



DOWNLOAD THE ULI EVENTS APP – FALL MEETING

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Office Development Council

Chair:	John Norjen	Phone: 443-285-5704	Email: jon.norjen@copt.com
Assistant Chair:	Joe Gorin	Phone: 212-402-8510	Email: jgorin@rockwoodcap.com
Membership Vice Chair:	Matt Pullen	Phone: 617-204-5921	Email: matt.pullen@cushwake.com
Vice Chair:	Kevin Mulhall	Phone: 312-915-2785	Email: mulhallk@waltonst.com
Vice Chair:	Andrew Levy	Phone: 469-232-1961	Email: alevy@hfflp.com

Council Reception – October 21st 2014

Council Reception Location: The Modern, NYC

Address: Museum of Modern Art, 9 West 53rd St., New York, NY 10019 (between 5th and 6th Ave.)

Time: 6:30 Cocktails, 7:30 Dinner (Optional private tour of the Museum of Modern Art begins at 5:30)

Transportation: Not Provided

RSVP contact and cost: Kathleen LoDolce, klodolce@rockwoodcap.com or 212-402-8517

Cost of reception is included in "Council Dinner Fees" and billed to members along with their Annual Council Dues. The guest fee for the reception is \$300. The optional museum tour is \$75 per person, including ODC members and guests.

Council Day Agenda – October 22nd 2014

Location – 225 Liberty Street, 44th Floor, New York, NY

7:30-8:00 **Networking Breakfast**

8:00-8:30 **Chair's Welcoming Remarks/Introductions/General Announcements/Business Session**

- Introduction of Members and Guests
- Reminder to Complete Attendance Sheet
- Reminder to Complete Evaluation Form
- ULIF Announcement
- Review of ULI Priorities & Council Member Expectations (see back page of your agenda)
- Discussion re: Suggestions for Future Council and Concurrent Meeting Programs
- Announce Next Meeting:
 - ULI Spring Meeting – Houston, TX
 - Receptions on Wednesday May 13th, 2015
 - Council Meetings on Thursday May 14th, 2015

8:30-9:20 **Real Estate Trends Presentation by Cassidy Turley Chief Economist, Kevin Thorpe**

Kevin will present a summary of regional leasing and investment activity and provide his keen insights into the economic, social and corporate trends that are impacting real estate today and beyond.

Speaker:

Kevin J. Thorpe (nm,c)
Chief Economist, Principal
Cassidy Turley
Washington, DC

9:30-10:15 **Town Hall Q&A with acclaimed real estate developer, Edward Minskoff**
Mr. Minskoff will discuss his current investment and development activities, most notably the recent completion of 51 Astor Place in NYC's Midtown South Submarket. With 30+ years of trophy office development experience, Mr. Minskoff will also discuss best practices and the trends that have, and will continue to, impact urbanization and overall office development.

Moderator:

Glenn A. Shannon (f,p)
President
Shorenstein Properties, LLC
San Francisco, CA

Speaker:

Edward J. Minskoff (f,c)
President
Edward J. Minskoff Equities, Inc.
New York, NY

10:15-10:45 **Walk from 225 Liberty to 4WTC, 150 Greenwich St., 54th floor (Entrance on Liberty)**
YOU MUST HAVE ID FOR ACCESS TO THE BUILDING

10:45-12:00 **Inside The World Trade Center Development (Location: 4 World Trade Center)**
World Trade Center developer Larry Silverstein will present a general overview and details associated with the massive development of the new World Trade Buildings. Mr. Silverstein will also discuss the rebirth of Downtown Manhattan as one of the country's leading 24/7 communities.

Speaker:

Larry Silverstein (f,c)
President & Chief Executive Office
Silverstein Properties, Inc.
New York, NY

Speaker:

Janno Lieber (nm,c)
President
WTC Properties
New York, NY

12:00-12:30 **Walk back to 225 Liberty for Lunch**

12:30-1:30 **Lunch**

1:30-2:15 **Regional Office Development Panel [to be refined as panelist group evolves]**
A group of regional developers and investors will discuss takeaways from the day's prior presentation and discuss the opportunities and challenges they are experiencing in today's marketplace.

Moderator:

Paul DeMartini (f,c)
Managing Director / Regional Director – Washington, DC
Tishman Speyer
Washington, DC

Speaker:

Kurt Hartman (f,c)
Senior Managing Director
Hines
Atlanta, GA

Speaker:

Greg Trimmer (m,c)
Principal, Development
The JBG Companies
Chevy Chase, MD

Speaker:

Sam Houston (m,c)
Office Partner
HPI Real Estate Services and Investments
Austin, TX

2:15-2:30 **Break**

2:30-3:30 **Brookfield Place and Hudson Yards**

Representatives from Brookfield Properties will present the \$250M repositioning of Brookfield Place, an 8 million square foot office and retail complex within 5 unique copper-crowned granite and glass towers designed by Cesar Pelli. Brookfield's development team will also present the on-going construction of their Manhattan West Project at Hudson Yards and its unique post-tension pre-cast bridge technology to build a 2.6 acre, state-of-the-art platform over the railroad tracks.

Speaker:

David Cheikin (nm,c)
Vice President
Brookfield Properties
New York, NY

Speaker:

Henry Caso (nm,c)
Vice President, Construction
Brookfield Properties
New York, NY

3:45-4:30 Closing Comments and Networking @ The Dubliner, 45 Stone Street

4:30-6:00 Jacob K. Javits Convention Center
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

For more information about ULI please visit www.uli.org



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.