



November 14-16, 2016 Hilton Anatole, Dallas, TX
Preliminary Agenda*

Monday, November 14

2:00 - 7:30 PM Registration/Social Lounge/Charging Station

4:00 - 5:30 PM Opening General Session:

The Collaborative Economy: A Transformative Lens, not a Startup Trend

Rachel Botsman is known around the world for her visionary thinking on how the power of collaboration and trust enabled by technologies will change the way we live, work, bank and consume. She defined the theory of 'collaborative consumption' in her first book, *What's Mine is Yours*, and in her TED talks. Botsman studies and teaches how technology is transforming trust between people. She is currently writing a new book on the future of trust.

Keynote Speaker: Rachel Botsman, visiting academic at the University of Oxford, Saïd Business School; her work has been published in *The New York Times*, *the Wall Street Journal*, *Harvard Business Review*, *The Economist*, *Wired*, *NPR* and *Fast Company*.

5:30 - 7:30 PM Exhibit Hall Open
Networking Reception in the Exhibit Hall

Tuesday, November 15

7:15 AM - 7:30 PM Registration/Social Lounge/Charging Station

7:30 - 8:30 AM Networking Continental Breakfast

8:00 - 8:30 AM Breakfast Briefings:

Fair Housing Compliance: Best Practices for Marketing

Marketing professionals today need to have a full understanding of the risk inherent in doing their jobs. From accessible websites, to advertising photos, to how you respond to those who reach out to you based on your marketing efforts, you need to know how to stay compliant with the Fair Housing Act. This session will focus on best practices for marketing teams to remain compliant when deploying websites, campaigns and even on social media platforms.

Speaker: Nadeen Green, Senior Counsel, ForRent Media Solutions

Rising Flood Risk & Changes in Flood Insurance for Apartments

Many apartment companies rely on the National Flood Insurance Program (NFIP) for coverage at some level and layer it with private coverage, which can be cost-prohibitive and scarce in some circumstances. Yet, the private market is increasingly participating in the flood insurance market leading to a host of changes in flood risk management. With reauthorization of the NFIP approaching, this session will provide an overview of the program, including how recent changes are impacting the industry and what apartment communities can do to mitigate their increasing risks.

Speaker: Dan Freudenthal, President & Flood Practice Leader, CRIO

Debt Collection Regulation & Enforcement Actions: What You Need to Know

The industry and its third-party debt servicers have come under increased oversight at both the state and federal levels in recent times. The CFPB is issuing new debt collection regulations that will nationalize how/what/when debt can be collected. Come hear the latest on enforcement, pending regulations and what every owner and manager needs to do to stay compliant with existing and future laws and regulations.

Speaker: Michael Lamm, Managing Partner, Corporate Advisory Solutions

8:45 - 9:45 AM

Concurrent Sessions:



illuminating Insights: New Research Shines Light on the Motivation and Behavior of Prospects and Renters

Hear fascinating new research from two of the multifamily industry's leading researchers, J. Turner Research and Zillow. J. Turner will share insights from a unique new study based on recordings of 250 prospects as they search for an apartment online, and Zillow will report findings from a recent research campaign. This session will take you inside the mind of the prospect, illuminating their motivations and the process they use to get to your property. Guaranteed good takeaways and insights!

Moderator: Tom Geyer, Director of Brand Management, The Bozzuto Group

Speakers: Joseph Batdorf, President, J Turner Research

Mary Kaye O'Brien, Director of Consumer Insights, Zillow Group



Short-Term Rentals Roundtable *(Owners, Developers and Managers Only)*

Short-term rental companies, such as Airbnb, Flipkey and HomeAway have proven popular across the globe both with homeowners and travelers. While this innovation provides intriguing opportunities for residents, owners and managers alike, challenges abound, from restrictive lease provisions, to resident safety concerns, customer screening issues, liability and changing municipal regulations. With one company offering a potential partnership agreement and other "disruptive" innovation showing real popularity and staying power, this interactive roundtable will explore whether there is potentially a win/win/win solution for renters, owners and short-term rental companies.

