

MHC OPTTECH

CONFERENCE & EXPOSITION

October 25-27, 2017
Mandalay Bay Resort and Casino
Las Vegas, NV

[Agenda*](#)

Wednesday, October 25

9:30AM - 7:00 PM

Registration

Location: Bayview Court

9:30 AM – 7:00 PM

Social Lounge/Charging Station

Location: Islander Registration Desk

1:00 - 2:15 PM



Marketing Professionals Roundtable (Owners, Developers and Managers Only)

Location: Coral B

Join your peers for a facilitated discussion of the greatest challenges they are facing and best practices for solving them. Bring your challenges and hear how other marketing leaders are dealing with them. You'll leave with valuable insights and instant takeaways that you can implement as soon as you get back to the office.

Facilitator: **Steve Merchant**, Senior Vice President, Marketing & Sales, Equity Residential
Christina Steeg, Senior Vice President, Marketing & Training, Simpson Housing

Sustainability Professionals Roundtable (Owners, Developers and Managers Only)



Location: Coral C

Join this facilitated group discussion on the sustainability challenges facing your industry peers and hear a few best practices from your colleagues for solving them. From the latest in energy efficiency products and regulations to investor sustainability requirements, you're sure to get valuable insights and instant takeaways that you can implement as soon as you get back to the office.

Facilitator: **Juliette Apicella**, Director of Sustainability, Gables Residential

Cybersecurity Professionals Roundtable (Owners, Developers, Managers only)



Location: Tropics B

New this year at OPTTECH! Join your peers in the apartment industry who are working every day to keep the enterprise and our communities safe. Share your lessons learned and best practices and hear the same from your industry colleagues. From social engineering testing for phishing to investments in technology, services and consultants, you'll learn how your colleagues are addressing the same issues you face every day.

Facilitator: **John Martin**, Senior Vice President, Technology, Bozzuto

New! Tech & Telecom Legal Strategies Roundtable (Owners, Developers, Managers and Their Representatives Only)

Location: Tropics A

A leading industry attorney will provide insight and best practices for negotiating and implementing favorable service agreements for your properties in this interactive roundtable exclusively for

*Note: photos may be taken at the meeting and posted online *As of 10/20/2017; Agenda Subject to Change*

TOPICS: MARKETING OPERATIONS TELECOM SUSTAINABILITY TECHNOLOGY

owners, developers, managers and attorneys/consultants who represent them. Join your tech and telecom colleagues and bring your questions. Topics will include privacy and security issues for home automation products, and contracts for telecom services and community amenities like car charging stations, bike sharing hubs, locker systems and more.

Facilitator: Linda Willey, Director of Ancillary Services, Camden Property Trust
Speaker: Ian Davis, Attorney, Davis, Craig & Taylor

2:15 – 2:30 PM

Break

2:30 – 3:45 PM

New! Town Hall Meetings: More time, more panelists, more interaction!

Corporate Social Responsibility Town Hall

Location: Tradewinds D

Though scandal ridden companies like Lance Armstrong's Live Strong Foundation and Wells Fargo may donate millions of dollars to charitable causes, few would consider them socially responsible organizations. As a result, their reputations are suffering. Companies have implemented Corporate Social Responsibility (CSR) practices for decades through philanthropic or "green" investments, but, business strategy and social responsibility programs are often considered mutually exclusive activities within the corporate structure. Join this fascinating Town Hall discussion to learn from a panel of industry pros as they discuss the mounting evidence that integrating social considerations more effectively into core business operations and strategy can boost financial results, improve resident and associate retention, and attract the best talent in the industry from porters to executives.

Moderator: Dennis Smillie, President, Multifamily Solutions
Speakers: Esther Bonardi, Vice President, Marketing, Yardi
Mark Delisi, Sr. Director of Corporate Responsibility, AvalonBay Communities
Jennifer Piccotti, Chief Operating Officer, ManagInc

Innovation Town Hall

Location: Tradewinds B

Reports and analysis published in the last twelve months declare that real estate, while an attractive investment class, is far behind in technology integration, data-collection and analytics, benchmarking, and...well, the criticisms are many. What is a multifamily executive to do? Development and multifamily leaders connect in this Town Hall to discuss how they are incorporating strategy and innovation best practices into their organization's culture and systems. Listen in on this innovation and technology conversation, hear what these business leaders say about how they are evaluating and managing investment opportunity within their enterprise, what advancements they are keeping their eye on, and who they look to for inspiration.

