Day 1: Tuesday, September 5, 2017, 11:00am – 5:00pm*

11:00am Registration Desk Open
11:00am – 12:30pm Networking Lunch
12:30pm – 12:45pm Welcome & Opening Remarks, Matt Norton, K&L, Conference Chair
12:45pm – 1:15pm Opening Keynote – State of the Market

State of the Market for Commercial Real Estate in the Southeast—What’s the Outlook for Remainder of 2017 & Beyond?

Speaker: Mark Vitner, Managing Director & Senior Economist, Wells Fargo

Mark Vitner is a managing director and senior economist at Wells Fargo, responsible for tracking U.S. and regional economic trends. Join us for this general session as Mark shares insight on housing markets, commercial real estate, regional economies, and inflation.

1:15pm – 2:15pm General Session

Uncharted Waters: Navigating the Current Political & Regulatory Environment

Given the emerging new realities in Washington, how is the real estate industry responding? Hear the perspectives of a national policy analyst, a tax expert and a capital advisor. Topics will include the changing regulatory environment, tax reform, banking regulations, and how to make long-term decisions in a period of policy changes and uncertainty.

Panelists:

- **Chip Felkel, Founder, The Felkel Group.** Chip Felkel has served as a trusted advisor, navigator and connector to senior decision-makers at all levels of business and government providing a frank objective perspective on political and policy issues at the state and national level.

- **Clifton “Chip” Rodgers, Senior Vice President, The Real Estate Roundtable.** Chip has successfully represented commercial real estate’s stake in the national policy arena on a broad range of legislative and regulatory issues. He was appointed by President George H. W. Bush to direct the U.S. Treasury Department’s office of business liaison, where he focused on matters affecting America’s business and financial services sectors.

* Agenda subject to change. Please check back frequently for updates!
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- Karen Ward, Senior Managing Director and Head of US Real Estate Investment Banking for Ernst & Young Capital Advisors. Karen has advised on approximately $30 billion of completed equity and M&A transactions. She has 25 years of real estate and investment banking experience.

2:15pm – 2:30pm     BREAK

2:30pm – 3:30pm     Concurrent Sessions

Concurrent Session #1: Not Your Father’s Capital Stack

As institutional lenders continue to tighten the reins, construction financing is drying up and permanent debt is subject to lower leverage and stricter underwriting. In this panel discussion, we will hear from three active lenders who are seizing opportunities in a tight market with creative solutions based on keen market knowledge and basic real estate fundamentals.

Panelists

- Silver Point Capital (confirmed; bio forthcoming)
- Bank of the Ozarks (to be confirmed)
- Daniel J. Merkle, Director of Real Estate Investments, Capitol Square (confirmed; bio forthcoming)
- Moderator: To be determined

Concurrent Session #2: Industrial Insights Panel Discussion

Industrial development is a cornerstone to economic development throughout the Carolinas. This panel of industry insiders will share tips for how to develop and execute industrial development projects, crafting investment strategies, and where they see hidden opportunities and risks in the market. This moderated panel discussion will also ask panelists to compare and contrast the capital demand, risk profile and pricing for industrial versus other property types. Join us to hear how they see returns looking moving forward.
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Panelists:

- **Chris Norvell, Senior Managing Director, HFF.** Chris has more than 20 years of industry experience. He focuses primarily on industrial investment sales throughout the Carolinas and southeastern United States. During the past eight years, Chris has completed more than 18 million square feet of industrial transactions exceeding $1 billion in value within the Carolinas and Southeast.
- **Landon Wyatt, Childress Klein.** Landon is the Partner with the primary responsibility for the company’s industrial business in the Carolinas.
- **Public Sector Economic Development Representative, to be determined**
- **Moderator:** TBD

3:30pm – 3:45pm    BREAK

3:45pm – 4:45pm    General Session: Seniors Housing Market

*Seniors Housing Market Panel with Intro by Beth Mace, National Investment Center*

It is no secret that this country is on the cusp of a significant expansion of its senior population. How is the real estate industry responding to this increased demand? Join Beth Mace, Chief Economist and Director of Outreach at the National Investment Center for Seniors Housing & Care (NIC) NIC, for a “deep dive” into the seniors housing markets.

