

Tuesday, November 1st

9:30AM - 6:30PM

Registration Open

1:00 - 4:00PM

OPTECH Exchange

The buzzing OPTECH Exchange is your homebase at the conference, and home to the:

Brella Networking Tables. Download the Brella App, set up your profile and interests and let the AI robot connect you with your networking matches. Then pick a Brella table to meet and efficiently knock out short meetings all in one place.

The Exchange Lounge. Grab a snack and drink, relax, check emails, recharge your devices or meet up with old friends at the Exchange Lounge.

The Exchange Stage. Take in some great quick real-world info at the Exchange Stage. On Day One, we have spotlight presentations from industry suppliers at 2pm with the latest upgrades and new products from the companies you rely on every day to do your job. And stick around until 3pm for the Women in Multifamily Tech Meetup with the (nearly) famous NMHC [Code 53](#) podcast team as they record their next episode live at OPTECH.

1:00 - 2:00PM

Peer to Peer Roundtables (*Apartment Owners and Managers Only*)

It's been a busy year. Join your peers for small group discussions on the challenges they're facing, the solutions they've tried, and their golden "if I had it to do over, I would..." advice. In this new roundtable format, we're helping you make connections to save time, money and headaches in 2023. Join any of the OPTECH roundtables for small group discussions facilitated by expert industry leaders. Stay at a table for deep dialogue or table-hop and join several. Either way you'll get real-world intel you just can't get anywhere else but at an OPTECH roundtable. Rooms and topics include:

Enterprise Technology and Business Intelligence

Join a topic table on: Data Integrity/ Cybersecurity/ Getting to the Data that Really Matters/ Technology Adoption Challenges/ Technology Integration Challenges/ Tech Support Staffing Challenges/ or bring your own topic to an open discussion table.

Intelligent Buildings and Connectivity

Join a table topic on: FCC & Local Regulatory Risk/ Operational IoT/ Flavors of Bulk Service/ EV Design Issues & Compliance/ Who's Pushing PropTech & Navigating Acquisition/ PropTech, Amenities & Ancillary Services/ Creating Redundancy in Broadband & Smart Tech/ Package Management & Integration Challenges/ or bring your own topic to an open discussion table.

Marketing and Resident Experience

Join a table topic on: Resident Preferences and Amenities/ Centralization and Automation/ Digital Marketing Strategy and Spend/ ILS Strategy/ CX - Tech Stack and Integration Optimized/ SFR/ BTR/ or bring your own topic to an open table discussion.

Innovation and Emerging Technology

Join a table topic on: Metaverse: What Will Happen First?/ Measuring the ROI of New Technology/ Technology Vetting Teams: Lessons Learned/ PropTech Partnerships: Risks and Rewards/ Technology Companies as Property Managers/ or bring your own topic to an open table discussion.

Community and Enterprise Operations

Join a table topic on: Third Party Risk Management/ Return the Office/Hybrid Work/ Property Operations - Tech Implementation & Staff Training/ DEI - Corporate Policies & Practice/ Supply Chain Challenges/ Property Operations - Recruitment and Retention/ or bring your own topic to an open table discussion.

2:00 - 3:00PM

New Edition: The Latest and Greatest from Superstar Industry Suppliers

OPTECH Exchange Stage

Our supplier partners are constantly evolving and rolling out new updates and products. Take just one hour of your time and get the latest and greatest pitches from some of the major players in our industry on what they've been cooking up over the last year, as well as updates and upgrades they've made that will make your life easier, which is what OPTECH is all about.

Presenting Companies

MRI Software	Prevent fraud with AI-powered ID verification
Dwelo	The future of security is self-monitored
Spectrum Community Solutions	Spectrum Split
AppFolio	Simplifying and streamlining your business with seamless integrations from AppFolio
Entrata	Utilizing Technology to Personalize the Leasing Experience
Comcast Xfinity	Xfinity Communities Connected Building
Yardi	Trends-driven innovation that enhances the customer experience
SmartRent	Leak Detection Powered by Hardware, Solved by SaaS
RealPage	Rent Reporting: Benefit for Your Residents and You

2:30 - 3:30PM

Opening Pitches

Back by popular demand, OPTECH opening pitches get the conference off to a fast start! The newest tech companies in the industry get 4 minutes to make their pitch, and you get to assess the OPTECH PropTech landscape in just one hour. Take notes on the ones you want to follow up with in the Expo to make the most of your time at the conference.

Bullpen A:

[Flamingo](#)
[LosjiTech](#)
[Pay Ready](#)

[Peek](#)
[Piñata](#)
[Pineapple](#)

[Please Assist Me](#)
[Smiota Inc.](#)
[Zuma](#)

Bullpen B:

[Gateway](#)
[Invictus XP](#)
[Ivy Energy](#)

[Markerr](#)
[OK2Charge](#)
[Oodles Energy](#)

[REBA](#)
[Revolution RE](#)
[Zebel](#)

3:00 - 4:00PM

Women in Multifamily Tech Meetup

OPTECH Exchange Stage

It's a Meetup. It's a live podcast recording. It's a women's power panel. We're aiming to cause a chain reaction this year as we bring together NMHC's [Women in Multifamily](#) and [Code 53](#) podcast series at OPTECH. Broadcasting live from Las Vegas, we'll talk about what's on the minds of the innovating women leading venture capital technology investing and business acceleration strategies. Make sure to save time on your schedule to join this spirited networking event. We can't wait see you there!