Moderator: Anthony Ferrier, Chief Operating Officer, ExOxo
Speakers: Stephanie Fuhrman, Managing Director, Technology Services, Greystar
Eric Potter, Director, Applied Innovation, Waterton
Darren Wesemann, EVP, Chief Innovation Officer, Berkadia

Cybersecurity Town Hall

Location: Mariners B

Join this fast-paced Town Hall covering everything from phishing to the latest from Washington on cybersecurity, as well as state-level privacy laws. You'll hear from experts across the spectrum who are fighting what is becoming one of the country's greatest challenge. Bring your questions, hear the latest, and leave with takeaways.

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**As of 10/20/2017; Agenda Subject to Change*

Page 2 of 14

Moderator: **Thomas Dryden**, Chief Information Security Officer, Berkadia
Speakers: **Ty Brewer**, Managing Director & Chief Information Officer, Greystar
Kevin Donnelly, Vice President, Government Affairs, NMHC
Kirk Downey, Managing Partner, Abacode
Bill Fisher, Security Engineer, NIST's National Cybersecurity Center of Excellence
Chase Harrington, President & COO, Entrata
Jay Kenney, Chief Information Officer, Lincoln Property Company
Shawn Mahoney, Chief Information Officer, GID

Telecommunications Providers Town Hall

Location: *Tradewinds E*

Hear the latest from the major telecom providers on the issues that matter the most to apartment professionals. This facilitated session will include opportunities to get answers to your questions and will help you make your plans for telecom in 2018.

Moderator: **Chris Acker**, Director, Community Technology Services, Lennar Multifamily
Speakers: **Jackie Arbour**, General Manager, Technical Support, AT&T Services, Inc.
Chris Denzin, Vice President, Operations, CenturyLink
Guillermo Rivas, Director, Multifamily Communities, Cox Communications
Dave Spence, Senior Director of National Accounts, Comcast XFINITY Communities
Mike Weston, Senior Leader, Verizon Enhanced Communities

3:45 – 4:00 PM

Break

4:00 – 5:30 PM

Opening General Session: NMHC/Kingsley Resident Preferences Report

Location: *Islander Ballroom D*

Every two years, NMHC and Kingsley Associates conduct their landmark resident preferences survey and highlight the results for the first time at OPTECH. 2017 is one of those years and the report is bigger and better than ever! Over a quarter-million apartment residents responded to a survey that was updated and revised from 2015 to cover not only the basics of what features and amenities our residents want the most, but also the latest issues facing the apartment industry, such as short-term rentals, telecom preferences and pets. Be the first to hear the survey results and get actionable takeaways from the collective voice of our residents. Industry leaders will join the session to give their feedback on how the results will impact their 2018 decision-making and budgeting of resources.

Moderator: **John Falco**, Principal, Kingsley Associates
Panelists: **Sherry Freitas**, Managing Director, Real Estate Strategic Services, Greystar
Catherine Swaback, Director of Marketing Strategy, Alliance Residential
Kevin Thompson, Senior Vice President, Marketing, Bell Partners, Inc.
Laurel Zacher, Director, Marketing, Security Properties Residential

5:30 – 7:00 PM

**Exhibit Hall Open
Networking Reception in the Exhibit Hall**

Location: *South Pacific Ballroom*

5:45 – 6:15 PM

Commerce Corner in the Exhibit Hall

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5:45 – 6:45 PM

Snap Sessions in the Exhibit Hall:

Business Intelligence (BI) for Multifamily Leasing Success
Company: LeaseHawk

How Reputation Management on Social Media Affects Your Property
Company: SOCi

Reducing Property Utility Expenses: Tips and Strategies
Company: PayLease

UserSafe Wi-Fi Calling: In-Building Voice Problems Solved
Company: Spot On Networks

Thursday, October 26

7:15 AM – 6:30 PM

Registration

Location: Bay View Court

7:15 AM – 6:30 PM

Social Lounge/Charging Station

Location: Islander Registration Desk

7:30 – 8:30 AM

Continental Breakfast Social

Location: Conference Promenade

8:00 – 8:30 AM

Breakfast Briefings

Diversity & Inclusion as a Business Imperative in a Changing World

Location: Tropics B

Join this breakfast briefing to discuss how weaving diversity and inclusion into the fabric of your firm can drive innovation and organizational success. You'll hear about NMHC's Diversity and Inclusion Initiative, a long-term commitment to promote diversity within the multifamily housing industry and provide resources to NMHC members. Learn how an organizational diversity and inclusion initiative can leverage bottom line benefits and demonstrate your firm's core values.

