

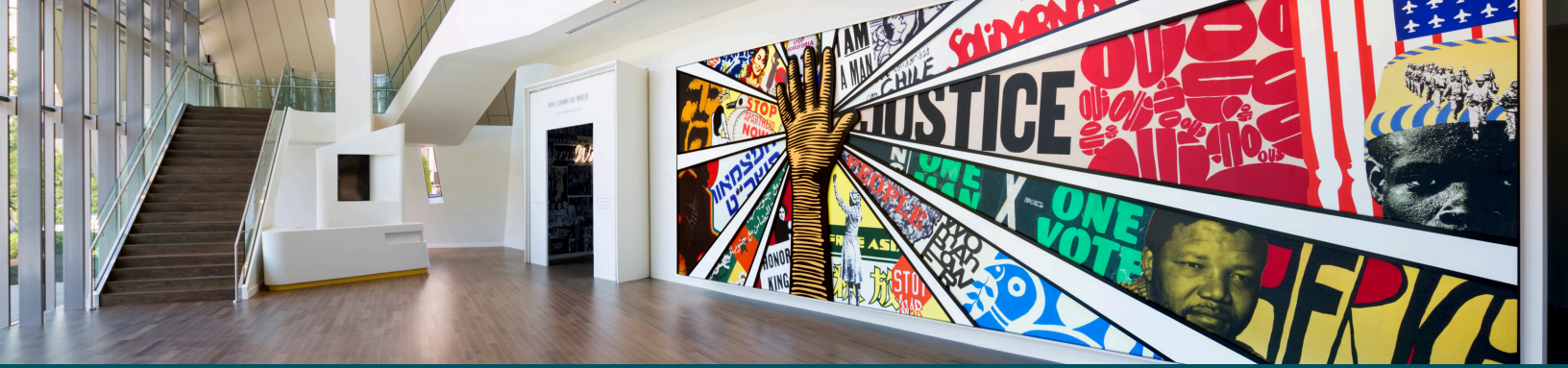
A photograph of the National Center for Civil and Human Rights building in Atlanta, Georgia. The building features a prominent, angular facade with large, copper-colored panels and a glass-walled section. A sign on the building reads "NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS". In the foreground, a concrete wall also bears the name "CENTER FOR CIVIL AND HUMAN RIGHTS".

PLACE.
PURPOSE.
IMPACT.

**Real Estate Equity &
Opportunity Conference**

June 3, 2026 | Atlanta, Georgia

National Center for Civil & Human Rights



Program Agenda

8:00 AM | Registration & Breakfast

8:45 AM | Welcome & Introduction by **Keith Mack, Aletha Dunston, Amanda Rhein**

9:00 AM | Opening Remarks by **Amanda Rhein**

9:20 AM | Panel 1: Leadership in a Shifting Policy Environment & Market Volatility
Sydnee Freeman, Heather Lamb, Terri Lee, Ashani O'Mard

10:30 AM | Panel 2: Equity Through Market Mechanics, *Introduced by Daphne Bond-Godfrey, ULI Atlanta* **Dorian DeBarr, Sara Patenaude, Tyrone Rachal, Miranda Walker**

11:20 AM | Panel 3: Commercial Affordability & Small Business Retention, *Introduced by Kim Addie, Kindred Futures* **Marilynn Davis, Avery Ebron, Cheneé Joseph, Kara Lively**

12:20 PM | Networking Lunch

1:00 PM | A Conversation with H.J. Russell & Company & the Russell Family Legacy,
Introduced by Quinn Green, Century 21 **Audra Cunningham, Zane Major Jr., Jerome Russell, Mori Russell Atkins**

1:45 PM | Panel 4: Lessons from East Lake & Beyond, *Introduced by Marvin Nesbitt, FCS* **Sharon Guest & Shannon Longino**

3:00 PM | Panel 5: National Center for Civil and Human Rights Panel, *Introduced by Bree Caldwell, DaVinci Development* **Althea Broughton, Alexandra Juneau, Kama Pierce, Mariel Risner Sivley**

4:00 PM | Closing Remarks by **Jay Bailey**

4:20 PM | Recognition of William Stanley III and Ivenue Love-Stanley presented by **Kyle Reis**

4:30 PM | Reception & Museum Visit

Keynote Speakers & Bios

Opening Keynote

Amanda Rhein, City of Atlanta



Amanda Rhein

Chief Housing Officer, City of Atlanta

Amanda Rhein is the Chief Housing Officer of the City of Atlanta and is an experienced community development executive with a passion for equitable development and affordable housing. With skills and strengths in real estate development, economic development, and community-building, with a particular focus on affordable housing and transit-oriented development, she excels at leading large-scale projects, catalyzing investment in underserved areas, and launching new programs and initiatives. Her expertise in facilitating a diverse array of impactful partnerships has been key to advancing sustainable, equitable growth in Atlanta.

