

November 14-16, 2018  
Rosen Shingle Creek · Orlando, FL

*Note: Photos may be taken at the meeting and posted online \*Agenda as of 11/12/2018 and is subject to change.*

## Wednesday, November 14

9:30 AM – 7:00 PM

### Registration

*Location: Sebastian Pre-Function*

9:30 AM – 7:00 PM

### Social Lounge/Charging Station

*Location: Panzacola Pre-Function*

9:30 AM – 7:00 PM

### Connection and Be Well Lounges

*Location: Ballroom Pre-Function*

10:00 AM – 1:30 PM

### NMHC Committee Meetings (Invite-only)

12:30 – 1:30 PM

### Real Estate Technology Alliance Inaugural Annual Meeting (Open to all registered attendees)

*Location: Panzacola F1*

2:00 – 3:45 PM

### OPTECH Openers:



### Follow the Money: CRE Tech Investments and What They'll Mean for the Apartment Industry

*Location: Panzacola H1*

With what's being called the "second wave" of innovation hitting the real estate industry, there's been a flurry of activity and investment in the technology that will power that wave. CRE thought leader Michael Beckerman will moderate a "behind the scenes" discussion with venture capital fund investment leaders. You'll hear how they decide where to place their bets, how they work with startups and industry leaders to move the companies to next level, what ideas and products really excite them, and how all this new investment may reshape the apartment industry.

#### **Moderator:**

**Michael Beckerman**, CEO, the News Funnel & CREtech

#### **Speakers:**

**Andrew Ackerman**, Managing Director, Dreamit UrbanTech

**Jeff Berman**, General Partner, Camber Creek

**John Helm**, Founding Partner & Managing Director, Real Estate Technology Ventures

**Lindsay Hyde**, Venture Partner, Moderne Ventures

**Travis Putnam**, Co-Founder & Managing Partner, Navitas Capital



## **Resident Insights from the NMHC/Kingsley Renter Preferences Report**

*Location: Panzacola H2*



NMHC commissioned RE Tech Advisors to go deep into the findings of the landmark 2017 NMHC/Kingsley Resident Preferences Report to develop a better understanding of lifestyle dynamics affecting renter decisions. Be one of the first to hear the results from this original research at 2018 OPTECH, including insights into the minds of renters and what they think of apartment features such as smart technology and much more.

- Moderator:** **Andrew White**, Associate Manager, RE Tech Advisors  
**Sarah Yaussi**, Vice President, Industry Communications, NMHC
- Speakers:** **Steve Boyack**, Senior Managing Director, Greystar  
**Khushbu Sikaria**, Vice President, Innovation & Product Development, The Bozzuto Group  
**Christine Wachsman**, Senior Financial Analyst (BI), Fairfield Residential



## **Special Delivery: The 2018 NMHC/Kingsley Package Delivery Survey Results**

*Location: Panzacola H3*



Last conducted in 2014, the NMHC/Kingsley Associates Package Delivery Survey is back with all-new data and new questions. Be one of the first to hear the survey results at 2018 OPTECH. Hear from the many players involved in the logistical chain of package deliveries, including apartment industry leaders and technology vendors. The groundbreaking survey questioned thousands of property managers from across the country and will provide valuable insights. Hear how much has changed in four years and how we're continually adapting to the new e-commerce reality.

- Speakers:** **Phillip Boatwright**, Senior Regional Vice President, The NRP Group
- Brian Ericson**, Vice President, Marketing Insights & Technology, Cortland  
**John Falco**, Principal, Kingsley Associates  
**Steve Hallsey**, Managing Director, Wood Partners  
**Regan Hartley**, National Director of Sales, Package Concierge  
**Margette Hefner**, Senior Vice President, Client Services, Lincoln Property Company  
**Eric Lytle**, Project Manager, Kingsley Associates  
**Chris Moreno**, Vice President, National Partnerships, Luxer One  
**Kevin Thompson**, Chief Marketing Officer, Carlisle Properties  
**Lori Torres**, Founder & CEO, Parcel Pending  
**Kari Warren**, Executive Vice President, Property Management, Kairoi Management

## Telecom Town Hall

*Location: Panzacola H4*

Strong broadband internet is the most desired resident amenity for a reason: it supports just about everything in their lives, from work to shopping to entertainment and, more recently, their smart home tech gadgets. If it matters to them, it surely matters to apartment owners and managers. Join this lively interactive town hall that will cover the complex and ever-changing world of telecommunications. From the latest from the FCC to how 5G and the IoT may shake up the landscape, you won't want to miss this action-packed OPTECH Opener.

