

## Wednesday, October 3, 2018

10:30 AM – 6:00 PM

### Registration

*Location: Grand Ballroom Foyer South*

12:00 – 1:15 PM

### NMHC Student Housing Council and Emerging Leaders Luncheon

*(Open to all under-40 NMHC members, regardless of conference registration.)*

*Location: Mariners*

1:15 – 1:30 PM

### Networking Break

1:30 – 2:15 PM

### Concurrent Sessions:



### Getting Debt Right

*Location: Vista Ballroom*

Over the last decade, in a low interest-rate market, lenders have developed a variety of loan options targeted towards the student housing market. Where banks turned cautious, alternative lenders stepped in and kept projects afloat. This session will address current market volatility and rising interest rates concerns, answering the big question: What is the current state of the student housing debt market?

**Moderator:** **Jason Schwartz**, Principal, Blue Vista Capital Management, LLC

**Speakers:** **Will Baker**, Managing Director, Walker Dunlop  
**Peter Benedetto**, Senior Managing Director, Berkadia  
**John Manginelli**, Senior Vice President, Eastern Regional Manager, KeyBank Real Estate Capital



### Good Help is Hard to Find

*Location: Fountain Room*

As the labor market tightens, recruiting and retaining personnel starting at your properties and up to the corporate office will become increasingly challenging. In this session, speakers will share strategies and best practices on how to best



support onsite teams, leverage technology to streamline operations, what organizational structures make sense, facilitate career paths at all levels and incentivize team members for exceptional performance.

**Moderator:** **Adam Byrley**, Chief Operating Officer, The Preiss Company

**Speakers:** **Jennifer Cassidy**, Executive Vice President, Co-COO, Campus Advantage

**Jennifer Hill**, Chief People Officer & General Counsel, Peak Campus

**Mitchell Smith**, Chief Operating Officer, The Scion Group

2:15 – 2:30 PM

**Networking Break**

2:30 – 4:30 PM

**General Sessions:**

*Location: Huntington Ballroom*

2:30 – 3:30 PM



**Executive Insights**

The Student Housing market continues to outperform other real estate sectors while attracting capital from myriad sources both domestic and foreign. Is today's robust market sustainable or are there warning signs ahead? What does the deal pipeline tell us about the future? 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.

**Welcome and Moderator:**

**Doug Bibby**, President, NMHC

**Speakers:**

**Bill Bayless**, Chief Executive Officer, American Campus Communities

**Randy Churchey**, Greystar (Formerly EdR)

**Bob Clark**, CEO, Peak Campus

**Brian Dinerstein**, President, The Dinerstein Companies

**Peter Katz**, Executive Director, Student Housing, Institutional Property Advisors (IPA)

**J. Wesley Rogers**, President and CEO, Landmark

3:30 – 4:30 PM



**Fireside Chat with Amy Trask, Former CEO of the Oakland Raiders & NFL Analyst**

Amy Trask has had many titles during her career: chief executive, analyst, and author. The former CEO of the Oakland Raiders, and current football analyst for CBS Sports Network, now serves as Chairman of the Board of Ice Cube's BIG3. During her time with the Raiders, Trask was the highest-ranking female executive in the NFL. She spent almost 30 years with the Raiders organization, where she became the NFL's first female front-office executive and was one of the highest-ranking women in American professional sports. Since 2013, Trask's role with football extended to television as a studio analyst for CBS Sports Network on THAT OTHER PREGAME SHOW. She also serves as a panelist on WE NEED TO TALK, the first-ever nationally televised all-female sports show and contributes to THE NFL TODAY on CBS. In her book, You Negotiate Like a Girl: Reflections on a Career in the National



Football League (Triumph Books, 2016), Trask shared her experience as the highest-ranking female executive in the league. Trask serves on the advisory board of directors for Tony La Russa's Animal Rescue Foundation and the Los Angeles Sports and Entertainment Commission.

**Moderator:** **Brian Dinerstein**, President, The Dinerstein Companies

**Speaker:** **Amy Trask**, Former CEO of the Oakland Raiders & NFL Analyst

4:30 – 6:00 PM

**Opening Reception in the Expo**

*Location: Grand Ballroom*

## Thursday, October 4, 2018

7:45 AM – 6:30 PM

**Registration**

*Location: Grand Ballroom Foyer South*

8:00 – 9:00 AM

**Continental Breakfast Social**

*Location: Grand Ballroom & Huntington Ballroom Foyers*

9:00 – 10:00 AM

**General Session:**

*Location: Huntington Ballroom*



**New Kids on the Block: Evolving Equity Providers**

The student housing industry is attracting significant investment capital from sources beyond the traditional investors who have long funded the industry. Increasingly, equity capital is flowing from international investors, sovereign wealth funds, among others. This panel will feature representatives from these new players and outline their sentiment toward student housing.

