Speaker Biographies

**Matt Ames**
Partner
Hubacher & Ames, PLLC

Matthew C. Ames is a member of the law firm of Hubacher & Ames. Mr. Ames specializes in cable and telecommunications law, representing private property owners and local governments in regulatory matters and contract negotiations involving access to rights-of-way and private buildings. Mr. Ames has represented a variety of public and private sector clients in FCC rulemakings. He has represented the interests of the real estate industry in a series of proceedings dealing with access to property, including the Over-the-Air Reception Devices, competitive networks, and exclusive access proceedings, and subsequent appeals. Mr. Ames was previously a founding partner of the Washington, D.C., firm of Miller & Van Eaton, and Acting General Counsel of the Office of National Drug Control Policy. He has a broad background in corporate, commercial, and contract law, and has participated in the drafting and negotiation of cable television system purchase agreements, software licenses, television production contracts, and a wide variety of other transactions. Before attending law school, Mr. Ames served in the United States Army. Mr. Ames is admitted to practice in Virginia and the District of Columbia, and received his law degree, cum laude, from Georgetown University Law Center in 1987, and his B.S. in 1980 from the College of William and Mary.

**Jennifer Antos**
Vice President – Learning & Development
Gables Residential

Jennifer Antos is the Vice President of Learning and Development for Gables Residential. Jennifer is passionate about creating and providing an active, innovative culture of learning. She has received her Certified Professional in Learning and Performance (CPLP) designation through the Association for Talent Development and is an expert in the areas of Managing the Learning Function, Facilitating Organizational Change and Improving Human Performance. She is actively involved with various organizations including the National Apartment Association, the CPLP Candidate Group and ASTD.

**Summer Austin**
Director of Strategic Marketing
Camden Property Trust

Summer Austin is the Director of Strategic Marketing for Camden Property Trust – a Real Estate Investment Trust that develops, owns, and manages more than 60,000 apartment homes across the United States.

At Camden, Summer is responsible for implementing interactive marketing strategies including SEO, SEM, PPC, and social media engagement. She manages a team of marketing professionals who support the day-to-day marketing efforts of 170 multi-family communities.

With over 15 years of marketing, product management, and business development experience, Summer specializes in taking existing programs and making them soar; for example, growing an international supplier network from fewer than 100 locations to more than 800 in less than two years. And, she looks to find new solutions for complicated problems such as launching an innovative customer loyalty program that increased sales in a competitive space within 6 months.
Mike Baldwin  
Vice President of IT  
UDR, Inc.

Michael Baldwin is Vice President of IT at UDR, Inc. with accountability for all information technology resources. He has over 15 years of experience developing and deploying technology and process strategies, with a focus on leading change initiatives and driving valuable process improvements with 11 years of his experience within the real estate market.

Mr. Baldwin joined UDR from RealFoundations, a global real estate management consultancy. During his career, Mr. Baldwin has been the Vice President of IT Strategy for AIMCO and has been a consultant with Ernst & Young, Capgemini and Accenture focusing on IT strategy, CRM and service, sales and marketing operations. Mr. Baldwin holds a B.B.A. from The University of Georgia, with concentrations in Management Information Systems. Mr. Baldwin and his wife live in the Denver Colorado area.

Holli Bekcman  
Vice President of Marketing & Leasing Operations  
WC Smith

Holli Beckman, CAM, is WC Smith’s Vice President of Marketing + Leasing Operations. With 15 years of hands-on experience in strategic planning, market analysis, lease ups, and operations, Holli is fearless in her approach to solving problems in unique ways. Her pursuit of leveraging new ideas and social trends and translating them into fresh and practical approaches enables her to engage customers and tell her company story in a way that is genuine and useful.

Greg Benson  
Senior Director – Marketing  
Greystar Real Estate Partners, LLC

Greg oversees Greystar’s National Property Marketing Team which is responsible for strategy, program development and standards of excellence for all facets of property marketing from lead generation, to resident retention and to tracking and analysis. Greg also supports corporate marketing, client and investor relations and new business development. Prior to joining Greystar in 2011, Greg oversaw account services at Merrick Towle Communications, one of the largest advertising agencies serving the real estate industry. Greg’s experience includes building the industry’s largest marketing team, as well as the development of marketing campaigns for more than 200 real estate projects ranging from apartment lease-ups, apartment repositioning/redevelopment, condominiums, planned communities, resort communities and for sale home communities. Mr. Benson is a graduate of Towson State University (B.S.).

Jonah Berger  
Author of Best-Selling Contagious: Why Things Catch On

Jonah Berger is the James G. Campell associate professor of marketing at the Wharton School of Business at the University of Pennsylvania. He studies social influence and social epidemics, or how products, ideas, and behaviors catch on and become popular. Berger explains the key emotional and societal factors that push people to share a link or mail a video – the basic human drivers that power sharing and word of mouth, one of the most credible and influential forms of advertising. He believes we are too focused on the medium – Facebook, YouTube, and Twitter only serve as tools that amplify this very human process. The author of New York Times and Wall Street Journal best-selling Contagious: Why Things Catch On, Berger examines how decision making and social dynamics generate collective outcomes such as social contagion and trends.

Berger has published dozens of articles in top-tier academic journals like Journal of Consumer Research, Marketing Science, and myriad others. Popular accounts of his work have appeared in places like the New York Times, the Wall Street Journal, the Washington Post, Harvard Business Review, Wired, BusinessWeek, Fast Company, the Atlantic, the Economist, and more. His research has also been featured in the New York Times Magazine’s annual “Year in Ideas” issue.

Berger has been recognized with a number of awards for both scholarship and teaching, including Wharton’s “Iron Professor” Teaching Award and the MBA Curricular Innovation Award. He also received the Journal of Consumer Research’s Best Paper Award and Early Career Awards from both the Association for Consumer Research and the Society for Consumer Psychology.
Doug Bibby
President
National Multifamily Housing Council

Douglas M. Bibby is President of the National Multifamily Housing Council (NMHC), a national organization of 1,000 member firms involved in the multifamily housing industry. Under his leadership NMHC represents the industry on Capitol Hill and before the regulatory agencies, promotes research and the exchange of information, and advocates for rental housing across a broad spectrum of issues. In his 12th year as head of the Council, Bibby has been honored by the publication Multi-Housing News as one of the most influential leaders in the industry through its “Dozen who make a Difference” award in 2003, 2004, 2005, and 2006. Prior to joining NMHC, Bibby spent 16 years as a senior officer of Fannie Mae, where he served on the company’s Management Committee throughout his tenure. He was part of the top management team that is credited with the remarkable turnaround at Fannie Mae in the book Good to Great.

Bibby began his career with the worldwide communications firm J. Walter Thompson where he served a variety of clients both domestically and internationally over his 12-year career with the company. At the time of his departure from J. Walter Thompson, he was Senior Vice President and General Manager of the firm’s Washington, D.C. operations. Bibby has been active in the non-profit community of Washington, D.C. for the past 25 years. He currently sits on four boards of directors.

Bibby graduated from Denison University with a B.A. degree and was honored with the university’s Alumni Citation Award in 2004. He also holds a Masters of Business Administration degree from the University of Texas at Austin.

Rich Brennan
Senior Vice President
Aimco

Brennan joined Aimco in August 2011 as the SVP, Information Technology, responsible for managing all aspects of IT including operations, support, and development. In his role, he is the face of IT to the entire organization from field operations to the Board of Directors. At Aimco he implemented an outsourcing strategy and new technology operating model that has delivered measurable improvements in support, infrastructure reliability, and cost structure.

Prior to joining Aimco, Brennan held leadership roles in global organizations such as United Parcel Service and First Data Corporation as well as start-up organizations in the high-tech and medical industries. He has tackled challenging initiatives in Europe, Asia, the US and South America spanning new product development, product and platform rationalization, enterprise-wide application deployment, M&A, and developing and managing outsourced organizations. He is recognized for having a strong strategic mind with a bias towards execution. Brennan graduated from Montclair State University in NJ with a BS Computer Science and received his MBA from Emory University Goizueta Business School in Atlanta, GA graduating with honors.

During his down time he enjoys spending time with his wife and two sons. He also enjoys all sports, reading, travel and scuba diving. He is a passionate fly-fisherman and while the fish have nothing to fear, he enjoys searching for the ever elusive trout in the Rocky Mountain’s streams and lakes.

