



The Counselors of Real Estate 2019 Midyear Meetings  
April 28-April 30  
LondonHouse Hotel Chicago

## Real Estate Disruptors – 2019 and Beyond

13.5 hours of continuing education

### Sunday, April 28

#### Development Tours †

*There are three Development Tour choices:*

1:00P-5:00P

Tour I: 4 hours  
Conservation Land Development: A Northshore Chicago Tour  
Tour Guides:  
**Bruce Reid, CRE**, President/COO, AHC Funds/Arthur Hill & Co  
**John Sentell**, President & CEO, Lake Forest Open Lands

This Development Tour will wind up Lake Shore Drive and Sheridan Road through Chicagoland's Northshore. You will then stroll Elawa Farm - a restored gentleman's farm and garden. The farm includes vegetables & cut flowers grown without chemicals, a seasonal Garden Market, and education centered around growing food, healthy cooking and small-scale agriculture. It is a public-private partnership dedicated to the preservation and stewardship of a unique combination of natural setting, designed landscapes and buildings of architectural and historic significance.

John Sentell of Lake Forest Open Lands Association (LFOLA) will lead a discussion of land trusts and conservation land developments. LFOLA is an independently funded conservation and educational organization devoted to the acquisition and stewardship of natural landscapes, ensuring all generations have a meaningful, lasting connection to nature and land.



## **Monday, April 29, cont'd.**

9:00A-9:45A General Session #1  
TOPIC: The New City

0.75 hours

Keynote Speaker: **Spencer Levy**, Americas Head of Research and Senior Economic Advisor, CBRE

One of the most entertaining and enlightening observers of the American urban scene, Mr. Levy believes the urban meccas that will go the furthest in the years ahead possess a combination of three attributes that matter most: talent generation through universities, a work-live-play environment, and capital from foreign sources. Mr. Levy's approach to spotting emerging trends takes in such disparate drivers as package deliveries, infrastructure, universities, the importance of local retailers, and the overhyping of today's young adults.

Local retailers and businesses will propel future growth in cities across the U.S. This is a direct reaction to the forces of globalization and automation.

He is optimistic about the future of commercial real estate. While the last 5 years were great, the next 5 will be good, but will be harder. To stay viable, he recommends you be more discerning about your markets, submarkets, and asset types. Go to the markets where people want to go!

9:45A-10:15A Networking Break

10:15A-11:15A General Session #2

1 hour

TOPIC: The Global Economy & Real Estate Trends: One on One Interview

Speaker:

**Mary Ludgin**, Managing Director and Director of Global Investment Research, Heitman

Moderator:

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

This session promises a lively discussion about the current global economic outlook – where we are in the cycle and what are the underlying demographic trends. The world's population now has more people aged 65 and above than 5 and under for the first time ever. However, while there is the aging of the population, there are also the millennials! Mary and Mario will debate economic dynamics as well as population trends and what these trends mean for real estate demand.

And logistics is the flavor of the month. Will this last in the face of rising populism/protectionism? Is retail really dead or is it morphing? Where are interest rates (and thus cap rates) going?

This will be a fast-paced discussion covering a lot of “where are we going?” topics!

## **Monday, April 29, cont'd.**

11:15A-11:45A    Networking Break

11:45A-1:15P    Welcome Luncheon n/a  
*Introduction of New Members and the James Felt Creative Counseling Award*  
**Michel Couillard, CRE**, 2020 Chair of the Board

1:30P-2:30P    General Session #3  
TOPIC: Technology: How Data is Being Leveraged 1 hour  
Speakers:  
**Liz Holland**, Chief Executive Officer, Consortial Technology, LLC, owner of LayerCake  
**Curvin Leatham**, Co-Founder, CEO, AreaProbe  
**Helen Thompson**, Global Marketing Strategy Manager, Esri  
**Thomas Wootten**, CRE, Managing Partner, Saybrook Real Estate Advisors LLC  
Moderator: **Noah Shlaes, CRE**, President, Shlaes & Co.

Data is an integral part of making real estate decisions. In 2017, venture capitalists invested over \$5 billion in real estate technology, more than 150 times the \$33 million invested in 2010. Today there are multiple service providers and methods to get data. But how do you communicate the data to your client? Visually! When your clients can visualize the data, you can communicate your advice more easily. Adding visuals to your recommendations adds a layer to your consultation.

This panel of users and providers will demonstrate the latest demographic and economic analysis tools and examples of the practical application. Learn how you can leverage real estate technology tools to close the deal.

