



DOWNLOAD THE ULI EVENTS APP – FALL MEETING

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Multi-Family Council - Bronze

Chair: John Echols
 Assistant Chair: Jeff Harris
 Vice Chair: Clyde Holland
 Vice Chair: Sheri Thompson
 Vice Chair: Greg Engler

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Council Reception – October 21st 2014

Council Reception Location: The Metropolitan Club of New York
 Address: One E. 60th, New York, NY 10022
 Time: 6:30 pm – 8:30 pm Cocktail Reception
 Attire: Coat and tie required for men/Business Attire for Women. No cell phones in public areas
 RSVP contact and cost: Shannon Nichols (512) 380-8982, snichols@heritage-title.com

Council Day Agenda – October 22nd 2014

Location – The Metropolitan Club, One E. 60th St. - West Lounge

Coat & Tie Required for Men / Business Attire for Women – No Cell Phones in Public Areas

- 7:00-7:30 Networking Breakfast
- 7:30-8:00 Micro Unit Grant Team Presentation
 “The Macro View of Micro Apartments” presented by Charlie Hewlett
- 8:00-8:15 Councils disperse into individual sessions

MF-Bronze Council - The Metropolitan Club, One E. 60th St. - Governor's Room

- 8:15-8:25 Welcome Remarks by Council Chair John Echols
- Introduction of Members and Guests
 - Recap of ULI Foundation giving campaign
 - Reminder to Complete Evaluation Form
 - Announce ULI Spring Meeting, Houston, TX, May 13-14, 2015
 - Discussion of suggestions for future council meeting programs

8:25-8:45 New York Market Overview and Development Update

Speaker: Jeff Bastow (nm)
Managing Director, BlueGate Partners

Jeff Bastow of BlueGate Partners will provide an overview of the greater New York City commercial real estate market highlighting specific high profile developments currently under construction and development trends in the current cycle.

8:45-9:45 Round Table Discussions

Moderator: Greg Engler (f) (c)
Founder & CEO, Engler Financial Group

Members will engage in round table discussion groups and report back to the moderator on specific topics of interest to MF Bronze.

9:45-10:15 Manhattan Residential For-Sale Snapshot

Speaker: Melissa Ziweslin (nm)
Managing Director, Corcoran Sunshine Marketing Group

Ryan Schleis (nm)
Vice President of Research & Analytics, Corcoran Sunshine Marketing Group

The Manhattan for-sale market was red-hot before the last downturn and it's making the headlines today with huge sales prices! \$1000, \$2000, \$3000, \$4000 a foot and higher! Have prices recovered fully, and will they go higher? Where is volume? Whose buying and what are the hot product trends. Is there any rental to for-sale condo conversion activity? We'll hear from the pros at Corcoran Sunshine Marketing Group, one of Manhattan's premier sales, marketing and planning firms for luxury residential development.

10:15-11:00 National Apartment Market Overview by Ron Witten

Speaker: Ron Witten (f) (c)
Founder, Witten Advisors

Witten Advisors, LLC is an advisory firm providing apartment market strategy services for senior management at nationally and regionally active multifamily investors, developers and lenders, both public and private. Founded by Ron Witten in 2001, the company offers an unmatched blend of 30+ years' experience in apartment market data analysis with an insider's understanding of the business of apartment owners, developers, equity investors and lenders. Applying this combination of market research expertise and business insight, Witten Advisors helps clients anticipate industry-wide trends that drive company strategy, as well as plan their acquisition and development ventures for the right markets optimally timed for market success. Realistic expectations for future market performance drive informed asset management decisions as well.

11:00-11:45 "Where We Are in The Current Economic Cycle" and "Where We Are Going From Here. The "Lost Generation" (Millennials aged 25 to 35 who have record levels of debt and bad credit) and the shadow it casts over the housing market by Peter Linneman

Introduction: Clyde Holland (f) (c)
CEO/Chairman, Holland Partner Group

Speaker: Peter Linneman, PHD , Sussman Professor Emeritus of Real Estate, Wharton (nm)
Principal, Linneman Associates

Dr. Peter Linneman is the principal of Linneman Associates, the CEO and founder of American Land Fund and KL Realty, and the chief economist of NAI Global. He previously served as the Albert Sussman Professor of Real Estate, Finance and Public Policy at the Wharton School of the University of Pennsylvania in Philadelphia, PA, retiring in December 2010. Linneman served as the founding chairman of Wharton's Real Estate Department, and was the Director of Wharton's Samuel Zell and Robert Lurie Real Estate Center for 13 years. He is also the founding co-editor of The Wharton Real Estate Review. Linneman has also been named one of the 100 Most Powerful People in New York Real Estate according to The New York Observer and one of the 25 Most Influential People in Commercial Real Estate by Relator Magazine.