**Hosts:** **Chris Acker**, Director, Community Technology Services, Lennar Multifamily Communities

**Gail Corder**, National Ancillary Service Manager, Fairfield Residential

**Guests:** **Matt Ames**, Attorney, Hubacher & Ames

**Richard Culberson**, Executive Director, Cox Home Security & Smart Home Operations

**Chris Curtin**, National Sales Director, Verizon

**Ian Davis**, Attorney, Davis Craig PLLC

**Kevin Donnelly**, Vice President, Government Affairs, NMHC

**Lucas Haldeman**, CEO & Founder, SmartRent

**Keegan Hayes**, Manager, Product Management, Spectrum Community Solutions

**Art Hubacher**, Attorney, Hubacher & Ames

**Sean Miller**, President, PointCentral

**Scott Moore**, Chief Information Officer, Cortland

**Valerie Sargent**, Executive Director, Multifamily Broadband Council

**Dave Spence**, Senior Director, Xfinity Communities, Comcast

**Chad Summers**, Vice President of Sales, IOTAS, Inc.

**Dan Terheggen**, Owner & CEO, Consolidated Smart Systems

**Scott Werner**, Executive Director, MDU Growth Strategy, Comcast

3:45 – 4:00 PM

**Break**

4:00 – 5:30 PM

**Opening General Session – Keynote Speaker Melissa Schilling**

*Location: Panzacola G1*

Melissa Schilling is known as one of the world's leading experts on innovation. Her textbook *Strategic Management of Technological Innovation* (now in its fifth edition) is the #1 innovation strategy text in the world and is available in seven languages. By asking questions such as “how and why are dominant technologies chosen in 'winner-takes-all' industries?” and “how do managers make the difficult choice between protecting their technologies with patents or copyrights versus rapidly disseminating them to build support for their technologies,” Melissa positioned herself at the forefront of research on innovation strategy.

**Welcome/Intro.:** **Doug Bibby**, President, NMHC

**Speaker:** **Melissa Schilling**, New York University Professor,  
Innovation Scholar & Author of *Quirky*

**5:30 – 7:00 PM**

**Expo Open**

*Location: Sebastian Ballroom*

**5:30 – 7:00 PM**

**Networking Reception in the Expo**

This year's OPTECH Expo presents plenty of networking and fun times for all! Compete in the **GameZone**, grab a beverage, stop by the **Marketplace Stage** to learn about new services hitting the market or peruse the aisles and meet someone creating the next big thing in the **Start-ups Center!**

**5:30 – 7:00 PM**

**GameZone in the Expo**



The GameZone will feature multi-player, interactive games that allow attendees some additional networking time with their multifamily peers. Be sure to visit each aisle to see what games exhibitors have set up! Exhibitors will reward points for each game played, whether in the GameZone or in an exhibitor's booth! Top scorers will win a prize!

Come join the fun!

**5:45 – 6:45 PM**

**Marketplace Stage in the Expo**



Looking for a quick peek at who's who and what's new in the Expo Hall? During these fast-paced sessions at the OPTECH Expo Marketplace Stage, attendees get an exclusive opportunity to learn about new or updated services from a select group of Expo exhibitors. Make sure to grab a seat early to hear what's new in multifamily!

**Speakers:** **Adam Blake**, CEO, Zego  
**Charlotte Bradley**, Senior Product Manager, AppFolio  
**Keegan Hayes**, Product Manager, Community WiFi Products,  
Spectrum Community Solutions  
**Robert Lee**, Director of Multifamily Automation Practice, Hy.ly  
**Jeff Smedley**, Senior Vice President, LeaseHawk  
**Joshua Viner**, Senior Manager, Multifamily, Vacasa

## Thursday, November 15

**7:15 AM – 6:30 PM**

**Registration**

*Location: Sebastian Pre-Function*

**7:15 AM – 6:30 PM**

**Social Lounge/Charging Station**

*Location: Panzacola Pre-Function*

7:15 AM – 6:30 PM

**Connection and Be Well Lounges**

*Location: Ballroom Pre-Function*



7:30 – 8:30 AM

**Power Up – Morning Wellness Walk**

*Location: Gatlin Ballroom Outdoor Terrace*

Ditch the hotel gym and walk the NMHC path with your colleagues on Thursday as part of OPTECH's new wellness experiences. Exercise mind, body and soul to energize for a full day ahead! *Rain or shine. Space is limited to the first 50 participants.*

7:30 – 8:30 AM

**Breakfast Social**

*Location: Wekiwa Mezzanine Lobby*

8:00 – 8:30 AM

**Breakfast Briefings:**

**GDPR and the CA Consumer Privacy Act**

*Location: Wekiwa 10*

The General Data Protection Regulation (GDPR) was adopted by the European Union in 2016 with all provisions applicable two years later in May 2018. The GDPR aims to give more control to the consumer relating to their personal data. It also includes hefty fines for those who violate its provisions. In 2018, California followed suit with adoption of AB-375, the California Consumer Privacy Act, which will take effect in 2020. Hear from a leading attorney on how these new regulations, which could be models for other states, may impact the way we communicate with our customers, including marketing, data collection and much more.

**Speaker:** **Shanna Pearce**, Associate, Sheppard Mullin Richter & Hampton, LLP

**Internet of Things Technology Legal Trends & Best Practices**

*Location: Wekiwa 8*

Deployment of smart home and smart building technologies is increasingly popular across multifamily communities. Given growing resident demand for consumer-facing products and the need for smart building technologies to help management curtail costs in a tough budget climate, these technologies are here to stay. Adoption of smart technologies brings a heightened need for smart approaches to contracts and relationships with new, cutting-edge suppliers and partners. Learn more about emerging legal trends in the IoT space and best practices to help the industry navigate this new frontier.

**Speaker:** **Ian Davis**, Telecommunications Attorney, Davis Craig, PLLC

8:30 – 9:15 AM

**Concurrent Sessions:**



## **The Digital Marketing Transformation: Strategy, Planning and Execution**

*Location: Panzacola H2*

Top multifamily marketing professionals will take you on a fast-paced tour of the future of marketing in our industry. With digital transforming how we do business, from launch to sales and talent efficiencies to the space and customer experience, how does it all come together? Digital influences and marketing automation revolutionize every aspect of the sales process. The pace is fast and the technology ever changing. How do we take advantage of the opportunities? 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 and execute your future marketing strategies.

