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

2012 NMHC Apartment Operations and Technology Conference & Exposition (OpTech) Preliminary Agenda

As of November 9, 2012; subject to change.

Monday, November 12

Noon – 7:30 PM **Registration and Cyber Cafe**

1:00 – 2:15 PM **Risk Management Roundtable**
Share ideas about the challenges and opportunities facing today's risk managers. This peer-to-peer roundtable invites risk professionals to engage in a lively discussion that is sure to provide you with key takeaways for maximizing your insurance response to these situations. Topping the list of potential threats: renewal challenges, data privacy and breach events, mold, bed bugs, workers' compensation and unionization rules.

Facilitators: Heidi Much, Vice President, Risk Management, Village Green Companies; **Scott Wilder**, Senior Vice President, Lincoln Property Company

MITS Annual Meeting/Integration Discussion
The annual meeting of the Multifamily Information and Transactions Standards (MITS) is an open meeting and provides an opportunity to find out what actions are taking place to improve critical applications and technologies serving the multifamily industry. The agenda also will include an update of existing standards and an overview of future development initiatives. A separate agenda will be posted at mitsproject.com. (*Session is open to all registered conference attendees.)*

2:30 – 3:45 PM **"Guerilla Webfare" — How to Optimize Your Web Presence**
Today's competitive online environment is a "war of the web" that requires a "guerilla-style" approach to optimizing your company's presence online. Rapidly changing consumer preferences and demand for digital content has brought mobile, video, digital media, blogs and other social media outlets into the mix. While operators utilize these tools in new and innovative ways to connect with renters, lenders and investors also access information about your property during the underwriting process which adds an additional layer to consider when creating a corporate web strategy. Learn from industry experts how to engage all of the latest resources to effectively create and manage must-have web content in a way that not only reaches target renters, but also enhances your brand and adds to the value of your property.

Speakers: Mike Manfred, Director of Interactive Marketing, Forest City Management; **Jared Miller,** Vice President, Performance & Strategy and Director of Asset Management, The Bainbridge Companies; **Meghan Varga,** Vice President, Program Marketing, Berkadia

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

Energy and Water Conservation in Multifamily
It can be a challenge to know where the best energy and water conservation opportunities are on a property; many owners do not know how much energy and water is used on a property as a whole. Operating efficiencies can directly reduce property utility expenses. But where are those opportunities? Fannie Mae will discuss the design and preliminary results of a national survey of energy and water consumption in apartment properties. EPA will provide an overview of their efforts in the multifamily space including progress towards an Energy Star benchmark. Property owners will offer insight into how they evaluate energy performance on their properties.

Speakers: Chrissa Pagitsas, Director, Property Conditions & Environmental Risk, Fannie Mae; **Scott Wilkerson,** Principal and Chief Operating Officer, Ginkgo Residential; **Michael Zatz,** Chief Market Sectors Group, Energy Star, USEPA

Moderator: Lou Schotsky, Vice President, Investments & Sustainability, Equity Residential

2012 Annual Cost of Risk Survey (ACORS) Results and State of the Property Insurance Market
Get "hot-off-the-press" results from the 2012 NMHC ACORS. Gauge your firm's performance against industry benchmarks while getting keyed in to all that is happening in the insurance market. Industry experts will share their outlooks on overall insurance market conditions for 2013 and how you can prepare for your next renewal.

Speaker: Tyler Goff, Assistant Vice President, Risk Management, Equity Residential**;** **Clint Harris,** Vice President, Conning Research and Consulting

4:00 – 5:30 PM **Opening General Session**
Phil Simon, Technology Expert and Author, *Age of the Platform*
Sponsored by: Verizon

Phil Simon, technology expert and four-time author, has written a groundbreaking book about four business goliaths and how they have revolutionized the global marketplace. In *The Age of the Platform: How Amazon, Apple, Facebook, and Google Have Redefined Business,* Simon shows how they have pioneered an entirely new business model that is based on the platform—one that businesses large and small should adopt if they want to thrive in the years ahead.

5:30 – 7:30 PM **Reception in the Exhibit Hall**

Tuesday, November 13

7:00 AM – 7:30 PM **Registration and Cyber Café**

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

8:00 – 9:15 AM **Concurrent Peer-to-Peer Roundtables and Session**
(Open to owner, manager and developer attendees only)

Technology and Corporate Strategy (Firms <20,000 Units)
This peer-to-peer session is for executives who lead small and midsize firms' (less than 20,000 units) information technology activities. The discussion will allow for the sharing of challenges and best practices related to the following: outsourcing; technology budgets and spending; business intelligence reporting tools and strategies; VoIP; and more.

