



2018 Annual Convention
October 21-24
Francis Marion Hotel
Charleston, SC

The Transformation of Charleston:
Creating Growth in a Port City
12.5 hours

SUNDAY, October 21, 2018

CHOOSE FROM TWO TOURS:

not requesting hours for these Development

Tours

1:00P-4:00P

Development Tour †

Behind the Scenes at Boeing South Carolina

Boeing South Carolina is home to the company's second 787 Dreamliner final assembly and delivery facility. It was the company's first 100 percent renewable energy site. Up to 20 percent of that energy is supplied by more than 18,000 thin-film solar panels (approximately 10 acres) installed on the roof of the 787 Final Assembly building. No waste generated at the site goes to landfill. The Final Assembly building is nearly a fifth of a mile long (1,041 ft or 317 m), and an eighth of a mile wide (618 ft or 188 m).

Enjoy this one of a kind, behind the scenes tour!

12:30P-4:30P

Development Tour †

Magnolia Plantation and Garden

Founded in 1676 by the Drayton family, Magnolia Plantation has survived centuries and witnessed the history of our nation unfold before it – from the American Revolution through the Civil War and beyond. Home of the oldest public gardens in America, Magnolia will open its doors to The Counselors to tour the Plantation mansion, as well as participate in the “From Slavery to Freedom Tour” – exploring its street of slave cabins that document the full arc of African American life at Magnolia. Magnolia has been selected as one of "America's Most Beautiful Gardens" (*Travel + Leisure Magazine*) and there will be hundreds of beautiful flowers blooming in the Fall.

To experience rich history, join us at the Magnolia Plantation Development Tour!

MONDAY, October 22, 2018

7:15A-8:00A **Breakfast Buffet with Keynote Speaker** **0.5 hours**
Opening Keynote:
Mayor John Tecklenburg, Mayor of Charleston

Introductions:

W. Andrew Gowder, Jr., Esq., CRE, Founder and Partner, Austen & Gowder, LLC

Charleston Mayor John Tecklenburg spent much of his career as a businessman and entrepreneur. Since becoming mayor in 2016, he has been committed to improving citizens' quality of life and making Charleston a city of opportunity for all. Among his efforts to improve city-wide livability, Mayor Tecklenburg has paid particular attention to flooding and drainage relief. He has also led initiatives to address housing affordability and homelessness in Charleston.

8:15A-8:30A **Welcome Address**
Presentation of the Chair's Award
Joseph Nahas, Jr., CRE, 2018 Chair of the CRE Board

8:30A-10:00A General Session #1 **1.5 hours**
What Moves the Carolinas? How Logistics Shape Real Estate – Lessons Learned from the Region

Speakers:

Patrick McCrory, Vice President & Chief Commercial Officer, Palmetto Railways
James Newsome, President & CEO, South Carolina Ports Authority

Moderator:

KC Conway, CRE, Director of Research & Corporate Engagement, Culverhouse College of Commerce - Alabama Center for Real Estate

Forget football – the real competition is trade, logistics, and ports. And in today's world, logistics and real estate are intrinsically intertwined. To be successful in navigating in the New Age of real estate, it's all about logistics – ask Boeing, BMW, Volvo, Samsung, Dollar Tree, Michelin Tires, and Harbor Freight, all located in South Carolina.

These panelists have insider views on the importance of being a successful “Mover” – of goods, finished products, and people. From ports to rails and everything in between, logistics play a critical role from manufacturers to end users.

10:00A-10:30A Networking Break

MONDAY, October 22, 2018, cont'd.

10:30A-Noon General Session #2 **1.5 hours**
What Makes South Carolina: What Makes the Region Successful?

Speaker:

Robert 'Bobby' Hitt III, Secretary of Commerce, South Carolina Department of Commerce

Moderator:

Stephen Navarro, CRE, President, the Furman Co., Inc.