Mike Casper
Senior Vice President and Chief Information Officer
Simpson Housing LLLP

As Chief Information Officer, Mike Casper oversees the Information Technology, Legal and People Services departments for Simpson Housing LLLP. Under his leadership, Mr. Casper’s teams have established a consistent path of improving and stabilizing core applications as well as the underlying technologies required to support them. Mr. Casper’s strategic, planning and leadership qualities have furthered his career at Simpson and his responsibilities over multi-departments will lead to more streamlined operations within the organization.

In recent years, he has been instrumental in spearheading the rollout and full implementation of a new web-based property management and accounting software application and the LRO pricing system, across the national portfolio.

Prior to joining Simpson in 2000, Mr. Casper was the Chief Technology Officer for a national healthcare provider. In this capacity he had responsibility for all technology and IT support for over 2,000 employees at multiple locations.
Emily Chin
General Manager – North Central
AT&T Connected Communities

Emily Chin is the General Manager supporting the North Central region for AT&T Connected Communities, a specialized division of AT&T dedicated to creating alliances with builders, developers, and real estate investment groups with their 22-state service area. Overseeing a team of sixty technically proficient sales professionals, her organization generates nearly $200 million in annual revenue by serving 65,000 customers. Her responsibilities extend to the education of those in the multiple dwelling unit industry about technology trends and new products.

Emily started her career 9 years ago and has held various leadership roles in strategy, operations, and marketing within leading-edge technology organizations. Her work includes: launching of the first markets of AT&T U-Verse (IPTV), incubating the network operational support of the 3G Microcell (Wireless), and developing strategic customer care initiatives for business customer support (AT&T Business Solutions).

Emily holds a Bachelors in Business Administration from the University of Notre Dame and a Masters in Learning and Organizational Change from Northwestern University. In 2012, Emily was recognized with the Women of Color STEM Technology Rising Star Award as a female helping to shape technology for the future. Today, Emily resides in Chicago, Illinois, where she is an active BIG sister and a leadership board member for Big Brothers Big Sisters - Metropolitan Chicago. Along with rotating through four U.S. cities with AT&T, Chin has enjoyed experiencing diverse cultures and cuisines in exotic places like Africa and Asia.

Tamela Coval
Executive Strategist
CORT

Powered by a highly-valued national network, Tamela Coval has dedicated her 30+ year career to MultiFamily. From leasing to asset management, she has worked with Property Owners, heritage Media Giants, the Olympics, Fashion’s Finest, an iconic US Congressman and the Muppets...not necessarily in that order.

Her 2008 investments in bleeding-to-cutting-edge technology via the DotCom world launched an education into the gamechanger known as Digital Social Business. Engaging “Social”, Tamela curates best Sales and Revenue Management practices with creative Process, candid Optimism, practical Common Sense and Partners focused on that “Next Best Thing” advancing MultiFamily.

Tamela’s track record as an Executive Strategist yields stellar results.

Garen Dodge
Attorney at Law
Jackson Lewis PC

Garen E. Dodge is a Shareholder in the Washington, D.C. Region office of Jackson Lewis P.C. He is co-Leader of the firm’s Government Relations practice, and coordinator of the firm’s Government Contracts industry group.

Mr. Dodge’s practice covers the spectrum of employment litigation, including both state and federal claims involving labor; privacy; discrimination; harassment; wage and hour; and occupational safety and health. He assists companies in establishing workplace harassment, affirmative action, substance abuse and other programs, and trains supervisors and employees on effective personnel policies. He has experience conducting workplace investigations. He represents clients before Congress and key federal agencies.

Mr. Dodge has been recognized by Smart CEO as one of its “Go To Lawyers” and by Lawdragon as a “Leading Lawyer. He has also been named a “Super Lawyer” in both Washington, D.C. and Virginia, and has long been “AV” rated by Martindale-Hubbell.

Mr. Dodge received his B.A. summa cum laude from the University of Wisconsin – Green Bay in 1979. He earned his J.D. in 1982 from the College of William & Mary Marshall-Wythe School of Law.
Joanna Ellis
CEO
Ellis Partners in Management Solutions

Ms. Ellis is the Chief Executive Officer and Owner of EPMS (Ellis, Partners in Management Solutions and Ellis, Partners in Mystery Shopping) and Renter’s Voice. Ms. Ellis has been working exclusively in the multifamily housing market for over 25 years, providing insight on “your” customers experience and what it means to “your” business. She is passionate about helping apartment owners, management companies and the on-site teams create positive customer experiences and customer loyalty by understanding and acting on customer feedback. Ms. Ellis and her team do this by providing nationwide training, apartment mystery shopping, resident surveys, ratings and reviews insight to the multi-family industry.

Having earned a Bachelor of Arts in Business from Texas A&M in 1983, she holds both the Certified Apartment Manager (CAM) and Certified Apartment Property Supervisor (CAPS) designations from the National Apartment Association. She is also a licensed Texas Real Estate Agent. In honor of Ellis Partners’ reputation for integrity, the Dallas Chapter of the Society of Financial Service Professionals awarded Ms. Ellis, on behalf of the company, the Greater Dallas Business Ethics Award. Her company was honored for their commitment to ethical business practices in everyday operations, management philosophies, and responses to crises or challenges.

Ms. Ellis is grateful for landing a career in the multi-family industry early on. This industry has taught her “almost” everything about business, discipline, communication and perception. She thoroughly enjoys being challenged, stepping outside of her comfort zone and embracing each and every learning opportunity! That is why she is a firm believer in the quote, “Nothing ventured, nothing gained!”

Ainissa Faus
National Training Director
Mill Creek Residential

Like you, leadership expert and curriculum visionary, Anissa Faus has witnessed training metamorphosis. How should learning look and feel today? Classroom? Virtual? Social? Or, is it a well-balanced fusion of “teachable moments?”

As a social-media savvy leader with expertise in training, coaching, speaking, and real-life sales/customer service experience, Anissa’s view on training is a bit more profound...that an innovative and immersive learning environment ignites empowered associates and a thriving company culture. Anissa is known for her ingenuity in drafting engaging curriculum that inspires her audience to reach their fullest potential. She connects and invests in people on an individual level — tapping into their talents and “training it forward” exponentially.

Anissa’s adoration for learning flourished during her “tour” in property management and as a National Trainer with For Rent Media Solutions which served as a gateway to traveling the US, learning the power and beauty of interpersonal communication, sales and leadership development. These unforgettable experiences left an indelible mark on her character, dreams and crystalized her career path with Fairfield Residential as a National Training Manager and today as the National Training Director at Mill Creek Residential Trust.

Anissa is a passionate wife and hockey mom of two adorable adventure seeking boys...loving and living a beautiful life in the gorgeous state of Colorado. When she's not indulging in everything training, she loves to treat herself to date nights, martial arts, the great outdoors and CrossFit.

Marc Fairbrother, AIA
Vice President
RTKL

Marc Fairbrother is a vice president in RTKL’s DC office and has extensive experience in all phases of project development from concept design through construction administration. Working at RTKL since 1989, his portfolio encompasses smart office buildings, large-scale mixed-use projects, luxury residential developments, master planning for public and private sector clients, embassies, hotels and resorts. A recognized leader in the commercial office and luxury residential industry, Marc has recently accepted a leadership position within RTKL’s newly launched Commercial Office sector. Responsible for the firm’s first LEED Platinum office building, he is currently expanding his expertise in sustainable office design into the international market.
**Betsy Feigin Befus**  
General Counsel  
National Multifamily Housing Council

Betsy Feigin Befus is General Counsel with the National Multifamily Housing Council (NMHC), with principal responsibility for developing legal strategies to advance organizational goals across NMHC’s functional areas. Betsy also leads the Council’s amicus brief program and related legal advocacy efforts for the industry, and heads NMHC’s Diversity Initiative. She leads key regulatory and legislative priorities for NMHC and our Joint Legislative Program with the National Apartment Association, including telecommunications policy and employment issues.

Prior to joining NMHC in 2001, Betsy served as Attorney Advisor with the U.S. Department of Labor, where she drafted appellate administrative decisions involving federal workers’ compensation matters.

Betsy earned a Juris Doctorate from the University of Iowa College of Law and holds a Bachelor of Arts degree in Political Science from Colorado State University. She is a member of the District of Columbia and Colorado Bars.

Based in Washington, DC, the NMHC is the leadership of the trillion-dollar apartment industry. We bring together the prominent owners, managers and developers who help create thriving communities by providing apartment homes for 35 million Americans. NMHC provides a forum for insight, advocacy and action that enables both members and the communities they help build to thrive. For more information, contact NMHC at 202/974-2300, e-mail the Council at info@nmhc.org, or visit NMHC's Web site at [www.nmhc.org](http://www.nmhc.org).

