



Urban Land  
Institute

## Young Leaders(YL) Baltimore Symposium

**SAMUEL T. ALIA –**  
UNDERGRADUATE STUDENT

&

**RICHARD GUY FRODERMAN –**  
ULI ASSOCIATE

( TOWSON UNIVERSITY )

UNIVERSITY CONNECTIONS

4.26.2022





# The Urban Land Institute

is a global nonprofit organization welcoming members from every public- and private-sector...

## ULI Convenes

- Meetings, Events & Curated Conversations
- Designs programs and initiatives
  - UrbanPlan
    - -Steve Maker[ULI Baltimore Urban Plan Chair]
  - Resilience Initiative
    - -Resilience to impacts of Climate Change

## • Develops

- Content
- Case Studies – ULI TAP
- Research Reports – ULI

*"ULI inspires members to integrate Big Ideas, Utilize Emerging Trends, and advocates for DEI. Allowing firms and Orgs the upper hand.*

*or they'll get left behind due to the changing of time." - S.A*

## THE MISSION OF THE URBAN LAND INSTITUTE

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Shape the future of the built environment for transformative impact in communities worldwide

### MISSION COMMITMENTS

**CONNECT**

**INSPIRE**

**LEAD**







# ULI IS ITS MEMBERS

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# Urban Land Institute Leadership Groups.

*Applying collective experience to transform the built world*

- **Global Board of Directors**  
Principal Policy-making body
- **America Product Council**

[Chairs, Vice Chairs, Ast Chairs]

Provide a forum for information exchange on the “state of the art” in the development field

- **National & District Councils+**

•convening special programs, such as those coordinated with the release of publications

- **Global Governing Trustees**

Framing the broad direction and Agenda of ULI

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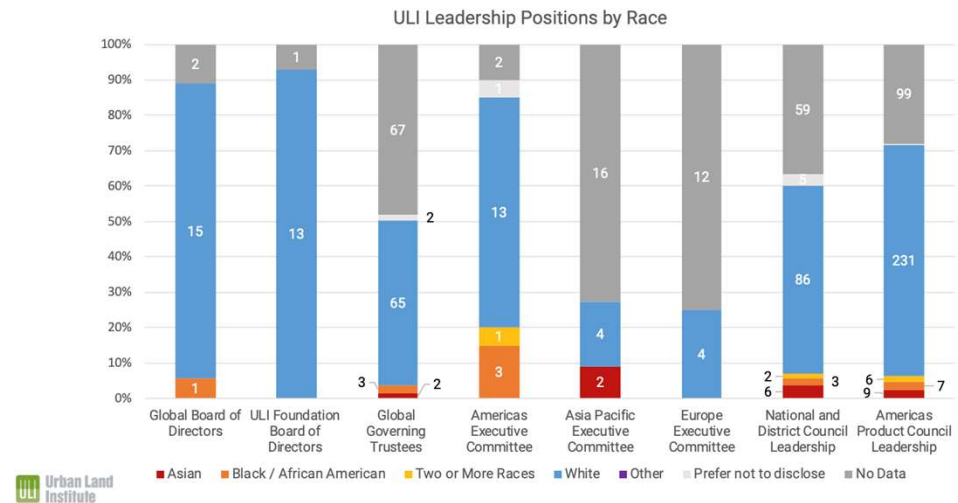
# ULI Membership and Staff Demographics Report AUGUST 2020

## Leadership by Race



URBAN LAND INSTITUTE - DEMOGRAPHICS REPORT AUGUST 2020

## LEADERSHIP BY RACE



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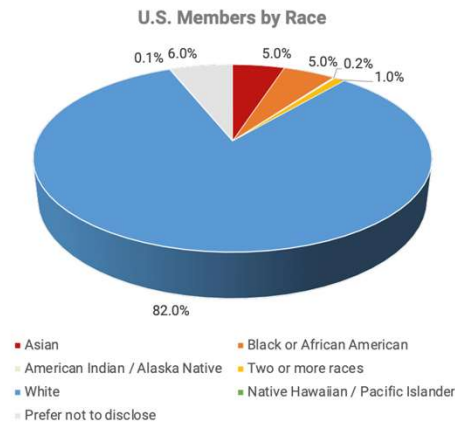


