2017 NMHC Annual Meeting

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

Meeting Agenda

Agenda sponsored by:

NMHC
NATIONAL MULTIFAMILY HOUSING COUNCIL

APARMENT LEADERSHIP RESIDES HERE™

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2017 NMHC Annual Meeting

Join the conversation on Twitter at #nmhcAnnual
Wi-Fi service is available in the meeting rooms. Network: NMHC Wi-Fi Password: Greystone
Luggage storage will be available on Thursday, January 26, 7:00 AM – 1:30 PM in the Seaport Ballroom Foyer.

### MONDAY, JANUARY 23

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>3:00 – 7:00 PM</td>
<td>Registration</td>
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### TUESDAY, JANUARY 24

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| 7:00 AM – 3:00 PM | NMHC Apartment Strategies Outlook Conference    | (Separate registration required)  
Note: If registered for the Apartment Strategies Conference, at 3:00 PM switch from the yellow badge to the white Annual Meeting badge. |
| 3:00 – 4:00 PM  | Diversity & Inclusion Committee Meeting         | La Jolla, 2nd Floor       |

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.
3:00 – 4:00 PM  Finance Committee and Tax Committee Combined Meeting

Location: Seaport Ballroom F, 2nd Floor

Tax reform is front and center on the 2017 congressional agenda and could have meaningful impacts on 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 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”

Location: Grand Hall, Lobby Level

4:00 – 5:00 PM  Executive Committee Meeting

(By Invitation Only)

Location: Seaport Ballroom G, 2nd Floor

Speaker:
Mark King, President, adidas Group North America & 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.)

Location: Gaslamp A, 2nd Floor

5:00 – 6:00 PM  NMHC PAC Appreciation Reception

(By Invitation Only)

Location: Harbor Terrace, 2nd Floor

6:00 – 7:30 PM  Opening Reception

Location: Harbor Ballroom, 2nd Floor
WEDNESDAY, JANUARY 25

7:00 AM – 7:30 PM  Registration
Location: Palm Foyer, 2nd Floor

7:00 AM – 7:30 PM  Social Lounge and Charging Station
Location: Seaport Ballroom Foyer, 2nd Floor

8:00 AM – 5:00 PM  “Networking on the Lawn”
Location: Grand Hall, Lobby Level

8:00 – 9:00 AM  NMHC Board of Directors Meeting with Breakfast
Location: Harbor Ballroom G, 2nd Floor

8:30 – 9:15 AM  Continental Breakfast Social
Location: Harbor Ballroom A, 2nd Floor

9:15 AM – Noon  General Session
Location: Seaport Ballroom D, 2nd Floor

• 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 & Vice Chairman, Real Estate Executive Council (REEC)

Laurie Baker, Senior Vice President of Fund and Asset Management, Camden Property Trust & Immediate Past President, CREW Network (Commercial Real Estate Women)

Mitch Harrison, CEO, First Communities & Chairman, Georgia Apartment Industry Education Foundation

Julie Smith, Chief Administrative Officer, The Bozzuto Group & 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 & Photo Opportunity with Condoleezza Rice
(By Invitation Only)
Location: Seaport Ballroom F, 2nd Floor

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.)
Location: Harbor Ballroom A, 2nd Floor
1:30 – 2:45 PM  Coming Rental Boom(er)?

*Location: Seaport Ballroom H, 2nd Floor*

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

1:30 – 2:45 PM  The 2017 Investment Outlook: Young Guns Pitch to Senior Leaders

*Location: Seaport Ballroom G, 2nd Floor*

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 Matthews**, Vice President, Colliers International

*Presenters:*

**Dave Bragg**, Managing Director, Green Street Advisors

**Peter Kuzma**, Vice President, Waterton

**Chris Lackett**, Associate 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 Meeting  
*Location: Harbor Ballroom E, 2nd Floor*  

3:00 – 4:15 PM  
Using Building Performance Data to Catalyze Value  
*Location: Seaport Ballroom G, 2nd Floor*  

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 these 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 Loans Business, Fannie Mae Multifamily  

Michael Zatz, Manager, U.S. Environmental Protection Agency’s ENERGY STAR Commercial Buildings Program
3:00 – 4:15 PM  **Hanging Onto Residents by Cultivating Real Community and Relationships**  
*Location: Seaport Ballroom H, 2nd Floor*

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**  
*Location: Harbor Ballroom G, 2nd Floor*

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 Meeting**  
*Location: Harbor Ballroom H, 2nd Floor*

4:30 – 5:30 PM  **Student Housing Committee Meeting**  
*Location: Seaport Ballroom F, 2nd Floor*

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  
*Location: Harbor Ballroom D, 2nd Floor*

5:30 – 6:30 PM  
Chairman’s Reception  
*(By Invitation Only)*  
*Location: Bayview, Seaport Tower, 32nd Floor*

6:30 – 7:30 PM  
Networking Reception  
*Location: Seaport Terrace & Foyer, 2nd Floor*

7:30 – 9:30 PM  
Annual Dinner  
*Location: Seaport Ballroom D, 2nd Floor*

*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*  
*Location: Boardwalk behind Hyatt’s Sally’s Restaurant*

7:45 – 11:30 AM  
Registration  
*Location: Palm Foyer, 2nd Floor*

7:45 – 11:30 AM  
Social Lounge and Charging Station  
*Location: Seaport Ballroom Foyer, 2nd Floor*

8:00 – 9:15 AM  
NMHC PAC Recognition Breakfast  
*(By Invitation Only)*  
*Location: Seaport Ballroom F, 2nd Floor*

*Introduction:*  
**Sue Ansel,** President and Chief Executive Officer,  
Gables Residential

*Speaker:*  
**Jeff Greenfield,** Award-Winning Television Journalist and Author
8:15 – 9:15 AM  Continental Breakfast Social  
*Location:* Harbor Ballroom A, 2nd Floor

9:15 – 11:30 AM  General Session  
*Location:* Seaport Ballroom D, 2nd Floor

- **Walk for the Homeless Presentation**
  
  *Introduction:*
  
  **Doug Bibby**, President, NMHC

- **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 Chief Executive Officer, Gables Residential

Speaker: 
Mitt Romney, Former Presidential Candidate and Massachusetts Governor

11:30 AM  Photo Opportunity with Mitt Romney 
(By Invitation Only)
Location: Seaport Ballroom F, 2nd floor

11:30 AM  Meeting Adjourns

Notes: Agenda as of January 16, 2017; 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.
NMHC gratefully acknowledges the sponsorship of the firms listed below whose support make this event possible.

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