Tuesday, November 17

2:00 - 7:30 PM  Registration/Social Lounge/Charging Station

4:00 - 5:30 PM  Opening General Session: Exponential Organizations

A new breed of businesses are scaling 10 times faster than established companies. Salim Ismail calls these “exponential organizations.” During the NMHC OPTECH opening general session, Ismail will describe their attributes and how they can be incorporated into established companies. He’ll look at today’s fastest-growing technologies and the impact they will have on our organizational, political, legal, educational and medical systems. From artificial intelligence to biotech, these disruptive technologies are changing the face of many disparate industries and creating new innovations and opportunities.

Speaker:  Salim Ismail, Technology Strategist, Executive Director of Singularity University and Author of *Exponential Organizations: Why New Organizations are Ten Times Better, Faster, and Cheaper than Yours*

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

7:30 PM   Optional Dine Around  New!
(Open to first-time owner, manager and developer attendees only)

Wednesday, November 18

7:00 AM - 7:30 PM  Registration/Social Lounge/Charging Station

7:00 - 8:00AM  Networking Continental Breakfast

7:30 – 8:00 AM  Breakfast Briefing:  New!

Emerging Fair Housing Act Issues, and Strategies to Manage Them

This session explores important emerging issues in fair housing law, including: advertising restrictions on real estate websites and databases; accessibility implications for new amenities like electric car chargers, high-tech common areas, and websites; and the Supreme Court’s recent decision on “disparate impact” liability and consequences for your company’s policies and practices.

Speaker:  Christine Walz, Associate, Holland & Knight, LLP
8:15 - 9:15 AM

**Concurrent Sessions:**

**DIY: 24/7 Self-Service Apartments?**

While other industries have moved to a self-service model, the apartment industry remains pretty heavily tied to personal customer service. Has a major asset become a liability? Would our residents rather just pick up that package at 9pm from a locker than wait for you to give it to them in the morning? Or would a prospect rather tour the unit on their own? This session will look at existing processes that are becoming self-service, like package lockers and amenities, and go further and ask—“what else could be made self-service?”

**Moderator:** Elaine Williams, Owner and President, Elaine Williams Consulting Services, LLC

**Speakers:** Stephanie Fuhrman, Managing Director, Greystar Real Estate Partners, LLC; Lucas Haldeman, Chief Technology and Marketing Officer, Colony American Homes; Dean Holmes, Chief Operating Officer, Madison Apartment Group; Scott Wesson, Senior Vice President, CIO, UDR, Inc.

**RevPAR for the Apartment Industry?**

For decades the hotel industry has relied on the Smith Travel Accommodations Report (the STAR report) for performance benchmarking against the metric of “revenue per available room” or RevPAR. For a variety of reasons, our industry hasn’t had the benefit of such a benchmark or report. This session will ask the question: has the time come for our own RevPAR-like benchmark? If so, what is the right metric for our industry? An expert from STR, Inc. will join apartment industry leaders for a spirited discussion on the challenges and opportunities an industry-wide benchmark would provide.

**Moderator:** Scott Cook, Principal, Shareholder, Allison-Shelton Real Estate Services, Inc.

**Speakers:** Jan Freitag, Senior Vice President, Lodging Insights, STR, Inc.; Donna Summers, Senior Vice President, Operations, Gables Residential; Mark Zettl, Chief Operating Officer, Waterton

**Marketing Roundtable**

Join your marketing professional peers and colleagues to discuss the challenges you face in the constantly evolving world of apartment marketing at the property and corporate level. Join in, listen in, and learn from professionals like yourself who are finding creative solutions to your daily challenges. (Open to owner, manager, and developer attendees only.)

**Facilitators:** Virginia Love, Vice President, Sales and Marketing, Waterton; Jennifer Staciokas, Senior Vice President, Marketing & Training, Pinnacle

**The MEGA GIGABIT Session**

While its availability is limited and some call it hype, customer awareness and demand for gigabit Internet is growing. In some tech-savvy markets, like Austin and Seattle, gigabit Internet has become a differentiator and an amenity more desired than any other. Hear about the current and future state of gigabit Internet deployment and lessons learned from owners and managers and a technical expert. From incorporating the necessary infrastructure to marketing it as an amenity, gigabit presents new challenges and opportunities.

*As of 11/13/2015; Agenda Subject to Change*
Getting Residents on the Green Bandwagon

All the utility monitoring, smart thermostats, and low-flow toilets won’t make a difference if your residents haven’t bought into the sustainability movement. Whether it’s fun community events to encourage recycling, cool home automation gadgets to manage utilities, or documenting the financial benefits of going green, you’ve got to find creative ways to get residents involved in the effort. This session will look at what has worked and what hasn’t when it comes to motivating residents. Industry leaders will offer practical tips and real-world solutions to get residents, from millennials to baby boomers, involved in accomplishing your company’s strategic sustainability goals.

