An Evening of Curated Conversations
Please join the women of ULI for a very special evening at the Manchester Hyatt in San Diego, CA. Curated Conversations aims to create a one-of-a-kind experience to engage in meaningful dialogue around issues that real estate professionals face today, including issues specific to women. As a nod to the historic speakeasy, the night includes curated conversations intended to provoke thought and capture new ideas. The sessions will include ~10 women per topic and conversations will be led by local women leaders. Open to all women attendees with pre-registration and separate ticket.

Register now for one of the following Curated Conversations! Longer descriptions are included on the following pages.

- **Leadership in Male-Dominated Industries and Companies** with Michele Vives, Douglas Wilson
- **Making the Most of the Women On The Team: How Women Project Managers Enhance the Real Estate Development Process** with Frawn Morgan, LDC Advisors, LLC
- **Housing Affordability, Stability for All: Rethinking a Strategic Roadmap** with Laura Archuleta, Jamboree Housing Corporation
- **Urban City Mama: Creating a Future for Downtown Families from a Personal Perspective** with Claudia Escala, Carrier Johnson + CULTURE
- **The Executive Shift: Redefining your career path because life is what happens to you while you’re busy making other plans** with Danielle Sprouls, Boston National Title Agency, LLC
- **Successful Placemaking: Understanding the Psychology of Place** with Beth Callender, URBAN INTERVENTIONS
- **Crossing the Bridge: Real estate development and investment in Mexico from a woman’s perspective** with Vanessa J. Franyutti, Nader, Hayaux & Goebel
- **Gaining the Confidence to Speak Up as a Woman in CRE** with Penny Maus, Real Estate and Airport Management, City of San Diego
- **Bridging the Capital Gap: How to Build an Inclusive Economy** with Kim Folsom, Founders First Capital Investments

Wednesday, April 20, 6:00 – 7:30 pm. Manchester Grand Hyatt, 1 Market Place, San Diego, CA 92101. Open to all women attendees with pre-registration and separate ticket. Ticket includes hors d’oeuvres and beverages. This event will sell out!

**CLICK HERE TO REGISTER NOW!**
LEADERSHIP IN MALE-DOMINATED INDUSTRIES AND COMPANIES

In this era of intention to promote diversity and equality, it becomes important to develop strong leadership skills as well as encouraging the next generation of leaders through mentorship and example. Our discussion will center around tips and lessons learned along the way to becoming an effective leader within a business community and industry that happens to be mostly men.

Conversation Leader:
Michele Vives, President, Douglas Wilson
As President of Douglas Wilson Companies, Michele works with real estate owners and other entities to provide creative and constructive approaches and solutions, and an array of development and advisory expertise. For DWC’s new Senior Living division, she is responsible for development, procurement, and project management of a portfolio expected to reach 10 properties in the Western states.

In her career, Ms. Vives has been directly involved in the development of over 4 million square feet of master planned communities, office, retail, hotel, and senior living projects with a combined value of over $2 billion. Her experience includes: project feasibility analysis and due diligence, land procurement, community outreach, entitlement processing, contract negotiations, business development, and proposal management. She is known for her ability to problem-solve and reach consensus when working with government and regulatory staffs. Her command of budgets, timelines, and stakeholder relationships extends across all market segments.
MAKING THE MOST OF THE WOMEN ON THE TEAM: HOW WOMEN PROJECT MANAGERS ENHANCE THE REAL ESTATE DEVELOPMENT PROCESS

Frawn Morgan will tap her experience developing and managing many types of real estate projects – from single family homes to large master-planned communities across the country. She will share ideas on how women – including working mothers – can identify and utilize their unique skills and strengths to advance their careers in the real estate industry. Frawn will discuss the challenges and joys of being a woman and a working mother in the real estate industry and provide insights into:

- how to identify and use your unique skills and strengths to advance your career (regardless of gender),
- how women think and process information differently and the positive impact that difference can make to your projects,
- and how to build relationships that solve problems and earn the respect of clients, colleagues and adversaries alike.

Frawn will also share some results from her doctoral research into the well-being of working mothers and how having a rewarding and challenging career can enhance individual, as well as family, well-being.