Speakers:

- **Alison Johnson**, AVP, Content and Program Strategy, NMHC, *podcast host*
- **Kevin Cameron**, Director, Advocacy and Strategic Engagement, NMHC, *podcast host*
- **Stephanie Fuhrman**, Vice President of Corporate Development, Entrata
- **Paige Pitcher**, Head of Strategic Partnerships, Moderne Ventures

4:00 - 5:00PM

Keynote Speaker: Omar Johnson

Omar Johnson is a marketing innovator in the art of building world-class brands. As former CMO of Beats by Dre and VP of Marketing at Apple, Johnson has led all facets of marketing, ranging from brand development and positioning to advertising and global digital marketing. Under Johnson's tenure, Beats grew from \$20 million to a \$2 billion dollar category leader, becoming the #1 premium headphone in over 25 countries, which led to the subsequent purchase by Apple for \$3 billion in 2014. Adweek named Johnson a "Brand Genius," and Business Insider named him one of the "Most Innovative CMOs" in 2016.

5:00 - 6:30PM

Expo Hall Opens!

The 2022 Expo is bigger and better than ever! Come see all the latest new tech and innovation from industry leaders and startups and everyone in-between. Catch a demo, schedule a meeting, win a prize and find solutions to your stickiest challenges. You'll be amazed at your options!

5:00 - 6:30PM

OPTECH Opening Reception

Wednesday, November 2nd

7:45AM - 6:00PM

Registration Open

8:00 - 9:00AM

Breakfast Social

8:30AM - 4:00PM

OPTECH Exchange

The buzzing OPTECH Exchange is your homebase at the conference, and home to **Brella Networking Tables, The Exchange Lounge** and **The Exchange Stage**.

Check the agenda for the Exchange Stage for fast paced express sessions packed with actionable takeaways.

8:30 - 9:00AM

NMHC Breakfast Briefings

Advocacy & Election Impact on Multifamily: Federal Renter Protection Regulation & Policy

Renter protection efforts are nothing new, yet today, the industry is facing new challenges and a much more complex landscape. While state and local governments continue to explore new policies, momentum from federal, pandemic-related housing measures and a worsening housing affordability crisis has galvanized interest in advancing renter protections at the federal level. In the next year, apartment firms may see a broad spectrum of efforts to regulate resident-facing operations, as well as industry-supported measures to provide meaningful resources for renters. Don't miss this session where you'll hear about the challenges and opportunities the industry faces on issues ranging from eviction and rental assistance to resident screening and consumer reporting.

Speakers:

- **Cindy Chetti**, Senior Vice President, Government Affairs, NMHC, *moderator*
- **Jay Harris**, Principal, Harris Crystal Advisors

Advocacy & Election Impact on Multifamily: Real Estate Tax Policy & Capital Markets Outlook

Capital availability, taxes, and ESG requirements play a critical role when it comes to developing and operating multifamily real estate. At a time during which challenges surrounding housing affordability predominate, it's critical we utilize all available policies that support affordability—including those promoting low-cost capital and tax incentives to spur housing production. At the same time, we are concerned by revenue raising tax proposals and regulatory initiatives that would have the potential to inhibit capital flows to the multifamily industry and make it more costly to develop and manage properties. Join us to hear from NMHC staff experts on recent tax policy and capital markets moves that will or had the potential to impact our industry.

Speakers:

- **Matthew Berger**, Vice President, Tax, NMHC
- **Dave Borsos**, Vice President, Capital Markets, NMHC
- **Kimble Ratliff**, Vice President, Government Affairs, NMHC

Meet RETA

After launching four years ago, the Real Estate Technology Alliance, known as [RETA](#), has been hard at work in their role as the real estate technology problem solvers. If you've ever wondered what they do, grab your coffee and stop in to find out. Members of RETA will be available to answer any questions and tell you why you should support this important alliance.

Speakers:

- **Robb Napolitano**, Chief Information Officer, Brooksville Company
- **Elaine De Lude**, Vice President, LIVEbe Communities
- **Frank McCammon**, Senior Director, Living Technologies, Hines
- **Doug Lionberger**, Manager, RETA

9:00 - 11:45AM**Concurrent Sessions****9:00 - 9:45AM****RPA: Radical Process Automation?**

What our industry considers radical process automation is old news for other industries. Our residents can review massive car inventories online, pick one, have it delivered to their house, and return it if they don't like it. They can order their groceries at 2am when they get in from their night shift and have them waiting for them later that day. So radical process automation isn't really that radical, it's meeting the customer where they are and for the most part, we're not meeting them there. Hear from a few pioneers who are working through all the complexity of automating processes and systems and making sure they're adding to the customer experience and not their frustration.

