

Monday, September 25

11:00 AM – 6:30 PM

Registration

Location: Grand Ballroom Foyer

Noon – 1:30 PM

NMHC Student Housing Council Meeting (NMHC Members Only)

Location: Florida Ballroom II

Introduction:

Randy Churchey, CEO, EdR & NMHC Student Housing Council Chair

Government Affairs Update:

NMHC Staff

A View of the Student Housing Market – What Are Sellers, Buyers, Lenders and Investors Saying and Doing?:

Ryan Lang, Executive Managing Director, ARA, A Newmark Company's Student Housing Group
Brian Kelly, Managing Director, HFF

Economic Update & Outlook:

Andrew Nelson, Chief Economist, Colliers International

Noon – 6:30 PM

Meet the Money Arena

Location: Grand Ballroom Foyer

Note: The financial market member companies in this area will be independently scheduling and holding meetings with conference attendees during this time.

2:00 – 5:30 PM

General Session:

Location: Florida Ballroom V

2:00 – 3:15 PM

Industry Leaders Spotlight

The student housing market continues to outperform other real estate sectors, but are there any forewarning signs about tomorrow's student housing market? What does the deal pipeline tell us about the future? Get an in-depth look at financing, alternative product types, enrollment trends, potential market opportunities and what to expect in the years to come from a panel of leading industry executives.

Moderator:

Peter Katz, Executive Director, Institutional Property Advisors

Speakers:

Bill Bayless, Chief Executive Officer, American Campus Communities



Randy Churchey, Chief Executive Officer, EdR
Brian Dinerstein, President, The Dinerstein Companies
Donna Preiss, CEO and Founder, The Preiss Company
J. Wesley Rogers, President and CEO, Landmark

3:15 – 4:15 PM

Student Spotlight: Choices, Choices, Choices: How Students Select Where to Live

The student housing market offers multiple product types at a variety of price points. Students must consider numerous factors, including cost, location and amenities when selecting their home for the academic year. Led by an experienced educator, this panel of students will explore how the industry's customer base navigates and evaluates the various options to make housing choices.

Moderator: **Deborah R. Phillips, Ph.D.**, Founder/President, The Quadrillion; Adjunct Professor, Georgia Institute of Technology

Speakers: **Student Focus Group**

4:15 – 5:30 PM

Average is Just Not Good Enough. PERIOD!

Keynote Speaker Coach Carter

When famed high school basketball coach Ken Carter literally locked his undefeated, state playoff-bound team out of the gym and forced them to hit the books and stop counting on athletic potential as the only ticket out of a tough, inner city life, he sent a powerful message. The film, Coach Carter, based on the lockout and starring Samuel L. Jackson as the Coach, is just one more testimony to the strength of his convictions. At the podium, Coach Carter scores with hard-hitting advice about accountability, integrity, teamwork and leadership to succeed both on and off the basketball court.

In addition to coaching SlamBall's champion team, The Rumble, Carter is owner/operator of Prime Time Publishing, Prime Time Sport, and is an author. He is also founder and chairman of the Coach Ken Carter Foundation, a non-profit organization that develops, promotes and provides education, training and mentoring programs for minority youths. In 2002, he was selected to carry the Olympic torch for the San Francisco Bay Area/Richmond, California.

Keynote Speaker: **Coach Ken Carter**, Author and Founder & Chairman, Coach Ken Carter Foundation

5:30 – 6:30 PM

Exhibit Hall Open

Location: Grand Ballroom

5:30 – 6:30 PM

Networking Reception in the Exhibit Hall

5:45 – 6:15 PM

NEW! Meet the Keynote in the Exhibit Hall

Following Coach Carter's invigorating keynote, join your conference colleagues at the Exhibit Hall stage during the Networking Reception to ask him your questions. Hopefully he won't make you do any pushups!

Tuesday, September 26

7:45 AM – 6:45 PM

Registration

Location: Grand Ballroom Foyer



7:45 AM – 6:45 PM

Meet the Money Arena

Location: Grand Ballroom Foyer

Note: The financial market member companies in this area will be independently scheduling and holding meetings with conference attendees during this time.