**Speakers:** **Gigi Giannoni**, Vice President, Marketing & PR, Gables Residential  
**Ryan Perez**, Vice President, Marketing, CF Lane  
**Daryl Smith**, Chief Marketing Officer, Kettler



## **The New Essentials of Collaborative Crisis Management**

*Location: Panzacola H4*

Unfortunately, crisis management is a fact of life for apartment operators. Between natural disasters, fires, floods and human-caused events, it is likely that every community will face a crisis. But while every situation may be different, varying from seemingly minor to a truly major event, more companies are building collaborative strategies to help ease the stresses associated with crisis management. Tapping into the expertise of executive leaders involved in all aspects of crisis management, this session will outline best practices to develop, maintain and execute crisis communications to ensure brand reputation, staff and resident well-being while diminishing negative impact.

**Moderator:** **Peter Jakel**, Vice President of Strategy, Linnell Taylor Marketing  
**Speakers:** **Brian Doppelt**, Senior Vice President and General Counsel, The Bainbridge Companies  
**Keli Lynch-Wright**, Executive Director and Co-Founder, Hatching Hope  
**Nyla Westlake**, Managing Director, Asset Management-National, Trammell Crow Residential



## **Talkin' Trash**

*Location: Panzacola F1*

More packages mean more garbage, especially in fast-growing cities where the bulk of waste is generated, putting pressure on multifamily owners and managers to deal with rising costs and environmental impacts. While programs like ENERGY STAR® include waste-tracking tools, there is no benchmark in place by which owners can compare waste management measures. Come to this session as speakers investigate data reported in the 2018 NMHC/Kingsley Package Delivery Survey and discuss how their companies are addressing the major logistical and operational tasks involved in keeping communities out from under the trash heap.

- Moderator:** **Craig Haglund**, Program Manager – CRE & Multifamily, U.S. EPA, ENERGY STAR® Commercial & Industrial Branch
- Speakers:** **Jana Alfiero**, Waste Solutions Specialist, Cortland  
**Mary Nitschke**, Director of Ancillary Services, Prometheus Real Estate Group Inc.



**How New Technologies Will Change Your Hiring Decisions**

*Location: Panzacola H3*

How will technology change the skill sets needed for legacy positions in multifamily housing in the coming years? Old position descriptions for accountants, property managers, regional managers and other legacy positions seem outmoded as new technology requires know-how to interpret and communicate data. Even maintenance positions have been transformed by technology. Furthermore, the full value of business intelligence platforms, integrated accounting packages, investment management software and benchmarking databases will require different skill sets than have ever been required before. The session will describe the team member of the future and address how labor costs will be affected.

- Moderator:** **Joseph Anfuso**, Chief Financial Officer, MG Properties
- Speakers:** **Clyde Stutts**, Chief Operating Officer, Cortland  
**Lori Tobin**, Lead Managing Consultant, RealFoundations  
**Elaine Williams**, President & Owner, Elaine Williams Consulting



**Opportunity Doesn't Knock: Using Smart Home Tech to Open the Door to the New Economy**

*Location: Panzacola H1*

As suppliers of in-home delivery to concierge-style service providers become more prevalent in the marketplace, the door of opportunity for property managers and residents to obtain unprecedented levels of convenience and service is now wide open. Utilizing today's smart home technology, properties can provide easy entry to maintenance personnel, delivery services and other third-party, on-demand amenity providers. This session will examine the implications for this kind of service for property managers and residents.

- Moderator:** **Harrison Jenkins**, Senior Director, Multifamily Products, Vivint Smart Home
- Speakers:** **Cyrus Claffey**, Chief Executive Officer, Butterfly MX  
**Shawn Handrahan**, President and CEO, Valet Living  
**Greg Mark**, Senior Vice President, Operations, Pinnacle

9:15 – 9:30 AM

Break

9:30 – 10:30 AM

Concurrent Sessions:



## The Marketing Department Disrupted: How Tech and Data Are Changing Marketing Jobs

*Location: Panzacola H1*

It's not news that years ago marketing became something of an IT profession. Marketing automation, geo-coding and predictive analytics are just a few of the concepts that changed the skill set marketing professionals need to succeed. What is news is the acceleration of this trend and new emerging tech. From machine learning and AI to VR, AR and other new BI tools, marketing will continue to be disrupted, and the skills needed to support the profession are changing. Hear how your peers are rethinking marketing and how it fits into their overall corporate strategy and structure.

**Moderator:** **Ray Thornton**, Senior Vice President, IT, Bell Partners  
**Speakers:** **Rich Frederick**, Director, Digital Analytics, Village Green  
**Candace Weaver**, Director, Digital Marketing, Bell Partners  
**Kelly Weber**, Vice President, Marketing & IT, BH Management



## How Will New Corporate and Short-Term Rental Companies Affect the Apartment Industry?

*Location: Panzacola H2*

While apartment owners and managers have dabbled in corporate housing for decades, the technology-enabled leasing and subletting of apartments for shorter-term rentals by residents and owners is a whole new phenomenon. The discussion surrounding both has evolved rapidly over the last two years with new players entering the market with business models ranging from updated corporate housing to Airbnb-like short-term rental platforms. We've seen new strategic partnerships, as well as the introduction of full-on hybrid apartment-short-term-rental communities. This session will ask if this new trend is a harbinger of significant changes to come to the way we lease apartments or just a new and updated form of corporate and short-term housing.

