

NAHB MULTIFAMILY 2003 PILLARS OF THE INDUSTRY CONFERENCE SESSIONS
“Where the Hottest Multifamily Trends Develop”

Monday, March 24 - 8:45 - 10:15 AM
(Opening Session)

General Session I: The State of the Industry

NAHB Multifamily Leadership Board Chairman J. Ronald Terwilliger hosts this exclusive panel of multifamily mega-powers for an unprecedented discussion of the state of the multifamily housing industry, including a look back at where the industry has come from, how the industry is positioned today and where each leader sees the industry heading over the next five years.

Speakers: **Doug Crocker**, Vice Chairman, Equity Residential, Chicago, IL; **J. Ronald Terwilliger**, Chairman and Chief Executive Officer, Trammell Crow Residential, Atlanta, GA; **Chris Wheeler**, CEO & Chairman of the Board, Gables Residential, Boca Raton, FL; **Leonard Wood**, Partner, Wood Partners, Marietta, GA

Monday, March 24 - 10:30 - 11:45 AM
(The following sessions will run concurrently)

Mining the Diamonds in the Rough: Bringing New Life to Underserved Neighborhoods

When you are considering developing in an underserved urban or second tier market, the conventional approach of studying all the other deals just like it to figure out market acceptance and the development program just doesn't work. Learn the required ingredients for successful urban revitalization, including how to generate community and municipal support for your project and if new concepts such as high-end apartments above retail will work.

Moderator: **Robert A. Koch**, Partner, Fugleberg Koch Architects, Inc., Winter Park, FL

Speakers: **Lawrence S. Bond**, Chairman, Bond Capital, Ltd., Santa Monica, CA; **Gregg Logan**, Managing Director, Robert Charles Lesser & Co, LLC, Atlanta, GA; **Greg Willett**, Director of Research Products, M/PF Research, Inc., Carrollton, TX

The Multifamily Build-up: Mid and Hi-Rise Development Strategies

Multifamily development is moving up! How do the best in the business do it? Leading mid and high-rise residential architects will present the latest design and construction trends in the industry using first hand examples of building layouts, cost saving circulation techniques, creative parking solutions, and state of the art unit layouts that fit urban sites. Attendees will explore the various construction methodologies that reduce building time and trade involvement and learn the cost implications of unit design decisions.

Moderator: **Sandy Silverman**, AIA, Partner, DORSKY HODGSON + PARTNERS, Washington, DC

Speakers: **David Bellman**, Regional Vice President – Construction, Avalon Bay Communities, New York, NY; **Britten L. Perkins**, AIA, Vice President / Principal, EDI Architecture, Inc., Houston, TX; **Jeff Roberts**, Executive Vice President Chief Estimator, Tribble & Stephens, Orlando, FL

Market Update: Trends in Financing

Who is offering debt and equity in today's unstable market and what kinds of projects are they looking to finance? How have their underwriting guidelines changed? What are the terms being offered? Get your funding questions answered in this informative session.

Moderator: **Stillman Knight**, President, The Knight Company, Daphne, AL

Speakers: **Adrian B. Corbiere**, Senior Vice President Multifamily Division, Freddie Mac, McLean, VA; **Richard Lawch**, Senior Vice President Multifamily Production and Capital Markets, Fannie Mae, Washington, DC; **Thor Orndahl**, Managing Director, Prudential Mortgage Capital Co. Atlanta, GA

Monday, March 24 - 1:45 - 3:00 PM
(The following sessions will run concurrently)

Finding Opportunities in Affordable Housing: The Inside Track

Did you know that one-third of multifamily housing projects are financed by the Low Income Housing Tax Credit? Learn how to position yourself to take advantage of this growing sector of the industry. Speakers will identify how affordable housing projects differ from market rate and give you the inside track on finding available funding resources.

Moderator: **Peter H. Bell**, Executive Director, National Housing & Rehabilitation Association, Washington, DC

Speakers: **Anthony Freedman**, Partner, Hawkins, Delafield & Wood, Washington, DC; **Robert Greer**, President, The Michaels Developments Company, Marlton, NJ; **David Reznick**, Managing Principal, Reznick Fedder & Silverman, CPAs, P.C., Bethesda, MD

Bells & Whistles: What Renters Really Want

With all the competition out there, how do you attract and retain residents? Come see what's hot in design, services, amenities and technology. Expert Speakers will show you how they employed that little something extra that keeps residents coming back for more – whether it's state-of-the-art appliances, bowling alleys or broadband Internet access – make sure your property has what it takes to stay ahead of the pack.