Speakers: **Julianne Goodfellow**, Director, Government Affairs, NMHC
Peggy Robinson, Vice President, Marketing, Info Tycoon

Apartment Demand: Our Vision for 2030

Location: Coral C

NMHC and NAA commissioned Hoyt Advisory Services to estimate of the future demand for apartments in the United States. Their data findings for the 50 states and 50 metro areas, including the District of Columbia, were fascinating. A convergence of factors and changes including delayed marriages, an aging population and international immigration are increasing a pressing need for new apartments, to the tune of 4.6 million by 2030. Grab your coffee and hear more at this session that will provide optimism for the apartment industry for the next decade and beyond.

Speakers: **Caitlin Walter**, Senior Director, Research, NMHC

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**As of 10/20/2017; Agenda Subject to Change* Page 4 of 14



8:30 – 9:15 AM

Concurrent Sessions

Lightning Round! Top Marketing Pros Take on the Top Marketing Trends

Location: Tradewinds D



Top multifamily marketing professionals will take you on a fast-paced tour of the latest trends in marketing. With technology revolutionizing every aspect of marketing, if you're marketing the same way you were last year, you're already out of date. You won't want to miss this fun and informative session that will quickly get you up to speed on everything you need to know now to plan your future marketing strategies.

Moderator: Jennifer Staciokas, Senior Vice President, Pinnacle

Speakers: Sara Scarborough Graham, Director, Marketing, The Dolben Company, Inc.
Virginia Love, Vice President, Leasing and Marketing, Waterton

Dialing Back Screening Thresholds in a Soft Market: How Far Is Too Far?

Location: Tradewinds B



With markets possibly softening, operators may soon feel the need to relax their screening standards for new residents to maintain occupancy and revenue. Couple that inclination with continued immigration to the US and new residents looking to rent apartments without a US credit history and you have a possible dilemma. What are the ways in which operators can safely and sensibly dial back their screening thresholds while still maintaining propriety? What are the methods and techniques they must keep in place? And what techniques might they consider adding, even when the pressure to keep occupancy rates up is increasing? This panel of industry experts will discuss best practices and how to avoid a bad-debt disaster.

Moderator: Erik Brue, Vice President, Experian RentBureau

Speakers: Rachel Davidson, Senior Vice President, Performance, Alliance Residential
Nicole Jamie, Analyst, Ancillary Services, Pinnacle
Jim Kjolhede, President, Satteron Enterprises, LLC

Sustainable Performance = Competitive Advantage: Building Resilience Strategies that Drive NOI

Location: Tradewinds E



Multifamily owners and operators are witnessing positive impacts and returns from their investments in building technology. Sustainability, no longer an add-on, has become integral to company development processes and enterprise systems as well as an important part of corporate social responsibility (CSR) efforts. Leading companies that have historically taken an ad-hoc approach to incentive and certification programs, are aligning their enterprise operations around sustainability and CSR, creating strategies for resiliency in their properties and companies. And for good reason, it makes good business and financial sense. In this session, industry leaders will discuss how they've made the move from ad-hoc to strategic, leading to sustainable and resilient companies and communities.

Moderator: Drew Torbin, Chief Executive Officer, Black Bear Energy

Speakers: Darien Crimmin, VP Energy and Sustainability, Winn Companies
Megan Houston, Program Manager, Institute for Market Transformation
Chris Rau, Director of Energy & Sustainability, Forest City Realty Trust

Ask the Tech Pros

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**As of 10/20/2017; Agenda Subject to Change*

Page 5 of 14



Location: Mariners

After a break in 2016, this perennial interactive OPTECH favorite is back! Bring your questions for a panel of the smartest technology leaders from the biggest and best apartment companies in the industry. From tech for the enterprise to tech for the communities, this session will answer your toughest questions from integration with your property management system to cybersecurity, BI, VOIP, virtual desk infrastructure, disaster recovery, you name it. Bring your tech challenges, they'll tell you how they overcame them.

- Moderator:** Michael Baldwin, Managing Director, GPG Advisers
- Speakers:** Rick Fox, Chief Information Officer, AMLI Residential
Shawn Mahoney, Chief Information Officer, GID
Ray Thornton, Vice President, IT, Bell Partners, Inc.
Rich Voinovich, PMP, Vice President, IT, Equity Residential

Overcoming Wi-Fi and Cell Service Challenges for Seamless Communication



Location: Islander Ballroom E

The roll-out of Wi-Fi calling changed the calculation for implementing cell service solutions in our communities but challenges remain for creating a seamless wireless environment for our residents. Hear the latest from industry experts on what you can do now to overcome common challenges to reaching your goal of reliable wireless service throughout an entire community.

