Virtual Multifamily Council Day, Fall 2020
October 20 and 21, Times are Eastern Time
MFC Silver Council

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October 20, 2020

Topic: MFC Fall 2020 Council Day
Time: Oct 20th, 21st, 2020 11:00 AM Eastern Time (US and Canada)

11:00-11:10am Opening Remarks

Speaker:
Donald Huffner (f)(c)
Chair – MFC Platinum

11:10-12:15pm Joint Council Session - “The World Tomorrow - Real Estate Disrupted”

Speaker:
Dr. Parag Khanna (nm)(c), Founder & Managing Partner of FutureMap –

Parag Khanna is a leading global strategy advisor, world traveler, and best-selling author. He is Founder & Managing Partner of FutureMap, a data and scenario based strategic advisory firm. Parag’s newest book is The Future is Asian: Commerce, Conflict & Culture in the 21st Century(2019). He is author of a trilogy of books on the future of world order beginning with The Second World: Empires and Influence in the New Global Order (2008), followed by How to Run the World: Charting a Course to the Next Renaissance (2011), and concluding with Connectography: Mapping the Future of Global Civilization (2016). He is also author of Technocracy in America: Rise of the Info-State(2017) and co-author of Hybrid Reality: Thriving in the Emerging Human-Technology Civilization (2012). Parag was named one of Esquire’s “75 Most Influential People of the 21st Century,” and featured in WIRED magazine’s “Smart List.” Dr. Khanna also appears frequently in media around the world such as CNN, CNBC, BBC, The New York
12:20-1:30 pm  Joint Council Session - “Politics, as usual...”

**Introduction:**
Julia Butler (f)(c)  
MFC Platinum  
Managing Director - KKR

**Moderator:**
Doug Bibby (f)(c)  
MFC Green  
President - NMHC

**Speaker(s):**

Washington Analysis is an Independent Institutional Research Firm focused on anticipating and analyzing changes in public policy that will impact the financial markets. The firm’s expertise lies in assessing investment risks and opportunities arising from legislative, judicial and regulatory developments across the sectors most impacted by policy developments including financial services and housing, healthcare, energy (including utilities/FERC, oil & gas, pipelines and renewables), defense, tax, trade and TMT (tech, media and telecommunications).

**Introduction:**  
Julia Butler – Vice Chair – Platinum Council (f)  
Doug Bibby

**Panelists:**
Ryan Schoen - President And CEO; Sr. Financial Services Analyst  
Joe Lieber - Director of Research And Political Analyst  
Gracie Lynne - Financial Services Analyst

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**October 21, 2020**

11:00-11:10am  Opening Remarks

**Speaker:**
Donald Huffner (f)(c)  
Chair – MFC Platinum

11:10-12:40pm  Joint Council Session - “Diversity, Equity & Inclusion”

**Introduction:**
Jeff Daniels (f)(c)  
MFC Green  
Senior Vice President/National Director – Institutional Property Advisors

**Moderator:**
Tyreek Moore (nm)(c)  
President of Diversity Division – Handel Group
In this Joint Session of the Multifamily Product Councils, Council leadership will outline ULI’s Diversity, Equity & Inclusion (DEI) initiative and convene a panel of multifamily professionals who lead organizations with proactive DEI policies and goals. The panel will be led by Tyreek Moore of The Handel Group. The Handel Group is a corporate consulting and life coaching company dedicated to teaching people how to realize their personal and professional visions. Tyreek Moore is President of HG Diversity where he works with organizations to shift their systemic and cultural practices to create a more diverse, inclusive, communicative and equitable environment for all who work there.

The panel will consist of three Senior Executives (two Caucasian and one African American) and two “up and coming” African American executives. The Senior Executives will be introduced first and will discuss the driving force behind their DEI initiatives, implementation and their results. The two “up and coming” executives will discuss their challenges and how the landscape has evolved during their professional careers. The panel will conclude with a summary of key takeaways and Q&A.

12:40-1:00 Break / Grab your lunch

MFC Silver Zoom Meeting Notice

Topic: MFC Silver Meeting
Time: Oct 21, 2020 01:00 PM Eastern Time (US and Canada)

Join from PC, Mac, Linux, iOS or Android:
https://uli.zoom.us/j/98169618475?pwd=dWNxKzhxaXNmem5tNTJ0ckhlQVhHZz09
Web Password: 497306

Join by Web Browser Only (no client download):
https://uli.zoom.us/wc/join/98169618475
Web Password: 497306

Join using iPhone one-tap dialing :
US: +16468769923,,98169618475# or +13017158592,,98169618475#

Join using Telephone:
Dial (for higher quality, dial a number based on your current location):
US: +1 646 876 9923 or +1 301 715 8592 or +1 312 626 6799 or +1 346 248 7799 or +1 408 638 0968 or +1 669 900 6833 or +1 253 215 8782 or 877 853 5247 (Toll Free)
Meeting ID: 981 6961 8475

1:00-1:15 MFC Silver, Chairman's Report- Guests & Fundraising update
-Don Mackenzie remembrance
-San Francisco, CA City Focus
Announce Next Meeting:
- ULI Spring Meeting – Denver, CO

1:15- 2:15 MFC Silver Session

The Future of Workplaces- Panel Discussion- A Panel/Interactive Small Group Discussion in Three Parts-
Moderator/Panelist- Chris Shepherd, CBRE (Silicon Valley)- EVP, Tech & Media Occupier Services(c)(nm)
Corporate Tech Occupier-Stuart Landesberg, CEO Grove Collaborative (c)(nm)
Office Owner- Brandon Shorenstein, Shorenstein Properties (c)(nm)
Tenant Leasing Broker- Scott Katcher, Savills (Denver Office) (c)(nm)
Office Private Equity Investor- William Pollard, Talon Private Capital (c)(nm)

What's Booming?
What’s Busting?

What’s the Future Post-COVID?

2:45- 4:00  **MFC Silver Session- Case Studies- Small Group Working Sessions**

Underwriting Assumptions in a Post COVID World-

Input Sheet to be distributed prior to Council Day, with answers to be discussed in Small Groups, with Large Group report out

4:00-4:30  **Small Group - Day Recap & Virtual “Favorite Glass of Wine” Reception**

KEY:
(f)=Full Member
(m)=Member
(nm)=Nonmember
(i)=Invited Speaker/Moderator/Panelist
(p)=Proposed Speaker/Moderator/Panelist
(c)=Confirmed Speaker/Moderator/Panelist

For more information about ULI please visit [www.uli.org](http://www.uli.org)
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: Council 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.