



THE COUNSELORS OF REAL ESTATE®

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

The Transformation of Charleston:
Creating Growth in a Port City

INSTRUCTOR BIOS



JONATHAN H. AVERY, CRE, MAI, FRICS

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Jonathan Avery is the founding principal of Avery Associates, a real estate counseling and valuation company, located in Acton, Massachusetts. Since 1979 the company has provided a wide range of advisory, analytical and valuation assignments for domestic and global private, public and institutional clients. In addition to being a CRE, he is an MAI member of the Appraisal Institute and a Fellow of the Royal Institution of Chartered Surveyors. He has authored numerous articles on real estate topics and has been a columnist for the New England Real Estate Journal for 25 years. He is an instructor for the Appraisal Institute and the Appraisal Foundation.

Avery was President of The Counselors of Real Estate in 1999 and has served in a variety of leadership roles for the Counselors. He has served as chair of the Board of Directors, Executive Committee, Education Committee, Finance Committee, Strategic Planning Committee and the International Committee. He has worked in various roles in The Counselors Strategic Planning initiatives for a number of years.

Dan Battista

SENIOR VICE PRESIDENT
LOWE

Dan is responsible for Lowe's hospitality, master planned resort communities and commercial development and investment activities in the southeast U.S. and Caribbean. He is involved in all aspects of the development process including sourcing projects, securing entitlements, working closely with the construction and sales and marketing teams and transitioning projects from development to operations. While with Lowe he has been involved in development projects totaling \$600 million, most recently overseeing the \$100 million condominium and conference center development at Wild Dunes Resort.

Dan also works closely with Lowe's hotel management subsidiary, Two Roads Hospitality assisting with due diligence for hotel and resort acquisitions. He is currently in the final stages of the planning and design for two additional hotels in the Charleston region; a 153 room full service hotel as part of the Wild Dunes Resort expansion and a 225 room full service waterfront hotel in downtown Charleston.

Dan and his family spend time enjoying all of the wonderful things Charleston has to offer, including exploring the City's historic landmarks and dining at its many fine restaurants.

Education: Lafayette College, BA; Columbia Business School, MBA



Culverhouse
College of Commerce

Alabama Center for Real Estate

**K.C. Conway, Director of Research & Corporate Engagement
Chief Economist, CCIM Institute**

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K.C. CONWAY, MAI, CRE

ECONOMIST, COUNSELOR OF REAL ESTATE, INDUSTRY SPEAKER

History of accurately forecasting real estate trends and changing market conditions across the U.S. A nationally recognized Subject Matter Expert on commercial real estate matters with specialized expertise in Valuation, Ports & Logistics, housing economics, AG Land, Aging-Services Housing, Bank Regulation and Real Estate Finance.

Risk management, valuation, and market intelligence experience, with progressive roles within the Federal Reserve (CRE Risk Specialty Officer), national brokerage & large bank organizations.

Real Estate Industry Recognized Speaker with presentations to approx. 750 conferences. Published content in media and journals.

PROFESSIONAL EXPERIENCE

Director of Research and Corporate Engagement

Alabama Center for Real Estate, Tuscaloosa, AL, 2017-present

Manages Center's research division existing market trends research content and creates new organic and collaborative research initiatives. Serves as research ambassador to corporate real estate entities. Manages research/consulting opportunities. Works with Culverhouse faculty to foster collaborative research.

Senior Vice President of Credit Risk Management

SunTrust, Atlanta, GA, 2014-2017

Chief Appraiser, Sr. Environmental Risk Manager & Sr. Market Intelligence Officer overseeing 5,000 transactions annually totaling \$25 billion in assets. Oversaw appraisal & environmental due diligence nationwide. Developed Market Monitors to track CRE conditions at MSA level. Responsible for FIRREA, IAG and bank regulatory compliance. Industry thought leader for Wholesale Bank on CRE & Economy.

Chief Economist, United States

Colliers International, Atlanta, GA, 2010-2014

Monitored economic and CRE conditions across U.S. and produced the quarterly nationwide Office, Industrial & Ports Outlook reports. R.E. Industry thought-leader and speaker at industry conferences and client advisor.

Commercial Real Estate Subject Matter Expert

The Federal Reserve, Atlanta, GA, 2005-2010

CRE Subject Matter Expert to Atlanta FED 2005-2010 & CRE Risk Specialty Officer to NY FED 2009-2010. Briefed FED Chairman Ben Bernanke and the Board of Governors during Financial Crisis. Key Player in Ask The Fed, Rapid Response & other FED programs 2008-2010.

