Interim Chair: Claudia Gerster/Foundation
cgerster@creativelicenseintl.com
Phone: 480-777-3687

Membership/Vice Chair: David Waite, Esq.
dwaite@coxcastle.com
Phone: 310-284-2218

Asst. Chair: Taylor Mammen
tmammen@rclo.com
Phone: 310-282-0437

Asst. Chair Aimee Martin
amartin@asmcapitalpartners.com
Phone: 214-908-6564

Asst. Chair: Ty McCutcheon
tmccutcheon@daybreakcommunities.com
Phone: 801-685-4240

Chief Organizing Officer: Melinda Palladino
mpalladino@creativelicenseintl.com
Phone: 602-315-1421

CDC Blue – Fall Virtual Product Council Meeting
Day Two
Social Distancing Edition – Tuesday, October 21, 2020
12:00 - 1:45 pm Pacific / 3:00 – 4:45 pm Eastern

12:00 pm PDT / 3:00 pm EDT
Join the Zoom Meeting / Gathering of Participants 10 minutes

Start 12:10 pm PDT / 3:10 pm EDT 60 minutes
Session One: An Interview with Ross Perot, Jr., Chairman, Hillwood Communities and The Perot Group, Dallas, TX
Moderator:
Ty McCutcheon, President & CEO, Daybreak Communities, South Jordan, UT

Interviewer:
Fred Balda, President, Hillwood Communities, Dallas, TX

*Includes 15 Minutes of Q & A

A lively Interview with Ross Perot, Jr., a luminary in our industry.
*See Bio Attached*

Start 1:10 pm PDT / 4:10 pm EDT 30 minutes
Session Two: Break Out for Social Gathering
Topic: “Needs and Leads”

Moderators: Claudia Gerster, Owner/Principal, Creative License, Tempe, AZ
David Waite, Partner, Cox, Castle, & Nicholson, LLP, Los Angeles, CA
Aimee Martin, Principal, ASM Real Estate Advisors, Irving, TX
Taylor Mammen, Senior Managing Director, RCLCO, Los Angeles, CA
Ty McCutcheon, President & CEO, Daybreak Communities, South Jordan, UT
1: 40 pm PDT / 4:40 pm EDT

Return to the Main Room (Jami will bring everyone back into the Main Room)

5 minutes

Closing Remarks

Moderator:
Claudia Gerster, Owner/Principal, Creative License Intl, Tempe, AZ
Survey Reminder/Thoughts about Content for Spring 2021 Meeting

Adjourn by 1:45 pm PDT/4:45 pm EDT

SPRING CONFERENCE: May 10-12th
Denver, CO.

Ross Perot, Jr
Chairman, The Perot Companies and Hillwood

A Dallas, Texas, native, Ross Perot Jr. serves as Chairman of the Perot Group, which manages the various Perot family interests that include real estate, oil and gas, and financial investments. Additionally, Mr. Perot is Chairman of Hillwood, a Texas-based, leading global real estate development company he founded in 1988.

Mr. Perot also is a founder of the Perot Systems Corporation and served in various roles within the company including CEO, Chairman of the Board, and as a member of its Board of Directors. Perot Systems was acquired by Dell Inc. in 2009 at which time Mr. Perot joined the Dell Inc. Board of Directors where he served until 2013.

An aviation enthusiast, Mr. Perot completed the first helicopter flight around the world in less than 30 days in 1982 and served as a pilot in the United States Air Force for over eight years. Perot then served as Chairman of the Air Force Memorial Foundation, leading the 14-year effort to build the United States Air Force Memorial in Washington, DC, honoring the men and woman of the United States Air Force. The Memorial was dedicated to the nation in October 2006.

Mr. Perot is the recipient of numerous awards throughout his life and career including the Gold Medal Award for Extraordinary Service from President Ronald Reagan, the Woodrow Wilson Award for Corporate Citizenship, and the Secretary of Defense Medal for Outstanding Public Service. He also was inducted into Junior Achievement’s 2017 Dallas Business Hall of Fame, was named one of the Most Powerful Business Leaders in Dallas-Fort Worth as a member of the ‘Dallas 500’ by D Magazine, and was co-awarded, alongside his father, the inaugural Vision Award from the Urban Land Institute North Texas District Council. In 2020, he received the J. Erik Jonsson Ethics Award from Southern Methodist University and was honored with the National Business Aviation Association’s highest honor, the Meritorious Service to Aviation Award.
ULI’s Mission

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is committed to:
- Bringing together leaders from across the fields of real estate and land use policy to exchange best practices and serve community needs;
- Fostering collaboration within and beyond ULI’s membership through mentoring, dialogue, and problem solving;
- Exploring issues of urbanization, conservation, regeneration, land use, capital formation, and sustainable development;
- Advancing land use policies and design practices that respect the uniqueness of both the built and natural environments;
- Sharing knowledge through education, applied research, publishing, and electronic media; and
- Sustaining a diverse global network of local practice and advisory efforts that address current and future challenges.