Speakers:

- **Diana Norbury**, Senior Vice President, Multifamily, Pillar Properties, *moderator*
- **Cara Athmann**, Chief Operations Officer, Cardinal Group
- **Rukevbe (Rukus) Esi**, Senior Vice President, Chief Digital Officer, AvalonBay Communities
- **Josh Gampp**, Senior Vice President, Chief Technology Officer, UDR, Inc.

New Rules for Digital Marketing

We've been talking about the Internet and mobile marketing for decades and watching it transform almost endlessly right in front of our eyes. Add in consolidation in the ILS space, massively increasing competition in the paid search arena, growing backlash against privacy intrusions, and targeted ads in streaming and subscription services and you can almost rewrite the rules for digital marketing. This panel of industry experts will bring you the new rules for digital marketing to help you navigate the ever-evolving landscape.

Speakers:

- **Sara Graham**, Senior Vice President, Marketing, Beacon Communities, LLC, *moderator*
- **Holli Beckman**, Chief Marketing Officer, WC Smith
- **Daniel Paulino**, Vice President, Digital Marketing, The Bozzuto Group
- **Laurel Zacher**, Vice President, Marketing & Talent Development, Security Properties

Ask the Community Technology and Connectivity Pros

The industry's leading experts in community technology and connectivity will run through a few of the more complicated challenges facing the industry specifically relating to community technology and connectivity, including smart home and data privacy. In addition to the everyday challenges, you'll hear how recent regulatory trends may impact your strategy. Bring your questions because we'll open it up to the audience so you can ask the experts about your specific challenge with community technology and connectivity.

Speakers:

- **Linda Willey**, Vice President, Business Services, Camden Property Trust, *moderator*
- **Art Hubacher**, Managing Member, Hubacher, Ames & Taylor
- **John Meko**, Global Director of Operations, WiredScore
- **Steve Sadler**, Director, Multifamily Development, RealPage, Inc.
- **Joseph Varello**, Vice President, Sales, Spectrum Community Solutions

Clean Up Your Data Now

Ideally, your data is like a symphony, lots of talent coming together to make beautiful music. But for most of us, it's more like a jazz band with lots of "interesting" characters each doing their own thing. A major difference is that a symphony has a conductor. As

the amount of data available to multifamily grows exponentially every year, turning it into business intelligence requires that the data be clean and consistent. Getting to “clean and consistent” requires some ground rules for data reporting and a “conductor” to enforce the rules. Hear case studies from companies that have inventoried, gathered, and cleaned up their data and turned it into beautiful music.

Speakers:

- **Caitlin Garrison**, Consumer Lead, Catalyst Housing Group, *moderator*
- **Saharsh Chordia**, Director, Strategy & Analytics, Cortland
- **Kevin Geraghty**, Vice President, Data Analytics, AvalonBay Communities
- **Doug Pearce**, Executive Vice President, Technology, Waterton

Get Ready for the Next Wave of PropTech

PropTech has optimized all aspects of multifamily operations - from leasing and marketing to maintenance and asset performance. Dare we say that the industry notorious for being “behind the tech times” has finally caught up? Maybe. But there is a new wave building and are we once again setting ourselves up to be laggards? Maybe. Massive investments are being made in energy and water efficiency technology and a broad pool of investments known as ClimateTech. What facets of multifamily and real estate will benefit from these strategic investments? Hear from PropTech investors on why they’re placing their bets here and from industry leaders who are thinking about the opportunities these new investments may bring.

Speakers:

- **Michael Beckerman**, Founder, CREtech, *moderator*
- **John Helm**, Founding Partner & Managing Director, RET Ventures
- **Michael Thomson**, Director of Information Technology, Camden Property Trust
- **Lisa Yeh**, Chief Operating Officer, Sentral

10:00 - 10:45AM

Getting More Strategic and Disciplined About Your Technology Stack

There are a lot of shiny objects out there these days. Shiny objects can be hard to resist, but shiny objects sometimes bring buyer’s remorse. How much work will be required to integrate this shiny new tech? Is it safe? Will the company still be here next year? All important questions. As the tech landscape gets more complicated by an attractive array of new solutions and apartment company investments in that tech, taking a strategic and disciplined approach to new technology has never been more important. Does it still make sense to leverage a single technology stack from a single provider? Is best-in-breed the way to go? Do we even need a complete stack or can point solutions be the answer? Hear how your peers have grappled with these decisions and brought a more strategic and disciplined approach to their tech stack.