Conversation Leader:
Frawn Morgan, CEO, LDC Advisors, LLC

Frawn Morgan leads LDC Advisors, a boutique consulting firm advising institutional investors and owners on their real estate portfolios. She provides the firms clients with strategic guidance borne of decades of experience. Morgan’s career includes the execution of brownfield remediation, hillside grading and lot development, and management of large master-planned communities from entitlement through lot sales and disposition. During the great recession, she provided oversight on a $10 billion real asset investment portfolio for the largest US public pension fund. LDC provides expertise in investor acquisitions (partner qualification, project feasibility), asset management (development management, partner, and portfolio oversight), as well as specialty services including litigation management, expert witness, asset repositioning and disposition, and capital restructuring for developers, homebuilders, and other real estate businesses.

In addition to her role as Managing Member/CEO of LDC, Frawn is also an expert in building and maintaining well-being. She holds a Master of Science in Corporate and Organizational Communications from Northeastern University, a Masters of Applied Positive Psychology from the University of Pennsylvania, and is a Doctoral Candidate in Organizational Leadership at Northeastern University. Her doctoral research is focused on the well-being of working mothers.
In the U.S., more than one-half million men, women and children are homeless. Many others – including veterans, seniors, and those with special needs – are at risk of homelessness. California tops the list by state. How can we pave the way to real change and reshape the perception of what affordable housing and permanent supportive housing is – for those living and working next door and with the decision-makers who can move policies and projects forward? Laura will lead a discussion on how to rethink the entry and exit lanes of housing instability and create inroads that remove the barriers of siloed and compartmentalized housing market sub-sectors – all while driving forward a full spectrum of housing for strong, healthy communities.

**Conversation Leader:**
**Laura Archuleta, President and CEO, Jamboree Housing Corporation**
Since 1999, Laura Archuleta has guided Jamboree Housing Corporation from a small, Irvine, CA-based nonprofit affordable housing developer with 750 units into one of the nation’s largest non-profit owners having developed over 9,500 homes in more than 96 communities. Under Archuleta’s leadership, Jamboree established Housing with Heart, to deliver impactful residents services, acquired HOMES, Inc., a leading nonprofit provider of housing and support for people living with mental illness and launched Jamboree’s construction group, Quality Development and Construction, Inc. Founded in 1990, Irvine, CA-headquartered Jamboree Housing Corporation is an award-winning, nonprofit community development organization that develops, acquires, renovates and manages permanently affordable rental and ownership housing throughout California for working families, seniors and people with special needs. A leading nonprofit developer, Jamboree is committed to sustaining excellence with high quality affordable housing and services that benefit the environment, the economy and local communities.

Archuleta currently is on the Affordable Housing Advisory Council of the Federal Home Loan Bank of San Francisco, is a member of the boards of the California Housing Consortium, and the Building Industry Association (BIA) of California and a member of the United Way Orange County Leadership Council. She earned a bachelor’s degree in criminal justice and a master’s degree in public administration from California State University, Fullerton.
As a resident of San Diego’s East Village neighborhood, Claudia’s prolific career has had a significant influence on the evolution of the downtown San Diego skyline. In 2005, she moved from the suburbs to the East Village with her husband and two children to become involved in the emerging multifamily housing boom. Over the past 16 years, Claudia has continued to reside in that neighborhood and become a zealous advocate for families like hers who want to live and raise children in the city. She remains an active member of the local community, currently serving as Chair of the San Diego Regional Chamber’s Transportation and Land Development Committee.

Conversation Leader:
Claudia Escala, Architect, LEED AP Co-President, Carrier Johnson + CULTURE
Claudia Escala, architect and LEED AP, is the co-president of Carrier Johnson + CULTURE, a global architecture firm that has provided professional design services to the local San Diego community since 1977.

A native of Perú, Claudia completed her undergraduate work in architecture at Universidad Ricardo Palma in Lima, then continued on to achieve a Master of Architecture with her post-graduate work at University of California, San Diego. She is a registered architect in California and Washington, and maintains a clear focus on improving the lives and communities of residents throughout the regions she touches.
Many of us get degrees that aren’t always aligned with our current positions. Opportunities and life circumstances can derail us but that is not always a negative. Let’s explore the positives of The Executive Shift and how our changed path can redefine the success we sought.

