

# AGENDA

## Monday, NOVEMBER 17

2:00-7:30 PM

### Registration and Social Lounge

*Bonnet Creek Ballroom Foyer, Lobby Level*

4:00-5:30 PM

### Opening General Session: Contagious

Jonah Berger, author of the best-selling book

*Contagious: Why Things Catch On*

*Floridian Ballroom F, Lobby Level*

SPONSORED BY: Verizon Enhanced Communities

What makes things popular?

Wharton marketing professor Jonah Berger has spent the last decade answering this question and others. He's studied why New York Times articles make the paper's own Most E-mailed List, why products get word of mouth, and how social influence shapes everything from the cars we buy to the clothes we wear to the names we give our children. In this book, Berger reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become contagious, from consumer products and policy initiatives to workplace rumors and YouTube videos.

5:30-7:30 PM

### Reception in the Exhibit Hall

*Bonnet Creek Ballroom, Lobby Level*

## Tuesday, NOVEMBER 18

7:00 AM-7:30 PM

### Registration and Social Lounge

*Bonnet Creek Ballroom Foyer, Lobby Level*

[Note: Registration for the Human Resources and Risk Management Forums begins at 3:00 PM]

7:30-8:30 AM

### Networking Continental Breakfast

*Floridian Ballroom Foyer, Lobby Level*

8:30-9:30 AM

## Listing Like a Pro! Internet Listing Services Data Exchange Workshop

### MARKETING TRACK

*Floridian Ballroom G, Lobby Level*

There's no two ways about it—you need to be visible on as many listing services as possible. That much is evident. What complicates matters is there are as many different kinds of listing requirements as there are listing services. With universal applicability of data formats yet to be realized, it's up to you to navigate the requirements to ensure you're taking advantage of all the listing services and achieving maximum exposure.

"Listing Like a Pro!" is a listing services data exchange workshop that will facilitate a discussion on data exchanges for ILS sites and the variety of issues being encountered by marketing professionals. The integration of ratings and reviews will also be addressed.

## Technology Roundtables

### TECHNOLOGY TRACK

(Open to owner, manager and developer attendees only)

*Floridian Ballroom F, Lobby Level*

The technology roundtable sessions have been completely revamped this year. There will be several tables, each designated for a specific technology conversation. Come share your expertise and ask your questions about the hot topics in technology, including business intelligence tools, property management system interfaces, BYOD and MDM, data and systems protection and security. Join one conversation or check them all out. Grab a coffee, find a table and jump in!

#### FACILITATORS:

- **Property Management Interfaces – Karen Hollinger**, Vice President, Corporate Initiatives, AvalonBay Communities, Inc.
- **Business Intelligence Tools – Shawn Mahoney**, Chief Information Officer, GID
- **BYOD and MDM – Erik Rogers**, Senior Vice President, Operations, Carmel Partners, Inc.
- **Data and Systems Protection and Security – Bob Lamb**, Vice President, Information Technology, Gables Residential

Tuesday – 8:30-9:30am (continued)

## Telecommunications Roundtable

### TELECOMMUNICATIONS TRACK

(Open to owner, manager and developer attendees only)

*Floridian Ballroom J, Lobby Level*

As we say in the multifamily industry, the resident is always right. That means, when residents make their preferences felt, they must be taken seriously. However, as technology evolves, residents and staff expect and demand stronger, and more reliable cell and wireless services, which often prove to be beyond the reach of existing capabilities.

For multifamily telecoms professionals, the breakneck rate of technology changes means not only having to keep up with ever-more sophisticated customer preferences, but also fostering important relationships with service providers. This facilitated peer-to-peer roundtable is an opportunity for candid discussion about priority issues telecom professionals are facing today.

**FACILITATOR:** **Cheryl Barraco**, Senior Director, Corporate and Investment Services, AvalonBay Communities, Inc.

## ENERGY STAR and WaterSense— The Latest from EPA

### SUSTAINABILITY TRACK

*Indian River Room, Ground Level*

What's the latest from EPA on Energy Star and WaterSense for multifamily housing? During this session, EPA representatives will outline changes to Energy Star and WaterSense and take you through the benefits, as well as the impact, of forthcoming changes to your next construction or renovation project. You will learn all about the new scoring system for Energy Star and also about the modifications in Portfolio Manager that make assessments more meaningful for multifamily property participants. You will also get a useful primer on WaterSense, EPA's voluntary labeling program recognizing water efficiency.

Get on the fast track to implementing proven, sustainable practices across all operations using the latest services from EPA.

**SPEAKERS:** **Jonah Schein**, WaterSense Program, U.S. Environmental Protection Agency, **Michael Zatz**, Chief, Market Sectors Group, ENERGY STAR, U.S. Environmental Protection Agency

#### SESSION OUTCOMES:

- Use Portfolio Manager to track energy usage
- Determine if pursuing Energy Star certification and WaterSense labeling makes sense
- Create a plan to become an Energy Star-certified building

9:30-9:50 AM

## SnapSession

### Optimize Your LinkedIn Profile

*Floridian Ballroom Foyer, Lobby Level*

Once the forgotten social media platform, LinkedIn has carved out its niche as a powerful business networking tool. Are you maximizing your profile and that of your company? Learn simple things you can do to improve your profile, expand your network and identify yourself as an expert.