SKILLS

Macro-Economic, CRE, & Housing conditions forecasting & MSA-level market monitoring.

Counselor of Real Estate (CRE)

Member of Appraisal Institute (MAI)

State Licensed Appraiser

Nationally recognized CRE Industry Speaker

Subject Matter Expert on Ports & Logistics

FIRREA, IAG & Bank Regulatory Compliance

Frequently Interviewed CRE and Economic expert in national media (R.E. Forum, Journal of Commerce, Journal of R.E. Issues, etc.)

Environmental Risk Management

HIGHLIGHTS & AWARDS

Recipient of Appraisal Institute's annual **President's Award 2009**.

Meritorious Service Award from Federal Financial Institutions Examination Council (FFIEC) 2010 for bank examiner training during the Financial Crisis.

Key Player Award – Atlanta FED 2010

Addressed **750+** industry, regulatory and academic bodies in the past decade

10-year proven industry expert, cited in numerous national publications

EDUCATION & TEACHING

BBA, magna cum laude
Emory University, Atlanta, GA

CRE, Counselor of Real Estate

MAI, Member of Appraisal Institute

Instructor: FFIEC (Bank Regulatory Training) for annual "Supervisory Updates" conference series 2008-2017.

Guest Lecturer: Major University R.E. Centers

Lydia Doyle
Director of Planning & Operations
Diocese of Charleston

Lydia Doyle was born in Atlanta, Georgia. She received her undergraduate degree from the University of Notre Dame and her Masters in Historic Preservation and law degree from the University of Georgia.

Since then she has worked for the Georgia Department of Community Affairs and as Executive Director of the Cashiers Historical Society.

In 2013, Lydia began working with the Diocese of Charleston and now serves as its Director of Planning & Operations.

W. Andrew Gowder, Jr., Esq., CRE

LAWYER & PARTNER

843.727.2229

Andy counsels and advocates for clients in the areas of real estate and land use, eminent domain and inverse condemnation, local and state government, corporate formation and governance for profit and nonprofit organizations, business transactions, the environment, natural resources, land conservation and historic preservation. He received his JD (cum laude) from Wake Forest University School of Law his BA (summa cum laude) from Wofford College, where he was Phi Beta Kappa.

- **American Bar Association**
 - Section of State and Local Government Law, Past Chair, Current Section Delegate to the ABA House of Delegates
 - Secretary, Committee on Scope and Correlation of Work
 - ABA Foundation, Sustaining Life Fellow
-

- **Urban Land Institute (ULI)**
 - Sustainable Development Council, Immediate Past Chair
 - ULI South Carolina, Past Chair, Current Member of Governance Committee
 - Rethinking Southern Cities Regional Initiative Council, Member
-

- Wake Forest University School of Law Board of Visitors
- South Carolina Aquarium, Board of Directors; Vice Chair, Governance Committee, Resilience Committee
- Enough Pie, Board of Directors, Secretary
- Charleston Moves, Board member, General Counsel
- Best Lawyers, Land Use and Zoning Law
- Martindale Hubbell, AV, Preeminent Lawyer

Thomas A. Hall

150 Bee Street, Charleston, SC

469.556.8042

Tommy@HallsChophouse.com

PROFESSIONAL EXPERIENCE

Hall Hospitality Group LLC, Charleston, SC

General Manager, Owner

March 2009 – Present

Achievements & Responsibilities:

2009 Forty Under 40 – Outstanding Leadership in Charleston Business Community.
Coordinate management and operation of \$10 million award-winning, Halls Chophouse which has experienced continued growth since opening; over 130 employees.
Full P&L responsibilities.

Del Frisco's Eagle Steak House, Dallas, TX

General Manager

March 2003 – March 2009

Achievements & Responsibilities:

Coordinated a \$10 million Corporate Steak House.
Full P&L responsibilities.
Comp growth five consecutive years.
Six-Month Training with Sullivan's Steakhouse.

ABC Sports, New York, NY

Production Assistant

August 2002 – March 2003

Achievements & Responsibilities:

Assistant to the producer, director and on-air talent, Bob Griese, Lynn Swann and Brad Nessler for 16 game College football season including 2003 Nokia Sugar Bowl, 2003 Super Bowl.
Coordinated all game information, logistics and hiring of local personnel.
On-air responsibilities include graphics and management of 13 personnel.