- Moderator:** Cheryl Jordan, Senior Director, Telecommunications, Operations & Investment Services, AvalonBay Communities
- Speakers:** Jackie Arbour, General Manager, Technical Support, AT&T Services, Inc.
Gail Corder, Ancillary Services Manager, Fairfield Residential
Dan Leaf, Chief Executive Officer, Leaf Communication Consulting
Robert Lopez, P.E, President, RLA Communications
Richard Sherwin, Chief Executive Officer, Spot On Networks

9:15 – 9:30 AM

Break

9:30 – 10:30 AM

Concurrent Sessions

Data-Driven Marketing: Separating the Signal from the Noise



Location: Islander Ballroom E

The days of scavenging for renter data are over for multifamily marketers. There's a huge pile of data just waiting to be examined. But, is it the right data and in a format that is useful for your organization? Probably not. That's because getting the right data requires knowing what you need and what you plan to do with it. This panel of marketing data experts will share how they go about planning for (and collecting) clean data and how to devise a data collection methodology that gets them exactly what they want in a statistically relevant manner that produces real marketing results.

- Moderator:** John Thornton, Senior Director, Performance Marketing, RentPath
- Speakers:** Elaine DeLude, Vice President, LIVEbe
Ryan Perez, Vice President, Marketing, CF Real Estate Services

Multifamily Learns the R.O.A.Ps. (Return on Amenity Partnerships)



Location: Tradewinds D

The world of resident amenities has changed. In the past, we provided amenities and the residents used them (or not). Today, many of the amenities most desired by our residents are provided by third parties as on-demand services, but this doesn't mean we're out of the picture. Smart

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***As of 10/20/2017; Agenda Subject to Change** Page 6 of 14

companies are entering in to partnerships with service providers relating to everything from transit and car-sharing, dog walking and packages, you name it. The smartest companies are providing these services as seamless resident amenities and are sharing in the revenues. Hear how they are beginning to view these partnerships strategically and holistically as part of an overall marketing and operations strategy. With no signs that the convenience provided by the new online and sharing economy will become less popular, it may be time to completely rethink your amenity strategy, this session will surely help you along that path.

Speakers: **Margette Hepfner**, Senior Vice President, Client Services, Lincoln Property Management
Karen Hollinger, Vice President, Corporate Initiatives, AvalonBay Communities
Cris Sullivan, COO, Gables Residential Services Inc.

DIY Energy Reduction: Road Mapping the Way to Cost-savings

Location: *Tradewinds E*



The Better Buildings Challenge (BBC) provides a platform to reduce energy use intensity by 20% within 10 years and to share success strategies in partnership with the US Dept. of Energy and US HUD. You'll hear proven solutions and technologies, such as energy management and information systems (EMIS), LED lighting and other high efficiency retrofits, as well as resident engagement on sustainability topics that owners are using to reduce energy. BBC partners will discuss the decision making behind making capital expenditure investments, implementation lessons learned, and how residents benefit from green building features. BBC partners prove that despite the unique challenges to the multifamily space, successes in energy reductions can be achieved in a cost-effective, high-value manner.

Moderator: **Cindy Zhu**, Fellow, U.S. Department of Energy
Speakers: **Juliette Apicella**, Director of Sustainability, Gables Residential
Pablo Verela, Director of Sustainability, Communities, LendLease

Making the Business Case for Technology Investments

Location: *Tradewinds B*



Investments in technology represent significant financial commitments, often with consequential impact on the long-term success of the organization and possibly the person behind the decision. Once a decision is made on the best tech investments, how are the major players in the decision-making process making the business case for the financial investment? How do you demonstrate the return on investment of the new technology when so many investments fall in the "cost of doing business" category? This session will help you assess the qualitative as well as the quantitative ROI from tech investments that will help you support your tech budget. It will also look at best practices for making (and selling) technology investment decisions.

Moderator: **Joseph Anfuso**, Chief Financial Officer, MG Properties
Speakers: **Todd Butler**, Chief Technology Officer, KETTLER Management
Bob Lamb, Vice President, IT, Gables Residential
Phillip McCorkle, Enterprise Managing Consultant, RealFoundations

Smart Strategies for Smart Apartments

Location: *Mariners*

The Internet of Things (IoT) is upon us and for multifamily owners and managers that means smart apartments. Smart apartments include devices, such as lights, locks, thermostats, sensors, and outlets, that are networked, enabling remote control, automation, and the digitization of previously manual or tangible acts. There is plenty of excitement around IoT and smart devices, but what value

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***As of 10/20/2017; Agenda Subject to Change** Page 7 of 14

can they really bring to the multifamily industry? To whom does that value flow? How does one go about evaluating an investment in smart apartments? And which approaches to IoT investment unlock different aspects of that value?