Moderator: Peter Zadoretzky, Sustainability Project Manager, The Bozzuto Group
Speakers: Nicole O’Connor, Energy Behavior Change Program Manager, Energy Outreach Colorado; Vikki Sherman, National Director of Marketing, Fairfield Residential Company LLC

Brain Drain: Getting and Keeping Top Talent in a Competitive Market

What attracts and keeps top talent? Some employees in our industry are in high demand -- and not only within our industry. How can you get and keep top employees when they may be being courted by not only your competitors, but by other industries as well? Are there intangibles, like offering a good work/life balance, or regular teleworking or training that will keep your top talent from seeking greener pastures or being poached? While high turnover costs are one concern, the impact on your current program of work and existing staff can also be high. This session will delve into what really motivates highly skilled and talented employees to join your team and stay, or jump ship.

Moderator: Tami Fossum, Vice President, Management Services, Blue Ridge Companies, LLC
Speakers: Tamela Coval, CORT; Virginia Means, Senior Vice President, Human Resources, Post Properties, Inc.; Tina Mortera, Senior Vice President, HR & Performance, Alliance Residential Company

9:30 - 10:30 AM  Concurrent Sessions:

The New Wave of Websites

With mobile searches now exceeding all other types, how a website renders on a mobile device is more important than ever. The last year saw a good number of companies once again updating their websites to optimize changing technology, search realities, and interactivity. This session will present case studies of recent website renovations along with lessons learned on what worked and what they’d have done differently.

Moderator: Gary Redmond, Director of National Marketing, UDR, Inc.
Speakers: Lynette Hegeman, Vice President, Marketing, Berkshire Communities; Sheri Killingsworth, Vice President Marketing & Communications, Lincoln Property Company; Coby Rich, Director of Marketing, Entrata
Managing a Data Breach or Cyber Attack

The director of the FBI has said there are two types of companies: those that have been hacked and those that don’t know they’ve been hacked. With the inevitability of some sort of cyber event so high, this session will deal with how to limit your liability, and more importantly, protect yourself from the potentially catastrophic reputation damage that a poorly handled response to a cyber event can cause. This session will feature a leading national PR expert, an executive from a large cyber-liability insurer, and a special agent from the U.S. Secret Service, who will guide you through best practices for preventing an attack, and also managing the fallout once it happens.

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

Speaker: Erik LaCom, Special Agent, United States Secret Service; Matthew McCabe, Senior Vice President, Network Security & Data Privacy, Marsh FINPRO; Mark Seifert, Co-Leader, Privacy & Data Security Practice, Brunswick Group;

Let’s Strike a Deal: Legal Strategies & Best Practices for Community Telecom Services

Leading industry attorneys will provide insight and best practices for negotiating and implementing favorable service agreements for your properties. Getting your communications services right has never been more important. But with provider mergers, competitive provider growth, new technologies and more fiber-based services, the market has also never been more complicated. This session will provide guidance on service contracts, marketing arrangements, and provider relationships to help you carry out your portfolio strategy and meet resident expectations.

Speakers: Ian Davis, Founding Partner, Davis, Craig & Taylor, PLLC; Art Hubacher, Managing Partner and Co-Founder, Hubacher & Ames, PLLC

Top Trends in Sustainability

Sustainability continues to grow in its impact on society at large and the multifamily business. Its scope is increasing beyond just environmental concerns with multifamily players. New areas of growth include more investor oriented communications, including general corporate social responsibility practices. Come hear what different firms are doing to lead the way, as stakeholder’s interests in sustainability continues to rise. Topics will also include utility expense reducing technology solutions. The time has never been better to embrace sustainability in our communities and at the corporate level. Top sustainability experts will highlight the top trends they’re seeing in sustainability that will likely impact the way you do business for years to come.

Moderator: Lou Schotsky, Vice President, Investments, Equity Residential

Speakers: Mark Delisi, Senior Director of Corporate Responsibility, AvalonBay Communities, Inc.; Hayley Schulist, Sustainability Coordinator, Balfour Beatty Investments; Tom Spangler, President, Tomcin Ventures, LLC

The Right Message at the Right Time - Unlocking the Potential of Marketing Automation

In the age of the smartphone, where a selfie is worth a thousand words and the average person communicates daily with over 200 people, we expect emails, texts, and advertising that speaks to us personally. And with all this noise, the old adage that we need to hear a message at least seven times before we will take action still holds true. But how can that effort be geared toward prospects, balanced with the workload of an on-site team and still achieve the business’ goals? Enter marketing automation,
which allows for consistent, yet personalized, messaging targeted to prospects at key points in their decision-making process, effectively streamlining multifamily operations and marketing.