Speakers:

- **Cindy Fisher**, President, Kettler, *moderator*

- **Steve Boyack**, Chief Operating Officer, JVM Realty Corp.
- **Josh Glastein**, Chief Information and Technology Officer, Berkshire Residential
- **Jennifer Staciokas**, Executive Managing Director, Western Wealth Capital

Re-Mapping the Prospect Journey

While the rise of the self-guided tour was one of the big stories of the pandemic, the post-pandemic story has been about re-mapping the entire prospect journey and accepting that there's not just one path. The feedback from our teams is confusing. Some say prospects never want to deal with a leasing agent, others say they will always be people first and tech second, so the leasing agent is here to stay. Others say self-guided tours are another important tool to be deployed strategically. Maybe the answer, like with so many things, is "it depends". Get the latest to help you map out your own strategy.

Speakers:

- **Joya Pavesi**, Vice President, Marketing and Strategy, Rivergate KW Management, *moderator*
- **Joe Bagby**, SVP, Chief Customer Experience Officer, Continental Properties
- **Kelly Shannon**, SVP, Marketing & Customer Experience, The Bozzuto Group
- **Daryl Smith**, Chief Marketing Officer, Kettler

NextGen AI: Risks and Rewards

With artificial intelligence chatbots moving from proof of concept into the mainstream, companies are asking where else can AI help them streamline their processes and take the load off their leasing and community managers? If you take the long view, the potential for AI is just about limitless. But today, deployment is more challenging and there is growing concern about AI generated bias. What challenges and obstacles may keep us from realizing the potential of this technology? Learn about a few possible paths for AI in our industry in this forward-looking session.

Speakers:

- **Sudip Shekhawat**, Chief Technology Officer, LeaseLock, *moderator*
- **Adam Demuyakor**, Founder & Managing Partner, Wilshire Lane Capital, *moderator*
- **Stephanie Fuhrman**, Vice President of Corporate Development, Entrata
- **Amy Weissberger**, Senior Vice President of Corporate Strategy, Morgan Properties

Managed Wi-Fi, Bulk, and the Future of Connectivity

We all know what residents want: strong seamless connectivity throughout their community. They often don't know or care how they get it, but they know when it's not working for them. And we keep talking about it at OPTECH every year because onsite PropTech, new access controls and smart home devices continue to proliferate along with the solutions that get us closer to the ideal. And while the technology and choices

continue to grow, so does the complexity of getting to seamless connectivity. Add in ongoing regulatory rulings that complicate long-range planning and you need a session at OPTECH to sort it all out! And that's what we'll do. Hear from the experts and bring your questions.

Speakers:

- **Ian Davis**, Partner, Davis Craig, PLLC, *moderator*
- **Justin Foster**, Director, Community Technology, Quarterra
- **Lisa Moore**, Director, Design Innovation, JPI Companies
- **Vickie Rodgers**, Vice President and General Manager, Cox Communications
- **Sophie Schneckloth**, National Sales Manager, AT&T Connected Communities

The Big Risks Facing Multifamily & What to Do About Them

From cybersecurity to crime to increasing insurance costs, there are more than enough business worries to keep you awake at night, never mind all regulatory and compliance issues that are constantly evolving. Don't worry, this session will help you sleep like a baby (and we don't mean crying all night). Attorneys and industry experts will break down some of the top risks facing the industry that will impact your business in the coming years and importantly what you can do now to lessen your legal and financial exposure.

Speakers:

- **Paul Boatman**, Vice President, Risk Management, Prometheus Real Estate Group, *moderator*
- **Lynn Calkins**, Partner, Holland & Knight
- **Reid Kerr**, Chief Operating Officer/Principal, Echelon Protective Services
- **Kevin Madden**, Managing Director – Real Estate Practice Leader, Aon

11:00 - 11:45AM

NextGen Centralization

As an industry, we've been talking about centralization for quite a while now and have gathered much of the low-hanging fruit. As we seemingly transition to a new economy with fewer workers, it's time to reach higher up in the tree. Changed expectations for customer service and advances in unlocking business intelligence hidden in data help make the case for continuing our decades-long march toward centralization. And this next generation of centralization is not just about bringing everything into the corporate office, it's also about unifying operations strategically where it makes the most sense. Hear what's worked and also a few hard lessons learned along the way.

Speakers:

- **Jenny Hart**, Enterprise Managing Consultant, RealFoundations, *moderator*
- **Sherry Freitas**, Senior Managing Director of Operations, Rangewater Real Estate
- **Suzanne Hopson**, President of Operations, Tricap Residential

- **Kristy Simonette**, Senior Vice President of Strategic Services, Camden Property Trust

AMA: Customer Experience and Marketing Pros Tell All

Today's marketing and leasing operations have decidedly shifted to be more customer centric, affecting every part of the customer journey from prospect to renewal. This transformation has been accelerated by new technologies and innovations that have digitized the process and placed a premium on data to drive decisions. But with new tools come new challenges. This panel of seasoned customer experience and marketing pros will address some of today's biggest challenges in developing a truly seamless customer experience-and share some success stories. Don't forget to bring your questions because we'll open it up to the audience so you can AMA- Ask Me Anything.

