



## **ULI COMMUNITY DEVELOPMENT DAY**

Date and Time: April 19, 2012 8:30 AM -5:00 PM

Location: THEARC, 1901 Mississippi Ave, SE, Washington, DC

### **AGENDA**

8:30 - 8:45 Icebreaker: Two Truths and a Lie about East of the River (in regards to homework assignment)

8:45 - 9:15 What is Community Development?  
Eileen Fitzgerald, CEO of Neighborworks America

9:15-10:00 Community Development in Anacostia  
Chris Smith, Chairman and CEO, William C. Smith & Company

10:00-10:30 Tour THEARC

10:30-10:45 Break

10:45-12:00 East Baltimore Development Initiative  
Scott Levitan, Senior Vice President, Forest City

12:00-1:00 Lunch

1:00-2:00 Panel on Uses of Technology in Community Development

David Alpert, Founder and Editor-in-Chief of Greater Greater Washington on blogging

Evan Goldman, Vice President of Development, Federal Realty Investment Trust on the social media outreach campaign for White Flint's redevelopment planning

Daniel Miller, Principal of WestMill Capital on the use of Popularise, an online crowd-sourcing platform focused on local development

2:00-5:00 mTAP Group Work sessions

5:00 Happy Hour at Belga Café, 514 8<sup>th</sup> Street, SE

## SPEAKER BIOGRAPHIES

### **EILLEN FITZGERLAD**

**Chief Executive Officer**

**NeighborWorks America**

Eileen Fitzgerald oversees the provision of technical assistance, financial assistance and training to over 3,000 community based organizations and oversees the support of a national network of more than 235 affordable housing and community development organizations serving over 4,000 communities. NeighborWorks America is a public nonprofit corporation established as the Neighborhood Reinvestment Corporation by an Act of Congress in 1978. [NeighborWorks America is the organization's trade name.]

Fitzgerald became chief executive officer June 1, 2011 and served as NeighborWorks America's chief operating officer since June 2005. Previously at the Fannie Mae Foundation, she was responsible for alliance and relationship management with key foundation partners as a senior director of National Initiatives. Fitzgerald has also served as the acting executive director and vice president of program operations at the McAuley Institute, a national nonprofit intermediary committed to improving the housing conditions of women and families through community-based efforts. She also served as the chief investment officer for single-family finance at the AFL-CIO Housing Investment Trust, a multi-billion dollar investment company, which includes assets from hundreds of pension funds. There, she was responsible for the development and rollout of HIT HOME, a home mortgage program for union members. From 1994 to 2000, Fitzgerald served in the U.S. Department of Agriculture's Rural Housing Service as the associate administrator and acting administrator, where she was responsible for management and oversight of single-family, multi-family housing and community facilities programs. She served in both Virginia and Maryland state governments. She is a graduate of Fordham University in New York and the Woodrow Wilson School of Public and International Affairs at Princeton University.

<http://www.nw.org/network/index.asp>

### **W. CHRISTOPHER SMITH, JR.**

**Chairman and Chief Executive Officer**

**William C. Smith & Co.**

Mr. Smith began his career with William C. Smith & Co., a Washington, DC-based multidisciplinary real estate firm, in the construction group and worked in finance before launching the development arm of the business in the early 1980's. Under his direction, the company has become a District of Columbia industry leader in the rehabilitation and revitalization of challenged neighborhoods. While enhancing its portfolio of market rate housing, William C. Smith & Co. has concurrently focused on developing affordable multi-family communities and commercial properties.

With a lifelong commitment to community service, Chris Smith has fostered a culture within William C. Smith & Co. of improving the quality of life for residents of the District. The company and its employees routinely volunteer time and resources to build playgrounds, beautify neighborhoods, and provide recreational opportunities for DC families. In 1997, Chris was instrumental in forming a non-profit organization, Building Bridges Across the River, to fundraise

and develop a \$27 million cultural arts, recreation and education facility, the Town Hall Education Arts & Recreation Campus (THEARC) in Southeast Washington. THEARC was honored by the Urban Land Institute with the 2007 Award of Excellence.