Moderator: Michael Rovito, Chief Executive Officer, Dwelo
Speakers: Josh Erosky, Director of Building Technology, UDR
Jarom Johnson, Chief Operating Officer, Wasatch
Henry Pye, Vice President, Resident Technology Services, Real Page

10:30 AM – 1:30 PM

Exhibit Hall Open
Location: South Pacific Ballroom

10:30 – 11:15 AM

Networking Coffee Break in the Exhibit Hall

10:45 – 11:15 AM

Snap Sessions in the Exhibit Hall:

Introducing RentPush.com 2.0
Company: Spherexx.com

The Respage Multifamily Chatbot: Solving Problems in Office Hours, Website U/X, and Chat Services Through Artificially Intelligent Technology
Company: Respage

11:15 AM – 12:45 PM

General Session: NMHC LaunchPad
Location: Islander Ballroom D

Back again for 2017, this perennial OPTECH favorite will once again highlight the four finalists from the industry's premier technology startup competition. The top four finalists, as chosen by a panel of industry experts from a cross-section of companies and disciplines, will give the pitch of their lives to our expert panel, who will grill them on their product. The 2017 OPTECH audience will be the ultimate judge, deciding the winner by a live vote. You won't want to miss this exciting competition as it plays out live on the OPTECH stage. You'll also hear an update from 2016 LaunchPad winner, Knock, on their past year and how winning LaunchPad helped them launch.

Moderator: Doug Bibby, President, National Multifamily Housing Council
Expert Panel: Constance Freedman, Founder & Managing Partner, Moderne Ventures
Karen Hollinger, Vice President, Corporate Initiatives, AvalonBay Communities
Scott Wesson, Chief Information Officer, UDR
Stephanie Williams, President, Bozzuto Management Company

2016 Launch Pad Winner: Demetri Themelis, Co-Founder, Knock

12:45 – 1:30 PM

Networking Lunch in the Exhibit Hall
Location: South Pacific Ballroom

12:55 – 1:30 PM

Commerce Corner in the Exhibit Hall

1:00 – 1:30 PM

Snap Sessions in the Exhibit Hall:

Leave Paper-Based Inspections in the 20th Century Where They Belong
Company: MRI Software

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**As of 10/20/2017; Agenda Subject to Change*

Page 8 of 14

Engagement in the New Renter's Leasing Journey

Company: ReachLocal

1:30 – 2:30 PM

Concurrent Sessions

Collaborative Rebranding Strategies for Value-adds

Location: *Islander E*

Getting new amenities, branding and services right in a value-add repositioning can make the difference between a market leader and a laggard. Too often amenities and services are an afterthought and merely reactive to direct competitors. This session will look at how you can take a more proactive and holistic approach by engaging your marketing team early and often to create stand-out amenities and services to differentiate yourself from the competition.

Moderator: **Maitri Johnson**, Vice President, Multifamily, TransUnion

Speakers: **David Egeland**, Vice President, Head of Marketing, Laramar Group

Tim Hermeling, Executive Vice President, Marketing, Cortland Partners

Brendt Rusten, Partner & Senior Vice President, Asset Management, Dominionium

Disaster Ready: Getting Up and Running after Devastation

Location: *Tradewinds D*

From Texas to Florida, communities are initiating the process of recuperation and rebuilding. For owners and operators of apartments affected by hurricane or flooding damages, this means rehabilitating our residents' homes, but also helping local staff with their own challenges of displacement and loss. Having a good, well-rounded emergency plan and some basic emergency communication protocols in place can put your mind at ease and go a long way to making the aftermath of an unexpected event more bearable. During this session, we'll hear from those who have recently survived the circumstances of disaster as they share their experiences and their approach to recovery.

Moderator: **Doug Bibby**, President, National Multifamily Housing Council

Speakers: **Greg Benson**, Managing Director, National Marketing, Greystar

Clyde Stutts, Chief Operating Officer, Cortland Partners

Alan Walsh, Senior Vice President, Human Resources, CF Real Estate Services

Namaste: New Building Strategies for Health & Wellness

Location: *Tradewinds E*

Apartment renters of all demographic groups are expressing a growing interest in a variety of health and wellness issues and many are making their apartment choices with these issues in mind. But what does it mean for a building or a community to be healthy? From design to operations, real estate professionals are focusing on this trend and how our "places" can respond to consumer demand for a healthier home and lifestyle through better design, materials, programs and services that promote wellness.