**SPEAKER: Summer Austin**, Director of Strategic Marketing, Camden Property Trust

9:30-10:30 AM

### Wowing Web Visitors

MARKETING TRACK

*Floridian Ballroom I, Lobby Level*

Gone are the days when simply having a website was enough to attract interest. With newer, sleeker interfaces dominating the web, visitors are demanding faster, more streamlined experiences. That means you only have seconds to make the right impression.

While end-user experience is one of the most critical aspects of a company's online marketing success, it often gets eclipsed by other factors. That's exactly what the "Wowing Web Visitors" session helps you avoid. Using Web user behavior statistics, and useful tips, tricks and insights on user-friendliness from industry experts, you'll find the information and resources you need to fine-tune your online presence. It's time to transform online visitors to future residents with the "Wowing Web Visitors" session!

**MODERATOR: Peggy Hale**, Vice President of Sales, Marketing & Training, Morgan Properties

**SPEAKERS: Stephanie Fuhrman**, Executive Vice President, Greystar Real Estate Partners, LLC, **Janet Hazen**, Marketing Executive & Consultant, **Christi Samuelian**, Internet Marketing Manager, Windsor Property Management/GID

#### SESSION OUTCOMES:

- Evaluate your website from the perspective of the user
- Identify common issues that may hamper the user experience
- Develop a plan to prioritize improving the user experience within the website life cycle

## All Together Now: Unified Communications and the Collaboration of Tomorrow

### TECHNOLOGY TRACK

*Columbia Room, Ground Level*

As we become more mobile, employees are telecommuting more and high-speed Internet is becoming seamless. Therefore, companies need new ways to connect their employees to each other and to their customers...wherever and whenever they are working. Unified communications, through systems like Microsoft Lync or Cisco Unified Presence, are transforming the ways employees connect and collaborate. Systems that support presence, phone, video conferencing, Web conferencing, internal instant messaging, email and text messaging are becoming commonplace and within reach of any company. Learn how some early adopters in the apartment industry are faring in this brave new world, the benefits in productivity and collaboration they've achieved, and technology and personnel challenges they've faced along the way.

**MODERATOR:** **Scott Pechersky**, Vice President of Technology, Alliance Residential Company

**SPEAKERS:** **Ken Hodges**, Vice President, Information Technology, Western National Group, **Allen Ingram**, Chief Technology Officer, Associated Estates Realty Corporation, **Erik Rogers**, Senior Vice President, Operations, Carmel Partners, Inc.

#### SESSION OUTCOMES:

- Understand the concept of unified communications and the features that interconnect them
- Strategically approach installation of a unified communications system and avoid common implementation challenges

## Telecom Tomorrow: A Telecommunications Providers Update

### TELECOMMUNICATIONS TRACK

*Floridian Ballroom L, Lobby Level*

Hear the latest offerings from multifamily industry telecommunications providers and what you can expect in 2015. Company experts will discuss the new products, services and strategies being deployed in response to changing consumer behavior—including the move toward streaming content on multiple devices and the growing demand for Internet-only entertainment options. Get the information you need to stay ahead of your residents' expectations and build a competitive advantage in the marketplace by providing best-in-class telecommunications services.

**MODERATOR:** **Linda Willey**, Director of Ancillary Services, Camden Property Trust

**SPEAKERS:** **Emily Chin**, General Manager – North Central, AT&T Connected Communities, **Vickie Rodgers**, Executive Director/General Manager, MDU Strategy and Operations, Cox Communications, **Mike Slovin**, Vice President, XFINITY Communities, Comcast, **Mike Weston**, Executive Director, Verizon Enhanced Communities

**SESSION OUTCOMES:**

- Plan for new multifamily telecommunications products and services in 2015 and beyond
- Implement telecommunications products and services that match the changing behavior of residents
- Build a competitive advantage through new telecommunications offerings

## Managing Utility Usage: Vital Lessons from Apartment Operators

### SUSTAINABILITY TRACK

*Indian River Room, Ground Level*

The future is all about sustainability. Whether driven by environmental awareness or the need for heightened cost controls, sustainable practices go hand in hand with a sound, future-minded plan.

This session will explore energy benchmarking in multifamily apartments and show how you can adapt valuable lessons on energy and water usage from other operators. From progress in benchmarking methods to challenges faced in optimizing utility usage, “Managing Utility Usage” is an informative session where apartment operators share their experiences and practical advice so you can achieve your sustainability goals for new and existing buildings.

