

2016 NMHC Student Housing Conference & Exposition

September 28-30 · New Orleans Marriott · 555 Canal Street, New Orleans, LA

Preliminary Agenda

(as of 9/22/2016; subject to change)

Wednesday, September 28

10:00 AM-7:00 PM **Registration**

Noon-1:30 PM **NMHC Student Housing Council Meeting (NMHC Members Only)**

- Introduction: Randy Churchey, Chairman & CEO, EdR
- Legislative/Regulatory Update: **Matthew Berger, Dave Borsos, Betsy Feigin Befus & Kevin Donnelly**, NMHC
- PAC & Political Update: **Cindy Chetti**, NMHC
- GSE Update: **Kelli Carhart**, Managing Director, Production & Sales, Central Region, Freddie Mac; **Bill Iacobucci**, Fannie Mae
- Market Update: **Andrew Nelson**, Chief Economist, Colliers International

2:00-2:15 PM **Opening Remarks**

Speaker: **Doug Bibby**, President, NMHC

2:15-3:15 PM **Keeping Count: The Public Company Perspective**

CEOs of America's leading student housing REITs will hold a fireside chat on where they see the industry heading and the challenges they face as public companies. Come learn how they balance shareholder demands with their long-term visions.

Moderator: **Bob Clark**, Chief Executive Officer, Peak Campus

Speakers: **Bill Bayless**, President & Chief Executive Officer, American Campus Communities; **Randy Churchey**, Chairman and Chief Executive Officer, EdR

3:15-4:00 PM **How Big Was That Deal?**

In the past twelve months, the student housing sector has seen two **mega** transactions. Come hear how Harrison Street closed its \$1.9 billion acquisition of Campus Crest's assets and how The Scion Group spearheaded a \$1.4 billion joint-venture to acquire University House Communities Group.

Moderator: **Paula Poskon**

Speakers: **Rob Bronstein**, President, The Scion Group LLC; **Christopher Merrill**, Co-Founder, President & CEO, Harrison Street Real Estate Capital LLC

4:00-4:15 PM **Networking Break**

4:15-5:30 PM **Keynote Speaker: Ross Shafer**, Author, Entrepreneur & Six-Time Emmy Award Winning Comedian, Writer and TV Host

5:30-7:00 PM **Networking Reception in the Exhibit Hall**

Thursday, September 29

7:45 AM-7:00 PM **Registration**

8:00-9:00 AM **Networking Breakfast**

8:00-9:00 AM **Student Housing Emerging Leaders Breakfast**
(Open to Anyone Under 40)

Are you under 40 and have your sights set on the C-Suite? Join us for a special introduction to NMHC's Emerging Leaders program. Learn how you can leverage the program to accelerate your career, and join in a moderated discussion by Bob Clark, Chief Executive Officer, Peak Campus with Jared Schenk, Principal, Schenk Realty Group, LLC.

Moderator: **Bob Clark**, Chief Executive Officer, Peak Campus

Speaker: **Jared Schenk**, Principal, Schenk Realty Group, LLC

9:00-10:00 AM **Industry Leaders: Business is Great but Where Are We Headed?**

The Student Housing market continues to outperform other real estate sectors, but, while the market is hot and the deals are closing, are there any forewarning signs about tomorrow's student housing market? Get an in-depth look at financing, alternative product types, enrollment trends, potential market opportunities and what to expect in the years to come from a panel of leading industry executives.

Moderator: **Peter Katz**, Executive Director, IPA Student Housing Group

Speakers: **David Adelman**, President & Chief Executive Officer, Campus Apartments; **Nathan Collier**, Principal & Chairman, The Collier Companies; **Donna Preiss**, Founder & Chief Executive Officer, The Preiss Company; **J. Wesley Rogers**, President & Chief Executive Officer, Landmark Properties; **Paul Sorensen**, Chief Operating Officer, Blue Vista Capital Management

10:00-10:15 AM Networking Break

10:15-11:15 AM Keeping COOs Up at Night: Pitfalls and Perils at Student Housing Properties

Operating a student housing property is challenging and fraught with risks that go far beyond being able to lease beds and generate income. Not only must companies ensure that student housing properties are safe and secure, but they must also comply with laws and regulations pertaining to drugs, fair housing, and companion animals. Hear from the industry's leading chief operating officers about how they guide their companies to mitigate property risks and sustain a high-standard quality of life for residents.

Moderator: **Miles H. Orth**, Executive Vice President & Chief Operating Officer, Campus Apartments

Speakers: **Julie Bonnin**, Chief Operating Officer, Asset Campus Housing; **Scott Duckett**, Chief Operating Officer, Campus Advantage; **Christine D. Richards**, Chief Operating Officer & Executive Vice President, EdR; **Mitchell Smith**, Senior Vice President & Chief Operating Officer, The Scion Group LLC

11:15 AM-Noon Design & Development: What Today's Student Is Looking for and How We're Building It

The change of pace in design is breathtaking as developers race to keep each new development attractive to new students. Architects are at the forefront of this ever changing landscape and are relied upon to drive this evolution, so what is the latest? You may have thought you knew the latest but come be surprised at what you will see from our panel of leading architects.

