



2019 Annual Convention
 November 6-9
 Hilton Nashville Downtown
 Nashville, TN
 Harnessing Exponential Change

Program Descriptions with Instructors
 13.75 hours

Wednesday, November 6
 Development Tours [†]

3 hours

Noon-3:45P **Franklin on Foot!**
A walking tour
 Tour Guide:
Margie Thessin, Founder, Franklin on Foot, Author

Just 14 miles from Nashville, you'll find Franklin - an oasis of Southern hospitality housed
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 housed in a 16-block historic district of award-winning antique shops, brick-and-mortar
 gift and book stores, fashion-forward boutiques, privately-owned art galleries, lovingly
 restored homes and more. Your Tour Guide, Margie, will lead you on a walking tour of
 Franklin and explain how it went from being a sleepy, run-down Southern town to the hot
 corporate, tourist and relocation destination it's become today.

If you're looking to slow down and experience southern sophistication, Franklin is just
 the place for you!

Wednesday, November 6, cont'd.

1:00P-4:00P Loop Around Nashville
 A walking and bus tour

Tour Guides:

Melissa Alexander, Vice President, Foundry Commercial

Elam Freeman, Affiliate Broker, Baker Storey McDonald Properties

Greater Nashville's building boom continues to go taller, wider, and faster. Downtown has seen an exceptional amount of public and private investment in the past decade. This tour will take a look at the projects delivered over the past few years and what is under construction and planned for the future of downtown.

Some of the hot spots of development you will explore are: Broadway Corridor, The Gulch, Nashville Yards, WeHo, the new Fairgrounds soccer stadium, East Nashville, North Nashville, Germantown, and River North.

Thursday, November 7

8:00A-12:30P **General Sessions**

8:00A-8:30A **Welcome to Nashville**

Julie Melander, CRE, 2019 Chair of the Board

8:30A-9:15A **Opening Keynote:**

What to Expect When the Market is Changing

0.75 hours

Speaker: **Marcus Rayner**, Vice President, Colliers International

Moderator: **John Oler**, CRE, President/CEO/Founder, JSBO Realty & Capital Inc.

Marcus Rayner has more than 30 years of real estate experience and he is optimistic about the future of commercial real estate. The key is the future will be "flexible." We will see shorter leases, and landlords who are more involved to make certain they are providing cutting-edge technology. Real estate is moving from a product to a service.

Providing the best service, is how to win in the future.

Thursday, November 7, cont'd.

9:30A-10:30A **Whether It's Local or Global – Market Influences on Real Estate** **1 hour**

Speakers: **Leo Civelli**, CRE, CEO Europe, Duff & Phelps Real Estate Advisory Group
Jeremy Goldkorn, Editor-in-Chief, SupChina and Co-Host, Sinica Podcast
Arthur Miranti II, Principal, Tri-State President, Avison Young

Moderator: **Mario Lefebvre**, CRE, Vice President, Research-Global Real Estate Markets, Ivanhoé Cambridge Inc.

Whether you do real estate at the local level or globally, the fundamental analysis remains the same. True, at the global level, you must incorporate additional risks such as currency and geopolitics, but it essentially remains real estate and the market fundamentals are quite similar. And how is the current behavior of capital funds affecting markets.

A not to be missed discussion.

10:45A-11:45A **Mega Projects and Development Strategies** **1 hour**

Design-Build-Finance-Operate-Maintain (DBFOM)

Speakers: **Orion Fulton**, CRE, Senior Manager, Arup
Geoffrey Stricker, Senior Managing Director, Edgemoor Infrastructure & Real Estate
Jean-Philippe Towner, Executive Vice President/Chief Financial Officer, Pomerleau

Moderator: **Marilee Utter**, CRE, President, Citiventure Associates, LLC

DBFOM P3s are common in Canada, UK, and other countries, but the U.S. has been slow to adopt them. Why? It's due to politics, lack of understanding, politics, lack of national standards, and politics.

DBFOMs (Design-Build-Finance-Operate-Maintain) are a major trend for infrastructure financing, including when there is a real estate development component. These delivery systems are being used by local governments, universities, hospitals, and other institutions to build their facilities faster, more efficiently, and with less risk than traditional approaches. And when there is available land, the DBFOM team (lead by the "concessionaire") can also lead real estate development on those parcels, with those profits used to reduce the overall project cost to the institution.

