

Monday, October 14

11:00 AM – 6:30 PM **Registration**

11:00 AM – 6:30 PM **The Hub Lounge***

11:30 AM – 12:45 PM **NMHC Emerging Leaders Networking Luncheon**
(Open to all under-40 NMHC members)

3:30 – 5:30 PM **Welcome and General Sessions**

Welcome: Doug Bibby, President, NMHC

3:30 – 4:30 PM **The 2020 Economic and Student Housing Market Outlook**

This session will provide an overview of the broad national macroeconomic trends and their effect on the student housing industry in 2020 and beyond. Industry analysts will then take the insights on the wealth of capital, development, demographic, demand, performance and transactional data available and explain how these trends will impact individual student markets around the country.

Speakers: [Jim Costello](#), Senior Vice President, Real Capital Analytics
[Steve Guggenmos](#), Vice President of Multifamily Research and Modeling, Freddie Mac
[Ryan Kimura](#), Industry Principal, RealPage

4:30 – 5:30 PM **Partnering for Success: Student Housing CEOs and COOs Dish on What it Takes to Run a Successful Business**

In today's marketplace, student housing firms need well-informed strategic plans and the ability to translate that vision into action. Our panel of key industry CEOs and COOs will discuss the strategic drivers that are influencing our industry and their resulting business impact. CEOs are drivers of strategy and vision, but their COOs are charged with execution. This tandem of C-Suite executives will share the challenges and successes they face when developing and implementing a strategic plan. Join us to hear great insights on how companies develop and accomplish their business objectives.

Moderator: [Randy Churchey](#), Former Chairman & CEO, EdR
Speakers: [Bill Bayless](#), CEO, American Campus Communities
[Jennifer Beece](#), COO, American Campus Communities
[J. Wesley Rogers](#), CEO, Landmark Properties
[James Whitley](#), COO, Landmark Properties
[Donna Preiss](#), CEO, The Preiss Company
[Adam Byrley](#), COO, The Preiss Company
[Rob Bronstein](#), CEO, The Scion Group
[Mitchell Smith](#), COO, The Scion Group

5:30 – 6:30 PM **Opening Party in The Hub**

Tuesday, October 15

7:45 AM – 6:00 PM **Registration**

7:45 AM – 6:00 PM **The Hub Lounge***

8:00 – 9:00 AM **Continental Breakfast Social**

8:00 – 9:00 AM **Breakfast Briefings *NEW at Student Housing!***

8:00 - 8:30 AM **Opportunity Zones & Opportunities for Student Housing**

The 2017 tax reform bill included a brand-new Opportunity Zones provision that provides capital gains tax relief for investments made in economically distressed areas. With real estate in position to benefit from the provision, this Breakfast Briefing will consider how Opportunity Zone tax incentives could spur the development of student housing. Attendees will learn how the program works and the key issues that must be considered before a shovel is placed in the ground.

Speaker: [Terri Nietzel](#), Partner, Cohn Reznick

8:30 - 9:00 AM **Washington Legislative and Regulatory Update**

The student housing industry is routinely confronted by numerous policies emanating from Washington that impact the bottom line. Whether it is policies impacting taxes, capital access, insurance, labor, or myriad other issues, the NMHC Government Affairs staff is working to ensure that policies benefit, or at least do not adversely affect, the student housing industry. This presentation will focus on the key issues that Congress and the Trump Administration are addressing that affect the way student housing firms conduct business.

9:15 – 10:15 AM **Make Your Organization an Employer of Choice**

Finding and retaining employees is a business imperative but an ever-increasing challenge. With low unemployment, hiring, training and fostering collaborative workplaces for employees at all levels requires significant attention and investment. Many are familiar with and strive to be on an annual Great Place to Work® list that is published annually. Julian Lute from the Great Place to Work® Advisory Services Practice will share insights about how student housing leaders can build organizations that enable them to become or remain an employer of choice.

Keynote Speaker: [Julian D. Lute](#), Strategic Advisor, Great Place to Work

10:30 – 11:15 AM **Concurrent Sessions:**

Property Technology 101: What Is It & How Does It Impact Student Housing Firms and Residents?

PropTech is becoming a buzzword heard everywhere. Student housing companies are at various stages of understanding PropTech and integrating it into their operations. This session will look

at what PropTech is, how it is evolving, and what it means for how student housing industry firms interact with both vendors and their residents.

