

# GLOBAL CITIES IN AN ERA OF CHANGE 2016

MARCH 30-APRIL 1, 2016  
STANFORD UNIVERSITY



PRESENTED BY:  
THE COUNSELORS OF REAL ESTATE®  
STANFORD UNIVERSITY — SPIRE  
RICS

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## WHY DOES IT MATTERS....

**"IN 2050, 66% OF THE WORLD'S POPULATION WILL LIVE IN URBAN AREAS."**  
-THE UNITED NATIONS

**The Global Cities in an Era of Change is YOUR CITY in an Era of Change**—a Symposium that brings together thought-leaders and decision-makers to address the challenges and opportunities facing the real estate industry as the built environment rapidly scales to meet the needs of a global urban population.

**Key topics include:**

- Defining the global city of the future
- Risk management and resiliency
- Terrorism - cyber and domestic
- Smart cities on a human scale
- Global capital flows
- Leveraging technology
- Sustainability

**Recognized thought leaders and market makers include:**

- **Sam Zell** - why does Mr. Zell see recession on the horizon and what does he plan to do about it?
- **The Honorable Michael Chertoff**, former Secretary of Homeland Security
- **Chip Conley**, Head of Global Hospitality and Strategy, Airbnb
- **Luminaries from Google, Gensler, Hines, Pramerica, city of Los Angeles, city of New York, The Atlantic Magazine, Santa Fe Institute, JLL, Stanford University, RCA, and many more.**

**Registration only \$950.** Please visit our website to register:  
**[globalcitiesstanford2016.org](http://globalcitiesstanford2016.org)**

## FEATURED SESSIONS AND SPEAKERS

† Separate, Ticketed Events

### Wednesday, March 30

#### † Development Tour I: **Walking Tour of San Francisco-SOMA**

This tour will take you through San Francisco's **South of Market (SOMA) neighborhood**. Originally a warehouse district near San Francisco's bustling Port, this trendy, on-the-rise area has become San Francisco's tech headquarters. You will begin with a tour of **VISA Innovation Center**, followed by a visit to the **Rincon Amenities Center**, the heart of **Salesforce's urban campus**.

Heading deeper into SOMA, check out the future tallest building in the City at the **Salesforce Tower Marketing Center**, the heart of the building boom in Central SOMA. You will also check out **WIRED magazine**, one of Gensler's newest developments. This is ground zero for SOMA in anticipation of this Tower. Next, we will head to the recently built **222 Second Street**, a vertical campus, just leased in full by **LinkedIn**, and **Lumina**, a luxury condo complex that tech executives call home.

The tour will round out at **Hills Plaza - home to Wharton School of Business, Google, Mozilla, and Gensler**. Enjoy a brief presentation on Central SOMA and Designing for the Creative Class while relaxing with a wine and cheese tasting.



**Tana Hall**, Gensler  
San Francisco, CA



**Mark McMinn**, Gensler  
San Francisco, CA



**Ben Tranel**, Gensler  
San Francisco, CA

#### † Development Tour II: **The Heart of Silicon Valley**

Nanci Klein is responsible for cultivating and maintaining significant relationships with the world's top global companies with a presence in San Jose. Hear the interesting historical **back story of San Jose** – an urban area that, while it has experienced new high rise multi-family development, has just now landed big tech employers. In addition, she will discuss San Jose's **BART**, what **Apple** is doing with its **iCar site**, and the developments happening downtown. Then you will tour the **Adobe West Tower** and its **Customer Experience Center**, where Natalie Engels will .

On the way back to the hotel, **LinkedIn** will open its doors to you and you will be able to stroll through its newest building in Sunnyvale. In developing this property, importance was placed on creating an environment that catered to the needs of the users and attracted the top talent in Silicon Valley.



**Natalie Engels**, Gensler  
San Francisco, CA



**James Morgensen**, LinkedIn  
San Francisco, CA

## FEATURED SESSIONS AND SPEAKERS

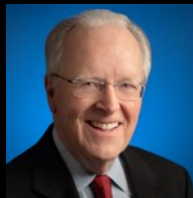
### † Development Tour III: Google II! **SOLD OUT**

**LinkedIn** will open its doors to you and you will be able to stroll through its newest building in Sunnyvale. In developing this property, importance was placed on creating an environment that catered to the needs of the users and attracted the top talent in Silicon Valley. This new office space was designed to encourage productivity and open communication, with a sense of community between employees and teams.