Facilitator: Daniel Ford, Senior Vice President, Freeman Webb Companies

Tuesday, November 13 - Continued

Technology and Corporate Strategy (Firms ≥20,000 Units)
This peer-to-peer session is for executives who lead larger apartment firms' (with 20,000 or more units) information technology activities. The focus will be on sharing insights on technology and corporate strategy related to major trends in the following areas: outsourcing; technology budgets and spending; business intelligence reporting tools and strategies; VoIP; and more.

Facilitator: Laurie Lyons, Senior Vice President, The Lynd Company

Marketing and Social Media Technologies…More Advanced Than You Think
Today's marketing technologists are thinking about external promotions, the customer experience, marketing management and social media participation and it goes far beyond using an Excel spreadsheet and some marketing intuition to generate incremental leads and lease sales. Join in this lively discussion led by industry leaders Steve Taraborelli and Jamie Gorski about how technology convergence is growing for marketing and social and how to be prepared for 2013 and beyond.

Facilitators: Jamie Gorski, Senior Vice President of Marketing, The Bozzuto Group; **Steve Taraborelli**, Vice President of Sales and Marketing, UDR, Inc.

Session Open to All
(Open to all registered conference attendees)

Employee Class Actions: Proactive Wage and Hour Strategies for Apartment Firms
Class action lawsuits alleging wage and hour law violations are on the rise against apartment companies. This important session will cover the latest legal developments and provide best practices to help your company avoid, or manage, litigation. Key compliance obligations involving employee classification, "off-the-clock work," overtime, and meal and rest periods under federal and California law will be explained by a leading expert.

Speaker: Jennifer Redmond, Partner, Sheppard, Mullin, Richter & Hampton LLP

9:30 – 10:30 AM **Prioritizing Lead Channels and Maximizing on Marketing Spend**
While the options for lead generation seem endless, your marketing budgets are not. Getting the most out of every lead channel and ensuring each avenue results in closing leads is critical. Executives will share how they prioritize their lead channel options to make strategic choices that reflect quality over quantity and, ultimately, higher close rates.

Speakers: Israel Carunungan, Director of Marketing, Greystar, LLC; **Virginia Love,** Vice President, Leasing & Marketing, Waterton Residential; **Josh McDonald,** Director of Marketing, Holland Residential

Moderator: Lynette Hegeman, Vice President of Marketing, Gables Residential

Green Living—What Do Consumers Value?
Whether choosing to live in non-smoking properties or buildings with electric car charging stations, residents are embracing greener lifestyles. The process of greening apartment communities presents both challenges and opportunities. Which green features appeal to prospective residents and how much are residents willing to pay for certain upgraded features? A recent survey of consumer preferences will shed light on how consumers value green. Industry leaders who have committed to going green will share experiences.

Speakers: Evan Matzen, Sustainability Manager, HD Supply Facilities Maintenance; **Steve Sadler,** Vice President, Strategic Business Services, Post Properties, Inc.; **Scott Wilkerson,** Principal and Chief Operating Officer, Ginkgo Residential

Risk Management in the Aftermath of the Financial Crisis
The recent financial crisis has changed the way apartment companies approach their risk management programs. What are the changes to ACORD and the impact? How about waiver of contract requirements? Hear from industry experts who are working their way through these issues and gain insight about what's to come.

Speakers: Steve Sachs, Executive Vice President, Willis; **Scott Woodward,** Risk Management Director, Trammell Crow Residential

Delivering Resident Technology Services
Resident preferences for tapping into the Internet, watching video and using phones are changing, creating the need for higher capacity and new strategies for delivery. This session will cover the implications of rapidly growing consumption, cross-platform integration, and "intelligent community" amenities for design, systems, infrastructure and wiring throughout new and existing apartment buildings.

Speakers: Mark H. Murphy, General Manager, Technical, AT&T Connected Communities; **Tom Nugent,** National Sales Director, Verizon Enhanced Communities; **Henry Pye,** Vice President, Resident Technology Services, RealPage, Inc.; **Michael Slovin,** Vice President, National MDU Sales, Comcast Cable Communications

Moderator: Mike Smith, Director, Building Technology Services, Forest City Residential Group, Inc.

10:30 – 10:45 AM **Break**

10:45 AM – Noon **General Session**
Operating in a Mobile World: The View from Industry Leaders
Sponsored by: RealPage, Inc.