Moderator: Summer Austin, Director of Strategic Marketing, Camden Property Trust

Speakers: Holli Beckman, Vice President of Marketing & Leasing Operations, WC Smith; Todd Butler, Director, Marketing Technology, The Bozzuto Group; Amanda James, National Marketing Director, Gables Residential

Work is a Verb

More people are working remotely for so many different reasons, including extreme weather, health recovery, horrible commutes, business and personal travel, family moves, etc. Companies are responding by making it easier for top performers to work wherever and whenever they want and holding onto top talent that may otherwise leave for more accommodating employment. From unified communications systems that allow your phone to follow you, to consistent and reliable VPN, portable devices and virtual meetings, this session will look at the technology that untethers employees from expensive office space as well as the challenges and risks associated with a remote workforce. It will also examine the impact of this trend on employee engagement and retention.

Moderator: Shawn Mahoney, Chief Information Officer, GID

Speakers: Melanie French, Executive Vice President, Operations, Cortland Partners; Ian Kessler, Vice President of Human Resources, WC Smith; Scott Pechersky, Vice President of Technology, Alliance Residential Company

9:30 - 9:50 AM SnapSession: Check Your Pulse! (Your LinkedIn Pulse)

You've built your LinkedIn profile, added your professional photo and connected with your industry partners – now what? Discover new ways to use LinkedIn for your professional development using Pulse! We will help you to locate blogs, stories and ideas to assist with achieving your career goals. Take a tour of Pulse and also connect you with 5 technology trends that will enhance your LinkedIn experience.

Speaker: Pam Roberts, Training Account Manager, Grace Hill, LLC

10:00 - 10:20 AM SnapSession: 5 Things You Probably DON'T Already Know About SEO

You've been to sessions on search engine optimization; you know the basics. Now, it's time to take SEO knowledge to the next level. In this SnapSession, you will learn five important strategies that are often overlooked and could hurt your search results if you remain in the dark. Discover the potential conflict with SEO and lead tracking numbers along with best practices to use them both successfully. Hear seldom discussed optimization tips for images. Find out what it takes to format ratings and review content to be easily recognized by search engines. These tips and more will be shared in this informative session, helping turn you into a search engine optimization master, driving traffic to your websites and leases to your communities.

Speaker: Esther Bonardi, Industry Principal, Yardi Marketing Solutions, Yardi Systems, Inc.

10:30 - 10:45AM Break
10:45AM – Noon  General Session: Resilience and Transformation: Thriving in an Age of Volatility
In a time of profound and sustained disruption and volatility, organizations need greater agility, innovation and creativity than ever before. Andrew Zolli, an expert at analyzing critical trends at the intersection of culture, technology, sustainability and global society, will provide OPTECH attendees a big-picture view of the forces of change shaping the decade to come, discuss the biases that limit our understanding and ensure surprises, and explore the new ways in which organizations are creating more resilient organizational strategies and cultures.

Speaker:  Andrew Zolli, Founder, PopTech & Author of Resilience: Why Things Bounce Back

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

12:30 - 1:30 PM  Commerce Corner

1:30 - 2:15 PM  Concurrent Sessions:

Changing Tires: Electric Car Chargers, Car Sharing and More
Trends toward urban living, a “sharing” economy facilitated by new technology, increasingly viable and affordable electric cars and now even hydrogen cars, have turned what once was a simple calculation of parking spaces per unit into a more complicated and nuanced set of decisions. This session will dive into the challenges and opportunities provided by the widening pool of transportation options that are being demanded by our residents and how industry leaders are addressing these growing trends.

Moderator:  Lori Reeves, Vice President, Strategic Business Services, Forest City Residential Management, Inc.
Speaker:  Gail Corder, National Telecom Manager, Fairfield Properties; John Kalb, Founder, EV Charging Pros

Case Study Success Stories: Using Revenue Management for Superior Lease-Ups
Multifamily operators are starting to use revenue management systems from day one of lease-up. While many haven’t implemented revenue management for their lease-ups due to concerns of pricing volatility and increased exposure, some are unleashing revenue management’s advanced pricing and lease expiration algorithms from day one. While it’s not right for every situation, revenue management in conjunction with a well-developed corporate pricing strategy can outperform proforma rents in a competitive market. In this session, you will hear from operators who are reducing year-one occupancy drain from mass turnover while stabilizing buildings faster with higher effective rents through revenue management and those who have made the decision that the risks still outweigh the rewards.

