

2002 ARES annual meeting

You are invited to join the thought leaders of real estate at the

Eighteenth Annual American Real Estate Society Meeting

on

April 10-13, 2002

at

**[Naples Beach Hotel](#)
Naples, Florida**

by **Art Schwartz**,
University of South Florida
ARES Meeting Planner, Director, Past President

The Eighteenth Annual Meeting of the American Real Estate Society (ARES) will be held at the Naples Beach Hotel in beautiful Naples, Florida.

The April 10-13, 2002, Annual Meeting will be held at the beach front Naples Beach Hotel and Golf Club. The Watkins family has owned this classic hotel for over 50 years and promises ARES guests Old Florida hospitality in a gorgeous, tropical setting. The hotel strives for the "endless enjoyment" of its guests. Its 125 acre site features a private collection of over 5,000 orchids and is a native bird sanctuary. It was featured on the front page of the Travel Section of the Sunday, January 14, 2001, New York Times and it offers not only its pristine, white sand, Gulf of Mexico beach within a few steps of your room, but also championship golf adjacent to the hotel, six Har-Tru tennis courts and a brand new spa. Collier County, in which Naples is located, is one of the fastest growing counties in the USA. You'll notice the new construction when driving into town, however, once you arrive at the Hotel, the hubbub of all that activity will be far away. The Naples Beach Hotel is located near downtown Olde Naples, an area of interesting shops and restaurants. You'll want to head down to Fifth Avenue South for great dining, shopping and strolling. And, for a real oceangoing adventure, you can catch the speedy Key West day cruise boat departing daily from Naples that offers about six hours to explore Key West.

We will be meeting in a brand new conference center that overlooks the golf course. While Youguo Liang is preparing an interesting intellectual program, I'll be concentrating on securing enough peel and eat shrimp to highlight our social events. Don't forget your most notable Hawaiian shirt or muumuu for Friday evening's contest. A full gamut of beach front receptions and entertainment will await you as well as a magnificent Gulf of Mexico sunset every day. This might be the meeting to leave your business attire at home; don't forget shorts, bathing suit, Hawaiian attire and golf-tennis outfits.

This is a family oriented resort. Children, ages 5-12, will enjoy the "Beach Klub 4 Kids" which is complimentary for hotel guests. Guests of all ages will find a plethora of activities for their enjoyment. Expect upper 70s to lower 80s as daytime highs in April with low temperatures in the 60s. April is Southwest Florida's driest month. Remember to bring sunscreen as the sun is intense in April. For more information on

the hotel, check out its website: www.naplesbeachhotel.com.

We have secured the best accommodation value in ARES history. Run of House rooms are only \$120/night and Deluxe Gulf of Mexico view rooms are only \$165/night. A \$3.50/night service charge and 9 % room tax are additional. Parking is complimentary. All rooms are a very short walk to the beach, the golf course, the tennis courts, and the spa as well as the hotel's many restaurants and lounges. Check around Naples and you'll find that these rates are truly "well below market". Exploit this market inefficiency today and book your room by calling 800-237-6000, or 941-261-222, or FAX : 941-261-7380. Our incredible ARES rates are available before and after the meeting so you should consider arriving early or lingering after the meeting. Please reserve your room by March 1, 2002.

Also, we have secured favorable greens fees at the hotel's championship golf course. This course hosts the South Florida PGA Open and was rated among the top 100 most women-friendly courses by Golf for Women magazine. The special ARES rate is \$75/round, including cart and is available for tee times on Wednesday, 12:30-2:00 and on Saturday, 1:00-2:30. Call the pro shop directly at 800-866-1946, extension 2940 to reserve your tee times. Please call by March 1, 2002.

Traveling to Naples is easy. Some commuter flights are available to Naples Airport although the best service is into Southwest Florida International Airport (RSW) in Fort Myers, 36 miles from the hotel. Miami International Airport is a two hour drive away via the Tamiami Trail (US 41) through The Everglades. Fort Lauderdale International Airport is a two hour drive away via the Alligator Alley (I-75) toll highway. Directions to the hotel are available on its website.

Delta Airlines is the Official ARES Airline Partner and is providing special ARES fares into Fort Myers, Miami and Fort Lauderdale from North America and Europe. Call 800-241-6760 and be sure to mention Delta File Number: 177888A. A Hertz rental car is the easiest form of ground transportation. Call Hertz at 800-654-2240 and mention Meeting Number: 02EL0002. Special ARES rates from Hertz are available from any Florida airport location.

World Class Water venues will continue as future ARES Annual Meeting sites. We return to Monterey, California, April 2-5, 2003, to the Doubletree Hotel, site of our very successful 1998 meeting. The newly remodeled Hyatt on Sarasota Bay is the site of our April 14-17, 2004 Annual Meeting.

Thank you for all favorable comments on Coeur d'Iene and Alaska. I'm really excited about Naples; you'll enjoy it there.

For additional information about the 18th Annual ARES Meeting, please contact:

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Abstracts for proposed papers and panels are due by November 15, 2001.

Sign up for the 2002 ARES Annual Meeting by filling out the [Registration Form](#) and

mailing it to Youguo Liang.

Please mail the meeting registration form and fee to:
Youguo Liang, ARES Program Chairman
Managing Director
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