familiar with various groups. I distinctly remember my first Convention when my sponsor Peter Burley (he has since passed, RIP!) really accompanied me and introduced me to many CREs who have since become great colleagues and good friends. It's that personal touch and care for others that really sets the CREs apart." — Victor Calanog, CRE

"I always get so much out of the annual convention. From meeting up with peers and friends, to exchanging ideas and discussing current topics, to high caliber, expert speakers. The most unique thing about the CRE Annual meeting is that Counselors represent the full ecosystem of practitioners in commercial real estate. This provides a fulsome and well-rounded set of perspectives. And no other event has such a concentrated focus on tours – from a CRE vantage point. We get out of the hotel to experience the city, its growth, economic drivers, development (both planned and underway) – it's such a treat to see the city from the eyes of experienced Counselors." — Deb Cloutier, CRE

“My first CRE Convention was in Washington DC at the Willard Hotel in 2011. I was encouraged to visit the “chair’s suite” in the evening to get to know other members and instantly realized that those receptions provided an excellent opportunity to get to know other CREs in a smaller informal setting. Some of my closest friends in the organization are CREs that I met that first night and we still all try to attend these receptions and to greet and meet new members every year. I’ll keep going whenever I’m at a CRE convention in the future.” – Anthony F. DellaPelle, Esq. CRE, 2024 Global Chair, Counselors of Real Estate

Making Dollars and Sense from Issues of the Day

“A problem well put is half solved.” – John Dewey

Politics and religion are often best avoided at the dinner table and the Counselors of Real Estate is a non-partisan organization. However, when a group of well-credentialed problem solvers get together, one can bet that current events and industry challenges such as tariffs, economic growth, and inflation expectations will be on attendee’s lips along with solutions-oriented discussions.



During The Counselors’ 2024 Annual Convention in New York City, [Moody’s](#) Chief Economist Mark Zandi shared his short and long-term predictions on the global economy, the U.S. elections, and commercial real estate markets

Top Ten Issues Affecting Real Estate

For over a decade, the CRE has explored its annual list of significant challenges and opportunities the industry faces at the convention and beyond. The [Top Ten Issues Affecting Real Estate®](#) are determined through broad membership polling, discussion, and debate. Now in its 13th year, this signature thought leadership initiative is an invaluable resource to clients of Counselors worldwide and to the real estate



industry in general. Expect the opportunities and solutions delivered via the 2025 list to be on the conference agenda!



TOP TEN ISSUES **AFFECTING REAL ESTATE®**

The Counselors of Real Estate®

And the Award Goes To.....

The [Landauer/White Award](#) is presented annually to an individual who has furthered the ideals of The Counselors of Real Estate®—integrity, competence, community, trust and selflessness—and who has demonstrated both outstanding professionalism in real estate and a notable influence civically. The award was established in 1986 as a memorial to honor CRE James Landauer for his instrumental role in establishing The Counselors of Real Estate.



Raymond Torto, CRE, was posthumously honored with the 2024 James D. Landauer/John R. White Award at the Counselors’ Annual Conference in New York City. David Levy, CRE (left) and Jim Costello, CRE (center) shared their memories of Ray and accepted the award on his family’s behalf. Presenting the award is 2024 Global Chair Anthony DellaPelle, Esq, CRE.

Read Jim Costello’s Real Estate Issues article, “[Lessons I Learned from Ray Torto.](#)”





Mini-Consulting Corps Engagements

During The Counselors of Real Estate 2024 Annual Convention in New York, Mini-Consulting Corps engagements provided meaningful real estate guidance to two churches to advance their mission-driven redevelopment efforts. Via an afternoon of analysis and deliberations, groups of Counselors offered input to Bushwick Abbey/ Iglesia de la Santa Cruz in Brooklyn and to Middle Collegiate Church in lower Manhattan.