# ULI Membership and Staff Demographics Report AUGUST 2020

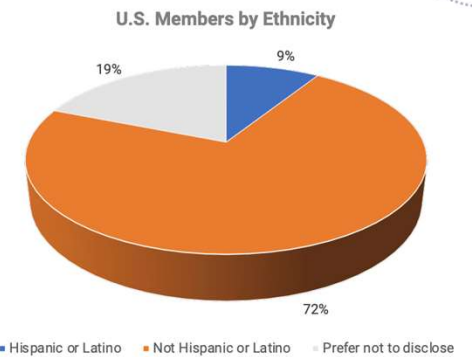
## Members by Race and Ethnicity

URBAN LAND INSTITUTE – DEMOGRAPHICS REPORT AUGUST 2020

### MEMBERS BY RACE AND ETHNICITY



Completed data for 9,374 members



Completed data for 5,305 members



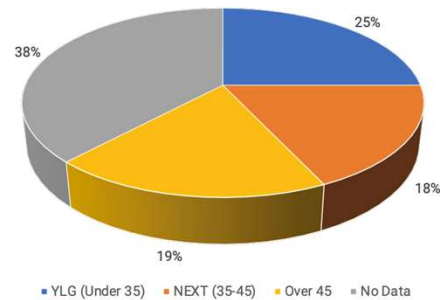
# ULI Membership and Staff Demographics Report AUGUST 2020

## Members by Age and Gender

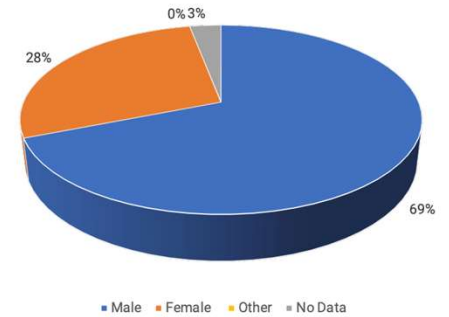
URBAN LAND INSTITUTE – DEMOGRAPHICS REPORT AUGUST 2020

### MEMBERS BY AGE AND GENDER

All Members by Age



All Members by Gender



FY20 Q4 membership = 45,685 members



## Student/ Etkins Scholar Engagement



### " ULI Baltimore

Has been absolutely tremendous in my growth. It really showed me what's possible in the real-estate industry, but also, it pushed me to go faster and harder in achieving change in the industry" -

**Samuel T. Alia**



2022 ULI Spring Meeting: DEI Cohort Tour

# ULI MEMBERS NETWORK

ULI's membership consists of interdisciplinary professionals from every public and private industry sector connected to real estate.

- Academia
- Architecture
- Brokerage
- Construction
- Development
- Engineering
- Government
- Green building
- Investment and finance
- Land and building management
- Legal
- Nonprofit
- Proptech
- Transportation
- Urban planning
- And more . . .





An aerial photograph of a dense urban landscape at dusk. The sky is a mix of purple, pink, and blue, with scattered clouds. The city below is filled with numerous buildings of varying heights, many of which have their lights on, creating a warm glow. A prominent tall building with a golden top is visible in the upper right. The overall scene conveys a sense of a vibrant, bustling city.