Moderator: [Avi Lewittes](#), Chief Investment Officer, The Scion Group

Speakers: [Jeffrey Berman](#), Partner, Camber Creek
[Jill Borsig](#), Director, Harrison Street
[John Helm](#), Partner, RET Ventures
[Mitchell Smith](#), COO, The Scion Group

Cultivating the ‘P’ in Public-Private Partnership

Public-private partnerships between private-sector developer-operators and academic institutions are becoming increasingly popular as colleges and universities look to advance institutional objectives by leveraging premier campus real estate. The P3 model has been anchored by purpose-built, on-campus student housing development given the clearly defined revenue streams, a captive target market, and private-market appetite for the de-risked asset type. As colleges and universities respond to states decreasing funding for higher education and engage in the ongoing discussion about affordability, more institutions are considering P3 projects. This discussion will center on growth of P3 development, engaging a panel of university leaders for insights about institutional objectives, risk considerations, financial return expectations, and the future of on-campus development.

11:30 AM – 12:15 PM

Concurrent Sessions:

Talent Management & Becoming an Employer of Choice

Following his keynote address, Julian Lute of Great Place to Work® Advisory Services Practice will lead a panel that will explore how firms have implemented programs to become employers of choice. Attendees will leave this session with actionable strategies and insights they can use and leverage to ensure a productive and stable workforce from the property to C-suite levels.

Moderator: [Julian Lute](#), Strategic Advisor, Great Place to Work® Advisory Services Practice

Data Privacy: With New Regulatory Requirements. Here’s What You Need to Know Today

While many have focused on the costs of data breaches, data privacy is fast becoming an issue of equal concern. This session will explore what student housing companies must do to keep data private and comply with regulatory requirements including the California Consumer Privacy Act and the European Union’s General Data Protection Regulation (GDPR). With costly fines for non-compliance, attendees will leave this session knowing what they need to do today.

Moderator: [Jennifer Hill](#), Chief People Officer & General Counsel, Peak Campus

Speaker: [Scott Lashway](#), Partner, Privacy and Data Security, Manatt, Phelps & Phillips LLP

12:15 – 1:15 PM

Lunch in The Hub

1:30 – 2:15 PM

Concurrent Sessions:

Student Housing Shoptalk

Purpose-built student housing has emerged as a key real estate asset class over the last decade. This panel of investment advisors sees this fully formed marketplace from multiple directions- debt, equity, development, transactional - and we're bringing them together to talk shop. Attend this session to hear the inside-line on market activity to-date from the diverse aspects of these student housing experts and what key drivers they see affecting future market resilience.

Designing and Delivering a Live-Learn Environment

The era of digital disruption has influenced the way students live and study as much as it has changed the way they shop or socialize. New generations of students seek more than stylized amenities, as student demographic trends reflect a growing interest in housing accommodations that support academic success over leisure comforts. In this age of design and build revolution, how are developers approaching the demand for student communities

that provide digital connections, authenticity and affordability while also maintaining development costs and schedules? There is no such thing as a cookie cutter design in this fast-evolving design space. From balancing cost, design, technology, and the ever-changing demand of students, this panel of experts will share the ways they are collaborating with developers to manage all the moving and competing priorities that deliver customized buildings with the latest amenities.

Moderator: [Andrew Wiedner](#), Chief Acquisitions Officer, Core Spaces

Speakers: [Ben Kasdan](#), Vice President, KTG
[Greg Faulkner](#), Partner, Humphries and Partners, LP
[Les Juneau](#), President, Juneau Construction Company
[Mohammed Mohsen](#), Associate Principal, Niles Bolton Associates

2:30 – 5:30 PM

General Sessions:

2:30 – 3:30 PM

Investor Perspectives on Student Housing

Institutional investors have made significant moves into student housing, but with too many investors chasing too few good deals, can they meet their return expectations? Will global and domestic instability influence the influx of capital? With an increasing number of economists forecasting a recession, will the student housing market prove once again that it is recession resistant or is a letdown in store? Where is the best place to safely invest capital? This panel will address these questions and provide insights on strategies that have been successful and are likely to generate future success.

