

Agenda

8:00—8:20 A.M. | ATRIUM BALLROOM / ATRIUM
Registration and Breakfast

8:20—8:30 A.M. | HALL
Welcome

8:30—9:30 A.M. | HALL

Change, Disruption and Opportunity in a New Economic Reality

Disruptive innovation has redefined almost every major industry in the US...except for real estate. Does the fact that real estate is a non-digital 'real asset' mean that the industry is immune from disruption, or is real estate about to see the same kind of change that's been reshaping profit pools in almost every other industry? This presentation will preview some nuances of demographic, technologic, and strategic shifts that will impact real estate development through the rest of the decade.

KEYNOTE SPEAKER:

- *James Chung, President, Reach Advisors*

9:30—9:45 A.M. | ATRIUM
Exhibit Break

9:45—10:45 A.M. | BALLROOM A

Coffee, Chocolate, Beer: How to Make It in DC

Retail has traditionally focused on creating a customer experience by use of materials, lights, merchandise placement and other techniques. In the new retail economy, customers want an even deeper and more tangible connection to the products they buy and the people who make them. Nowhere is this trend more pronounced than in the food industry, where consumers with epicurean palates and social consciences are searching out locally produced food & beverages to satisfy their cravings. Food is setting the stage for all makers to redefine experiential retail. This panel will provide insight into the opportunities and challenges of on-site production, the maker economy, and how this trend will influence the future of real estate development.

MODERATOR

- *Maureen McAvey, Bucksbaum Family Chair for Retail, ULI-the Urban Land Institute*

PANELISTS

- *Jeff Kaufman, Senior Vice President, EDENS*
- *Tim McLaughlin, Co-Owner, Caboose Brewing Company*
- *Michael Haft, Co-Owner, Compass Coffee*
- *Harrison Suarez, Co-Owner, Compass Coffee*
- *Colin Hartman, Co-Founder, Harper Macaw*



9:45—10:45 A.M. | BALLROOM B

The Shared Economy—What’s Moving the Needle?

Although shared economy darlings such as Uber and Airbnb continue to thrive and adapt to meet consumer needs, this economic phenomenon may only be approaching take-off. Indications are that the shared economy will impact all aspects of urban economics and culture, expanding and evolving within cities and suburban hubs and creating more efficient use of our urban space. Panelists will explore the economic, demographic and technological drivers of the shared economy, as well as the implications of the new model. As this economic shift continues to create new and challenging real estate opportunities, our industry will find the need to innovate and often re-create to successfully navigate in this new economic territory.

MODERATOR

- *Adam Ducker, Managing Director, Urban Real Estate, RCLCO Real Estate Advisors*

PANELISTS

- *David Dochter, Principal and Co-Founder, Dochter & Alexander Retail Advisors*
- *Dan Winters, Head of North America, GRESB and Former Senior Fellow for Business Strategy and Finance, USGBC, GRESB*
- *Heather Nevin, Southeast Technology Practice Area Leader, Gensler*

10:45—11:00 A.M. | ATRIUM

Exhibit Break

11:00 A.M.—12:00 P.M. | BALLROOM A

Rethinking Gentrification: An Opportunity for All to Share in Economic Success

As neighborhoods gentrify, how do we ensure that these changes are done through a lens of inclusion and a shared passion for creating places and resources that are for the benefit of all neighborhood residents and businesses, long-time and new? Inclusion is the operative word. Where is this working best in our communities? How do we envision these neighborhoods in the future and how do we ensure that all can share in their success?

MODERATOR

- *Stockton Williams, Executive Director, Urban Land Institute Terwilliger Center for Housing*

PANELISTS

- *Adrienne Todman, Executive Director, DC Housing Authority*
- *Vicki Davis, President, Urban Atlantic Development*
- *Derek Hyra, Ph.D., Associate Professor and Director of the Metropolitan Policy Center, American University*

11:00 A.M. – 12:00 P.M. | BALLROOM B

Creating the Authentic Suburb

The sharing economy is impacting suburban jurisdictions as well as more urban places. With more single use districts, less connectivity between places, and rising poverty, the suburbs are having to rethink their futures. Ideas to create mixed use nodes with 18-hour per day uses, focus on alternative transportation beyond highways and cars, and sustainable design and recreational amenities are all elements of making the suburbs more vibrant and economically viable.

