

# Agenda

**8:00—8:30 A.M. | ATRIUM**

## Registration and Breakfast

**8:30—8:40 A.M. | HALL**

## Welcome

**8:40—9:30 A.M. | HALL**

## Making Connections to Thrive in a Virtual World

According to Michael Rogers, who will kickoff the conference, futurism is not really about the future but about the act of stimulating creative thoughts about the future that, in turn, influences how we act today. What will the near future look like with the robotization of blue collar and white collar jobs? How will technology make location more optional and lead to the rise of second and third tier cities? He is a different kind of futurist—one who combines real business experience with technology skills. His recent work has ranged from serving as Futurist-In-Residence for *The New York Times* to writing the popular *Practical Futurist* column for MSNBC. He speaks and consults for clients worldwide, from startups to Fortune 500 companies, and is a frequent guest on radio and television.

*KEYNOTE SPEAKER:*

- *Michael Rogers, Practical Futurist*

**9:30—10:30 A.M. | HALL**

## Regional Leaders Search for Common Solutions

New restaurant scenes and town centers, highly amenitized multifamily rental projects, flocking Millennials, coworking spaces, innovative startups, biotech, cyber are some of the buzzwords floating around our region. The Washington, D.C. region is facing unprecedented challenges to its economy as the federal government retrenches, office space per worker shrinks, and our labor force takes on different characteristics. What do leaders in the region think? How are they preparing for the opportunities and challenges ahead, and how might they work together to achieve regional goals for future prosperity.

*MODERATOR*

- *Jennifer Bradley, Founding Director, Aspen Institute Center for Urban Innovation*

*PANELISTS*

- *Isiah Leggett, County Executive, Montgomery County*
- *Jay Fissette, Member, Arlington County Board*
- *Rushern Baker, County Executive, Prince George's County*



**10:30—10:45 A.M.** | ATRIUM

## Exhibit Break

**10:45—11:45 A.M.** | BALLROOM A

### From Eyesore to Eye Candy: When Aging Infrastructure Gets a Make Over

As our cities age, existing infrastructure that once served the needs of the community becomes obsolete. When that infrastructure is converted from a dangerous eyesore to a well-used community amenity, obvious benefits take place including enhanced economic vitality in adjacent and surrounding communities and an increase in real estate investment and values. Among other benefits of these projects is their ability to influence healthy lifestyles and connect and engage neighborhoods. Working with neighbors in the design of these projects can revitalize civic life and social connections at the same time as economic and investment opportunities are being realized. This panel will highlight how three projects create investment opportunities in our region and beyond.

#### MODERATOR

- *Geoffrey Anderson, President and CEO, Smart Growth America*

#### PANELISTS

- *Kassie Hilgert, President and CEO, ArtsQuest*
- *Scott Kratz, Executive Director, The 11th Street Bridge Park*
- *Jamie Hand, Director of Research Strategies, ArtPlace America*

**10:45—11:45 A.M.** | BALLROOM B

### How Did They Pay for That? The Wharf and City Market at O: Two Transformational Projects in the District

One of the most important but often least understood steps in taking development projects from concept to reality is the funding stream that has to be in place for the project to be planned and implemented. Through a series of case studies this panel will help you understand the intersection of property and capital markets and the potential structure for a real estate transaction. You will learn about Tax Increment Financing (TIFs), the EB5 program, public private partnerships (P3s), and other unique financial instruments, and how different structures allocate investment risk and return to each party.

#### MODERATOR

- *Matt Klein, President, Akridge*

#### PANELISTS

- *Lamont "Monty" Hoffman, Founder and CEO, PN Hoffman*
- *Armond Spikell, Founding Partner, Roadside Development*
- *David Brainerd, Chief Investment Officer, Madison Marquette*

**11:45 A.M.—1:15 P.M.** | HALL

### Lunch: Passion, Purpose, Culture and Happiness

#### KEYNOTE SPEAKER

- *Jenn Lim, Chief Happiness Officer, Delivering Happiness*

Achieving the theme of this year's Trends conference, Common Ground, depends primarily on people working in harmony for the common good so that all citizens of our region can be lifted up and successful. One ingredient that can contribute to our success is happiness. Zappos, the Internet company that has consistently



been on Fortune's "100 Best Companies to Work For" list has at the core of its corporate culture the desire to create science-based happiness, passion, and purpose at work, home, and in our communities. Jenn Lim is the Chief Happiness Officer at Delivering Happiness which she founded with Tony Hsieh, CEO of Zappos.com. She is dedicated to growing the Delivering Happiness movement so we can all pay happiness forward – knowing if we create happier companies, communities, and cities, we can make this a better world.