Mike Shannons Steaks and Seafood, St. Louis, MO

Sales Manager

January 2002 – August 2002

Achievements & Responsibilities:

Sales manager of banquet facility and catering department.
Assist restaurant manager in daily operations.
Coordinate all sales and marketing tactics.

ABC Sports, New York, NY
Computer Statistician
1995 – 2002

Achievements & Responsibilities:

Recorded all team statistics for graphics.
Press Box Coordinator, assist on-air talent in the television booth.
Sideline assistant, directors spotter for television crew on the field.
Sideline Red-hat official.

EDUCATION

Clemson University, Clemson, SC
Bachelor of Arts in Speech and Communications
Minor: Political Science
December 2001
Kappa Sigma Fraternity

Helen T. Hill
Chief Executive Officer
Charleston Area Convention and Visitors Bureau

Helen Hill is the Chief Executive Officer of the Charleston Area Convention and Visitors Bureau, the organization she represents 849 member businesses and 9 municipal governments in Charleston and Dorchester counties. Growing up in Charleston provided Ms. Hill with unique insights she has put to use every day during her 30 years of marketing Charleston as a destination. The Bureau is celebrated for their creative, innovative and authentic marketing programs that have assisted our Charleston area accommodations achieve one of the highest success rates in the country.

Ms. Hill serves on numerous national boards including the US Travel Association. Regionally she serves as a board officer for the Charleston County Aviation Authority and the Southeastern Wildlife Exposition, as well as many statewide tourism organizations. Ms. Hill enjoys her volunteer activities with Ashley Hall School and her alma mater, Clemson University. She and her family live downtown and enjoy walking, biking and boating.

Three interesting facts about Helen:

- Helen also served as the Chairman of South Carolina Association of Tourism Regions & The Southeast Tourism Society
- Ms. Hill was the 4th person and the 1st woman to receive the Fred Brinkman Award for Outstanding Tourism Leadership in the State of South Carolina.
- Most Recently Helen was named a Vanguard of Travel by Afar Magazine

Three points of why tourism is important:

- As one of the main socio-economic drivers in the city of Charleston, Tourism, is a necessary pillar for our community that will help continue the success we have seen both nationally and internationally.
- Employing over 40,000 people in the Charleston area, the hospitality and tourism industries provide a world opportunities to those searching for a job or career.
- Tourism in Charleston provides a chance for people from all walks of life to experience the history and culture of a city that helped build this country.

South Carolina Just right.



Robert M. Hitt III

Secretary of Commerce
South Carolina Department of Commerce

Robert “Bobby” M. Hitt III was appointed by Governor Nikki Haley to serve as Secretary of Commerce in January 2011. Aiming to cultivate 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 development and statewide brand establishment and promotion through the ‘Just right’ campaign. As a result, Team South Carolina has achieved unprecedented industry recruitment success.

Since 2011, S.C. Commerce has recruited approximately \$32 billion in capital investment and more than 118,000 new jobs. Now a premier brand state, multiple world-class companies have made significant investments in South Carolina during Secretary Hitt’s tenure, including BMW, Boeing, Bridgestone, Continental, Giti Tire, LPL Financial Holdings, Mercedes-Benz Vans, Michelin, Samsung, Toray, Volvo Cars and more. As one of the nation’s leaders in foreign direct investment, S.C. Commerce markets South Carolina’s positive business environment to the global economy.

Consequently, the Palmetto State has achieved an export sales record in each year of Secretary Hitt’s tenure, topping \$32 billion in total export sales for the first time in 2017. Additionally, South Carolina has consistently ranked first in the nation in the export sales of both completed passenger motor vehicles and tires. To build on this success and to complement the efforts of each of the state’s four international offices, a new International Strategy and Trade division was established at S.C. Commerce in 2015.

Seeking continued growth of South Carolina’s target industry clusters, S.C. Commerce established partnerships with several organizations under Secretary Hitt’s leadership. The agency now collaborates with the S.C. Council on Competitiveness to advance the state’s aerospace and logistics industries, as

well as the S.C. Automotive Council and the S.C. Biotechnology Industry Organization to advance the automotive and life science industries, respectively.

S.C. Commerce also prioritizes efforts to support the state's small and existing companies. Understanding the importance of bringing business to business, the agency has spearheaded the coordination of many B2B events, including subcontractor outreach sessions for major construction projects and supplier matchmaker sessions for some of the state's biggest industries. S.C. Commerce also operates a product and service locator database known as SourceSC, allowing South Carolina companies to connect with in-state suppliers and vendors.