Facilitator: Margette Hefner, Senior Vice President, Client Services, Lincoln Property Company



Integrated Sustainability: Green Goes Mainstream

The proof of concept for fully integrating environmental stewardship practices into multifamily development and operations has been demonstrated through improved utility performance, increased ancillary revenue and investment returns. Yet, too often, sustainability is still viewed as an "add-on" or a "one-off" rather than integral to all development and operations. With more jurisdictions and financial partners requiring (and sometimes incentivizing!) high-performance building and proven savings and returns, the case for fully integrating sustainability has never been stronger. This expert panel will take on our industry's conventional wisdom and ask if it's past time for green to go mainstream.

Moderator: Peter Zadoretzky, Director of Sustainability, Bozzuto Management Company
Speakers: Matt Bearden, Vice President, Construction, Gables Residential
Abbey Ehman, Senior Associate, Sustainability Task Force, Trammell Crow Company
James Hannah, Vice President, Client Energy Services, Bright Power



Cybersecurity Action Plan: Ten Things to Do Right Now

Cyber-threats to our residents and companies have evolved from protecting PII to protecting company reputations and the very ability to conduct business. In this environment, it's often hard for beleaguered IT leaders to think comprehensively and strategically as they battle daily incoming threats. Hear from multifamily industry technology leaders on the ten things you should do now to keep your company and communities safe. Leave with an action plan that may allow you to finally sleep a little easier at night.

Introduction: Chris Cwalina, Partner, Holland & Knight
Moderator: Keven Sticher, Senior Vice President, Information Technology, Monogram Residential Trust
Speakers: Ryan Byrd, Vice President, Engineering, Entrata
Jeremy Rasmussen, Managing Partner, Abacode
Heather Wilkinson, Vice President, Willis Towers Watson



The Internet of Things: A Smart Home Reality Check

The promise of the IoT and the smart home technology it enables is attractive. The reality is much more complicated. There are a host of unanswered questions: Is the technology finally ready? What about integration with existing systems? And how do you assure that security and privacy concerns are met? With about two years of smart home technology deployment behind us, there are a few best practices and lessons learned out there in the market today. This session will provide both and help answer a few of your remaining questions before you boldly jump into this brave new world.

Moderator: Howard Behr, Vice President, Product Management, RealPage, Inc.
Speakers: Anna Leger, Project Manager, Fairfield Residential
Felicite Moorman, Chief Executive Officer, StratIS
Jim Sinopoli, Managing Principal, Smart Buildings



Legal Strategies & Best Practices for Community Telecom Services

Leading industry attorneys will provide insight and best practices for negotiating and implementing favorable service agreements for your properties. Getting your communications services right has never been more important. But with provider mergers, competitive provider growth, new technologies and more fiber-based services, the market has also never been more complicated. This session will provide guidance on service contracts, marketing arrangements, and provider relationships to help you carry out your portfolio strategy and meet resident expectations.

Moderator: Cheryl Jordan, Senior Director, Strategic Business Services, AvalonBay Communities
Speakers: Ian Davis, Attorney, Davis Craig & Taylor
Art Hubacher, Attorney, Hubacher and Ames

9:45 AM - 1:30 PM

Exhibit Hall Open

9:45 - 10:45 AM

Networking Coffee Break: New!

Need a mid-morning jolt? Come visit the OPTECH baristas and order your favorite morning drink. Explore the Exhibit Hall, grab a chair and catch up with industry colleagues and friends, or take in a Snap Session. It's your free time to do as you please.

9:55 - 10:10 AM

Snap Session: The Evolution of A/B Testing

If content is king, then data is queen. Many marketers still rely on A/B testing to help gain insight into their current programs and make necessary changes to get the results they need. But how do you test multiple

variables while extracting useful and actionable data? In this session, we'll explore the evolution of A/B testing and discuss what it can and cannot do, as well as the basic principles of conversion rate optimization (CRO) and the tools you need to analyze your own digital marketing channels.

Snap Speaker: Nicole Mintiens, Data Analysis and Insights Manager, G5

10:10 - 10:25 AM

Snap Session: Proactive Asset Management: Using Data to Fix It Before It Breaks

Traditional asset management has been a lot about fixing problems: putting out proverbial (and sometimes literal) fires among the buildings in your portfolio. In this session, you'll see how property and asset managers have discovered a new way to manage their portfolios: with proactive, continuous improvements that save them money in the long-term. Instead of putting out fires, they're arming themselves with data and a longer-term vision to choose which improvements to make to which properties (and when), avoiding last-minute repairs and unhappy tenants, ultimately improving NOI and saving time.