Speakers:

- **Greg Benson**, Managing Director, US Property Marketing, Greystar
- **Gigi Giannoni**, Senior Vice President, Marketing & Customer Experience, Gables Residential
- **Julie Keel**, Vice President, Marketing, Camden Property Trust

Integration Challenges and Solutions with New Technology

The success of any technology stack, whether a single stack or one created with a series of best-of-breed solutions, relies heavily on its user experience. Clunky and clumsy systems don't elicit confidence or team engagement. With the rise of best-in-breed solutions, getting all your software to seamlessly integrate has become a growing challenge. This session will look at where we are as an industry with integrations and APIs, what can be done to get us closer to a plug and play ideal, and some real-world solutions being deployed now to get all your software to work together seamlessly and safely.

Speakers:

- **Ray Thornton**, Senior Director, One11 Advisors, *moderator*
- **Kortney Balas**, Vice President, Information Management, JVM Realty Corporation
- **Samantha Chalmers**, Innovations & Integrations Director, Mill Creek Residential
- **Quintina Willis**, Vice President of Property Management, Venterra Realty Management, Inc.

Gas Stations of the Future?

Car companies and the federal government are going all in for electric cars as a potential climate change solution. While creating the necessary infrastructure to support EVs is a work in progress, it's becoming clear that most EV owners are choosing to charge their vehicles at home while they sleep. So, does this mean apartment communities will become the gas stations of the future? Two industry experts will bring you two mini-panels with consultants and providers who will help you figure out how to respond to

existing and anticipated demand for EV Charging stations and future-proof your parking areas.

Speakers:

- **Andrew Beach**, Vice President, Community Technology, Mill Creek Residential, *co-moderator*
- **Duncan Cannon**, Building and Technology Automation Manager, Cortland, *co-moderator*
- **Anup Parikh**, Owner, Pangea Charging
- **Gabe Schwartz**, VP, Sales and Marketing, SitelogIQ
- **David Aaronson**, Founder, Refuel Vehicle Solutions (REVS)
- **Michael A. Smith**, Head of Product Deployment & Policy, Xeal Energy
- **Eric Broughton**, Chief Executive Officer, OK2Charge
- **Keith Berger**, Founder & CEO, Oodles Energy

New Rules for Leadership in the New Economy

Digitization of work and a talent shortage are disrupting business strategies. Competition for knowledgeable and skilled workers is intense even with a possible recession looming. And the way talent evaluates job opportunities has completely changed, which is bad news if you're a 2019-style leader. Now more than ever, talent management directly correlates to your company success. From attrition to attraction and retention, this panel of talent and organizational consultants will explore how you and your company need to change, adapt and learn the new rules for leadership in the new economy.

Speakers:

- **Anne Olson**, Chief Operating Officer, Centerspace, *moderator*
- **Priyanka Agarwal**, Director of Public Relations, J. Turner Research
- **Cindy Joseph**, Founder & CEO, The Cee Suite
- **Ellen Klasson**, Managing Director, RCLCO

11:30AM - 6:00PM

2022 OPTECH Expo Open

Noon - 1:30PM

Networking Lunch

12:00 - 3:30PM

OPTECH Express at the Exchange Stage

The lights of the Exchange Stage light up again this afternoon with a series of express presentations about market trends, industry research, and cool community case studies. Pop in to the OPTECH Exchange at any point in the afternoon to hear from NMHC experts, industry partners and peer operators as they share information that is sure to help you with your next challenge or learn about a new program idea for your own cool community.

12:00 -12:15PM:**NMHC @ OPTECH: NMHC Research Notes Presentation on Car-Free Apartments**

We typically measure housing affordability by looking at a household's rent as a share of its income. However, this offers an incomplete picture, as many apartment households are able to save money on transportation costs by living in dense, walkable neighborhoods with easy access to transportation. In his session, Chris Bruen will illustrate which apartment households are most likely to live car-free and how much money this saves them.

Speaker:

- **Chris Bruen**, Senior Director, Research, NMHC

12:30 -12:45PM:**Cool Communities Case Study: UnCommons**

(Brought to you by NMHC and Broadband Communities)

UnCommons is a massive new mixed-use development coming to Las Vegas, comprising business, retail and residential spaces. Hear from the developer and the technology provider on how they wired this WELL-certified community with data, video, and managed Wi-Fi to create a thriving, walkable community devoted to honest dialogue, provocative ideas, and empathetic collaboration. A focus on sustainability, diversity and inclusion, community connections, and health and safety are key features of this exciting new community.

Speakers:

- **Valerie M. Sargent**, Multifamily News Correspondent, Broadband Communities, *moderator*
- **Jim Stuart**, Partner, Matter Real Estate Group
- **Guillermo Rivas**, Vice President, National New Build & Major Accounts, Cox Communications

1:00 – 1:15PM:**NMHC @ OPTECH: Rent Reporting**

Learn about the opportunities and considerations for implementing renter reporting practices that work for both renters and housing operators during this presentation drawn from a new NMHC White Paper: *Renter Payment Reporting: Considerations for Rental Housing Operators*.