**Moderator:** **Tom Geyer**, Vice President, Brand Strategy & Stewardship, The Bozzuto Group  
**Speakers:** **Eric Broughton**, CEO & Co-Founder, ApartmentJet  
**Todd Butler**, Chief Technology Officer, Niido (powered by Airbnb)  
**Alex Chatzieleftheriou**, Co-Founder & CEO, Blueground  
**Zach Merritt**, Director of Real Estate, Lyric



## Sustainability Investments: Successful Case Studies

*Location: Panzacola F1*

The good news is that a flood of opportunities to undertake portfolio sustainability investments for new and value-add properties are now available to multifamily owners, and the pace does not seem to be slowing down. The bad news is that figuring out where to start and getting internal collaboration for these measures can be tough. Seasoned multifamily experts will take on this topic and share best practices and case studies about how they identified and capitalized on value-enhancing opportunities

throughout their portfolios. Owners will provide an overview of their efforts, challenges faced, opportunities identified, and lessons learned.

**Moderator:** **Tim Haddon**, Director of Strategic Business Services, PK Management

**Speakers:** **Lexie Goldberg**, Senior Associate, Sustainability, Greystar  
**Tom Spangler**, Executive Vice President, Utility Revenue Services  
**Wes Winterstein**, Vice President, Ancillary Services, Bell Partners, Inc.



### Getting to the BI Metrics that Matter

*Location: Panzacola H4*

Is more data always a good thing? In the age of Big Data, it's become more of a challenge to determine what is actionable intelligence and there is no one-size-fits-all solution. Learn from a diverse group of data and BI experts who will discuss key metrics that can be used across portfolios, how data can be used strategically, and operational adjustments that can be made based on movement of those indicators. With data sources and volumes increasing, it's time the industry went on a data diet to find the metrics that matter.

**Moderator:** **Jay Parsons**, Deputy Chief Economist, RealPage

**Speakers:** **Brandy Daniel**, Vice President, Business Intelligence Systems, BH Management  
**Tim Bruss**, Senior Director, HamiltonZanze



### Tech Amenities as a Value-Add

*Location: Panzacola H3*

Whether in new development or a value-add, technology amenities are often overlooked and rarely viewed holistically as a package of amenities. But the suite of products and services, from high-speed broadband to e-bill payments to community Wi-Fi and home automation, are often in higher demand among younger renters than any physical amenity we can construct on site. This session will share data from a recent survey showing that tech amenities are the future of multifamily and that we need to adjust the way we view them and market them to a generation seeking a different set of amenities than what we've traditionally delivered.

**Moderator:** **Laurie Lyons**, Director, Asset Management, MIG Real Estate

**Speakers:** **Kelly Bauer**, Manager, Ancillary Services, Alliance Residential  
**Ori Klein**, Chief Technology Officer, Ollie  
**Everett Lynn**, Founder & Chief Executive Officer, Amenify  
**Brian Zrimsek**, Industry Principal, MRI

**10:00 AM – 6:30 PM**

**Expo Open**

*Location: Sebastian Ballroom*

**10:00 – 10:30 AM**

**Meetup in the Expo — New to OPTECH?**



Calling all OPTECH first-timers! This is your chance to bypass awkward conversation in the buffet line and meet friendly people like yourself who are navigating OPTECH for the first time. Plus, **Cris Sullivan**, COO of Gables Residential and co-chair of our OPTECH Planning Committee, will be there to say hello and offer a few pro tips for making the most of the conference.

**10:00 AM – 6:30 PM GameZone in the Expo**

**10:30 – 11:15 AM Networking Coffee Break in the Expo**

**10:45 – 11:25 AM Marketplace Stage**



Looking for a quick peek at who’s who and Hall? During these fast-paced sessions at the Marketplace Stage, attendees get an exclusive opportunity to learn about new or updated services from a select group of Expo exhibitors. Make sure to grab a seat early to hear what’s new in multifamily!



what’s new in the Expo  
OPTECH Expo

- Speakers:**
- Justin Dilly**, VP, Sales & Marketing, BuildingLink
  - Matthew Hoffman**, Senior Vice President, Kigo, a RealPage Company
  - Maitri Johnson**, Vice President of Rental Screening, TransUnion
  - Pete Schuh**, CEO and Founder, ShowMojo

**11:15 AM – 12:30 PM General Session: Keynote Speaker Laura Vanderkam**

*Location: Panzacola G1*

Laura Vanderkam helps people spend more time on what matters and less on what doesn’t through her many time-management and productivity books such as *Off the Clock*, *I Know How She Does It*, *What the Most Successful People Do Before Breakfast* and *168 Hours*. She is the co-host, with Sarah Hart-Unger, of the podcast *Best of Both Worlds* and blogs at [LauraVanderkam.com](http://LauraVanderkam.com). Laura has appeared on numerous television programs, and her TED talk, “How to Gain Control of Your Free Time,” has been viewed more than five million times.

