

AGENDA

MONDAY, SEPTEMBER 28

10:00 AM-7:00 PM

Registration

Frank Lloyd Wright Ballroom PreFunction

11:45 AM-12:15 PM

NMHC Student Housing Council Meeting

(NMHC Members Only)

Frank Lloyd Wright Ballroom B

12:15-2:00 PM

Pre-Conference: Market Perspectives: Conventional Apartments & Student Housing

(NMHC Members Only)

Frank Lloyd Wright Ballroom D

- Opening Remarks – **Doug Bibby**, President, NMHC
- State of Apartments – **Mark Obrinsky**, Senior Vice President, Research & Chief Economist, NMHC
- Lenders Outlook – **Tim Bradley**, Principal, TSB Capital Advisors, LLC
- The Changing Demographic of Student Residents – **Kim Hodge**, President and Chief Executive Officer, Preferred Campus Management; **Julie Bonnin**, Chief Operating Officer, Asset Campus Housing
- Buy vs. Develop - **Michael Orsak**, Senior Vice President, Investments, Campus Advantage

2:00-2:15 PM

Opening Remarks

2:15-3:00 PM

Economic Landscape for Student Housing

McArthur Ballroom 1

A global leader in commercial real estate, Colliers International, will give a capital markets overview on the student housing sector, including a closer look at the U.S. economic landscape, college affordability, enrollment trends and student debt. The session will outline the key economic factors impacting the space, how the student housing market has performed and thoughts on where it is headed.

SPEAKERS:

Dorothy Jackman, *Managing Director, Colliers International*

Andrew J. Nelson, *Chief Economist, Colliers International*

AGENDA

3:00-3:50 PM

Chasing Equity: Where's the Money Coming From and How Long Will It Last?

McArthur Ballroom 1

Hear from investment experts who will provide an in-depth market outlook on key questions facing the sector. What are the guiding parameters for new development, redevelopment and property sales? Are good investments hard to find? Is the boom in conventional apartments crowding out investment for student housing? Get answers to these questions while learning about other key factors necessary for a successful student housing investment, what sets student housing apart from other product types and creative ways to finance a deal.

MODERATOR:

Joe Coyle, *President, University Student Living*

SPEAKERS:

Justin Gronlie, *Vice President, Transactions, Harrison Street Real Estate Capital LLC*

Paula Poskon, *REIT Analyst*

J. Travis Roberts, *President, University House Communities*

Brian Shirken, *Principal, Columbus Pacific Properties, Inc.*

Peter Stelian, *Chief Executive Officer and Co-Founder, Blue Vista Capital Management*

Craig Zogby, *Managing Director, Student Housing/Multifamily, Kayne Anderson Real Estate Advisors*

3:50-4:10 PM

Networking Break

4:10-4:30 PM

Student Housing Keynote

McArthur Ballroom 1

Bill Bayless, NMHC Student Housing Council Chairman and President and CEO of American Campus Communities, the largest firm in student housing today, provides an update on the state of the student housing industry, how it has matured over the years and how it can continue to advance.

SPEAKER:

Bill Bayless, *President and Chief Executive Officer, American Campus Communities*

AGENDA

4:30-5:30 PM

Economics of Student Housing: How a “Typical” Deal Stacks Up

McArthur Ballroom 1

Is there such thing as a “typical” student housing deal? What ratios or formulas do successful student housing players incorporate when fleshing out a deal? Does a step-by-step process for formulating a successful deal exist? Hear from those who’ve done it and how their student housing deals stack up!

MODERATOR:

J. Andrew Hogshead, Chief Executive Officer, The Collier Companies

SPEAKERS:

Timothy Bradley, Principal, TSB Capital Advisors, LLC

Loren King, CEO, Trinitas Ventures

Ryan Lang, Senior Managing Director, ARA, A Newmark Company

Benjamin Roelke, Vice President, CBRE

James Tramuto, Managing Partner, BroadVail Capital Partners

5:30-7:00 PM

Networking Reception in the Exhibit Hall

Frank Lloyd Wright Ballroom F

TUESDAY, SEPTEMBER 29

7:30 AM-7:00 PM

Registration

Frank Lloyd Wright Ballroom PreFunction

8:00-9:00 AM

Networking Breakfast

McArthur Ballroom Foyer

8:00-9:00 AM

Forty Under Forty Meeting

(NMHC Members Only)

McArthur Ballroom 5 Foyer & Patio

AGENDA

9:00-10:00 AM

Taking Stock of Where We Are and Where We're Headed

McArthur Ballroom 1

What are the pertinent issues surrounding today's student housing market? Get an in-depth look at financing, alternative product types, P3's, 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:

David Adelman, *President and Chief Executive Officer, Campus Apartments*

Bill Bayless, *President & Chief Executive Officer, American Campus Communities*

Robert Bronstein, *President, The Scion Group*

Randy Churchey, *Chief Executive Officer and Chairman of the Board, EdR*

Nathan S. Collier, *Principal & Chairman, The Collier Companies*

Brian Dinerstein, *President, Sterling University Housing*

Donna Preiss, *Founder & Chief Executive Officer, The Preiss Company*

Al Rabil, *Managing Partner and CEO, Kayne Anderson Real Estate Advisors*

10:00-10:15 AM

Networking Break

10:15-11:00 AM

Banks, GSEs and More: What to Expect from Student Housing Lenders

McArthur Ballroom 1

Executing a real estate project takes many partners, but a strong argument can be made for why lenders are the most vital. Banks are essential to providing the financing to get a deal off the ground, and the flow of capital from GSEs has been a key ingredient to the sector's growth over the past decade. Hear from the lenders themselves on what to expect from capital availability to interest rates, sales activity and more!

MODERATOR:

Dave Borsos, *Vice President, Capital Markets, NMHC*

SPEAKERS:

Robert Brady, *Managing Director, Bank of the West*

Todd Goulet, *Senior Vice President, KeyBank Real Estate Capital*

Richard Martinez, *Vice President – Production & Sales, Freddie Mac*

David Pioch, *Senior Vice President, Wells Fargo Bank*

Joe Stepchuk, *Director, Multifamily, Fannie Mae*

AGENDA

11:00-11:15 AM

Networking Break

11:15 AM-Noon

Consequences of Construction Costs: Where Are Costs Going and How Will They Effect Development?

McArthur Ballroom 1

Hear from one of the leading construction economists on where costs are headed followed by an in-depth discussion on how cost changes may affect new development, redevelopment and investor interest in the space. How can developers and general contractors alike prepare for or avoid potential delays in construction? What new trends in student housing construction have increased operational efficiency and improved bottom-line results for owners?

MODERATOR:

Jack Boarman, CEO, BKV Group, Inc.

SPEAKERS:

Russell W. Broderick, Vice President, Gilbane Development Company

David Helfrich, Principal, CW Construction

Ken Simonson, Chief Economist, Associated General Contractors of America

Ryan Weyer, Director of Pre-Construction, Trinitas Ventures

Noon-1:30 PM

Lunch in the Exhibit Hall

Frank Lloyd Wright Ballroom F

1:30-2:30 PM

Design & Development: What Today's Student Is Looking For and How We're Building It

McArthur Ballroom 1

The traditional college student is not so traditional anymore. With changing tastes and preferences for housing, how is the industry staying ahead to build for the millennial college student? Are there any trends that may flow over to the conventional apartment market that we're seeing in student housing communities? How important is sustainability? Learn how student preferences have changed over the years and how property design and development is catering to these shifts.

MODERATOR:

Greg Faulkner, President, Humphreys & Partners Architects, L.P.

AGENDA

SPEAKERS:

Ron Gatehouse, *President & Chief Executive Officer, Park7 Group*

John Preiss, *Chief Investment Officer, The Preiss Company*

Wes Rogers, *President & Chief Executive Officer, Landmark Properties*

2:30-2:45 PM

Networking Break

CONCURRENT SESSIONS:

2:45-3:45 PM

Deciphering Data: Tips to Estimate Student Demand

Frank Lloyd Wright Ballroom B

Leading research experts will share innovative ways to track and take advantage of student demand throughout the country. Are the big state schools still the most attractive? Are there markets that we've overlooked? The data's out there, but so often it is not utilized to capitalize on opportunities. Find out what indicators you should look for to track student demand and how to find future opportunities.

MODERATOR:

Scott Duckett, *Executive Vice President, Chief Operating Officer, Campus Advantage*

SPEAKERS:

Dave Bragg, *Managing Director, Green Street Advisors, Inc.*

Jay Denton, *Senior Vice President, Research, Axiometrics, Inc.*

Madison Meier, *Director, Business Development and Transitions, Campus Advantage*

Jason Taylor, *Vice President for Consulting Services, The Scion Group*

2:45-3:45 PM

Marketing Trends in International Marketing, Social Media and Much More

Frank Lloyd Wright Ballroom D

The modern-day student comes not only from all over the country but increasingly from all over the world! With this changing student environment, how can student housing providers stay ahead of the game and make sure they're using their marketing dollars correctly? Hear from the experts on what marketing tools and strategies are available to attract and retain student residents.

