



**Urban Land South Carolina
Institute**

**4th Annual Statewide
Conference:**
*What's Now, What's New,
What's Next?*

February 4-5, 2010
Francis Marion Hotel
Charleston, SC

About ULI- the Urban Land Institute

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is committed to:

- Bringing together leaders from across the fields of real estate and land use policy to exchange best practices and serve community needs;
- Fostering collaboration within and beyond ULI's membership through mentoring dialogue, and problem solving;
- Exploring issues of urbanization , conservation, regeneration , land use, capital formation, and sustainable development;
- Advancing land use policies and design practices that respect the uniqueness of both built and natural environments;
- Sharing knowledge through education, applied research, publishing, and electronic media; and
- Sustaining a diverse global network of local practice and advisory efforts that address current and future challenges.

The Institute has long been recognized as one of the world's most respected and widely quoted sources of objective information on urban planning, growth, and development. Established in 1936, the Institute today has more than 32,000 members from 90 countries, representing the entire spectrum of land use and development disciplines.

UPCOMING EVENTS:

February 22 – Retrofitting Suburbia: A Luncheon with Ellen Dunham-Jones (Columbia)

March 11 – Breakfast Series: Charleston Civic Design Center (Charleston)

March 17 – Haywood Road Redevelopment Plan (Greenville)

April 14-15 – 2010 Real Estate Summit at the Spring Council (Boston)

April 29 – Planning for the New Economy via Economically Sustainable Urbanism (Bluffton)

For more information about ULI membership or to learn more about on these events, please visit www.southcarolina.uli.org or contact ULI South Carolina staff:

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Table of Contents

About ULIPage 2

ULI South Carolina Leadership..... Page 4-5

Agenda Annual Sponsors.....Page 6

Agenda Page 7-8

Speaker Background..... Page 10-18



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Urban Land South Carolina Institute

4th Annual Statewide Conference: *What's Now, What's New, What's Next?*

Agenda

Thursday, February 4

- 3:00 – 3:30 p.m. Registration (Colonial Ballroom Landing)
- 3:30 – 3:45 p.m. *Welcome* (Colonial Ballroom)
Thomas J. Hund; Managing Principal, LS3P ASSOCIATES;
Chair, ULI South Carolina
- 3:45 – 3:55 p.m. *Opening Remarks*
Neil C. Robinson; Partner, Nexsen Pruet
- 3:55 – 4:30 p.m. *What's Driving Our Economy?*
Joe Taylor; Secretary of Commerce, SC Department of Commerce
- 4:30 – 5:30 p.m. *What's Now, What's New, What's Next?: A Regional Perspective*
Session Introduction: Amy Riley; Thomas & Hutton Engineering
Moderator: David Ginn, Charleston Regional Development Alliance
Union Pier Terminal: Byron D. Miller; SC Ports Authority
MeadWestvaco Land Development: Ken Seeger; MeadWestvaco
CU-ICAR/CURI: Elizabeth Colbert-Busch; Clemson University
Boeing: Paul G. Campbell, Jr.; S.C. Senator, District 44 - *Berkeley Co.*
- 5:30 p.m. **Closing Remarks**
Thomas J. Hund; Managing Principal, LS3P ASSOCIATES;
Chair, ULI South Carolina
- 5:35 – 7:00 p.m. **Networking Reception** (Hotel Lobby)



Urban Land South Carolina Institute

4th Annual Statewide Conference: *What's Now, What's New, What's Next?*

Agenda

Friday, February 5

- 7:30 a.m. **Networking Breakfast** (Colonial Ballroom)
- 8:15 a.m. ***ULI South Carolina Update*** (Colonial Ballroom)
Tom Hund; Chair, ULI South Carolina
Paige King; Executive Director, ULI South Carolina
- 8:30 – 9:45 a.m. ***What's Next for Our Real Estate Market: A Paradigm Shift***
John K. McIlwain; Senior Resident Fellow/J. Ronald Terwilliger Chair
for Housing, Urban Land Institute
Diana Permar; Founding Principal, Permar Inc.
- 9:45 – 10:00 a.m. **Break**
- 10:00 – 10:45 a.m. ***Sustainability: An Economic Perspective***
Moderator: Steve Dudash; Partner, DesignWorks
Brian Sheehan; Director of Sustainability, City of Charleston
Stephanie Eames; Special Counsel, Nexsen Pruet
John F. Clark; Director, SC Department of Energy
- 10:45 – 11:45 a.m. ***Interactive Roundtable Discussions—Where Are the Opportunities?***
1. Commercial (*facilitator:* Taylor Senter)
2. Industrial (*facilitator:* Jason Ward)
3. Brownfields (*facilitator:* Heather Foley)
4. Urban Infill/Mixed-Use (*facilitator:* Rob Crawford)
5. Master-Planned Communities (*facilitator:* Zach Bearden)
6. Lending (*facilitator:* Robert Morgan)
- 11:45 a.m. **Closing Remarks**
Stephen P. Navarro; President, The Furman Co./ULI Trustee