# DISTRICT COUNCILS

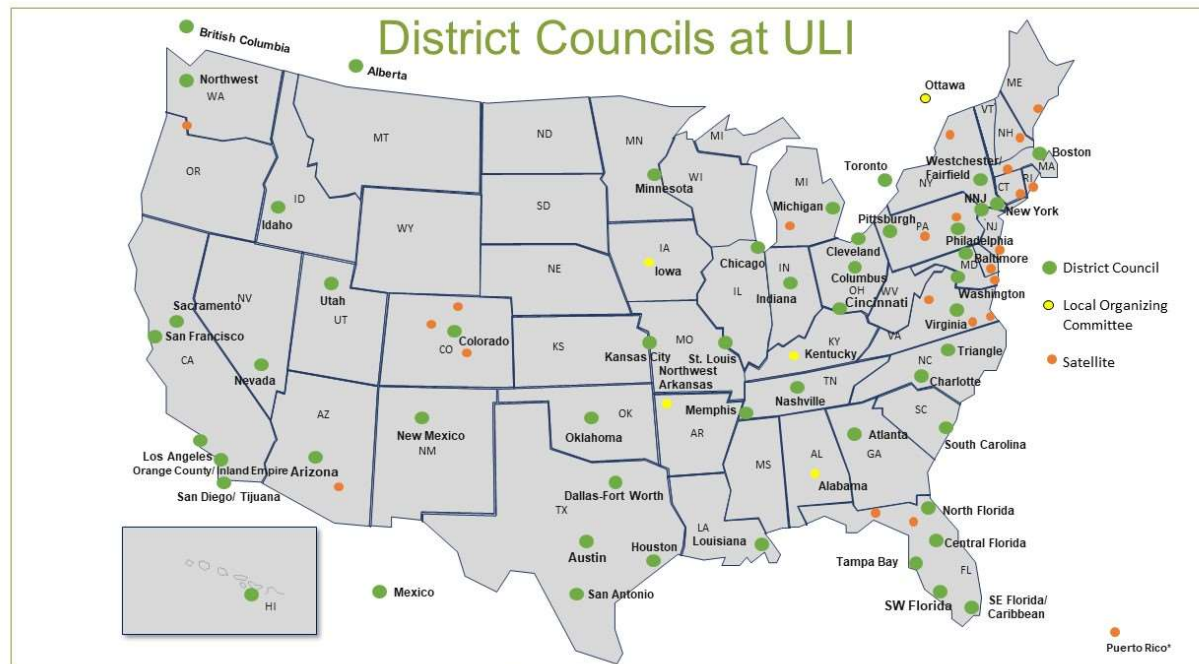
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# The Americas District Council Network

ULI has 52 District Councils throughout the Americas Region, with 38,000+ members.

52 District  
Councils

5 Local  
Organizing  
Committees





A photograph of three people walking through a modern, brightly lit building with large windows. On the left is a woman with dark hair tied back, wearing a blue top and a patterned scarf, carrying a black and white tote bag. In the center is a man with short grey hair, wearing a white shirt and a dark blazer. On the right is a man with a beard and glasses, wearing a patterned button-down shirt and dark trousers, holding a white folder. They are all smiling and engaged in conversation.

Across **56** district councils in the Americas,

With reach in

- Europe, and Asia Pacific, ULI **connects** over **45,000 members** in one shared mission:



# The Americas District Council Network

Find a District Council near you

<https://americas.uli.org/councils/district-councils/locations/>

[Arizona](#)

[Atlanta](#)

[Austin](#)

[Baltimore](#)

[Boston](#)

[British Columbia](#)

[Central Florida](#)

[Chapel Hill \(see Triangle\)](#)

[Charlotte](#)

[Chicago](#)

[Cincinnati](#)

[Cleveland](#)

[Colorado](#)

[Columbus](#)

[Dallas – Fort Worth](#)

[Durham \(see Triangle\)](#)

[Houston](#)

[Idaho](#)

[Indiana](#)

[Kansas City](#)

[Los Angeles](#)

[Louisiana](#)

[Memphis](#)

[Mexico](#)

[Michigan](#)

[Minnesota](#)

[Nashville](#)

[New Mexico](#)

[New York](#)

[North Florida](#)

[Northern New Jersey](#)

[Northwest](#)

[Oklahoma](#)

[Orange County/Inland Empire](#)

[Philadelphia](#)

[Pittsburgh](#)

[Portland \(see Northwest\)](#)

[Raleigh \(see Triangle\)](#)

[Richmond \(see Virginia\)](#)

[Sacramento](#)

[San Antonio](#)

[San Diego/Tijuana](#)

[San Francisco](#)

[Seattle \(see Northwest\)](#)

[South Carolina](#)

[Southeast Florida/Caribbean](#)

[Southwest Florida](#)

[St. Louis](#)

[Tampa Bay](#)

[Toronto](#)

[Triangle](#)

[Utah](#)

[Virginia](#)

[Washington](#)

[Westchester/Fairfield](#)