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**Rick Fox**  
Senior Vice President and Chief Information Officer  
AMLI Residential Properties, L.P.

Mr. Fox is Chief Information Officer and leads the IT department in supporting AMLI’s technology platform and all AMLI employees. He is a certified management accountant who started his AMLI career in 1996. Prior to joining AMLI, Mr. Fox was employed with Amerihost Properties as an Accounting Manager. He graduated with a business degree from Wittenberg University in Springfield, OH and is a member of the Institute of Management Accountants.

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**Melanie French**  
Executive Vice President, Operations  
Cortland Partners, LLC

Melanie French is the Executive Vice President of Operations for Cortland Partners, a full-service, real estate development, acquisition, and management firm that specializes in value-add repositioning, comprehensive renovations, and ground-up developments. The firm’s rapidly growing portfolio currently includes over 25,000 apartment homes and employs over 800 associates. In her role, Melanie provides strategic leadership in managing property operations, performance, and key community support functions for the firm’s portfolio of more than 80 communities, over half of which are currently undergoing rehab at a completion rate of 750 apartment homes each month.

Melanie is a CPM and brings more than 30 years of experience in the multifamily industry with more than 10 years in senior executive roles spanning property operations and operational support, conventional and affordable housing platforms, new and rehab construction and renovation projects, asset repositioning and transitions, human resources, and mixed-use, commercial, and industrial properties.

Over the course of her career, Melanie has worked with recognized industry leaders such as UDR, AIMCO, Calibre, and CompassRock. Melanie joined Cortland in 2013 from CompassRock, where she served as the SVP, Property Operations and participated in the development of the company’s operational management and support platform. Previously, Melanie served in several roles of increasing responsibility at AIMCO over the course of a 13-year tenure with the company.
Stephanie Fuhrman  
Executive Vice President  
Greystar Real Estate Partners, LLC

Stephanie Fuhrman has been with Greystar (Riverstone) since 2010. Stephanie’s role as the Managing Director of New Product Development is the model of a new kind of tech-savvy property management executive, focused on innovation, behavioral marketing and the customer experience. Formerly as the EVP of Property Services, Stephanie was responsible for Property Marketing, Systems Training, Marketing Automation, Education and Property Transitions. Her management experience with multiple software companies further contribute to balanced executive skillset. Stephanie has an EMBA from the Thunderbird School of Global Management and an undergraduate degree in Finance from Washington State University.

Janet Hazen  
Marketing Executive & Consultant

Janet Hazen is a marketing and sales executive consultant, where she develops strategies for Online and Offline Marketing initiatives, including website development, interactive media, social media, reputation, graphic design and branding. Prior to branching out on her own, Ms. Hazen was the Director of Marketing for Prometheus, Regional Director of Marketing for UDR and Director of Sales & Marketing for Stellar Management and spent 16 years in sales, marketing and operations in the Health Club Industry. Of her many business passions, Lead Generation/Management and Sales Training top the list. Janet holds a Master of Public Health from New York University and a Bachelor of Science in Physiology from the UC Davis. You can connect with Janet on LinkedIn at http://www.linkedin.com/in/janethazen/

Margette Hepfner  
Vice President - Client Services  
Lincoln Property Company

Margette Hepfner - Vice President of Client Services. Margette joined Lincoln in June 2013, bringing with her more than 14 years of multifamily industry experience. As the Vice President of Client Services, she is responsible for expanding existing relationships with institutional and high-net-worth clients, identifying opportunities to grow Lincoln Property Company’s third party management business across the country, AND assisting in corporate marketing and branding.

Margette serves on the NMHC OpTech Committee. She has been an active member of NMHC for more than 8 years and is a Past Chairperson for the National Apartment Association’s (NAA) National Suppliers’ Council. She holds a Bachelor of Science degree in Business from the University of Texas at Dallas.

Prior to joining LPC, Margette held the position of Vice President of National Sales at PRIMEDIA/Apartment Guide where she led the National Sales Division. In 2006, she established Apartment Guide’s National Client Program. Over a seven-year-period Margette recruited and cultivated a dynamic sales team of 12 to meet advertiser needs. Her team developed and maintained more than 20 percent of the company’s annual revenues.

Margette is based at LPC’s corporate headquarters in Dallas, Texas.

Tyler Goff  
Assistant Vice President, Risk Management  
Equity Residential

Tyler is the Assistant Vice President of Risk Management for Equity Residential, an S&P 500 company with nearly 400 properties in 15 plus States. He is directly responsible for property and liability claims under large retention programs, executive risk renewals, Equity’s captive insurance company and managing Equity’s actuarial relationship. Tyler assists with the main property and casualty placements with TIV’s over $16 billion, 3,400 employees and 110,000 units.

Tyler has been a risk manager for 19 years. His main focus has been on real estate, including large commercial portfolios and his current position at one of the largest residential owner/manager in the country.

Tyler holds a bachelor degree in Risk Management from The Ohio State University, a law degree from Capital University and the Associate in Risk Management (ARM) designation from the Insurance Institute of America. He also served as President of the Central Ohio RIMS chapter from 2000-2002.
Jamie Gorski  
Chief Marketing Officer  
The Bozzuto Group

Jamie Gorski is chief marketing officer for The Bozzuto Group. In her role, she provides strategic marketing direction for the entire company, overseeing all marketing and public relations efforts for Bozzuto’s homebuilding, multifamily development, construction and property management divisions.

Jamie brings more than 30 years of multifamily marketing experience to Bozzuto, including five years as chief marketing officer for Kettler. Prior to Kettler, she served as vice president of marketing for Archstone-Smith and for Charles E. Smith Residential.

Jamie’s expertise includes strategic brand development, standards implementation, market analysis and online marketing. She has extensive experience overseeing major digital marketing campaigns and is an expert in advancing both online and offline marketing initiatives.

Jamie received a B.S. in mathematics from Ohio State University, where she was captain of the swim team, a Big Ten Champion and an NCAA National finalist. She and her family reside in Annapolis, Maryland.

Rick Graf  
President/CEO  
Pinnacle

Rick Graf, President of Pinnacle, directs all day-to-day operations from the Dallas office. He will also guide the development of the company’s vision and corporate culture. Rick assumed the role of President September 1, 2008, when Stan Harrelson named him as his successor.

Rick had served as Central Region President since 1998, when Pinnacle combined its South Central and Midwest regions into a single larger Central Region. He previously served as president of the South Central Region.

When Rick joined Pinnacle in August 1996, he brought valuable experience managing real estate assets for major institutional clients with assets in multiple states. Rick began his real estate career in the Midwest more than 30 years ago.

Rick is a Certified Property Manager (CPM) and holds a real estate degree from Richland College in Dallas, Texas.

Rick is President of the Texas Apartment Association (TAA), Regional Vice President for Region 6 of the National Apartment Association (NAA) and serves as the Vice President of the NAA Education Institute (NAAEI). Rick is active in the Institute of Real Estate Management (IREM) and the National Multi-Housing Council (NMHC).

Sara Graham  
Director of Marketing  
The Dolben Company, Inc.

As Dolben’s head of marketing, Sara directs both corporate and property-level marketing efforts for more than 55 properties (12,500 residential units) throughout New England and the Mid-Atlantic. Her responsibilities include brand management, evaluating and implementing new media and marketing technologies, new business development, and overseeing property enhancements. Additionally, she is responsible for designing and executing leasing-based training programs for property employees.

Sara brings more than 15 years of real estate marketing experience to Dolben, with previous roles including oversight of integrated marketing, public relations, and branding efforts for real estate investors/developers, real estate services companies, and commercial mortgage firms.

Sara earned a BA from Colby College and an MA in Integrated Marketing Communication from Emerson College. She currently serves on the Marketing & Brand Management Committee of the National Multifamily Housing Council, and on the Education Committee of the Rental Housing Association. Previously, she served on the board of directors of AMA Boston for three consecutive terms. Sara is a frequent speaker at a number of national industry conferences, including the National Apartment Association’s Education Conference and Exposition, the National Multifamily Housing Council’s Apartment Operations and Technology Conference (OpTech) and the Apartment Internet Marketing Conference (AIM).
Peggy Hale
Vice President of Sales, Marketing & Training
Morgan Properties

Peggy Hale is the Vice President of Sales, Marketing & Training for Morgan Properties. She currently oversees lead management, sales conversion, web and mobile marketing, social media strategy, acquisition marketing, SEO & SEM and employee performance development of 800 employees at 116 sites. She has spoken at national venues including the National Safety Council, National Apartment Association, Online Learning, AIM, Apartments.com Training Series, IREM and Yardi Users Conference. She is an NALP & CAM instructor, a member of ApartmentRatings.com Advisory Board & a member of NMHC’s Marketing and Brand Management Committee.