Speaker:

- **Jay Harris**, Principal, Harris Crystal Advisors

1:30 – 1:45PM:**NMHC @ OPTECH: EV Charging for Multifamily Housing**

The electric vehicle era is upon us. You should anticipate EV chargers becoming a must-have amenity in the next few years. With EV sales up, there is a race to provide the necessary charging infrastructure and government agencies are providing incentives to make it happen. Hear more from Forth Mobility on the landscape and how you can take advantage of those incentives in this quick session.

Speaker:

- **Whitaker Jamieson**, Program Manager, Forth Mobility

2:00 – 2:15PM:**Cool Communities Case Study: Dominion: Stoneridge Apartments**

(Brought to you by NMHC and Broadband Communities)

Discover how one developer is making broadband a priority in the affordable market. Stoneridge Apartments in Pflugerville, TX is practicing digital inclusion by making the internet accessible through offering free community-wide WiFi, refurbished computers, and internet services for low-income residents in this affordable community. You'll find out how they overcame challenges incurred when connecting fiber to the apartments using the existing coaxial network.

Speakers:

- **Sean Buckley**, Editor, Broadband Communities, *moderator*
- **Brittany Hustad**, Senior Project Manager, Dominion
- **Casey Sorensen**, CEO, PCs for People

2:15 – 2:30PM:**Cool Communities Case Study: Flamingo Crossings Village**

(Brought to you by NMHC and Broadband Communities)

Flamingo Crossings Village is a mixed-use community located just outside the gates of Walt Disney World Resort in Orlando, FL. It offers a variety of amenities to residents and visitors alike. In this case study presentation, hear from the developer and service provider about how they leveraged a managed Wi-Fi network to provide video and internet services to all apartments and common areas, including smart home applications such as access control. The resulting customer experience emulates a visit to the Magic Kingdom.

Speakers:

- **Valerie M. Sargent**, Multifamily News Correspondent, Broadband Communities, *moderator*
- **Bryan Rader**, President & CMO, Pavlov Media, Inc.

2:45 – 3:00PM:**NMHC @ OPTECH: Music & AV Licensing**

While much of the industry has addressed issues surrounding music licensing, a new push by licensing agencies surrounding AV content led NMHC to update its original resources which just addressed music licensing. Hear the latest in this quick session.

Speaker:

- **Julianne Goodfellow**, Vice President, Government Affairs, NMHC

4:00 - 5:00PM**Keynote Speaker: Mel Robbins**

Mel Robbins is a no-nonsense motivational speaker who challenges audiences with strategies to revamp their personal lives and careers. Mel's practical, high-energy message provides tangible results that help people push through the everyday challenges we all face in life, work, and love.

Mel has gained a following for her tough-love approach and honest advice to remove the mental clutter and habits that sabotage our dreams. She spells out these strategies for audiences just as she did in her TEDx sensation, *How to Stop Screwing Yourself Over* – now viewed almost 20 million times on YouTube. She also inspires more than 60 million people a month on her social media platforms.

Her self-published book, *The 5 Second Rule: Transform Your Life, Work, and Confidence with Everyday Courage*, became an international bestseller and was named the #1 audiobook in the world and the fifth most-read book of the year on Amazon.

5:00 - 6:00PM

OPTECH Expo Reception

Thursday, November 3rd

7:45 - 11:00 AM

Registration

8:00 - 9:00AM

Breakfast Social

9:00AM - Noon

OPTECH Exchange

Final day for the OPTECH Exchange and your final chance to schedule meetings at the Brella Networking Tables or catch up with the folks you kept missing on your busy Wednesday. Or just relax and take in a presentation at the Exchange State starting 9AM; however you want to start your day this is the place where you can close out your time at OPTECH and get that last bit of inspiration (or hydration) before you head home!

9:00 - 9:45AM

NMHC Breakfast Briefings

Advocacy & Election Impact on Multifamily: Tech & Telecom Regulation & Policy

Congress and the Administration make decisions each and every day that have the ability impact the way our industry operates and does business. In the tech and telecom space, the impacts can be particularly acute—with decisions affecting how multifamily operators deploys broadband and smart technologies, for example. And as our industry works to deploy cutting edge technology and the best resident experiences, grappling with these regulations present an additional layer of obstacles that must be considered. Join us to hear from NMHC staff and outside experts about the latest out of the FCC and

other agencies, how best to navigate these policies and other considerations for multifamily operators in the tech and telecom space.