- Introduction:** **Cris Sullivan**, Chief Operations Officer, Gables Residential
- Speaker:** **Laura Vanderkam**, Time Management and Productivity Expert & Author of *Off the Clock*

**12:30 – 1:30 PM Networking Lunch in the Expo**

*Location: Sebastian Ballroom*

**1:00 – 1:30 PM Meetup in the Expo — Women in Tech and Marketing**

*Location: Sebastian Ballroom*

Real estate has long been a bit of a boys’ club. But that’s changing rapidly as more women take key leadership roles in the growing areas of tech and marketing. Come meet other smart, driven, upwardly mobile female executives—including hosts **Judy Bellack** of Judith Lawrence Associates and **Virginia Love** of Waterton—and be part of the community that helps support gender diversity in the industry.

1:30 – 2:30 PM

## Concurrent Sessions:



### Legal Issues in Marketing (That Aren't Fair Housing!)

*Location: Panzicola H1*

While most marketing professionals are well versed in compliance with fair housing laws, many are dangerously unaware of other potential legal minefields. Come hear from attorneys and marketing professionals about best practices in intellectual property including branding and trademarks, as well as website ADA compliance including WCAG standards. You'll also get a primer on copyrights and DMCA, UDRP, privacy policies, and terms of service for websites. Attend this session or you'll be served a summons!

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

**Speakers:** **Courtney Jemison**, Chief Creative Officer, Jonah Systems  
**Laura Kees**, Partner, Womble, Bond, Dickinson  
**Michael Ortiz**, Partner, Ortiz and Schick  
**Kevin Thompson**, Chief Marketing Officer, Carlisle Properties



### Machine Learning and the Future of Multifamily Business Intelligence

*Location: Panzicola H2*

Today's best business intelligence tools combine real-time financial, operational and ancillary services information to deliver analytics, giving you the foresight to improve your business decisions and increase your competitive edge. But someday soon, your software will likely make many of those decisions for you. Make sure you are capturing the right measures to guide those decisions. As the influence of artificial intelligence (AI) begins to impact the multifamily industry, how will machine learning power your business intelligence technologies and practices? Who will be the losers and the winners in this new era? Learn how the methods and tech tools of today and tomorrow will help transform your operations with previously unimaginable insight and access to advanced metrics.

**Moderator:** **Tim Reardon**, Chief Operating Officer, Bridge Property Management

**Speakers:** **Michael Gaeta**, Director of Programming, BI, Yardi  
**Diana Norbury**, Senior Vice President, Multifamily Operations, Pillar Properties  
**Darren Wesemann**, EVP and Chief Innovation Officer, Berkadia



### Smart Communities: Creating an IoT Ecosystem

*Location: Panzicola F1*

While consumer-facing home automation has captured our imagination, the real play for apartment owners and managers is likely in capturing the benefits from property-

and portfolio-wide smart home technology. From leak detection to air and water quality management to tracking energy use and energy efficiency, the ability to avoid costly expenses and to anticipate the breakdown of equipment before it becomes a community crisis is no longer science fiction. Hear about the latest for new development and retrofits from the leaders who are creating the smart communities of the future, today.

**Moderator:** **Shawn Mahoney**, Chief Information Officer, GID  
**Speakers:** **Josh Erosky**, Director, Building Technology, UDR, Inc.  
**Chase Harrington**, President & COO, Entrata  
**Felicite Moorman**, Esq., Co-Founder & CEO, Stratis  
**Michael Rovito**, Chief Executive Officer, Dwelo



### **Teaching Old Dogs New Tech: Successful Rollouts of New Innovative Technology**

*Location: Panzacola H3*

The potential benefits of innovative new technology have completely outstripped our ability to successfully deploy it and harvest the heralded benefits. From new collaboration tools to new analytic and business tools, the potential of new technology to save time and money and make our company and staff all work more smoothly is great. Unfortunately, the reality is too often botched rollouts, resistance from staff, inadequate training and ultimately abandonment from lack of use. Hear from industry technology experts about successful innovation rollouts, as well as those that didn't quite stick, and the lessons learned from the experience.

**Moderator:** **Joanna Zabriskie**, President, BH Management  
**Speakers:** **Michael Baldwin**, Managing Director, GPG Advisers  
**Robb Napolitano**, Chief Information Officer, Brooksville Company  
**James Hamrick**, Senior Director of IT Operations, Gables Residential



### **Assuring Good Wi-Fi and Cell Service in New and Existing Communities**

*Location: Panzacola H4*

The rollout of Wi-Fi calling changed the calculation for implementing cell service solutions in our communities, and 5G is set to create additional new opportunities. Our residents don't really know or care about the technical details, they just want a seamless wireless environment with a strong signal throughout their community. Hear the latest from industry experts on what you can do now to overcome common challenges to reaching your goal of reliable cell and wireless service throughout an entire community.

**Moderator:** **Jeff Kok**, Chief Information Officer, Mill Creek Residential  
**Speakers:** **Jackie Arbour**, Business Development, National & Mixed-Use, AT&T  
**Steve Sadler**, Director, Resident Technology Services, RealPage, Inc.

**Taylor Wiederkehr**, Software Implementation Analyst, Alliance Residential

2:30 – 2:45 PM

**Break**

2:30 – 3:00 PM

**Meetup in the Expo — Entrepreneurs Club**

*Location: Sebastian Ballroom*



Getting a new business started in the apartment industry can be tough. So, if you're an entrepreneur looking to grow business opportunities or launch a new startup, this is the place to go for the connections and advice you need for success. AvalonBay's **Karen Hollinger**, vice president of corporate initiatives, will be on tap to offer some pro tips.

