Senior Housing Council Agenda

Chair: Aaron Conley  
Phone: 864 420 9873  
Email: waconley@thirdactsolutions.com

Assistant Chair: Lori Alford  
Phone: 832 687 1606  
Email: lalford@avanti-sl.com

Membership Chair: Kathryn Burton Gray  
Phone: 917 679 9982  
Email: Kathryn.burtongray@huntcompanies.com

Vice Chair: Dale Boyles  
Phone: 858 752 2150  
Email: dboyles@allresco.com

Vice Chair: Zach Bowyer  
Phone: 617 217 6032  
Email: zach.bowyer@cbre.com

Property Tours – April 17, 2018

Transportation: Provided by ULI  
Departure Time: 12:00 PM  
Departure Location: Music City Center

Property Tour 1 (12:45 – 2:00 PM): Somerby of Franklin  
870 Oak Meadow Drive  
Franklin, TN  37064

Property Tour 2 (2:45 – 4:00 PM): Abe's Garden  
115 Woodmont Blvd.  
Nashville, TN  37205

Contact with Questions: Lori Alford, lalford@avanti-sl.com, M: 832 687 1606

Council Reception – April 17, 2019

Reception Location: Adele Nashville  
Address: 1210 McGavock St, Nashville, TN 37203  
Time: 6:00 PM Cocktail Hour followed by Dinner at 7:30 PM  
Transportation: Not Provided  
Member Cost: Included in Council Dues  
Guest: $150.00

Contact with Questions: Lori Alford, lalford@avanti-sl.com, 832 687 1606
Council Day – April 18, 2019

Meeting Location: Nashville Music City Center, Room 204  
201 5th Ave. S Nashville, TN 37203

8:00am - 8:30am Networking Breakfast

8:30am - 8:45am Chair’s Welcoming Remarks/Introductions/ General Announcements/Business Session
- Introduction of Members and Guests
- Reminder to Complete Attendance Sheet
- Reminder to Complete Evaluation Form
- ULIF Announcement, new video available
- Review of ULI Priorities & Council Member Expectations (see back page of your agenda)
- Discussion re: Suggestions for Future Council and Concurrent Meeting Programs
- Announce Next Meeting:
  - ULI Fall Meeting 2019 – Washington, DC
  - Receptions on Thursday, September 19th, 2019
  - Council Meetings on Friday, September 20th, 2019

8:45am - 10:00am Economic Overview and Seniors Housing Industry Update
Speaker: Colleen Blumenthal, MAI  
Title: Managing Partner  
Company: Health Trust

10:00am - 10:15am Break

10:15am - 11:30am The New Consumer: An interactive guided Q&A with key decision makers and potential residents across the age continuum about how they are perceiving today’s product and a probing discussion about what they really want.
Moderator: Lori Alford  
Speakers: The Adult Daughters  
Title: COO  
Company: Avanti Senior Living

11:30am - 12:15pm Case Study: Elan Spanish Springs & Elan Buena Vista – Challenges and Successes developing in The Villages.
Speaker: Julie Ferguson  
Title: Director of Senior Living  
Company: Titan Development

12:15pm – 12:30pm Lunch
12:30pm – 1:30pm **Lunch Speaker** – Senior Housing in the ‘20’s a Dynamic Horizon: Fireside Chat with Eric Mendelsohn and Wendy Simpson for a fireside chat to discuss the future of senior housing in the coming decade as operating costs increase, new players and capital enter the market, possible recession, and increasing demographics are creating a dynamic environment for our industry.

**Moderator:** Kathryn Burton Gray  
**Title:** Senior Managing Dir.  
**Company:** Hunt RE Capital

**Speaker:** Eric Mendelsohn  
**Title:** CEO  
**Company:** National Health Investors

**Speaker:** Wendy Simpson  
**Title:** CEO  
**Company:** LTC Reit

1:30pm - 1:45pm **Break**

1:45pm - 3:00pm **Silver Wave of Analytics:** Common challenges facing the seniors housing industry today can be mitigated or solved by mixing experience with the insights of data analysis. This panel of experts will discuss the basics of using analytics in the Senior Housing industry from different vantage points.

**Moderator:** Trever J. Sweeney  
**Title:** Director, Asset Management  
**Company:** Ventas, Inc.

**Speaker:** Carri Hanson  
**Title:** Senior Director Analytics  
**Company:** Greystar

**Speaker:** Sarah Belmont  
**Title:** SVP, Financial Planning and Analysis  
Brookdale Senior Living

**Speaker:** Arick Morton  
**Title:** Co-Founder and CEO  
**Company:** VisionLTC

3:00 – 4:15pm **SHARK TANK in ROUND:** With lunch well past the sharks are getting hungry again. Our SHC members will disburse to separate tables by discipline to decide if they will invest in the project presented.

**Moderator:** Dave Mazeuk  
**Title:** Director of Senior Living  
**Company:** Sterling Bay

**Speaker:** Jim Gray  
**Title:** President  
**Company:** Bridgewood Property Company

4:15pm - 4:20pm **SHC Wrap-up and Closing**

4:30-5:30 **Closing General Session:** Jon Meacham
Presidential historian and Pulitzer Prize-winning Author Jon Meacham is one of America’s most prominent public intellectuals. A contributor to TIME and The New York Times Book Review, Meacham is a highly sought-after commentator, regularly appearing on CNN and MSNBC. Known as a skilled orator with a depth of knowledge about politics, religion, and current affairs, Meacham brings historical context to the issues and events impacting our daily lives.

5:30-6:30 **Cocktail Reception**
ULI’s Priorities

1. Promoting Intelligent Densification and Urbanization
   • What are the most responsible ways to provide cost-effective housing for a rapidly increasing global population that is becoming increasingly urbanized?
   • How can we advance the understanding of the relationship between a high-quality of life and the built environment to create high-quality, appropriately-priced density that is attractive to users?
   • What is the relationship between a thriving economy and a thriving city (and vice versa)—the relationship between a dynamic society and the built environment?

2. Creating Resilient Communities
   • What are the best new business models in the real estate and land use industry and how can we support their development?
   • How can we best adapt and reuse existing real estate while eliminating obsolete space to create thriving communities?
   • How can we influence land use leaders locally and around the world as they reshape the process of community building and developing both social and physical infrastructure?

3. Understanding Demand and Market Forces
   • How can we best understand the demand (quantity, type, price, and location of the need) for real estate and discover what the market wants short-term versus what the market needs long-term?
   • How can we help balance local, regional, national, and global interests as well as public and private interests in terms of how they affect land use decisions and development?
   • How will changing technology influence building and buildings, and how will people’s use of technology influence how they interact with the physical environment?

4. Connecting Capital and Real Estate Through Value
   • How can we best generate value in the built environment that is greater than its cost?
   • What are the best ways to ensure the attractiveness of real estate as an investment as institutional capital allocators continue to change and become more global?
   • What is the most effective way to demonstrate and explain the relationship between investment in public projects and amenities and the impact on real estate value?

5. Integrating Energy, Resources, and Uses
   • How can we best reduce the negative impact of the built environment on our natural resources and climate?
   • What are the best ways to use the world’s energy resources and protect the built environment from volatile and unpredictable conditions?
   • How will trends in energy and resources impact the future best use of land?
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.