# Get Involved Locally

District Council Committees

**Communications  
Committee**

**DEI Committee**

**Membership  
Committee**

**NEXT  
Committee**

**Programs  
Committee**

**Local Product  
Council  
Committee**

**Sponsorship  
Committee**

**WLI Committee**

**YLG Committee**



# YOUNG LEADERS

## MEET THE LEADERS



**Mackenzie Makepeace**  
Director of Development, NRG  
Investment Corporation  
AMERICAN FOUNDED LEADERS GROUP  
STEELEMAN CONSULTING GROUP  
STEELEMAN CONSULTING GROUP

[View on LinkedIn](#)



**Katie Mastrosimo**  
Director of Development, Realis  
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**Samuel Ala**  
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**Nicholas Bartholomew**  
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**Matthew Baker**  
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**Caitlin Clarke**  
Student, University of Washington

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**Martha Cox**  
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**Derek Deibach**  
Public Process Development Student,  
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**Mandarjyn Gonzalez**  
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**Alexandra Hack**  
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**Eric Henry**  
Architect, Thompson/Clark Architecture

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**Chandler Hogue**  
Director, Development & Capital  
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**Arjun Hosakere**  
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**Monika Rau**  
Project Manager, Jernan

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**Zack Richards**  
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**Eduardo Rolon**  
Investment Manager, Jernan

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**Molly Rutkowski**  
Director of Facilities, FCM Real Estate  
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**Katherine Seich**  
Graduate Student, Cornell University

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**Caleb Sheldon**  
Development Manager, The Gallo  
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**Max Sommaragagna**  
Partner, Trinity Development Partners

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**Chloee Lavelle**  
Student, University of California,  
Berkeley

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**Nina Viscotto**  
Asset Management, Jernan/Capital  
Markets

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**Jared Wilson**  
AGI Capital Real Estate Investment  
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**McGhan Wong**  
Vice President, Development, Heavy  
Real Estate Development

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**Yvonne Tang**  
Student, Kean University

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**David Veldt**  
Capital Markets Associate, Atlanta  
Real Estate

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# Young Leaders Group

## Facts and Values

YLG

The Young Leaders Group is for members under the age of 35.

Currently operating in 52 District Councils

9,524 young leader members

District Council YLGs hosted over 160 events in the last fiscal year

The Young Leaders Group (YLG) network creates opportunities for young professionals under the age of 35 to develop skills and build relationships that will help advance their careers and foster an understanding of thoughtful development practices.

### Values:

Engaging and supporting members

Leadership development

Network integration

Membership growth/conversion/retention

Learn more and apply at [ylg.uli.org](http://ylg.uli.org)





# YLG-Get Involved

## Opportunities at the Local and Regional Level

- Regional Opportunities
  - Attend the 15th Annual Americas Young Leaders Exchange
    - Hosted by ULI Cleveland from May 19-21
    - Registration now open
  - Intern/extern with ULI Advisory Services
  - Become a volunteer for UrbanPlan
- Local Opportunities
  - Join your local YLG Committee or other
  - Get involved with a mentorship program
  - Ask for a waived registrant fee for the exchange of in-kind services
- Visit [ULI Navigator](#) for a full list of open local and regional opportunities to get involved

# ULI Statement on Diversity, Equity and Inclusion

**Pursue** unrelenting efforts to shape the built environment toward diverse, equitable, inclusive communities



"ULI's Diversity, Equity and Inclusion Strategy"

(2:35)



2021 Annual Report

-DEI Report  
[Non-PDF Report]



## **LEAD**

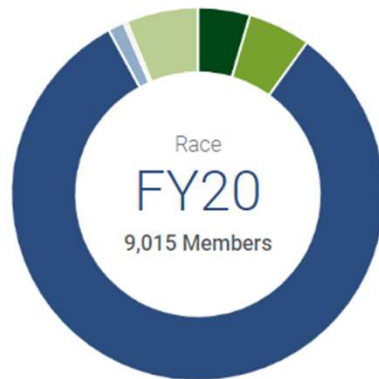
Tackling structural and systemic barriers across real estate through committed engagement, actionable insights, and best practices



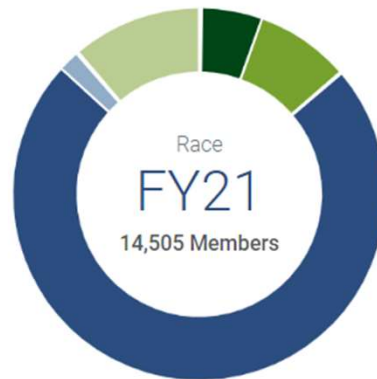
# ULI 2021 - ANNUAL REPORT

Diversity, Equity, and Inclusion

## AMERICAS MEMBERS BY RACE



- American Indian/Native Alaskan
- Asian
- Black/African American
- Native Hawaiian/Pacific Islander
- White
- Two or More Races
- Other
- Prefer not to Disclose