Speaker: Daniel Teague, VP Business Development, WegoWise

10:25 - 10:40 AM

Snap Session: Utility Cost Recoup & Reduction Programs

Hear best practices for taking advantage of a growing number of utility cost recoupment and reduction programs. Specific topics will include billing back utilities, in-rent versus bill-back numbers, state and local regulatory considerations, and customer service implications including communication throughout the changeover, lease changes and disclosures, and responding to resident inquiries.

Speakers: Jim Nehl, Board Chairman, Utility Management and Conservation Association
Ben Truehart, Board Member, Utility Management and Conservation Association

10:45AM – Noon

General Session: The Longest 7th Inning in History

For several years now, economists and market analysts have been saying that the multifamily sector is in the 7th inning, making for ONE LONG 7th inning. Are we finally moving into the 8th or 9th? A panel of the multifamily industry's best researchers will crunch the numbers and give you their best predictions about where the multifamily industry is now, where it's going and what it all means for your business. They'll predict which markets are likely to remain hot, and which ones may start to cool, as well as how the 2016 elections may impact our industry.

Moderator: Nicholas Buss, Senior Director of Research, Invesco

Speakers: Jeff Adler, Vice President, Yardi Matrix
Jay Denton, Senior Vice President, Analytics, Axiometrics
Jay Parsons, Vice President, MPF Research at RealPage, Inc.

Noon - 1:30 PM

Networking Lunch in the Exhibit Hall

12:30 - 1:30 PM

Commerce Corner

1:30 - 2:15 PM

Concurrent Sessions:



Room for Debate: Are You a Social Conservative or a Social-ist?

As an industry, we're still unsure of how to best utilize social media. *Social-ists* have made it an integral part of their marketing strategies, while *Social Conservatives* are skeptical of its real value. So, where are you on the social media political spectrum? This lively, interactive debate will explore paid social advertising, content crowdsourcing, social referrals, social listening for reputation management and creating/building customer advocacy through social channels as well as social media staffing strategies. You'll leave with a better sense of the right strategy for your company, as well as how your audience members feel about social media through live audience polling.

Moderator: Esther Bonardi, Senior Director, Marketing Strategy, Yardi Systems, Inc.
Speakers: Sparkle Allen, Vice President, Marketing, First Communities
Mallory Monsma, Marketing Leader, NALS Apartment Homes, LLC
Candace Weaver, Director, Marketing, Bell Partners, Inc.



Turbulent Times: Strategies for Dealing with Catastrophes, Outbreaks, Crime and Terror Threats

Bad stuff happens, and apartment communities are not immune to the happenings. There's an expression that says "you can't control whether it's going to rain, but you can control whether you bring your umbrella." With an increasing array of potential threats, from terror to the Zika virus, to hurricanes and more, this session will help you "bring your umbrella" and be ready for whatever the world throws your way. Hear from experts in risk management, communications and PR on how to proactively limit risks and appropriately respond to incidents when they happen, and how to protect yourself with appropriate insurance.

Moderator: Scott Bolton, Director, Business Development & Network Relations, Aon Risk Solutions
Speakers: Peggy Hale, Director of Marketing and Training, Maxx Properties
Kevin Thompson, Senior Vice President, Marketing, Bell Partners, Inc.



Sustainability Professionals Roundtable

Join this facilitated group discussion on the sustainability challenges facing the industry and hear a few best practices from your colleagues for solving them. From the latest in energy efficiency products and regulations to 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: Wes Winterstein, Vice President, Bell Partners, Inc.



Tech and Telecom at the Table: Changing Roles and Responsibilities

The role of the IT department has changed dramatically over the last few years as has the importance of telecom—in our communities and at the enterprise level. But have our organizations adapted to this changing reality, or do we still view tech and telecom from a 20th century perspective? This session will address how changing tech expectations are impacting strategic planning and ask if it's time to rethink the roles of our tech and telecom staff to better reflect their importance to realizing a business's strategic goals and creating successful communities.