Beth’s “deep dive” will be followed by a panel discussion that will include the perspectives of a developer, finance and an operator.

Panelists

- **Chris Arruda, BG Ventures LLC; bio forthcoming.**
- **Mitchell Brown, Kisco Senior Living.** Mitch manages Kisco Development LLC, the development arm for Kisco Senior Living. He serves on the company’s senior leadership team with a focus on strategic planning and asset management. Mitch also oversees major renovations and capital improvements to Kisco’s existing portfolio.
- **W. Aaron Conley, Third Act Solutions.** Aaron is a real estate professional with significant experience in real estate development, design and construction management, and finance. His career focus has been creating purpose-built operationally sensitive spaces for clients and employers with long term portfolio assimilation and single asset development. He is currently chair of ULI’s Senior Housing Product Council.

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- **Beth Burnham Mace, Chief Economist, The National Investment Center.** Beth is the Chief Economist and Director of Outreach at the National Investment Center for Seniors Housing & Care (NIC). Prior to joining the staff at NIC, she served as a member of the NIC Board of Directors for seven years and chaired NIC’s Research Committee.

- **Moderator: Robert Morgan, Greystar.** Robert is a Development Director with Greystar Development Group’s Southeastern Region. He joined Greystar in 2012 and has handled asset management responsibilities with the Investment Group and the Development Group, as well as led all facets of the development process for the Development Group.

5:00pm – 7:00pm  **Networking Reception**

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**DAY 2, WEDNESDAY, SEPTEMBER 6, 2017, 8:00AM – NOON**

8:00am – 8:45am  **Networking Breakfast**

8:45am – 9:00am  **Opening Remarks, Robert Morgan, Greystar, ULI SC District Council Chair**

9:00am – 9:30am  **General Session Presentation**

*Retail Market Insights, Sarah Quinlan, Senior Vice President and Group Head of Market Insights for MasterCard Advisors*

Sarah Quinlan advises executives across industries, including retail, banking, capital markets and government agencies. Sarah and her team analyze and predict spending patterns, based on the billions of anonymous purchases that MasterCard processes every year. They use that data to create solutions that help clients make better business decisions.

In this General Session, she will cover global macro spending trends based on actual consumer data for both the overall economy and the real estate industry. She will then provide actionable insights that leverage the data to help attendees make smarter, more informed decisions.

9:30am – 10:30am  **General Session/Panel Discussion**

*Repositioning Retail*

As the “Amazon effect” continues to undermine brick-and-mortar retail platforms, and as major department stores close and other mall staples fade away, some savvy retail centers are finding opportunity in disruption. Join this panel of experts to learn how the world of retail will continue to evolve and what you need to know to gain a competitive edge.

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Panelists:

- **George Banks, Revel, LLC.** George is a twenty-year retail real estate veteran. With an extensive background in food + beverage and entertainment, he has been involved as a principal in the visioning, development and operation of The Ivy, the Atlanta Dairies, Larkin On Memorial and the award-winning Krog Street Market food hall.

- **Carolyne Lasala, Venture Partner, Good Growth Capital.** Carolyne has over 15 years’ experience in software and mobile technology. She has launched and lead multiple businesses for Apple, including iTunes Music US, iTunes Europe and the App Store.

- **Kiley Stevenson, Singerman Real Estate LLC.** “SRE” is an opportunistic real estate investment firm that has deep experience executing complex transactions and unlocking embedded value through the ownership of properties, real estate loans and operating companies. SRE focuses on maximizing risk-adjusted returns through investments in both debt and equity across all major asset classes including office, retail, hotel, and multifamily, in addition to secondary real estate asset classes such as student housing and senior housing. Kylie’s bio is forthcoming.

- **Moderator:** Sarah Quinlan, MasterCard Market Insights

10:30am – 10:45am BREAK

10:45pm – 11:45pm – General Session/Fireside Chat

Details forthcoming.

11:45pm – Noon Closing Remarks & Adjourn

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