

## 2017 NMHC Annual Meeting

January 24-26, 2017 • Manchester Grand Hyatt • San Diego, CA

### AGENDA

*(As of January 17, 2017; Subject to change)*

#### MONDAY, JANUARY 23

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

#### TUESDAY, JANUARY 24

6:30 AM – 7:30 PM                      Registration/Social Lounge/Charging Station

7:00 AM – 3:00 PM                      **Apartment Strategies Outlook Conference**  
*(Separate registration required)*

3:00 – 4:00 PM                      **Committee Meetings**

- **Diversity & Inclusion Committee Meeting**  
NMHC's Diversity & Inclusion Initiative is a long-term commitment to promote greater diversity within the multifamily housing industry. The Diversity & Inclusion Committee is an integral part of our effort to highlight best practices and identify resources to help NMHC members diversify their organizations. During this open meeting, the Committee will hear from companies about their strategies and discuss projects and programming for the year ahead.
- **Finance Committee & Tax Committee Combined Meeting**  
Tax reform is front and center on the 2017 congressional agenda and could have a meaningful impact to the multifamily industry. This far-reaching discussion will start with an in-depth review of the impact of the elements of the proposed House Republican blueprint for tax reform, followed up by a joint committee conversation to voice concerns or support. **Robert D. Schachat** of Ernst & Young's real estate tax practice will be on hand to facilitate discussion. Open to NMHC members, the meeting will conclude with a brief discussion of congressional proposals to provide financial regulatory relief and reform that could impact the availability of capital for construction and permanent debt.

3:00 – 5:00 PM                      **"Networking on the Lawn" Area**

4:00 – 5:00 PM                      **Executive Committee Meeting** *(By Invitation Only)*

Speaker: **Mark King**, President, adidas Group North America and Former CEO, TaylorMade-adidas Golf

**5:00 – 6:00 PM**

**Emerging Leaders Meet and Greet**

*(Note: Open to all under 40, whether registered for the Annual Meeting as a regular attendee, or an Emerging Leader attendee.)*

**5:00 – 6:00 PM**

**NMHC PAC Appreciation Reception** *(By Invitation Only)*

**6:00 – 7:30 PM**

**Opening Reception**

**WEDNESDAY, JANUARY 25**

**7:00 AM – 7:30 PM**

**Registration/Social Lounge/Charging Station**

**8:00 AM – 5:00 PM**

**“Networking on the Lawn” Area**

**8:00 – 9:00 AM**

**NMHC Board of Directors Meeting with Breakfast**

**8:30 – 9:15 AM**

**Continental Breakfast Social**

**9:15 AM – Noon**

**General Session**

- **CEO Panel**

Moderator: **David Schwartz**, Chief Executive Officer, Waterton

Speakers: **Bob Faith**, Founder, Chairman and CEO, Greystar Real Estate Partners LLC

**Bob Kettler**, Chairman and CEO, Kettler

**Hessam Nadji**, President and CEO, Marcus & Millichap

**Ella Shaw Neyland**, President, Steadfast Companies

- **An Imperative for Future Business Success: Walking the Talk on Diversity & Inclusion**

Moderator: **William J. Ferguson**, Chairman and CEO, Ferguson Partners Ltd. & Co-Chairman and Co-CEO, FPL Advisory Group

Speakers: **Ken Bacon**, Managing Partner, RailField Realty Partners and Vice Chairman, Real Estate Executive Council (REEC)

**Laurie Baker**, Senior Vice President, Camden Property Trust and Immediate Past President, CREW Network (Commercial Real Estate Women)

**Mitch Harrison**, Chief Executive Officer, First Communities and Chairman, Georgia Apartment Industry Education Foundation

**Julie Smith**, Chief Administrative Officer, The Bozzuto Group and Chair, NMHC Diversity & Inclusion Committee

- **A Conversation with Condoleezza Rice**  
Moderator: **Bob DeWitt**, Vice Chairman, President & CEO, GID  
  
Speaker: **Condoleezza Rice**, Former Secretary of State

**Noon – 1:00 PM**

**VIP Luncheon and Photo Opportunity with Condoleezza Rice**  
*(By Invitation Only)*

**Noon – 1:15 PM**

**Lunch on Own**

**12:15 – 1:15 PM**

**Emerging Leaders Lunch**  
*(Note: Open to all under 40, whether registered for the Annual Meeting as a regular attendee, or an Emerging Leader attendee.)*

**1:30 – 2:45 PM**

**Concurrent Sessions**

- **Coming Rental Boom(er)?**  
This session will highlight the latest in research information for the boomer generation. Starting with big picture data and flowing into housing-specific statistics, there is lots to learn and discuss. What will your company's strategy be to capture this rental boom?  
  
Speaker: **Ken Dychtwald**, Psychologist, Gerontologist and Best-selling Author
- **The 2017 Investment Outlook: Young Guns Pitch to Senior Leaders**  
This lively breakout session will feature three young leaders pitching opportunities to an "investment committee" of senior apartment executives. Join them as they explore differing perspectives on the best markets, the best structures and more.  
  