Moderator: Doug Pearce, Senior Vice President, Technology, Waterton Residential
Speakers: Justin Alanis, Co-founder and CEO, Rentlytics
Kyle Fankhauser, Vice President, Technology & Systems, U.S. Residential Group
Andrea Humanic, Assistant Director, VG Preferred, Village Green



Making the Connection: A Conversation with Communications Service Providers

The world of telecom has always been constantly evolving, but the pace has quickened along with technology advances, changing consumer preferences and new market players. Providers have kept up, responding with faster speeds, new products and services that better match evolving consumer demands and new business models. Come and hear what communications service providers are offering today, what's up next and what it all means for our residents and our communities.

Moderator: Steve Lefkovits, Principal, RealtyCom Partners
Speakers: Chris Curtin, National Sales Director, Verizon
Eric Small, Vice President, Commercial and MDU Solutions, AT&T
Dave Spence, Director of National Accounts, Xfinity Communities
Joe Varello, Vice President, Spectrum Community Solutions, Charter Spectrum
Doug Woods, Vice President, Corporate Development, Wave Broadband



Package Delivery Solutions Roundtable (*Owners, Developers and Managers Only*)

With the success and growth of online shopping and e-commerce, an ever-increasing volume of packages are being delivered to our communities. The convenience this trend provides to residents almost assures exponential growth in packages (including their size!) for the foreseeable future. How do we adapt to this new reality? This facilitated roundtable will provide a forum to discuss lessons learned and best practices for package delivery management. From lockers to package rooms, to tracking software, to just saying “no” there are several solutions being tested, but the right solution may depend on the property and the market. Join the discussion and hear what your peers have learned as they attempt to get ahead of this trend.

Facilitator: Alexandra Jackiw, President, Milhaus Management

2:15 – 2:30 PM

Break

2:30 - 3:30 PM

Concurrent Sessions:



Your Ideal Renter: Using Segmentation Data to Find, Get and Keep Them

Do you fully understand your renter demographic by location? Asset type? Unit type? More importantly, how do you determine and draw your ideal renter psychographic profile with this micro-data? Drawing on the largest lease-transaction database for insights, this interactive discussion with a premier industry economist, a marketing guru, and an operations executive will explore how to identify your ideal renters and benefit from current market trends. You'll learn how to apply renter segmentation data to enhance prospect engagement (e.g., online property staging), and operations efficiency. This is definitely a “can't miss” session.

Moderator: Greg Willett, Chief Economist, RealPage

Speakers: Brad Cribbins, Chief Operating Officer/Vice President, Alliance Residential
Jennifer Staciokas, Senior Vice President, Marketing & Training, Pinnacle



Cars and Parking: Forget Everything You Thought You Knew

Autonomous self-driving cars, fully electric cars, on-site car chargers, an explosion of car-sharing services, mixed use parking garages, adult residents without driver's licenses, expanded on-demand deliveries, and disruptive new parking technology are all set to revolutionize how we think about cars and parking in our communities. This fascinating forward-looking session will highlight both the challenges of building and managing parking systems in this changing environment as well as opportunities to capitalize on these trends to better serve your residents and create new ancillary income opportunities.

Moderator: Rick Haughey, Vice President, Industry Technology Initiatives, NMHC

Speakers: Alex Enchin, CEO, WhereiPark
Dan Grossman, COO, Maven
Sacha Rosen, Principal, R2L Architects



Easy Money: Smart Strategies for Cutting Energy and Water Costs

In the past decade, energy costs in multifamily properties have spiked. Collectively, the industry spends more than \$22 billion on energy, and costs are projected to rise. The U.S. Environmental Protection Agency's (EPA) ENERGY STAR® program estimates that multifamily properties could reduce total energy use by 30% using cost-effective methods. Hear from the EPA, a leading multifamily energy and utility management company leader and an executive from the Blackstone Group on best practices for implementing successful strategies for reducing energy and water consumption, increasing net operating income, marketability, and asset value of Class “A” multifamily and mixed-use communities.

Moderator: Deb Cloutier, Principal & COO, JDM Associates

Speakers: Don Anderson, Chief Sustainability Officer, Blackstone
Michael Miller, President and CEO, AUM

Michael Zatz, Manager, U.S. Environmental Protection Agency's ENERGY STAR® Commercial Buildings Program



Scalable BI

BIG data and BI may seem overwhelming to companies without really BIG portfolios (not to mention pockets). The truth is that BI is scalable, and a full implementation is not required to reap many of the rewards. This team of leading industry experts will share scalable opportunities to introduce BI within your organization. The group will also discuss revelations from their own BI implementation and share best practices related to getting started, relevant metrics, getting buy in, achieving adoption and more.