**MODERATOR:** **Scott Wilkerson**, Chief Investment Officer, Ginkgo Residential

**SPEAKERS:** **Mary Nitschke**, Director of Ancillary Services, Prometheus, **Lori Reeves**, Vice President, Strategic Business Services, Forest City Residential Management, Inc., **Tom Spangler**, Energy Manager – Procurement and Sustainability, Greystar Real Estate Partners, LLC

**SESSION OUTCOMES:**

- Implement energy benchmarking goals based on lessons learned by other apartment operators
- Set and achieve goals for sustainability

Tuesday (continued)

10:00-10:20 AM

## SnapSession

### Do You Know SoMoLo? The Bleeding-Edge Tech Trends You Need to Know

*Floridian Ballroom Foyer, Lobby Level*

Do you know what SoMoLo, iBeacons, ZigBee and LTE-Advanced are? More importantly, do you know what impact they'll have on the future of multifamily housing? Learn about these and other cutting-edge technologies that you'll be hearing about in 2015 and beyond.

**SPEAKERS:** **Tamela Coval**, Executive Strategist, **CORT**, **Lynette Hegeman**, Vice President of Marketing, Berkshire Group

10:30-10:45 AM

## Break

10:45 AM-NOON

### General Session: CIO Panel

*Floridian Ballroom F, Lobby Level*

**SPONSORED BY:** RentPath

What does it mean to be a multifamily CIO today? As the role continues to evolve from Chief Information Officer to Chief Innovation Officer, CIOs are "at the table" as technology is integral to just about every company function and overall success.

A panel of top CIOs will address a variety of hot-button topics including:

- The evolution of the role of the CIO
- Managing the expectations of customers—both internal and external
- Data security
- Business intelligence and data management
- Technology investment strategies for 2015
- And, bring your questions!

**MODERATOR:** **Scott Wilder**, Executive Vice President, Lincoln Property Company

**SPEAKERS:** **Thomas Bumpass**, Managing Director – Chief Information Officer, Greystar Real Estate Partners, LLC, **Shawn Mahoney**, Chief Information Officer, GID, **Kristy Simonette**, Senior Vice President, Strategic Services, Camden Property Trust, **Scott Wesson**, Senior Vice President, CIO, UDR, Inc.

NOON-1:45 PM

### Lunch in the Exhibit Hall

*Bonnet Creek Ballroom, Lobby Level*

12:30-1:30 PM

## Commerce Corner in the Exhibit Hall

*Bonnet Creek Ballroom, Lobby Level*

FURNISHINGS SPONSORED BY: CORT

1:45-3:00 PM

## General Session: CEO Panel

*Floridian Ballroom F, Lobby Level*

SPONSORED BY: RealPage, Inc.

This panel will discuss the most critical development, finance and operational issues currently facing the multifamily housing industry.

**MODERATOR:** **Douglas M. Bibby**, President, National Multifamily Housing Council

**SPEAKERS:** **Rick Graf**, President/CEO, Pinnacle, **Gregory T. Mutz**, Chairman and CEO, AMLI Residential Properties, L.P., **Edward Pettinella**, President and CEO, Home Properties, Inc., **Thomas W. Toomey**, President and Chief Executive Officer, UDR, Inc.

3:15-4:15 PM

## Brand Police: Protecting Your Brand Through Consistent Brand Standards

MARKETING TRACK

*Floridian Ballroom J, Lobby Level*

Whether you've invested a significant amount of time and money developing your company's brand or you're just starting to develop one, consistently applying design principles company-wide is integral to creating and maintaining an authentic brand that's built to last. Learn how other multifamily companies are protecting their brand investments by tackling this challenge from the corporate office to the leasing office. You're sure to take away a few ideas on how you can create a cohesive brand strategy that delivers a memorable brand experience to your employees and residents.

**MODERATOR:** **Sara Graham**, Director of Marketing, The Dolben Company, Inc.

**SPEAKERS:** **Melanie Flaherty**, Vice President of Marketing, Carmel Partners, Inc., **Mary Herrold**, Vice President of Marketing and Business Development, JVM Realty Corporation, **Jared Miller**, President of Multifamily Operations, CMO & Principal, Innovative Real Estate Companies

SESSION OUTCOMES:

- Create a plan to maintain brand standards in all aspects of the business
- Foster a corporate culture that supports a consistent brand identity
- Implement successful brand enforcement strategies used by other multifamily companies

Tuesday – 3:15-4:15pm (continued)

## The Real Deal on Business Intelligence

### TECHNOLOGY TRACK

Floridian Ballroom F, Lobby Level

Numbers tell stories. It's up to you how to interpret them.

There's a lot of hype around business intelligence and the potential of analytics and decision-support tools. It's a brave new digital frontier, constantly being shaped by business needs and technology advancements. With so much new information available, sometimes it's difficult to accurately gauge the costs and benefits of harvesting all this data. During "The Real Deal on Business Intelligence," technology leaders will share their insights on how data and business intelligence can be used as potent decision-making tools at the corporate level.

**MODERATOR:** **Greg Lozinak**, Executive Vice President, Chief Operating Officer, Waterton Residential

**SPEAKERS:** **Mike Casper**, Senior Vice President and Chief Information Officer, Simpson Housing LLLP, **Jay Kenney**, Chief Information Officer, Lincoln Property Company, **Mona Stahling**, Vice President, Operational Service and Support, AvalonBay Communities, Inc.

