



## 2008 Pillars of the Industry Education Sessions & Speakers

### PLENARY SESSIONS

**Tuesday April 1, 2008 from 4:00PM – 5:30PM**

#### Multifamily Economic Forecast

One of the can't-miss sessions of the Pillars Conference, here's your opportunity to hear expert forecasting on how the apartment and condo markets are likely to perform over both the short and long term.

**Speaker:**

Bernie Markstein, Staff Vice President, NAHB Economics

#### Multifamily Market Outlook

Get a comprehensive update of multifamily markets across the country, offering an outlook for development, acquisitions, dispositions, financing and pricing

**Speaker:**

G. Ron Witten, President, Witten Advisors

**Wednesday April 2<sup>nd</sup> from 8:30AM – 9:45AM**

#### State of the Multifamily Industry

This powerhouse panel is where leading executives from the for-rent and for-sale segments of the industry discuss current trends in the market and share their strategies for success in this changing environment.

**Moderator:**

Leonard Wood, Founder, Wood Partners

**Speakers:**

Bryce Blair, Chief Executive Officer, Avalon Bay Communities  
Bill Donges, Chief Executive Officer, Lane Company  
Dean Henry, President, Legacy Partners Residential  
Connie Moore, President & Chief Executive Officer, BRE Properties

### CONCURRENT SESSIONS

**April 2<sup>nd</sup> from 10:00AM – 11:15AM**

#### Green Building

With everybody from Brad Pitt to Bill Clinton jumping on the green building bandwagon – not to mention at least 700 cities across the country kicking off sustainability initiatives – there is plenty of talk about green building. But what exactly does it mean to *build green*? In this session, experts will discuss the costs and benefits of different green features and building components as well as the various green standards and certifications being promulgated to the industry. Current best practices for new development and existing buildings will be examined with a special emphasis on how to get a return on your investment.

**Speakers:**

Aaron Liebert, Senior Vice President & Area Managing Partner, JPI  
Richard Mercer, Director, Wood Partners



### **Buying and Selling in a Changing Rental Market**

After years of amazingly steady cap rates, significant pricing differentials are appearing between Class A, B and C properties as well as between properties in different locations. Are sellers responding to the changes or pulling their properties off the market until prices rise again? Brokers and buyers discuss how properties are being priced in this environment and where they see the best deals.

**Moderator:**

Greg Vilkin, Managing Principal & President, MacFarlane Partners

**Speakers:**

Dale Gruen, Managing Director, BlackRock  
Gary Kachadurian, Chairman, Apartment Realty

### **Proactive Marketing in Down Times**

The days of selling condo units with a postcard or a party are over. The challenging for-sale housing environment requires that you learn how to analyze and redefine your target markets to understand where you can find your best prospects. And given the credit crunch, it means you may need to be prepared to sell the same unit twice. Marketing executives from leading companies will look at the best technology for finding prospects, following leads, and tracking the results so that you not only get the sales but get them at the smallest cost per lead possible.

**Moderator:**

Garry Benson, President & Chief Executive Officer, Garrison Partners Consulting

**Speakers:**

Jamie Gorski, Chief Marketing Officer, KETTLER  
Becca Wilson, President & Chief Executive Officer, Sphrexx.com

### **The Evolution of a Downtown Redevelopment**

Downtown Denver's urban core is experiencing an exciting rejuvenation, changing from a commercial area where they rolled up the sidewalks at night, to a vibrant destination for housing, retail, and entertainment. Come see how its transformation is a model for other cities redevelopment efforts. Development activity, demographics, political processes, and design considerations will all be discussed.

**Moderator:**

Barry Mandel, President, The Mandel Group

**Speakers:**

Chris Frampton, Managing Partner at Riverfront Park, East West Partners  
David Zucker, Managing General Partner, LEED, AP, Zocola Development

**April 2<sup>nd</sup> from 11:30AM – 12:45PM**

### **What Now? Finding Opportunities in the Current Condo Market**

Where were you when the bottom fell out of the condo market? If you had a project in the pipeline, already under construction, or even half sold out, you'll want to attend this session. Our speakers will help you sort out whether to redesign, revert to rental, or auction off unsold units. Then they'll tell you the best way of pursuing these various options—all with an eye toward meeting your goals for IRR.

**Moderator:**

Steve Patterson, Chief Executive Officer, ZOM, Inc.

**Speakers:**

James Borders, President, The Novare Group  
Dave Nielsen, National Condo Sales Manager Vice President,  
Wells Fargo Home Mortgage

### **Debt and Equity Capital Markets Update**

With the sub-prime mortgage mess still causing havoc in the capital markets, rates are in flux, underwriting is tighter, more equity is required, and both project loans and individual condo loans are smaller. Meanwhile, capital sources have become more discriminating between property classes and locations and the expectations for returns have changed, especially from foreign investors. A panel of capital providers and active buyers will discuss the current state of the debt and equity markets, offering you strategies for how to best navigate your way through this environment now and in the near future.

**Moderator:**

Paul Doocy, Chief Investment Officer, Real Estate Capital Partners

**Speakers:**

Mike May, Senior Vice President , Multifamily Sourcing Division, Freddie Mac  
Roger Pratt, Managing Director & Sr. Portfolio Manager, Prudential Real Estate Investors  
Tim White, President & Chief Operating Officer, PNC ARCS

### **Attainable Housing/Workforce Housing**

There is more and more talk about the need for housing that is affordable by moderate income residents but increasing costs continually make it harder to provide. Is it possible to develop market-rate housing for moderate income residents without a subsidy in the mix? This session will offer case studies of properties that have been successful by offering smaller unit sizes or larger units for families but with fewer amenities.