Moderator: James Davis, CEO, InfoTycoon

Speakers: Scott Machado, Director of Information Technology, Sequoia Equities
Scott Moore, Executive Vice President, Strategy & Innovation, Cortland Partners
Scott Pechersky, Vice President, Technology, Alliance Residential



Telecommunications Professionals Roundtable *(Owners, Developers & Managers Only)*

Join your peers for a facilitated discussion on the greatest challenges they face navigating the ever-changing world of telecom. It's sure to be a lively and informative discussion among the professionals who are navigating this increasingly complex landscape. You're sure to get valuable insights and instant takeaways that you can implement as soon as you get back to the office.

Facilitator: Karen Seemann, Senior Director, Procurement and Ancillary Income, Essex Property Trust

3:30 - 4:00 PM

Break

4:00 - 5:30 PM

General Session: NMHC Launch Pad

Back for its fifth year, THE multifamily startup technology competition will highlight the latest new and innovative technology sure to revolutionize the way we do business. The four finalists will give the pitch of their lives to our expert panel, who will grill them on their product. The 2016 OPTECH audience will be the ultimate judge, deciding the winner by a live vote. You'll also hear an update from the 2015 Launch Pad winner, Updater, on how Launch Pad helped them launch.

Moderator: Douglas M. Bibby, President, NMHC

Expert Panel: Tom Bumpass, Executive Director, Property Management Support Services, Greystar
Rick Graf, President and CEO, Pinnacle
Karen Hollinger, Vice President, Corporate Initiatives, AvalonBay Communities
Stephanie Williams, President, Bozzuto Management

5:30 – 7:30 PM

Exhibit Hall Open

5:30 – 7:30 PM

Networking Reception in the Exhibit Hall

5:45 – 6:45 PM

Snap Sessions: Powered by Pecha Kucha! *New!*

How I Imagine the Apartment of the Future...

New for 2016! Using the globally recognized storytelling platform PechaKucha 20x20–20 images, each for 20 seconds–these fast paced, free-wheeling, engaging snap sessions will take the long view with your industry colleagues thinking about what's next for multifamily and how we can "disrupt" ourselves before someone else does it for us. Pop in for one or listen to them all; they're sure to get your mind thinking about the apartment of the future and what we could be doing now to get ready for it.

Speakers: Elena Aischuler, Director, Real Estate Strategy, View Inc.
Tamela Coval, Executive Strategist, CORT

Lindsay Hyde, Co-Founder & CEO, Baroo
Shawn Mahoney, Senior Vice President, CIO, Windsor Communities
Jamie Matusek, Vice President, Catalyst
Terry Mitchell, President, Momark Development

Wednesday, November 16

7:15 AM – 3:00 PM **Registration/Social Lounge/Charging Station**

7:30 AM – 3:30 PM **Luggage Storage**

7:30 – 8:30 AM **Networking Continental Breakfast**

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

Cybersecurity: Rules of the Road for Navigating Third-Party Contracts

Third-party suppliers often have access to a multifamily firm's sensitive data and systems. If a supplier is breached—even if the supplier is at fault—the company with which the supplier is contracted is generally held responsible, at least in the public's eye, and is at risk for monetary, brand or reputational damage. Come learn how contracts should be drafted so that the responsible party retains liability for incidents where they are culpable and why it is important that responsibility in this arena expands outside of your legal and IT departments.

Speaker: Chris Cwalina, Partner, Holland & Knight

Fair Housing Compliance: Best Practices for Resident Screening and Criminal Convictions

Highlighting findings from NMHC's recent white paper of best practices for staying compliant with resident screening for past criminal convictions, this session will focus on how property managers are addressing internal policies and procedures for resident screening practices in relation to HUD's new guidance.

Speaker: Jay Harris, Principal, Harris Crystal Advisors

Music Licensing

For several years, apartment owners and managers have been seeking clarity on what is and what is not permitted regarding using music on their properties. Music licensing companies have reached out to some owners and managers demanding royalties for the use of music in common areas, fitness centers and lobbies. What should you do? The answer isn't simple. An attorney with expertise in intellectual property will provide an overview as well as best practices for navigating this topic.