8:00 – 9:00 AM

Continental Breakfast Social

Location: Florida Ballroom Foyer V

8:00 – 9:00 AM

Student Housing Emerging Leaders Breakfast

(Open to All NMHC Members Under 40)

Location: Meeting Room 5

This Emerging Leaders Breakfast will provide the next generation of multifamily leaders the ability to hear from the leader of one of the nation's largest and most successful student housing companies. Following an interview designed to elicit leadership insights, participants will be able to ask questions in a free-flowing format.

Moderator: Casey Petersen, Chief Operating Officer, Peak Campus

Speaker: Randy Churchey, Chief Executive Officer, EdR

9:00 – 10:00 AM

General Session: Is Student Housing Resilient?

Location: Florida Ballroom V

Many view student housing as countercyclical and recession-proof. When the economy performs well, the rising tide lifts all boats. However, when the economy slows or contracts, students continue to seek the refuge of a college or university with hopes that the labor market will improve by graduation. This panel will explore whether student housing is a surefire investment regardless of underlying economic conditions.

Moderator: Tim Bradley, Principal and Founder, TSB Capital Advisors, LLC

Speaker: Douglas Kligman, Chief Investment Officer, Vesper Holdings

Marc Lifshin, Managing Partner, Core Spaces

S. David Selznick, Chief Investment Officer, Kayne Anderson

Sean Spellman, Chief Development Officer, CA Ventures

William Talbot, Chief Investment Officer, American Campus Communities

10:00 AM – 1:00 PM

Exhibit Hall Open

Location: Grand Ballroom

10:00 – 11:00 AM

NEW! Networking Coffee Break in the Exhibit Hall

10:15 – 10:45 AM

NEW! Snap Session: Student Housing Quickfire

Meet your student housing colleagues at the Exhibit Hall stage, where NMHC puts its own spin on the 'Ask Me Anything' format. In this brief session attendees will be able to ask an industry-leader a quickfire question. No punts allowed, all questions must be answered! These sessions promise to be entertaining and informative.

Speakers: Bob Clark, Chief Executive Officer, Peak Campus

Kristopher Kelley, Senior Vice President, American Campus Communities



11:00 AM – Noon

Concurrent Sessions:

Developers, Investors and Owners: From A to Z Where Do You Put Your Money to Work?

Location: Florida Ballroom II

Commercial real estate investors have many choices to deploy their money so, why choose student housing? How do the risk adjusted returns compare with other real estate opportunities? In this session, investors and developers will offer their views on what motivates them to invest their capital in student housing projects and how to secure investor interest in a competitive market.

Moderator: J. Andrew Hogshead, CEO, The Colliers Company
Speakers: Eric Frank, Managing Principal, Cardinal Group Investments
Loren King, CEO & Co-Founder, Trinitas Ventures
Patrick McBride, Managing Partner, Coastal Ridge Real Estate
Fred Pierce, President and CEO, Pierce Education Properties

Driving NOI: How Marginal Changes Really Add Up

Location: Meeting Room 5

While rent is the biggest income driver, market conditions ultimately dictate how much rents can rise. This panel will focus on other strategies that student housing operators can use to drive net operating income. From disaggregating utility costs from the rental rate to offering additional services at a premium, learn how seemingly small changes can be beneficial to your bottom line.

Moderator: Miles Orth, Executive Vice President and Chief Operating Officer, Campus Apartments
Speakers: Julie Bonnin, Chief Operating Officer, Asset Campus Housing
Adam Byrley, Chief Operating Officer, The Preiss Company
Jennifer Cassidy, SVP, Asset Management, Campus Advantage
Jim Sholders, Chief Operating Officer, Campus Life & Style

Noon – 1:00 PM

Networking Lunch in the Exhibit Hall

Location: Grand Ballroom

12:15 – 1:00 PM

Commerce Corner in the Exhibit Hall

Location: Grand Ballroom

1:00 – 2:00 PM

Concurrent Sessions:

Mixing Things Up: Putting Mixed-use Student Housing in Context

Location: Meeting Room 5

Student housing is a core element of university villages, but not the only one. Since 2011, public-private projects with universities have grown an average of 50% year-over-year, meaning higher education institutions are turning to the private sector to advise, support and execute substantial improvements both on- and off-campus. As design, build, finance and P3 partnerships increase in significance, this session will draw on extensive practitioner experience to demonstrate the mutual benefits and challenges developers and universities share by expanding the scope, size, and amenities of university projects. Attendees will walk away with material questions to consider when launching developments that include student housing, academic facilities and recreation spaces.