P3s are a globally powerful, exciting opportunity we are increasingly seeing in institutional real estate as well as other types of infrastructure. CREs need to know about DBFOMs as a key tool to harness private funds for repair of the current (crumbling) infrastructure, and construction of new. It's an important development strategy and the future of how cities are going to be built.

Thursday, November 7, cont'd.

Noon-12:45A **The Opportunities of Growth and Constraints of Congestion** **0.75 hours**

Speakers: **Roger Baum**, Vice President, Public-Private Partnerships, CORE Construction
Mark Deutschmann, Founder and Chair Emeritus, Village Real Estate; President, Core Development
Bert Matthews, Executive Vice President & Partner, Colliers

Moderator: **Terrence Llewellyn**, Principal, Llewellyn Development

What's driving Nashville's growth? Rapid growth provides opportunities, but also comes with challenges. Local leaders made some smart decisions like merging the city and county government in the 1960s, allowing Nashville and its suburbs to work together rather than at cross-purposes. And in the 1990s, when many downtowns across the county were struggling, the city built a convention center, a hockey arena and a new home for the Country Music Hall of Fame.

Join these developers for a lively discussion of how they have helped revitalize areas of Nashville with their many projects. These panelists are reactivating Nashville's neighborhoods, connecting them, helping them become sustainable, and using business as a tool for positive social change.

12:45P-2:15P Member Luncheon

Introduction of New Members

Michel Couillard, CRE, First Vice Chair of the Board

2:30P -4:30P **General Sessions**

2:30P-3:15P **The Limitations of Big Data/AI in Commercial Real Estate** **0.75 hours**

Speakers: **Jules (Jay) Marling IV**, CRE, CEO and Managing Principal, Capright
Noah Shlaes, CRE, President, Shlaes & Co.

The theme of the 2011 movie *Moneyball* has fueled countless Big Data initiatives. At first glance, the commercial real estate industry appears ripe for just this kind of innovation. After all, adoption of tech solutions for commercial real estate has been notably slow, data is decentralized, and real estate professionals still largely rely on versions of the same tools and methodologies in use 20 years ago to do their work.

A more honest look reveals that the application of Big Data principles in commercial real estate has some massive limitations? Or does it?

This will be a lively point-counterpoint discussion. How useful are Big Data and Artificial Intelligence in commercial real estate? Are these tools transforming the way business is done in our industry or are they overrated? Demand for human capital in commercial real estate is still strong, but what does the future look like?

Thursday, November 7, cont'd.

3:30P-4:30P **The Impact of Higher Education on Real Estate Assets** **1 hour**
Mergers, consolidations, closings and expansions

Speakers: **William Cromwell**, CRE, Director of Real Estate Asset Management, UVA Foundation
 Margaret Emley, Director, Real Estate, Vanderbilt University
 Scott Levatin, President & CEO, Research Triangle Foundation
 Valerie Pontiff, CRE, Managing Partner, Mohr Partners

Moderator: **Anthony DellaPelle, Esq.**, CRE, Partner/Shareholder, McKirdy, Riskin, Olson & DellaPelle, P.C.

Mergers, consolidations, closings and expansions are how colleges and universities are strategically managing their real estate to meet changing demographic and funding challenges.

What were the critical issues they faced and the solutions they realized? These panelists have real world experiences they will share with you.

Friday, November 8

8:00A-9:30A **Business Issues Forums** **1.5 hours each**
There are five Business Issues Forums to choose from.

- **Emerging Housing Trends**
Discussion Leaders:
 John Hunt, Principal of MarketNsight, President of ViaSearch
 Jeanette Rice, CRE, Americas Head of Multifamily Research, CBRE
 Ted Rutland, Communications Strategist, Clayton Homes

While affordable housing is central to the discussion, the range of population facing difficulties in securing an appropriate place to live extends from those who are homeless — in big cities, small towns, and rural areas across the country — to Millennials and Gen Z members entering the workforce in thriving cities where apartment rents have soared beyond their capacity to pay in neighborhoods reasonably proximate to their workplaces. Moreover, the liquidity of the housing market has been compromised by the difficulty of Baby Boomers in finding buyers for the homes which represent a major portion of their net worth.

The underlying causes can be found both on the supply side and the demand side of the housing equation. Join the discussion.

Friday, November 8, cont'd.

8:00A-9:30A **Business Issues Forums, cont'd.**

1.5 hours each

There are five Business Issues Forums to choose from.