2:30P-2:4P    Networking Break

2:45P-3:45P    General Session #4  
TOPIC: Opportunity Zones: Challenges and Opportunities 1 hour  
Speakers:  
**Lauro Ferroni**, Senior Vice President, JLL  
**Brad Molotsky**, Partner, Duane Morris  
**Kieyasien Teya Moore, Esq., CRE**, Managing Partner, BBRE  
Moderator: **Graham Grady, Esq., CRE**, Equity Partner, Taft, Stettinius & Hollister, LLP

The All-Powerful OZ! Opportunity Zones were designed to spur long-term private sector investments in low-income urban and rural communities nationwide. But what are they exactly? Why is it the “new, hot thing” in real estate development? And do they work in neighborhoods and for investors?

The OZ program is the largest community investment tool in decades. How will this affect capital markets, investor perspectives, and the regulatory landscape? This session give you an introduction to OZ 101 and will also include a case study with an example of a real deal.

## Monday, April 29, cont'd.

3:45P-4:00P    Networking Break

4:00P-5:15P    General Session #5  
TOPIC: 2019-2020 Top Ten Issues Affecting Real Estate

1.25 hours

Speakers:

**Hugh Kelly, Ph.D., CRE**, Special Advisor, Fordham University Real Estate Institute at Lincoln Center

**William Kinn, CRE**, Partner, Kinn Real Estate Counselors, LLC

Moderator:

**Deborah Cloutier, CRE**, Principal & Founder, RE Tech Advisors, Inc.

Disruptions in the world...lead to disruptions in real estate... lead to a new CRE Top Ten Issues List for 2019/2020. With your input, CRE's External Affairs Committee will identify the key issues predicted to have the greatest impact on real property over the next year – and beyond. This interactive session, with live voting, promises to elicit spirited discussion.

What do you see as the driving forces affecting real estate, society, and the world at large – and why? In the past, the Top Ten discussion has led to a lively debate and spirited disagreement; this year promises not to disappoint. Weigh in with your opinions, and see if you agree with your colleagues.

## Tuesday, April 30

8:00A-9:30A    Business Issues Breakfast Forums  
*Choose from five Business Issues Topics*

1.5 hours each

- Aging in Place: Innovation in Design and Programming Discussion Leaders:  
**Wendy Timm, CRE**, Executive Vice President, Enhanced Value Strategies, Inc.  
**William Wiebe, CRE**, First Vice President, CBRE

One thing we can be certain of is that aging issues won't disappear. The impact that the boomer generation will have on housing opportunity and community development is far reaching. For the first time ever, the world's population now has more people aged 65 than under the age of five. This rising number of aging Americans will drive transformation as to how seniors age in place, from technology advances to real estate design.

Models of Aging in Place come in many innovative forms and are disrupting traditional notions of what it means to remain at home by choice.

## Tuesday, April 30, cont'd.

8:00A-9:30A Business Issues Breakfast Forums, cont'd.  
Choose from five Business Issues Topics

1.5 hours each

- Asset Disposition and Reposition  
Discussion Leaders:  
**Deacon Thomas Croke**, Director of Real Estate Services, Archdiocese of Philadelphia  
**Brian Dolehide, CRE**, Director, Non-for-Profit Advisory Services, Institutional Property Advisors - Division of Marcus & Millichap  
**P. Barton DeLacy, CRE**, Principal, DeLacy Consulting, LLC  
**Eric Wollen**, Chief Capital Assets Officer for the Archdiocese of Chicago

Every owner of commercial real estate assets needs to have a comprehensive strategy governing why and how real property is acquired, leveraged, used, and sold. Creating an effective strategy - and executing upon it - is the best way to maximize the value of your portfolio and your returns on investment.

What are the best practices (and maybe worst nightmares) in disposition and repositioning real estate assets?

- Building for Future Profits & Survival: The Impacts of Sustainability  
Discussion Leaders:  
**Theddi Wright Chappell, CRE**, CEO, Sustainable Values, Inc.  
**Deborah Cloutier, CRE**, President & Founder, RE Tech Advisors, Inc.  
**Scott Muldavin, CRE**, President, The Muldavin Company, 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.

- CREs First – The Art of Collaboration  
Discussion Leaders:  
**Robert Griswold, CRE**, President, Griswold Real Estate Management, Inc.  
**Joseph Neverauskas, CRE**, Senior Vice President, Equus Capital Partners, Ltd.

CREs First: who better to collaborate with but a fellow Counselor? As you well know, Counselors are busier than they've been in years. As opportunities (and challenges) arise, your CRE associates are the first to be able to share experiences, data, and knowledge. And share confidentially. There are significant benefits to members seeking information from their fellow Counselors on various markets, challenges, counseling assignments, and business opportunities. Join the discussion!