Lynette Hegeman
Vice President of Marketing
Berkshire Group

Lynette Hegeman is Vice President of Marketing for Berkshire Property Advisors. In this role, Hegeman will be responsible for providing executive leadership and management of the Company’s marketing organization including corporate and lease-up marketing, interactive marketing, branding, advertising, social media, public relations and crisis management. With 19 years of experience in marketing, sales management and real estate development with companies such as Gables Residential, Intrawest, Hilton Hotels Corporation and Preferred Hotels and Resorts Worldwide, she leverages her experience to further establish Berkshire as a visionary leader in the multi-family industry. Lynette has a passion for excellence and a strong focus on efficient, best in class marketing campaigns.

Mary Herrold
Vice President of Marketing and Business Development
JVM Realty Corporation

An industry veteran since 1991, (before the Internet!) Mary is the creative force behind JVM’s brand of smart marketing and the spearhead for JVM’s property management division. Her national experience spans the spectrum of strategies and projects across all asset classes.

Karen Hollinger
Vice President, Corporate Initiatives
AvalonBay Communities, Inc.

Karen Hollinger is Vice President, Corporate Initiatives of AvalonBay Communities, Inc. and is responsible for leading, coordinating, and monitoring strategic corporate initiatives. Prior to this position, Ms. Hollinger has led several functions and departments at AvalonBay, most recently as VP of Information Services where she was responsible for all applications, infrastructure and IT strategy for the organization. Ms. Hollinger also spent several years as a VP, National Operations with responsibility for creating the Customer Care Center in Virginia Beach, VA, a shared services center focused on back-office financial and customer service functions. Ms. Hollinger joined the organization in 2001 as a Director in our Human Resources Department and progressed to Senior Director with oversight of the payroll, HR systems, compensation, benefits and employee relations departments.

Ms. Hollinger received her undergraduate degree in Finance from The College of William & Mary, graduating with Beta Gamma Sigma honors. Ms. Hollinger has also received accreditation as a Senior Professional of Human Resources (SPHR).
Art Hubacher
Partner
Hubacher & Ames, PLLC

Arthur S. Hubacher is the managing member and co-founder of Hubacher & Ames, PLLC, a law firm established to focus on telecommunications and technology issues for the real estate industry. Mr. Hubacher assists developers, owners and managers of residential and commercial multi-unit properties, REITs, condominium developers, single family developers, condominium associations, and homeowners associations in a wide range of technology and telecommunications matters. On behalf of his clients, Mr. Hubacher has negotiated and drafted a significant number of local and national service contracts, marketing agreements, and right of entry documents with the nation’s largest cable, telephone, and Internet companies. He also drafts and negotiates rooftop antenna agreements and site licenses with wireless companies that help his real estate clients maximize the financial value of their assets.

Mr Hubacher also assists his real estate clients in the following areas: telecommunications planning; ancillary service strategy; dispute resolution and litigation counseling pertaining to telecommunications matters; inside wiring disputes; easement and license drafting and analysis; mandatory access issues and other "access to premises" disputes; analysis of telecommunications industry trends, mergers and acquisitions; and the impact of existing and proposed federal and state telecommunications policies, laws and regulations on the multi housing industry.

Mr. Hubacher helps his real estate clients benefit from constant changes and increasing competition in the telecommunications industry.

Allen Ingram
Chief Technology Officer
Associated Estates

Chief Technology Officer with Associated Estates managing all IT services, including voice and data telecommunications, application development, and technical computing functions. Over 27 years of IT experience with an extensive background in aligning technology infrastructures with company business objectives. Served in leadership roles with Home Shopping Network, Price Waterhouse Coopers (PWC), and Max-Wellness undertaking technology initiatives in IT, voice and data telecommunications, application development, and web e-commerce operations. Mr. Ingram graduated from Florida Metropolitan University with a Bachelor’s Degree in Business.

Jason Jennings
Business Thought Leader and International Best-Selling Author

Jason Jennings is a researcher and one of the most successful and prolific business and leadership authors in the world. He has written six highly-acclaimed business books on the topics of growth, productivity, leadership, and innovation, and he and his teams have screened and studied more than 200,000 companies and interviewed more than 11,000 CEOs and business owners in their research. Critics call his books, “extraordinarily well researched, insightful, crisply written, accessible, intriguing and a vital resource for everyone in business,” and USA TODAY calls him “one of the three most in-demand business speakers on the planet.” Jennings says his greatest thrill is helping lead organizations to their full economic potential.

His book The Reinventors: How Extraordinary Companies Pursue Radical Continuous Change is a New York Times, Wall Street Journal, and USA Today best-seller. It reveals the secrets of the leaders and organizations that have successfully reinvented and transformed themselves, increasing growth and sustainability. To accomplish this feat, Jennings and his team reviewed every article where the word reinvention appeared and narrowed the 22,000 results down to 1,000 cases of real reinvention. Through research and interviews, the 1,000 companies were further filtered to 100, which are profiled in the book.

Jason is putting the final touches on his new book, The High Speed Company: Creating Urgency and Growth in a Nanosecond Culture, coming in March of 2015. This book tackles the subject of creating cultures of urgency and growth that are able to compete in a nanosecond world.
Jay Kenney  
Chief Information Officer  
Lincoln Property Company

Mr. Kenney is a results oriented information technology executive with a distinctive career in executive management, systems development, operations, and large scale software implementations; including management of large teams and sales and delivery of software integration services, with full responsibility for project: costing, staffing, financial control, and management. A progressive career within diverse business spheres including Property Management, Telecommunications, and Consulting. Broad-based experience encompasses Property Management processes and systems and business processes and systems supporting Telecom order to cash functions. Recognized for strategic planning, the ability to organize and manage teams, and to complete complex tasks. A self-directed and motivated executive with the ability to consistently achieve objectives and deliver results. Degrees include a BS in Data Processing from the Missouri State University and an MS in Telecommunication and Computing Management from the Polytechnic Institute of New York University.

Mr. Kenney is currently the Chief Information Officer at Lincoln Property Company. Previously Mr. Kenney was a Managing Director at BearingPoint and held various positions at SBC and SBC International (now AT&T).

Sheri Killingsworth  
National Marketing Manager  
Lincoln Property Company

Sheri Killingsworth has been with Lincoln Property Company since 2000, starting her career as a Leasing Professional in Dallas, Texas after earning her B.A. in Public Relations from Texas Tech University. Shortly thereafter, she was promoted to Regional Marketing Director where she enjoyed nine years before earning the title of National Marketing Manager in 2010. In her current role, Ms. Sandefur is responsible for all facets of marketing including social media, search and display marketing, search engine optimization, content marketing, branding, graphic design and program implementation. Sheri also authors marketing courses in the LPC Core Training program and provides classroom and web training sessions.

Robert Lamb  
Vice President, Information Technology  
Gables Residential

Robert D. Lamb is Vice President of Information Technology. Since joining the company in 2000, Bob has managed the implementation of state of the art enterprise systems for accounting, job cost, HR/payroll, budgeting, business intelligence, document imaging and property management. He oversees the company’s technology infrastructure, including enterprise information systems, telephony, and wide area network connectivity at seven corporate offices and over 130 apartment communities throughout the country. Prior to joining Gables, Bob managed technology for Mrs. Smith’s Bakeries and was a Senior Project Engineer with GE Capital. Additional experience includes the management of a Central Florida property management company and he has also held real-estate broker’s licenses in Florida and Georgia.

Dan Leaf  
President  
Leaf Communications

As the CEO/President for DAS and Small Cell at Leaf Communication Consulting, Dan Leaf has over 15 years of experience spanning both wireless and telecommunications industries. In 2003, Mr. Leaf started Leaf Communication Services growing it to be a major west coast company serving the Cellular and First Responder markets. Dan Leaf sold the company in 2011, acting as a consultant to grow the buying company to $65M in revenue nationally, within 24 months. Dan left in 2013, and started Leaf Communication Consulting, now responsible for coordinating all activities as they relate to developer support including cellular and first responder business plans, site strategies, technology options and design, implementation, and long-term platform support. Dan manages all facets of strategy as it pertains to creating and managing manufacture alliances, addressing the dynamic requirements of large customers, and aligning Leaf Communication resources to provide accurate, timely and affordable design build system installations.
Virginia Love
Vice President, Leasing and Marketing
Waterton Associates, L.L.C.