Then it's a rare opportunity to get a behind-the-scenes tour of **Google**. Roshan Mehdizadeh, Google's Campus Development Executive, will discuss how Google is leveraging innovative technology in its development projects across the Google campus. John Igoe is responsible for all real estate in the Northern California Region and will share how Google builds unique and creative workplaces that drive productivity and enable Google to hire and retain the best. After the presentations, you will walk part of the campus.



**James Morgensen**  
LinkedIn  
San Francisco, CA



**John Igoe**  
Google  
San Francisco, CA



**Roshan Mehdizadeh**  
Google  
San Francisco, CA

### Welcome Reception: Cantor Arts Museum

The Cantor Arts Center boasts a proud and venerable history, as it was conceived of in tandem with the founding of Stanford University itself. The Stanford family, including Leland Stanford, Jr., traveled the world collecting objects of art and cultural interest.

The Cantor Art Center will set the stage for this opening Reception for the Global Cities in an Era of Change. Participants of the Symposium will come together to enjoy hors d'oeuvres and cocktails while also having the opportunity to view many of the unique collections in this beautiful setting on the Stanford University campus.

*Invited and Sponsored by Stanford University.*

## FEATURED SESSIONS AND SPEAKERS

### Thursday, March 31

#### Opening Keynote Speaker: Chip Conley, Airbnb

Keynote Speaker: **Chip Conley**, Head of Global Hospitality & Strategy, Airbnb

Introduction: **Elizabeth Youngblood Lambird**, Executive Director,  
Stanford University – SPIRE

Whether a couch or an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences at any price point. With two million homes available in over 34,000 cities and 190 countries, Airbnb is connecting the global population in innovative ways, changing the face of real estate and the hotel business in particular. According to CBRE Hotels, users of Airbnb last year spent over \$2.4 billion in the U.S. alone. Find out how Airbnb is affecting the hospitality industry, the tax base of your city, and even the character of your neighborhood.



**Chip Conley**  
Airbnb  
San Francisco, CA



**Elizabeth Youngblood Lambird**  
SPIRE  
Stanford, CA

#### Defining the Smart City of the Near Future

Designing Smart Cities is not just about using technology, but about creating a quality of life. Vishaan Chakrabarti examines the changing nature of urban dwellers – how they work, live, and play, and their expectations going forward. His experience with “placemaking” - a multi-faceted approach to the planning, design, and management of public spaces – provides attendees an inside look at the “new urban normal” and the trends and conditions creating it. Learn how “placemaking” capitalizes on a local community's assets and potential, creating public spaces that enhance citizens' health, happiness, and wellbeing.



**Vishaan Chakrabarti**,  
Partnership for Architecture  
and Urbanism

## FEATURED SESSIONS AND SPEAKERS

### Smart Cities Leveraging Technology to Achieve Enhanced Quality of Life and City Operation , Parts A and B

*Part A Speakers:* **Gordon Feller**, Founder, Meeting of the Minds; **Ashley Hand**, Department of Transportation; and **Nicole Neditch**, Senior Director of Community Engagement, Code for America. *Moderator:* **Deland Chan**, Lecturer, Urban Studies, Stanford University

*Part B Speakers:* **Andrew Eland, Ph.D.**, Director of the Social Impact Engineering Team, Google and **Brett Goldstein**, Senior Fellow in Urban Science, University of Chicago

Panelists will discuss the embedding of information technologies in our buildings, communications, infrastructure, and transportation networks, redefining how we conceive, design, build, and manage cities.

As two-thirds of the world's population becomes urbanized, with an ever increasing number of people equipped with increasingly sophisticated personal devices, both bottom-up and system approaches are needed to address the shifting relationship between the citizen and the city: how they relate not only to one another but to the built environment.



**Gordon Feller**  
Meeting of the Minds  
San Francisco, CA



**Ashley Hand**  
City of Los Angeles  
Los Angeles, CA



**Nicole Neditch**  
Code for America  
San Francisco, CA



**Deland Chan**  
Stanford University  
Stanford, CA



**Andrew Eland, Ph.D.**  
Google  
San Francisco, CA



**Brett Goldstein**  
University of Chicago  
Chicago, IL



## FEATURED SESSIONS AND SPEAKERS

### Welcome Luncheon with Keynote Speaker: **Luís Bettencourt, Ph.D.**

Keynote Speaker: **Luís Bettencourt, Ph.D.**,  
Professor of Complex Systems, Santa Fe  
Institute

Introduction: **Howard Gelbtuch, CRE**,  
Principal, Greenwich Realty Advisors, Inc.