Speakers:

- **Kevin Cameron**, Director, Advocacy and Strategic Engagement, NMHC, *moderator*
- **Kevin Donnelly**, Vice President, Government Affairs, Technology & Strategy, NMHC
- **Matt Ames**, Partner, Hubacher, Ames & Taylor

Advocacy & Election Impact on Multifamily: Privacy and Cyber Regulation & Policy

For many years, privacy and cybersecurity regulation has been relegated to the state level—most notably California with the CCPA—yet bipartisan action in Congress and a renewed sense of urgency across the federal government has spurred intense action on these issues with huge stakes for our industry. Data is key to everyday operations for multifamily firms. But with our treatment of data under intense scrutiny from regulators, there's a lot of uncertainty to navigate. This briefing will explore what that means from a multifamily business operations perspective and what you can expect as the legislative and regulatory landscape shifts on Capitol Hill and beyond.

Speakers:

- **Julianne Goodfellow**, Vice President, Government Affairs, NMHC, *moderator*
- **Cindy Chetti**, Senior Vice President, Government Affairs, NMHC
- **Scott Lashway**, Counsel, Manatt, Phelps & Phillips LLP

9:00 - 9:45AM

OPTECH Express at the Exchange Stage

Grab your coffee and your boarding pass and head over for the final installment of our presentations in the OPTECH Exchange. You'll be glad you stuck around for these interesting new ideas on how technology is challenging multifamily leaders to think a bit differently about the 'way things are done'. From a cool community providing new revenue opportunities, for renters and property owners, to investigating what it means to be a property management company in an age of digitization, you'll be impressed by these fresh takes on our business model.

9:00 -9:15AM:

OPTECH Exchange: Flexible Living in Multifamily

While "short-term rentals" have existed for years, the multifamily industry has seen a spike in demand for "flexible living" solutions as the covid pandemic changed the way our residents live, work, and travel. Learn how industry leaders are developing solutions to meet resident demands, how flexible living fits into the market, and how owners and managers can tap into these new revenue streams.

Speaker:

- **Todd Butler**, Vice President, HaaS, Migo, RealPage, Inc.

9:15 -9:30AM:**OPTECH Exchange: Embedding Human Intelligence in Artificial Intelligence**

Speaker:

- **Tama Huang**, Principal, Chief Innovation Officer, CohnReznick

9:30 -9:45AM:**OPTECH Exchange: What is Flow?**

WeWork Founder Adam Neumann is moving into our turf with Flow. If you've ever wondered what Flow is and how it may (or may not) disrupt our industry, this short presentation will get you up to speed.

Speaker:

- **Virginia Love**, Industry Principal, Entrata

10:00 - 11:30AM**OPTECH Town Hall: 2023 Economic and Market Overview**

We haven't really seen anything like what we are experiencing on the economic front before in our history. Talk of a recession while job and income growth are strong, inflation like we haven't seen in decades, rising interest rates, changing housing preferences, and affordability challenges even worse than what we've seen in the past all add up to a confusing economic landscape. Market analysts and economists will help you understand what's going on and what they expect in 2023 so you can start to plan for the challenges and opportunities that may lie ahead.

- *Macroeconomic Overview*
 - **Elizabeth Francisco**, President, Resman, *moderator*
 - **Jeff Adler**, Vice President, Yardi Matrix
 - **Greg Willett**, IPA Research, IPA
- *Markets Panel*
 - **Jay Lybik**, Analytics, CoStar, *moderator*
 - **Alyson Bode**, Strategy, Kettler
 - **Carl Whitaker**, Director, Research & Analytics, RealPage, Inc.

OPTECH Town Hall: Connectivity and Intelligent Building Strategies

While the options for providing your residents with the ideal connectivity and smart home technology have expanded, so has the complexity and confusion about what is the right path. In this 90-minute session of mini-panels, we'll cover the entire connectivity and intelligent building landscape and help get some clarity on the decisions to make now to set yourself and your residents up for success for years to come.

- *Introduction*
 - **Chris Acker**, Vice President, Community Technology, Quarterra, *moderator*

- **Kevin Donnelly**, Vice President, Govt. Affairs, Technology & Strategy, NMHC, *moderator*
- *Provider of Choice vs. Bulk – is this really a choice any longer?*
 - **Jeff Gengler**, Executive Vice President, Technology, Holland Partner Group, *moderator*
 - **Michael Doucette**, Vice President, Sales, Blueport
 - **Dan O’Connell**, Vice President, Consumer Sales, Quantum Fiber
 - **Dan Terheggen**, Chief Executive Officer, Smartaria
- *Access Control – Have the suppliers figured this out?*
 - **Caleb Naugle**, Project Manager, WhiteSpace Building Technology Advisors, *moderator*
 - **Ned Murphy**, Chief Revenue Officer, Dwelo
 - **Mitch Karren**, Executive Vice President, Corporate Development, SmartRent
 - **Cyrus Claffey**, Executive Chairman & Founder, ButterflyMX
- *Seamless Connectivity: 5G, Bulk & Managed Wi-Fi (View from the Top)*
 - **Cris Kimbrough, PhD**, Senior Director, Smart Building Technology, Greystar, *co-moderator*
 - **Scott Casey**, CEO & President, ROVR Score, *co-moderator*
 - **Chris Rothey**, Vice President, Multifamily Product Solutions, Comcast/Xfinity
 - **Ryan Dulaney**, Senior Director, Community Solutions Product & Technology, Spectrum Community Solutions
- *Seamless Connectivity--5G, Bulk & Managed WiFi: (View from the Disruptors)*
 - **Dick Sherwin**, Chief Executive Officer, SpotOn
 - **Don Jensen**, Multifamily & Student, Allbridge
 - **Charlie Walker**, Senior Vice President, Service Delivery, Aerwave
- *Smart Tech Management—Platform & Integrations*
 - **Amy Chien**, Director of Strategic Innovations, BH Management, *moderator*
 - **Mike Branam**, Director of Sales, Multifamily, PointCentral
 - **Steve Fiske**, Chief Product Officer, iApartments
 - **Scce Pike**, Head of Multifamily, ADT Multifamily
 - **Jared Krause**, Chief Product Officer, HomeBase
- *Closing*
 - **Kevin Donnelly**, VP, Govt. Affairs, Technology & Strategy, NMHC, *moderator*