Moderator: **Sanford Steinberg**, Principal, Steinberg Design Collaborative, LLP, Houston, Texas

Speakers: **Denise Bailey**, Vice President of Marketing, Legacy Partners, Foster City, CA; **Jennifer Nevitt**, CEO, Bravo Strategic Marketing, Reno, NV; **Kimberly Fiala**, Senior Vice President, JPI Student Living Division, Irving, TX

Pricing Strategies in the Age of Concessions

While striving to survive in today's uncertain economic climate, are apartment properties making the same mistakes that credit card companies did in the 80's? Are we willing to offer an apartment home to anyone that applies, just to fill it up? Many property owners find themselves offering outrageous concessions, and as a result are combating delinquencies and suffering low retention rates. How do you price your property to stay afloat in a seemingly endless stream of giveaways?

Moderator: **Kevin Doyle**, Vice President, Sales, Apartments.com, Chicago, IL

Speakers: **Esther Bonardi-Basden**, National Marketing & Education Director, Drucker and Falk, Raleigh, NC; **Mark Case**, Vice President, Multifamily Sales, RealPage Inc., Carrollton, TX; **Brad Marting**, Second Vice President, Delaware Investments, Fort Wayne, IN

Monday, March 24 - 3:45 - 5:00 PM
(The following sessions will run concurrently)

Preservation and Exit Strategies for Assisted Housing

Fact: Owners face large tax bills. In an atmosphere of uncertain federal legislation, low income housing remains at risk while need continues to escalate in communities across the country. Leading experts will discuss new and real strategies for helping owners and tenants overcome this dilemma.

Moderator: **Fred H. Copeman**, National Director, Affordable Housing & Historic Property Services, Ernst & Young LLP, Boston, MA

Speakers: **Michael Bodaken**, President, National Housing Trust, Washington, DC; **David Smith**, President, Recapitalization Advisors Inc., Boston, MA

Condominium Development: Minimizing Your Litigation Risk

Condominium developers are falling prey to increased legal action. Savvy attorneys are partnering with condominium associations and enticing their participation in litigation proceedings. The threat of litigation is scaring potential developers away from this lucrative market. In this era of low interest rate buying, learn how you can successfully develop condominium properties while maximizing value and protecting against potential litigation. Hear what developments are happening in state legislatures to protect you.

Moderator: **Tom Bozzuto**, President & CEO, The Bozzuto Group, Greenbelt, MD

Speakers: **James Z. Pugash**, Chairman & CEO, Hearthstone, San Francisco, CA; **Jeffery Masters**, Partner, Cox, Castle & Nicholson LLP, Los Angeles, CA; **Bruce A. Menin**, Managing Principal, Crescent Heights of America, New York, NY; **Clayton Traylor**, Senior Staff Vice President for Construction, Codes & Standards, State/Local Operations and Land Development, NAHB, Washington, DC

HUD Asks: Are You Accessible?

Did you know that federal law requires virtually all new multifamily housing be accessible for persons with disabilities? Avoid costly litigation by learning how to make your buildings accessible at the outset. Senior HUD officials will discuss with participants the Fair Housing Act accessibility design and construction requirements.

Moderator: **Peggy Cullom**, Staff Vice President Multifamily Policy, NAHB, Washington, DC

Speakers: **Sara Pratt**, Attorney, Fair Housing Consultant, Bearing Point, McLean, VA

Tuesday, March 25 - 9:00 - 10:15 AM

General Session II: The State of the Economy

Leading industry economists provide the financial forecast for the multifamily family industry from the national and local perspective. Come hear the latest insight on how individual properties are faring in the current economic climate.

Speakers: **Stanley F. Duobinis**, Director of Forecasting, NAHB, Washington, DC; **Lloyd Lynford**, President, Reis Inc., New York, NY; **David F. Seiders**, Chief Economist, NAHB, Washington, DC

Tuesday, March 25 - 10:30 - 11:45 AM
(The following sessions will run concurrently)

Putting the Wow in the How! The 11 Touch Points of Marketing (Part 1)

This high energy two-part session is full of useable ideas that you can take back to your office and apply right away. The sessions will provide a look at the wide variety of marketing techniques including the tried-and-true and some really wacky ideas that proved to be hugely successful! We guarantee you will leave saying "Wow! I had no idea that technique could work!" Part One will cover: curb appeal, brochures, floor plans, Web sites, signage and marketing trends. Part Two will cover traffic generators, print ads, models/mini models, sales centers, team members and more marketing trends.

