



CCIM Institute

Commercial Real Estate's
Global Standard for Professional Achievement

Nine Chapters Earn CCIM Institute's 2014 President's Cup Award

CCIM chapters honored for excellence at organization's Midyear Business Meetings.

CHICAGO, IL (March 30, 2015)—The CCIM Institute recognized nine local CCIM chapters for excellence at its Midyear Business Meetings in Chicago, held March 22–25. The annual CCIM President's Cup awards program took place on March 24, honoring CCIM chapters that have demonstrated the highest degree of skill, ingenuity, and innovation in promoting the membership benefits of the Institute at the local and regional levels.

Chapters from Alabama, Central Arizona, and the Memphis metro area took home first place awards in the three membership tiers.

Two presidents of the First Place CCIM chapters discussed their winning programs' marketing efforts.

"The Alabama CCIM Chapter developed a comprehensive plan that involved networking and branding to reach underserved communities and students statewide," says Glynnis Fisher Levitt, CCIM, 2014 Alabama CCIM Chapter President. "Everyone in our chapter contributed, resulting in a 22 percent growth in membership."

"Our chapter developed an innovative marketing plan to reach the commercial real estate community, clients, and consumers," says Scott Fey, CCIM, 2014 Central Arizona CCIM Chapter President. "We wrote profiles of successful CCIMs in our community under the banner of 'I am CCIM,' which really grabbed attention. We were able to increase our membership, boost the number of participants taking the CCIM courses, and quadruple the number of applicants for our chapter's scholarship program."

2014 CCIM President's Cup Winners

TIER 1

250 or more members

1st Place — Alabama CCIM Chapter

2nd Place — Southern Nevada CCIM Chapter

3rd Place — North Carolina CCIM Chapter

TIER 2

125–249 members

- 1st Place — Central Arizona CCIM Chapter
2nd Place — Northern California CCIM Chapter
3rd Place — Iowa CCIM Chapter

TIER 3

124 members or less

- 1st Place — Memphis Metropolitan CCIM Chapter
2nd Place — Kansas CCIM Chapter
3rd Place — Middle Tennessee CCIM Chapter



L-R: Andrew Patterson, 2015 President, Amy Adkins, Administrator, Karl Landreneau, 2014 National President, Glynnis Fisher Levitt, 2014 President, Bryan Holt, 2014 VP, and Tim Blair, 2013 President

CCIM Institute has more than 50 chapters across the U.S. and is represented in more than 30 global markets. Learn more about [CCIM chapters](#).

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About the CCIM Institute

Since 1969, the Chicago-based CCIM Institute has conferred the Certified Commercial Investment Member (CCIM) designation to commercial real estate and allied professionals through an extensive curriculum of 160 classroom hours and professional experiential requirements. The CCIM curriculum was redesigned in 2010 to reflect changing student demographics and real estate brokerage services, growth in international markets, new technologies, and new delivery models. The core curriculum

addresses financial analysis, market analysis, user decision analysis, investment analysis, and negotiation—the cornerstones of commercial investment real estate.

An affiliate of the National Association of Realtors®, the CCIM Institute also offers the powerful technology tool STDB, an online site analysis and demographics resource, and the Ward Center for Real Estate Studies, which provides timely education and training to keep commercial real estate practitioners current in an ever-changing market environment.

Currently, there are nearly 10,000 CCIMs in 1,000 U.S. markets and 31 additional countries, with another 3,000+ practitioners pursuing the designation, making the institute the governing body of one of the largest commercial real estate networks in the world. Visit www.ccim.com for more information.