Moderator:  Trachelle Spencer, Director of Revenue Management, MAXX Properties
Speakers:  Bryan Hilton, Vice President, Revenue Management, Simpson Housing LLLP; Blerim Zeqiri, Founder, BI:Radix

*As of 11/13/2015; Agenda Subject to Change
Corporate Culture Roundtable

Your biggest asset is your people. From hiring to performance reviews to conflict resolution, every manager has a role in managing people, fostering culture and developing talent. Come to this roundtable to discuss your success stories and get ideas on how to motivate your employees, improve employee engagement and retention and be a culture champion in your firm. (Open to owner, manager, and developer attendees only)

Facilitator:  Tovah Agler, Compensation & Benefits Manager, Gables Residential

A Whole New World: The Latest from Telecom Providers

The world of telecom has always been constantly evolving, but the pace has quickened along with technology advances and changing preferences. Major telecom providers have kept up, responding with faster speeds and new products and services that better match evolving consumer demands. Hear the latest from the largest providers on what they’re offering today, what’s up next and what it all means for our residents and our communities.

Moderator:  Kathleen Austin, Assistant Vice President - Revenue Partnerships, Equity Residential

Speakers:  Christopher Curtin, National Sales Director, Verizon Enhanced Communities; Peter Feeney, Vice President, MDU & Connected Community Sales, AT&T Connected Communities; Vickie Rodgers, Executive Director, MDU Strategy & Operations, Cox Communications; Michael Slovin, Vice President, XFINITY Communities, Comcast

Calm, Cool and Connected: Selling the High-Tech Lifestyle from Prospect to Renewal

In a competitive market, high-tech amenities and building systems outside the unit can be a significant differentiator from the community down the street. From first contact to final move-out, some companies are creating high-tech experiences that deliver an appealing and convenient lifestyle that’s calm, cool and connected. From hospitality inspired apps, to lobbies with Twitter displays and transit boards, to touch-screen resident portals and package notification systems, a growing array of technologies are helping sell a lifestyle. Hear from marketing pros who will share their insights into what investments have paid off and the lessons they’ve learned along the way. Plus, you’ll walk away with ideas for short-term, easy wins and inspiration for long-term upgrades to your common areas.

Moderator:  Jessica Musick, Associate Principal, KTGY Group Inc.

Speakers:  Melanie Flaherty, Vice President, Marketing, Carmel Partners, Inc.; Khushbu Sikaria, Director of Property Brand Development, The Bozzuto Group

MDM: The Challenges of Managing Mobile

It’s clear that mobile devices are our future. But that future is filled with a whole host of security and other management challenges. Hear best practices in mobile device management, including the growing use of a variety of mobile devices for maintenance functions and using on-site Wi-Fi. This session will also address the HR issues surrounding mobile devices, including wage and hour laws.

Moderator:  Kevin George, President & COO, InfoTycoon

*As of 11/13/2015; Agenda Subject to Change  
Page 7 of 16
Speakers: Sherida Colvin, Vice President of Human Resources, Alliance Residential Company; Bryn Narcisian, Director, Information Technology, Aimco; Richard Sherwin, CEO, Spot On Networks

2:15 – 2:30 PM  Break

2:30 - 3:30 PM  Concurrent Sessions

Room for Debate: Marketing Pros Discuss the Apartment of the Future
There are two sides to every story—and you get to hear both at the “Room for Debate” session! Two teams of marketing professionals will debate changing resident preferences and how new building technology could change apartments as we know them today as well as how we market them. The audience has the final word, though. Throughout the debate, you will get a chance to weigh in through interactive audience polling. You won’t want to miss this engaging and fun session.
Referee: Judy Bellack, Multifamily Management Consultant, Bellack Consulting
Debaters: Sara Graham, Director of Marketing, The Dolben Company, Inc.; Peggy Hale, Vice President of Sales & Marketing, Morgan Properties; Michael Manfred, Director of Marketing, Forest City Enterprises; Conor McManus, Senior Director, Marketing, West Division, Greystar Real Estate Partners, LLC

10 Steps to Better Utility Management
Utility costs are the largest operating costs behind payroll and real estate taxes; while many of us treat these utility cost expenses as uncontrollable, this is often not the case. This presentation will be in roundtable format so participants can have one on one time with all the panelists sharing real world experiences on topics such as how to get rebates to improve conservation, identifying and repairing leaks, reimbursement strategies, basic asset improvements and procurement. You should go. There will be candy.
Moderator: Mary Nitschke, Director of Ancillary Services, Prometheus
Speakers: Tim Haddon, Ancillary Services, Director, Fairfield Residential Company LLC; Jenifer Paneral, Senior Vice President and COO, Crossbeam Concierge; David Seiler, Executive Vice President, Trinity Property Consultants; Wes Winterstein, Vice President, Utility Management, Bell Partners

Technology Roundtables
(Open to owner, manager, and developer attendees only.)
Come share your expertise and ask your questions about the hot topics in technology, including business intelligence tools, property management system interfaces, BYOD and MDM, data systems protection and security. Join one conversation or check them all out.

