NMHC National Multi Housing Council®
Apartments: Smart Communities, Smarter Living

2011 NMHC Apartment Operations and Technology Conference & Exposition (OpTech)
Preliminary Agenda

As of November 4, 2011; Subject to Change.

Monday, November 7

2:00 - 7:30 PM — **Registration and Cyber Café**
(Cyber Café sponsored by: Yardi Systems, Inc.)

4:00 – 7:30 PM — **WiFi Service**
(WiFi Service sponsored by: VaultWare)

4:00 - 5:30 PM — **Opening General Session**
(Speaker Sponsored by: Verizon Enhanced Communities)

Speaker: **Jack Uldrich**
Global Futurist and Best-Selling Author

5:30 - 7:30 PM — **Reception in the Exhibit Hall**
(Sponsored by: ApartmentGuide)

Tuesday, November 8

7:00 AM - 7:30 PM — **Registration and Cyber Café**
(Cyber Café sponsored by: Yardi Systems, Inc.)

7:00 – 8:00 AM — **Networking Continental Breakfast**
(Sponsored by: Energy Advisory Service)

8:00 AM – 7:30 PM — **WiFi Service**
(WiFi Service sponsored by: VaultWare)

8:00 - 9:15 AM — **Concurrent Peer-to-Peer Roundtables**

Benchmarking Apartment Property Insurance Costs: NMHC ACORS Results and Insurance Market Outlook
Learn results of 2011 Apartment Cost of Risk Survey, the impact of the 2011 severe weather events and what to expect in your next renewal.

Facilitators: **Robert Dickson**
Vice President, Risk Management, Lincoln Properties

Clint Harris
Vice President, Conning Research

Steve Sachs
Executive Vice President, Director Real Estate & Hotel Practice, Willis

CIO/CTO Roundtable *(Open to owners/managers/developers only)*
This peer-to-peer session is for executives who lead firms' information and technology activities to share insights on relevant topics and issues. The discussion will allow for the sharing of challenges and best practices.

Facilitator: **Shawn Mahoney**
Chief Information Officer, GID

Developing an Industry Measurement Standard for Social Media Effectiveness
Use of social media to attract and retain residents continues to expand and apartment owners and managers are exploring and developing ways to measure its effectiveness and cost. This roundtable will look at how some firms are measuring social media and begin the dialogue around creating an industry-based measurement model. The roundtable will allow stakeholders to share their ideas and concepts and set out the principals for ongoing discussion and engagement to define a common measurement to allow effective benchmarking of firms investment in social media. Several key firms such as AMLI Residential, Archstone, Sequoia Equities and will be among the participants looking at this opportunity.

Facilitator: **Steve Lefkovits,**
President, Joshua Tree Consulting

Purpose-Built Technology for Student Housing
Utilizing "off-the-shelf" technology in your student housing properties can pose challenges related to leasing, roommate matching, final room assignments and more. Discuss these challenges and tap into what your peers are doing to solve them so the process can be fully automated. This session is open to Owner/Developer/Manager and to IT software suppliers and consultants who have an interest in helping student housing firms with solutions that are not currently met by conventional multifamily software.

Facilitator: **Kirk Preiss**
Owner, The Preiss Company

8:00 – 9:15 AM **MITS Annual Meeting/Integration Discussion**
The 2011 Annual Business Meeting of the Multifamily Information and Transactions Standards (MITS) Initiative. A separate agenda will be posted at mitsproject.com. *(Open to all registered conference attendees.)*

9:30 - 10:30 AM **Concurrent Sessions**

Analytics for Measuring Marketing Effectiveness – What is Too Much, Too Expensive and Just Plain Ineffective? How Do I Figure It Out?
An effective marketing strategy should be based on sound data and effective analytics. Do you have the correct data and the right tools to analyze and understand the information to provide the right direction? This session will look at the various analytic options that exist and help you figure out what ones are effective and why. Learn from industry leaders about their approaches to obtaining, utilizing and analyzing leads to achieve results while avoiding over-saturation.

