



**Virtual Advisory Services Panel  
Vancouver, BC**

June 28-30, 2021

Biographies

## Panel Co-Chairs



**Richard K. Green**  
**Director and Chair of the USC Lusk Center for Real Estate**  
**Chair Wilbur H. Smith III Department of Real Estate Development**  
**USC Sol Price School of Public Policy**  
**Los Angeles, CA**

Richard K. Green, Ph.D., is the Director of the USC Lusk Center for Real Estate. He holds the Lusk Chair in Real Estate and is Professor in the USC Sol Price School of Public Policy and the Marshall School of Business.

Prior to joining the USC faculty, Dr. Green spent four years as the Oliver T. Carr, Jr., Chair of Real Estate Finance at The George Washington University School of Business. He was Director of the Center for Washington Area Studies and the Center for Real Estate and Urban Studies at that institution. Dr. Green also taught real estate finance and economics courses for 12 years at the University of Wisconsin-Madison, where he was Wangard Faculty Scholar and Chair of Real Estate and Urban Land Economics. He also has been principal economist and director of financial strategy and policy analysis at Freddie Mac. More recently, he was a visiting professor of real estate at the University of Pennsylvania's Wharton School, and he continues to retain an affiliation with Wharton. He is or has been involved with the Lincoln Institute of Land Policy, the Conference of Business Economists, the Center for Urban Land Economics Research, and the National Association of Industrial and Office Properties. Dr. Green also is a Weimer Fellow at the Homer Hoyt Institute, and a member of the faculty of the Selden Institute for Advanced Studies in Real Estate. He was recently President of the American Real Estate and Urban Economics Association.

Dr. Green earned his Ph.D. and M.S. in economics from the University of Wisconsin-Madison. He earned his A.B. in economics from Harvard University.



**Laura London**  
**Former Associate Director**  
**Arlington Partnership for Affordable Housing**  
**Arlington, VA**

Laura served at the Arlington Partnership for Affordable Housing (APAH) from 2012 through 2021. As Associate Director for the regional private nonprofit housing developer, she was a key participant in delivering a pipeline of over 1,000 units of brand new, committed affordable, multifamily rental apartments to lower income individuals and households in the Washington, DC region. The APAH portfolio incorporates many programs and partnerships to serve those needing permanent supportive housing, including formerly homeless and persons with intellectual and developmental disabilities, in addition to children and working

adults. Laura’s responsibilities covered project visioning, approvals, design, finance, construction, community relations, and relationship management.

During her career spanning more than two decades, Laura has held roles with both private and public developers, primarily in residential and mixed-use projects. Prior to APAH, she worked in equity investment across the United States for a Japanese developer, with a focus on environmentally attuned integration of design and project management. She started her career with large scale urban infill, military base redevelopment, and master-planned community development in the San Francisco Bay Area, with Lennar Communities. She also managed a multifamily risk-management team as an asset manager at Freddie Mac. In these roles, she has brought insightful listening, strong relationships, and superlative execution.

Laura has been an active participant in ULI. In 2020, she was a panelist in the Advisory Services project focusing on Tower Renewal in Toronto. She is a graduate of the DC council’s Regional Leadership Institute, and has been a committee member, speaker and moderator, mentor to young leaders, and Urban Plan leader. Locally in Arlington, she is a volunteer board member of the Lee Highway Alliance and the Views at Clarendon Corporation, representing local nonprofit, mixed-use, and economic development perspectives.

Laura holds master's degrees in Real Estate Development and City Planning (Urban Design) from MIT, and a bachelor’s degree, cum laude, in Art History (Architectural History) from Yale University. She is a mother of three school-aged children.

### **Panelists**



**Charmaine Atherton**  
**Senior Vice President – Senior Development Manager**  
**Banc of America Community Development Corporation (BACDC)**  
**Los Angeles, CA**

Charmaine Atherton serves as Senior Vice President and Senior Development Manager for the Banc of America Community Development Corporation (BACDC) a wholly owned subsidiary of Bank of America, N.A. BACDC is an OCC Registered, for-profit Community Development Corporation, and is the nation’s only bank-owned CDC directly engaged in Development and Construction activities. The CDC currently has investments in more than 9,000 multifamily units in 23 states, and development projects in three states and the District of Columbia. The CDC develops, builds and invests in multifamily housing in three income categories; LIHTC, naturally affordable (NOAH) and workforce. The CDC is dedicated to lending and investing in low and moderate-income communities with a focus on increasing the supply of affordable housing for renters and homeowners, and promoting economic development in distressed and underserved communities.