Virginia Love joined Waterton Residential in May 2007 and is responsible for the national leasing and, marketing programs as well as technology and operations systems to maximize the performance of the Waterton portfolio.

Ms. Love began her multi-family industry career in Atlanta, GA working for Trammell Crow in 1991. Prior to Waterton, Ms. Love served as Training and Marketing Manager ING Clarion, Education Director for Watermarke Companies, and Regional Trainer for Summit Properties. She has presented countless leasing, marketing, and operational training sessions at the local, state, and national association level. Virginia, based in Atlanta, GA, serves on the Atlanta Apartment Association Board of Directors, 2011 Atlanta Apartment Association Past President, Lyceum Committee and PR Chairperson and is a member of the Georgia Apartment Association Board of Directors. A National Apartment Association Lyceum graduate, Ms. Love serves on a variety of multifamily committees and advisory boards for industry organizations such as NMHC, NAA, Property Solutions, Inc., Real Page/Level One, and Multifamily Social Media Summit.

Ms. Love is a graduate of University of Southern Mississippi.

Greg Lozinak
Executive Vice President, Chief Operating Officer
Waterton Residential

Mr. Lozinak joined Waterton in 2007 as executive vice president, chief operating officer and manages a team of more than 500 professionals focused on the property operations of Waterton’s multifamily portfolio. In this role, Mr. Lozinak is responsible for the strategic direction of the Waterton Residential management platform as well as the day-to-day management and execution of asset strategies across almost 20,000 units nationwide. Mr. Lozinak participates on Waterton’s investment, management and valuation committees.

Previously, Mr. Lozinak worked for ING Clarion for six years serving as Senior Vice President and Asset Director of Multifamily Properties. From 1994 to 2000, Mr. Lozinak held a number of management positions with Archstone Communities Trust.

Mr. Lozinak graduated with honors from St. Bonaventure University in New York with a Bachelor’s Degree in Business Administration in Accounting. After graduation, he served in the United States Army for more than six years attaining the rank of Captain. Mr. Lozinak is the President of the Board of Directors for the Chicagoland Apartment Association, a member of the National Multi Housing Council Executive Committee and a member of the Board of Directors for the National Apartment Association.

Gordon Mansfield
Associate Vice President, Small Cell Solutions
AT&T Mobility

Gordon Mansfield was appointed as the AVP – Small Cell Solutions at AT&T in November 2012. In this role, Gordon leads AT&Ts efforts to develop and deploy small cell solutions used in AT&Ts network. These include the 3G microcell for the home and small business, indoor metrocells for use in enterprise and public access locations like shopping malls, outdoor pico/metrocells for use in hot spot and cold spot locations to provide coverage and capacity, and Distributed Antenna Systems (DAS) for use in high capacity/neutral host environments like public sporting venues. Gordon also leads the development of SON algorithms to ensure that the AT&T small cell solutions are “Smart” solutions that automatically adapt to the surrounding conditions between the macro and small cell layers.

Gordon’s served as the Chairman of the Small Cell Forum from September 2012 until September 2014. In this role, Gordon oversaw the continued evolution of the Forum which led to growth in both membership and workload. Gordon drove broad engagement within the international mobile operator community to reach consensus on operator’s technical needs which was then crisply communicated to the broad small cell ecosystem making up the small cell forum membership.

Prior to Gordon’s current role, he has held a few different leadership roles at AT&T since joining the company in July 2006. He has had responsibility for defining the RAN Strategy, Software/Hardware roadmaps and testing of new RAN products/features for use in AT&T’s Radio Access Network. Gordon has over 24 years of experience in the communications industry and has served in a number of leadership roles at AT&T, Siemens Communications and the United States Air Force.
Ernest Martin  
Partner  
Haynes Boone, LLP

Mr. Martin is a Partner and Chair of the Insurance Coverage Practice Group of Haynes and Boone LLP in Dallas, Texas, and is the Managing Partner for the firm’s Dallas office.

In 1998 he founded the Texas Insurance Law Section of the State Bar of Texas and is the Section’s Founding Chairman. He is also the Past Chairman of the Tort and Insurance Section of the Dallas Bar Association. He has also been an Adjunct Professor of Insurance Law at the SMU School of Law for over ten years.

He represents company policyholders and specializes in handling complex insurance coverage matters. He is a frequent author and speaker, both locally and nationally, on insurance-related issues.

He received his B.A. from Rice University in 1984 and his law degree from the University of California at Berkeley Boalt Hall in 1987.

Josh McDonald  
Director of Marketing  
Holland Residential

Josh McDonald is directly responsible for all aspects of marketing at Holland Partner Group, providing strategic marketing direction for each of Holland Partner Group’s five integrated companies representing over 75 communities and 22,000 units. With over 15 years of diverse marketing experience, Josh has an extensive background and knowledge in ecommerce, product differentiation, branding and generational marketing. His attention to detail and ability to think beyond marketing norms create an environment of excitement in which measurement, accountability and achievement are the driving forces. Josh is a proud graduate from the University of Washington.

Greg McDonald  
Director of Telecommunications  
Greystar Real Estate Partners

Greg McDonald is the new Director of Telecom Support for Greystar. He works in the Advantage Services Department in the Houston office. Greg is responsible for all of Greystar’s onsite telecommunications business deals including: cable television, telephone, high-speed Internet, Wi-Fi, fire & intrusion alarm systems, video surveillance and cellular phone retransmission matters.

Prior to working for Greystar, Greg worked at Camden Property Trust in Houston for fifteen years in a similar capacity and for an additional fifteen years in the cable and telephone industries. Greg has lobbied at State and Federal levels, through multiple trade organizations to support the interests of the MDU industry and Greystar.

Greg received a Bachelor of Science degree in Industrial Technology from Texas A&M University in 1985. He also served in the United States Marine Corps and Marine Corps Reserve for ten years.

For fun, Greg plays electric bass in a rock band, operates a professional recording studio in his home and likes to relax in his spare time with his family at their weekend home in Jamaica Beach, TX. Greg currently resides in Katy, Texas with his wife and two children.
Randa McMinn
Vice President of Marketing
Essex Property Trust

Randa McMinn serves as the Vice President of Marketing for Essex Property Trust (NYSE: ESS), an $11 billion real estate investment trust based in Palo Alto, California. She has a proven track record of delivering results in marketing for more than 16 years, specifically in the real estate and retail sectors.

In her current role, Randa develops and drives the solution roadmap for marketing and consumer research initiatives for the entire Essex portfolio to generate consumer traffic, sales leads, conversions, and customer engagement by utilizing all online and offline marketing channels. The Essex portfolio consists of nearly 250 multifamily communities and 58,000 units.

Prior to joining Essex in 2014, Randa was Senior Vice President of Marketing and Business Development for Dallas-based, sister-companies Cypress Equities and SRS Real Estate Partners. In that role, Randa managed the B2C marketing efforts of a retail portfolio of over 10 million square feet; led a team of more than 40 marketing, research and business development professionals for B2B initiatives; and helped launch the company’s first international retail brand, SRS ASIA, in Hong Kong.

Randa is a Certified Marketing Director (CMD) and has won multiple Maxi, ADDY, and Telly awards during her career. She received her MBA degree with an emphasis in international business from The University of Texas School of Management – now known as the Naveen Jindal School of Management. She earned a bachelor’s in communications from the University of Nevada, Las Vegas.

Richard Meyers
Chairman and CEO
Richard Meyers & Associates

A Forty-year executive and owner of a national executive search firm, Richard Meyers has successfully recruited for some of the most prestigious Fortune 500 corporations in America and helped establish risk consulting among the big four accounting and consulting firms. Concentrating in Corporate Enterprise Risk Management, Claims Management, Environmental Health & Safety (EH&S) and Risk Management Information Systems, Meyers regularly consults with industry professionals, risk management professors and students on industry trends, career development and organizational structure and salary surveys. Meyers is a frequent guest speaker at Risk and Insurance Management Society chapter meetings and the RIMS annual conferences. Meyers, who is a Certified Employment Consultant (CEC), formerly served on the board of directors of the Association of Personnel Consultants of New York (APCNY) as First Vice President and Chairman of the Ethics Committee.

Meyers is personally committed to professional development programs through partnerships with key universities that offer degrees in risk and insurance and National RIMS. To further this commitment, RMA, Inc. has also established an ongoing scholarship fund for several of these universities offering degrees in Risk Management.

Jared Miller
President of Multifamily Operations, CMO & Principal
Innovative Real Estate Companies

Jared Miller is President of Multifamily Operations, Chief Marketing Officer and a Principal at INNOVATIVE Real Estate Companies. He has 18 years of experience in the apartment industry and started his career as a part-time leasing consultant.