Luís Bettencourt sees cities in a unique way: as an array of interconnected systems. Dr. Bettencourt offers rare and unusual insights on how cities function and why they grow. He shares highly original, yet compelling observations on the appraisal of property, including nontraditional factors to consider when establishing value.

Dr. Bettencourt sees wide scale, urban change as a series of interdependent physical, infrastructural, and socioeconomic processes, generating novel solutions to old problems, fresh approaches to urban planning and a clearer path toward sustainable development.



**Luís Bettencourt , Ph.D.**  
Santa Fe Institute  
Santa Fe, NM



**Howard Gelbtuch, CRE,  
FRICS**  
Greenwich Realty  
Advisors

### Lessons Learned From Around the World

Speakers: **Roger Barrett**, CEO and Founder, Korea Business Consultants (KBC); **Jürgen Bruns-Berentelg**, Chief Executive Officer, HafenCity Hamburg GmbH; and **James Worms**, Chairman and CEO, Paladin Realty Partners, LLC. Moderator: **Hugh Kelly, Ph.D., CRE**, Clinical Professor of Real Estate, New York University Schack Institute of Real Estate

Whether you do business in the U.S., Europe, South America, Asia, or other parts of the world, global events, trends, and conditions affect your real estate decisions and outcomes. An eclectic array of panelists discusses investment strategies, urban development, personal challenges, and the realities of property markets large and small. A candid look at what worked and what didn't...with real life examples of how circumstances thousands of miles away affect "best laid plans" and their outcomes.



**Roger Barrett**  
Korea Business  
Consultants  
Beijing, PRC



**Jürgen Bruns-Berentelg**  
HafenCity Hamburg  
Hamburg, Germany



**James Worms**  
Paladin Realty Partners  
Los Angeles, CA



**Hugh Kelly, Ph.D., CRE**  
New York University  
New York, NY

## FEATURED SESSIONS AND SPEAKERS

### Urban Infrastructure and Sustainability

Speakers: **Don Clark**, Principal, Cathexes; **H. Kit Miyamoto, Ph.D.**, CEO, Miyamoto International; and **Steven Straus**, President, Glumac. Moderator: **Ed Friedrichs**, Consultant, Friedrichs Group

How to create the smart, sustainable city of the 21<sup>st</sup> century and beyond? Panelists will address resiliency and sustainability, taking an in-depth look at disturbing trends, which left unchecked, threaten our planet and our livelihood. Energy, water, waste, and catastrophic natural events will be discussed, as well as how government, local business leaders, and a committed citizenry are coalescing to create the all-important resiliency so critical to a city's success through good times and bad. How do we construct "green buildings" that work not only environmentally, but economically as well? What happens when communities place sustainability and resiliency front and center?



**Don Clark**  
Cathexes  
Reno, NV



**H. Kit Miyamoto, Ph.D.**  
Miyamoto International  
Sacramento, CA



**Steven Straus**  
Glumac  
San Francisco, CA



**Ed Friedrichs**  
Friedrichs Group  
Reno, NV

### Steering Capital to Build Sustainable Cities for the Future

Keynote Speaker: **Jeff Jacobson**, Chief Executive Officer, LaSalle Investment Management; Speakers: **Philip Barrett**, Global Chief Investment Risk Officer, Pramerica Real Estate Investors; **Frank Billand, Ph.D., FRICS**, CIO, Member of the Management Board, Union Investment Real Estate; and **Robert White, Jr., CRE**, Founder & President, Real Capital Analytics. Moderator: **Martin Brühl, FRICS**, Member of the Management Board, Union Investment Real Estate

How will cities attract the long-term capital needed to address ongoing environmental, social, and governance ("ESG") issues? How do they maintain the discipline to focus on long term outcomes as opposed to "feel good," politically expedient, short term results? Can public-private partnerships be a model for the future? Will "green construction" put an end to accelerated functional obsolescence?

This panel, composed of leading investment decision makers of funds totaling \$150 billion in assets under management, share insights and perspectives from the high risk vantage point of the trenches.