Kind of a Big Deal: New Rules of the Road for Telecom
The telecommunications network is arguably the most important piece of infrastructure in the United States. That’s why the rules of the road for telecom, as established by governmental agencies, are so consequential. Telecom policy touches almost every aspect of our personal lives and impacts our businesses, our communities and our residents in a big way. This session will feature two leading telecom policy authorities who will help you decode the latest Washington rules and regulations and understand what they mean for you and why they’re kind of a big deal.

*As of 11/13/2015; Agenda Subject to Change*
**High Expectations: Lessons Learned from Student Housing**

Some student housing today sets a high bar for providers of market-rate apartments. For students who spent their college years in student housing with top-notch technology, telecommunications and amenities, the post-college move to a market-rate apartment can feel like a step down. This session will bring in student housing providers to discuss how they meet the expectations of their residents and what market-rate apartment providers can do to prepare for an incoming wave of graduates who may ask where your rock climbing wall and lazy river pool are located and why your Internet is so slow.

**The Growing Role of Institutional Investors in Management & Managing Changing Expectations**

It used to be that management companies managed and owners owned. Third-party managers were responsible for ensuring apartment communities were occupied, residents were happy and rent was collected, while owners acquired and disposed of assets. The real estate bubble changed the relationship, and institutional investor involvement in property management has increased. This panel of institutional investors and third-party managers will share their insights on why investors are more involved in community management and how to create a company-wide culture where everyone is focused on maximizing revenue and ROI.

**2:30 – 2:50 PM  SnapSession: 5 Things You Probably DON’T Already Know About SEO**

You’ve been to sessions on search engine optimization; you know the basics. Now, it’s time to take SEO knowledge to the next level. In this SnapSession, you will learn five important strategies that are often overlooked, and could hurt your search results if you remain in the dark. Discover the potential conflict with SEO and lead tracking numbers along with best practices to use them both successfully. Hear seldom discussed optimization tips for images. Find out what it takes to format ratings and review content to be easily recognized by search engines. These tips and more will be shared in this informative session, helping turn you into a search engine optimization master, driving traffic to your websites and leases to your communities.

**3:00 – 3:20 PM  SnapSession: Check Your Pulse! (Your LinkedIn Pulse)**

You’ve built your LinkedIn profile, added your professional photo and connected with your industry partners – now what? Discover new ways to use LinkedIn for your professional development using Pulse! We will help you to locate blogs, stories and ideas to assist with achieving your career goals.
Take a tour of Pulse and also connect you with five technology trends that will enhance your LinkedIn experience.

**Speaker:** Pam Roberts, Training Account Manager, Grace Hill, LLC

**3:30 - 4:00 PM** Break

**4:00 - 5:30 PM** General Session: NMHC Launch Pad

The apartment-industry original is back by popular demand for a fourth year! Four finalist startup technology companies will “face the music” as they present their technology solution to the OPTECH audience and to a panel of tough apartment and technology industry executives who will question the finalists. For the first time, the audience will select the winner of the 2015 NMHC OPTECH Technology Innovation Award. You’ll also hear an update from the 2014 competition winner about their award-winning year.

**Moderator:** Douglas M. Bibby, President, NMHC

**Expert Panel:** Thomas Bretz, Founder, Elmspring Accelerator; Thomas Bumpass, Managing Director, Chief Information Officer, Greystar Real Estate Partners, LLC; Alexandra Jackiw, President, Milhaus Management, LLC; Greg O’Berry, Chief Operating Officer, JVM Realty Corporation; Lori Reeves, Vice President, Strategic Business Services; Forest City Residential Management, Inc.

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

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**Thursday, November 19**

**7:00 AM – 2:30 PM** Registration/Social Lounge/Charging Station

**7:00 AM – 4:30 PM** Luggage Storage

**7:00 – 8:00 AM** Networking Continental Breakfast

**7:30 – 8:00 AM** Breakfast Briefings: New!

**Marijuana Laws and Their Impact on Your Employees and Residents**

As more states and cities are decriminalizing marijuana, federal law remains the same. The federal government has opted to take a light touch and not enforce the federal law in states that have legalized medical or recreational marijuana. But what do these new statewide and citywide developments mean for apartment companies? How will they impact existing employee drug testing, and what is the right strategy regarding residents smoking marijuana in our communities? This session will feature a legal expert who will help you understand the legal implications of navigating the new frontier of legalized marijuana.