Speakers: **Michelle Alicea**
Director of Marketing, E & S Ring

Matthew Kilmurry
Director of Interactive Marketing, The Bozzuto Group

Gary Redmond
Assistant Vice President of eCommerce, Archstone

Moderator: **John Helm**
President and Chief Executive Officer, MyNewPlace

Cloud Computing 101
Opportunities and issues using virtual server and application processes will be covered. Advocates and opponents will discuss varying benefits and issues and where cloud computing and virtual applications can best meet multifamily owners' and operators' needs. Examine the challenges of delivering up-to-date technology solutions while also keeping the IT budget under control. Clear up some of the misconceptions of "what is the cloud" and learn why cloud computing may be the most transformative technology since the rise of the Internet.

Speakers: ***James Hamrick***
Director of Information Technology, Gables Residential

Ken Hodges
Vice President, Information Technology, Western National Property Management

Bob Lamb
Vice President, Information Technology, Gables Residential

Scott McCurdy
Vice President of Information Technology, Pinnacle

Moderator: **Carl Bonner**
Vice President, Information Technology – Property Applications, Archstone

Fair Housing Enforcement on the Rise: Be Prepared and Don't Get Caught Off Guard!
Are you compliant with the accessibility laws? Is your leasing staff prepared to respond to requests for "reasonable accommodations" and "reasonable modifications?" Do you know the difference between a "service animal" and a "companion animal?" Is "source of income" a prohibited class in your community? This session will raise your awareness and help you navigate the latest twists and turns of the law.

Speakers: **Lynn Calkins**
Practice Group Leader, Mid-Atlantic Litigation, Holland & Knight

Michael W. Skojec
Partner, Ballard Spahr LLP

What's Next? The Future of Telecommunications Technology
This session will go beyond what's new to what's next for telecommunications, including the potential implications for your business objectives and resident satisfaction strategy. You will hear about mobile access and WiFi, concierge services, converged services and home security. Speakers will also cover changes in service delivery, challenges posed by expanding bandwidth, wiring, new design considerations and more.

Speakers: **Todd Flack**
Associate Vice President, AT&T Connected Communities

Tom Nugent
National Sales Director, Verizon Enhanced Communities

William Revell
Vice President, Multi-Family Sales Operations, Comcast Cable Communications

Moderator: **Kent McDonald**
Vice President of Ancillary Services, AIMCO

10:30 - 10:45 AM **Break**

10:45 AM - Noon **General Session: Integrated Approaches: Business & Technology**
Apartment companies are more dependent upon technology and applications to assist them in just about every aspect of business operations at all levels – front office (property) to back office. Today, companies measure corporate and individual performance, integrate business units and automate the interface with residents, business partners and prospects. This session will explore the convergence of business functions, the impact of technology and automation, managing cross-functional teams, trends and how roles have changed and are managed.
(Sponsored by: RealPage, Inc.)

Speakers: **David Hott**
Chief Information Officer, Legacy Partners

Robin Robuck
Chief Information Officer, Concord Management

Brian Zrimsek
Vice President, Program and Service Delivery, The Irvine Company Apartment Communities

Moderator: **Scott Wesson**
Chief Information Officer, UDR, Inc.

Noon - 1:30 PM **Lunch in the Exhibit Hall**
(Sponsored by: AUM)

1:30 - 2:30 PM **General Session: Building Performance Evaluation as a Risk Management Tool**
Panelists will discuss the use of energy and water benchmarking and audits to reduce operational risk and costs and to reposition properties. The session will also examine the use and impact of benchmarking and audits across multiple disciplines, from financing to asset management to operations. Topics to be discussed include the development of an ENERGY STAR rating for multifamily properties, and the scope of Fannie Mae's Physical Needs Assessment and how these items relate to financing, underwriting, risk mitigation and asset management. Leave this session with practical information on energy performance benchmarking for multifamily properties and how to translate benchmarking reports into property upgrades that can save energy and money!
(Sponsored by: CallSource)

Speakers: **Jeff Brodsky**
President, Related Management Company, LP

Don Rederscheid
Executive Director, J.P. Morgan Asset Management

Michael Zatz
Chief, Market Sectors Group, ENERGY STAR Commercial and Industrial Branch,Office of Air and Radiation, U.S. Environmental Protection Agency

Moderator: **Chrissa Pagitsas, LEED AP**
Green Initiative Program Manager, Fannie Mae

2:45 - 4:00 PM **Concurrent Sessions**

Business Intelligence (BI)
Understanding BI is a daunting task. Data warehousing, reporting, measuring, analyzing, collaborating and managing knowledge must all converge effectively to get value from your implementation. Hear best practices from your peers who have been successful at

deploying technology to gather and analyze information and strategize based on the outcome of business intelligence analytics. Leave with a greater understanding of what will help you plan for an implementation, avoid pitfalls and ensure value.