**Jeff Jacobson**  
LaSalle Investment  
Chicago, IL



**Philip Barrett**  
Pramerica  
London, UK



**Frank Billand, FRICS**  
Union Investment  
Real Estate  
Hamburg,  
Germany



**Robert White, Jr., CRE, FRICS**  
Real Capital  
Analytics  
New York, NY



**Martin Brühl, FRICS**  
Union Investment  
Real Estate  
Hamburg,  
Germany



## FEATURED SESSIONS AND SPEAKERS

### Dinner with Keynote Address: The Honorable Michael Chertoff

Co-Founder & Executive Chairman, The Chertoff Group and  
Former Secretary of the U.S. Department of Homeland Security

Introduction: **Mary Walker Fleischmann**, President and CEO,  
The Counselors of Real Estate

Michael Chertoff, former Secretary of the U.S. Department of Homeland Security, describes the key risks facing global cities of the 21<sup>st</sup> century in a riveting examination of our life and times. How are technological advances and innovative public-private sector initiatives partnering to combat a pervasive climate of uncertainty and fear? Today's cities must contend with more widespread, diverse, and highly disturbing threats than ever before. An attack, either physical or cyber in nature, can conjure up images of life lost, infrastructure destroyed, sensitive information compromised, and critical business systems lying dormant.

Secretary Chertoff's "on the line" experience managing risk after September 11<sup>th</sup> and Hurricane Katrina, uniquely qualifies him to speak to the need for comprehensive risk-management strategies that can assess vulnerabilities, reduce risk exposure and mitigate potential consequences. A "Must Hear" for the world community regardless of nationality, professional specialty, or political leanings.



**The Honorable Michael Chertoff**  
Washington, DC



**Mary Walker Fleischmann**  
The Counselors of Real Estate,  
Chicago

## Friday, April 1

### Keynote Speaker: Sam Zell

Speaker: **Sam Zell**, Founder, Chairman, Equity Group Investments

Moderator: **Ed Friedrichs**, Consultant, Friedrichs Group

An animated, "shoot from the hip" exchange featuring the highly successful global investor Sam Zell in conversation with colleague and friend, Ed Friedrichs. Hear Mr. Zell interpret the changing global economy, the opportunity in emerging markets, and macro trends that are reshaping commercial real estate and consumerism.

Where are the opportunities in these transformative times and where are the sinking ships? Perhaps, most important, why does Mr. Zell see recession on the horizon and what does he plan to do about it?



**Sam Zell**  
Equity Group  
Investments  
Chicago, IL



**Ed Friedrichs**  
Friedrichs Group  
Reno, NV

## FEATURED SESSIONS AND SPEAKERS

### Autonomous Vehicles

**Speakers:** **Stefan Heck**, Co-Founder and CEO, NAUTO, Stanford University and **Mark Platshon**, Senior Advisor, BMW i-Ventures. **Moderator:** **Andy Walburger**, Board Member, Stanford University – SPIRE

Yes – autonomous vehicles will become a reality in your lifetime! They can travel farther and are becoming ever more economical. How will these new modes of transport impact urban infrastructure and sustainability? Two leading experts in the burgeoning field of autonomous vehicles will respond to believers and skeptics alike, as they share their highly developed vision of the world's transportation future, how that vision will affect the urban landscape, and why the driverless car is a fait accompli.



**Stefan Heck**  
NAUTO  
Palo Alto, CA



**Mark Platshon**  
BMW-iVenture  
Menlo Park, CA



**Andy Walburger**  
Stanford-SPIRE  
Stanford, CA

### Awareness, Preparedness: Cities in The Era of Risks

**Speakers:** **Heather Roiter Damiano**, Director of Hazard Mitigation, NYC Emergency Management and **Graeme Wood**, Author, *The Atlantic* Magazine. **Moderator:** **Thomas Justin, CRE, FRICS**, Principal, The Weitzman Group, Inc.

Smart cities increasingly rely on digital technology to promote well being and increase their ability to respond quickly and effectively to local and global emergencies. Today's challenges include cyber security, terrorism, natural disasters, and breaches in a wide range of systems affecting everything from bank accounts to electrical grids. What are the risks and what specific steps can cities and those who live and work in them take to prepare for the sudden catastrophic event – both natural and intentional? In short, cities can be severely compromised in a matter of minutes, as a result of any number of cataclysmic events. Panelists share their insights and experiences.