ULI’s Content Pillars

The ULI Content Pillars provide a bridge between our broad mission and the programs that deliver it. The Pillars represent the timeless topics or concerns of the organization, within which the program of work must fit.

Housing and Communities
This pillar is firmly grounded in the founding of the organization in 1936. References to housing products and policy, and specifically to the provision of affordable housing, are included in ULI’s Articles of Incorporation. ULI fundamentally believes that housing is a fundamental underpinning of healthy and thriving communities.

Real Estate Finance and Investment
A great deal of ULI’s value to our members and ability to meaningfully deliver our mission relates to our activities in real estate capital markets, including providing a forum for the providers and users of capital to convene. ULI’s traditional focus has been on connecting capital to real estate through the creation of value. This pillar also encompasses the market and economic factors that affect the supply and demand forces that drive land use change.

Sustainability and Economic Performance
Specifically referred to in ULI’s mission, and embedded in ULI’s dedication to the creation of long-term value, sustainability is more than energy efficiency or adaptation to climate change. It encompasses environmental, social, and governance issues as they relate to efficient use of resources and creating and maintaining a sustainable and resilient built environment.

Innovation in Development Practice
ULI’s applied research and education programs are based principally on best practices, on “what works,” and the process of real estate development remains central to the mission and to our members’ activities. We foster innovation, but look to practical experience and knowledge sharing to advance the state of the art. This pillar refers primarily to activities, at various scales, that are considered site-specific. ULI traditionally takes a case study approach, using real-world examples to illustrate broadly applicable principles and practices.

Shaping Successful Cities and Regions
Site-specific development occurs within a broader physical and policy context shaped by numerous actors and decision-makers. This larger context, from neighborhood to metropolitan region, is the subject of this pillar. Here, activities and issues transcend property boundaries and encompass land use planning and development policy, infrastructure, metropolitan growth strategies, and transportation issues.
ULI Council Member Expectations

Council membership is a privilege desired by many ULI members and the value of the Council experience is determined by the quality and participation of its members. Each Council member is therefore expected to be a committed and participating part of the Council, contributing as much value to the Council experience as they take home.

**OPEN, HONEST, SPECIFIC INFORMATION AND EXPERIENCE:** Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

**CONFIDENTIALITY:** Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of confidentiality will result in immediate expulsion from your Council.

**REAL DEALS, REAL NUMBERS:** The key to truly valuable interaction between the Council members is the sharing of real deals and real number, successes as well as lesson learned.

**RESPECT FOR OTHERS:** Help make discussions productive and high value by engaging your fellow council members respectfully with your most relevant information and experience.

**NO SELF PROMOTION:** Councils members are all highly successful real estate professionals. Self promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

**NO CELL PHONES OR BLACKBERRIES:** It should go without saying that you cannot be fully engaged in your council while checking your email. Most Councils have breaks designed to allow members to check in and stay connected a few times during the day.

**ATTEND EVERY MEETING AND ATTEND ALL DAY:** Each Council member has been chosen for the value that their unique background and experience brings to the Council. Missing a Council meeting or part of a Council meeting reduces the value for every other member of your Council. Your empty seat could easily be filled by someone else who has value to bring to the table.

**RECRUIT THE BEST AND BRIGHTEST:** Council members often come into contact with new leaders in the industry. ULI members and non-ULI members, with exciting new products, ideas and best practices that will add greatly to the value of their Council. Bring these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.

**PARTICIPATE IN ULI AND ULI LEADERSHIP:** Council members are expected to be active participants in ULI’s mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment:

- Attend and participate as speakers and panelists at ULI Spring Council Forums and Fall Meetings.
- Attend and participate as speakers and panelists at Council meetings.
- Serve as panelists at Project Analysis Sessions held at Spring Council Forums and Fall Meetings.
- Serve as panel members for Advisory Services assignments scheduled throughout the year.
- Contribute to ULI publications through the contribution of articles and papers.
- Contribute to the ULI Foundation.
- Participate as Committee/Subcommittee/Task Force members.
- Participate in research and education programs.
- Participate in District Council programs in each member’s area.