**Introduction:** Matthew Berger, Vice President, Tax, National Multifamily Housing Council

**Speaker:** Morgan A. Stewart, Partner, Manly, Stewart & Finaldi
The Rise of Patent Trolls—Why We Care & What We Are Doing About It

American businesses, including some apartment companies, have been targeted by patent trolls for using common, off-the-shelf technology products like resident-facing software platforms or even on-site security surveillance systems. Patent trolls file infringement claims that essentially serve as a vehicle for legalized extortion, which diverts resources away from economic growth and toward frivolous legal proceedings. This session will provide a legal and legislative update and let you know what’s being done to fight the rise of patent trolls.

Speakers: Kevin Donnelly, Vice President, Government Affairs, National Multifamily Housing Council

8:15 - 9:15 AM

Concurrent Sessions:

Airbnb: Lease Violation or New Revenue Opportunity?

In most apartment communities, subletting your apartment to a stranger for a week or two is a lease violation that could lead to eviction. New technology, like Airbnb, makes the process easier than ever, and many residents take the risk to generate additional income. While owners and managers cite serious issues with liability, screening and security, could the threat be reframed as an opportunity? This fascinating session will ask you to reconsider reflexive defensiveness over disruptive technology and ask if there’s a win/win solution for residents and owners.

Moderator: Margette Hepfner, Vice President, Client Services, Lincoln Property Company
Speaker: Jaja Jackson, Head of Landlord Partnerships, Airbnb

Micro-Moments – Driving a Consumer-Led Mobile Strategy

Millions use mobile devices every day to make decisions on where they will rent—often based on quick, impulsive moments throughout their daily lives. Someone loves a local pub and decides to check out nearby apartments. A prospect passes your property on the train and decides to look for a shorter commute. However, you only have a moment to be relevant. When they search, is your community showing up? Is your site responsive to whatever device they’re using? Is the content relevant to helping them make a decision to rent? Is it all available within the first few seconds? These micro-moments are critical opportunities for you to help shape buying decisions and preferences, but you’ve got to be ready. During this session, Google will share some of their best practices for creating great user experiences, delivering relevant content and measuring what matters. Make your micro-moment count.

Speaker: Pablo Slough, Head of Mobile Ad Solutions, Google, Inc.

Telecommunications Roundtable

(Open to owner, manager and developer attendees only. The first portion of the roundtable is also open to owner/manager/developer attorneys.)

As technologies evolve, residents and staff expect and demand stronger, and more reliable, cell and wireless services, which often prove to be beyond the reach of existing capabilities. For multifamily telecom professionals, the breakneck rate of technology changes means not only having to keep up with ever-more sophisticated customer preferences, but also fostering important relationships with service providers. This facilitated peer-to-peer roundtable is an opportunity for candid discussion about priority issues telecom professionals are facing today.

*As of 11/13/2015; Agenda Subject to Change
Facilitator: Cheryl Jordan, Senior Director, Corporate Investment Services, AvalonBay Communities, Inc.

Ask the Tech Pros

You bring the questions, they have the answers! “Ask the Tech Pros” is back for its third year. In this thoroughly engaging interactive session, the multifamily industry's top tech professionals answer your questions and help you navigate your most pressing challenges. Bring your burning questions and engage with our panelists through audience polling.

Speakers: Mike Baldwin, Vice President, Information Technology, UDR, Inc.; James Hamrick, Vice President, Information Technology, Bell Partners; Bob Lamb, Vice President, Information Technology, Gables Residential; Rich Voinovich, Vice President, Information Technology, Equity Residential

The New World of Payments

While online payments have taken hold in the apartment industry, there are still numerous challenges, questions and misconceptions surrounding credit and debit card transactions. In addition, a whole new world of payments is emerging, capitalizing on the advantages of frictionless payments and the simple and seamless electronic transfer of money. This session will delve into how our industry can get on par with others regarding optimizing payments and how we can stay relevant to consumers that have a strong preference for electronic payments.

Moderator: Mona Stahling, Senior Vice President, Operational Service and Support, AvalonBay Communities, Inc.

Speakers: Bernie Avondet, Senior Vice President, KeyBank; Sam Bayoumi, Senior Account Executive, Visa

Walking the Sustainability Walk at the Corporate Level

There has been a lot of talk about sustainability at the community level—smart apartments, utility monitoring, LED lighting, water conservation—but what are you doing at the corporate level? Is your company “walking the walk”? This panel will discuss the importance of creating a sustainable culture at the corporate level and the steps companies have taken to ensure their sustainable goals are woven throughout their corporate culture. The benefits of establishing a corporate strategy of sustainability, including increased employee satisfaction, greater marketing differentiation and enhanced corporate reputation, as well as the challenges, will be addressed.