Speaker: Jeff Tinker, Shareholder, Winstead

8:30 - 8:45 AM **Break**

8:45 - 9:45 AM **General Session: Fit for the Future: Creating Adaptable, Innovative and Inspiring Organizations**

The big question leaders face today is: Are you changing as fast as the world is changing? If your answer is "No, not really," you're not alone. The "modern" organization was designed over a century ago to control processes, people and deviation from the norm. How can entrenched organizations change their DNA? Polly's mind-flipping insights show audiences how to evolve their management model – the most powerful source of competitive advantage – and build an organization that is endlessly adaptable, relentlessly inventive, and genuinely inspiring.

Speaker: Polly LaBarre, Author of *Mavericks at Work: Why the Most Original Minds in Business Win*, the product of a far-ranging, multi-year exploration of business at its best. A Founding member of *Fast Company* magazine and Director of Management Lab and Co-founder, MIX (Management Innovation eXchange), Polly's work is dedicated to pioneering open innovation and reinventing management for the 21st Century.

9:45 - 10:00 AM

Break

10:00 - 11:00 AM

Concurrent Sessions:



Seamless Success: How to Truly Integrate Pricing and Marketing

Marketing and pricing strategies need to work together, but true integration is often elusive. Systems like revenue management, Internet Listing Services, rent syndication and lead management, along with marketing processes like advertising, social media and promotions, are designed to work together. When pricing and marketing have regular, frank discussions on how pricing impacts demand streams and how demand curves will influence future pricing at the property level, higher returns are the result. In this session, industry leaders will share their challenges, strategies and practices for ensuring revenue management and demand generation work together seamlessly.

Moderator: Ray Barrows, Senior Vice President, Community Management, Irvine Company
Speakers: Stephanie Fuhrman, Managing Director, Technology Services, Greystar
Jason Whittington, Vice President, Business Solutions, Gene B. Glick Co
Catherine Swaback, Director of Marketing Strategy, Alliance Residential



The Better Buildings Challenge: Initial Success Stories

The Better Buildings Challenge (BBC) is a voluntary program for industry leaders to partner with the U.S. Department of Energy and HUD to reduce energy use intensity by 20% within 10 years across their portfolio. In this session, BBC partners will share how they have utilized organizational strategies and advanced technologies to reduce operating expenses in common areas and resident units. From design innovations to mobilizing residents, you'll get valuable takeaways from industry leaders.

Moderator: Cindy Zhu, Fellow, Building Technologies Office, U.S. Department of Energy
Speakers: Joyce Mihalik, Vice President, Design Services, Forest City Realty Trust
Tabitha Scott, Senior Vice President, Innovation, Balfour Beatty Communities



The New Economy: Changing the Way We Manage and Design our Communities

Our residents are choosing a convenient lifestyle enabled by the on-demand and collaborative economy. They save time and money by having a growing assortment of consumer goods delivered, often on the same day. And they also avoid purchasing items that they can easily borrow or rent online, sometimes even generating additional income. But what does it all mean for how our communities operate or how they are designed? The impacts could be significant, with implications for new services and new community infrastructure---drone landing pads anyone? Join this expert panel as they explore how the new economy will change our communities.

Moderator: Chris Moreno, Vice President, National Multifamily Partnerships, Luxer One
Speakers: Tommaso Deserti, Head of RNC and OEM, Nest Labs, Inc.
Mark Humphreys, CEO, Humphreys & Partners Architects, L.P.
Brian Koles, Tenant Experiences Director, Property Markets Group
Stephanie Williams, President, Bozzuto Management Company



Email Is So 20th Century: Empowering Teams with New Communication Technology

With the sheer volume of emails exploding, the resulting deluge has become the bane of our modern existence, causing many to work in a state of perpetual stress, with little time for creative or strategic thinking. Some have questioned whether there's a better way to work and collaborate. Enter new collaborative communication technology tools, like Slack, Yammer, Chatter, Google Hangouts, Trello and more. Hear from early adopters about how they have used these tools to better facilitate internal collaboration, teamwork and project management. This session will delve in to which tools work best in which situations, how you incentivize acceptance, as well as how you integrate the tools with existing business systems. So take a break from your emails for an hour and learn how new technology may be able to help you work and collaborate more efficiently.