**Tuesday, April 30, cont'd.**

8:00A-9:30A Business Issues Breakfast Forums, cont'd. 1.5 hours each  
*Choose from five Business Issues Topics*

▪ **Small Business Opportunities: Improve Your Bottom Line**

Discussion Leaders:

**Aki Dellaportes, CRE**, Director, PricewaterhouseCoopers

**Hugh Kelly, Ph.D., CRE**, Special Advisor, Fordham University Real Estate Institute at Lincoln Center

**Michael MaRous, CRE**, President, MaRous & Company

**Steven Norris, CRE**, Principal, Norris Realty Advisors

Please join this open discussion and sharing of tips to control operating costs for your CRE business. Typically, when business owners strategize ways to increase profits, their energy is usually focused on how they can attract more customers to generate additional sales. However, working smarter, not harder, can be the key to boosting the bottom line. Improving net earnings is directly linked to controlling costs, increasing productivity, marketing resourcefully, outsourcing, staffing correctly, and tightening credit terms. In addition, the Forum will discuss the implications of the new tax law on small businesses.

Bottom line: Improve your Bottom Line.

9:30A-9:45A Networking Break

9:45A -12:15P Development Tours 2.5 hours each  
*There will be a choice of four Development Tours*

Tour I

**Chicago's Mega Projects: Lincoln Yards and the 78**

Tour Guide: **Steve Friedman, CRE**, President, SB Friedman Development Advisors

Chicago has been transformed over the last 50 years and is now in the approval process for two “mega-projects” on the edges of the Central Area. Each is in excess of 50 acres with estimated buildouts of more than \$5 billion each. Planned for a former rail yard and former specialty steel manufacturing site, these are the first projects in Chicago in more than 50 years that require major new infrastructure to proceed. Come see how major site challenges were handled and hear about the urban structure, mix, phasing, infrastructure required, and the public-private partnership structure that is being used to support the projects. The session will be led by Steve Friedman, CRE who will address the public-private structure and will include the master planners from Skidmore, Owings, & Merrill (SOM) (invited) with representatives of the developers and city to be added as available.

The Tour will take place in the offices of the master planner – Skidmore Owings & Merrill.

**Tuesday, April 30, cont'd.**

9:45A -12:15P Development Tours, cont'd.  
There will be a choice of four Development Tours

2.5 hours each

Tour II

**The Clare: Reinventing Retirement**

Tour Guide: **Lori Griffin**, Director of Resident Experience, The Clare

A tour of The Clare is intended for those who attended the Business Issues Forum, *Aging in Place: Innovation in Design and Programming Communities*. The Clare is a high-rise senior independent living community situated on the Loyola University Chicago Water Tower Campus in Chicago's Gold Coast. It is a continuing care retirement community and the only senior living community in the Gold Coast that offers a LifeCare contract. Residents of The Clare are reinventing the way retirement communities should be enjoyed.

Tour III

**A Neighborhood's Redevelopment: The University of Chicago's Influence on Chicago's South Side**

Tour Guide(s):

**P. Barton DeLacy, CRE**, Principal, DeLacy Consulting, LLC

**Collete English Dixon**, Executive Director, Marshall Bennett Institute of Real Estate, Roosevelt University

The University of Chicago has long influenced the neighborhoods surrounding its Hyde Park campus. The university's founding in the 1890s transformed Hyde Park into an enclave for white, liberal-minded people within a majority African American South Side. When the boundaries of Chicago's overcrowded Black Belt bulged outward toward Hyde Park in the 1950s and 1960s, the university, which had long been a substantial property owner in the area, began to take a more active role in the region's urban planning. The university sought to create a "compatible environment" for its operations and "revitalize" the neighborhood.

In addition to a tour of the campus, the tour will venture through the revitalized 53rd Street retail corridor, the new hospital and trauma care center, the proposed site of the Obama Presidential Center on Stony Island, and the Midway Plaisance – an historic boulevard

**Tuesday, April 30, cont'd.**

9:45A -12:15P Development Tours, cont'd.  
*There will be a choice of four Development Tours*

2.5 hours each

Tour IV

**Architecture River Cruise: Chicago's First Lady Cruises**

Tour Guide provided by the Chicago Architecture Center

Experience the “top tour in Chicago and one of the top ten tours in the U. S.” according to TripAdvisor users. The Chicago Architecture Center (CAC) River Cruise offers a memorable and unique perspective of a city known for the birth of the modern skyscraper. CAC-certified docents provide knowledgeable interpretations of more than 50 buildings along the Chicago River. You'll discover how Chicago grew from a small settlement in 1833 into the world-class city it is today.

Join out-of-towners, Chicagoans, and fellow CREs on this 90-minute tour and get the real story on Chicago's beautiful architecture and its renowned history.

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