Speakers: **Christopher Brust**
Vice President, Business Intelligence, Archstone

Tom Bumpass
Managing Director – Chief Information Officer, Greystar Real Estate Partners, LLC

Erik Rogers
Senior Vice President, Operations, Carmel Partners, Inc.

Moderator: **Bob Lamb**
Vice President, Information Technology, The Gables Residential

Cyber Security: Risk Management and Insurance Considerations for the "Next Big Thing"
Understand the risks of a security breach and other potential attacks on your computer system. What are the impacts to your company's bottom line, data control and even reputation? How do you mitigate losses, and what are the insurance solutions?

Speaker: **Steve Bridges**
Professional Risk Solutions, Aon Financial Services Group

Going Mobile
Mobile connectivity is here and now and quickly becoming the norm for most. Creating, maintaining and supporting mobile device applications have become critical to many aspects of how we conduct business and communicate to the consumer. Whether it is an employee contacting a supplier or an employee or a resident submitting a maintenance request or even a prospective resident finding and connecting with a property, it seems that everything is going mobile. This session will explore the many nuances of mobile applications for our industry including best practices and lessons learned about security, operations and business uses. Executives will share their thoughts on the influence of mobile solutions and devices on technology spending and how to best deploy and get the most out of a mobile strategy to drive leads, execute leases and improve the experience to retain and effectively meet residents' needs.

Speakers: **Matthew Kilmurry**
Director of Interactive Marketing, The Bozzuto Group

Andrew Marshall
Senior Vice President & Chief Information Officer, Campus Apartments

Josh McDonald
Director of Marketing, Holland Residential

Moderator: **Jared Miller**
Vice President of Marketing, The Bainbridge Companies

Satisfying Resident Demand for Wireless and Cellular Services: Making Informed Decisions About Opportunities and Interference Challenges
This session will help you navigate the practical, technical and legal implications of the available options for meeting growing resident demand for wireless and cellular services along with public safety radio and building requirements. Speakers will address property-wide and limited-area WiFi service, password protected and open-access options, and in-house and provider-based WiFi plans. The discussion will also cover cellular reception and interference issues, unintentional service to apartment homes, mesh and inside

out/outside in. Finally, this session will inform you about surveys to assess cellular and public safety radio coverage, and technologies that are available to help resolve detected problems.

Speakers: **Cheryl Barraco**
Director, Strategic Business Services, AvalonBay Communities, Inc.

Tamara Flowers
Regional Director of Data Technologies, Verizon Wireless

Richard J. Sherwin
Chief Executive Officer, Spot On Networks

Mike Smith
Director, Building Technology Services, Forest City Residential Group

Moderator: **Steve Sadler**
Vice President, Strategic Business Services, Post Properties, Inc.

4:00 - 4:15 PM **Break**

4:15 - 5:30 PM **Concurrent Sessions**

Communication and Technology – What Residents and Prospects Really Want
Resident and prospect expectations related to communication and technology have changed significantly in recent years. Keeping up with these preferences is a daunting task. Stay ahead of the curve and learn what GenY is looking for so you can effectively meet their needs and prepare for the future in renter communication.

Speaker: **Joseph Batdorf**
President, J. Turner Research

Woody Stone
Vice President of Client Services, Pinnacle

Mark Van Tilburg
Director of Operations, Archon Group

Moderator: **David Cardwell**
Vice President, Capital Markets & Technology, National Multi Housing Council

Investing In Technology…What Makes Sense?
Whether it is solar panels, fuel cells, car charging stations or satellite linked irrigation systems, apartment owners and managers are faced with many questions regarding technology investments. Whether you are an “early adopter” or “late to the party” you will hear how several apartment operators have evaluated the value proposition.

Speakers: **Lyn Lansdale**
Vice President for Strategic Business Services, AvalonBay Communities, Inc.