#### SESSION OUTCOMES:

- Adapt to their business what other industry leaders are doing with big data, business intelligence and analytics
- Determine how to leverage existing data sources for business intelligence

## Cell Service and Wi-Fi Remedies for Reception & Coverage

### TELECOMMUNICATIONS TRACK

Floridian Ballroom I, Lobby Level

Comprehensive cell coverage, super-fast Wi-Fi—your residents want the best in what's available. And if you can't offer something they want, chances are you'll lose out to your competitors. This session explores the available options and shows you how to choose the perfect tech solution that delivers optimal reception and coverage for your property. Seamless community coverage, booster systems, DAS and Wi-Fi, everything is covered. Best practices for negotiating national agreements with carriers for DAS connectivity and considerations for ensuring regulatory compliance and property safety will also be presented.

**MODERATOR:** **Kathleen Austin**, Assistant Vice President – Revenue Strategy, Equity Residential

**SPEAKERS:** **Dan Leaf**, President, Leaf Communications, **Gordon Mansfield**, Associate Vice President, Small Cell Solutions, AT&T Mobility, **Richard Sherwin**, CEO, Spot On Networks

#### SESSION OUTCOMES:

- Determine the best remedy for poor cell and Wi-Fi service based on costs and effectiveness
- Negotiate agreements with carriers for DAS connectivity
- Comply with regulatory and safety considerations

## Home Smart (Apartment) Home

### SUSTAINABILITY TRACK

*Floridian Ballroom G, Lobby Level*

From phones to cars to appliances, everything is “smart” these days. With the influx of smart devices, more and more consumers demand their technologies adapt to their lifestyle, not the other way around. The “smart” concept is in, and with companies like Apple and Google getting into the market, it’s only a matter of time before your residents start asking for the energy efficiencies and conveniences of a smarter home. Hear from industry pioneers who have introduced smart features into new and existing communities and benefit from what they learned in the process, from wiring issues to costs and rebates to security and interference issues to how to market green benefits.

**SPEAKERS:** **Rick Fox**, CIO, AMLI Residential, **Margette Hefner**, Vice President – Client Services, Lincoln Property Company, **Mike Smith**, Director – Building Technology Services, Forest City Residential Group

#### SESSION OUTCOMES:

- Identify smart home features that can be implemented in a multifamily community
- Implement smart home strategies that avoid common security and interference issues
- Market smart home features as a benefit to prospective residents

## INDUSTRY TRENDS

### Apartment Markets I: Operator Opportunities, Challenge and Priorities: A Discussion with Apartment Leaders

*Floridian Ballroom L, Lobby Level*

From changing demographics and affordability to staffing, expense, and resident satisfaction, the operations side of the apartment industry is facing both new challenges and important opportunities. Hear how leaders of some of the top apartment firms are dealing with both.

**MODERATOR:** **Greg Willett**, Vice President, MPF YieldStar, a Division of RealPage

**SPEAKERS:** **Jerry Davis**, Senior Vice President, COO, UDR, Inc., **Rick Graf**, President & CEO, Pinnacle, **Dean Holmes**, Chief Operating Officer, Madison Apartment Group, **Alan King**, Chief Operations Officer, Berkshire Group

4:15-4:30 PM

**Break**

Tuesday (continued)

4:30-5:30 PM

## Discover How Marketing Business Intelligence Drives Corporate Strategy

### MARKETING TRACK

*Floridian Ballroom I, Lobby Level*

Data collected by marketing professionals provides valuable business intelligence. You've already pored over mounds of data to develop marketing plans, optimize ROI and achieve a whole host of business goals. What if the same data could provide unprecedented insights when viewed through a slightly different lens? Smart marketers know how to sift this data for valuable insights that can impact corporate strategy well beyond the marketing department. Convert your "big data" into actionable intelligence, and change the way you do business.

**MODERATOR:** **Josh McDonald**, Director of Marketing, Holland Residential

**SPEAKERS:** **Holli Beckman**, Vice President of Marketing & Leasing Operations, WC Smith, **Randa McMinn**, Vice President of Marketing, Essex Property Trust, **Julie A. Smith**, President, Bozzuto Management Company

#### SESSION OUTCOMES:

- Identify data that have broader implications beyond marketing strategy
- Use business intelligence to inform corporate strategy

## Automating Maintenance and Inspection: The Final Frontier

### TECHNOLOGY TRACK

*Floridian Ballroom G, Lobby Level*

While not in widespread use yet, mobile devices and new technologies have begun to bring efficiency to maintenance and inspection functions. This session will explore how mobile devices are making the maintenance technician's life easier and how new apps are making the inspection and due diligence process much more efficient. Hear from your colleagues about the challenges faced along the road to automating the final frontier for multifamily technology.