The ongoing transition to mobile devices and applications has increased organizational efficiency and productivity, impacting all aspects of business operations. While mobile technology has made us more efficient, it has also created a whole new set of management challenges. Top industry leaders will discuss how they navigate this new world of untethered, yet always connected, employees while assuring the security and compatibility of devices and platforms. They will offer insights into how organizations are adapting to a constantly evolving mobile world where anticipating change and staying ahead of the curve is vital to success.

Speakers: Greg Lozinak, Executive Vice President and Chief Operating Officer, Waterton Residential; **Erik Rogers,** Senior Vice President, Operations, Carmel Partners, Inc.**; Elaine Williams,** Vice President, Property Operations, UDR, Inc.

Moderator: Sue Ansel, President and Chief Executive Officer, Gables Residential

Tuesday, November 13 – Continued

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

1:30 – 2:30 PM **General Session**
Proactive Reputation Management
Sponsored by: Property Solutions
Effective reputation management is more than protecting and restoring your reputation. It is about elevating your company's brand, increasing the value of your property, engaging with and retaining the best staff you can and generating positive renter reviews that ultimately lead to new leases. Learn about the latest tools in use, the actions companies can take and how to team up with ratings providers to best create and manage a positive online reputation for your company.

Speakers: Matthew Kilmurry, Director of Interactive Marketing, The Bozzuto Group; **Lisa Trapp,** Director of Marketing, Sequoia Equities; **Heather Wilburn,** Strategic Partnership Manager, Channel Sales, Google;

Moderator: Mike Seashols, Executive Chairman of the Board, G5 and NetBase

2:45 – 4:00 PM **The Permeation of Social Media into Corporate Strategy**
Social media has transitioned from an alternative marketing tool to a more integrated part of overall corporate strategy. Using social media to enhance corporate branding, promote company culture to both residents and staff, and even recruit and retain employees, further deepens the role of marketing professionals in setting overall corporate strategy. In this session you will hear case studies from leading industry marketing leaders of successful integration of social media into corporate strategy and branding efforts in other industries as well as in the multifamily and student housing industry. This highly interactive session will engage the audience to vote on the challenges and opportunities they are facing as social media permeates across departments and into all aspects of business operations.

Speakers: Stephanie Haefner, Vice President, Interactive Marketing, Madison Apartment Group; **Christina Steeg,** Senior Vice President of Marketing and Training, Simpson Housing, LLP; **Kevin Thompson,** Senior Vice President of Marketing, Bell Partners

Moderator: Kari Warren, Vice President of Marketing, BRE Properties, Inc.

High-Performance Sustainable Building - Part 1
Panelists will share some of the best bang-for-your buck solutions as well as pitfalls to avoid when it comes to high-performance sustainable building. Whether you are considering breaking ground on a new building or substantially rehabbing an existing property this session will provide you with important practical advice in creating substantial value based on sustainable development.

Speakers: Larry Curtis, Managing Partner, Winn Companies; **Dave Skelton,** Vice President, Investment Operations, Gables Residential

Moderator: Eileen Lee, Vice President of Energy and Environmental Policy, National Multi Housing Council

Tuesday, November 13 – Continued

2:45 – 4:00 PM **Planning for a Wireless Future**
When considering current and future consumer demand for telecommunications services, all signals point to increasing mobile and wireless connectivity and the need for apartment firms to re-examine their approach to meeting resident expectations. Experts will discuss options for providing Wi-Fi, implementing wireless solutions, and ensuring reliable cellular reception in apartment units and common areas throughout the community.

Speakers: Cheryl Barraco, Director of Telecommunications, Strategic Business Services, AvalonBay Communities, Inc.; **Jennifer Peterson**, General Manager, North Central Region, AT&T Connected Communities; **Rob Pettiford,** Mobile Services Micronetworks, Time Warner Cable; **Richard Sherwin,** CEO, SpotOn Networks

4:00 – 4:15 PM **Break**

4:15 – 5:30 PM **Multifamily Technology's Hottest Topics – You Choose, The Tech Guys Respond**
Bring your cell phone to this highly interactive and informative session where YOU, the audience, choose the session topics for four of the smartest and liveliest "tech guys" in the industry. From Bring Your Own Device and Business Intelligence, to how industry innovators are making shared community spaces more functional, industry leaders will share experiences and best practices offering insights on some of your most pressing technology related issues.

Speakers: Shawn Mahoney, Chief Information Officer, GID; **Scott Wesson,** Chief Information Officer, UDR, Inc.; **Brian Zrimsek,** Vice President, Program and Service Delivery, The Irvine Company Apartment Communities

Managing Third-Party Compliance Exposure
What do you know about your third-party vendors' credentials? Do they actually have the necessary insurance coverage? Are they financially stable? Do they have a criminal record? Conducting proper due diligence is a must to protect your company's bottom line and reputation. Risk managers share their management strategies to reduce exposure while saving time and money.