11:45-12:45 Joint Council Networking Lunch (West Lounge) – Metropolitan Club of New York

12:45-1:00 Load Buses – Buses depart PROMPTLY at 1:00 pm for Property Tours

1:00-4:15 Bronze Tours

Property Tour #1: Mima – 440 W. 42nd Street (Related)
Property Tour #2: 400 Park Avenue South (Toll/EQR)

4:15-6:30 Joint Council Reception – Park Hyatt, Onyx Room

Optional Tour One 57 Condominiums

4:30-6:00 General Session: Capital Markets: A Global Perspective

Capital users and providers from across the globe will engage in a provocative conversation on where the money is coming from and how it is being used.

Speakers:

Jeff T. Blau
Chief Executive Officer
Related Companies

Kok Huat Goh
Chief Operating Officer and President
GIC Real Estate

6:00-7:30 Cocktail Reception, Jacob K. Javits Convention Center

KEY:

(f)=Full Member

(m)=Member

(nm)=Nonmember

(i)=Invited Speaker/Moderator/Panelist

(p)=Proposed Speaker/Moderator/Panelist

(c)=Confirmed Speaker/Moderator/Panelist

ULI's Priorities

1. Promoting Intelligent Densification and Urbanization

- What are the most responsible ways to provide cost-effective housing for a rapidly increasing global population that is becoming increasingly urbanized?
- How can we advance the understanding of the relationship between a high-quality of life and the built environment to create high-quality, appropriately-priced density that is attractive to users?
- What is the relationship between a thriving economy and a thriving city (and vice versa)-the relationship between a dynamic society and the built environment?

2. Creating Resilient Communities

- What are the best new business models in the real estate and land use industry and how can we support their development?
- How can we best adapt and reuse existing real estate while eliminating obsolete space to create thriving communities?
- How can we influence land use leaders locally and around the world as they reshape the process of community building and developing both social and physical infrastructure?

3. Understanding Demand and Market Forces

- How can we best understand the demand (quantity, type, price, and location of the need) for real estate and discover what the market wants short-term versus what the market needs long-term
- How can we help balance local, regional, national, and global interests as well as public and private interests in terms of how they affect land use decisions and development?
- How will changing technology influence building and buildings, and how will people's use of technology influence how they interact with the physical environment?

4. Connecting Capital and Real Estate Through Value

- How can we best generate value in the built environment that is greater than its cost?
- What are the best ways to ensure the attractiveness of real estate as an investment as institutional capital allocators continue to change and become more global?
- What is the most effective way to demonstrate and explain the relationship between investment in public projects and amenities and the impact on real estate value?

5. Integrating Energy, Resources, and Uses

- How can we best reduce the negative impact of the built environment on our natural resources and climate?
- What are the best ways to use the world's energy resources and protect the built environment from volatile and unpredictable conditions?
- How will trends in energy and resources impact the future best use of land?



ULI Council Member Expectations

Council membership is a privilege desired by many ULI members and the value of the Council experience is determined by the quality and participation of its members. Each Council member is therefore expected to be a committed and participating part of the Council, contributing as much value to the Council experience as they take home.

OPEN, HONEST, SPECIFIC INFORMATION AND EXPERIENCE: Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

CONFIDENTIALITY: Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of confidentiality will result in immediate expulsion from your Council.

REAL DEALS, REAL NUMBERS: The key to truly valuable interaction between the Council members is the sharing of real deals and real number, successes as well as lesson learned.

RESPECT FOR OTHERS: Help make discussions productive and high value by engaging your fellow council members respectfully with your most relevant information and experience.

NO SELF PROMOTION: Councils members are all highly successful real estate professionals. Self-promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

NO CELL PHONES OR BLACKBERRIES: It should go without saying that you cannot be fully engaged in your council while checking your email. Most Councils have breaks designed to allow members to check in and stay connected a few times during the day.

ATTEND EVERY MEETING AND ATTEND ALL DAY: Each Council member has been chosen for the value that their unique background and experience brings to the Council. Missing a Council meeting or part of a Council meeting reduces the value for every other member of your Council. Your empty seat could easily be filled by someone else who has value to bring to the table.

RECRUIT THE BEST AND BRIGHTEST: Council members often come into contact with new leaders in the industry, ULI members and non-ULI members, with exciting new products, ideas and best practices that will add greatly to the value of their Council. Bring these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.

PARTICIPATE IN ULI AND ULI LEADERSHIP: Council members are expected to be active participants in ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment:

- Attend and participate as speakers and panelists at ULI Spring Council Forums and Fall Meetings.
- Attend and participate as speakers and panelists at Council meetings.
- Serve as panelists at Project Analysis Sessions held at Spring Council Forums and Fall Meetings.
- Serve as panel members for Advisory Services assignments scheduled throughout the year.
- Contribute to ULI publications through the contribution of articles and papers.
- Contribute to the ULI Foundation.
- Participate as Committee/Subcommittee/Task Force members.
- Participate in research and education programs.
- Participate in District Council programs in each member's area.