**Moderator:**

John Orehek, Chief Executive Officer, Security Properties

**Speakers:**

Charlie Allen, Principal, Evergreen Partners  
Dave Crowe, Senior Staff Vice President, Regulatory and Housing Policy, National Association of Home Builders

### **Technology for the 21<sup>st</sup> Century**

What are the housing desires of Gen Y and how will those desires change the product that we develop? How much housing can they afford and what unique design features, amenities, and locations do they expect? What are the best ways to capture their attention and communicate with them? Our experts will focus on how this younger generation will influence our design, development and marketing activities on the projects you may be starting now.

**Speakers:**

John Helm, Chief Executive Officer, MyNewPlace.com  
Kevin Thompson, Vice President, Marketing, Avalon Bay Communities

April 2<sup>nd</sup> from 2:15PM – 3:30PM

### Marketing & Design for Generation Y

The Internet is one of the most profound cultural and economic forces of the 21st century, but few multifamily firms have managed to maximize its effectiveness as a marketing tool. In this session, we will examine everything from internet listing services, to apartment marketing sites, to search engine optimization, to finding ways for all the available technologies to be integrated together. With an emphasis on capturing and analyzing data, this session will show you how to use the latest technology to determine your sales sourcing as well as the costs of various advertising sources, while offering strategies for training your onsite staff on the best way to convert these leads into leases.

**Moderator:**

Sanford Steinberg, Principal, Steinberg Design Collaborative, LLP

**Speakers:**

James Chung, President, Reach Advisors  
Charles Kennedy, Senior Vice President, DYG, Inc.

### Navigating the Maze: High Prices and Protracted Entitlements

The slumping for-sale market hasn't done much to dampen the cost of land or construction costs—and the entitlement process, especially for rental apartments, grows ever longer and more complicated. This session will evaluate today's various building techniques with an eye toward achieving both cost-savings and density while offering strategies for negotiating the ever longer and more complicated entitlement process so that your project remains financially viable.

**Moderator:**

Jim Simpson, Director, Wood Partners

**Speaker:**

Ed Lange, Executive Vice President & Chief Operating Officer, BRE Properties

### Transit Oriented Development

Downtown Denver is a great example of the trend to revitalize urban cores by introducing transit-oriented developments in which housing is clustered around light rail systems and train stations. Learn how you can introduce a higher density product into a neighborhood that has never had it—even on previously undesirable sites like brownfields--by taking advantage of TOD. This session will focus on how to do TOD well now, and what trends will be coming in the next five years.

**Moderator:**

Spencer Stuart, Senior Managing Director, Legacy Partners Residential

**Speakers:**

Eliot Barnett, Managing Director, Harvest Partners  
Chris Frampton, Managing Partner at Riverfront Park, East West Partners  
Mark Humphreys, Chief Executive Officer, Humphreys and Partners

### **Mixed-Use/Multiple Use Developments**

Multiple-use projects can be an effective way of responding to different demands in the market, but such developments can be fraught with risk. This session will examine the unique challenges a multifamily developer faces when playing the role of master developer, including design and environmental issues that must be considered. Mixed-use pros will also offer advice for deciding what types of uses work best, how to approach financing, how to partner with other companies, and what to consider when selling off parcels of the property to other developers.

**Moderator:**

Tom Senkbeil, Chief Investment Officer Post Properties

**Speakers:**

Don Briggs, Senior Vice President, Development, Federal Realty

David Fitch, President and Chief Executive Officer, Gables Residential Trust

**April 2<sup>nd</sup> from 3:45PM-5:00PM**

### **Building a Great Brand**

Branding is a buzzword in today's business world for all kinds of companies trying to sell their goods and services by creating a perception in the minds of their customers and prospects that there is no product or service on the market that is quite like theirs. But is it possible for a multifamily owner/developer to create such a brand across their portfolios or for individual properties? In this session, marketing experts from some of the industry's most respected firms will share their adventures in branding—their challenges and successes—and offer insights into how building brand equity can differentiate you from your competitors in the market.

**Moderator:**

Mary Ann Voight, Vice President, Corporate Marketing, The Bozzuto Group

**Speakers:**

Denise Bailey, Senior Vice President Marketing & Training, Legacy Partners

Debra Semans, Senior Vice President, Polaris Market Research

### **Fair Housing: Don't Wait for the Lawsuit**

With advocacy groups slamming multifamily companies across the country with lawsuits for allegedly violating Fair Housing Accessibility laws, this is the time to review your portfolio and your compliance practices. This session will go beyond the technical clarifications of HUD's guidelines, updating you on common pitfalls and offering practical advice about how you can incorporate a system into your development practices that ensures you comply with the law.

**Moderator:**

Tom Baum, President, The Bozzuto Group

**Speakers:**

Jeff Augello, Staff Counsel, Litigation, National Association of Home Builders

Miles Haber, President, Monument Construction, Inc.

Rohit Anand, Principal, Cubellis

Tom Shoup, Director, Wood Partners

### **Latest Design Trends**

What do the multifamily industry's top architects have on their drawing boards? Higher density products, urban in-fill; adaptive reuse; smaller units; condos that need to be reworked as rentals, products that will attract renters and buyers from different generations and changing demographic profiles, just to name a few. Here's your chance to find out what's hot, what's not, and what products work best in different regions of the country.

#### **Moderator:**

Bill McLaughlin, Sr. Vice President, Development, Avalon Bay Communities

#### **Speakers:**

Manny Gonzalez, Principal, KTG Y

Chuck Travis, President, The Housing Studio