Come meet your birds of similar feather.

2:45 – 3:45 PM

**Concurrent Sessions:**



**Agile Automation: How to Make Marketing Automation Thrive in a High-Touch, Customer-Centric Industry**

*Location: Panzicola H3*

Guiding a future resident through the sales funnel requires time and financial resources, and relationship building remains a central component of this process. These things will not change. What will change, however, are the tools used. Email auto responders, interactive chatbots, texting campaigns, self-showings and more can instantly engage renters at every stage of their search. AI and automation can reduce your marketing spend, give your customers an exemplary first impression and provide your leasing team with more information. The case studies shared will demonstrate marketing response systems that are agile without losing the personalized, customer-centric approach our industry was built upon.

**Moderator:** **Mike Whaling**, President and Founder, 30Lines

**Speakers:** **Chris Beckwith**, Vice President of Marketing, The Franklin Johnston Group

**Leigh Sublett**, Demand Generation Manager, Ventera Realty

**Ashley Yax**, Vice President of Sales and Marketing, Village Green



**Office 365 Collaboration Tools Success Stories**

*Location: Panzicola H1*

Office 365 represented more than just another Microsoft Office update, its cloud-based expanded range of business and collaboration tool offerings has been called revolutionary. But have most users fully tapped the potential of these new offerings? The answer is, sadly, no. This session will highlight a few Office 365 success stories from companies that have rolled out this new version and have successfully tapped the collaboration potential of the variety of programs included in the suite. You'll leave with definite takeaways on how to tap these tools to improve organizational communication and collaboration.

**Moderator:** **Robert Choi**, Enterprise Managing Consultant, RealFoundations

**Speakers:** **Ty Brewer**, Chief Information Officer, Greystar  
**Scott Pechersky**, SVP of Technology, Alliance Residential



### **The Anatomy of a Successful CSR Program**

*Location: Panzacola F1*

Social impact is quickly becoming an important factor in how employees, customers, clients and, now, investors choose the companies with whom they align. Implementing and supporting Corporate Social Responsibility (CSR) initiatives effectively requires planning and collaboration that integrates multiple practices within an organization (Operations, Marketing, Training, HR). In this session, learn how leading CSR-focused property management companies build relationships, cooperation and results with key internal team members to ensure a program's success and connection with business strategy.

**Moderator:** **Jen Piccotti**, Chief Operating Officer and Partner, ManagInc  
**Speakers:** **Juliette Apicella**, Director of Sustainability, Gables Residential  
**James Tirpak**, Operations Manager, Griffis Residential  
**Kelly Vickers**, Vice President, CSR, Alliance Residential Company



### **The Basics of a Solid Data Management Program**

*Location: Panzacola H2*

From marketing automation programs to new smart home and building management technology, the proliferation of new technology has created enormous amounts of new data. Before we get to understanding how to best use all this new data, do we even know how to manage it? This session will help you construct a solid data management program. And it will answer your big data questions, including what data should you own, what data should be protected, what data holds valuable business information, what data needs to be archived and preserved, and what data can be deleted.

**Moderator:** **Tom Bumpass**, Executive Director, Technology & Business Systems, Greystar  
**Speakers:** **Kaylee Cox**, Senior Counsel, Holland & Knight  
**Josh Gampp**, Vice President, IT, UDR  
**Brent Schackman**, VP, Business Intelligence, Alliance Residential  
**John Sims**, Principal, Nascentis Group



### **Telecom Legal Strategies and Policy Update**

*Location: Panzacola H4*

This session will both update you on the latest developments in federal communications policy and provide strategic best practices for communications agreements that meet your company's objectives and satisfy residents. Expert attorneys will cover practical tips for negotiating and implementing successful service agreements in a changing market. On the policy side, we'll highlight NMHC's recent advocacy efforts with the FCC, explain the FCC's recent initiatives to promote 5G

and other wireless infrastructure, and answer your questions about how those actions may affect the multifamily industry.

**Speakers:** **Matthew C. Ames**, Attorney, Hubacher & Ames  
**Arthur S. Hubacher**, Attorney, Hubacher & Ames

**3:45 – 4:00 PM**

**Break**

**4:00 – 5:30 PM**

**General Session:**

*Location: Panzacola G1*

**NMHC Innovation Challenge Winner Announcement and Presentation!**

**Introduction:** **Karen Hollinger**, Vice President, Corporate Initiatives and Innovation, AvalonBay Communities

**2018 Innovation Challenge Winner:** To Be Announced First at OPTECH!

**Disrupt Yourself: How Companies Are Creating Strategies for Future Success**

Much of the discussion surrounding disruption and innovation looks at macro-trends and how they might impact the real estate industry. Strategic multifamily leaders are being asked to translate the macro in to the micro and make decisions on how to best position their companies to not just avoid disruption, but to successfully ride the next wave of innovation. The ones who get it right will see operational efficiencies, happier residents with high renewal rates, and potentially increased revenues and tech investment returns. From the rise of the consumer, to demographic change, artificial intelligence, autonomous cars and a completely different retail sector, these leaders will provide insights into their thinking and how they are disrupting themselves rather than being disrupted by others.