Jared has a vast array of experience ranging from conventional to student and senior to affordable communities and portfolios as large as 35,000 apartments. He offers significant knowledge in the areas of operations, marketing, branding, training, asset management, business development and communications in a broad range of asset classes. Prior to joining INNOVATIVE, Jared was the Senior Vice President and Director of Asset Management at The Bainbridge Companies. He is a regular speaker at industry conferences. In 2010, Multifamily Executive Magazine named him their first inaugural Rising Star of the Year.
Gregory T. Mutz
Chairman and CEO
AMLI Residential Partners, L.P.

Gregory T. Mutz is the Chairman and CEO of AMLI Residential Partners, LLC, which is a successor company to AMLI Realty Co., a Chicago based real estate company he founded in 1980. In 1994 AMLI Realty Co. split into 2 companies, AMLI Residential Properties Trust and AMLI Commercial Properties Trust. AMLI Residential Properties Trust became a public company (NYSE:AML) from 1994-2006, at which time AMLI was acquired by PRIME Property Fund, an institutional core real estate fund managed by Morgan Stanley Real Estate, Inc. Mr. Mutz was Chairman of the Board of AMLI Commercial Properties Trust, a Chicago-based private office and industrial REIT, from 1994 through 2001 at which time the company was sold. Mr. Mutz serves on the Board of RBI Holdings, a St. Petersburg, Russia based real estate company (’07 through the present). Mr. Mutz has been a Trustee of the Aston family of Mutual Funds, from ’93 through the present. Mr.Mutz was an officer with White, Weld & Co., Inc, a New York-based investment banking firm (1976-’78), and associated with Mayer Brown (1973-’76), a Chicago-based international law firm. Mr. Mutz received a B.A. from DePauw University in ’67 and a J.D. from the University of Michigan Law School in ’73. Mr. Mutz served in Vietnam as an Infantry Lieutenant (1968-’69).

Robb Napolitano
Managing Director, Information Technology
Rose Associates, Inc.

Robb Napolitano is the Senior IT Executive for Rose Associates, Inc. He is responsible for all oversight of Rose’s information and technology platforms. As a member of Rose’s Senior Leadership Team, Robb contributes to the firm’s strategic direction by using Information and Technology to reduce cost, improve operational process efficiencies and maximize revenue.

Prior to joining Rose, Robb led the management of IT services supporting more than 50 locations throughout the United States for MAXX Properties. With over seven years within the multifamily/property management industry Robb has built relationships with key industry vendors and associations such as the NWP, RealPage and the National Multi Housing Council.

With more than 15 years experiences in the application of information technology solutions across multiple industries, Robb has worked with several international organizations such as Brunschwig & Fils, Unisys, The Rothschild Group and Hoffmann-La Roche.

Robb holds a Master’s of Science in Information Systems from the Seidenberg School of Computer Science and Information Systems at Pace University, a Bachelors’ of Arts degree from Stony Brook University and his Six Sigma Certification from Villanova University.

Matt Paschick
President
National WiFi

Matt Paschick is the Sole Principal of National Wi-Fi Inc. A provider of Bulk, Subscription, and Common Area Internet services focused on the MDU space.

Drawing on an Engineering background from Michigan State University and experience gained as a US Marine specializing in wireless communications, Matt brings a broad range of experience to the industry. The cornerstone of National Wi-Fi’s market strategy is that a provider’s relationship with onsite property staff is the deciding factor in the success or failure of a multifamily data provider.
Scott Pechersky
Vice President of Technology
Alliance Residential Company

As the Vice President of Technology, Scott Pechersky’s responsibilities include managing Alliance’s corporate infrastructure, developing and implementing new technologies across its portfolio, and providing support and training to property Associates for the latest IT initiatives. Mr. Pechersky also oversees the Ancillary Services Department, which manages electronic payments, residential utility billing and additional third-party programs for Alliance communities. Mr. Pechersky graduated from the University of Arizona with a Bachelor’s degree in Management Information Systems. He is a licensed real estate broker in the state of Arizona, and has served as moderator and speaker at multiple National Multi-Housing Council (NMHC) technology conferences.

Edward J. Pettinella
President and CEO
Home Properties, Inc.

Ed has served as President and CEO of Home Properties since January 1, 2004. He joined the Company in 2001 as an Executive Vice President and Director. From 1997 until February 2001, Ed served as President, Charter One Bank of New York and Executive Vice President of Charter One Financial, Inc. From 1980 through 1997, he served in several managerial capacities for Rochester Community Savings Bank, Rochester, NY, including the positions of Chief Operating Officer and Chief Financial Officer. Prior to 1980, he worked in the Treasurer’s Office at Ford Motor Credit headquarters in Dearborn, Michigan.

Ed serves on the Board of Directors of Manning & Napier, Inc. (NYSE:MN), where he serves as Chair of the Audit Committee and a member of the Compensation and Nominating Committees. He is also a Board member of Syracuse University Board of Trustees, Rochester Business Alliance, the National Association of Real Estate Investment Trusts (NAREIT), National Multi Housing Council (NMHC), SUNY Geneseo Foundation Board, Syracuse University Whitman School of Business, as well as a member of the Urban Land Institute (ULI).

He is a graduate of the State University of New York at Geneseo and holds a Masters in Business Administration degree in Finance from Syracuse University.

Jennifer Redmond
Partner
Sheppard, Mullin, Richter & Hampton LLP

Jennifer Redmond is a partner in the Labor and Employment Practice Group in the firm’s San Francisco and Palo Alto offices and is co-chair of the firm’s Noncompete and Trade Secrets Team.

Jennifer Redmond specializes in executive disputes and negotiations, negotiating and litigating restrictive covenants, trade secrets litigation, and whistleblower litigation. She writes regularly on the topic of restrictive covenants in California and assists in the structuring of transactions and relationships to support the use of restrictive covenants. She has significant experience in the technology, financial services, entertainment, drug distribution, and national multi housing industries.

Ms. Redmond’s general employment experience includes counseling employers on enforcement of non-solicitation and noncompete agreements, protection of trade secrets, wage and hour compliance, WARN Act compliance, family and medical leave compliance, disability accommodation, and employee housing, among other topics; assisting in the design and implementation of restructuring and downsizing programs; mediating employment disputes; training management and employees on harassment and discrimination prevention.
Vickie Rodgers  
Executive Director/General Manager, MDU Strategy and Operations  
Cox Communications

Vickie’s career has been distinguished by developing innovative growth strategies, her cross-functional team-building, and her commitment to meeting customer and market demands. In her current role with Cox Communications, she is responsible for MDU strategy, Sales and Operations as well as Cox’s Direct Sales strategy and planning. Additionally, she is responsible for driving revenue growth in our 2B MDU segment to meet our revenue goal of 2.5 B by 2017. This will include targeting revenue growth opportunities, creating an MDU product development roadmap, along with building operations processes and tools, to support owner and end consumer customers in the MDU Segment.

Prior to joining Cox Communications in February of 2013, she was the Vice President, New Market Development for Time Warner Cable. She was recruited by Time Warner Cable to develop a unified East Sales and retention strategy. Previous to Time Warner Cable she was the AVP for Southeast sales for Qwest communications for four years leading teams that sold to accounts such as Home Depot, Delta, Cox, SunTrust bank and PGI. Additionally, she has held various Executive Leadership roles in Sales and Marketing with BellSouth (AT&T) and Sprint.

Erik Rogers  
Senior Vice President, Information Technology  
Carmel Partners, Inc.

Erik Rogers is the Senior Vice President of Information Technology for Carmel Partners. He is responsible for overseeing all aspects of technology at both the corporate and property level as well as Revenue Management for Carmel’s portfolio of nearly 14,000 units in a variety of markets including California, Colorado, Hawaii, New York, Virginia, and Washington. Erik has been with Carmel for over 7 years and has been involved in the company’s operational infrastructure in prior roles as National Director of Revenue Management, Vice President of Business Intelligence and Technology, and SVP of Operations which involved oversight of Residential Services and Marketing.

Steve Sadler  
Director, Multifamily Development  
RealPage, Inc.

Steve is responsible for managing all of the resident technology services’ efforts related to new developments, including negotiations and design.