**Conversation Leader:**
**Danielle Sprouls, Executive Vice President, Boston National Title Agency, LLC**
Danielle Sprouls, Esq, a New Jersey native, received her Juris Doctorate from Seton Hall Law School in 1990. She specialized in insurance defense litigation before taking a work sabbatical for a few years to be a full-time parent to her then young four children. She was recruited by a title agency which ultimately redirected her career into commercial real estate in New York. Danielle has extensive experience creating strategies to capture and close major title insurance deals for some of the nation’s most notable companies, which is demonstrated by an impressive career total of closings in excess of $20B. She has been recognized twice by Real Estate New York as a “Women of Influence”.

In 2017, Danielle and her husband moved to Newport Beach, CA. She is Executive Vice President of the National Commercial Division at Boston National Title Agency (BNT). BNT is a full-service title & escrow company which is owned by Incenter, a subsidiary of Blackstone, the world’s largest private equity investment firm. As EVP, Danielle continues to manage CRE deals growing the commercial department on a national scale, is a sales coach for the commercial operations and handles executive recruitment across the country.

Danielle was recently the Vice Chair of Operations for the Women’s Leadership Initiative at ULI Orange County/Inland Empire. She also chairs Mentorship for CREW-Orange County. Her other industry memberships include International Council of Shopping Centers (ICSC), National Association of Industrial and Office Properties (NAIOP), Mortgage Bankers Association and the Women’s Development Collaborative (WDC).
SUCCESSFUL PLACEMAKING: UNDERSTANDING THE PSYCHOLOGY OF PLACE

What makes some cities, communities or neighborhoods stand out? More welcoming and inclusive? How place is differentiated and understood is deeply rooted, but we are in a time when places need to evolve to address the new demands of climate, technology, and social change. Placemaking and tactical urbanism are tools that can help highlight what is great about the places we live and let people try on new ideas with accessible and affordable solutions.

**Conversation Leader:**
**Beth Callender, Partner, URBAN INTERVENTIONS**

URBAN INTERVENTIONS was founded to create and fund placemaking, public art and community engagement to transform underserved places with high-impact and low-cost interventions. Prior to co-founding URBAN INTERVENTIONS with her partner Pete Garcia, Beth was Principal and co-owner of Greenhaus, a nationally-recognized advertising and marketing company. She worked throughout the U.S. and Mexico branding, marketing, and consulting on places and properties including cities, cultural institutions, master planned communities and urban mixed-use projects. At Greenhaus, and throughout her 30+ year career, Beth served as the strategic lead on consumer research – what people are hoping for – and then working with how places could deliver on those hopes and dreams.

Beth has been an active member of Urban Land Institute for more than 25 years. She was Chair of the CDC Product Council, served on the national program committee, and was Chair of the San Diego-Tijuana District Council. She currently serves as Chair of Mission Advancement for ULI San Diego-Tijuana and on the Advisory Board of the Downtown San Diego Partnership.
CROSSING THE BRIDGE: REAL ESTATE DEVELOPMENT AND INVESTMENT IN MEXICO FROM A WOMAN'S PERSPECTIVE

What are the key factors to address and common pitfalls to avoid as an investor in Mexico? What are the hurdles, both cultural and industry-related to construction and real estate development in Mexico? Vanessa will explore the many opportunities and challenges in an extremely male-dominated, hierarchical industry. From achieving renown as one of the first women to be promoted to partner in a top law firm in Mexico City, while raising her 3 children, to founding her own successful law practice in projects and real estate with offices in Mexico City and London; Vanessa will lead a discussion on the nuances of navigating business, family, and social and cultural norms that confronted her at every step.

**Conversation Leader:**

**Vanessa J. Franyutti, Partner, Nader, Hayaux & Goebel**

Vanessa specializes in real estate finance and investment, energy, structured finance, financing of public entities, and M&A. Her hospitality work includes advising on investments in hotels, mega-developments, fractional and timeshare regimes, as well as their related financing. Vanessa is also an expert in public-private partnerships for energy and infrastructure projects. She was instrumental in implementing the PPP schemes in Mexico, advising both the national government and the government of the state of Mexico on the structuring, bidding and implementation of the first PPS projects, and has since been involved in major hospital, road, water, and prison PPP projects. Vanessa has also advised clients on the preparation of unsolicited proposals and bids under the Mexican PPP law.

Vanessa regularly advises multinational and national clients, particularly major hotel, tourism and leisure groups, on real estate investments and development in Mexico, as well as in forming bidding consortiums and other aspects of infrastructure and energy projects in Mexico. She also advises financial institutions participating in tourism, energy, and infrastructure.