Mr. Smith holds a real estate brokers license in Washington, DC, and the State of Virginia. He sits on the board of directors for Building Bridges Across the River, City First Bank, the Historic Charles Street Renaissance Corporation, and LISC, and he is the president of the District of Columbia Building Industry Association. He has been honored with the Washington Urban League's Whitney M. Young Service Award, the Apartment and Office Building Association's prestigious Sidney Glassman award, the N Street Village Founder's Award, the Property Management Association's highest honor (the Sussman award), and Transwestern's Trendsetter of the Year 2009. In 2007, Mr. Smith was named as one of *Washingtonian Magazine's* Washingtonians of the Year, and he was the subject of a segment entitled "American Spirit" on Katie Couric's CBS Evening News broadcast.

<http://www.williamcsmith.com>

### **SCOTT LEVITAN**

**Senior Vice-President and Development Director  
Forest City**

Scott Levitan provides oversight of Forest City's business, market position and relationships in the Baltimore region. This entails developing the overall strategy, marketing and project planning efforts of the Science & Technology business. He directs the Baltimore staff on all aspects of development at the Science + Technology Park at Johns Hopkins.

Mr. Levitan has an extensive portfolio in large-scale, multi-use developments, specializing in university-related research parks. Most recently he was the Executive Director of Real Estate Development for Georgia Institute of Technology and Vice President for Real Estate of Georgia Advanced Technology Ventures, Inc. Mr. Levitan holds a master of architecture in urban design from Harvard University, a master of arts in conservation studies from the University of York in York, England, and a bachelor of architecture from Louisiana State University.

<http://www.forestcityscience.net>

### **DAVID ALPERT**

**Founder and Editor-in-Chief  
Greater Greater Washington**

David Alpert is the Founder and Editor-in-Chief of Greater Greater Washington. He has had a lifelong interest in great cities and great communities. He worked as a Product Manager for Google for six years and has lived in the Boston, San Francisco, and New York metro areas in addition to Washington, DC. He loves the area, which is, in many ways, greater than those others, and wants to see it become even greater.

<http://greatergreaterwashington.org>

**EVAN GOLDMAN**

**Vice President – Development  
Federal Realty Investment Trust**

Mr. Goldman manages the redevelopment of Mid-Pike Plaza in North Bethesda, Maryland and other redevelopment opportunities in Federal Realty's portfolio. Mr. Goldman joined Federal Realty in July 2008 with ten years experience in development, finance, and architecture. Prior to joining Federal Realty, he was a Partner at the Holladay Corporation, a mixed-use development company in Washington, DC where he began his involvement with the White Flint Partnership. He has also worked as an Associate for Tishman Speyer Properties and as Vice President of Design for LeRoy Adventures. Mr. Goldman holds a MBA in Real Estate and Finance from the Wharton Business School and a Bachelor of Science in Design and Environmental Analysis from Cornell University. He serves on both the Advisory Board and Management Committee of the Urban Land Institute Washington.

<http://www.federalrealty.com>

**DANIEL MILLER**

**Principal  
WestMill Capital**

Daniel is Principal of West Mill Capital, a real estate investment company focused on the acquisition, financing and development of retail-entertainment and urban, mixed use properties in Washington, D.C. It specializes in creative retail mixes authentic to the local area.

Mr. Miller previously worked at Global Environment Fund, a \$2 billion private equity fund focused on emerging markets and clean technology, where he focused on energy efficiency and energy management technologies. Daniel also spent time with Credit Suisse's Real Estate Private Fund Group, assisting in the fundraising of a \$1 billion China-only real estate fund. As Assistant Project Manager for Western Development Corporation, Daniel worked on the acquisition and redevelopment plan of Towson Commons, a 250,000 square foot Class A office and retail complex in Towson, Maryland. Daniel graduated with a B.S. and M.B.A. from The Wharton School at the University of Pennsylvania.

<http://www.westmillcapital.com>