**MODERATOR:** **Rich Brennan**, Senior Vice President, Aimco

**SPEAKERS:** **Mike Baldwin**, Vice President of IT, UDR, Inc., **Melanie French**, Executive Vice President, Operations, Cortland Partners, LLC

#### SESSION OUTCOMES:

- Identify ways maintenance staff can use mobile devices and technology to be more efficient
- Use mobile devices and technology to more effectively perform inspections and due diligence
- Implement strategies that other companies are using to create greater adoption of mobile devices and technologies by on-site staff

## Conscious Unbundling: How Cord Cutters Are Impacting Apartments

### TELECOMMUNICATIONS TRACK

*Floridian Ballroom L, Lobby Level*

While the move away from landline phones isn't new, the number of residents who are "cutting the cord" on cable television is. With only one part of the phone, TV and Internet bundle wanted by a growing number of residents, apartment companies may need a new model to support the telecommunications needs of their residents. Hear how your colleagues are assessing the situation and responding to a new world where all some residents want is strong broadband Internet.

**MODERATOR:** **Steve Sadler**, Director, Multifamily Development, RealPage, Inc.

**SPEAKERS:** **Greg McDonald**, Director of Telecommunications, Greystar Real Estate Partners, **Matt Paschick**, President, National WiFi, **Doug Woods**, Vice President, Corporate Development, CondoInternet

#### SESSION OUTCOMES:

- Anticipate the changing needs of consumers related to cable services
- Work with providers to develop a plan to provide the right mix of products and services to residents

**5:30-7:30 PM**

### Reception in the Exhibit Hall

*Bonnet Creek Ballroom, Lobby Level*

**Wednesday, NOVEMBER 19**

**7:00 AM-3:30 PM**

### Registration and Social Lounge

*Bonnet Creek Ballroom Foyer, Lobby Level*

**7:30-8:30 AM**

### Networking Continental Breakfast

*Floridian Ballroom Foyer, Lobby Level*

Wednesday (continued)

8:30-8:50 AM

## SnapSession

### Do You Know SoMoLo? The Bleeding-Edge Tech Trends You Need to Know

*Floridian Ballroom Foyer, Lobby Level*

Do you know what SoMoLo, iBeacons, ZigBee and LTE-Advanced are? More importantly, do you know what impact they'll have on the future of multifamily housing? Learn about these and other cutting-edge technologies that you'll be hearing about in 2015 and beyond.

**SPEAKERS:** **Tamela Coval**, Executive Strategist, CORT, **Lynette Hegeman**, Vice President of Marketing, Berkshire Group

8:30-9:30 AM

### Room for Debate: Marketing Pros Take On the Hot Topics of the Day

MARKETING TRACK

*Floridian Ballroom I, Lobby Level*

There are two sides to every story—and you get to hear both at the “Room for Debate” session! Is social media worth all the effort? Do green features really help market a community? What's the best call center strategy? Two teams of marketing professionals will make their case on each side of several contentious issues of the day. The audience has the final word, though. At the end of the debate, you will get a chance to weigh in through interactive audience polling. You won't want to miss this engaging, interactive session!

**MODERATOR:** **Alexandra Jackiw**, President, Milhaus Management LLC

**SPEAKERS:** **Greg Benson**, Senior Director – Property Marketing, Greystar Real Estate Partners, LLC, **Virginia Love**, Vice President, Leasing and Marketing, Waterton Associates, L.L.C., **Jennifer Staciokas**, Senior Vice President, Marketing & Training, Pinnacle, **B. Kevin Thompson**, Senior Vice President – Marketing, Bell Partners

**SESSION OUTCOMES:**

- Evaluate the pros and cons of various marketing topics
- Make better decisions for future marketing initiatives

## Special Delivery: NMHC/Kingsley Associates Package Delivery Survey Results

### TECHNOLOGY TRACK

*Floridian Ballroom F, Lobby Level*

Be among the very first to hear results from the NMHC/Kingsley Associates survey into how apartment operators are addressing the increasing real estate, technology and personnel expenses associated with efficiently delivering an ever-expanding volume of packages to residents. The groundbreaking survey questioned property managers from across the country, and survey results will be presented for the very first time at the 2014 NMHC OpTech Conference. A panel of industry experts will discuss how they are adapting to and preparing for revolutionary shifts in resident preferences for online shopping.

**MODERATOR: Rick Haughey**, Vice President, Technology Initiatives, National Multifamily Housing Council

**SPEAKERS: Alexa Burnham**, Business Systems Analyst, Post Properties, **David C. Smith**, Chief Operating Officer, Kingsley Associates **Anna Snitchler**, Senior Community Manager, The Collier Companies, **Cristina Sullivan**, Executive Vice President, Gables Residential

#### SESSION OUTCOMES:

- Address the growing issue of package delivery
- Evaluate various solutions based on a survey of apartment operators
- Implement technology, package handling and personnel strategies to improve package delivery and staff efficiency

## The Stakes are High! Telecommunications, Media and Music Licensing Policy Update

### TELECOMMUNICATIONS TRACK

*Floridian Ballroom J, Lobby Level*

With a number of important—and potentially high impact—telecommunications and media issues being debated on the national stage, the stakes of the latest policy developments for your business may be as high as they have ever been. From connectivity challenges and solutions to net neutrality and music licensing, leading experts will discuss the latest from the Federal Communications Commission and Congress to help you make sense of what it means for your company's bottom line.