**Moderator:** **Kristy Simonette**, CIO & SVP, Strategic Services, Camden Property Trust

**Speakers:** **Jeffrey Brodsky**, Vice Chairman, Related Companies  
**Stephanie Fuhrman**, Managing Director, Global Innovation, Greystar  
**Joanna Zabriskie**, President, BH Management

**5:30 – 6:30 PM**

**Networking Reception in the Expo**

*Location: Sebastian Ballroom*

## Friday, November 16

**7:15 AM – 12:15 PM**

**Registration**

*Location: Sebastian Pre-Function*

**7:15 AM – 1:30 PM**

**Social Lounge/Charging Station**

*Location: Panzacola Pre-Function*

**7:15 AM – 1:30 PM**      **Connection and Be Well Lounges**  
*Location: Ballroom Pre-Function*

**7:15 AM – 2:00 PM**      **Luggage Storage**  
*Location: Panzacola F Foyer*

**7:30 – 8:30 AM**      **Power Up – Morning Wellness Yoga**  
*Location: Be Well Lounge, Ballroom Pre-Function*



Get your Friday morning started with yoga at OPTECH. Take part in this new, alternative morning experience to connect with fellow attendees and restore your energy for the final day of programming. *Space is limited to the first 50 participants.*

**7:30 – 9:00 AM**      **Breakfast Social**  
*Location: Wekiwa Mezzanine Lobby*

**8:30 – 9:00 AM**      **Breakfast Briefings:**

**The Latest in Data Services for Resident Screening**  
*Location: Wekiwa 8*

Deciphering a prospective tenant’s credibility and qualifications is a multi-step information-gathering process for property managers. And the structure of a screening process is dependent upon an owner’s ability to obtain verifiable and accurate information about a tenant in a timely and understandable way. In this Breakfast Briefing, learn more about consumer data protection developments and where representatives from that industry see opportunity for enhancements, as well as what regulatory issues they are tracking that may impact future solutions.

**Moderator:**      **Lela Cirjakovic**, Executive Vice President, Waterton  
**Speaker:**        **Eric J. Ellman**, CIPP/US, Senior Vice President, Public Policy & Legal Affairs, Consumer Data Industry Association (CDIA)

**Internet of Things Security & Supplier Selection Best Practices**  
*Location: Wekiwa 10*

Smart home and smart building technology can provide real benefits to apartment firms and the residents they serve. To have a successful deployment, firms must start with a strong security strategy. Hear from one of the authors of the new NMHC White Paper “*Smart Communities: The Internet of Things and the Apartment Industry*” on best practices for identifying and protecting yourself from the biggest security risks involved with deployment of IoT technology. You’ll leave this session with important questions to ask your prospective IoT suppliers and service providers on topics such as encryption, data ownership, device support and ongoing service.

**Moderator:**      **Julianne Goodfellow**, Director, Government Affairs, NMHC  
**Speaker:**        **Kristi Horton**, Cybersecurity Analyst, Gate15

9:00 – 10:00 AM

**Peer Roundtables:**



**Marketing Professionals Roundtable (owners and managers only)**

*Location: Wekiwa 1*

Join your marketing professional peers as they share their takeaways and “aha” moments from 2018 OPTECH. Join the discussion as they share their greatest challenges, lessons learned, solutions and best practices. You’ll find you’re not alone in the everyday issues you face, and you’ll leave with valuable insights and instant takeaways that you can implement as soon as you get back to the office.

**Facilitators:** **Joya Pavesi**, Vice President, Marketing & Strategy, Rivergate KW Residential

**Laurel Zacher**, Director, Marketing, Securities Properties Residential



**Resident Screening and Eviction Roundtable (owners and managers only)**

*Location: Wekiwa 4*

Join this facilitated group discussion on the challenges your peers are facing with the complex and liability-fraught issues of resident screening and eviction. From protecting against identity fraud to compliance issues, your colleagues are facing the same challenges as you. Join in the conversation and leave with helpful takeaways.

**Facilitator:** **Paula Cino**, Vice President, Construction, Development & Land Use Policy, NMHC



**Utility Efficiency Roundtable (open to all registrants)**

*Location: Wekiwa 3*

Join this facilitated group discussion on how your peers are making their communities and units more energy efficient. Hear their takeaways and “aha” moments from 2018 OPTECH, as well as the challenges they face, lessons learned, solutions they’ve tried and a few best practices. From new regulations to new technology and 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:** **Mary Nitschke**, Director of Ancillary Services, Prometheus Real Estate Group Inc.



**Cybersecurity Professionals Roundtable (owners and managers only)**

*Location: Wekiwa 5*

Join your cybersecurity professional peers as they share their takeaways and “aha” moments from 2018 OPTECH, as well as the lessons learned and best practices from their day jobs keeping the enterprise and their communities safe. From social engineering testing for phishing to investments in technology, services and consultants, you’ll learn how your cybersecurity colleagues are addressing the same issues you face every day.

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



**Telecom Professionals Roundtable (owners and managers only)**

*Location: Wekiwa 6*

Join your telecom professional peers as they share their takeaways and “aha” moments from 2018 OPTECH. Join the discussion as they share their greatest challenges, lessons learned, solutions and best practices. From dealing with multiple providers, to contract negotiation, wiring and infrastructure issues, you’re sure to get valuable insights from your peers and instant takeaways that you can implement as soon as you get back to the office.

