



DOWNLOAD THE ULI EVENTS APP – FALL MEETING

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Urban Development/Mixed-Use Council - Red

Chair: Marty Burger – Silverstein Properties

Phone: 212-551-7370

Email: mburger@silvprop.com

Assistant Chair: Tony Crooks – AEW Capital Mgmt

Phone: 617-261-9348

Email: acrooks@aew.com

Membership Vice Chair: Rob Rosenberg – Wells Fargo

Phone: 917-260-1432

Email: Robert.rosenberg@wellsfargo.com

Vice Chair: Michael May – Cantor Fitzgerald

Phone: 212-610-2319

Email: mmay@cantor.com

Vice Chair: Hilary Spann – JP Morgan

Phone: 212-648-2108

Email: Hilary.j.spann@jpmorgan.com

Council Reception – 2014

Council Reception Location:

4 World Trade Center

Address:

150 Greenwich Street - 4 World Trade Center 57th Floor

Time:

6:30 to 9:30

Transportation:

None

RSVP contact and cost:

UDMUC Bronze (Serena.wolfe@ey.com)

Council Day Agenda – 2014

October 22, 2014

4 WTC, 57th Floor, New York, NY

150 Greenwich St., (Entrance on Liberty)

YOU MUST HAVE ID FOR ACCESS TO THE BUILDING

7:30-8:00

Networking Breakfast and Chair's Welcoming Remarks/Introductions/General Announcements

- 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 Fall Meeting – New York, NY
 - Receptions on Tuesday October 21st 2014
 - Council Meetings on Wednesday October 22nd 2014

8:00-9:00 Security in an Insecure World

Moderator:

Name Steve Kohn (f)
Title President, Equity, Debt & Structured Finance
Firm Cushman & Wakefield
Location New York, NY

Speaker(s):

Name Ray Kelly (nm)(c)
Title President, Risk Management Services
Firm Cushman & Wakefield
Location New York, NY

9:15-10:30 Hudson Yards Panel (with UDMUC Silver)

Moderator:

Name Hilary Spann (f)
Title Managing Director
Firm JP Morgan Asset Management
Location New York, NY

Speaker(s):

Name: Jay Cross (nm)(c)
Title President
Firm: Related Hudson yards
Location: New York, NY

10:45-12:00 World Trade Center Panel (with multiple other Councils)

Moderator:

Name Marty Burger (f)
Title Chief Executive Officer
Firm Silverstein Properties
Location New York, NY

Speaker(s):

Name Larry Silverstein (nm)(c)
Title Chairman
Firm Silverstein Properties
Location New York, NY

Name Janno Lieber (nm)(c)
Title President
Firm World Trade Center Properties
Location New York, NY

12:00- 1:00 Networking Lunch and Deputy Mayor Alicia Glen (NYC)

Speaker(s):

Name Alicia Glen (nm)(c)
Title Deputy Mayor of New York City
Location New York, NY

1:15 – 2:30 Urban Retail Transformation

Moderator:

Name Robert Rosenberg (f)
Title Managing Director
Firm Wells Fargo
Location New York, NY

Speaker(s):

Name Haim Chera (nm)(c)
Title Principal
Firm Crown Acquisitions
Location New York, NY

Speaker(s):

Name Robert K. Futterman (nm)(c)
Title Chairman & CEO
Firm RKF
Location New York, NY

Speaker(s):

Name Brett Herschenfeld (nm)(c)
Title Managing Director
Firm SL Green
Location New York, NY

2:30-4:15 Walking Tour of The World Trade Center/Brookfield Place/Meatpacking District/Hudson Yards/The High Line

Bus from 102 North End Avenue to The Standard Hotel
Bus from The Standard Hotel to the Corner of 30th Street & 11th Avenue
Bus from 218 West 30th Street to the Jacob Javits Convention Center

Jacob K. Javits Convention Center

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.