Charmaine brings forty years of real estate and finance experience to the task, with the last thirty years focused on affordable housing and economic development. Prior to joining Bank of America, N.A. in 2002, Charmaine held such divergent roles as portfolio manager for a national syndication firm, asset manager for a regional developer, commercial mortgage banker for a regional business bank, community development lending officer for both a regional and a national bank, director of finance for a national tax credit syndication firm's development arm, and housing director for a local non-profit development corporation. In 2020, after eighteen years with the Bank's Community Development Banking group, she took a role with the CDC to further expand the CDC's presence in the Western United States.

Charmaine earned her Bachelor of Arts at the California State University at Northridge in Environmental Biology.

Charmaine resides in Playa Del Rey, California, and currently sits on the Governance Committee, Land Use Leadership Committee and Housing Product Council for the Urban Land Institute's Los Angeles District Council, where she was also a past Chair. She serves on the Board of Shelter Partnership, and is Past President of the Board of the Los Angeles Conservancy.



**Ilana Branda**  
**Deputy Chief, Services to End and Prevent Homelessness**  
**Montgomery County Department of Health and Human Services**  
**Silver Spring, MD**

Ilana Branda joined the Montgomery County Department of Health and Human Services in October 2018 as the Deputy Chief of Services to End and Prevent Homelessness (SEPH). In addition to leading strategic initiatives for SEPH including the expansion of the Rental Assistance Program, she directly oversees the Office of Home Energy Programs and the Housing Stabilization/Emergency Services Programs. Ilana's work with SEPH also includes the development and administration of the County's COVID Rent Relief Program providing over \$70 million on rental assistance to County residents.

Prior to joining the County, Ilana served as the Director of Policy and Neighborhood Development at Montgomery Housing Partnership (MHP). During her time with MHP, Ilana developed a strategic partnership with the Purple Line Corridor Coalition and co-chaired the drafting of the Housing section of the Purple Line Community Development Agreement. Ilana has spoken at several national level conferences on the topic of equitable transportation-oriented development and creative placemaking, including National Creative Placemaking Leadership Summit, New Partners for Smart Growth, and NeighborWorks America National Training Institute. Ilana's work has supported the award of Section 811 vouchers to Maryland DHCD, receipt of an \$800,000 DHMH bond to MHP to develop housing units for Jubilee clients, and the management of the Flower Branch Victim Compensation Fund. Prior to MHP, Ilana served at the Manager of Housing and Community Development at CulturalDC and as a Research Associate for the Montgomery County Planning Department.

Ms. Branda has worked for 15+ years in housing policy, urban planning, and community development. She received a Master of Community Planning degree from the University of MD in 2006. She is a current board member of the Community Development Network of MD. Ilana formerly served as a member of Jubilee Association of MD's Housing Advisory Committee, the MD Affordable Housing Coalition's Policy Committee, and the ULI Washington Housing Council. Ilana was a Commissioner on Montgomery County's Commission on Common Ownership Communities from 2016-2019, including serving as founding member of the Distressed Communities Task Force. She is a proud 2017 graduate of Leadership Montgomery's Emerging Leaders program.



**Hal Ferris**  
**Founding Principal**  
**Spectrum Development Solutions**  
**Seattle, WA**

Hal Ferris founded Spectrum Development Solutions in 2008, a real estate development and advisory firm which specializes in community focused development including mixed use, mixed income urban real estate development that enhances the community fabric throughout the Pacific Northwest. Spectrums values and professional practice focus on housing affordability, environmental sustainability, and social equity.

