

# NMHC STUDENT HOUSING CONFERENCE

Monday, October 4, 2021

10:00 – 11:00 AM      **Research Advisory Panel Meeting *(Invite Only)***  
Location: Fountain Room

11:00 AM – 6:00 PM      **Health Screening Station**  
Location: Grand Ballroom Foyer East

11:00 AM – 6:00 PM      **Registration**  
Location: Grand Ballroom Foyer South

12:00 – 6:00 PM      **The Hub**  
Location: Huntington Ballroom

Looking for a space to meet or relax during the conference? Be sure to visit the Hub, featuring lounges, worktables, charging lockers, baristas and more!

12:00 – 6:00 PM      **Kiosks Open**  
Location: Grand Ballroom ABC Foyer

1:50 – 5:00 PM      **General Session:**  
Location: Grand Ballroom A-D

1:50 – 2:00 PM      **NMHC Welcome**

2:00 – 3:00 PM      **Executive Insights - Where Have We Come From, Where are We Now, and What Does the Future Hold for Student Housing**

The student housing market bent but did not break in facing the worst of the pandemic, once again proving its resiliency. This panel of leading industry executives will take a lookback at how they strategically steered their companies through uncertain times. With a new normal in place and a return of students to campuses this Fall, the executives will look toward the future and discuss how the pandemic has changed the way the industry conducts its business. The panel will also consider current trends in financing, deal flows, alternative product types, enrollment trends, potential market opportunities and what to expect in the years to come.

**Moderator:**      **Chris Epp**, Managing Director, Walker & Dunlop  
**Speakers:**      **Bill Bayless**, CEO, American Campus Communities

**Michael Erickson**, Managing Director, Investments, Greystar Real Estate Partners, LLC  
**Daniel Goldberg**, President, Core Spaces  
**Avi Lewittes**, Senior Vice President, Chief Investment Officer, The Scion Group  
**Donna Preiss**, Founder and Chief Executive Officer, The Preiss Group  
**Walt Templin**, Head of Portfolio Management, Landmark Properties

3:05 – 4:05 PM

### Student Housing Market Economic Outlook

As the nation rebounds from the pandemic, this session will provide an overview of the broad national macroeconomic trends and their effect on the student housing industry in 2021 and beyond. Industry analysts will share their 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.

**Moderator:** **Jamie Swick**, Senior Associate, Colliers International  
**Speakers:** **Ben Harkrider**, Transaction Manager, Newmark  
**John Pawlowski**, Senior Analyst, Green Street Advisors, Inc.  
**Carl Whitaker**, Manager of Market Analytics, RealPage

4:10 – 5:00 PM

### COVID 19: The COO Response

COVID-19 tested the student housing industry like no other crisis. While occupancies approach their previous levels, this rebound is by no means guaranteed and is dependent on responsive and creative work led by our industry COOs. Learn how COOs responded to the crisis and the temporary and permanent changes they instituted to secure their companies' success. Panelists will also discuss lessons learned, continuing recovery issues, including labor shortages, bringing international students to the United States, and how they might respond to the next challenging event.

**Speakers:** **Jennifer Beese**, Chief Operating Officer, American Campus Communities  
**Jennifer Cassidy**, Senior Vice President of Operations, Cardinal Group Management  
**Monte Huber**, Chief Financial Officer, The Scion Group  
**Miles Orth**, Executive Vice President and Chief Operating Officer, Campus Apartments  
**Casey Petersen**, Chief Operating Officer, PeakMade Real Estate

5:00 – 6:00 PM

### Opening Reception in the Hub

Location: Huntington Ballroom

## Tuesday, October 5, 2021

7:45 AM – 5:30 PM

### The Hub

Location: Huntington Ballroom

7:45 AM – 5:30 PM

### Kiosks Open

Location: Grand Ballroom ABC Foyer

7:45 AM – 6:30 PM

### Health Screening Station

Location: Grand Ballroom Foyer East

7:45 AM – 6:30 PM

### Registration

Location: Grand Ballroom Foyer South

8:00 – 8:30 AM

**Breakfast Social in the Hub**

Location: Huntington Ballroom

8:30 – 9:55 AM

**General Session:**

Location: Grand Ballroom A-D

8:30 – 9:00 AM

**Word on The Hill, Washington Impact: Will the New Administration Make the Grade for the Student Housing Industry? Pass or Fail?**

Washington is focused on numerous priorities that could impact the student housing industry both positively and negatively. Come listen as NMHC experts discuss how legislative and regulatory policy impacting infrastructure, taxes, capital markets, and other issues could impact the industry and your bottom line.