Moderator: [Doug Opalka](#), Senior Managing Director, JLL

Speakers: [Justin Gronlie](#), Vice President, Harrison Street
[Gary Holloway Jr.](#), President, GMH Capital Partners
[Matt Maruccia](#), Chief Investment Officer, Pierce Education Properties
[William Talbot](#), EVP, Chief Investment Officer, ACC
[Brian Thompson](#), Executive Vice President of Investments, CA Ventures

3:30 – 4:30 PM

Show Me the Money: Outlook for Capital Markets

Deep capital markets have fostered student housing investment over the last several years. Will funding from a wide range of sources with favorable terms continue to be abundant or will the mix of providers pull back? How might uncertainty on GSE reform or a reduction in their production caps impact the availability of debt? What does an inverted yield curve mean for the economy, and how might a shift away from LIBOR affect credit terms? This panel will explore how companies are making tactical decisions regarding access to the capital markets over the next 18 to 24 months.

Moderator: [Jaclyn Fitts](#), Director of National Student Housing, CBRE

Speakers: [Scott Barton](#), Managing Director Investments, Greystar
[Jason Luker](#), Chief Financial Officer, Cardinal Group Companies
[Matt Marshall](#), Vice President of Development, RISE
[Jason Schwartz](#), Managing Principal, Student Housing, Blue Vista

4:30 – 5:30 PM

Headwinds and Tailwinds Impacting Development

Ground-up development has produced a steady flow of deliveries over the past 4 years, but do market conditions favor continued growth? What are the key headwinds that developers face over the next 1 to 3 years? Will they shift their resources from ground up development to opportunistic value-add? Developers are facing bigger challenges than they have seen in several years, which impacts the expectations of their investors, capital providers and themselves. This panel will explore key tactical and strategic initiatives to most effectively meet the expectations of market participants.

Moderator: [Susan Folckemer](#), Chief Acquisitions & Development Officer, The Preiss Company

Speakers: [Brian Dinerstein](#), President, The Dinerstein Companies
[Jason Doornbos](#), Executive Vice President of Development, Landmark Properties
[Andy Hogshead](#), President, Collier Enterprises
[Loren King](#), Chief Executive Officer and Co-founder, Trinitas Ventures

5:30 – 6:30 PM

Reception in The Hub

Wednesday, October 16

8:15 – 11:00 AM

Registration

8:15 – 11:00 AM

The Hub Lounge*

8:30 – 9:00 AM

Continental Breakfast Social

9:15 – 10:00 AM

Concurrent Sessions:

Marketing & Communications: Embarking on the Customer Engagement Era

The era of digital disruption reinvents the way students interact with their friends, families and the brands they buy from. It has changed the way they navigate the day-to-day, the way they

live, and study. But, did you know that the student demographic today is also craving connection? According to many consumer research studies, by 2020 the customer experience will overtake price and product as a key brand differentiator. This fact changes the way we should communicate and appeal to residents and potential residents. This session will explore the ever-changing role of marketing and how we as student housing operators must adjust our strategies, tactics, and property experiences to appeal to the changing student demographic.

Moderator: [Christy McFerren](#), Vice President, Catalyst, Campus Advantage

Speakers: [Maureen Lannon](#), SVP of Marketing, Pierce Education Properties
[Ryan Perez](#), VP of Marketing, Campus First

Intelligent Student Living Communities: How to Maximize the Benefits and Mitigate the Risk of the Internet of Things

Smart technology is becoming essential to any apartment. However, many solutions are nascent, nebulous and costly. This year, a disturbing number of deployments have not even been code compliant. This session will identify the differing IoT elements and strategies used in multifamily. While no one can foretell precisely the apartment of the future, you will leave this session prepared for ways to maximize benefits and mitigate risk in an evolving industry.

Moderator: [Henry Pye](#), Vice President II, RealPage, Inc.

Speakers: [Jack Boarman](#), Partner, BKV Group
[Stephanie Fuhrman](#), Managing Director, Global Innovations, Greystar
[Scott Stinemetz](#), Director, Information Systems and Technology, Trinitas Ventures

10:00 – 11:15 AM

Closing General Session: NMHC Research

The NMHC Student Housing Research Fund is sponsoring ground-breaking research examining the size and composition of the student housing sector. Come see this research unveiled and learn about how big a player student housing has become in the overall real estate marketplace. This session will also feature a presentation of the new 2019 NMHC Student Housing Income and Expense survey, a benchmarking tool representing data from over 375,000 beds across 44 states.

Speakers: [Chris Bruen](#), Senior Director Research, NMHC
[Jeff Havsy](#), Consultant, Eigen 10 Advisors
[Paige Mueller](#), Managing Director, Eigen 10 Advisors

11:15 AM

Conference Ends

**For your networking activities, instead of an exhibit hall, NMHC is providing a new lounge called "The Hub" with seating and activity areas for the duration of the conference.*