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

**Speakers:** **Nathan Bruker**, Vice President, Goldman Sachs

**Daniel Goldberg**, Principal, Blackstone

**Ryan Lang**, Managing Director, ARA, a Newmark Company

**Brian Tilton**, Managing Director,

Canada Pension Plan Investment Board (CPPIB)

10:00 AM – 2:00 PM

**Expo Open**

*Location: Grand Ballroom*

10:00 – 10:15 AM

**Networking Break**

10:15 – 11:00 AM

**Concurrent Sessions:**



**Managing Construction and Labor Costs**

*Location: Vista Ballroom*



Optimizing performance of a development project is fraught with challenges. Unforeseen costs, including those pertaining to the cost of materials and labor, can threaten the completion of a project. This development risk is felt the hardest in student housing where timely delivery is the difference between achieving pro-forma case estimates or misfortune. How are companies delivering on time and budget while managing these issues and the risks they bring? This session will show how property owners can navigate, plan, and immediately implement initiatives to help keep projects on track.

**Moderator:** Jason Shepard, CEP, Dwell Design Studio, LLC

**Speakers:** Mark Riley, SVP of Development, Landmark Properties  
Les Juneau, President, Juneau Construction Company LLC  
Chad Matesi, Executive Vice President - Development, Core Spaces  
Mike Paluga, Vice President, Development, Peak Campus



### Marketing Across Time and Space

*Location: Fountain Room*

The evolution of marketing today is evolving as fast as the time it takes to order a latte at your favorite coffee shop. Having a robust and dynamic marketing plan to fully lease a building before classes start is critical. This panel will look at strategies to ensure heads are in beds. Experts will discuss not only what appeals to Generation Z, but how marketing plans might need to change on a campus-by-campus or regional basis.

**Moderator:** Whitney Kidd, Industry Principal, RealPage Student

**Speakers:** Sandra Barfield, Vice President of Sales and Training, Peak Campus  
Kim Grisvard, Vice President of Sales and Marketing, Greystar  
(formerly EdR)  
Maureen Lannon, Senior Vice President, Marketing, Pierce Education Properties

11:00 – 11:15 AM

Networking Break

11:15 AM – 12:15 PM

Concurrent Sessions:



### Economic Outlook and Market Snapshot

*Location: Vista Ballroom*

This session will offer an overview of the broad national macroeconomic trends and how they will impact the student housing industry in 2019 and beyond. Industry analysts will then take the insights on the wealth of capital, development, demographic, demand, performance and transactional data available and explain how these trends will impact individual student markets around the country.

**Moderator:** Shawn Sweeney, Senior Vice President, TSB Capital Advisors

**Speakers:** Jim Costello, Senior Vice President, Real Capital Analytics



**Taylor Gunn**, Director of Student Housing, Axiometrics, a RealPage Company

**Andrew Nelson**, Chief Economist | USA, Colliers International



### **Business Intelligence: What Do I Do with All This Data?**

*Location: Fountain Room*

Student housing companies collect myriad data from numerous sources to sustain their operations. The challenge operators are facing is how to harness that data to predict trends and outcomes that impact profitability. In this session, our panel of technology experts and student housing operators will share the latest in data analytics and demonstrate why a data strategy is a business imperative.

**Moderator:** **Casey Petersen**, COO, Peak Campus

**Speakers:** **Alexander Candia**, Director, Kayne Anderson Real Estate

**Michelle Wilson**, Managing Director, Greystar

**Tim Reardon**, COO, Bridge Property Management

**12:15 – 1:30 PM**

### **Lunch in the Expo**

*Location: Grand Ballroom*

**1:30 – 2:30 PM**

### **Concurrent Sessions:**



### **What Type of Investments Work and Why**

*Location: Vista Ballroom*

Investors in student housing have a variety of investment objectives on how and where they place their capital. Whether core, core plus, value-add, or acquisition vs ground up development, each strategy has its champions and methodologies. This investor panel will focus on strategies that have been successful and are likely to generate future success.

**Moderator:** **Jacklyn Fitts**, Director of Student Housing, CBRE

**Speakers:** **Justin Gronlie**, Director & Head of Education Real Estate, Harrison Street Real Estate Capital LLC

**Loren King**, Co-Founder and CEO, Trinitas Ventures

**Greg Martini**, Vice President, GMH Capital Partners

**Jeremy Pemberton**, Chief Acquisitions Officer, Waypoint Residential



### **Building 2.0: Making Cents of New Technologies**

*Location: Fountain Room*

Technology enables buildings of the future to perceive what owners and residents want, whether that be comfort, savings, safety, risk mitigation or efficiency. But chasing the “latest and greatest” technology is not the basis for making smart



decisions. Instead, student housing companies must make investments that yield positive returns and, in many cases, reflect attributes demanded by investors from a design and sustainability perspective. This panel will provide insights into how to make design and technological investments that boost the financial value of student housing communities.