**Moderator:** **Bill Bayless**, CEO, American Campus Communities

**Speakers:** **Matthew M. Berger**, Vice President of Tax, National Multifamily Housing Council

**David Borsos**, Vice President of Capital Markets, National Multifamily Housing Council

**Cindy Chetti**, Senior Vice President of Government Affairs, National Multifamily Housing Council

**Kevin Donnelly**, Vice President, Government Affairs and Innovation, National Multifamily Housing Council

9:05 – 9:55 AM

**How Do New Entrants, Analysts, and Institutional Capital Evaluate Investment in Student Housing?**

While traditional investors continue to put capital into student housing, the industry is also attracting significant capital from new sources. Focused on investor sentiment, this panel, featuring representatives from both traditional and new players, will discuss how they are assessing the marketplace and ensuring student housing is an institutional asset class on par with other real estate investments.

**Moderator:** **Avi Lewittes**, Chief Investment Officer, The Scion Group

**Speaker:** **Tim Bradley**, Principal, TSB Capital Advisors, LLC

**Barrett Lowell**, Director – Head of Education & Multifamily, Asset Management, Harrison Street Real Estate Capital LLC

**Eaton Zhou**, Director – Investment & Asset Management, CapitaLand Investment

9:55 – 10:15 AM

**Networking Break**

10:15 AM – 12:00 PM

**General Session:**

Location: Grand Ballroom A-D

10:15 – 11:05 AM

**Community Building, Marketing and Leasing: It's More than Just Leasing a Unit**

The market has fundamentally and permanently changed how student housing firms interact with residents. This panel will consider how firms made changes in the way student housing units are leased and marketed. Also discussed will be how companies interact with residents at the property level and find ways to build diverse and equitable communities in unprecedented times.

**Moderator:** **Jasmine Harris**, Senior Director, Real Estate Operations, Greystar Real Estate Partners, LLC

**Speakers:** **Sylvester Brandon**, Vice President, Operations -- Student Housing, Cardinal Group Management

**Lindsay Brown**, SVP of Leasing & Marketing, Campus Advantage

**Adam Byrley**, Chief Operating Officer, The Preiss Companies  
**Jennifer Hill**, Chief People Officer & General Counsel, PeakMade Real Estate

**11:10 AM – 12:00 PM**      **What's Happening with On-Campus Housing?**

With students returning to colleges and universities and budgets tight, on-campus housing will continue to draw interest. This panel will explore the factors university housing leaders are considering as they develop or redevelop on-campus housing from both an architectural and financial perspective. Student housing firms involved in Public-Private Partnerships will also offer their views on how deals are getting done.

**Moderator:**      **Matt Bohannon**, Vice President, Brailsford and Dunlavey  
**Speakers:**      **Noel Brinkman**, Senior Vice President, Public/Private Partnerships, American Campus Communities  
                         **Harry Le Grande**, Vice Chancellor Emeritus Student Affairs, University of California Berkeley  
                         **Chris Ponsiglione**, Director of USC Housing, University of Southern California  
                         **Julie Skolnicki**, Senior Managing Director, University Partnerships, Greystar Real Estate Partners, LLC  
                         **Ann Volz**, Senior Project Executive, The Scion Group

**12:15 – 1:15 PM**      **Networking Lunch**  
Location: Lighthouse Courtyard

**12:15 – 1:15 PM**      **DEI Student Housing Committee Meeting Luncheon**  
Location: Vista Ballroom

**1:30 – 3:15 PM**      **General Session:**  
Location: Grand Ballroom A-D

**1:30 – 2:20 PM**      **Where, What, and How Much Do We Build?**

Students are returning to campus, and that has developers looking at deals. The question is: where do development and value-add deals make sense, particularly as rising construction costs and demographic trends, among other factors, are considered? This panel will consider these questions from the backdrop of investor expectations for solid market returns.