- **International Issues and Crossing Borders**

Discussion Leaders:

Ralf-Peter Koschny, CRE, Member, Directory Board, Bulwiengesa AG

Robert Griswold, CRE, President, Griswold Real Estate Management, Inc.

How can Counselors better cross borders and collaborate? Ralf and Robert will lead the discussion as to how CREs can better do business together. How do we create cross continental partnerships?

- **Practical Applications of Opportunity Zones and CRE Collaboration**

Discussion Leader(s):

K. Teya Moore, Esq., CRE, Managing Partner, BBRE

Why are Opportunity Zones the new, hot thing in real estate? And how can we tap into the CRE pool of expertise and collaborate on OZ projects. This Business Issues Forum will explore the issues and challenges of OZs, how multiple disciplines are needed in the development process to make these work, and how Counselors can join forces to create opportunities for yourself and each other!

- **SALT: A Discussion about State and Local Tax Issues**

Discussion Leader:

Todd Jones, CRE, Principal, RealAdvice

As a property owner's biggest operating expense line item, underwriting property tax liabilities as part of pre-acquisition investment due diligence or operational budget forecasting and control exercises is challenging at best. Most state and local governments are experiencing fiscal pressures. Public-private sector fiscal tension creates investment disincentives for taxable real estate, putting downward pressure on development and transaction activity. Prior to enactment of the new federal tax law, this issue was masked in some states. The true cost of state and local government is only now being realized by some taxpayers, due to the \$10,000 deduction limitation.

Todd regularly addresses the Florida Cabinet, Legislature, and various state agencies on property tax policy and issues impacting taxpayers and invites you to join this conversation.

Friday, November 8, cont'd.

8:00A-9:30A Business Issues Forums, cont'd.

1.5 hours each

There are five Business Issues Forums to choose from.

- **The Impacts of Sustainability on Future Profits & Survival**

Discussion Leaders:

Deborah Cloutier, CRE, President & Founder, RE Tech Advisors, Inc.

Theddi Wright Chappell, CRE, CEO, Sustainable Values, Inc.

There is a link between sustainability, financial performance, and environmental performance. Participants in this Business Issues Forum will discuss a number of issues: insurance impacts; climate change risk assessments; appraisal/valuation; technology disruption; alternative financing; and ESG lending policies. How are these factors influencing real estate? Attendees will be provided tools and resources to delve deeper into the topics discussed.

9:45A-10:45A Strategic Planning Open Forum

Moderator: **Harrison Coerver**, President, Harrison Coerver & Associates

Where is The Counselors of Real Estate going? What are our strengths? What are our weaknesses? What challenges do we face? Where are the opportunities in a dramatically changing, highly competitive market?

Share your views. Speak your mind. Be part of the dialog as The Counselors of Real Estate charts its course for the future in the form of a new five-year Strategic Plan.

Harrison Coerver, a prolific, independent facilitator specializing in non-profit organizations, will lead this “no holds barred” discussion addressing not only The Counselors of Real Estate as an organization, but the role of the Counselors in 2020 and beyond. A must attend for Counselors intent on being ahead of the curve.

11:00A-12:30P Development Tours

1.5 hours each

Explore The Gulch

Tour Guide(s):

Eric Klotz, Principal, ESa

The Gulch, a former rail yard and industrial district, was transformed into a vibrant, upscale neighborhood known for its chic hotels, luxury condominiums, high-end fashion boutiques, and trendsetting restaurants. It's a dynamic area of urban development and redevelopment. Enjoy a trolley ride over to this neighborhood and experience a presentation by well-known local developers. Then take a stroll around the neighborhood before heading back to the Awards Luncheon.

Friday, November 8, cont'd.

11:00A-12:30P Development Tours, cont'd.

1.5 hours each

Music Row: The Soundtrack of America

Tour Guide:

Mark McDonald, Partner, Oldacre McDonald

Home to record label offices, radio stations, and recording studios, Music Row is at the heart of Nashville's country music industry. Walk in the footsteps of music legends and stand in studios echoing with hits of yesterday, while anticipating the stars of tomorrow. In addition to Music Row, Mark will take you through you 12th South and Hillsboro Village.

A veteran Nashville-based investor and developer, Mark has been on a real estate acquisition tear of late, having acquired multiple properties in this area. Join Mark on the exploration of Nashville's Music Row.