Closing Keynote

Jay Bailey, RICE



Jay Bailey

President & CEO, Russell Innovation Center for Entrepreneurs

Jay Bailey is President and CEO of the H.J. Russell Innovation Center for Entrepreneurs (RICE), the world's largest entrepreneurial hub focused on growing and scaling Black-owned businesses. Under his leadership, RICE supports more than 600 entrepreneurs, generating \$184 million in annual revenue and creating significant economic impact across Atlanta. Guided by his motto, "Build As We Climb," Jay has helped position RICE as a leading force for innovation and economic empowerment.

An Atlanta native, three-time TED Talk speaker, and University of Georgia alumnus, Jay has been recognized by three U.S. Presidents for his leadership and community impact. His honors include the National Point of Light Award, Atlanta Business Chronicle's "Most Admired CEOs," and Georgia Trend's "100 Most Influential" leaders list. He serves on numerous civic, educational, and business boards throughout Georgia and is an active member of the Atlanta Rotary Club, Alpha Phi Alpha, and 100 Black Men of Atlanta.

The Legacy Continues:

A Fireside Chat on Leadership & Vision



Audra Cunningham, Moderator
Founder, ACRE Consultants

Audra Cunningham is founder of ACRE Consultants, specializing in tenant representation and developer advisory services. A commercial real estate leader with 30+ years of experience, she is also a dedicated advocate for diversity, mentorship, and civic leadership across Atlanta.



Jerome Russell
President, H.J. Russell & Company and Russell New Urban Development, LLC

H. Jerome Russell Jr. is President of H. J. Russell & Company and Russell New Urban Development, leading strategic growth across construction and development operations. With 25+ years of leadership experience, he is recognized for his entrepreneurial vision, civic leadership, and commitment to community investment and economic development.



Mori Russell Atkins
Business Development Manager, Concessions International;
Owner, ZaAçai Cafe

Mori Russell is a Business Development Manager with experience in airport operations, strategic partnerships, and business growth initiatives. As a third-generation member of the Russell family affiliated with Concessions International, she brings a strong understanding of relationship-building and operational strategy.



Zane Major, Jr.
Director of Asset Management, H.J. Russell & Company

Zane Major is Director of Asset Management at H.J. Russell & Company, overseeing a diverse portfolio of multifamily, commercial, and hospitality assets. He specializes in portfolio strategy, asset performance, and new development opportunities.



Panelist Information

Panel 1 | *Leadership in a Shifting Policy Environment & Market Volatility*



Ashani O'Mard
President, Neighborhood
Development Partnership



Heather Lamb
Senior Vice President | Atlanta
Market Leader,
Highwoods Properties



Terri Lee
President & CEO
Atlanta Housing



Sydnee Freeman, Moderator
Business Development Officer -
Southern Region
Capital Impact Partners

Panel 2 | *Equity Through Market Mechanics*



Dorian DeBarr
President & CEO, Decide DeKalb
Development Authority



Miranda Walker
Impact Capital Manager
U.S. Bank



Tyrone Rachal
President, Urban Key Capital
Partners & Principal,
Red Rock Global



Sara Patenaude, PhD, Moderator
Director of Policy Solutions -
Southeast, Reinvestment Fund

Panel 3 | *Commercial Affordability & Small Business Retention*



Cheneé Joseph
President & CEO, Historic District
Development Corporation



Kara Lively
Director of Economic Development
Atlanta Beltline



Avery Ebron
Director of Community
Stewardship Trust, The Guild &
Co-Founder, Dismantle Collective

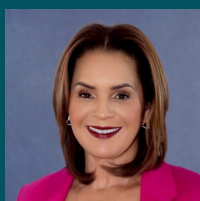


Marilynn Davis, Moderator
Senior Advisor
HR&A Advisors

Panel 4 | *Lessons from East Lake & Beyond - Fireside Chat*



Shannon Longino
Senior Vice President
Truist



Sharon Guest, Moderator
Principal, Radiant
Development Partners



Panelist Information

Panel 5 | *National Center for Human Rights Panel*



Alexandra Juneau
Executive Vice President-
Business Strategy,
Juneau Construction Company



Althea Broughton
Partner,
Arnall Golden Gregory



Kama Pierce
Chief Program Officer, National
Center for Civil & Human Rights



Mariel Risner Sivley, Moderator
Housing Director, Society of St.
Vincent de Paul Georgia

Real Estate Equity & Opportunity Conference | *Planning Committee*



Sabine Apollon
CEO
ENIBAS Consulting



Audra Cunningham
Founder
ACRE Consultants



Amy Granelli
Vice President of Business
Development, Pape-Dawson



Quinn Green
Real Estate Advisor
Century 21 Connect Realty



Maureen Freehill
Deputy Commissioner for Housing
Assistance & Development, Georgia
Department of Community Affairs



Keith Mack
Managing Principal
Gibraltar Capital Partners



Rosheata McClain
Associate Broker, Berkshire
Hathaway HomeServices
Georgia Partners



Matt Paschall
Founder & Managing Partner
Paschall Ventures



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Session



Reception



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