- American Indian/Native Alaskan
- Asian
- Black/African American
- Native Hawaiian/Pacific Islander
- White
- Two or More Races
- Other
- Prefer not to disclose



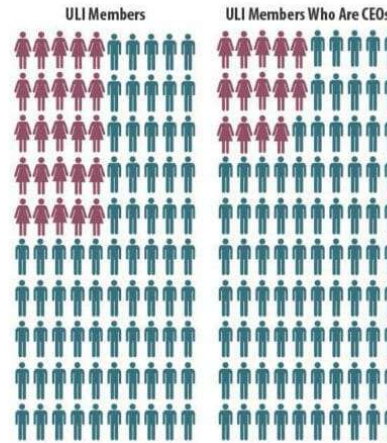
Picture provided by Monika Rau – ULI YLG  
"ULI – Women Leadership Institute"

# Tools for creating an inclusive workplace

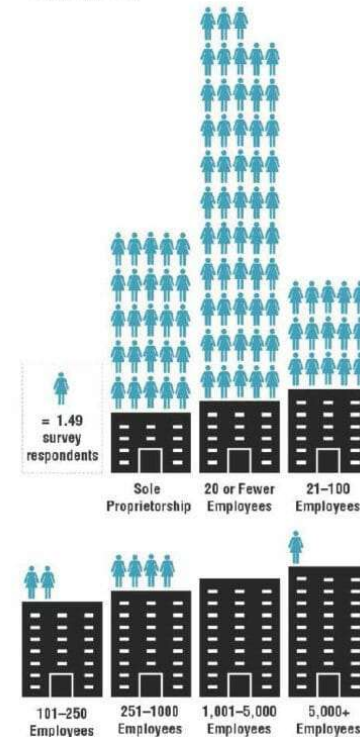


## What did we learn?

- 1** Women make up 25% of ULI's membership, but only account for 14% of its CEOs.



- 2** Of our survey respondents, 93% of female CEOs oversee small firms with under 100 employees.



- 3** Almost 2/3 of the women surveyed have aspirations of running an organization and frequently change jobs or form their own firms to secure greater responsibilities.

- 4** Informal approaches to developing female leaders have a greater impact than formal approaches.

- 5** Development, architecture, professional services and government provide the best opportunities for women to move into executive leadership roles.

To view the entire study, visit [WomeninCRE.uli.org](https://WomeninCRE.uli.org)



# Women's Leadership Initiative Mission and Stats

## WLI Mission

Promote the advancement of diverse women, throughout their careers, as leaders in the real estate industry

\*

Increase the number of women who serve in leadership positions

\*

Increase the visibility of women leaders

\*

Increase the number of women who are active ULI Full members

46 local WLI chapters

In 2019,  
33% of new ULI members  
were female

Female District and National  
Council Chairs

2012: 13%

2019: 33%



## UrbanPlan – Realistic Exercise

Participants form "development firms" and compete for a contract from the fictional city of Yorktown.

- Each team member takes on a role: *Neighborhood Liaison, City Liaison, Marketing Director, Financial Analyst, Site Planner*
- ULI member PUSH volunteers THINKING.
- Teams present to a mock City Council and one team is awarded the contract!



# Selected Opportunities

- **ULI/Randall Lewis Health Mentorship Program:** Pairs exceptional current graduate students with ULI Full Members working at the intersection of health and the built environment. Applications for the next cohort closed in January 2022.  
[uli.org/healthmentors](https://uli.org/healthmentors)
- **BHP Book Club:** Our Winter 2022 selection is *The Color of Law: A Forgotten History of How Our Government Segregated America*.  
[uli.org/health](https://uli.org/health)

Email us at [health@uli.org](mailto:health@uli.org) to learn more.