MODERATOR:

Michelle Fuller, *Senior Director of Real Estate, Greystar Management Company*

AGENDA

SPEAKERS:

Kim Cory, Principal, Kim Cory Consulting

Luke Nolan, Chief Executive Officer, Overseas Student Living

Danny Soule, Property Management Specialist, PayLease

Lisa Trosien, Owner, ApartmentExpert.com

3:45-4:00 PM

Networking Break

4:00-5:30 PM

NMHC Student Housing DealTank

McArthur Ballroom 1

New this year! Hear real student housing developers pitch 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 Development

Dorothy Jackman, Managing Director, Colliers International

JUDGES:

JD Goering, Vice President, Harrison Street Real Estate Capital

Peter Stelian, Chief Executive Officer & Co-Founder, Blue Vista Capital Management

William Talbot, Chief Investment Officer, American Campus Communities

Tom Trubiana, President, EdR

Craig Zogby, Managing Director, Student Housing/Multifamily, Kayne Anderson Real Estate Advisors

5:30-7:00 PM

Networking Reception in the Exhibit Hall

Frank Lloyd Wright Ballroom F

AGENDA

WEDNESDAY, SEPTEMBER 30

7:30 AM-Noon

Registration

Frank Lloyd Wright Ballroom PreFunction

8:00-9:00 AM

Networking Breakfast

Frank Lloyd Wright Ballroom PreFunction

CONCURRENT SESSIONS:

9:00-10:00 AM

Managing Your Online Reputation...

So You Have Reviews, Now What?

Frank Lloyd Wright Ballroom D

“Reputation” has been a buzzword in the industry for several years, but how many companies are actually managing their reputation and managing it well? This panel will look at online reputation and how it impacts your property, how to boost positive online reviews and how to leverage your reputation in today’s ever-changing digital landscape.

Learn how to analyze reviews to improve operations and beat out your competition while turning your residents into your greatest marketing team!

MODERATOR:

Marc Brownstein, *President & Chief Executive Officer, Brownstein Group*

SPEAKERS:

Laura Formica, *Vice President of Operations, Homestead America/
Homestead U.*

John Hinckley, *Co-Founder & Chief Executive Officer, Modern Message*

Allison Weber, *Vice President of Marketing, Peak Campus*

Angela Zaeh, *Vice President, Growth and International, Student.com*

AGENDA

9:00-10:00 AM

Technology & Telecom: Use Them to Your Advantage!

Frank Lloyd Wright Ballroom B

High-speed Internet has become an essential part of the student housing experience. From streaming video to online gaming to video conferencing, the demand on your building's telecom services continues to grow. This panel will discuss the services that have become necessities, the issues surrounding cell and Wi-Fi reception, and take a glimpse into what the future holds. Learn how these changes, including Gigabit Internet and home automation, can also be huge advantages in attracting and retaining residents.

MODERATOR:

Scott Casey, Chief Technology Officer & Senior Vice President of Strategic Business Development, EdR

SPEAKERS:

Andrew Marshall, CEO, Campus Technologies

Greg McDonald, Director of Telecom Support, Greystar

10:00-10:15 AM

Networking Break

10:15-11:00 AM

When to Sell and When to Buy

McArthur Ballroom 1

What are the major factors influencing when to sell, hold or buy a property? This panel will take a closer look at telling indicators from national and local markets to overall U.S. economic indicators. Gain a better market understanding to ensure your company is making the right moves.

MODERATOR:

Dave Anderson, President, Homestead America

SPEAKERS:

Scott Barton, Vice President of Real Estate Acquisitions, EdR

Armand Charbonneau, Senior Managing Director, ARA,
A Newmark Company

Jaclyn Fitts, National Director of Student Housing, CBRE

Irene Moroko, Senior Vice President, Blue Vista Capital Management

Mark Stinger, Vice President, Chief Asset Manager, Diamond Realty
Investments, Inc.

AGENDA

11:00-11:15 AM

Networking Break

11:15 AM-Noon

Student Housing Startups & Advice for New Entrants

McArthur Ballroom 1

Newcomers have made and continue to make a huge impact on the sector. How did these firms enter and eventually find success in the student housing business? What were the toughest obstacles to overcome, and what advice do they have for other new entrants? Hear their stories and what their advice is on how to reach success in student housing.

MODERATOR:

Bob Clark, *President, Peak Campus*

SPEAKERS:

Andrew Stark, *Chief Executive Officer, Campus Evolution Village, LLC*

Kevin White, *Director of Acquisitions, Virtus Real Estate Capital*

Jay Williams, *President and Chief Operating Officer,
Haven Campus Communities*

Noon

Conference Adjourns

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