Moderator: Donald Davidoff, President, D2 Demand Solutions, Inc.
Speakers: Stacy Bouchard, Marketing Manager, Imagine Business Development
Steve Saylor, Regional Vice President, Lincoln Property Company
Mike Whaling, President, 30 Lines



Tech and Telecom in Student Housing: Lessons for Multifamily

Student housing is often ahead of traditional apartments around technology and telecom. With an almost universal demographic of tech-savvy millennials, the expectations of their residents are high. So to be competitive, student housing has been a tech and telecom pioneer. Join this panel of student housing tech leaders as they share their lessons learned and best practices for keeping up with their residents demands. From providing the fastest internet possible to addressing growing cyber-threats; to integrating all the technology and using multiple social media platforms, student housing leaders have dealt with it all.

Moderator: Karen Hollinger, Vice President, Corporate Initiatives, AvalonBay Communities
Speakers: Scott Casey, Chief Technology Officer, Education Realty Trust
Joe Hardiman, Vice President, Technology, Peak Campus Management
Jerry Wojenski, Chief Operating Officer, NDG Student Living



Marketing Professionals Roundtable (Owners, Developers and Managers Only)

Join your peers for a facilitated discussion of the greatest challenges they are facing and best practices for solving them. Bring your topic and hear how other marketing leaders are dealing with the same challenge. You'll leave with valuable insights and instant takeaways that you can implement as soon as you get back to the office.

Facilitators: Sara Graham, Director of Marketing, The Dolben Company
Virginia Love, Vice President, Leasing and Marketing, Waterton

11:00 - 11:15 AM

Break

11:15 AM - 12:15 PM

Concurrent Sessions:



The Art and Science of Marketing Automation

Marketing automation is all the rage in the retail sector, providing opportunities for better customer targeting and tracking, as well as gathering valuable data on their online behavior. Companies like HubSpot, Marketo and Pardot are generating proven increased revenue and sales results. In this session, you'll hear initial lessons learned from multifamily marketing experts who are pioneering marketing automation at their companies. You'll learn not only the science of how it works but also the art of making sense of the information you gather through the process.

Moderator: Beth Tuttle, National Vice President of Marketing, Lennar Multifamily Living
Speakers: Jennifer Anderson, Digital Marketing Manager, RentPath



Corporate Culture: The Key to Getting and Keeping Top Talent

Company culture is more important than ever, but it's quickly proving to be a "must have" rather than a "nice to have" in attracting and retaining the best and brightest talent. But what are the components of a successful corporate culture and what factors can make it toxic? Is there an ROI for this "soft topic" or is it too intangible to measure and track? Is diversity and transparency in leadership that important? Do employee ratings and reviews matter, do we respond to negativity? Hear from leaders with companies that are ranked and regarded as the "best places to work." They'll share a fresh perspective on why corporate culture is the DNA of their organization. Bring your questions, leave with answers and enjoy what's sure to be a fascinating Q&A discussion that will raise your corporate culture IQ.

Moderator: Elaine Williams, Owner & President, Elaine Williams Consulting Services, LLC
Speakers: Laurie Baker, Senior Vice President, Fund & Asset Management, Camden Property Trust
Dan Spaulding, Vice President of Culture, Zillow
Cristina Sullivan, Chief Operating Officer, Gables Residential
Lauren Wesley, Enterprise Account Executive, Glassdoor



Coming Soon to a Code Near You: Net Zero Buildings and Passive House Design

Brace yourself, Net Zero Buildings (the energy used is equal to or less than the energy created on site) and Passive House design (ultra-low energy buildings) are being constructed in multifamily housing. This type of construction is being integrated into building codes in various states, and Net Zero Buildings have been built in student housing, affordable housing and even conventional market rate apartments. This session will explore what you should be considering about these trends and what you can learn from this construction type as well as how to apply the techniques to your existing buildings.

Moderator: Mary Nitschke, Director of Ancillary Services, Prometheus Real Estate Group
Speakers: Lori Hanson, Manager, Operations, Greystar
Rachel Kuykendall, Senior Program Manager, Association for Energy Affordability
Robert O. Schock, Senior Vice President, Yarco Company, Inc.