Martin Sprang
Vice President of Energy, AIMCO

Moderator: **Louis Schotsky**
Vice President, Investment and Sustainability, Equity Residential

Resident & Employee Screening: Better Data, Better Decisions and New Compliance Obligations

While enhanced data helps companies screen residents and employees and assess trends in renter quality, it may also trigger new consumer protection rules. Do you use "credit scores" or conduct criminal background checks on prospects? If so, you need to know how changes in the law will impact your screening practices.

Speakers: **David Carner**
Vice President, LeasingDesk, a Division of RealPage, Inc.

John L. Culhane, Jr.
Partner, Ballard Spahr LLP

Jay Harris
Vice President, Business Services, CoreLogic SafeRent

Moderator: **Jeanne McGlynn Delgado**
Vice President, Business and Risk Management Policy, National Multi Housing Council

Revenue Management
Early adopters of revenue management technology put their systems in place before the Great Recession took its toll on rental rates. With the larger multifamily marketplace now entering a new cycle of rent growth, these pioneers have significant experience leveraging revenue management systems throughout the full cycle of real estate's ups and downs. They will share their experiences and the learning and wisdom they have drawn from having completed the "cycle" using revenue management tools.

Speakers: **Stephen Adams**
Managing Director, LaSalle Investment Management, Inc.

Les Eisenberg
Vice President, Strategic Business Services, Home Properties, Inc.

Patty Garver
Pricing Manager, The Laramar Group, LLC

Kip Zacharias
Vice President Business Services, Camden Property Trust

Moderator: **Dennis Smillie**
President, Multifamily Solutions, Inc.

5:30 - 7:30 PM **Reception in the Exhibit Hall**
(Sponsored by: CoreLogic SafeRent)

Wednesday, November 9

7:00 AM – 2:45 PM **Registration and Cyber Café**
(Cyber Café sponsored by: Yardi Systems, Inc.)

7:00 – 8:00 AM **Networking Continental Breakfast**

8:00 AM – 2:45 PM **WiFi Service**
(WiFi Service sponsored by: VaultWare)

8:00 - 9:15 AM **Concurrent Peer-to-Peer Roundtables**

All About Payments *(Open to owners/managers/developers only)*
Legislative and regulatory changes in debit cards, the changing landscape of credit cards and the general automation of payments continue to occur. This roundtable will give owners a chance to share experiences and best practices. Additionally, due to changes in debit and credit cards, roundtable participants will have an opportunity to engage with

and ask questions of guest participants from the credit card industry (Visa and a bank representative have been invited to participate in the roundtable).

Facilitator: **David Cardwell**
Vice President, Capital Markets & Technology, National Multi Housing Council

Managing Technology Consultants and Providers – Outsourcing Challenges
(Open to owners/managers/developers only)
As more firms are outsourcing, more challenges become apparent. Gather insight from your peers on outsourcing trends, costs and benefits, working with providers, challenges and resolutions.

Facilitator: **Robert Napolitano**
Director of Information Technology, MAXX Properties

Risk Management for Apartment Operations: More than Purchasing Insurance
The apartment company risk portfolio is changing. With new technologies, products, marketing practices, human behavior and threats of natural and man-made disasters come new risks. Learn what they are, how they impact the entire enterprise, and how to initiate practices and procedures to address them.

Facilitator: **Sue Mitro**
Vice President of Risk Management, Wood Partners, LLC

Telecommunications Roundtable *(Owners and Managers Only)*
A candid discussion for apartment owners and managers on best practices for handling telecommunications challenges and implementing solutions.

Facilitator: **Mark Bershenyi**
Director, Contracts, Archstone

9:30 - 10:30 AM **Concurrent Sessions**

Bed Bugs
As a result of globalization and ineffective insecticides, there has been a clear and major resurgence of bed bugs throughout much of the world. Apartment buildings are particularly susceptible to severe bed bug outbreaks, as the pests can easily travel throughout a building and even through a complex of buildings. When infestations occur, ridding the pests is time-consuming and expensive – and a potential public relations nightmare. This presentation will provide best practices and solutions.

Speakers: **Paul Curtis, B.C.E.**
Director of Quality Assurance, Terminix

Kevin J. Madden, CPCU, ARM
Managing Director of National Real Estate Practice, Aon Risk Services

Cloud Computing 102
This session will delve deeper into the “cloud” and look specifically at uses and what can be achieved – such as lower costs for deployment and support, significantly reduced costs of purchasing and maintaining the servers, storage, networks, security and disaster recovery services. Examples of how firms are using the cloud will be presented.

