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ULI Mission: The Urban Land Institute provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is an independent global nonprofit supported by members representing the entire spectrum of real estate development and land use disciplines.

Technology and Real Estate Council Agenda

Chair: Dave Bragg	Phone: (949) 640-8780	Email: dbragg@greenst.com
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Vice Chair/ULIF Ambassador: Faron Hill	Phone: (404) 671-3588	Email: fhill@peregrenoak.com
Vice Chair: Denise Akason	Phone: (847) 467-1040	Email: d-akason@kellogg.northwestern.edu
Co-Programming Vice Chair: Mitchell Schear	Phone: (202) 365-0184	Email: mitchell@10square.co
Co-Programming Vice Chair: Jake Fingert	Phone: (301) 385-6009	Email: jf@cambercreek.com

September 19th, 2019

3:30	Bus Departs Renaissance Hotel 999 Ninth St. NW, Washington, DC 20001
3:45-5:00	National Landing Marketing Center Visit 241 18th Street, S., Arlington, VA 22202 (Parking directions available on request) JBG Smith leaders will present a current overview of Amazon's activity in National Landing as well as information about the factors that drove Amazon and, potentially other technology companies, to consider new or expanded presence in the DC metro region. The presentation will take place in JBG SMITH's state of the art marketing center.
5:00	Bus to WeWork Office
5:30-8:00	Dinner and Council Reception with WeWork Address: 777 6 th St. NW Washington, DC 20001 RSVP contact and cost: \$375 for Fall and Spring After dinner: walk or Uber back to hotels

Council Day Agenda – September 20th, 2019

Location: CoStar Group Headquarters: 1331 L Street, NW Washington, DC 20005

8:00-9:00	Chair's Welcoming Remarks/Introductions/General Announcements/Business Session <ul style="list-style-type: none"> • Introduction of Members and Guests • Reminder to Complete Attendance Sheet; Reminder to Complete Evaluation Form • ULIF Announcement • Review of ULI Priorities & Council Member Expectations (see back page of your agenda) • Discussion re: Suggestions for Future Council and Concurrent Meeting Programs • Announce Next Meeting: ULI Spring Meeting – Toronto, Canada (May 12-14, 2020)
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9:00-10:00

Innovation Within Massive Real Estate Portfolios

Leaders of the General Services Administration and J.P. Morgan discuss lessons learned and efforts to innovate through the use of technology while navigating battleship-sized portfolios.

Moderator:

John Means
Partner
McKinsey & Company
Washington, DC

Speaker(s):

Mike Norton (c)
Managing Director, Global Real Estate
J.P. Morgan
New York, NY

Daniel Matthews (c)
Commissioner, Public Building Service
U.S. General Services Administration
Washington, DC

10:15-10:30

Break

10:30-11:30

Demo Day

Latch is a modular lock that is built to work across contexts, from office buildings to homes and apartments, and allows access for the people, packages, and services that users select to invite into spaces. WhyHotel is a lodging service that operates pop-up hotels in newly built, luxury apartment buildings.

Moderator:

Shaw Lupton
Director of Global Analytics
CoStar
Boston, MA

Speaker(s):

Peter Weiss (c)
Chief Real Estate Officer
Latch
New York, NY

Bao Vuong (c)
President and Co-Founder
WhyHotel
Washington, DC

11:30-12:00

Interactive Group Discussions: Key Policy & Real Estate Technology Issues

Small group discussions among the TREC members about key policy issues impacting the future of PropTech (e.g., driverless cars, scooters, drones, smart cities)

Moderator:

Jake Fingert
General Partner
Camber Creek
Washington, DC

12:00-12:15

Grab Lunch

- 12:15-1:00** **Key Policy & Real Estate Technology Issues (cont): Department of Transportation and Amazon**
 An inside view of how the Department of Transportation shapes policy and some of the key issues that Amazon is currently promoting with the Federal government
- Moderator:**
 Jake Fingert
 General Partner
 Camber Creek
 Washington, DC
- Speaker(s):**
 Katie Thomson (c)
 VP and Assoc. General Counsel. Transportation and Logistics
 Amazon
 Washington, DC
(Former General Counsel of the Department of Transportation)
- 1:00-1:30** **Housing**
 Maren Kaspar of Ginnie Mae discusses the modernization of its securitization platform and the expected role of tech in the future of housing finance.
- Moderator:**
 Dave Bragg
 Managing Director
 Green Street Advisors
 Newport Beach, CA
- Speaker(s):**
 Maren Kaspar (c)
 Acting President, EVP, and COO
 Ginnie Mae
 Washington, DC
- 1:30-2:15** **From Modular Buildings to Modular Platforms**
 David Walsh of Marriott International and Jose Blanco of McKinsey take us on a journey from building the world's tallest modular hotel to building a modular platform for the world's largest hotel chain
- Moderator:**
 Jose Luis Blanco (c)
 Partner
 McKinsey
 Philadelphia, PA
- Speaker(s):**
 David Walsh (c)
 Senior Director
 Marriott International
 Bethesda, MD
- 2:30** **Close**