Notable Spectrum projects include The Publix, a historic adaptive reuse and new multifamily housing, University of Washington West and North Campus Student Village, an urban student housing, mixed use community, Meridian Center for Health, a community health center and Orenda, a mixed use, mixed income project developed in partnership with Seattle Children's Hospital. Hal has developed over 13,000 beds of student housing for public and private universities in the Pacific Northwest.

Hal currently serves as the Co-Chair of the ULI DEI committee, member of the Eastside Housing Roundtable for Affordable Housing, past chair of ULI Seattle District Council, past chair of the Bellevue Planning Commission, advisory board for the ULI Terwilliger Center for Housing, and a board member of several regional not for profit, affordable housing development organizations. Hal earned a B.S. in Civil Engineering from the University of Washington, and an MBA from the University of Portland.



**Christopher Ptomey**  
**Executive Director, Terwilliger Center for Housing**  
**Urban Land Institute**  
**Washington, DC**

Since 2018, Christopher Ptomey has served as Executive Director of the ULI Terwilliger Center for Housing. The Center leverages the vast knowledge and experience of ULI's membership to advance residential development and housing affordability through research, local and national convenings and consultations, and the Jack Kemp and Robert Larson awards programs, which highlight innovative and best practices for improving housing affordability. In addition to his work at ULI,

Ptomey currently serves as a governing board member for the Grounded Solutions Network and the National Housing Conference.

Prior to joining the Center, Ptomey led Habitat for Humanity International's US government relations and advocacy team for more than a decade. Previously, from 2001-2006, he represented the State of Texas as Federal Liaison for the Texas Department of Housing and Community Affairs, and from 1995-2000, he served as a senior legislative advisor to Rep. Michael Collins of Georgia. Ptomey holds degrees from Haverford College (BA) and George Mason University's Antonin Scalia Law School (JD) and a law license in his native Tennessee.



**Jermaine Ruffin**  
**Associate Director for Equitable Planning and Legislative**  
**Affairs**  
**City of Detroit**  
**Detroit, MI**

Jermaine R. Ruffin holds a BA from Michigan State University-James Madison College and a Masters of Urban and Regional Planning from the University of Michigan-Taubman College.

Jermaine has held various positions in the fields of community and economic development on both the state and municipal level. He is currently the Associate Director for Equitable Planning & Legislative Affairs with the City of Detroit. Jermaine currently serves as a Board Member for the Michigan Redevelopment Ready Communities program, Advisory Board Member for the Federal Home Loan Bank of Indianapolis and Board Member for the East Warren Development Corporation (Detroit). Jermaine also hosts The Streets Are Planning Podcast where he discusses a wide range of issues impacting neighborhoods and cities across the world.



**Jeanhy Shim**  
**President**  
**Housing Lab Toronto**  
**Toronto, ON**

Jeanhy Shim is a strategic and creative changemaker, advisor and entrepreneur who is passionate about the opportunities of city building and the responsibilities of community building.

For the past 29 years, Jeanhy has been working in the real estate development industry in the Toronto Region, providing a wide range of services to developers and financial institutions, including: land acquisition, strategic master-planning and placemaking, market research and feasibility analysis, product design and development, community engagement, project launch and sales, and post-occupancy management. Building on her extensive experience and expertise, her real value-add is her ability to connect ideas and people; solving problems and challenges; exploring new opportunities and pioneering new possibilities; identifying and balancing risks and innovation; and turning concepts and ideas into feasible and executable realities.

Currently, Jeanhy is President of Housing Lab Toronto - an independent housing market research and development consulting firm focused on the bespoke needs of city builders, as well as Co-Founding Partner of PMA360 – a full-service, real estate development and sales consulting firm focused on the unique needs of neighbourhood-focused developers.

Jeanhy also pursues several of her own initiatives to promote affordable housing, family housing and co-housing. In 2015-16, she opened a children's museum pilot in downtown Toronto (Children's Discovery Centre) to demonstrate the need for family-friendly infrastructure in urban settings, and in 2018, we founded a collaborative movement called The Play Collective to promote the voices and needs of children in designing our cities. Most recently, Jeanhy founded Crosswalk Communities – a not-for-profit affordable rental housing development company with a new business model and approach to delivering healthy and affordable rental apartments, and Tashdesign co. limited – a housing innovation & design firm focused on mass timber, modular, Passive House building solutions to address both affordable housing and climate change challenges.