OPTECH Town Hall: The New Rules for Leading and Managing

There’s never been a more complicated time to be a leader. After two years of “rolling with the punches” and making decisions on the fly with imperfect data, we’re approaching something resembling normalcy. But while it may appear familiar and normal, it is a changed landscape for workers and their bosses, and it may be changing again as the pendulum of workplace dynamics continues to swing. Join this 90-minute town hall that will survey the landscape and help you identify the leadership and talent management strategies that will help you and your people succeed in this new environment.

Speakers:

- **Stacy Holden**, Industry Principal, Senior Director, AppFolio, *moderator*
- **Elaine De Lude**, Vice President, LIVEbe Communities
- **Margette Hepfner**, Chief Operating Officer, Lincoln Property Company
- **Dr. Jacinta Jiménez**, Vice President, Coach Innovation; Author, BetterUp
- **Melody King**, VP, Property Operations, BH Management

OPTECH Town Hall: Managing your Data

Let's face it, we haven't done the best job managing our data. And while we were trying to get it all structured into business intelligence, the volume of data expanded, creating new challenges. In this 90-minute town hall, we'll cover the landscape on everything data related. From getting your data clean and consistent to agreeing on KPIs, to making sure your data is safe, if you deal with data in your job, you'll want to join this town hall.

- *Introduction*
 - **Julianne Goodfellow**, Vice President, Government Affairs, NMHC, *moderator*
 - **James Hamrick**, Vice President, Technology, Gables Residential, *moderator*
 - **Brandy Daniel**, Vice President, Business Intelligence, BH Companies, *moderator*
- *Data Challenges: The Big PMS Players*
 - **Shawn Mahoney**, Senior Advisor, RET Ventures, *moderator*
 - **Chase Harrington**, President & Chief Operating Officer, Entrata
 - **Tracy Saffos**, Industry Principal, Asset Optimization, RealPage, Inc.
 - **Michael Tuer**, Vice President & General Manager, Central Region, Yardi Systems, Inc.
 - **Brian Zrimsek**, Industry Principal, MRI
- *Data Challenges: The Tech Companies*
 - **Judith Bellack**, CEO, Judith Lawrence Associates, *moderator*
 - **Tyler Christiansen**, Chief Executive Officer, Funnel
 - **Todd Katler**, Senior Vice President of Strategic Initiatives, Inhabit IQ
 - **Lucas Haldeman**, Chief Executive Officer, SmartRent
- *Data Privacy, Protection, and Integrity*
 - **Julianne Goodfellow**, Vice President, Government Affairs, NMHC, *moderator*
 - **James Hamrick**, Vice President, Technology, Gables Residential
 - **Scott Lashway**, Partner, Manatt, Phelps, & Phillips, LLP
- *NMHC Cyber Resources*
 - **Daria Dudzinski**, Senior Manager, Government Affairs, NMHC
- *Turning Data in to Business Intelligence*
 - **Brandy Daniel**, Vice President, Business Intelligence, BH Companies
 - **Donald Davidoff**, Co-Founder & CEO, Real Estate Business Analytics (REBA)
 - **Elizabeth Braman**, Co-Founder & CEO, Revolution RE
 - **Blerim Zeqiri**, Co-Founder & CEO, Radix
- *ESG Reporting Data Challenges*
 - **Brandy Daniel**, Vice President, Business Intelligence, BH Companies
 - **James Hamrick**, Vice President, Technology, Gables Residential
 - **Mary Nitschke**, Vice President, Sustainability, RealPage
 - **Joe Consolo**, Industry Principal, Yardi Energy

- *Closing*
 - **Julianne Goodfellow**, Vice President, Government Affairs, NMHC, *moderator*

11:30AM

OPTECH Program Ends

Safe travels everyone. See you next year, right back here at the Wynn in Las Vegas on the same exact dates, November 1-3!

Later flight? Feel free to hang out at the OPTECH Exchange until Noon.