Moderator: **Rodney King**, Developer, EdR

Speakers: **Jack Boarman**, Partner, BKV Group; **Greg Faulkner**, President, Humphreys & Partners Architects, L.P.

Noon-1:30 PM Networking Lunch in the Exhibit Hall

1:30-2:30 PM

P3: The Challenges of Competing for On-Campus Housing Opportunities

On-campus development traditionally has been limited to a handful of student housing developers, but are there opportunities in smaller and non-traditional campus settings? Our panel of experts will provide insight on how and where they develop and where they see transaction potential in education-anchored communities across the nation.

Moderator: **Jim Tucker**, President, Higher Education Development Advisors

Speakers: **Bob Shepko**, Division President, Balfour Beatty Campus Solutions; **Jason Taylor**, Senior Vice President, Advisory Services, The Scion Group LLC; **Jamie Wilhelm**, Executive Vice President Public-Private Partnerships, American Campus Communities

2:30-2:45 PM

Networking Break

2:45-3:45 PM

Concurrent Sessions:

- **Investing and Raising Money for CRE: Why Choose Student Housing?**

CRE investors have many choices to deploy their money so, why choose student housing? How do the risk adjusted returns compare with other CRE opportunities? In this session, investors and developers will offer their views on what motivates them to invest their capital in student housing projects and how to secure investor interest in a competitive market.

Moderator: **Ryan Lang**, Executive Managing Director, ARA, A Newmark Company

Speakers: **Tim Bradley**, Principal & Founder, TSB Capital Advisors; **Brian Eby**, Senior Director, Transactions & Financing, TIAA-CREF; **Janice Lin**, Director, Real Estate Investments, Canada Pension Plan Investment Board; **John Preiss**, Chief Investment Officer, The Preiss Company

- **Marketing Strategies and Living Up to Generation Z's Expectations**

The students representing Generation Z are so technology driven it is a challenge to stay ahead of the game in marketing to this generation. With this changing student environment, how can student housing providers

stay ahead and spend their marketing budgets most efficiently? Our panel of experts will discuss how to most effectively deploy and utilize technology-based strategies to attract and retain student residents.

Moderator: **Jack Biehunko**, Director, Client Services, Greystar Student Living

Speakers: **Laura Shaikh**, Director, Client Services, Standing Dog Interactive; **James Whitley**, Vice President and Chief Operating Officer, Landmark Properties, Inc.; **Scott Wilson**, Account Executive, Jonah Systems

3:45-4:00 PM **Networking Break**

4:00-5:30 PM **NMHC Student Housing DealTank**

Back by popular demand, hear real student housing developers pitch their deals to a panel of industry experts! Judges will provide objective feedback, with the goal of helping execute the project. Votes will determine the best pitch. This will be an entertaining session that you won't want to miss!

Moderators: **Steve Helfrich**, Vice President, Business Development, CampusWorks; **Dorothy Jackman**, Managing Director, Colliers International

Judges: **Brian Dinerstein**, President, The Dinerstein Companies; **Justin Gronlie**, Vice President, Harrison Street Real Estate Capital; **Kris Kelley**, Senior Vice President, American Campus Communities; **Andrew Stark**, Chief Operating Officer, Campus Evolution; **Tom Trubiana**, President, EdR

5:30-7:00 PM **Networking Reception in the Exhibit Hall**

Friday, September 30

7:45-11:30 AM **Registration**

8:00-9:00- AM **Networking Breakfast**

9:00-10:00 AM **Buying and Selling: Where are the Opportunities and Why?**

Transaction volumes hit record levels in the first quarter of 2016 highlighting the appeal of student housing. With more capital directed at student housing it is a great time to be seller but what about a buyer? Can investors get the returns they expect? Gain insight into the acquisition market from our experts.

Moderator: **Kevin Larimer**, Managing Director - Student Housing, Berkadia

Speakers: **Ben Mohns**, Senior Vice President, Harrison Street Real Estate; **Patrick McBride**, Managing Partner, Coastal Ridge Real Estate Partners; **Brian Minnehan**, Vice President, Blue Vista Capital Management; **Adam Stein**, Managing Partner, M&A Real Estate Partners

10:00-10:45 AM

Over the Ocean- What is the Appetite for International Student Housing?

The student housing market in the United States is setting records but what is the view of the international student housing market? What countries hold opportunities, and are they similar to the US or dramatically different? Our panel is logging lots of miles in the air pursuing these opportunities and will provide insight in to these markets.

Moderator: **Kenny Emson**, Senior Vice President, Finance and Administration, NMHC

Speaker: **Mark Hafner**, Senior Managing Director, Investments, Greystar; **Stephen Mitchell**, Executive Vice President, Asset Campus Housing

10:45-11:30 AM

Deciphering Data: Tips to Estimate Student and Investor Demand

Leading research experts will share insights on the wealth of demographic, demand, and transaction data available about student housing. With all this data how do you utilize it to capitalize on opportunities? Find out what indicators you should look for to track student and investor demand and how to find future opportunities.

Moderator: **Adam Byrley**, Executive Vice President of Property Management, The Preiss Company

Speakers: **Taylor Gunn**, Student Housing Analytics Lead, Axiometrics; **Jeanette Rice**, Americas Head Investment Research, CBRE

11:30 AM

Conference Adjourns