Preliminary Agenda
(As of 8/16/17; subject to change)

Monday, September 25

11:00 AM-6:30 PM  Registration

Noon-1:30 PM  NMHC Student Housing Council Meeting *(NMHC Members Only)*

- **Introduction:** Randy Churchey, CEO, EdR & NMHC Student Housing Council Chair
- **Government Affairs Update:** NMHC Staff
- **Capital Markets Update:** Brian Kelly, Managing Director, HFF
- **Economic Market Update:** Andrew Nelson, Chief Economist, Colliers International
- **NMHC Research:** Brett Reed, National Director of Business Development, Axiometrics

Noon-6:30 PM  Meet the Money Arena

*Note: The companies in this area will be independently scheduling meetings with conference attendees during this time.*

2:00–5:30 PM  General Session

2:00–3:15 PM  Industry Leaders Spotlight

The Student Housing market continues to outperform other real estate sectors, but are there any forewarning signs about tomorrow’s student housing market? What does the deal pipeline tell us about the future? Get an in-depth look at financing, alternative product types, enrollment trends, potential market opportunities and what to expect in the years to come from a panel of leading industry executives.

- **Moderator:** Peter Katz, Executive Director, Institutional Property Advisors
- **Speakers:** Bill Bayless, CEO, American Campus Communities
  Randy Churchey, CEO, EdR
  Brian Dinerstein, President, The Dinerstein Companies
  Donna Preiss, CEO & Founder, The Preiss Company
  J. Wesley Rogers, President and CEO, Landmark
3:15-4:15 PM  
**Student Spotlight: Choices, Choices, Choices: How Students Select Where to Live**

The Student Housing market offers multiple product types at a variety of price points. Students must consider numerous factors, including cost, location and amenities when selecting their home for the academic year. Led by an experienced educator, this panel of students will explore how the industry’s customer base navigates and evaluates the various options to make housing choices.

Moderator: Deborah R. Phillips, Ph.D., Founder/President, The Quadrillion; Adjunct Professor, Georgia Institute of Technology

Speakers: Student Focus Group

4:15-5:30 PM  
**Average is Just Not Good Enough. PERIOD!**

*Keynote Speaker: Coach Carter, author, founder and chairman of the Coach Ken Carter Foundation*

When famed high school basketball coach Ken Carter literally locked his undefeated, state play-off bound team out of the gym and forced them to hit the books and stop counting on athletic potential as the only ticket out of a tough, inner city life, he sent a powerful message. The film, *Coach Carter*, based on the lock-out and starring Samuel L. Jackson as the Coach, is just one more testimony to the strength of his convictions. At the podium, Coach Carter scores with hard-hitting advice about accountability, integrity, teamwork and leadership to succeed both on and off the basketball court.

In addition to coaching SlamBall’s champion team, The Rumble, Carter is owner/operator of Prime Time Publishing, Prime Time Sports, and is an author. He is also founder and chairman of the Coach Ken Carter Foundation, a non-profit organization which develops, promotes and provides education, training and mentoring programs for minority youths. In 2002, he was selected to carry the Olympic torch for the San Francisco Bay Area/Richmond California.

Keynote Speaker: **Coach Ken Carter**, Author and Founder & Chairman of the Coach Ken Carter Foundation

5:30-6:30 PM  
**Networking Reception in the Exhibit Hall**

5:45-6:15 PM  
**NEW! Meet the Keynote**

Following Coach Carter’s invigorating keynote, join your conference colleagues at the Exhibit Hall stage during the Networking Reception to ask him your questions. Hopefully he won’t make you do any push-ups!

**Tuesday, September 26**

7:45 AM-6:45 PM  
**Registration**

7:45 AM-6:45 PM  
**Meet the Money Arena**

*Note: The companies in this area will be independently scheduling meetings with*
conference attendees during this time

8:00-9:00 AM  Continental Breakfast Social

8:00-9:00 AM  Student Housing Emerging Leaders Breakfast  
(Open to All NMHC Members Under 40)  
This Emerging Leaders Breakfast will provide the next generation of multifamily leaders the ability to hear from the leader of one of the nation's largest and most successful student housing companies. Following an interview designed to elicit leadership insights, participants will be able to ask questions in a free-flowing format.