Speakers: Bob Dickson, Vice President, Risk Management, Lincoln Property Company; **John LeBeau,** Regional Vice President, Pinnacle Family of Companies; **Teresa Urban,** Risk Manager, Compliance Depot

High-Performance Sustainable Buildings, Part 2—Retrofits and Operations
Panelists will present best practices highlighting the costs and benefits of different energy and water conservation projects. See case studies on green roofs, irrigation projects, energy controls and in-unit conservation measures. Learn about the challenges and opportunities related to managing, metering and conserving. The discussion will also address how to take advantage of various financial incentive programs that can assist owners in making property upgrades.

Speaker: Steve Boyack, Senior Vice President, The Laramar Group, LLC**; Don Rederscheid**, Executive Director, J.P. Morgan Asset Management; **Martin Sprang,** Vice President of Energy, Aimco

5:30 – 7:30 PM **Reception in the Exhibit Hall**

Wednesday, November 14

7:00 AM – 2:45 PM **Registration and Cyber Cafe**

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

8:00 – 9:15 AM **Concurrent Peer-to-Peer Roundtables**
(Open to owner, manager and developer attendees only)

Telecommunications Professionals Roundtable
Reliable, up-to-date telecommunications services are key to resident satisfaction and the bottom line. Managing service provider relationships, ensuring effective infrastructure and staying ahead of the latest developments in design, technology and the product marketplace are just a few of the many challenges faced by multifamily telecommunications professionals. This facilitated peer-to-peer roundtable is an opportunity for candid discussion about your priority issues.

Facilitator: Kent McDonald, Vice President of Ancillary Services, Aimco

Open to All
(Following sessions are open to all registered conference attendees).

Emerging Legal Risks Roundtable: New Twists in Fair Housing and ADA Law You Should Know
The government and legal and regulatory bodies are placing greater emphasis on accessibility, focusing on improving access to common areas and amenities. Discuss with legal experts and peers the new rules on pool accessibility, future rules on web site accessibility and the growing application of disparate impact analysis on housing practices to determine fair housing violations.

Facilitators: Harry Kelly, Partner, Nixon Peabody LLP; **Mike Skojec**, Partner, Ballard Spahr

Ask the Experts—Utility Management Technology for Multifamily Properties
Join the industry's leading service providers in a discussion of utility management technology. Whether you are facing local mandates to provide aggregated utility consumption information for your property or considering where you can make meaningful improvements to reduce energy and water consumption or wondering how your peers manage utility consumption, this session will provide the opportunity to get your questions answered.

"Ask the Experts" Supplier Companies: Dave Carpenter, Chief Strategic Officer, AUM; **John Lis,** President, Velocity, a Division of RealPage, Inc.; **Matt Miller**, Industry Principal, Utility Billing Yardi Systems, Inc.; **J. Matthew Miller**, Chief Operating Office, Utility Services, Conservice; **Phil Neeves,** National Director of Multifamily Sales, Minol USA; **Michael D. Radice**, President & CEO, NWP Services Corporation

Facilitator: Lyn Lansdale, Vice President, AvalonBay Communities, Inc.

Apartment Ratings & Reviews Roundtable for Owners/Managers and Supplier Partners
Continue the discussion on reputation management from Tuesday's General Session at this lively interactive roundtable. Gather ideas and solutions on how to leverage new tools to be more strategic in creating and maintaining a positive online reputation and brand. Hear from owners and supplier partners in this first-ever combined discussion on apartment ratings and reviews and their growing importance to your bottom line.

Facilitator: Rick Haughey, Vice President, Property Operations & Technology, National Multi Housing Council

What's Next for Revenue Management– A Roundtable Discussion with Peers & Supplier Partners
Effective revenue management depends on apartment firms developing the right goals and deploying the best approaches to manage pricing. This roundtable discussion provides an opportunity for pricing and revenue management professionals to discuss the latest challenges with their peers. Then hear from supplier partners about the latest resolutions and developments including how business intelligence can be enhanced through revenue management.