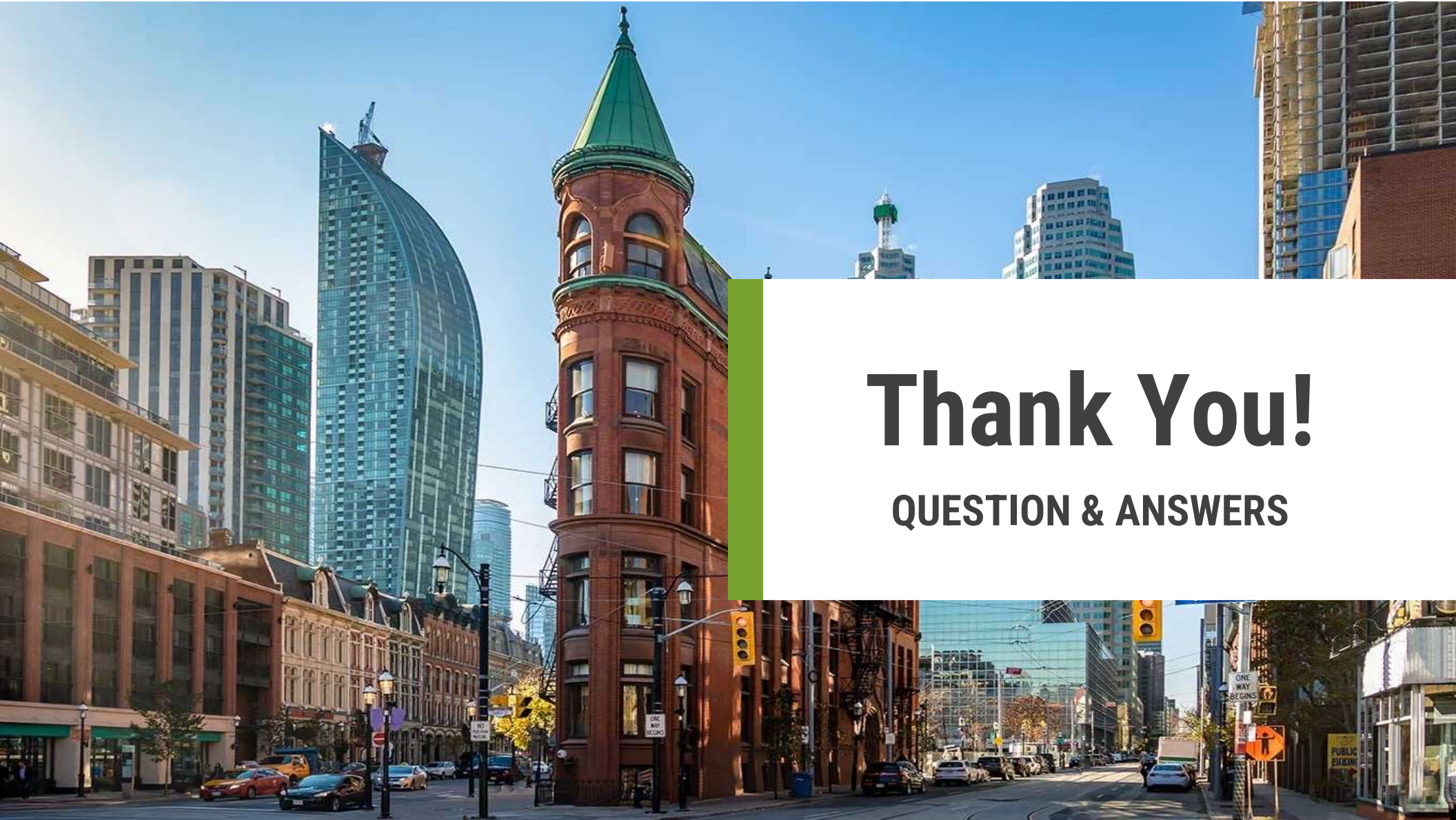


# ULI Hines Student Competition

- Annual competition for **graduate students** to engage in a challenging exercise in responsible land use.
- Teams of five students pursuing degrees in at least three different disciplines
- Two weeks to devise a development program for a real, large-scale site in a North American city.
- Winning team receives \$50,000. Finalist teams receive \$10,000
- Learn more at [uli.org/hines](http://uli.org/hines)







# Thank You!

**QUESTION & ANSWERS**