How have the Carolinas sustained its upward trajectory track, especially in business to business development, and employment growth? What can others gain from their experiences? Employing a team-first approach to economic development, Secretary Hitt mobilized the state's many partners and allies, empowering them to assist in a variety of efforts, including building and site certification, infrastructure improvement, international trade growth, supplier development, workforce educational development, and statewide brand establishment and promotion through the 'Just Right' campaign. As a result, he has overseen an unprecedented industry recruitment success.

How do you grow economic development in the era of trade wars and high stakes competitiveness in your community? What are the lessons learned to take back home?

Noon -1:30P **Welcome Luncheon**
Introduction of New Members
Julie Melander, CRE, 2018 First Vice Chair of the CRE Board

1:30P-1:45P Networking Break

1:45P-3:15P General Session #3 **1.5 hours**
The Counselor Organization: An interactive forum

Speakers:

Jonathan Avery, CRE, Principal, Avery Associates

Steven Leader, CRE, Emeritus, Leader Realty Advisors, Ltd.

James Lee, CRE, Senior Principal, Kensington Realty Advisors, Inc.

Albert Pappalardo, CRE, President, Pappalardo Consultants, Inc.

Arthur Pasquarella, CRE, Executive Vice President, COO, Equus Capital Partners, Ltd.

Moderator:

Joseph Nahas, Jr., CRE, Senior Vice President, Equus Capital Partners, Ltd

Do you think you know the culture, thought leadership, and initiatives of your organization – The Counselors of Real Estate? You might be surprised. There are a lot of traditional CRE endeavors that are preserved, but there are as many new activities and changes you might not even know about! From the Invitation process to the CRE Foundation, Consulting Corps, External Affairs (Top Ten), and branding of the credential and organization, these panelists will provide a better understanding of YOUR organization.

MONDAY, October 22, 2018, cont'd.

3:15P-3:45P Networking Break

3:45P-5:00P General Session #4 1.25 hours
Blockchain and Its Practical Applications to Real Estate

Introductions:

Hugh Kelly, Ph.D., CRE,

Speakers:

Todd Jones, CRE, Principal, RealAdvice

Rik Willard, CEO, Agentic Group

Moderator:

Geoffrey Kasselmann, Industrial Specialist, Executive Managing Director, Newmark Knight Frank and Founder/CEO, Op2mize Energy

It seems like blockchain is all the rage these days – today’s trendy buzzword. This emerging technology, which started out as the backbone of bitcoin, is now being used across dozens of different industries – from technology to healthcare to real estate – transforming these industries, to make them more modern and efficient. As with any new technology, it’s difficult to truly envision exactly how blockchain will disrupt the real estate industry; but be assured it will. The early signs are here and we can see the initial trends, but can you predict the future?

Join the discussion – how can you harness transformative disruptions and technologies to increase the ROI to your business and clients?

TUESDAY, October 23, 2018

8:00A-9:30A

General Session #5

1.5 hours

Tourism: The Other E-Commerce - Entertainment and Experience

Speakers:

Dan Battista, Senior Vice President, Lowe

Tommy Hall, General Manager, Owner, Halls Management Group

Helen Hill, CEO, Charleston Area Convention and Visitors Bureau

Moderator:

Anne Lloyd-Jones, CRE, Managing Director, HVS Global Hospitality Services

Charleston is the number one rated tourist city in the U.S. (*Conde Nast*), overtaking San Francisco a few years ago. Yet it is a city with very restrictive height and room limitations and historical restoration and cohesiveness constraints. The unique success of the peninsulas with tourism, hospitality, food, and entertainment is a departure from other markets that also experiencing success with different business models.

The panel will discuss people's changing choices in travel expectations and experiences and how this market has carved a crazy successful niche. And how have these changing expectations translated in other markets that are mined with the mega hotels? How can the number one rated tourist destination in the U.S. do it with boutiques and family owned brands and how do other markets do it with the larger brand names?

9:30A-9:45A

Networking Break

TUESDAY, October 23, 2018, cont'd.