The CRE® Consulting Corps, a public service program of The Counselors of Real Estate, provides real estate analysis and action plans for municipalities, not-for-profit organizations, government entities, educational institutions, and other owners of real property.

Stay tuned for what is to come in this regard this fall in Detroit!





The annual convention as well as numerous other activities throughout the year are orchestrated with member input and executed by an amazing staff based in Chicago. The staff of eight dedicated team members and the Counselors of Real Estate member organization are led by Chief Executive Officer, Mary Fleischmann.



Group of CRE Association Chief Executive Officers has gathered to share information, gain insights and collaborate for over two decades. For the first time ever (in 2024), they had 11 women CEOs leading industry organizations, commemorated with a picture at BOMA International where meeting was held. Far right: Mary Fleischmann, Chief Executive Officer, Counselors of Real Estate. Photo Credit: Wendy Mann, Chief Executive Officer, CREW

The Counselors of Real Estate, established in 1953, is an international consortium of credentialed real estate problem solvers who provide expert advice on complex real property and land-related matters.

Membership is extended by invitation—though qualified individuals may self-apply—and includes principals of prominent real estate, financial, legal, and accounting firms as well as developers, economists, futurists, and ranking leaders of Wall Street and academia.



Each has earned the prestigious CRE® designation. CRE designees have resolved the dispute between the developer of the World Trade Center and its insurers post September 11, 2001, led the privatization of U.S. Army Housing, valued both the Grand Canyon and Yale University, introduced the concept of parking garages to China, and created and endowed the MIT Center for Real Estate

Real Estate Counseling is the act of providing advice or guidance which significantly affects real estate decisions, without personal bias and/or conflict of interest.

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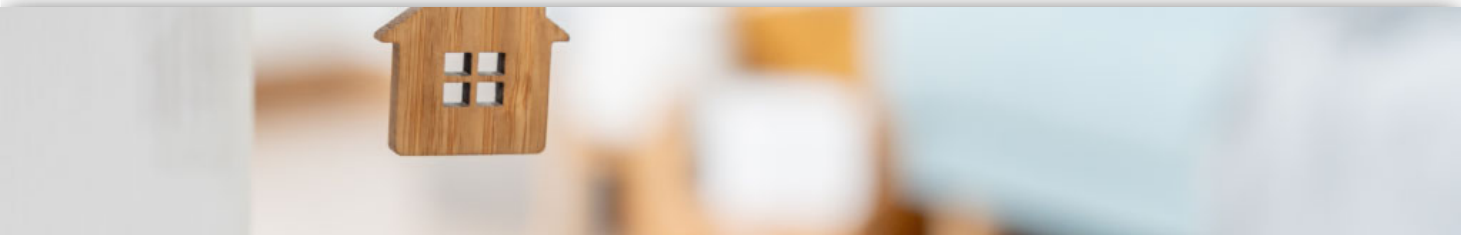
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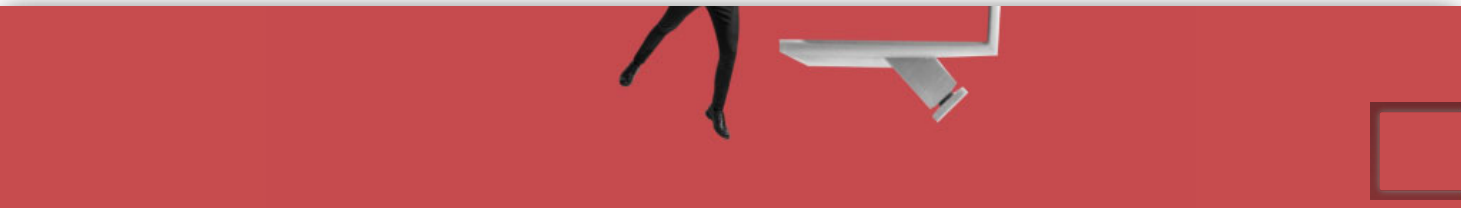
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