2015 NMHC Spring Board of Directors Meeting  
April 21-23 • Waldorf Astoria • New York, NY

Preliminary Agenda  
(As of March 16, 2015; Subject to change)

Tuesday, April 21
1:30 – 7:30 PM  
Registration

3:00 – 4:00 PM  
Emerging Leaders Committee Meeting

4:00 – 5:00 PM  
General Session: New York City Housing Plan  
Invited Speakers:  
Bill de Blasio, Mayor, City of New York  
Alicia Glen, Deputy Mayor of Housing & Economic Development, City of New York

5:00 – 6:00 PM  
General Session  
Keynote Speaker:  
Charlie Rose, Anchor & Executive Editor, Charlie Rose show, Co-Anchor, CBS This Morning, and Contributing Correspondent, 60 Minutes

6:00 – 7:30 PM  
Networking Reception

7:30 – 9:30 PM  
NMHC Emerging Leaders Speaker Series & Reception  
(Off-site; Separate registration required)

Wednesday, April 22
7:30 AM – 7:00 PM  
Registration

8:00 – 9:00 AM  
Networking Breakfast

9:00 AM – Noon  
General Session  
• Economic Update  
Moderator:  
Mark Obrinsky, Senior Vice President, Research & Chief Economist, National Multifamily Housing Council

• Panama Canal Expansion: Impacts on the U.S. Marketplace  
A fascinating look at the Panama Canal expansion and its potential impact on the U.S. marketplace, including real estate development.  
Speaker:  
John Vickerman, CEO and Founder, Vickerman Associates  
(For a look into what this means for our economy and the global economy, see this recent WSJ article.)

• Data Breach: Not “If” but “When”  
2014 should be a wake-up call for all CEO’s who think a cyber-attack or data breach will not happen to them. Experts agree the best thing to do is to
assume your company will be the next target and plan accordingly. Personal and financial data of apartment residents and employees as well as proprietary business intelligence are at risk of theft by someone seeking to do harm. A plan to prevent, detect and respond to a breach needs to be baked into your overall company's risk management program and needs to start in the C-Suite. Our speakers who have been at the forefront of some of the country’s largest corporate breaches will share their expertise and advice to help you navigate these scary waters.

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

Speakers:  **Christopher G. Cwalina**, Partner, Co-Chair, Data Privacy & Security Team, Holland & Knight  
**Mark Seifert**, Partner, Co-Leader, Corporate Data Practice, Brunswick Group

**Noon – 1:00 PM**  
**Networking Lunch**

**1:00 – 4:00 PM**  
**General Session**

- **Sustainability: Beyond Your Property Line**
  Sustainability practices are reaching beyond the boundaries of individual buildings to encompass planning, development, construction and management across cities and communities. Tying together business, community and public offices in a common direction to drive economic development, life style improvements, environmentally conscious practices and the overall health of a community are now becoming reality.

Moderator:  **Deb Cloutier**, Principal and Co-Founder, JDM Associates

Speakers:  **Wade Lange**, VP and Regional Portfolio Manager, American Asset Management  
**Thomas Madden**, Director of Economic Dev for the City of Stamford, CT  
**Nicholas Whitcombe**, Managing Director, Green Bank of NY

- **Smith Travel Research for the Apartment Industry: Is It Possible? Would It Help?**
  For decades the hotel industry has relied on the Smith Travel Accommodations Report (the STAR report) for performance benchmarking against the metric of “revenue per available room” or RevPAR. For a variety of reasons, our industry hasn't had the benefit of such a report. This session will ask the question: has the time come for our own STAR report? An expert from Smith Travel will join apartment industry leaders for a spirited discussion
on the challenges and opportunities an industrywide benchmarking report would provide.

Moderator: David Barker, Partner, Barker Apartments and Adjunct Professor in the Department of Finance, University of Iowa

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

Jan Freitag, Senior Vice President, Smith Travel Research

David Schwartz, CEO, Managing Member, Waterton Associates

- Hedge Funds – New York City’s Best and Brightest: Where Should Your Non-multifamily Assets be Invested? Who is Shorting the REITs?

4:00 – 5:00 PM PAC Committee Meeting

4:00 – 5:00 PM Supplier Partner Alliance Committee Meeting

5:00 – 6:00 PM Board of Directors Reception

6:00 – 7:00 PM General Session

Keynote Speaker: Donald J. Trump, Chairman and President The Trump Organization

7:00 – 8:30 PM Board of Directors Dinner

Thursday, April 23

7:30 – 11:30 AM Registration

8:00 – 11:30 AM Board of Directors Meeting & Breakfast

- Business Meeting

- Innovative Capital: From Crowdfunding to EB-5 to BitCoin

Multifamily capital formation is undergoing innovation and disruption. Crowdfunding is changing the investor landscape, and the EB-5 visa program is generating new sources of foreign capital. Even bitcoin, which is changing the way we view and exchange currency, has potential implications for capital movement. Find out what it means for your business.

Speakers: Thomas Demery, President, Capital Solutions, Inc.

Dan Miller, Co-Founder and President, Fundrise

Ryan Selkis, Director of Investments, Digital Currency
Group

- A Conversation with Stephen M. Ross, Chairman and Founder, Related Companies moderated by NMHC Chairman and CEO of Avanath Capital Management, Daryl Carter

11:30 AM  
Meeting Adjourns

12:30 – 2:30 PM  
Optional Apartment Property Tour - Peter Cooper Village/Stuyvesant Town

Note: The agenda is subject to change. Please be aware that photos may be taken at the meeting and posted online.