Moderator: Wes Winterstein, Vice President, Utility Management, Bell Partners

Speakers: Pamela Darmofalski, Director, Advantage Solutions - National Accounts and Sustainability, Greystar Real Estate Partners, LLC; Erin Hatcher, Sustainability Manager, AMLI Residential, Inc.; Donald J Rederscheid, Executive Director, J.P. Morgan Asset Management

8:15 - 8:35 AM

SnapSession – 5 Leadership Skills You Can’t Succeed Without

“Do as I say, not as I do” is the adage that confused us as children and continues to frustrate us as adults. In this interactive session, we will explore the importance of leading by example—“Do as I do” is the refrain of successful leaders today. Being an effective leader requires not only time, energy and effort, but also determination, passion and strength. Question: natural-born leaders are the only successful leaders, MYTH or FACT? Join us to learn the answer to this question and walk away with five critical leadership skills you simply cannot succeed without.
**8:45 - 9:05 AM**  
**SnapSession – Instagram Workshop**

If a picture is worth a thousand words, what are you saying about your apartment community on Instagram? With camera phones getting close to DSLR quality, you can capture some stunning images of your community, your residents and your culture. From creating compelling images using the Rule of Thirds and the Golden Ratio to strategies to strengthen your brand through a content strategy, you’ll walk away with practical tips to take your Instagram to the next level and expand your social media reach.

**Speakers:**  
**April O'Rourke,** Senior Product Marketing Director, G5; **Chris Sterry,** Director of Solutions Engineering, G5

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**9:30 - 10:30 AM**  
**Concurrent Sessions:**

**Remote Control: The Promise and Challenges of Home Automation**

This session explores the current wave of technology in home automation as well as innovations from the MIT Media Lab. Technologies such as smart phone-enabled thermostats, door locks and other peripheral equipment, building automation technologies to support your sustainable goals, as well as the "next frontier" in the Internet of Things for the apartment home, will all be discussed. Hear from your colleagues on initial lessons learned from their foray into this brave new world.

**Moderator:**  
**Karen Hollinger,** Vice President, Corporate Initiatives, AvalonBay Communities, Inc.

**Speakers:**  
**Hasier Larrea,** Founder & CEO, MorphLab, Research Affiliate, MIT Media Lab; **Mike Smith,** Director - Building Technology Services, Forest City Residential Group, Inc.; **Patrick Sudderth,** Vice President of Information Technology, Monogram Residential

**BI Case Studies: First-Generation Success Stories**

With recent innovations and advancements in data analytics, big data and business intelligence, several companies have stories to tell on the challenges of corralling, cleaning and analyzing data to make it actionable. Top owners and managers will provide case studies highlighting the challenges and opportunities from this new age of data and analytics.

**Moderator:**  
**Greg O'Berry,** Chief Operating Officer, JVM Realty Corporation

**Speakers:**  
**Joby Byroade,** Business Data Analyst, GID; **Randa McMinn,** Vice President of Marketing, Essex Property Trust, Inc.; **Ray Thornton,** Senior Vice President, Information Technology, MAA

**Sustainability Roundtable**

From technology and telecommunications to marketing and building design, sustainability is no longer just a novel concept—it’s an all-encompassing, integrated philosophy at the heart of apartment operations and corporate policies and systems. This free-flowing roundtable discussion will examine the many ways sustainability impacts all operations and residents, including energy usage and monitoring, green building codes and certifications, marketing sustainable communities and the latest design trends as well as corporate-level sustainability goals.

**Facilitator:**  
**Mary Nitschke,** Director of Ancillary Services, Prometheus
Top Trends in Marketing

Technology has revolutionized marketing, and while everyone knows the way we marketed in the past is out of date, marketing professionals are finding that the way they marketed last year or even last month might be out of date. Hear from cutting-edge marketing leaders on the top trends in marketing and what you should know now to plan your future marketing strategies.

Moderator:  
Mike Whaling, President, 30 Lines

Speakers:  
Wayne Partello, Senior Vice President, Chief Marketing Officer, San Diego Padres; Dana Pate, Director of Marketing, Matrix Residential; Lori Webb, Director of Marketing, East Coast, Lennar Multifamily

Cord Shavers, Cutters and Nevers: What They Mean for Apartment Telecom Infrastructure

What started as a small trend moving away from cable television to over-the-top video has grown into a national movement. It seems every month another content provider announces a new Internet subscription service for video content. Given the continuing and growing movement in this direction, multifamily industry experts will discuss what it means for the existing and planned telecom infrastructure in your communities and what you should do now to plan for a future where news and entertainment are delivered in a whole new way.