As Team South Carolina seeks to build on momentum generated since 2011, continued collaboration remains a critical piece of Secretary Hitt's strategy. The recent creation of a Council for Innovation Initiatives and a Coordinating Council for Workforce Development will help advance efforts in both areas, while eliciting the expertise of leaders from a variety of public and private organizations.

Before his time as Secretary of Commerce, Hitt served as manager of Corporate Affairs at the BMW Manufacturing Company in Spartanburg County after 17 years as managing editor of The State and Columbia Record newspapers.

Todd D. Jones, CRE, MAI, FRICS

PRINCIPAL
REALADVICE

Since 1985, Mr. Jones has provided complex income-producing commercial property valuation, expert testimony, litigation support, ad valorem property tax counseling and representation, appraisal review, investment advice, marketability analysis, and feasibility analysis, including highest and best use analysis for virtually all types of commercial, industrial, residential, and special purpose real estate, on behalf of financial institutions, REIT's, government entities, publicly traded companies, and private concerns.

As President of the Florida Association of Property Tax Professionals, and an inaugural member of the Florida TaxWatch Tax Advisory Council, Mr. Jones regularly addresses the Florida Cabinet, Legislature, and various state agencies on property tax policy and issues impacting taxpayers. Since 2007, the Association has successfully collaborated with other influential groups to change the law in Florida affecting how the assessors must develop and support valuations in defending challenged assessments, "leveling the playing field" by lowering the burden of proof for taxpayers in assessment challenges, and requiring the development of uniform rules, policies, and procedures for Value Adjustment Boards across Florida's 67 counties to improve fairness in taxation for all Floridians.

In 2011, Mr. Jones served on the Florida Governor's Tangible Personal Property Taskforce. In 2012, the Florida legislature sought Mr. Jones' counsel on comprehensive property tax reform legislation.



**GEOFFREY M. KASSELMAN,
SIOR, LEED AP**

**Executive Managing Director
National Industrial Practice Leader**



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Years of Experience

30+ Years

Areas of Specialization

- Industrial
- E-Commerce
- Food & Beverage
- Data Center / Mission Critical
- Technology & Innovation
- Energy Procurement
- Energy Efficiency
- Global Portfolio Management
- Operational Efficiency

Professional Background

Geoffrey Kasselmann, SIOR, LEED AP, serves as Executive Managing Director at NGKF where he leads the company's National Industrial Practice. In this capacity, he guides the direction and expansion of the firm's industrial brokerage capabilities across North America, including supporting various data center projects and promoting the benefits of sustainability, technology and innovation for the sector.

Mr. Kasselmann was recently honored as a member of the 2017 Midwest CRE Hall of Fame, a 2016 CoStar Power Broker, and recently won NKF's Outstanding Service Award for 2016, in addition to numerous other honors and distinctions received over his 30-year career. Over the course of his career he has completed more than 1,000 transactions worth in excess of \$1 billion. Current or recent clients include ASOS, Cummins, Petco, Assemblers/Skinny Pop, DWR/Herman Miller, Hydrofarm, Gotham Greens, Heys Luggage, IDI Gazeley, and many others.

Mr. Kasselmann is an innovation-minded futurist focused on harnessing transformative disruption and technology convergence in order to bring actionable ROI to the CRE industry. He has traveled the globe studying smart buildings and smart cities, provides mentoring to several tech startups and sits on various tech firm advisory boards, and he is a prominent national speaker and accomplished author on a variety of topics including economic trends, innovation, sustainability and the exponential future of CRE. He recently gave the Keynote Address to the National Academy of Sciences' Transportation Research Board on Transportation and Mobility. He also serves as CEO and Founder of Op2mize Energy, a strategic energy procurement firm.

In addition to his NKF responsibilities, Mr. Kasselmann is serving a one-year term as the 2017 Society of Industrial and Office Realtors® (SIOR) Global President. SIOR was founded in 1941 by the US Government to help secure industrial facilities in support of the World War II effort. In this regard, SIOR has been servicing the commercial real estate industry for over 75 years. In this volunteer role, Kasselmann leads the preeminent non-profit commercial real estate services organization in an array of strategic and global initiatives while acting as an ambassador and discussing the many benefits of becoming a SIOR designee.