Nashville Yards

Tour Guides: TBD

The first sight that many visitors get of downtown Nashville is a 100-foot-high (31 m) construction crane poised over a foundation pit. As they pass the limestone castle of the old Union Station, the land drops away across the street. Bulldozers swarm over a vast field piled with gravel and sections of concrete pipe as workers lay the foundations of a \$1 billion redevelopment.

Learn how major site challenges were handled and hear about the urban structure, mix, phasing, infrastructure, and public-private partnership structure that support these mega projects.

Wedgewood-Houston (WeHo)

Tour Guides:

Shawn Bailes, Principal, FMBC Investments

Mark Deutschmann, Founder and Chair Emeritus, Village Real Estate; President, Core Development

Up-and-coming Wedgewood-Houston (WeHo) is a buzzing art hub, with former factories converted into art spaces and studios. Once a South Nashville industrial area, nicknamed WeHo, it's now an emerging neighborhood with local businesses, retail establishments, galleries and restaurants opening at a rapid pace. It's catering to creatives, millennials, and local entrepreneurs. The proximity to downtown, relatively affordable rents and real estate prices, and the number of old warehouses, factories and garages have attracted artists, musicians and entrepreneurs to open restaurants, distilleries, breweries, galleries, studios and workshops in the area.

The Tour Guides will also showcase the alternative construction techniques used in many of the WeHo developments. You will also tour some of the properties Mark and Shawn developed.

Friday, November 8, cont'd.

12:45P-2:15P Member Lunch

Presentation of the James D. Landauer/John R. White Award, CRE Committee Service Award, and CRE Chair's Award

2:30P-4:45P General Sessions

2:30P-3:30P The Future of Healthcare in Real Estate

1 hour

Speakers: **Clare Duan**, VP and Director of Acquisitions, Senior Resource Group (SRG)
Greg Gheen, CRE, President, Realty Trust Group, LLC
Kimberly Lamb, Senior Vice President of Operations, Lincoln Harris Healthcare Group
Scott Selig, Associate Vice President, Duke University

Moderator: **David Lynn, Ph.D.**, CRE, Real Estate Consultant

What are the newest trends in the healthcare industry — the effect of facility mergers and consolidations, and the greater need for assisted living, senior housing and a whole new set of real estate transactions? Has more extensible and powerful healthcare technology enabled the growth of outpatient healthcare?

As technology transforms the healthcare industry, it is altering the real estate needs of providers. How has healthcare real estate benefitted from surging demand? How will operator cost concerns affect medical real estate?

What future trends are on the horizon over the next five years? Some trends the panelists recognize are:

- Better Services, Smaller Footprint
- Retail and Medicine Will Become One
- Paper Records Will Be A Thing Of The Past

3:45P-4:30P How Data is Changing our Business

0.75 hours

Speakers: **James Costello**, CRE, Senior Vice President, Real Capital Analytics
Jan Freitag, Senior Vice President, Lodging Insights, STR

Yesterday, you heard the debate about Big Data and Artificial Intelligence and its effect on commercial real estate. This session's discussion will revolve around how Big Data is used.

Historically, many real estate firms have long made decisions based on a combination of intuition and traditional, retrospective data. Today, a host of new variables make it possible to paint more vivid pictures of a location's future risks and opportunities. Jan oversees a variety of projects, all charged with the accumulation and interpretation of global lodging data. Jim uses his analyses to identify trends driving commercial real estate investments. They both provide timely and reliable transaction data with unique intelligence on market pricing, capital flows, and investment trends. How can these analyses be used for your business and to benefit your clients?

Friday, November 8, cont'd.

4:45P-5:30P **The Secrets of Nashville and the City's Growth** **0.75 hours**

Speaker: **Colin Reed**, Chairman & Chief Executive Officer, Ryman Hospitality Properties, Inc.

Moderator: **James Olin**, CRE, CEO, C2G Advisors LLC

Selling Nashville is Colin Reed's business. Colin has done more to drive tourism and promote Music City around the world than probably anyone else. He leads a company that owns many of Music City's icons, including Ryman Auditorium, the Grand Ole Opry and Gaylord Opryland Resort & Convention Center. His company also conceived, pitched and co-produced the country music drama "Nashville," which became a primetime billboard for the city.

Colin acknowledges the problem with all of this growth is transportation, affordable housing, and, to a large extent, education. And these are things high on the mayor's agenda.

When he's making business decisions in Nashville, Colin makes sure they will benefit the community. This one-on-one interview will give attendees a real behind-the-scenes look at the development and promotion of Nashville.

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