9:45A-12:15P

A choice of two tours

2.5 hours each

A Tour of What's Hip in Charleston (walking tour)

What's Hip and Happening in Charleston

This walking tour will explore Charleston's newest developments – as heard straight from the developers themselves. What were the lessons learned in creating Charleston's newest developments? What are the challenges of building and developing new properties in a historic city?

This “foots on” tour will give attendees an insider's view of numerous downtown projects.

Tour Guides: TBD

A Tour of the Transformation of Charleston (bus tour)

Explore Historic Charleston: The Old and The New

What were the early drivers of change in creating the Charleston you see today? This tour will offer attendees a drive around Charleston – from Market and King Streets, the site of the city's first big project – to Battery and White Point Gardens, the waterfront, and the Port Authority – to name just a few. Participants will also see some of today's latest projects as well – a mix of the old and the new!

Tour Guides: TBD

12:15P-1:45P

Member Luncheon

Presentation of the 2018 James D. Landauer/John R. White and Committee Service Awards

1:45P-2:00P

Networking Break

TUESDAY, October 23, 2018, cont'd.

2:00P-2:45P

General Session #6

.75 hours

CRE Consulting Corps and Non-Profits: Unique Challenges for Portfolio Management

Introductions:

Kathleen Rose, CRE, President & CEO, Rose & Associates Southeast, Inc.
Chair, Consulting Corps Steering Committee

Speakers:

Lydia Doyle, Director of Planning and Operations, Diocese of Charleston

Casey Kemper, CRE, President, Collegiate Asset Management

Team Leader for the Diocese of Charleston study

William McCarthy, CRE, President, W.P.J. McCarthy and Company Ltd.

Team Leader for the Diocese of Charlotte study

Anthony Morlando, Director, Diocesan Properties, Roman Catholic Diocese of Charlotte

What would you recommend when presented with real estate portfolio management challenges in your community? This panel – composed of CRE Consulting Corps team leaders and their clients – will discuss how the Counselors addressed real estate issues two Catholic Dioceses face now and will face in the future. Leadership from both dioceses recognized the need to seek assistance in establishing a framework for asset and property management within the framework of the unique requirements of the Catholic Church. How did the Corps come to long term asset and property management plans for the Dioceses of Charlotte and of Charleston? How did the CRE Team formulate a blueprint for maximizing existing assets and strategically planning for future acquisition and/or disposition of underperforming assets?

It is really quite extraordinary the commitment The Counselors of Real Estate and its members have for assisting organizations in need of some outside-the-box and some non-outside-the-box thinking from true experts. Don't miss the discussion!

2:45P-3:00P

Networking Break

TUESDAY, October 23, 2018, cont'd.

3:00P-4:30P

General Session #7

1.5 hours

“America’s Mayor” Joe Riley: A Discussion on Visionary Leadership, Transformation, and Resilience

A conversation with a Mayor (1975-2016) who has seen and heard it all.

Speaker:

Joseph Riley, Jr., Professor of American Government & Public Policy, The Citadel; Former Mayor of Charleston

Moderator:

Elaine Worzala, Ph.D., CRE, Carter Real Estate Center - College of Charleston

Joe Riley is widely considered one of the most visionary and highly effective governmental leaders in America. He served ten terms as Mayor of the City of Charleston from 1975 to 2016. As one of the early leaders of Charleston, he led the renaissance of this city.

In his time as Mayor, Charleston transformed from a decaying urban center to a top cultural destination. The crisis leadership that he demonstrated after Hurricane Hugo in 1989 gained national praise for getting the city quickly cleaned up and running.

He is known for his innovative redevelopment projects, carefully crafted to add to the overall quality of life in the city, while maintaining a healthy balance between change and historical past. He diffused racial tensions by working closely with the African American community.

From the mayor’s perspective, what were the highlights, the challenges and mistakes made; and what are the lessons learned for other communities?

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