Moderator: **Will Mathews**, Vice President, Colliers International  
Presenters: **Dave Bragg**, Managing Director, Green Street Advisors  
**Peter Kuzma**, Vice President, Waterton

**Chris Lackett**, Assistant Vice President, PGIM Real Estate

Judges: **Lili Dunn**, President, Bell Partners

**John Gray**, Managing Director & Head of Investments, LMC, A Lennar Company

**Jon Moore**, Senior Vice President, Brookfield Properties

3:00 – 4:00 PM

### Emerging Leaders Committee Meetings

3:00 – 4:15 PM

### Concurrent Sessions

- **Using Building Performance Data to Catalyze Value**

Increasing the energy efficiency of America's multifamily buildings could generate \$3.4 billion in annual savings for the multifamily industry. Recognizing this, a new report from the Institute for Market Transformation (IMT), "Catalyzing Efficiency: Unlocking Energy Information and Value in Apartment Buildings," explores how multifamily stakeholders are using building performance data to unlock these savings. During this panel, participants will hear from financial leaders who are offering preferential financing to multifamily borrowers who undertake energy and water efficiency investments. In exchange, borrowers must provide their energy and water benchmarking data. By requiring this data, both the borrower and the financier stand to gain a massive wealth of knowledge about how their multifamily portfolios are performing.

Moderator: **Cliff Majersik**, Executive Director, Institute for Market Transformation

Speakers: **David Leopold**, Vice President, Affordable Housing Production, Freddie Mac

**Bob Simpson**, Vice President, Affordable, Green and Small Loan Business, Fannie Mae Multifamily

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

- **Hanging Onto Residents By Cultivating Real Community and Relationships**

Startling new scientific research reveals how deeply our relationships and community connectedness are vital to our health and stability. Learn and discuss how this affects apartment owners and managers and may be the key to the evolution of the apartment product. What can you do to cultivate real "neighborhood" in your properties that will improve financials and the lives of your residents?

Moderator: **Rick Graf**, President and Chief Executive Officer, Pinnacle

Speakers: **Stan Dobbs**, Chief Executive Officer, Apartment Life  
**Todd Farrell**, President, LMC, A Lennar Company  
**Ron Witten**, Founder, Witten Advisors

**3:00 – 4:15 PM** **Workforce Housing Committee Meeting**  
This highly energized group will continue its push towards identifying solutions, spearheading research, educating policy and legislative decision makers and producing tools to facilitate the development and preservation of a critical sector of the apartment market.

**4:15 – 5:15 PM** **Supplier Partner Alliance (SPA) Meeting**

**4:30 – 5:30 PM** **Student Housing Committee Meeting**  
The Student Housing Council will discuss what impacts the new Administration may have on the student housing industry, hot issues surrounding the sector, capital market updates and plans for next year's Student Housing Conference.

**4:30 – 5:30 PM** **NMHC PAC Committee Meeting**

**5:30 – 6:30 PM** **Chairman's Reception** *(By Invitation Only)*

**6:30 – 7:30 PM** **Networking Reception**

**7:30 – 9:30 PM** **Annual Dinner**  
Entertainment: **Dana Carvey**, Actor and Emmy Award Winning Comedian

## **THURSDAY, JANUARY 26**

**7:00 – 7:45 AM** **Walk for the Homeless Benefiting Shelters to Shutters**  
*(Group photo at 6:50 AM)*

**7:45 – 11:30 AM** **Registration/Social Lounge/Charging Station**

**8:00 – 9:15 AM** **NMHC PAC Recognition Breakfast**  
Introduction: **Sue Ansel**, President and CEO, Gables Residential  
Speaker: **Jeff Greenfield**, Award Winning Television Journalist and Author

**8:15 – 9:15 AM** **Continental Breakfast Social**

**9:15 – 11:30 AM** **General Session**

- **Walk for the Homeless Presentation**
- **What's the Next Generation of Innovation for Multifamily?**  
Increasingly, real estate's domain requires thinking across economic, social, political and technological dimensions. Investor, government

and resident interest in all things green will continue to drive new innovative business case solutions. California is recognized as a world leader in environmental advances and the development of clean technology, as high-tech firms in the state move rapidly to expand areas from solar energy equipment to wind turbines and new types of energy storage.

Sustainable, high performance communities will not only have dog parks and cool green roof amenity spaces, but will have renewable energy solutions, energy storage and microgrids. With the under 35 and over 55 age-cohorts identifying strongly with sustainability, the multi-housing industry will need to deliver better indoor air quality, better comfort and access to organic, locally grown food – on their patio. Learn from this esteemed panel about business case approaches to innovation, sustainability and value creation.

Moderator: **Brenna Walraven**, Chief Executive Officer, Corporate Sustainability Strategies, Inc.

Speakers: **Louis Schotsky**, Vice President, Investments, Equity Residential

**Drew Torbin**, Chief Executive Officer and Founder, Black Bear Energy

**Kevin Verdi**, Managing Director of Investments, National Real Estate Advisors

- **A Conversation with Mitt Romney**

Moderator: **Sue Ansel**, President and CEO, Gables Residential

Speaker: **Mitt Romney**, Former Presidential Candidate and Massachusetts Governor

**11:30 AM**

**VIP Photo Opportunity with Mitt Romney**  
*(By Invitation Only)*

**11:30 AM**

**Conference Adjourns**

*Note: Agenda subject to change. Please be aware that photos may be taken at the meeting and posted online. No cameras or cell phone cameras, taping, electronic recording or filming of presenters permitted.*