Moderator: **Khushbu Sikaria**, Vice President, Advisory Services, Bozzuto Management Company

Speakers: **Ed Novy**, Senior Associate, Portfolio Management, American Realty Advisors

David Pogue, Global Director of Corporate Responsibility, CBRE

Rachel Sowards, LEED AP O+M, Executive Director, National Business Development, Palladino+Company

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**As of 10/20/2017; Agenda Subject to Change*

Page 9 of 14



The KPI Revolution: Using Advanced BI to Move Beyond the Occupancy Variable for NOI Gains

Location: *Tradewinds B*

Moderating rental income, as well as rising interest rates and inflation are creating a perfect storm impacting NOI for property owners. Are you reading between the lines when it comes to making data-driven business decisions? While some may be distracted by traditional key performance indicators like occupancy rates, others are seeking out truly important measures. Access to advanced metrics now available with business intelligence technology has changed the direction and the approach of asset, revenue, and property management in quietly revolutionary ways. This session will show how property owners can navigate, plan, and immediately implement the most important initiatives for each of the critical areas that impact NOI - rental income, mortgage costs, and operating costs.

Speakers: **Sherry Freitas**, Managing Director, Real Estate Strategy Services, Greystar
Laurie Lyons, Executive Vice President, US Residential
Tim Reardon, Director of Revenue Management, Bridge Property Management



Hackable Apartments: How to Keep Our Communities Safe When Everything is Going Online

Location: *Mariners*

With the Internet of Things poised to revolutionize our systems and appliances just as the internet did with our information, the question remains—can we keep these devices safe? Today’s “smart” home demands a modern take on security and privacy as well as possible integrations with property management systems or even new voice activated consumer technology. Online security experts will assess the risk of the internet-enabled apartment and will present best practices to keep your residents and your enterprise safe from hackers.

Moderator: **Mike Smith**, Vice President, White Space Building Technology Advisors
Speakers: **Yousef Abdelilah**, Innovation & Product Management Leader, American Tower
Bill Fisher, Security Engineer, NIST’s National Cybersecurity Center of Excellence
Kevin Gerber, Project Manager, Forest City Enterprises
Michael Reese, Chief Information Officer, USA Properties Fund

2:30 – 2:45 PM

Break

2:45 – 3:45 PM

Concurrent Sessions

Responsive Design is Not Enough: Rethinking the Mobile User Experience

Location: *Mariners*

While it’s old news that you need a responsive web design to accommodate users on all device types, have you truly thought about the user experience on those devices? Do mobile and desktop users seek the same user experience when searching for their next apartment? What if the answer is no? Are there differences in how users interact with mobile sites by gender and by demographic segment? This session will ask these questions and whether it’s time to rethink your mobile website strategy. We’ll share some recent data studies from Wake Forest along with real-world case studies and you’ll leave with key actionable takeaways.

Moderator: **Judy Bellack**, Principal, Judith Lawrence Associates
Speakers: **Gus Kroustalis**, Digital Marketing Strategist, Beacon Technologies
Candace Weaver, Director, Marketing, Bell Partners, Inc.

Is Voice Activated Smart Home Living the Next Big Thing?

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**As of 10/20/2017; Agenda Subject to Change*

Page 10 of 14



Location: Tradewinds D

With mobile rent payment and mobile service requests becoming commonplace and no longer a differentiator in the multifamily industry, the race for the next tech-convenience amenity is heating up. At the heart of the race is voice activation, which has advanced tremendously even since Siri was first introduced on the iPhone. Alexa and Google Home are making voice activation a daily routine that makes paying bills, adjusting the thermostat and turning off the lights simple. And the savviest multifamily marketers are exploring opportunities to incorporate Alexa at their apartment communities. This session will uncover their efforts, how to implement them and how to manage costs and show potential ROI to owner/investors.

- Moderator:** Chase Harrington, President & Chief Operating Officer, Entrata
- Speakers:** Mary Herrold, Principal, Multifamily Partnerships, IOTAS, Inc.
 Andrew Beach, IT Senior Programs Manager, Mill Creek Residential
 Nicole McLemore, National Special Projects Manager, Lincoln Property Management

What's Your Real Rent? Using Energy Efficiency Savings to Attract and Retain Residents

Location: Tradewinds B



Energy efficiency efforts in multifamily communities have often proven difficult for property owners and managers because residents control much of consumption. Despite this systemic challenge, recent research has indicated that residents are increasingly aware of, and interested in, energy efficiency and environmental initiatives. With utility costs now increasing, there is a unique opportunity for owners and managers to not only tighten operations, but also engage collaboratively with residents for mutual benefit. Moving beyond common areas and amenity spaces to focus on in-unit efficiency, owners and managers will find themselves engaged in conversations related to residents' total cost of occupancy. Emphasizing efficiency as a means of achieving overarching affordability has the potential to improve resident attraction, and retention.