**SPEAKERS: Matt Ames**, Partner, Hubacher & Ames, PLLC, **Christopher Mohr**, Partner, Meyer, Klipper & Mohr, PLLC

#### SESSION OUTCOMES:

- Prepare for evolving guidelines and regulations related to multifamily telecommunications services
- Develop a plan to ensure regulatory compliance and property safety

Wednesday – 8:30-9:30am (continued)

## Sustainability Roundtable

### SUSTAINABILITY TRACK

*Jackson Room, Ground Level*

From technology and telecommunications to marketing and building design, sustainability is more than a novel concept—it's an all-encompassing philosophy at the heart of apartment operations. This free-flowing roundtable discussion will examine the many ways sustainability impacts all operations and residents, including energy usage and monitoring, green building codes and certifications, marketing sustainable communities and the latest design trends.

**FACILITATORS:** **Eileen Lee**, Vice President, Energy and Environmental Policy, National Multifamily Housing Council, **Lou Schotsky**, Vice President – Investment, Equity Residential

## HUMAN RESOURCES FORUM

### Training Overhaul? Is It Time for a Change?

*Columbia Room, Ground Level*

Entitled employees, empowered customers and technology are quickly changing our business landscape. Is it time for training to change? Understanding today's audience is a key component for companies focused on defining and creating a great customer experience. Technology continues to influence employees and customers alike to seek information on understanding what it means to do business with you! Learn how training is changing to accommodate today's learning needs and environment.

**MODERATOR:** **Joanna Ellis**, CEO, Ellis, Partners in Management Solutions

**SPEAKERS:** **Jennifer Antos**, Vice President – Learning & Development, Gables Residential, **Anissa Faus**, National Training Director, Mill Creek Residential, **Lucy Simone**, Vice President, Associate Development, Lennar Multifamily Living

#### SESSION OUTCOMES:

- How to identify and address the needs of today's audiences while preparing for tomorrow's
- The secrets to hiring motivated and engaged employees
- The role of employee training today and how that will change in the future
- Why an engaged work force translates to great customer experience

## RISK MANAGEMENT FORUM

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### The Risk Management Continuum: Charting Your Career Path

*Indian River Room, Ground Level*

SPONSORED BY: Bader Company

Everyone is busy, and risk management is taking on a larger role in our organizations every day. This session will let you step back and take a look at professional development at all levels of our profession—from the core competencies needed in those we hire to what your C-Suite is expecting. Richard Meyers is the leading talent development specialist in risk management and the lead architect of the RIMS Professional Growth Model, a roadmap to career success. Spend an hour learning how this model can be personalized to your organizations.

SPEAKER: **Richard Meyers**, Chairman and CEO, Richard Meyers & Associates

#### SESSION OUTCOMES:

- Create a career plan based on the RIMS Professional Growth Model
- Assess the core competencies needed at various stages in a risk manager's career

9:00-9:20 AM

### SnapSession

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#### Optimize Your LinkedIn Profile

*Floridian Ballroom Foyer, Lobby Level*

Once the forgotten social media platform, LinkedIn has carved out its niche as a powerful business networking tool. Are you maximizing your profile and that of your company? Learn simple things you can do to improve your profile, expand your network and identify yourself as an expert.

SPEAKER: **Summer Austin**, Director of Strategic Marketing, Camden Property Trust

Wednesday (continued)

9:30-10:30 AM

## New Faces, New Spaces: Offering and Programming the Right Amenities for Today's Renters

### MARKETING TRACK

Floridian Ballroom I, Lobby Level

Yesterday's computer centers are today's e-lounges, car washing stations have been swapped for pet washing stations, and the formal clubroom has been replaced by communal kitchens and do-it-yourself smoothie bars. How can we as apartment developers and marketers ensure that we offer amenities that are best suited to today's renter demographics? And what steps can we take to encourage, and teach, our residents to use actually these spaces? This session will provide examples -- from both inside and outside of our industry -- of amenities and services that will wow customers, as well as ideas for how to get those spaces activated.

**MODERATOR:** **Terry Danner**, Executive Director, Real Estate, Greystar Real Estate Partners

**SPEAKERS:** **Jamie Gorski**, Chief Marketing Officer, The Bozzuto Group, **Brad Hamel**, Senior Vice President, Operations, East, Alliance Residential Company, **Sheri Killingsworth**, Vice President, Marketing and Communications, Lincoln Property Company

#### SESSION OUTCOMES:

- Maximize amenity investments by creating programs to teach residents to use them and build community
- Learn how some outdated amenities are being repurposed to meet today's resident needs
- Identify amenities being used by other industries that can be adapted by apartment operators

## Ask the Tech Pros

### TECHNOLOGY TRACK

Floridian Ballroom F, Lobby Level

You bring the questions, we have the answers! The "Ask the Tech Pros" session is a thoroughly engaging interactive session where the multifamily industry's top tech professionals answer your questions and help you navigate your most pressing challenges. Bring your burning questions and engage with our panelists through audience polling.