She’s ranked in band one in Projects and in real estate by Chambers & Partners Latin America where she has been described as a key partner. Vanessa obtained her LLM from the University of Chicago Law School, having graduated as an attorney from the Instituto Tecnológico Autónomo de México with honors.
GAINING THE CONFIDENCE TO SPEAK UP AS A WOMAN IN CRE

As a woman in CRE, it is easy to hold back and not speak up – but you are at the table for a reason. Whether it be in a complex negotiation or your day-to-day operations, do you sometimes have a different perspective, but keep it to yourself instead of sharing it with your team? When you receive direction from your leadership, are you afraid to suggest an alternative solution or a unique idea? You are not alone, even though it may feel like you are. We’ll discuss ways to gain the confidence to speak, how to politely push back and gain the respect of your peers and leaders as a result.

Conversation Leader:
Penny Maus, Director, Real Estate and Airport Management, City of San Diego
In March 2021, Penny Maus was appointed as the City of San Diego’s Director of Real Estate and Airport Management. With more than 1.4 million people, the City of San Diego is the eighth largest city in the United States and the second largest in California. The City of San Diego’s strong economy, diverse population, great educational institutions, unsurpassed quality of life, and world-renowned location makes it the ideal place to work, live, and play.

The Department of Real Estate and Airport Management (DREAM) provides real estate services for the City of San Diego including property management, facilities maintenance, leasing, marketing, granting of easements, permits for access, appraisals, valuations, relocations and acquisitions. Under her leadership, the DREAM team administers and manages the City’s real estate portfolio, which consists of more than 1,600 City owned properties that total approximately 123,000 acres, over 800 leases and agreements, and directs operations of the Concourse and Parking Garage, PETCO Park, Brown Field and Montgomery Field airports.

Penny Maus was recently named by San Diego Business Journal as one of San Diego’s 500 Most Influential People and by San Diego Magazine as an “Industry Leader” in the 2021 Celebrating Women Awards. She was previously recognized as one of Globe St. Real Estate Forum’s 2020 Women of Influence and, in 2019, was a winner of the San Diego Business Journal’s Business Women of the Year Award for her work in transforming San Diego’s waterfront, during her time with the Port of San Diego.
BRIDGING THE CAPITAL GAP: HOW TO BUILD AN INCLUSIVE ECONOMY

There is a huge growth disparity between women and minority-own firms vs. U.S. companies overall. Only 10% of firms are held by women or minorities. Worse, their revenues are not growing, and their hiring growth rate is only 1%. Less than 2% of risk capital goes to women and minority-led businesses. How do we build an inclusive economy where diverse-led businesses thrive just as much as majority firms? How do we solve racial and social economic equity gaps? Pools of capital are starting to recognize the fact that, in order to change the outcomes for business and development, we must provide access to capital for diverse founders. This discussion will focus on innovative initiatives and solutions that drive investment and social economic growth, and how we can enable more women and people of color to get access to capital to grow jobs, build wealth, and life up communities. Building an inclusive economy is not just good for diverse founders. It’s great for the US economy and investors at all levels.

Conversation Leader:
Kim Folsom, CEO, Founders First Capital Investments
Kim Folsom is the founder and CEO of Founders First Capital Partners, Inc, (FFCP) a revenue-based investment and advisory support investment platform. FFCP is the largest private provider of growth funding for service-based businesses and the only black and women-led, revenue-based venture platform with $100M in committed capital.

FFCP is focused on partnering with employer-based, contract revenue generating small businesses ($500K to $5M), to provide them with flexible and non-dilutive funding, expertise and resources to achieve exponential growth in underserved communities. Kim is also the founder of Founders First CDC, a not-for-profit, community development organization and micro-small business accelerator with a mission to help underserved and under-represented small business owners overcome the challenges they face due to lack of access to capital.

Prior to Founders First, Ms. Folsom has raised more than $30 million in institutional venture financing, created over 500 premium wage jobs and has founded or served as a key executive for six successful ventures.

Ms. Folsom has taught at several prominent universities including most recently at National University. She earned her MBA degree from the University of Pepperdine and a Bachelor’s degree in Information Systems a minor in Economics from San Diego State University.