



DOWNLOAD THE ULI EVENTS APP – FALL MEETING

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Residential Neighborhood Development Council - Gold



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Council Reception – October 21st 2014

Dinner Reception Location: Bocca Di Bacco Chelsea

Address: 169 9th Avenue (corner of 20th St), New York, NY 10011, 212.989.8400

Time: 6:30 – 9:30 pm

Transportation: Approximately 15 minute walk from Javits Convention Center or approximately 5 minute taxi ride

Dinner cost & RSVP: \$125.00 per guest/ RNDC members paid with Council Dues

Council Day Agenda – October 22nd 2014

230 Fifth Avenue, Fifth Avenue Empire Penthouse, 20th Floor

New York, NY 10001

212.725.4300

Bus from Sheraton – 811 - 7th Ave. (Pickup/Dropoff - 53rd Street curbside between 6th & 7th) and leaves at 7 am

7:30 – 8:00 am

Networking Breakfast: 230 Fifth Avenue at 27th Place, Fifth Avenue Empire Penthouse, 20th Floor, NYC

8:00 – 8:30 am

Chair's Welcoming Remarks/Introductions/General Announcements/Business Session
Chair, Carol Ruiz (f,c) Principal, NewGround PR & Marketing, Marina del Rey, CA

- Introduction of Members and Guests
- Reminder to Complete Attendance Sheet
- Reminder to Complete Evaluation Form
- ULIF Announcement- ULI Foundation Update
- 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 – 10:00 am

Mining the Millennials

Want to make higher-quality business, investment, and development decisions on how to meet the housing and community needs of the 77-million strong generation of American 18-34 year olds? This session will help. Starting with a 45-minute moderated, real-time networked session with four of Metrostudy's top Regional Directors, the program will delve beyond the headlines into what's driving demand and what underreported and unappreciated factors are at work in the market now and into the next 12 to 18 months, with a particular focus on the young-adult Millennial wave of customers and prospects. The presentation will segue into an interactive workshop round-table session—three sets of two tables, focused on product, capital, and demographics—that will structure discussion on risks and opportunities in investment and planning for this generational cohort. We'll finish with a brief report from each table on the top lines of each discussion.

Speaker: Michael S. Castleman, Jr (f,c)
Senior Vice President
Metro Study| A Hanley Wood Company
Austin, TX

10:00 – 10:15 am

Break

10:15 – 12:15 pm

Toll Brothers Project Tour and Case Study Discussion

"400 Park Avenue South" is a development underway in midtown Manhattan jointly pursued by two large public companies- Toll Brothers and Equity Residential. But wait... Toll Bros sells homes and Equity Residential rents apartments, and 230 is one address! This session will explore the co-development story between these two storied firms, who are building and marketing a large building that is partially for sale condo units, and partially for-rent apartments in the heart of NYC.

10:15 - 11:15: Property Tour

11:15 - 12:15: Panel Discussion & Case Study:

Co-development opportunities & challenges, project acquisition process and feasibility, metro NY entitlement, construction, and design opportunities & challenges, marketing 'for sale' and 'for rent' simultaneously, project finance, and design philosophy and thesis, and more

Moderator: Bird Anderson (f,c)
Executive Vice President
Wells Fargo
Charlotte, NC

Speakers: Fred Cooper (m,c)
Senior Vice President
Finance, International Development,
& Investor Relations Toll Brothers
New York, NY

George Kruse (nm,c)
Equity Residential
Vice President of Development, New York metropolitan region
New York, NY

Alan Silver (nm,c)
Director of Acquisitions, New York City
Toll Brothers
New York, NY

Blake Middleton (nm,c)
Partner
Handel Architect

New York, NY

Jessica Wetters (nm, c)
Project Archtiect
Handel Architect
New York, NY

12:15 – 1:30 pm

Lunch – 230 Fifth Avenue Rooftop Garden (Pending weather conditions)

1:30 – 2:15 pm

Social Media

Companies interesting in maintaining relevance to customers and prospects must be completely fluent in social media. You probably know this because the “you should use social media” pitch is a common refrain at gatherings like this one. This talk aims to move beyond the “you should use social media” to “here are ways to maximize ROI using social media.” Online marketing experts, Jamie Latta and Robert O’Shaughnessy, give action-oriented tips on how brands can measure and understand social media effectiveness. The systematic approach will help you assess all of your social activities and use data to continuously improve campaigns. In the process, you will learn how various brands use social media; how to turn data into ROI; how to turn employees into social media advocates; how to deal with negative feedback; and how to grow your business by creating content that gets shared.

Speaker: Jamie Latta (nm,c)
Vice President of Content Marketing/Social Media
NewGround PR & Marketing
Venice, CA

Robert O’Shaughnessy (nm, c)
President of Online Marketing
NewGround PR & Marketing
San Francisco, CA

2:15 - 3:00 pm

Real Estate Development in a 180 year old start up company

Tejon Ranch Company, a New York Stock Exchange Company based in California, is in the second phase of a significant transition to becoming a significant real estate development company. Joe Drew, Tejon’s Senior Vice President of Real Estate, will provide insight into the company’s next fifty years of master planned communities development on the ranch’s 270,000 acre land holding.

Speaker: Joseph Drew (f,c)
Senior Vice President of Real Estate
Tejon Ranch Company
Lebec, CA

3:00 – 3:15 pm

Break

3:15 – 4:00 pm

When Losing’s Not an Option

This session, led by Milestone Communications President and Hopecam founder Len Forkas, explores the guts, brains, and mechanics of team leadership. Forkas puts focus, a passionate sense of mission, and collaborative execution into a narrative backdrop of his amazing 3,000-mile solo bicycle Race Across America, each 24-hour leg of which he dedicated to a different Hopecam child. From these intense, literally road-tested experiences, Forkas draws exclusive and highly instructive take-aways on how to manage, motivate, and unify a team despite duress, variability, and adversity. Come away from Len’s session both inspired and equipped to inspire your organization to deliver on its biggest ideas, and most challenging goals.

Speaker: Len Forkas (f,c)
President
Milestone Communications, Inc
Reston, VA

4:15 pm

Bus departs from 230 Fifth Avenue to the Javits Convention Center

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?

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.