**SPEAKERS:** **Karen Hollinger**, Vice President, Corporate Initiatives, AvalonBay Communities, Inc., **Robert Lamb**, Vice President, Information Technology, Gables Residential, **Robb Napolitano**, Managing Director, Information Technology, Rose Associates, Inc., **Ray Thornton**, Senior Vice President, Information Technology, MAA

#### SESSION OUTCOMES:

- Identify solutions to ongoing technology challenges
- Explore the risks involved with some tech decisions

## Telecommunications Legal Strategies and Best Practices: Ask the Lawyers

### TELECOMMUNICATIONS TRACK

*Floridian Ballroom J, Lobby Level*

Leading attorneys will provide you with insight and best practices for navigating the murky and always-changing waters of multifamily telecommunications, including negotiating and implementing deals for your properties. With cellular and wireless service now a major differentiating factor in an apartment community's market appeal and operational effectiveness, getting your community's telecommunications services right has never been more important. This session will provide guidance for apartment firms on legal strategies for addressing wireless services, ownership and use, provider relationships and compliance to help inform and carry out your portfolio strategy.

**MODERATOR:** **Betsy Feigin Befus**, General Counsel, National Multifamily Housing Council

**SPEAKERS:** **Ian Davis**, Attorney, Davis Craig & Taylor, PLLC, **Art Hubacher**, Partner, Hubacher & Ames, PLLC

#### SESSION OUTCOMES:

- Negotiate national agreements with carriers more effectively

## The Latest in Sustainable Design

### SUSTAINABILITY TRACK

*Floridian Ballroom G, Lobby Level*

No longer just a nice-to-have, sustainable design is becoming part of the building code in many cities around the country and a sought-after feature among savvy residents. Get up to speed on the latest technologies, materials and principles that will be part of your next new building or renovation. Between new requirements from local jurisdictions and growing demand from residents, there is more pressure than ever to provide healthy, sustainable apartments that are connected to their communities and transportation.

**SPEAKERS:** **Marc Fairbrother, AIA**, Vice President, RTKL Associates, Inc., **Donald J. Rederscheid**, Executive Director, J.P. Morgan Asset Management, **Lou Schotsky**, Vice President Investments, Equity Residential

#### SESSION OUTCOMES:

- Identify trending sustainable design features that can be implemented in renovations and new construction
- Make recommendations based on lessons learned from other apartment operators

## HUMAN RESOURCES FORUM

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### Human Resources Legal Update

*Columbia Room, Ground Level*

Multifamily HR professionals traverse a tricky terrain of policies, procedures, standards and stipulations. This session takes you through essential legal and policy developments with implications for multifamily companies, including the Fair Labor Standards Act (FLSA), social media policies, employee screening and other issues facing multifamily HR professionals. Attend this session and make sure your company is up to date on the latest in HR.

**SPEAKERS:** **Garen Dodge**, Attorney at Law, Jackson Lewis PC, **Jennifer Redmond**, Partner, Sheppard, Mullin, Richter & Hampton LLP

**SESSION OUTCOMES:**

- Avoid legal issues related to multifamily housing
- Create policies and procedures to ensure compliance with the latest legal rulings

## RISK MANAGEMENT FORUM

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### Data Breach! Best Practices for Avoidance, Management and Recovery

*Indian River Room, Ground Level*

**SPONSORED BY:** Bader Company

The fact is it may be WHEN and not IF your company has a data liability incident. Financial institutions and large retailers have learned the hard way how to prepare, manage, and recover from a data security breach. How prepared is your company? This session will address everything from the things you can do now to protect sensitive data for residents and employees, and ensure your insurance coverage is adequate, to what steps need to be taken after an incident, including forensic investigations, privacy notifications, and making a claim.

**SPEAKERS:** **Tyler Goff**, Assistant Vice President, Risk Management, Equity Residential, **James Hamrick**, Vice President of Information Technology, Bell Partners, **Adam Sills**, Managing Director – Health Care, Professional Lines Management, CapSpecialty

**SESSION OUTCOMES:**

- Quickly respond to a cyber liability loss
- Ensure the company complies with notification and insurance requirements to minimize losses

## INDUSTRY TRENDS

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### **Apartment Markets II: Supply and Demand: National and Metro Area Trends**

*Floridian Ballroom L, Lobby Level*

How are supply and demand affecting occupancy rates, rent growth, and absorption? This session will highlight national trends as well as trends among different property types (class A, B, and C) and metro markets around the country.