- Moderator:** Craig Haglund, ENERGY STAR Commercial & Industrial, U.S. Department of Environmental Protection
- Speakers:** Sarah Gibson, Vice President, Client Services, Brand Cool
 Peter Zadoretzky, Director of Sustainability, Bozzuto Management Company

Integration Now! Overcoming Tech's Greatest Challenge

Location: Islander E



Getting all your tech systems to talk to each other and work together seamlessly is one of the greatest tech challenges. NMHC worked with apartment managers in the early 2000s to create the Multifamily Information Transaction Standards (MITS) but they only go so far. With NMHC reactivating MITS and other solutions emerging, this session will highlight best practices for getting your tech systems to effectively communicate and get you the results you expect from your tech investments.

- Moderator:** Kevin Vertrees, Lead Managing Consultant, RealFoundations
- Speakers:** Scott Pechersky, Senior Vice President, Technology, Alliance Residential
 Armand Rabinowitz, Senior Director of Strategy and Workgroups, HTNG
 Demetri Themelis, Co-founder, Knock Rentals

The Ever-Changing World of Telecom Policy: The Latest from D.C.

Location: Tradewinds E



A new President and a new FCC Chairman could mean a new approach to federal telecom policy as market competition and consumer expectations have shifted rapidly in recent years. This session will

break it down and help you figure out what it means for your company. Hear from policy and legal experts on potential changes for building and infrastructure access as well as service agreements between owners and providers. We'll also cover the latest on net neutrality or "Internet Freedom," 5G and small cell deployment, and more.

Moderator: **Betsy Feigin Befus**, General Counsel, National Multifamily Housing Council
Speakers: **Glenn Richards**, Partner and Communications Practice Chair, Pillsbury, Winthrop, Shaw, Pittman, LLP
Matthew Ames, Attorney, Hubacher & Ames

3:45 – 4:00 PM

Break

4:00 – 5:15 PM

General Session: Keynote Speaker

Location: Islander Ballroom D

Speaker: **Peter Diamandis**, Founder & Executive Chairman, XPRIZE Foundation

In 2014 Fortune Magazine named Peter Diamandis as one of the World's 50 Greatest Leaders. He is the Founder & Executive Chairman of the XPRIZE Foundation, which leads the world in designing and operating large-scale incentive competitions. He is also the Co-Founder & Exec Chairman of Singularity University, a graduate-level Silicon Valley institution that counsels the world's leaders on exponentially growing technologies. As an entrepreneur, Diamandis has started 17 companies. He is the Co-Founder and Vice-Chairman of Human Longevity Inc. (HLI), a genomics and cell therapy-based company focused on extending the healthy human lifespan, and Co-Founder and Co-Chairman of Planetary Resources, a company designing spacecraft to enable the detection and prospecting of asteroids for fuels and precious materials.

Diamandis is a New York Times Bestselling author of two books: *Abundance* & *BOLD*. He earned degrees in Molecular Genetics and Aerospace Engineering from the MIT, and holds an M.D. from Harvard Medical School. In Fall of 2016 the Greek Government honored Diamandis by issuing a 1.2 Euro stamp into circulation bearing his photograph.

5:15 – 6:30 PM

Exhibit Hall Open
Networking Reception in the Exhibit Hall

Location: South Pacific Ballroom

5:30 – 6:00 PM

Snap Sessions in the Exhibit Hall:

Renewing the Renewal Process
Company: The Rainmaker Group

Why Most Companies Miss over \$100k in ROI from Renovations
Company: Rentlytics

Friday, October 27

7:45 AM – 12:30 PM

Registration
Location: Bay View Court

Note: All conference sessions & events will take place in the Mandalay bay North Convention Center. Photos may be taken at the meeting & posted online
**As of 10/20/2017; Agenda Subject to Change* Page 12 of 14

TOPICS:  MARKETING  OPERATIONS  TELECOM  SUSTAINABILITY  TECHNOLOGY

7:45 AM – 12:30 PM

Social Lounge/Charging Station

Location: Islander Registration Desk

8:00 – 9:00 AM

Continental Breakfast Social

Location: Conference Promenade

9:00 – 10:00 AM

Concurrent Sessions

The Virtual Revolution: Virtual, Augmented & Mixed Reality for Multifamily Gets Real