Moderator: Dave Borsos, Vice President, NMHC
Speakers: Jack Boorman, Founder and Partner, BKV Group
David Dixon, Senior Principal, Urban Design Group Leader, Stantec
Greg Faulkner, President, Humphreys & Partners Architects

Brand New: Marketing Strategies for Rebrands and Acquisitions

Location: Florida Ballroom II

From a marketing perspective, the acquisition of existing properties presents both challenges and opportunities. Rebranding developments and reintroducing them into the marketplace has been extremely effective in driving pre-leasing and occupancy results. But, to work well, a rebranding must be sensitive to the values and services of a property and pursue a well-defined goal. We will teach you how to implement themed marketing campaigns that resonate with students and drive traffic to your property. Additionally, we will share real-life examples of how our marketing strategies have been highly effective in changing perceptions and driving results.

Moderator: Jamie Matusek, President, Catalyst
Speakers: Kim Grisvard, Vice President of Sales and Marketing, EdR
Alexandra Jackiw, President, Milhaus Management
Sam Mtunga, Principal, XFD Real Estate

2:00 – 2:15 PM

Networking Break

Location: Florida Ballroom II Foyer

2:15 – 3:00 PM

Concurrent Sessions:

Delivering a P3 Project in One School Year

Location: Florida Ballroom II

Public-private partnerships are helping universities provide cost-effective on-campus housing. Financing and delivering such projects can be complicated and lead to traps for the unwary. This concurrent session presents a case study of a project to be delivered on the University of South Florida's campus in just one year. The project, a \$134 million public-private partnership with Capstone Development Partners and Harrison Street, is the largest public-private partnership student housing project approved by the Florida Board of Governors in the history of the state university system, according to USF. The first phase includes 900 beds and will be complete this fall semester. The second phase will be complete fall 2018. Come learn about this case study!

Speakers: William Finfrook, President, FINFROCK
Justin Gronlie, Vice President, Harrison Street Real Estate
Jeff Jones, Principal, Capstone Development Partners
Jeremy Thompson, Regional Vice President, COCM

Securing Our Communities: Protecting Our Students, Staff and Stuff

Like market-rate communities, the modern student housing complex has access to a new generation of technology and amenities and high expectations for student privacy in light of these enhanced services. How are you protecting your community? In this panel, experts discuss the importance of community security and share the methods they use to work with managers and partners to secure their properties. We'll outline the advanced ways student housing communities can keep the safety of their residents, public spaces and shared amenities a top priority.



Moderator: James Whitley, Chief Operating Officer, Landmark Properties
Speakers: Scott Duckett, Chief Operating Officer, Campus Advantage
Michelle Fuller, Managing Director, Greystar Real Estate Partners
Casey Petersen, Chief Operating Officer, Peak Campus

3:00 – 3:15 PM

Networking Break

Location: Florida Ballroom V Foyer

3:15 – 4:10 PM

General Session: Customer Experience Is a Journey

Location: Florida Ballroom V

Customer “experience” is more than customer service. And it is more than being simply responsive. It is anticipatory of the journey your residents take with you. During this session attendees will discover the foundation of legendary hospitality by The Ritz-Carlton. Speakers will discuss the art and science of customer experience, today’s standard of excellence for customer experience and how it is achievable for every organization, regardless of the business.

Moderator: Bruce Sanders, Chief Marketing Officer, Elauwit
Speaker: John M. Cashion, Corporate Director of Culture Transformation, Ritz-Carlton Leadership Center

4:10-4:15 PM

Networking Break

Location: Florida Ballroom V Foyer

4:15-5:45 PM

General Session: NMHC Student Housing DealTank

Location: Florida Ballroom V

Episode three of this popular NMHC pitch competition. Hear real student housing developers sell their deals to a panel of industry experts. Judges will provide objective feedback, with the goal of helping execute the project. Votes will determine the best pitch. This will be an entertaining session that you won’t want to miss!