**Moderator:** **Bruce Sanders**, Chief Experience Officer, Elauwit

**Speakers:** **Marco V. Cedrone**, Managing Director, Kayne Anderson Capital Advisors

**Robert Grosz**, Vice President, Strategic Alliances, Boingo Wireless

**Nicole Kane**, President, Property Connect Advisors

2:30 – 2:45 PM

**Networking Break**

2:45 – 5:15 PM

**General Sessions:**

*Location: Huntington Ballroom*

2:45 – 3:45 PM

**Demand, Design & Disruption: What We Need to Build for Today, Tomorrow and Beyond**



This session will present and correlate NMHC's recent publication, Disruption, a consumer housing survey and technology trends report, to student housing developments and residents. In this session, speakers will discuss their insights on the pivotal customer expectations and technological advances poised to reshape how the industry approaches designing, developing, and operating student housing communities.

**Moderator:** **Scott Casey**, Chief Technology Officer & SVP of Strategic Business Development, Greystar (*formerly EdR*)

**Speakers:** **Chris Porter**, Chief Demographer, John Burns Real Estate Consulting  
**Dr. Denise Villa**, CEO, Co-Founder, The Center for Generational Kinetics

**Brian Watson**, Sr. Associate, Gensler

3:45 – 4:00 PM

**Networking Break**

4:00 – 5:15 PM

**Keynote Speaker: Seth Mattison, Workforce Strategist and Management Trendspotter**



Seth Mattison is an internationally renowned expert on workforce trends and generational dynamics. As Founder and Chief Movement Officer of FutureSight Labs, Seth advises many of the world's leading brands and organizations on the key shifts happening around talent management, change and innovation, leadership, and the future of work. His ideas have been featured in such publications as The Wall Street Journal, The Huffington Post, and The Globe and Mail and he was named to the Editors' Picks for Favorite Speakers for 2013 by MeetingsNet. Seth has shared his insight with thousands of business leaders around the world and has received accolades from many of the world's best brands including: MasterCard,



Johnson and Johnson, Microsoft, Kraft Foods, AT&T, PepsiCo, GE Energy, Cisco, State Farm, Merrill Lynch, Dow, and Deloitte.

5:15 – 6:30 PM

**Networking Reception in the Expo**

*Location: Grand Ballroom*

**Friday, October 5, 2018**

7:45 – 11:00 AM

**Registration**

*Location: Grand Ballroom Foyer South*

8:00 – 9:00 AM

**Continental Breakfast Social**

*Location: Grand Ballroom & Huntington Ballroom Foyers*

9:00 – 10:00 AM

**Concurrent Sessions:**



**The Town and Gown Relationship**

*Location: Vista Ballroom*

There are complexities involved when connecting with local communities and governments in both on- and off-campus housing development. This session will discuss case studies of student housing projects that identify communication and partner strategies developers can use in business negotiations to resolve conflict, improve project delivery and operation, and, ultimately, safeguard performance of an asset.

**Moderator:** **Jamie Wilhelm**, Executive Vice President,  
American Campus Communities

**Speakers:** **Matt Bohannon**, Vice President, Head West Coast Practice,  
Brailsford & Dunlavey, Inc.

**Bill LaPatra**, Partner, Mithun

**Sarah Latham**, Vice Chancellor, Business and Administrative Services,  
UC Santa Cruz



**Managing Risk to Protect the Bottom Line**

*Location: Fountain Room*

Destructive hurricanes, terrorism, cyber-attacks, apartment fires—just some of the many threats our industry faces on a daily basis. Each reminds us that managing risk has become mission critical throughout the enterprise—especially at the C-Suite level. Insurance industry experts will discuss trends they are seeing in the multifamily insurance market, how risk and premiums are being assessed and steps you can take to lessen your company’s exposure. As owners and operators, it is critical that you work to protect the bottom line and try to mitigate the financial risks posed by new technologies, extreme weather events, and even man-made catastrophes. It’s more important than ever that the C-Suite pursue cutting edge



solutions to protect revenue.

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

**Speakers:** **Kyle Herren**, SVP and Producer, Lockton Companies  
**Patrick Nugent**, Senior Vice President, Commercial Insurance Solutions (CIS)  
**Robin Reyes**, Managing Director, Marsh & McLennan

10:00 – 10:15 AM

**Networking Break**

10:15 – 11:00 AM

**General Session:**

*Location: Huntington Ballroom*



**NMHC Research – Comparative Analysis of the Cost of Housing Options for Students**

Student housing properties have become known for their luxurious amenities and state-of-the-art finishes. As this reputation has emerged and the cost of earning a college degree has continued to rise, affordability of these amenity-rich housing options has been brought into question. This report examines the cost differences between on-campus and off-campus housing options: specifically, purpose-built student housing, on-campus housing, and conventional market-rate/student competitive apartments. Additionally, this study presents a general assessment of affordability and how amenities, proximity to campus, bedroom offerings, age of the building, and the type of university influence rental rates.

**Introduction:** **Fred Pierce**, President and CEO, Pierce Education Properties

**Speaker:** **Chris Bruen**, Senior Analyst, Research, NMHC

11:00 AM

**Conference Adjourns**

**See You Next Year – October 14-16, 2019 in Chicago, IL!**

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