MODERATOR

- *Barbara Byron, Director, Fairfax County – Office of Community Revitalization*



PANELISTS

- *Kathy Bonnafe, President, Combined Properties*
- *Jean Komendera, President, Gold Dog Communications*
- *Vanessa Rodriguez, Director, Marketing, The Howard Hughes Corporation*

12:00 – 12:15 P.M. | ATRIUM

Exhibit Break

12:15 – 1:00 P.M. | HALL

Lunch

1:00 – 2:00 P.M. | HALL

The Power of Nice: How to Negotiate so Everyone Wins – Especially You!

Drawing on his unparalleled experiences from the worlds of law, sports, business, and community leadership, as well as in dealing with issues common to us all, Shapiro will touch on how to get what you want while building stronger relationships. Many dealmakers who play hardball by assuming a winner-take-all attitude risk alienating the party opposite them at the negotiating table, thereby losing out on future opportunities. By understanding the needs and issues of others through listening, and using his Systematic Approach: the 3P's, Prepare-Probe-Propose, you will improve your powers of persuasion and build relationships even in the most challenging situations.

KEYNOTE SPEAKER

- *Ron Shapiro, Co-Founder and Chairman, Shapiro Negotiations Institute*

2:00 – 2:15 P.M. | ATRIUM

Exhibit Break

2:15 – 3:15 P.M. | BALLROOM A

It's Not You, It's Not Me; Everyone Needs a Seat at the Table

Successful community building and the transformation of downtown DC neighborhoods into viable, energetic areas is due in part to collaboration between the public and private sectors and cooperation among property owners. Key components have included creative developers, a flexible government -- one able to push regulatory boundaries to respond to "out of the box" ideas and a willingness among all stakeholders to cooperate and work collectively toward an innovative economy. This session will highlight these approaches and other successful urban implementation strategies.

MODERATOR

- *Gabe Klein, Author (Start-Up City: Inspiring Private and Public Entrepreneurship, Getting Projects Done, and Having Fun)*

PANELISTS

- *Rich Bradley, Senior Advisor, DowntownDC Business Improvement District (BID) Corporation*
- *Angie Fox, President/CEO, Crystal City BID*
- *Bryan Moll, Principal, The JBG Companies*



2:15 – 3:15 P.M. | BALLROOM B

Shared Returns: The Money Perspective

The new trends in the sharing economy are creating developments that go beyond the traditional business models for development and financing. New projects might include shared ownership, multiple sources of capital, and repositioning and infill activity. Investors are looking for innovative ways to participate in these complex projects while continuing to enhance returns. These projects are being financed by non-traditional financing structures with equity and debt funds taking the lead in making them a reality. Understanding the nuances behind the projects and the ability to structure bank financing along with non-traditional capital has become essential in making these shared projects successful.

MODERATOR

- *Susan B. Carras, Senior Managing Director, Holliday Fenoglio Fowler, L.P.*

PANELISTS

- *Jay Weaver, Managing Principal, Walton Street Capital, LLC*
- *Mark Cagley, Chief Credit Officer, Starwood Property Trust*
- *Katie Keenan, Managing Director, Real Estate Debt Strategies, The Blackstone Group L.P.*

3:15 – 3:30 P.M. | ATRIUM

Exhibit Break

3:30 – 4:15 P.M. | HALL

The Trends Awards – ULI Washington's Awards Program

Our region has an amazing number of vibrant and innovative commercial real estate developments being brought to the market. The Trends Awards Program was conceived to recognize and celebrate the fantastic work of developers, engineers, architects, construction companies, and public agencies in shaping our area. We will announce and applaud our 2016 winners at this concluding session of the day.

4:15 – 6:00 P.M. | ATRIUM

Networking Cocktail Reception