Speakers: **Kate Good**, Chief Cyber Shopper, Net Mystery Shopper, Atlanta, GA; **Tracey Hopkins**, Chief Jumpstarter, Jumpstart Marketing, Frisco, TX; **Lisa Trosien**, President, ApartmentExpert.com, Aurora, IL ; **Mindy Williams**, CEO, Rent & Retain Magazine, Coronado, CA

The Ins & Outs of Infill Development: Getting Your Project Approved

While more development opportunities are emerging in infill locations, these projects are often challenging. Deciding what works best for the site in terms of density and product type are only the beginning steps in urban infill and redevelopment. This session will take you step-by-step through the process of deciding if infill is the best option for your next project and how to determine the most cost effective scale for the site.

Moderator: **Paul Campbell**, Vice President, Kephart Architects, Denver, CO

Speakers: **Mark Humphreys**, CEO, Humphreys & Partners Architects, L.P., Dallas, TX; **William M. McLaughlin**, Regional Vice President, Avalon Bay Communities, Inc., Quincy, MA; **Steve Sorensen**, Vice President of Acquisitions and Development - Florida, Charles E. Smith Residential - High Rise Division / Archstone-Smith, Hollywood, FL

Students, Seniors & Soldiers: New Ways of Looking at Niche Markets

Are you looking for a way to diversify your portfolio? Have you considered student, senior or military housing development? Would you consider developing near a base or campus if you knew you could get a 20% return on your investment? You could be missing out on exceptional returns on these unconventional products. Learn how your project can thrive in these demographically impacted markets. Many developers may have written these markets off – but this session will prove – it may be time to take another look.

Moderator: **Will Cooper, Jr.**, President, WNC & Associates Inc., Costa Mesa, CA

Speakers: **Elizabeth Horner**, Vice President, Marketing/Communications, Valdosta, GA; **G. Granger MacDonald**, MacDonald & Associates, Kerrville, TX; **Alan W. Cottle**, Vice President of Development, Classic Residence by Hyatt, Salt Lake City, UT

Tuesday, March 25 – 1:45 - 3:00 PM
(The following sessions will run concurrently)

Putting the Wow in the How! The 11 Touch Points of Marketing (Part 2)

This high energy two-part session is full of useable ideas that you can take back to your office and apply right away. The sessions will provide a look at the wide variety of marketing techniques including the tried-and-true and some really wacky ideas that proved to be hugely successful! We guarantee you will leave saying "Wow! I had no idea that technique could work!" Part One will cover: curb appeal, brochures, floor plans, Web sites, signage and marketing trends. Part Two will cover traffic generators, print ads, models/mini models, sales centers, team members and more marketing trends.

Speakers: **Kate Good**, Sales & Marketing Speaker & Consultant, ApartmentMarketing.com, Atlanta, GA; **Tracey Hopkins**, Chief Jumpstarter, Jumpstart Marketing, Frisco, TX; **Lisa Trosien**, President, ApartmentExpert.com, Aurora, IL; **Mindy Williams**, CEO, Rent & Retain Magazine, Coronado, CA

Estates & Farms & More: Creative Solutions to the Land Shortage

As the industry faces a dwindling supply of developable land, many savvy builders are seeking creative solutions to assemble land and get their projects done. How do you entice farmland and estate owners or even the city to become your development partners? What creative methods are developers using to assemble sites? This session will present case studies of how developers are creating developable tracts of land and successfully forming non-traditional partnerships in which everybody benefits.

Moderator: **Andrew Chaban**, CEO, Princeton Properties, Lowell, MA

Speakers: **R. William Hard**, Executive Vice President, LCOR Incorporated, Bethesda, MD; **Eric L. Heffner**, Vice President, Acquisitions & Development, Western National Properties, Irvine, CA; **Samuel B. Fuller**, Executive Vice President, Development & Construction, AvalonBay

Online Property Management: Evaluating Web-based Systems

The whole world is online, so why is it that the majority of multifamily developers still use outdated and unsupported DOS and Windows-based property management systems? In order to meet new business priorities, the industry will need to transition to web-based property management systems. In this session, attendees will gain better understanding of the advantages and efficiencies of web-based property management software and learn what to look for while evaluating software solutions.

Moderator: **Thomas L. Coolidge**, Chief Executive Officer, LivingNexus, Arlington, VA

Speakers: **Dave Hannan**, Senior Vice President, Property Management, The Morgan Group, Houston, TX; **Robert Lamb**, Vice President Information Technology, Gables Residential Trust, Atlanta, GA