**SPEAKERS:** **Jay Denton**, Vice President, Research, Axiometrics, Inc., **Mark Obrinsky**, Senior Vice President of Research and Chief Economist, National Multifamily Housing Council

**10:30-10:45 AM**  
**Break**

**10:45 AM-NOON**

### **General Session: How the World's Most Successful Companies Stay Relevant Through Constant Transformation**

Jason Jennings, author of *Less is More*, who identified the world's 10 most productive companies

*Floridian Ballroom F, Lobby Level*

**SPONSORED BY:** Property Solutions

There are only two real choices: stick with the status quo until things inevitably decline, or continuously change to stay vital. But how? Best-selling leadership and management guru Jason Jennings and his researchers screened 22,000 companies around the world that had been cited as great examples of reinvention. They selected the best, verified their success, interviewed their leaders and learned how they pursue never-ending radical change. The fresh insights they discovered became Jennings' "reinvention rules" for any business. A few of the companies interviewed were Starbucks and Smithfield Foods.

**NOON-1:30 PM**

### **Lunch in the Exhibit Hall**

*Bonnet Creek Ballroom, Lobby Level*

**12:30-1:30 PM**

### **Commerce Corner in the Exhibit Hall**

*Bonnet Creek Ballroom, Lobby Level*

**FURNISHINGS SPONSORED BY:** CORT

Wednesday (continued)

1:30-2:30 PM

## HUMAN RESOURCES FORUM

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### Dissecting Private Healthcare Exchanges

*Columbia Room, Ground Level*

As companies wrestle with soaring employee benefit costs and the Affordable Care Act continues to transform the health insurance industry, apartment companies are considering a private healthcare exchange as a compelling alternative to traditional insurance. The promise of a private exchange is greater employee choice and cost control, but what's the reality? What about potential implications for employee engagement? Attend this session and get the information you need to evaluate the pros and cons, navigate the many options and determine what's best for your company.

**SPEAKER:** **Mike Smith**, Director, Exchange Solutions, Lockton Companies

**SESSION OUTCOMES:**

- Evaluate the pros and cons of private healthcare exchanges
- Make an informed recommendation for future healthcare options

## RISK MANAGEMENT FORUM

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### Risk Management Roundtable

*Jackson Room, Ground Level*

**SPONSORED BY:** Bader Company

This peer-to-peer roundtable invites risk professionals to share insights about the challenges and opportunities they are facing today. The lively discussion is sure to provide you with key takeaways on issues such as renewal changes, data privacy and breach events, flood insurance, workers' compensation and more.

**FACILITATOR:** **Tyler Goff**, Assistant Vice President, Risk Management, Equity Residential

1:30-3:30 PM

## General Session: NMHC Launch Pad

*Floridian Ballroom F, Lobby Level*

SPONSORED BY: Apartments.com

The apartment industry original – Launch Pad – back by popular demand for a third year! Have you ever watched ABC’s “Shark Tank”? This is NMHC’s version. Startup technology companies will “face the music” as they are judged by tough apartment industry executives, and last year’s winner will provide an update.

EMCEE: **Douglas Bibby**, President, National Multifamily Housing Council

JUDGES: **Rick Graf**, President & CEO, Pinnacle, **Alexandra Jackiw**, President, Milhaus Management, LLC, **Greg Lozinak**, Executive Vice President, Chief Operating Officer, Waterton Residential, **Greg O’Berry**, Chief Operating Officer, JVM Realty Corporation, **Lori Reeves**, Vice President, Strategic Business Services, Forest City Residential Management, Inc.

2:30-3:30 PM

## HUMAN RESOURCES FORUM

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### Human Resources Roundtable

(open to owner, manager and developer attendees only)

*Gilchrist Room, Ground Level*

From BYOD to FLSA to ACA, multifamily HR professionals face a multitude of complex issues. This facilitated peer-to-peer roundtable is an opportunity for candid discussion on topics selected by attendees. Come with your burning issues, share your expertise and network with your colleagues. You’ll walk away with insight on how other companies are tackling their toughest HR challenges and ideas to implement in your company.

FACILITATOR: **Philip Altschuler**, Senior Vice President, Human Resources, Gables Residential

Wednesday (continued)

## RISK MANAGEMENT FORUM

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### What's Next for Risk Management? Three Trends to Watch in 2015

*Indian River Room, Ground Level*

SPONSORED BY: Bader Company

Anti-indemnity legislation is making its way through state houses across the country, communities are installing additional video surveillance that may create privacy and liability concerns, and new apartment types are forcing operators to re-evaluate their insurance needs. All these issues are set to impact your future contracts, insurance coverage and policies. This session will explore these emerging risk issues and how you can best protect your company, employees and residents.

SPEAKERS: **Ernest Martin**, Partner, Haynes Boone, LLP, **Scott Woodward**, Risk Management Director, Trammell Crow Residential

#### SESSION OUTCOMES:

- Update contracts and leases to comply with anti-indemnity legislation
- Adjust property insurance coverage to ensure new trends in building design are covered
- Ensure that video surveillance does not cause exposure to privacy or liability issues

3:30 PM

### Conference & Forums Adjourn

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Note: Agenda is subject to change. Please be aware that photos may be taken at the meeting and posted online.