Steve joined RealPage in April of 2014, bringing 29 years of telecommunications design and specification experience. Most recently, Steve was vice president of strategic business services (SBS) with Post Properties headquartered in Atlanta, Ga., where he served the company for more than 14 years. The SBS team was responsible for ancillary services, utility billing and management, procurement, and Post’s trademark PostSmart structured wiring system. As vice president, Steve’s responsibilities included oversight of ancillary income contract negotiations and management, monthly utility billing and vacant recovery, energy management and procurement, as well as coordinating with construction and development in the deployment of the PostSmart system. In addition to his normal responsibilities, Steve chaired Post’s Green Team and provided support to the Atlanta Apartment Association on numerous governmental affairs issues related to the apartment industry.

Steve has served as co-chairman of the MDU Education Series at the annual Broadband Communities Magazine Summit for the past four years. He also served on the Telecommunications Advisory Committee for the National Multihousing Council.
Christi Samuelian  
Internet Marketing Manager  
Windsor Property Management/GID  

Christi Samuelian has worn several hats in her 15+ year career at Windsor Property Management Co/GID. Starting as a marketing representative on-site, she was promoted to Property Manager and has since had the opportunity to hold positions in various departments including Training, IT, and most recently, Operations. As Windsor’s Internet Marketing Manager, she oversees their digital marketing program including online advertising, SEM, websites, reputation management, and social media.

Jonah Schein  
WaterSense Program  
U.S. Environmental Protection Agency  

Jonah Schein is the Technical Coordinator for New Homes & Buildings at the U.S. Environmental Protection Agency’s (EPA) WaterSense® Program. He has overseen the technical development and implementation of the WaterSense New Homes specification and certification system since their inception. He is also responsible for efforts to expand the WaterSense program’s reach in the multi-family and commercial sectors. Prior to joining EPA in 2008, Mr. Schein served as the Director of Outreach for Earth Day Network (EDN) where he was responsible for a number of initiatives to promote water efficiency through green building strategies in the United States and Middle East. Mr. Schein holds Bachelor of Arts and Bachelor of Science degrees from Indiana University as well as a Master of Science in Environmental Science from the Johns Hopkins University.

Richard Sherwin  
CEO  
Spot On Networks  

Richard J. (“Dick”) Sherwin has been involved in wireless communications and radio frequency transmission for the past 30 years. Together with a number of telecommunications veterans, including Shirley Eis, Stu Subotnick and John Stanton, he founded and funded Spot On Networks, LLC, a provider of Wi-Fi wireless telecommunications for the Multifamily industry, patterned on his Eastern European experiences.

Dick served nine years as Chief Executive Officer of Metromedia International Telecommunications, Inc., and as a member of the Board of Directors of Metromedia International Group, Inc. (AMEX:MMG) since its inception. He was instrumental in establishing approximately 47 wireless and wired telecommunications ventures in Eastern Europe and the former Soviet Union Republics in the areas of Cellular Mobile Telephony, Cable Television and Radio Paging.

Prior to the founding of Metromedia International Telecommunications, Inc., Dick served thirteen years as Chief Operating Officer and Vice President – Marketing of Graphic Scanning Corp., one of the largest paging and cellular telephone operators in the United States.

His background in wireless communications provided an expertise in the field such that he was asked to testify at the recent United States Senate Judiciary Hearing on the Comcast-Time Warner merger.

Adam Sills  
Managing Director – Health Care Professional Lines Management  
CapSpecialty  

Adam Sills is the Head of Professional Liability at CapSpecialty. He is involved with many professional liability products and specializes in Cyber Liability. He has been a presenter at many national conferences including RIMS, the Professional Liability Underwriting Society, the McAfee Security conference and the Georgetown Law Cybersecurity Law Institute. Before joining CapSpecialty, Adam was the Vice President of Errors and Omissions at Allied World.

Adam is a graduate of Cornell University.
Lucy Simone  
Vice President, Associate Development  
Lennar Multifamily Living

Lennar MultiFamily Living – VP Staffing and Associate Development (8-2014)

Greystar – Managing Director, Education and Training (2008-2014)
Lucy lead the execution of Greystar’s strategies related to team member education and training by developing and implementing platform curriculum, programs, and learning experiences that support and drive performance improvement. With over 26 years of experience, she instinctively understands behavior and team member engagement, and develops tactical initiatives for achieving targeted benchmark and performance goals. Her responsibilities also include partnering with key business leaders in the Company to identify team member education and training needs, developing programs, (both facilitated and online) policies, and procedures that build team member knowledge and skills to achieve operational excellence, deliver quality customer service, and drive financial results.

JPI – Sr. VP PeopleWorks (1985-2008 through Greystar acquisition)
Lucy is passionate about the onsite team members, and during her 24 year tenure at JPI she was responsible for ensuring the company’s positive culture was consistent throughout the organization. Overseeing the hiring, training, and recognition programs enabled JPI to have a strong foothold in the industry, as well as having a strategic platform for incredible performance. Working on programs that directly affect the onsite team members, giving them tools for success, and coaching them to top performance is what defines her talent. She holds a bachelor’s degree in Merchandising from Louisiana State University. Lucy is active in numerous charity organizations around the Dallas area.

Mike Slovin  
Vice President, XFINITY Communities  
Comcast

Michael Slovin is the Vice President of XFINITY Communities, Comcast’s channel focused on bringing Xfinity services to the Multi-Family, Healthcare and University markets. In this role, he is responsible for national sales, sales operations and developing programs that improve the community and resident experience. In addition, Michael is responsible for identifying and launching new business opportunities for XFINITY Communities.

Prior to Comcast, Michael was the Director of Business Development for Sprint and General Manager for Winstar. In these roles he was responsible for building and leading sales organizations focused on the enterprise market. He brings over 20 years of sales, operations and marketing leadership experience in the telecommunications and cable industries and has held senior sales leadership positions with MCI Communications (now Verizon Communications).

Michael holds a Bachelor of Science from Syracuse University’s Whitman School of Management.

Julie A. Smith  
President, Bozzuto Management Company

As president of Bozzuto Management Company, Julie oversees a portfolio that includes nearly 50,000 units in more than 190 apartment communities throughout the Mid-Atlantic and Northeastern regions. Named Multifamily Executive Magazine’s 2013 Executive of the Year, she also plays a consulting role in the development of new communities both for Bozzuto and third-party owners, providing marketing and management guidance in the planning stages of new projects.

Under Julie’s leadership, Bozzuto Management has grown from an organization with 15 employees to one of more than 1,600, and was named Property Management Firm of the Year once by Multi-Housing News (2011) and twice by the National Association of Home Builders (2000 and 2009).

Julie holds a bachelor’s degree in business administration from The State University of New York at Oswego. She is a frequent panelist at national housing conferences, chair of the Property Management Committee at the National Multi Housing Council, on the boards of National Apartment Association (NAA) and Victory Housing, and on the advisory boards for Apartment Office and Building Association (AOMA) and the University of Maryland Real Estate Development Program. Julie is also an adjunct professor at the University of Maryland.
Mike Smith  
Director – Building Technology Services  
Forest City Residential Group

Mike Smith is the Vice President of the Building Technology Services ("BTS") Group for Forest City Enterprises, Inc., which is a Cleveland, Ohio, based Real Estate Company.

The BTS Group is involved in all Forest City Development & Operational projects where they are responsible for the following areas: Building Technology design; Infrastructure Design; Carrier Relationships; Distributed Antenna Systems (DAS); Lighting Control Solutions; HVAC/Environmental Controls; Security/Access Control Systems; Energy Management; Sustainability Technologies; Building Automation

Mike has 15+ years of experience in the IT, network design, project management and building automation. Mike's group is also responsible for identifying ancillary service possibilities and negotiates communication service provider agreements for Forest City's portfolio.

Forest City Enterprises, Inc. is an owner, developer and manager of a diverse portfolio of premier real estate property located throughout the United States. Forest City has assets of approximately $10.7 billion as of 10/31/12 and operates under two strategic business units: Residential (Multi-Family) & Commercial (Retail Malls & Office).

David C. Smith  
Chief Operating Officer  
Kingsley Associates

David is Vice President and Chief Operating Officer for Kingsley Associates, the industry leader in real estate research and strategic consulting. He is responsible for managing client accounts, product design and creation, overseeing quality control for deliverables and managing staff development.

David’s extensive experience in real estate consulting and strong understanding of ownership goals enables him to help clients craft successful research programs, identify and achieve key objectives, and implement company-wide improvements. He is also uniquely positioned to help clients by interpreting large amounts of data into simple, understandable and actionable insights, both for C-suite and property-level audiences.

David is actively involved in Kingsley Associates’ partnership with the National Multifamily Housing Council (NMHC). He has been a general session speaker at two NMHC conferences, and he spearheaded the team that launched both the 2013 NMHC / Kingsley Survey of Apartment Resident Preferences and the 2014 Resident Package Delivery Survey. David was a driving force behind an industry-wide study that uncovered resident perceptions of online ratings and reviews. He was invited to share results from the study at the 2014 NAA Education Conference.