In her community, Jeanhy serves as a federal appointee on the Board of Directors at Waterfront Toronto - a tri-governmental agency that is stewarding the transformation of 800 hectares of waterfront lands, including a \$1.25 billion dollar flood protection infrastructure project. Jeanhy also serves on the Urban Land Institute (ULI) Toronto Management Committee and also Founder and Co-Chair of the Diversity, Equity & Inclusion Committee of ULI Toronto. She also services on the Board of Directors at Berry Road Food Coop - a start-up, not-for-profit co-op grocery store in a lower-income neighbourhood of Toronto.

On a personal note, Jeanhy was born in Canada and grew up in Toronto, Ontario, and then spent her university years living and studying abroad in Montreal, Washington DC and London,

England. Jeanhy has an undergraduate degree from McGill University and a Master's degree from the London School of Economics and Political Science.

### **ULI Project Staff**



**Deborah Kerson Bilek**  
**Vice President, Advisory Services**  
**ULI – the Urban Land Institute**  
**Washington, DC**

Deborah Kerson Bilek is the Vice President of Advisory Services at the Urban Land Institute (ULI).

Deb Kerson Bilek manages the operations of the Advisory Services Program and team at ULI. In this role, she oversees program management and coordination, conducts business development, supervises a team of talented program managers and staff, manages panel recruitment and retention efforts, and spearheads special projects.

Deb is passionate about building community, and her work centers on facilitating multi-sector collaboration to achieve a common purpose. Prior to joining the advisory services team, Deb was the Senior Director of Community Outreach at ULI Washington, where she had oversight over the community development program of work – including managing and staffing the local Technical Assistance Program. Before ULI, Deb worked as a planner with the Metropolitan Washington Council of Governments, where she served as professional staff to the National Capital Region Transportation Planning Board and managed leadership development programs for citizens. She has also worked on Capitol Hill as staff for the United States House of Representatives Committee on Appropriations, and at the United States Department of Transportation's Federal Transit Administration.

Deb holds an Executive Certificate in Facilitation from Georgetown University. She earned her Masters degree in Public Administration from New York University, and an undergraduate degree magna cum laude in Anthropology from Washington University in St. Louis.





**David Zehr**  
**Senior Associate**  
**Advisory Services**  
**ULI – the Urban Land Institute**  
**Washington, DC**

David is a Senior Associate of Advisory Services at the Urban Land Institute (ULI). The mission of ULI is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Since 1947, ULI has been conducting panels that provide strategic advice to communities and organizations on real estate, planning, urban design, and public policy subjects.

David is experienced in impact evaluation, program implementation, and systems management. Before joining ULI, David worked in the fields of international development and humanitarian assistance with Creative Associates International and UNHCR, the United Nations Refugee Agency.

David is an honors graduate of Goshen College with degrees in History and Interdisciplinary Studies. He originally hails from Elkhart, IN, and is now based in Washington, DC.



**Adrianna Spindle-Jackson**  
**Doctoral Student and Graduate Research Assistant**  
**Boston University School of Social Work**  
**Boston, MA**

Adrianna is a third-year doctoral student at the Boston University School of Social Work (BUSSW). Her research interests broadly focus on housing justice by engaging with research that promotes equitable, sustainable housing for all, with a focus on improving the social and economic outcomes for young adults in marginalized communities who are housing insecure or experiencing homelessness. She seeks to better understand experiences of homelessness, housing insecurity, and engagement with housing assistance in order to identify sustainable housing policy solutions.

Prior to starting at BUSSW Adrianna worked as a family therapist at an emergency shelter for youth in Ann Arbor, MI where she provided individual and family therapy for young people in shelter, as well as short-term outpatient clinical services. She is driven by an ongoing commitment to promote housing access and sustainability within communities and is especially interested in leveraging interdisciplinary partnerships in order to strengthen these efforts.

Adrianna received her B.S. in Psychology from California State University, Monterey Bay and her Master of Social Work from the University of Michigan.