Location: Mariners



There's been a tectonic shift in how apartment communities—from concept to end product—are marketed. We no longer just build and lease units. Instead, we create communities and sell people on living experiences. To that end, virtual, augmented and mixed reality technologies are revolutionizing the art of the tour. However, their rapid proliferation and various implementations—3D photography, mobile walkthroughs, virtual staging, oh my! —can be more dizzying than a pair of Oculus Rifts. This session will help you not only sort through the myriad of options and their best applications in the sales cycle but also help prepare you for when virtual and augmented technology becomes an everyday reality. It's closer than you might think.

Moderator: Sarah Yaussi, Vice President, Industry Communications, NMHC

Speakers: Rohit Anand, Principal, KTG
Amanda Johnson, Vice President, Marketing, AMLI Residential
David Li, Co-Founder, VP Sales and Finance, uForis VR Inc.

B2B Short Term Rentals: When, How and Where Can They Work for You?

Location: Tradewinds B



A new generation of professional short-term rental companies has evolved. Representatives from a few of the new players in this space will discuss their business models and what they mean for owners and managers interested in leveraging this growing new source of demand. Owners and managers are finding ways to safely take advantage of the short-term rental trend to boost occupancy, shorten lease-up time, and provide additional amenities to their residents. Topics discussed will include lease structures, safety and security procedures, ILS listing strategy compared to conventional, regulatory developments, and more.

Moderator: Kim Bender, Executive Vice President, Operations, Fairfield Residential

Speakers: Sean Conway, Chief Executive Officer, Pillow Residential
Erik Eccles, Chief Executive Officer, Urbandoor
Joe Fraiman, Co-Founder, President & Chief Operating Officer, Parallel
Jason Fudin, Chief Executive Officer, WhyHotel

The Robots are Here: How Artificial Intelligence May Upend the Multifamily Industry

Location: Islander E



The age of A.I. displacing office workers is just about upon us. What will recent advances in artificial intelligence, machine learning and robotics mean for the multifamily industry? Which of our systems and programs are likely to be disrupted first and what will it all mean for jobs in our industry? This forward-looking session will anticipate the near future and provide guidance on what you should be thinking about now to take advantage of the coming age of the robots and how to mitigate the potential disruption to staffing.

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Moderator: Donald Davidoff, President, D2 Demand Solutions
Speakers: Andrei Faji, Director, Marketing & Brand Experience, WayBlazer
Neil Sahota, Worldwide Business Development Leader, IBM Watson

Rethinking Multifamily Telecom

Location: Tradewinds E

High speed internet is the most desired apartment amenity for residents, and it's also the fuel that powers increasingly popular amenities like smart home devices and package lockers. Is it time to rethink how apartment companies address telecom by moving it from an "ancillary" service to a core operational function? A shifting Broadband market and potential regulatory changes may upend the traditional business model. From corporate structure to building design, this session will consider how the growing importance of Broadband will impact apartment companies.

Moderator: Andrea Humanic, Director, VG Preferred
Speakers: Greg McDonald, Director, Telecom Support, Greystar
Steve Sadler, Director, Multifamily Development, RealPage

10:00 – 10:15 AM

Break

10:15 – 11:30 AM

General Session: Sticky Talent: The Right Corporate Culture + Employee Engagement = Talent Retention

Location: Islander Ballroom D

The loss of top talent has a cascading negative impact on your company and your bottom line. From changing expectations of work-culture by a new generation of employees to an emphasis on customer experience as a service, corporate structures of yesterday are challenged to square existing operations with the art and science of employee recruitment and retention in today's market. In this closing general session, attendees will hear a panel of professionals break down the components of successful strategies for getting your corporate culture right. Learn lessons from hospitality and multifamily specialists that are effectively translating executive goals into employee retention campaigns. Also, hear from an organizational management expert about training generations in the workplace and walk away with actionable solutions for your company. So "stick" around!

Moderator: Elaine Williams, President, Elaine Williams Consulting
Speakers: James Larsen, Vice President, Revenue Management, Caesar's Entertainment Group
David Osborne, Executive Organizational Consultant, Dale Carnegie & Associates
Kristen Reese, Vice President - Talent and Culture, The Bozzuto Group

11:30 – 12:30 PM

Closing Lunch Social

Location: Islander Ballroom D

12:30 PM

Conference Ends. See You Next Year!

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**As of 10/20/2017; Agenda Subject to Change*

Page 14 of 14