David graduated from Duke University with a B.A. in Public Policy.

Tom Spangler  
Energy Manager – Procurement and Sustainability  
Greystar

Tom Spangler is a consultant currently serving as the Energy Manager in the Procurement and Sustainability Department for Greystar. Prior to that he was with UDR, Inc. for over twelve years and served in a variety of roles. He joined the company in 1998 as Vice President of Operational Planning and Asset Management. He was promoted to Senior Vice President of Business Development in 2003, and served the additional role of Chief Risk Officer for three years.

Prior to UDR, Mr. Spangler served for nine years as an Asset Manager for Summit Enterprises, Inc. of Virginia, a private investment management firm, where he oversaw a portfolio consisting of agricultural, commercial, mixed-use commercial, industrial and residential properties.

Mr. Spangler holds a Bachelor of Science degree in Chemical Engineering from Virginia Tech and an MBA from the Darden Graduate School of Business Administration at the University of Virginia.
Jennifer Staciokas  
Senior Vice President, Marketing & Training  
Pinnacle  
- 15 years of industry experience  
- Specializes in New Construction Marketing, Marketing Strategy, Implementation of Technology, Employee Development & Client Relations  
- Professional memberships include various chair positions and planning committees within NMHC and NAA; Zillow Multifamily Advisory Board; Advisory Board Member of the Multifamily Social Media Summit

B. Kevin Thompson  
Senior Vice President – Marketing  
Bell Partners  
Kevin joined Bell Partners in 2012, bringing nearly eighteen years of diversified marketing expertise in the multifamily and consumer packaged-goods industries. His previous experience includes AvalonBay Communities; Iams Petfoods (a subsidiary of P&G); Fruit of the Loom Apparel Company, and Promus Hotel Companies (Parent Corporation for Embassy Suites Hotel, Hampton Inn, and Harrah’s Casinos).  
Kevin is responsible for conceptualizing and executing both corporate and property marketing strategies, including oversight of media planning & advertising, public relations & corporate communications, interactive marketing programs, merchandising and other brand guardianship initiatives. His team was recently recognized with the “Best Marketing Program” award by MultiHousing News for their “Hassle Free Living” and “Good Neighbor” marketing campaigns. Kevin is a regular speaker at many industry conferences and has been published in several multifamily publications.  
Kevin is an avid fly fisher, kayaker, and a lifelong fan of Captain America.

Ray Thornton  
Senior Vice President, Information Technology  
MAA  
Ray Thornton is the current Senior Vice President of Information Technology for MAA. MAA is a publicly-traded REIT based in Memphis, Tennessee and is made up of 83,000 conventional apartment units.  
During his time with MAA, he has been instrumental in crafting and directing the technology plan during the merger of MAA with Colonial Properties to include the conversion of the MAA portfolio to Yardi.  
Prior to MAA, Ray was the CIO of Colonial Properties where he spent 8 years. While at Colonial, he was responsible for many strategic enterprise technology projects that led to significant business return.  
Ray is a graduate of the University of Alabama with a degree in MIS and Samford University with a Masters in Technology.

Thomas W. Toomey  
President and Chief Executive Officer  
UDR, Inc.  
Thomas W. Toomey spearheads the vision and strategic direction of UDR and oversees its executive officers. He joined the company in February 2001 as President, Chief Executive Officer and Director. Prior to joining the company, Mr. Toomey was with Apartment Investment and Management Company (AIMCO) from January 1996 until February 2001, where he served as Chief Operating Officer for two years and Chief Financial Officer for four years. During his tenure at AIMCO, Mr. Toomey was instrumental in the growth of AIMCO from 34,000 apartment homes to 360,000 apartment homes. He has also served, from 1990 to 1995, as a Senior Vice President and Treasurer at Lincoln Property Company, a national real estate development, property management and real estate consulting company. Mr. Toomey began his career at Arthur Andersen & Co. serving real estate and banking clients as an Audit Manager. He currently serves as a member of the boards of the National Association of Real Estate Investment Trusts (NAREIT) and the National Multi Housing Council (NMHC). Additionally, Mr. Toomey serves as Chairman of the Real Estate Roundtable Task Force on Avian Flu Pandemic Preparedness and is an Oregon State University Foundation Trustee. Mr. Toomey holds a Bachelor of Science degree in Business Administration/Finance from Oregon State University and is a Certified Public Accountant.
Mike Weston  
Executive Director  
Verizon Enhanced Communities

Mike Weston is Senior Executive of Verizon Enhanced Communities, the group within Verizon Communications dedicated to serving the multifamily market. In that capacity, Weston is responsible for direction of the national sales and marketing organization tasked with bringing Verizon technology solutions to the multi-family segment. He is also responsible for steering the development of Verizon’s FTTP and FiOS platform to best serve the special needs of multifamily developers, owners and managers.

Previously Weston ran the program office within Verizon Engineering for multifamily fiber to the premise. In this position, he was responsible for the development and introduction of processes, technologies and practices aimed at providing MDU properties with flexible, customizable and efficient FTTP solutions. He also managed overall coordination of planning, access agreement marketing, engineering design, construction and delivery to market of FTTP-enabled MDU properties across the Verizon footprint.

Weston has over 20 years of experience in telecommunications, serving various roles within Verizon, Cable & Wireless, and SBC.

Weston hails from Texas and holds both a bachelor’s and a master’s degree in business management and marketing (BBA, MBA) from the University of Texas at Austin, Texas. He is married, the proud father of four, and currently resides in New Jersey.

Linda Willey  
Director of Ancillary Services  
Camden Property Trust

Linda Willey serves as Director of Ancillary Services for Camden Property Trust, an S&P 400 company. Camden is one of the largest publicly traded multifamily companies in the United States. Structured as a Real Estate Investment Trust (REIT), the company is engaged in the ownership, development, acquisition, management, and disposition of multifamily residential apartment communities. Camden’s workforce totals nearly 1,800 employees, and the company is headquartered in Houston, Texas.

As of August 31, 2014, Camden owned interests in and operated 170 properties containing 60,038 apartment homes across the United States. Camden was recently named by FORTUNE Magazine for the seventh consecutive year as one the “100 Best Companies to Work For” in America, ranking 11th.

As Director of Ancillary Services, Linda is responsible for the evaluation, negotiation and implementation of ancillary programs including telecommunications, valet trash, renter’s insurance, and furniture rental. Additionally Linda oversees management of lease documents, collections and energy procurement.

Scott Woodward  
Risk Management Director  
Trammell Crow Residential

With 11 years’ experience in commercial property and casualty insurance, and an additional 21 years’ experience in risk management, Scott brings a unique perspective to managing risk in the multi-family housing industry. His former tenure with insurance carriers such as Houston General Insurance Company and Hanover Insurance Company provides an analytic foundation for coverage and premium analysis. Prior to joining Trammell Crow Residential 15 years ago, Scott was with the Dallas based restaurant corporation, Brinker International, Inc. He is a University of Texas Arlington alumnus and holds an AICPCU ARM designation.
Michael Zatz
Chief, Market Sectors Group, Energy Star
U.S. Environmental Protection Agency

Michael Zatz is a manager with the U.S. EPA’s ENERGY STAR® Commercial Buildings Program. In this role, Mr. Zatz oversees the development and implementation of activities aimed at improving the energy efficiency of a wide variety of building types, including offices, K-12 schools, multifamily residences, retail stores, healthcare facilities, hotels, data centers, congregations, and others. Mr. Zatz is also responsible for oversight of ENERGY STAR’s Portfolio Manager® energy benchmarking tool, which has been used by over 320,000 buildings across the U.S. to evaluate and track their energy and water use.

Mr. Zatz joined ENERGY STAR in February 2006, after nearly 14 years with ICF International, a private environmental and energy consulting firm. During his tenure at ICF, Mr. Zatz worked with governments and local and multinational companies in the U.S. and around the world to identify and implement methods for reducing the impacts of their operations on the environment. He has specific expertise in the development and implementation of voluntary public-private partnerships. While with ICF, Mike worked for 3 years in Bangkok, Thailand, where he designed and managed a voluntary program to reduce energy and water use in more than 400 manufacturing facilities and nearly 200 schools, while at the same time improving the bottom line for the businesses, and improving the learning environment for students. Mr. Zatz has an M.S. in Environmental Science and Policy from Johns Hopkins University, and a B.S. in Engineering and Public Policy from Washington University in St. Louis.