**Heather Roiter Damiano**  
NYC Emergency Management  
New York, NY



**Graeme Wood**  
*The Atlantic* Magazine  
New York, NY



**Thomas Justin, CRE, FRICS**  
The Weitzman Group  
New York, NY

## FEATURED SESSIONS AND SPEAKERS

### Reinvention of Cities

Speakers: **Andy Cohen**, Co-CEO, Gensler; **Colin Shepherd**, CEO, Investment Management, Hines; and **Lisa Wise**, President, Lisa Wise Consulting. Moderator: **Ed Friedrichs**, Consultant, Friedrichs Group

According to the National Resources Defense Council, between now and the year 2050, urban growth will only continue to rise: 89 million homes and 190 billion square feet (about 17.5 billion square meters) of retail, industrial, office, institutional, and other nonresidential space will be built in the United States alone. The concept of the future city dramatically impacts how and where we live, our interaction with our surroundings (open space and the built community), and what we seek in a professional environment.

But what makes a future city? How do we build one? And what impact does this future city have on the people who actually live there...the businesses they support and that support them? Panelists will focus on new types of cities and how they are leveraging cutting edge technologies, infrastructure, design, and planning techniques to create communities which act as living, breathing organisms, positioned to communicate not only with their residents, but within themselves.



**Andy Cohen**  
Gensler  
Los Angeles, CA



**Colin Shepherd**  
Hines  
Los Angeles, CA



**Lisa Wise**  
Lisa Wise Consulting  
San Francisco, CA



**Ed Friedrichs**  
Friedrichs Group  
Reno, NV

### Closing Luncheon: Symposium Wrap-Up

Speakers: **John Barton**, Director, Stanford's Architectural Design Program; **James Curtis III, CRE**, Managing Partner, Bristol Group, Inc.; and **Bowen 'Buzz' McCoy, CRE**, FRICS, Member of the Stanford Real Estate Hall of Fame. Moderator: **William Ramseyer, CRE**, Consultant, Guest Lecturer

What does it all mean? Cities drive the world – yet what drives the world's cities? Join recognized industry thought leaders as they synthesize the varied subjects addressed during the Symposium, identifying trends, obstacles, triumphs, and the glaring problems that, left unsolved, threaten current and future generations. Cities are magnets for money, people, ideas, and innovation. How will cities shape the future and how will the future shape the built environment? What does this mean for real estate and world economies, large and small? What does it mean for you?



**John Barton**  
Stanford University  
Stanford, CA



**James Curtis III, CRE**  
Bristol Group  
San Francisco, CA



**Bowen 'Buzz' McCoy, CRE**  
SPIRE Hall of Fame  
Los Angeles, CA



**William Ramseyer, CRE**  
Consultant  
Santa Rosa, CA

## SCHEDULE AT A GLANCE

† Separate, Ticketed Events

### Wednesday, March 30

11:45A-5:00P	† Development Tour I: A Walking Tour of San Francisco: SOMA
12:30P-5:00P	† Development Tour II: The Heart of Silicon Valley † Development Tour III: Google It! <b>SOLD OUT</b>
6:30P-8:30P	Welcome Reception: Cantor Arts Museum <i>Stanford University Campus</i>

### Thursday, March 31

7:15AM-8:00AM	Opening Breakfast
8:00AM-8:15AM	Welcome Address
8:15AM-9:00AM	Opening Keynote Speaker: Chip Conley, Airbnb
9:15AM-10:00AM	Defining the Smart City of the Near Future
10:15AM-11:00AM	Smart Cities Leveraging Technology to Achieve Enhanced Quality of Life and City Operation, Part A
11:00AM-11:45AM	Smart Cities Leveraging Technology to Achieve Enhanced Quality of Life and City Operation, Part B
11:00AM-3:00PM	Exhibit Hall Open: Urban Innovation Challenge Stanford Student Competition
Noon-1:15PM	Welcome Luncheon: with Keynote Speaker: Luís Bettencourt, Ph.D., Santa Fe Institute
1:30PM-2:30PM	Lessons Learned From Around the World
2:45PM-3:45PM	Urban Infrastructure and Sustainability
4:00PM-5:15PM	Steering Capital to Build Sustainable Cities for the Future
7:00PM-10:00PM	Dinner with Keynote: Michael Chertoff, Co-Founder & Executive Chairman, The Chertoff Group, Former Secretary of the U.S. Department of Homeland Security <i>The Sofitel San Francisco Bay</i>

### Friday, April 1

7:15AM-8:00AM	Opening Breakfast
8:00AM-9:00AM	Opening Keynote Speaker: Sam Zell, Equity Group Investments
9:00AM-10:00AM	Autonomous Vehicles
10:15AM-11:15AM	Awareness, Preparedness: Cities in The Era of Risks
11:30AM-12:30PM	Reinvention of Cities
12:45PM-2:00PM	Closing Luncheon: Symposium Wrap-Up

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