KEY: (f)=Full Member; (m)=Member; (nm)=Nonmember; (i)=Invited Speaker/Moderator/Panelist; (p)=Proposed Speaker/Moderator/Panelist (c)=Confirmed Speaker/Moderator/Panelist
 For more information about ULI please visit www.uli.org



ULI's Mission

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is committed to:

- Bringing together leaders from across the fields of real estate and land use policy to exchange best practices and serve community needs;
- Fostering collaboration within and beyond ULI's membership through mentoring, dialogue, and problem solving;
- Exploring issues of urbanization, conservation, regeneration, land use, capital formation, and sustainable development;
- Advancing land use policies and design practices that respect the uniqueness of both the built and natural environments;
- Sharing knowledge through education, applied research, publishing, and electronic media; and
- Sustaining a diverse global network of local practice and advisory efforts that address current and future challenges.

ULI's Content Pillars

The ULI Content Pillars provide a bridge between our broad mission and the programs that deliver it. The Pillars represent the timeless topics or concerns of the organization, within which the program of work must fit.

Housing and Communities

This pillar is firmly grounded in the founding of the organization in 1936. References to housing products and policy, and specifically to the provision of affordable housing, are included in ULI's Articles of Incorporation. ULI fundamentally believes that housing is a fundamental underpinning of healthy and thriving communities.

Real Estate Finance and Investment

A great deal of ULI's value to our members and ability to meaningfully deliver our mission relates to our activities in real estate capital markets, including providing a forum for the providers and users of capital to convene. ULI's traditional focus has been on connecting capital to real estate through the creation of value. This pillar also encompasses the market and economic factors that affect the supply and demand forces that drive land use change.

Sustainability and Economic Performance

Specifically referred to in ULI's mission, and embedded in ULI's dedication to the creation of long-term value, sustainability is more than energy efficiency or adaptation to climate change. It encompasses environmental, social, and governance issues as they relate to efficient use of resources and creating and maintaining a sustainable and resilient built environment.

Innovation in Development Practice

ULI's applied research and education programs are based principally on best practices, on "what works," and the process of real estate development remains central to the mission and to our members' activities. We foster innovation, but look to practical experience and knowledge sharing to advance the state of the art. This pillar refers primarily to activities, at various scales, that are considered site-specific. ULI traditionally takes a case study approach, using real-world examples to illustrate broadly applicable principles and practices.

Shaping Successful Cities and Regions

Site-specific development occurs within a broader physical and policy context shaped by numerous actors and decision-makers. This larger context, from neighborhood to metropolitan region, is the subject of this pillar. Here, activities and issues transcend property boundaries and encompass land use planning and development policy, infrastructure, metropolitan growth strategies, and transportation issues

ULI Council Member Expectations

Council membership is a privilege desired by many ULI members and the value of the Council experience is determined by the quality and participation of its members. Each Council member is therefore expected to be a committed and participating part of the Council, contributing as much value to the Council experience as they take home.

OPEN, HONEST, SPECIFIC INFORMATION AND EXPERIENCE: Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

CONFIDENTIALITY: Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of confidentiality will result in immediate expulsion from your Council.

REAL DEALS, REAL NUMBERS: The key to truly valuable interaction between the Council members is the sharing of real deals and real number, successes as well as lesson learned.

RESPECT FOR OTHERS: Help make discussions productive and high value by engaging your fellow council members respectfully with your most relevant information and experience.

NO SELF PROMOTION: Councils members are all highly successful real estate professionals. Self promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

NO CELL PHONES OR BLACKBERRIES: It should go without saying that you cannot be fully engaged in your council while checking your email. Most Councils have breaks designed to allow members to check in and stay connected a few times during the day.

ATTEND EVERY MEETING AND ATTEND ALL DAY: Each Council member has been chosen for the value that their unique background and experience brings to the Council. Missing a Council meeting or part of a Council meeting reduces the value for every other member of your Council. Your empty seat could easily be filled by someone else who has value to bring to the table.

RECRUIT THE BEST AND BRIGHTEST: Council members often come into contact with new leaders in the industry, ULI members and non-ULI members, with exciting new products, ideas and best practices that will add greatly to the value of their Council. Bring these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.

PARTICIPATE IN ULI AND ULI LEADERSHIP: Council members are expected to be active participants in ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment:

- Attend and participate as speakers and panelists at ULI Spring Council Forums and Fall Meetings.
- Attend and participate as speakers and panelists at Council meetings.
- Serve as panelists at Project Analysis Sessions held at Spring Council Forums and Fall Meetings.
- Serve as panel members for Advisory Services assignments scheduled throughout the year.
- Contribute to ULI publications through the contribution of articles and papers.
- Contribute to the ULI Foundation.
- Participate as Committee/Subcommittee/Task Force members.
- Participate in research and education programs.
- Participate in District Council programs in each member's area.