

15th Anniversary
2012 Washington Real Estate Trends Conference
April 17, 2012
7:30 am to 5:30 pm
AGENDA (as of 03/22/12)

7:30 am to 8:15 am Registration and Breakfast

8:15 am to 8:30 am Introduction

John B. Slidell, Chair, ULI Washington

Brian V. Casey, Chair, ULI Washington Real Estate Trends Conference Committee

Patrick Phillips, CEO, Urban Land Institute

8:30 am to 9:30 am **What's Next?** Economic and Real Estate Outlook in the Econosphere

Craig Thomas, Vice President of Research, AvalonBay Communities, Inc.

Mr. Thomas, the Vice President of Research for AvalonBay, will open the day with a presentation on the future of the economy and the real estate market through a fresh perspective. His concept of the Econosphere provides a unique view on the economy's nature through a surprising but logical comparisons to the environment and the green movement. He will be signing copies of his book after his presentation.

9:30 am to 10:15 am **What's Next?** The Impacts of Dodd-Frank Legislation on Real Estate Markets

Eliot Spitzer, Former Governor of New York

Eliot Spitzer, former Governor of New York, will discuss topical issues of the day that affect office space in Washington, DC today from the standpoint of investment, financing and demand for space. For instance, the Dodd Frank legislation represents the most comprehensive financial regulatory reform measures taken since the Great Depression. The reforms are complex, and are meant to address issues associated with years without accountability for Wall Street and big banks that created the worst financial crisis since the Great Depression, the loss of 8 million jobs, failed businesses, a drop in housing prices, and wiped out personal savings. What will these new regulations mean for the real estate industry?

10:15 am to 11:15 am **What's Next?** Retailing for the New Consumer – Finding the Right Fit

Moderator: **Janis Schiff**, Partner, Holland & Knight

Panelists: **Grant Ehat**, Principal, JBG Rosenfeld

Michael Ewing, Principal, Williams Jackson Ewing

David M. Schwarz, President and CEO, David M. Schwarz Architects, Inc.

Change is the underlying principle for all retailers as they compete daily for the consumer's attention. With the evolution of technology, retailers are faced with a rapidly shifting landscape creating dynamic changes in their operations and real estate requirements. How can retailers accommodate their demands while they adapt to the new "normal"? How can developers create thriving "places" for trade? What can landlords do with functionally obsolete properties?

11:15 am to Noon

What's Next? Our Region's Transportation Future and Funding Options

Because of the economic conditions of the last three years, local, state and federal governments all have less revenue available to fund future infrastructure needs. Bridges and roads are crumbling, routine maintenance has been deferred, and older technologies are being replaced. The future of transportation will require innovation in technology, financing, and its relation to land use. Our region is not immune from challenges; this session will focus on best practices throughout the country, and how they can be implemented in our region.

Moderator: **David L. Winstead**, *Attorney-at-Law*, Ballard Spahr, LLC

Panelists: **Tom Murphy**, ULI Senior Resident Fellow for Urban Development

Martin J. Wells, President, Wells + Associates

John Flaherty, Principal, Global Infrastructure Buyout Fund, Carlyle Group

Pierce Homer, Director of Transportation, Moffatt & Nichol

Noon to 1 pm

Lunch

1:00 pm to 2:00 pm

What's Next? Meeting the Burgeoning Housing Demand

With 1.8 million replacement workers and over 1 million new workers projected between 2010 and 2030, the residential marketplace will need to meet a myriad of demands. What are the right types of housing, the right prices and the right places, and how do we expect to address those demands commencing in 2012 given the level of traffic congestion and long commuting times our workers already face? The George Mason University School of Public Policy Center for Regional Analysis recently completed a study of the future housing demand in the metro area and has identified these and related issues. Our panelists, including the primary author of the study, will discuss the challenges and what they view as the solutions.

Moderator: **Lisa A. Sturtevant**, Assistant Research Professor, George Mason University Center for Regional Analysis

Panelists: **Charles Hewlett**, Managing Director, RCLCO

Matthew H. Birenbaum, Executive Vice President, Corporate Strategy
AvalonBay Communities, Inc.

Brian (AJ) Jackson, Senior Vice President, EYA

2:00 pm to 2:45 pm

What's Next? Making Great Places through Public Private Partnerships

Daniel Biederman, President, Bryant Park Corporation, NYC
Caroline Cunningham, President, Trust for the National Mall

The Trust for the National Mall will help restore, revitalize and preserve the National Mall, home to the enduring symbols of our democracy, for present and future generations. The Trust was initially funded by Chip Akridge, Chairman of the John Akridge Companies, and has evolved to a fine example of public private partnerships. To lead this effort, Chip appointed Caroline Cunningham President of the Trust. A wonderful example of the efforts of Public Private Partnerships exists in New York's Bryant Park, a prime piece of real estate behind the New York public library. Bryant Park was in decline during the late 70's. In the late 90's the Bryant Park Restoration Corporation was founded and led by Daniel Biederman. Today it is the crown jewel of New York parks. These leaders will explain the importance of public private partnerships and how the private sector can engage in public park development for the economic betterment of our cities.

2:45 pm to 3:30 pm

What's Next? The Changing Department of Defense (DoD)

General Paul J. Kern, U.S. Army (retired)
Brian Berry, Managing /Regional Director, Tishman Speyer

Is the new climate of federal budget austerity in the Department of Defense merely cyclical or will it have a lasting chilling impact on DC market? General Paul Kern, a military insider, will discuss the future of military operations, including the reduced defense footprint that will result from the conflict drawdown in the Middle East and the new austerity measures that the federal budget passage may mean for the DoD. He, along with Brian Berry from Tishman Speyer, will focus on what these changes may mean for the DC real estate market, and the need for the private sector to lead change, not just follow the changing federal and military policies.

3:30 pm to 4:30 pm

What's Next? Federal Government Office Supply and Demand

With major cuts proposed in the Federal government budget for spending, leasing and space utilization for all agencies, policies in the Washington region will be changing in the next year. Attendees will hear from our agencies headquartered in this region about program objectives, limitations, expected activity, and changes in the way that they have done business.

Moderator: **Edward V. Gregorowicz**, Jr., Principal, Avison Young

Panelists: **John Holloway**, Director, OBMS, Transportation Security Administration, Department of Homeland Security
Elaine Clancy, Director of Leasing, General Services Administration - NCR
Bradley Provancha, Deputy Director, Facilities Services Directorate, Washington Headquarters Services
Jessica Kaplan, Director of Leasing, Veterans Administration (*invited*)

4:30 pm to 5:30 pm

Networking Reception