Moderator:  Casey Petersen, COO, Peak Campus  
Speaker:  Randy Churche, CEO, EdR

9:00-10:00 AM  General Session: Is Student Housing Resilient?  
Many view student housing as countercyclical and recession proof. When the economy performs well, the rising tide lifts all boats. However, when the economy slows or contracts, students continue to seek the refuge of a college or university with hopes that the labor market will improve by graduation. This panel will explore whether student housing is a surefire investment regardless of underlying economic conditions.

Moderator:  Tim Bradley, Principal & Founder, TSB Capital Advisors, LLC  
Speakers:  Dan Goldberg, Vice President, Goldman Sachs  
Marc Lifshin, Managing Partner, Core Spaces  
Bradford J. Noyes, Executive Vice President, Brailsford & Dunlavey  
S. David Selznick, Chief Investment Officer, Kayne Anderson

10:00 AM-1:00 PM  Exhibit Hall Open

10:00-11:00 AM  NEW! Networking Coffee Break in the Exhibit Hall

10:15-10:45 AM  NEW! Snap Session: Student Housing Quickfire  
Meet your student housing colleagues at the Exhibit Hall stage, where NMHC puts its own spin on the 'Ask Me Anything' format. In this brief session attendees will be able to ask an industry-leader a quickfire question. No punts allowed, all questions must be answered! These sessions promise to be entertaining and informative.

Speaker:  Bob Clark, CEO, Peak Campus

Noon-1:00 PM  Networking Lunch in the Exhibit Hall

12:15-1:00 PM  Commerce Corner in the Exhibit Hall

11:00 AM-Noon  Concurrent Sessions
• Developers, Investors and Owners: From A to Z Where Do You Put Your Money to Work?
Commercial real estate investors have many choices to deploy their money so, why choose student housing? How do the risk adjusted returns compare with other real estate opportunities? In this session, investors and developers will offer their views on what motivates them to invest their capital in student housing projects and how to secure investor interest in a competitive market.
Moderator: J. Andrew Hogshead, CEO, The Colliers Companies
Speakers: Eric Frank, Managing Principal, Cardinal Group Investments
Loren King, CEO & Co-Founder, Trinitas Ventures
Patrick McBride, Managing Partner, Coastal Ridge Real Estate
Fred Pierce, President and CEO, Pierce Education Properties

• Driving NOI: How Marginal Changes Really Add Up
While rent is the biggest income driver, market conditions ultimately dictate how much rents can rise. This panel will focus on other strategies that student housing operators can use to drive net operating income. From disaggregating utility costs from the rental rate to offering additional services at a premium, learn how seemingly small changes can be beneficial to your bottom line.
Moderator: Miles Orth, Executive Vice President & Chief Operating Officer, Campus Apartments
Speakers: Julie Bonnin, Chief Operating Officer, Asset Campus Housing
Adam Byrley, Chief Operating Officer, The Preiss Company
Jennifer Cassidy, SVP, Asset Management, Campus Advantage
Jim Sholders, Chief Operating Officer, Campus Life & Style

1:00-2:00 PM Concurrent Sessions
• Mixing Things Up: Putting Mixed-use Student Housing in Context
Student housing is a core element of university villages but not the only one. Since 2011, public-private projects with universities have grown an average of 50% year-over-year meaning higher education institutions are turning to the private sector to advise, support and execute substantial improvements both on- and off-campus. As design, build, finance and P3 partnerships increase in significance, this session will draw on extensive practitioner experience to demonstrate the mutual benefits and challenges developers and universities share by expanding the scope, size, and amenity of university projects. Attendees will walk away with material questions to consider when launching developments that include student housing, academic facilities and recreation spaces.
Moderator: Dave Borsos, Vice President, NMHC
Speakers: Jack Boarman, Founder & Partner, BKV Group
• **Brand New: Marketing Strategies for Rebrands and Acquisitions**
  From a marketing perspective, the acquisition of existing properties presents both challenges and opportunities. Rebranding developments and reintroducing them into the marketplace has been extremely effective in driving pre-leasing and occupancy results. But, to work well, a rebranding must be sensitive to the values and services of a property and pursue a well-defined goal. We will teach you how to implement themed marketing campaigns that resonate with students and drive traffic to your property. Additionally, we will share real-life examples of how our marketing strategies have been highly effective in changing perceptions and driving results.