**1:15—1:30 P.M. | ATRIUM**

## Exhibit Break

**1:30 P.M.—2:30 P.M. | BALLROOM A**

### Creative and Pro-Creative: What Will the Millennials Do Next?

Families are on the way! Cities all across America are responding to the influx of Millennials, the largest cohort in our history. The economy, from housing and entertainment to retail, has enjoyed a boom based on this growing population. While the city seems to satisfy their needs for today, how will those needs change in the future? How will the market respond as they age and start families? And most importantly, how can we work together to keep the Pro-Creative Class in the city as they move toward the peak of their careers? This panel will present the economic case for retaining families in the city, define what they want and need in order to stay, and explore how developers and city agencies can find common ground to make it happen.

#### MODERATOR

- *Yolanda Cole, Senior Principal, Hickok Cole Architects*

#### PANELISTS

- *Mildred Warner, Professor, Cornell University*
- *Sarah Komppa, Former Planning Commissioner, City of Seattle*
- *Victoria S. Davis, President, Urban Atlantic Development*

**1:30 P.M.—2:30 P.M. | BALLROOM B**

### Reimagining the District: Union Station's "2nd Century"

Since its inception, Union Station has served as the gateway into the District connecting thousands of passengers on their way into and around the city every day. As the busiest Metro station in the District and 2nd busiest Amtrak station in the country, it's a bustling transportation hub that sees nearly 100,000 passengers daily on their way to work, play and home. However, it is also operating near the limits of its capacity and its rail tracks serve as a "gap" between expanding areas of urban regeneration. To sustain its role as an engine of economic growth for the District, Union Station must make critical upgrades to its infrastructure and the surrounding space. But how will this happen? What are the opportunities and impacts? And most importantly, who are the stakeholders involved? Join us as we explore the vision of this project and examine potential structures for an effective public-private partnership, and the shared value for the community through the lens of this game-changing development.

#### MODERATOR

- *David Winstead, Attorney at Law, Ballard Spahr LLP*

#### PANELISTS

- *David Zaidain, Project Director for Union Station Master Plan, Amtrak*
- *David Tuchmann, Vice President, Development, Akridge*
- *Shyam Kannan, Managing Director of Planning, WMATA Office of Planning*
- *Tony Williams, Chief Executive Officer, Federal City Council*



**2:30—2:45 P.M. | ATRIUM**

## Exhibit Break

**2:45—3:45 P.M. | BALLROOM A**

### Creative Collisions: Defining Innovation District Demand

Innovation Districts are the new rage throughout the country to create jobs, especially high paying ones. They tie together both the importance of job creation and the growing importance of “third places.” This panel will define Innovation Districts, explore how to create an Innovation District and determine the ingredients necessary to be successful. Attendees will learn about the national trend towards a rise in Innovation Districts and learn how and where the model is being implemented in the Washington DC region. The panel will also address whether Innovation Districts can help build common ground throughout our region or are they just one new element in the region’s fierce competition for jobs.

#### MODERATOR

- *Jennifer S. Vey, Fellow, Metropolitan Policy Program, The Brookings Institution*

#### PANELISTS

- *Gayle Farris, Founding Principal, GB Farris Strategies, Inc.*
- *Sakina Khan, Senior Economic Planner, DC Office of Planning*
- *Colin Koop, Associate Director, Skidmore, Owings & Merrill, LLP*

**2:45—3:45 P.M. | BALLROOM B**

### Dueling Economists: Does Anybody Really Know What’s Up...or Down?

Our region is rich with academic institutions, think tanks, scholarly publications, and prognostications about the future of our economy, coming at us in many different formats. Everyone has different numbers for jobs, growth, investment, and fiscal realities. So how do we understand and use all of this richness to draw our own conclusions and make prudent business decisions? This session will focus on driving to the truth of the area economy. Three of the region’s best minds will tell us what they think is going to happen in the near term and the next five years, in hopes that a clear picture will emerge.

#### MODERATOR

- *Alyson Bode, Senior Market Research Manager, AvalonBay Communities, Inc.*

#### PANELISTS

- *Lawrence Yun, Chief Economist, National Association of REALTORS*
- *John Sikaitis, Managing Director Jones Lang LaSalle*
- *Kevin Thorpe, Chief Economist, DTZ*

**4:00—4:45 P.M. | HALL**

### The Trends Awards: ULI Washington’s Inaugural Awards Program

Our region has an amazing number of vibrant and innovative commercial real estate developments being brought to the market. The Trendy Awards Program was conceived to recognize and celebrate the fantastic work of developers, engineers, architects, construction companies, and public agencies in shaping our area. Over 70 applications in six categories were submitted for this prestigious award. We will announce and applaud our winners at this concluding session of the day.

**4:45—6:00 P.M. | ATRIUM**

### Networking Cocktail Reception