Moderator:  
Steve Sadler, Director, Resident Technology Services, Real Page

Speakers:  
Matt Paschick, Owner, National Wi-Fi; Barney Pullam, Vice President, Business Process, Multifamily, Waterton; Jackie Tromner, Ancillary Services Manager, AMLI Residential, Inc.; Doug Woods, Vice President, Corporate Development, WAVE

Marketing Corporate Culture

Property marketing is just one aspect of today's apartment marketing professional's responsibilities. Telling the company's story and marketing its corporate culture can be powerful tools in recruiting and retaining top talent. This session will offer ideas for implementing a corporate culture marketing strategy that attracts prospective employees and promotes the company's culture to current employees.

Moderator:  
Mary Herrold, Vice President of Marketing & Business Development, JVM Realty Corporation

Speakers:  
Christina Steeg, Senior Vice President of Marketing & Training, Simpson Housing LLLP; Cristina Sullivan, Executive Vice President Operations, Gables Residential; Kevin Thompson, Senior Vice President, Marketing, Bell Partners

9:30 - 9:50 AM  
SnapSession – Instagram Workshop

If a picture is worth a thousand words, what are you saying about your apartment community on Instagram? With camera phones getting close to DSLR quality, you can capture some stunning images of your community, your residents and your culture. From creating compelling images using the Rule of Thirds and the Golden Ratio to strategies to strengthen your brand through a content strategy, you'll walk away with practical tips to take your Instagram to the next level and expand your social media reach.

Moderator:  
April O'Rourke, Senior Product Marketing Director, G5; Chris Sterry, Director of Solutions Engineering, G5
10:00 - 10:20 AM  SnapSession – 5 Leadership Skills You Can’t Succeed Without
“Do as I say, not as I do” is the adage that confused us as children and continues to frustrate us as adults. In this interactive session, we will explore the importance of leading by example—“Do as I do” is the refrain of successful leaders today. Being an effective leader requires not only time, energy and effort, but also determination, passion and strength. Question: natural-born leaders are the only successful leaders, MYTH or FACT? Join us to learn the answer to this question and walk away with five critical leadership skills you simply cannot succeed without.

Speaker: Pam Roberts, Training Account Manager, Grace Hill, LLC

10:30 - 10:45AM  Break

10:45 AM - Noon  General Session: Intentional Innovation: Multifamily Leads the Way
Many in the multifamily industry will admit that we haven’t been pioneers when it comes to technology or innovation. But a few brave industry leaders would like to change that image. This session will highlight companies that have prioritized innovation by putting money, staff, resources and personal leadership behind it. Hear what they’ve learned along the way and how their efforts have helped break down silos and change the company culture. And if their efforts create the next big thing that will disrupt the multifamily industry and give them a competitive and financial advantage, that would be ok too.

Moderator: Tabitha Crawford, Senior Vice President, Innovation, Balfour Beatty Investments
Speakers: Derek Knudsen, Vice President of IT, The Irvine Company Apartment Communities; David Schwartz, CEO and Co-Founder, Waterton; Kristy Simonette, Senior Vice President, Strategic Services, Camden Property Trust

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

12:30 - 1:30 PM  Commerce Corner

1:30 - 2:30 PM  General Session: Bigger and Better: The 2015 NMHC/Kingsley Apartment Renter Preferences Study Results Are In!
Be among the very first to hear results from the 2015 NMHC/Kingsley Apartment Renter Preferences Study. NMHC once again partnered with Kingsley Associates to produce the second Renter Preferences Study, and this time, we have over 700% more respondents than in 2013! That means more data, more cities covered and more insights than ever on what renters of today are thinking, with real implications for the amenities we provide, the way we communicate and the way we run our businesses.

You won’t want to miss this interactive and fun session that’s sure to include a few surprises that will change the way you think about what our residents really want.

Moderator: John Falco, Principal, Kingsley Associates, Inc.
Participants: Judy Bellack, Multifamily Management Consultant, Bellack Consulting; Larry Bellack, Vice President, National Sales, Rainmaker MDX; Eric Clark, Director of Marketing, Greystar Real Estate Partners; Peggy Daly, Executive Vice President, Monogram Residential; Angela Flick, Director, Property Marketing Programs, Greystar Real Estate Partners, LLC; Jared Miller, Managing Director, Asset Management and Operations, Homestead Development Partners; Melanie O’Brien, Vice President of Training, Windsor Communities; Kevin Thompson, Senior Vice
3:00 – 4:30 PM  Closing Party  New!

*Please be aware that photos may be taken at the meeting and posted online.*