Moderator: **Jamie Matusek**, President, Catalyst
Speakers: **Kim Grisvard**, Vice President of Sales and Marketing, EdR
          **Alexandra Jackiw**, President, Milhaus Management
          **Sam Mtunga**, Principal, XFD Real Estate

2:00-2:15 PM Networking Break

2:15-3:00 PM Concurrent Sessions

• **Delivering a P3 Project in One School Year**
  Public private partnerships are helping universities provide cost-effective on-campus housing. Financing and delivering such projects can complicated and lead to traps for the unwary. This concurrent session presents a case study of a project to be delivered on the University of South Florida’s campus in just one year. The project, a $134 million public-private partnership with Capstone Development Partners and Harrison Street, is the largest public-private partnership student housing project approved by the Florida Board of Governors in the history of the state university system, according to USF. The first phase includes 900 beds and will be complete in time for fall semester, 2017. The second phase will be complete one year later. Come learn about this case study!

Speakers: **William Finfrock**, President, FINFROCK
          **Justin Gronlie**, Vice President, Harrison Street Real Estate
          **Jeff Jones**, Principal, Capstone Development Partners
          **Jeremy Thompson**, Regional Vice President, COCM

• **Securing Our Communities: Protecting Our Students, Staff and Stuff**
  Like market rate communities, the modern student housing complex has access to a new generation of technology and amenities, and high expectations for student privacy in light of these enhanced services. How are you protecting your community? In this panel, experts discuss the importance of community security and share the methods they use to work with managers and partners to
secure their properties. We’ll outline the advanced ways student housing communities can keep the safety of their residents, public spaces, and shared amenities a top priority.

Moderator:  
**Chris Moreno,** Vice President, National Partnerships, Luxer One

Speakers:  
**Scott Duckett,** Chief Operating Officer, Campus Advantage  
**Michelle Fuller,** Managing Director, Greystar Real Estate Partners

**3:00-3:15 PM**  
*Networking Break*

**3:15-4:10 PM**  
**General Session: Customer Experience is a Journey**

Customer experience is more than customer service. And, it is more than being simply responsive. It is anticipatory of the journey you and your residents take together. During this session attendees will learn the proven methods by world-renowned experts from The Disney Institute and the Ritz Carlton Leadership Center. They will discuss the art and science of customer experience, today’s standard of excellence for customer experience, and how it is achievable for every organization, regardless of the business.

Moderator:  
**Bruce Sanders,** Chief Marketing Officer, Elauwit

Speakers:  
**Jeri Butler,** Executive Training in Quality Service, The Disney Institute *(invited)*  
**John M. Cashion,** Corporate Director of Culture Transformation, Ritz-Carlton Leadership Center

**4:10-4:15 PM**  
*Networking Break*

**4:15-5:45 PM**  
**General Session: NMHC Student Housing DealTank**

Episode Three of this popular NMHC pitch competition. Hear real student housing developers sell their deals to a panel of industry experts. Judges will provide objective feedback, with the goal of helping execute the project. Votes will determine the best pitch. This will be an entertaining session that you won’t want to miss!