Industry Experts: Blaine Davis, Product Specialist – Revenue Management, Yardi Systems, Inc.; **Keith Dunkin,** Vice President, YieldStar Business Development, MPF YieldStar; **Annie Laurie McCulloh,** Vice President, Business Consulting, Rainmaker LRO

Facilitator: Bryan Hilton, Vice President, Revenue Management, Simpson Housing

9:30 – 10:30 AM

Responding to Consumer-Driven Changes in Information Technology
Long gone are the days when business shaped technology advancements. Today, your customers and even your employees are leading that charge. The consumerization of IT presents a new set of challenges to businesses facing a role reversal between business-driven and consumer-driven technology—from employees bringing their own mobile devices to work to the web apps and the social networking experience that both your renters and employees demand. Learn how peers have struggled and succeeded in managing the rapid changes that mobile, social and cloud technologies have precipitated.

Speakers: Tom Bumpass, Managing Director-Chief Information Officer, Greystar; **Lori Reeves,** Vice President, Strategic Business Services, Forest City Residential Management, Inc.; **Ray Thornton,** Senior Vice President, Information Technology, Colonial Properties Trust

Moderator: Kristy Simonette, Senior Vice President of Strategic Services, Chief Information Officer, Camden Property Trust

Telecommunications Legal Update
Explosive growth in mobile and wireless technology, changing demand from consumers, businesses and government, and limitations on the capacity to meet those expectations have made telecommunications a hot topic for the legal community and policymakers. Leading experts will discuss the latest developments from the Federal Communications Commission, Congress and the courts, and provide guidance for apartment firms on Wi-Fi, wiring ownership and use, provider relationships, and more.

Speakers: Matt Ames, Partner, Hubacher & Ames, PLLC; **Ian Davis,** Founding Partner, Davis, Craig and Taylor; **Art Hubacher,** Partner, Hubacher & Ames, PLLC

Moderator: Betsy Feigin Befus, General Counsel, National Multi Housing Council

Wednesday, November 14 – Continued

9:30 – 10:30 AM **Improving NOI Through Lighting Design and Technology**

Lighting typically represents one of the largest uses of electricity in multifamily properties. With the evolution of lighting technology there has never been more opportunity to improve the performance, aesthetics and environmental impact of your property. But with all the different products and solutions, the answer isn't always obvious. See case studies from leading thinkers in the industry on not only what works but also how to identify opportunity.

Speakers: Lou Schotsky, Vice President Investments & Sustainability, Equity Residential; **Martin Sprang,** Vice President of Energy, Aimco

Moderator: Eileen Lee, Vice President of Energy and Environmental Policy, National Multi Housing Council

Homeland Security: Not Just the Government's Responsibility

Since the World Trade Center attacks in September 2001, real estate industry organizations including the apartment sector, have worked with government officials to prevent, detect and respond to terrorist threats and malicious incidents. The Real Estate Information Sharing and Analysis Center (REISAC), a public-private partnership between the U.S. real estate industry and federal homeland security officials, represents a coordinated response to these issues. Hear from sector representatives about how this partnership facilitates the quick dissemination of information on terrorist threats, warnings, incidents, vulnerabilities and response planning—to counter terrorism and protect buildings and those who occupy and use them. You will also learn how they are responding to events such as the recent shooting tragedy in Colorado and the growing threat of cyber security.

Speakers: Joseph Donovan, Co-Chair, REISAC & SVP, Beacon Capital Partners; **Clifton "Chip" Rodgers,** Executive Director, REISAC & SVP, Real Estate Roundtable

10:30 – 10:45 AM **Break**

10:45 AM – Noon **General Session**
Creating, Managing and Protecting Your Personal Brand
Sponsored by: Apartment Guide

Whether you know it or not, you have a personal brand formed in large part by your online actions and by the online actions of others. Unfortunately, what you and others post online, text, and even email is not limited to private networks and friend groups. Rather, there's a good chance that it's all searchable, and archived… forever! In this eye-opening session, **Sam Richter,** an internationally recognized technology, sales and marketing expert, will discuss—what is your "personal brand," why do you have one, how to enhance and protect it, and how personal brands dramatically impact your career, company brand, and reputation.

Speaker: **Sam Richter**, SBR Worldwide / Know More!

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

Wednesday, November 14 – Continued

1:30 – 2:45 PM **Closing General Session**
NMHC Launch Pad
Sponsored by: MultifamilyBiz.com

Have you ever watched ABC's "Shark Tank"? This is NMHC's version premiering at the Closing General Session. Startup technology companies will "face the music" as they get judged by tough apartment industry executives.

Judges: Terry Danner, President, Riverstone Residential Group; **Kristy Simonette**, Senior Vice President of Strategic Services, Chief Information Officer, Camden Property Trust; **Julie Smith,** President, Bozzuto Management Company; **Scott Wesson,** Chief Information Officer, UDR, Inc.

Moderator: Doug Bibby, President, National Multi Housing Council

2:45 PM **Conference Adjourns**