**Moderator:**      **Jaclyn Fitts**, Executive Vice President, CBRE  
**Speakers:**      **Jason Doornbos**, Executive Managing Director of Development, Landmark Properties  
                         **Loren King**, CEO, Trinitas Ventures  
                         **Rodney King**, Managing Director, Acquisitions, Core Spaces  
                         **Jake Newman**, Senior Vice President of Development, American Campus Communities  
                         **JJ Smith**, Managing Partner, CRG

**2:25 – 3:15 PM**      **It is Always a Good Time to Buy or Sell**

Whether the market is up or down, investment advisors and sales professionals are always at the ready to transact properties. This panel of pros sees the student housing market from multiple directions — debt, equity, development, transactional — and they'll be on hand to discuss where they see things heading for student housing both as a stand-alone asset class and compared to other real estate investments.

**Moderator:**      **Fred Pierce**, President and CEO, Pierce Education Properties, L.P.

**Speakers:** **Scott Barton**, Chief Investment Officer, Campus Advantage  
**Ryan Lang**, Vice Chairman, NKF  
**Greg Martini**, Vice President of Acquisitions, Cardinal Group Companies  
**Brian Minnehan**, Senior Vice President, Director of Student Housing Acquisitions, Blue Vista Capital Management, LLC  
**Shawn Sweeney**, Senior Vice President, TSB Capital Advisors, LLC

3:15 – 3:45 PM

**Networking Break**  
Location: Huntington Ballroom

3:45 – 5:30 PM

**General Session:**  
Location: Grand Ballroom A-D

3:45 – 4:35 PM

### **Deployment Strategies for the Abundance of Capital in Student Housing**

A wide variety of debt sources currently serves the student housing industry. As a result, owners, operators, and developers can apply a number of strategies to identify capital sources beneficial to their particular businesses. This panel will explore current trends and strategies pertinent to the debt finance of student housing.

**Moderator:** **Susan Folckemer**, Chief Acquisitions & Development Officer, The Preiss Company

**Speaker:** **Will Baker**, Senior Managing Director, Walker & Dunlop  
**Dan Bernstein**, President and Chief Investment Officer, Campus Apartments  
**Griffin Cotter**, Senior Director, Head of Student Housing, Freddie Mac Multifamily  
**Stephanie Lynch**, Chief Investment Officer, Student Quarters  
**Matthew Maruccia**, Chief Investment Officer, Pierce Education Properties, L.P.

4:40 – 5:30 PM

### **Design Responses to an Evolving Market**

Along with “you’re on mute,” the words “social distancing” came to characterize 2020. As student housing is developed and redeveloped, architects are modifying designs in response to the pandemic. Panelists will discuss what is changing from an operations and consumer expectation standpoint and how they are responding to increasing construction costs and material prices as they look to design, develop, and deliver product at cost-effective rates.

**Moderator:** **Mike Paluga**, Senior Vice President of Development, PeakMade Real Estate

**Speakers:** **Jonathan Delcambre**, Senior Design Leader and Managing Partner, BKV Group  
**Walter Hughes**, Chief Innovation Officer, Humphreys & Partners Architects, L.P.  
**Mohamed Mohsen**, Associate Principal, Niles Bolton Associates, Inc.  
**Darin Schoolmeester**, Principal, KTG

5:30 – 6:30 PM

**Networking Activity**  
Location: Lighthouse Courtyard

We have all been on Zoom for far too long. While the conference has terrific panels full of insights, we have not been able to interact and catch up. Let’s all enjoy the California sunshine and get reacquainted with a late-afternoon party!

## Wednesday, October 6, 2021

7:45 – 9:30 AM

### Health Screening Station

Location: Grand Ballroom Foyer East

7:45 – 9:30 AM

### Registration

Location: Grand Ballroom Foyer South

8:00 – 9:30 AM

### Breakfast Briefing: Information is Power: Research Insights to Inform Action

Location: Grand Ballroom A-D

This closing panel will look at broad trends the industry experienced both during COVID and its emergence from COVID from a data perspective. Additionally, NMHC will reveal our highly anticipated new 2021 NMHC Student Housing Income and Expense survey.

**Moderator:** **Caitlin Walter**, Vice President of Research, National Multifamily Housing Council

**Speakers:** **Chris Bruen**, Senior Director of Research, National Multifamily Housing Council

**Chase Harrington**, President and COO, Entrata

9:30 AM

### Conference Adjourns

See You Next Year – September 28-30, 2022 in Miami, FL!

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