



To: Jessie Himmelrich
From: Mariah Gratz
Date: 12/19/2017
Re: ULI Fall Meeting Experience for WLI Prologis Scholarship

I arrived at the ULI Fall Meeting a relative ULI “newbie”. Our District Council in Kentucky has only been active for a few years, and my involvement with ULI really just started in the last year. However, as a newly minted CMA and a WLI Prologis Scholarship winner, I was well positioned to wring every last drop of both industry and ULI knowledge out of the Fall Meeting.

Being able to experience my first Fall Meeting as a member of WLI, a CMA, and a guest on a Product Council allowed me to be involved in all facets of the meeting. I was able to bring programming ideas from around the country back to my fledgling District Council. I was energized by WLI and the impact it is making on women in the real estate industry around the country. And, I was able to take a deep dive into a specific real estate “product” with the Lifestyle Residential Development Council.

Sitting in with the Lifestyle Residential Development Council, I learned about a completely different type of development than my company usually does. My work would fit more into the Urban Development and Mixed-Use Council world. It was so educational to get out of my box and get a peek into a different aspect of the real estate development world.

Bringing the information that I learned back home and seeing how it could influence future projects has been a true value-add to my business. We are currently analyzing some of our projects in a different light, looking at new market possibilities and positioning.

The ULI Fall Meeting reinforced a long held belief of mine that the best “Ah-ha” moments usually come when you get out of your box and open yourself to new experiences.