The Transformational CIO

Technology is no longer a siloed department; it's woven into the fabric of our business—impacting finance decisions, marketing opportunities, human resource strategies and more. How are multifamily CIOs leveraging technology to manage change and create unified, high performance organizations? This panel of leaders from multifamily and other industries will discuss how to capitalize on technology and use it to drive results company-wide. They will also share unique perspectives on staying on top of rapidly changing technology, championing adoption within the organization and where they see technology headed in the coming years.

Moderator: Kevin George, President and Chief Operating Officer, InfoTycoon
Speakers: Ty Brewer, Managing Director and Chief Information Officer, Greystar
Jeff Callan, Chief Information Officer, Morgan Properties
Wallace Doolin, Chairman & Founder of TDn2K
Jane Marie Dunigan, Chief Information Officer, Avendra



Untangling Telecom: Strategies for Navigating a Complex and Changing Landscape

Managing communications services for apartment communities has always been a complicated affair. Now with more providers joining the fray, new technology marching ahead and residents naming broadband as their most desired amenity, getting it right is more important—but more challenging—than ever. Expert speakers will help you untangle best practices for provider relationships, infrastructure design, and navigating ownership and use of wiring to meet resident expectations and company goals.

Moderator: Chris Acker, Director, Community Technology Services, Lennar Multifamily Communities

Speakers: Kathleen Austin, Assistant Vice President, Equity Residential
Greg McDonald, Director of Telecom Support, Greystar
Steve Sadler, Director, Resident Technology Services, Real Page



Technology Professionals Roundtables (*Owners, Developers and Managers Only*)

Come to the technology roundtables, and pick a discussion table, done with that topic? Move on to another table or stay put if the discussion is rolling. Discussion topic tables will include cybersecurity and more. You'll leave with valuable insights and instant takeaways that you can implement as soon as you get back to the office.

12:15 – 1:45PM

**Exhibit Hall Open
Networking Lunch in the Exhibit Hall**

12:30 - 1:30 PM

Commerce Corner

12:30 - 12:45 PM

Snap Session: Branding Buildings: Inside and Out

How do you brand a building with unique personality that appeals to a predetermined target audience while still maintaining the larger company brand? A leading branding expert will run through case studies of branding residential properties both inside and out, from the property name to its amenities program. They'll share the creative process they use and will share insights for creating a brand that hits the mark.

Speakers: Krista Bourque, Creative Director, Branding Iron @ Stantec
Jenya Guillemin, Senior Art Director, Branding Iron @ Stantec

12:45 - 1:00 PM

Snap Session: Streamlining Procurement and Capturing Convergence

Truly understanding the make-up of your supply chain and staying on top of opportunities to remove operating costs is critical. Yet, most management companies don't have the time or dedicated resources they need to manage all aspects of their purchasing operations efficiently. This session will provide you with an understanding of the technology, tools and know-how you need to streamline your procurement operations and dramatically enhance your bottom-line.

Speaker: Andy Haynes, Strategic Growth Director, Avendra

1:00 – 1:15PM

Snap Session: Smart Lighting: The Future of IT and Light Fixture Integration

Integration of our lighting systems with our IT systems is an emerging reality. Imagine sensors used in lighting deployment providing new sources of information and control that we can now only imagine. This session will take you on a journey into the very near future and will make you rethink the potential of that simple light bulb glowing over your head.

Speaker: Matt Sallee, Director Strategic Marketing, Terralux

1:45 – 3:00 PM

General Session: The New Hip-sters: Planning Now for an Older Demographic

NMHC research shows that aging boomers will represent a larger share of growth in the apartment market as millennials begin to marry, have children and buy homes. Demographic studies and historical patterns point to the 55+ cohort downsizing and choosing a more convenient lifestyle. After catering to millennials for some time, are we capable of giving these new renters what they need? How do their needs differ from the millennials? This session will explore how to appeal to a cohort that could become more important than the much-prized millennials.

Moderator: Helen Foster, Principal, Foster Strategy, LLC
Speakers: Manny Gonzalez, Managing Principal, KTG
Tim Hermeling, Executive Vice President, Marketing, Cortland Partners
Cristina Sullivan, Chief Operating Officer, Gables Residential

3:00 PM

Conference Adjourns. See You Next Year on October 25-27 in Las Vegas!