Moderators:  
**Steve Helfrich,** Vice President Business Development, CampusWorks  
**Dorothy Jackman,** Managing Director, Colliers International

Judges:  
**JD Goering,** Vice President, Harrison Street Real Estate Capital LLC  
**Andrew Stark,** CEO, Campus Evolution Villages LLC  
**Peter Stelian,** CEO & CO-Founder, Blue Vista LLC  
**Tom Trubiana,** President, EdR

**5:45-6:45 PM**  
*Networking Reception in the Exhibit Hall*
6:00-6:30 PM  **NEW! Snap Session: Online Reputation Management**
Are you losing out on students because of your online reputation? Based on J Turner Research’s most recent research project, 70-percent of prospects chose to visit a property with a better online reputation. In summer this year, J Turner conducted a breakthrough national research study to track step by-step how students navigate the Internet to find their way to your property. Get in-depth insights into this digitally proficient cohort’s thought process, motivations, and preferences towards online apartment search and influence of online ratings and reviews.

Speaker:  **Joseph Batdorf**, President, J. Turner Research

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**Wednesday, September 27**

7:45 AM-Noon  Registration

7:45 AM-Noon  **Meet the Money Arena**
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8:00-9:00 AM  Continental Breakfast Social

9:00–10:00 AM  **Concurrent Sessions**

- **Tier 2 or 3: Risks and Opportunities**
  Some student housing operators focus only on markets serving state flagships. While demand in these markets might be strong, so is the competition. Others see rewards in serving secondary and tertiary markets, which may have more risk but have fewer providers. Come learn about the risks and opportunities inherent in serving each type of market as you consider your future investment strategy.

  **Moderator:**  **Chris Epp**, Principal, FourPoint Student Housing Investments
  **Speakers:**  **Kyle Bach**, CEO, Annex Student Living  
  **Matthew Marshall**, Vice President of Development, RISE  
  **Rich Martinez**, Vice President, Freddie Mac

- **Cyber Security: If You’re Unprepared, You’re Behind!**
  In today’s economy, cyber-attacks occur daily. These breaches can cost companies literally millions of dollars to remediate. Student housing companies are the custodians of confidential information provided by both students and parents. This panel will focus on strategies firms should consider taking to protect this information and their corporate reputation. Leave with an action plan that may allow you to finally sleep a little easier at night.
Moderator: Mitchell Smith, COO, The Scion Group
Speakers: Jim Halpert, Partner, Co-Chair, US Cybersecurity Practice and Global Data Protection, Privacy and Security Practice, DLA Piper
Jeremy Rasmussen, Director of Cybersecurity, Abacode
Nolan K. Wilson, Cyber Insurance Broker, Aon Risk Services, Inc. of Florida

10:00-10:15 AM Networking Break

10:15-11:00 AM General Session: Data Panel
Leading research experts will share insights on the wealth of demographic, demand, and transaction data available about student housing. With all this data how do you utilize it to capitalize on opportunities? Find out what indicators you should look for to track student and investor demand and how to find future opportunities.

Speakers: Taylor Gunn, Student Housing Analytics Lead, Axiometrics, a RealPage company
William A. Vonderfecht, Associate Director of Student Housing, CBRE

11:00 AM-Noon General Session: Student Housing Trends: How Do Student Accommodations Compare Internationally?
The market for student housing is strong here in the United States and across the pond in Europe, where industrial private and institutional investors are taking notice of the attractive opportunities for development. As attention grows for this asset class internationally, how does the supply of student housing compare? Additionally, what do the students expect of their accommodations abroad and how are developers incorporating expectations from these varied user groups in their development designs? This session will focus on the maturing interest for new student housing developments internationally, the design trends and influences shaping those properties, and lessons from these projects are influencing domestic projects in turn.

Moderator: Jonathan Breen, AIA, Europe Practice Area Leader, Residential Associate, Gensler
Speakers: Neil Burton, Managing Director, Greystar Europe Holdings Ltd.
Andrew Hansen, Senior Vice President, Horizon Realty Advisors
Luke Nolan, CEO, Student.com
James Pullan, Partner and Head of Student Property, United Kingdom, Knight Frank

Noon Conference Adjourns

Note: Agenda is subject to change. Photos may be taken at the conference and posted online.