Moderators: Steve Helfrich, Vice President, Business Development, CampusWorks
Dorothy Jackman, Executive Managing Director, Colliers International
Judges: Scott Barton, Senior Vice President of Acquisitions and Development, EdR
JD Goering, Vice President, Harrison Street Real Estate Capital LLC
Kristopher Kelley, Senior Vice President, Acquisitions, American Campus Communities
Andrew Stark, Chief Executive Officer, Campus Evolution Villages LLC
Peter Stelian, CEO & Co-Founder, Blue Vista LLC

5:45 – 6:45 PM

Networking Reception in the Exhibit Hall

Location: Grand Ballroom

Wednesday, September 27

7:45 AM – Noon

Registration

Location: Grand Ballroom Foyer

7:45 AM – Noon

Meet the Money Arena

Location: Grand Ballroom Foyer



Note: The financial market member companies in this area will be independently scheduling meetings with conference attendees during this time.

8:00 – 9:00 AM

Continental Breakfast Social

Location: Florida Ballroom V Foyer

9:00 – 10:00 AM

Concurrent Sessions:

Tier 2 or 3: Risks and Opportunities

Location: Florida Ballroom II

Some student housing operators focus only on markets serving state flagships. While demand in these markets might be strong, so is the competition. Others see rewards in serving secondary and tertiary markets, which may have more risk but have fewer providers. Come learn about the risks and opportunities inherent in serving each type of market as you consider your future investment strategy.

Moderator: **Chris Epp**, Principal, FourPoint Student Housing Investments
Speakers: **Kyle Bach**, Chief Executive Officer, Annex Student Living
Christopher Black, Senior Vice President, KeyBank Real Estate Capital
Matthew Marshall, Vice President of Development, RISE
Rich Martinez, Vice President, Freddie Mac

Cyber Security: If You're Unprepared, You're Behind!

Location: Meeting Room 5

In today's economy, cyber-attacks occur daily. These breaches can cost companies literally millions of dollars to remediate. Student housing companies are the custodians of confidential information provided by both students and parents. This panel will focus on strategies firms should consider taking to protect this information and their corporate reputation. Leave with an action plan that may allow you to finally sleep a little easier at night.

Moderator: **Scott Casey**, Chief Technology Officer and Senior Vice President, Strategic Business Development, EdR
Speakers: **Adam Bruere**, Cyber Insurance Broker, Aon Risk Services, Inc. of Florida
Jim Halpert, Partner, Co-Chair, US Cybersecurity Practice and Global Data Protection, Privacy and Security Practice, DLA Piper
Jeremy Rasmussen, Director of Cybersecurity, Abacode
Paul Vitchock, Supervisory Special Agent, Federal Bureau of Investigations

10:00 – 10:15 AM

Networking Break

Location: Florida Ballroom V Foyer

10:15 – 11:00 AM

General Session: Data Panel

Location: Florida Ballroom V

Leading research experts will share insights on the wealth of demographic, demand and transaction data available about student housing. With all this data, how do you utilize it to



capitalize on opportunities? Find out what indicators you should look for to track student and investor demand, and how to find future opportunities.

Moderator: **Dan Major**, Vice President, Acquisitions, The Scion Group
Speakers: **Taylor Gunn**, Director of Student Housing, Axiometrics, a RealPage company
William A. Vonderfecht, Associate Director of Student Housing, CBRE

11:00 – Noon

General Session: Student Housing Trends: How Do Student Accommodations Compare Internationally?

Location: Florida Ballroom V

The market for student housing is strong here in the United States and across the pond in Europe, where industrial private and institutional investors are taking notice of the attractive opportunities for development. As attention grows for this asset class internationally, how does the supply of student housing compare? Additionally, what do the students expect of their accommodations abroad, and how are developers incorporating expectations from these varied user groups in their development designs? This session will focus on the maturing interest for new student housing developments internationally, the design trends and influences shaping those properties, and how lessons from these projects are influencing domestic projects in turn.

Moderator: **Jonathan Breen, AIA**, Europe Practice Area Leader, Residential Associate, Gensler
Speakers: **Neil Burton**, Managing Director, Greystar Europe Holdings Ltd.
Luke Nolan, Chief Executive Officer, Student.com
James Pullan, Partner and Head of Student Property, United Kingdom, Knight Frank

Noon

Conference Adjourns

Note: Agenda is subject to change. Photos may be taken at the conference and posted online.