**Facilitator:** Kathleen Austin, Assistant Vice President, Revenue, Equity Residential

10:00 – 10:45 AM

**Concurrent Sessions:**



**Machine Learning and Artificial Intelligence: Real-World Case Studies**

*Location: Panzacola H1*

While AI may be at the “peak of inflated expectations” according to the Gartner hype cycle, there are a few examples out there of machine learning and AI being deployed to do real world work. Hear from three companies that are on the forefront of deploying AI and get a glimpse of the potential this emerging technology may hold.

**Moderator:** Donald Davidoff, President, D2 Demand Solutions

**Speakers:** Ryan Elisei, Area Lead, Slalom Consulting Practice  
Roger Lloyd, Chief Executive Officer, Truedge AI  
Marc Rutzen, Co-Founder and CEO, Enodo



**Smart Contracts: How Blockchain May Revolutionize the Lease**

*Location: Panzacola H3*

The apartment lease is something to behold and protects owners and managers from, well, just about everything. But is it time to rethink the lease? Blockchain is a promising technology that allows connected computers to reach agreement over shared data. By storing any kind of digital information on a secured network, the blockchain system allows for contract efficiencies that we never knew were possible. Join the discussion at this fascinating session as we explore some case study examples of how blockchain enables smart contracts and what that means for how multifamily owners’ hand over the keys to new residents in the future.

**Speakers:** Kevin Shtofman, National Real Estate Blockchain Lead, Deloitte US

James Johnson, Co-Founder & Chief Marketing Officer, Oaken Innovations



## People Have the Power: Creating Value Through On-site Renewables and Efficiency Measures

*Location: Panzacola F1*

Hear firsthand from industry leaders and energy experts on how multifamily companies are creating additional value by monitoring their energy usage, implementing energy efficiency measures and installing on-site solar and storage at their properties. This session will dive further into what it takes to take advantage of energy opportunities, including utility bill automation, energy monitoring and measurement, identification of solutions and getting projects commissioned.

**Moderator:** **Drew Torbin**, CEO, Black Bear Energy

**Speaker:** **Darien Crimmin**, Vice President, Energy & Sustainability, WinnCompanies

**Daniel Teague**, Director, Value Add Services, AppFolio



## Plugging In: New Partnership Opportunities from Changing Mobility Options

*Location: Panzacola H4*

In urban areas, the way residents get around is changing dramatically. According to the 2017 NMHC/Kingsley survey, only 30 percent of residents in the densest areas use their car as their primary means of transport. Combine that trend with the emergence of dockless bikes and scooters, the introduction of mass-market affordable electric cars with a range that rivals gas engines and shifting economics for parking structures and real challenges – as well as opportunities – arise for apartment owners and operators. This session will explore both from how to provide the necessary infrastructure to dealing with the operational challenges, and partnership and ancillary income opportunities.

**Moderator:** **Ryan Croft**, Co-Founder and COO, TransitScreen

**Speakers:** **Kelly Moody**, AICP, LEED AP, Chief Planner, Economic Development Department, City of Orlando

**Aric Ohana**, Co-Founder, Envoy There

**Leah Rimpler**, Director, New Product Development, Greystar Real Estate Partners, LLC



## Multifamily Skunk Works: Industry Entrepreneurs Insights on Fostering Internal Innovation

*Location: Panzacola H2*

With what is being called a second wave of innovation driven by new technologies like VR, AI, smart home tech, and new data analytics, many companies are scrambling to make sure they have the structure, people and investments in place to ride the wave. This session will bring you entrepreneurs who started in the apartment industry and can provide unique insights into what our industry can do to support innovative people like themselves inside of a corporate structure. With revenue

management technology emerging from the industry almost two decades ago, there is a history of supporting innovation from within. Will we do it again?

**Moderator:** **Karen Hollinger**, Vice President, Corporate Initiatives and Innovation, AvalonBay Communities

**Speakers:** **Jason Fudin**, Chief Executive Officer, WhyHotel  
**Blerim Zeqiri**, Founder, BI Radix  
**Lori Torres**, Founder and CEO, Parcel Pending

**10:45 – 11:00 AM** **Break**

**11:00 AM – 12:15 PM** **Closing General Session — Keynote Speaker Josh Linkner**

*Location: Panzacola G1*

To Josh Linkner, creativity and innovation are the lifeblood of all human progress, and, as such, he's spent his career harnessing the spirit of creative disruption. The five-time successful tech entrepreneur, keynote speaker and CEO delivers a clear call to action — it's better to innovate and disrupt your organization before your competition does. The riskiest move companies can make today is hugging the status quo — believing the future will be like the past is the fast road to obsolescence.

**Closing/Intro.:** **Stephanie Fuhrman**, Managing Director, Global Innovation, Greystar

**Speaker:** **Josh Linkner**, Entrepreneur, Hyper-Growth CEO, Venture Capitalist & Author of *Hacking Innovation*

**12:15 – 1:30 PM** **Closing Lunch Social & Supplier Showcase**

*Location: Panzacola G1*

Stick around to celebrate the end of OPTECH! Following the end of Josh Linkner's keynote, attendees will be treated to a full lunch, open bar and entertainment! And, find one more minute of time with a supplier partner during the Supplier Showcase, where a select number of exhibitors will be on-hand at tables throughout the room - perfect for a last-minute conversation, demo or informal meeting. A list of participating exhibitors will be published prior to the conference.

**1:30 PM** **Conference Adjourns. See You Next Year!**  
**November 11-13, 2019 • Hilton Anatole • Dallas, TX**

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