Speakers: **Ty Brewer**
Vice President of Operations, RealPage, Inc.

Teel Dunlap
Cloud Development Executive, IBM Business Partners

Brian Galla
Account Executive, Yardi Systems, Inc.

Matt Rubenstein
Account Manager, Cloud Sherpas

Moderator: **Lori Reeves**
Vice President, Chief Information Officer, Forest City Residential Management, Inc.

Telecommunications Legal Update
Industry experts will bring you up to date on the latest policy and judicial developments at the federal and state levels. The discussion will cover current implications for telecommunications agreements as well as potential impacts in the future.

Speakers: **Matt Ames**
Partner, Hubacher & Ames

Art Hubacher
Partner, Hubacher & Ames

Gerard Lederer
Of Counsel, Best, Best & Krieger

Moderator: **Betsy Feigin Befus**
Vice President, Employment Policy and Counsel, National Multi Housing Council

Renters' Insurance/Lease Default Insurance: Valuable Risk Transfer Tools for the Apartment Industry
Property damage, broken leases, job losses, evictions…all of these events place additional stress on your bottom line. Insurance products are evolving to meet the demands of the most innovative property owners and managers in search of lowered costs, while creating ancillary income. Find out what products are right for your company and how they can improve your NOI.

Speakers: **Josh Nicholson**
National Sales Director, Bader Company

Scott Seegmiller
CFO, WestCorp Management Group

M. Derek Thomas
Managing Director, LeaseTerm Insurance Group, LLC

Too Many Marketing Vehicles? Who's Driving? What's Working? What's Next?
From geo-targeting to quick-response (QR) codes to the latest in blogging, peer review sites, social media trends and networking, use of these and other innovative technologies has again raised the bar to new heights. At times these and other options can seem overwhelming, but they must be understood to stay on top of serving existing customers and attracting new residents. This session will explore what tools are available and, more importantly, what is working, what is worth using and what may be next.

Speakers: **Sara Graham**
Director of Marketing, The Dolben Company

Steve Merchant
First Vice President, Revenue Strategy & Sales, Equity Residential

John Selindh

Group Vice President of Sales & Marketing, BRE Properties,Inc.

Moderator: **Jennifer Staciokas**
Vice President, Marketing & Training, Lincoln Property Company

10:30 - 10:45 AM **Break**

10:45 AM - Noon **General Session: The Apartment and Property Management Office of the Future**
The property management office is still the hub and core of resident services. Functionality has continued to evolve as owners deploy more systems applications and centralize activities that were once managed by and the domain of the property manager and staff. How will the functions of the property manager continue to evolve as we empower the resident to communicate and take control of more transactions with their property manager? Leasing, maintenance, amenities management, unit turnover, and budget and administrative functions are all changing. With kiosks, hand-held applications, portals and integration with telecom services, where is the property management office heading and what does it mean for the resident and the apartment owner?
(Sponsored by: AT&T Connected Communities)

Speakers: **Jerry Davis**
Senior Vice President, Property Operations, UDR, Inc.

Alex Jackiw
President, Buckingham Management

Brenda Lindner
Senior Vice President, RAM Partners, LLC

Gregory J. Lozinak
Executive Vice President, Chief Operating Officer, Waterton Residential

Moderator: **Rick Graf**
President, Pinnacle

Noon - 1:30 PM **Lunch in the Exhibit Hall**

1:30 - 2:45 PM **General Session: Former Apple Executive and one of Steve Jobs' Direct Reports Tells Multifamily Industry: Embrace Mobile or Lose Your Competitive Edge**
Jeff Martin, former Apple senior executive, currently serves as Founder and CEO of Tribal Brands, the first company to successfully drive over $2 Billion in mobile-based revenue for the entertainment industry. Jeff is also Founder and CEO of Tribal Technologies (www.tribaltech.com), which created the first intelligent database behind mobile applications that predicts consumer behaviors and interactions, and drives unique mCommerce channels as well as incentive programs. Jeff will give his vision for a future where hand-held applications dominate commerce. A response panel of industry experts will explore the mobile-based opportunities for the multifamily industry.
(Sponsored by: ApartmentGuide)

Speaker: **Jeff Martin**
Founder & CEO, Tribal Technologies

2:45 PM **Conference Adjourns**