

# Future Forum

## From Challenge to Change – Building for Tomorrow

December 4, 2025, 8:00 am – 5:30 pm

Ronald Reagan Building & International Trade Center | 1300 Pennsylvania Ave NW, Washington, DC, 20004

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- 8:00am – 8:30am**      **Registration and Light Breakfast**
- 8:30am – 8:45am**      **Welcome and Opening Remarks (Atrium Ballroom)**  
Join us as we kick off the day under the theme “From Challenge to Change – Building for Tomorrow”, to set the stage for a timely and urgent conversation on the region’s housing and economic future. Together, we’ll explore how the most promising interventions for the region – regulations, incentives, taxes and cost controls – will allow us to move forward from this temporary shift, or rethink lasting structural changes.  
*Katie Bucklew, AvalonBay Communities*  
*Lily Goldstein, LEO Impact Capital*  
*Josh Olsen, Monument Realty*  
*Senthil Sankaran, Amazon*
- 8:45am – 9:30am**      **Housing & Growth: A National Conversation with Yoni Appelbaum & Jerusalem Demsas (Atrium Ballroom)**  
Join *The Atlantic*'s Yoni Appelbaum and *The Argument*'s Jerusalem Demsas for a wide-ranging conversation on the forces shaping America’s housing crisis and economic development. Moderated by Ken Biberaj of Coffee with Ken, this dialogue unpacks national trends, local impacts, and the political and policy challenges ahead.  
*Yoni Appelbaum, The Atlantic*  
*Jerusalem Demsas, The Argument*  
*Ken Biberaj, Savills, MODERATOR*
- 9:30am – 9:50am**      **By the Numbers: Emerging Trends Impacting Our Region (Atrium Ballroom)**  
In this data-rich presentation, Chuck DiRocco offers a summary of Emerging Trends in Real Estate® 2026—the Urban Land Institute’s flagship publication. Leave the session empowered with the knowledge of the trends that are (and will be) shaping the industry.  
*Chuck DiRocco, PricewaterhouseCoopers (PwC)*
- 9:50am – 10:35am**      **The DMV Responds: Insights from D.C., Maryland and Virginia (Atrium Ballroom)**  
This session brings together leaders from across D.C., Maryland, and Virginia to reflect on emerging trends impacting the region and what’s needed to move from insight to impact.  
*Nina Albert, Deputy Mayor for Planning and Economic Development, Washington, D.C.*  
*Secretary Jake Day, Maryland Department of Housing and Community Development (DHCD)*  
*Monique Johnson, Ph.D., Virginia Housing*  
*Ken Biberaj, Savills, MODERATOR*
- 10:35am – 10:50am**      **Program Pause**

10:50am – 11:50am

**ULI Washington Presents: CRED Talks**

Welcome to the second annual CRED Talks—Collaborative Regional Economic Development Talks—where bold ideas meet regional impact. Choose from four curated rooms of short presentations exploring the region’s most pressing housing and economic development challenges.

*Room 1 | Empowering People and Place (Oceanic)*

**James Ball**, National Building Museum  
**Juanita Hardy**, Tiger Management Consulting Group and ULI Senior Fellow, Creative Placemaking

**Colleen Hawkinson**, DC BID Council, *HOST*

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*Room 2 | Driving Economic Development (Meridian)*

**Casey Anderson**, Rodgers Consulting  
**Mike Aziz**, Corgan

**Caroline Valvardi**, Seregh  
**Aileen Fuchs**, National Building Museum, *HOST*

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*Room 3 | Housing from All Angles (Hemisphere A)*

**Richard Lake**, Roadside Development  
**Lionel Lynch**, J.P. Morgan Commercial Real Estate

**Jeff Olivet**, Olivet Group and ULI Advisor, Homeless to Housed  
**Chelsea Allinger**, Greater Greater Washington, *HOST*

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*Room 4 | Navigating Data and Development (Hemisphere B)*

**David Fersh**, SmithGroup  
**Jacinda Linderman**, PolicyMap

**Ross Litkenhous**, Oasis Digital Properties  
**Liz DeBarros**, DCBIA, *HOST*

11:50am – 12:00pm

Program Pause

12:00pm – 12:20pm

**Grab Your Lunch! (Atrium Ballroom)**

12:20pm – 1:10pm

**Lunch Table Discussions (Atrium Ballroom)**

Over lunch, participants are invited to join sector-specific roundtable discussions designed to spark meaningful dialogue around the issues, ideas, and opportunities that matter most. Each table, limited to 10 participants, will focus on a unique topic or sector—facilitated by a Table Captain. These conversations will directly inform the collaborative work in the subsequent Industry Action Labs.

**Adam Ducker**, RCLCO  
**Amy Friedlander**, Knutson Companies

1:10pm – 1:35pm

Program Pause

1:35pm – 2:15pm

### Industry Action Labs

Building on insights from the Lunch Table Discussions, these industry-focused working sessions are designed to turn dialogue into direction. Each session will use a shared Intervention Framework to identify key challenges, explore scalable solutions, and surface actionable ideas to guide the region's future development.

*Room 1 | **Large-Scale Placemaking (Oceanic)***

*Colleen Hawkinson, DC BID Council  
Evan Goldman, EYA*

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*Room 2 | **Retail, Entertainment & Culture (Meridian)***

*Aileen Fuchs, National Building Museum  
Alison Williams, Of Place*

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*Room 3 | **Housing (Hemisphere A)***

*Chelsea Allinger, Greater Greater Washington  
KellyAnn Kirkpatrick, Amazon*

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*Room 4 | **Commercial, Office & Industrial (Hemisphere B)***

*Liz DeBarros, DCBIA  
Evan Regan-Levine, JBG SMITH Properties*

2:15pm – 2:30pm

### Program Pause

2:30pm – 3:30pm

### Closing the Loop: Regional Solutions in the Round (Atrium Ballroom)

Join us for a dynamic and collaborative discussion where we'll debrief the discussions from the day, digest their implications for the region, and direct opportunities for change. The Fishbowl will engage all Forum participants through an interactive modality that aims to bridge vision and implementation. All are welcome!

*Evan Goldman, EYA*

*Juanita Hardy, Tiger Management  
Consulting Group and ULI Senior Fellow,  
Creative Placemaking*

*Deborah Kerson Bilek, Georgetown BID*

*Clark Mercer, Metropolitan Washington  
Council of Governments*

*Evan Regan-Levine, JBG SMITH  
Properties*

*Senthil Sankaran, Amazon*

*Stewart Schwartz, Coalition for Smarter  
Growth*

*Alison Williams, Of Place*

3:30pm – 4:00pm

### Rising to the Occasion: A Chat with Josh Bernstein & Tom Bozzuto (Atrium Ballroom)

Join local industry titans Josh Bernstein and Tom Bozzuto to explore the nature of "change" in today's market—specifically, how to distinguish short-term turbulence from lasting structural shifts. Moderated by ULI Washington's William Zeh Herbig, the conversation will delve into leadership transitions, organizational resilience, and the long-term outlook for our region.

*Josh Bernstein, Bernstein Management Corporation*

*Tom Bozzuto, Bozzuto*

*William Zeh Herbig, ULI Washington*

4:00pm – 4:20pm

### What's Next & Closing Remarks (Atrium Ballroom)

*Lily Goldstein, LEO Impact Capital*

*Rachel Hodgdon, International WELL Building Institute*

*Josh Olsen, Monument Realty*

4:20pm – 5:30pm

### Reception (Atrium Ballroom)