Speakers' Biographical Information

Paul G. Campbell, Jr.
SC State Senate
Goose Creek, SC

Senator Paul G. Campbell, Jr. represents South Carolina Senate District 44 located in Berkeley County. He is the recently retired President of the Southeast Region for Alcoa Primary Metals with responsibilities for smelters in South Carolina, North Carolina, Tennessee, and Indiana. He is currently working as a consultant through Paul Campbell LLC working with several companies including Alcoa.

He has served on the Clemson Board of Visitors and the Engineering Advisory Council at Clemson. He is on the Board of Governors for the School of Business and Economics at the College of Charleston. He has also served on the South Carolina Board for Technical and Comprehensive Education (State Tech Board) and serves on Trident Technical College's Foundation. He is past Chair of the Board of Regents for Leadership S.C.

Paul is past president of the American Institute of Mining, Metallurgical, and Petroleum Engineers (AIME) and The Materials Society (TMS)-two major international professional organizations. TMS recognized Paul with its prestigious Distinguish Service Award.

He is past Chair of the South Carolina Manufactures Alliance and a past Chair of the South Carolina Chamber of Commerce. He is also past President of the Berkeley Chamber of Commerce and past Board member, serving on the Executive Committee, of the Charleston Metro Chamber of Commerce. Paul served on the executive committee of the Business and Industry Political Education Committee (BIPEC).

He is past President and past campaign chair of Trident United Way, the Coastal Council of Boy Scouts, and Summerville Rotary Club among many community service activities. The Boy Scouts recognized Paul with the Silver Beaver Award. Paul is also a recipient of the Order of the Palmetto as well as many other awards for service both professional and community/civil.

He is on the Boards of Directors for First Financial Holdings and First Federal of Charleston. He served a 4 year appointment by Gov. Sanford on the South Carolina Public Service Authority-a 6000 plus megawatt utility. He was recognized by Gov. Campbell as an Economic Development Ambassador for South Carolina. He served on the Executive Committee of the Charleston Regional Development Alliance.

Paul's committees and activities in the SC Senate include Judiciary, Agriculture and Natural Resources, Transportation, Corrections and Penology, and Fish, Game, and Forestry. He is a member of the Operations and Management Committee for the SC Senate and currently chairs the Off Shore Natural Gas Exploration Study Committee.

John F. Clark
Director, SC Department of Energy
Columbia, SC

John F. Clark is Director of the South Carolina Energy Office, a unit of the State Budget and Control Board. The South Carolina Energy Office is responsible for financial and technical assistance, informational services, and policy analysis in regard to energy efficiency and renewable energy, and also performs duties related to energy emergency preparedness and low-level radioactive waste disposal.

He has worked in energy and other public policy activities for over thirty years, including service as advisor to two South Carolina governors, staff for the U.S. House of Representatives and the South Carolina General Assembly, and Executive Director of Public Affairs for Santee Cooper, South Carolina's state-owned public power utility. Before entering government service, he taught political science at the University of South Carolina and the University of Florida.

Educated in the Kingstree, South Carolina public schools, Clark is a graduate of Davidson College and holds a Ph.D. from Syracuse University. He is a U.S. Army veteran, a graduate of Leadership South Carolina, and a recipient of the Order of the Palmetto. Clark is also co-author of two guidebooks pertaining to the Palmetto State, *Hiking South Carolina* and *Scenic Driving South Carolina*.

Elizabeth Colbert-Busch
Clemson University - Restoration Institute
North Charleston, SC

Elizabeth Colbert-Busch is Director of Business Development for Clemson University Restoration Institute that was recently awarded the 45 million dollar Department of Energy Wind Turbine Testing Facility Grant under the American Recovery and Reinvestment Act. Ms. Colbert-Busch is responsible for CURI's economic development and through private public strategic business partnerships, creation, implementation and execution of the business plan, budget objectives and financial goals while promoting CURI's mission "advancing knowledge based economy through integrative approaches."

Recently, Colbert-Busch has been a quest speaker at the Propeller Club Port of Charleston, the Metro Chamber of Commerce Thinktec Summit and keynoted at the Multimodal Conference in Memphis Tennessee on economic impact and opportunities the wind energy manufacturing market sector to. She has lectured on Ocean

Transportation and Intermodalism, market economy and trends, homeland security industry challenges and is published in improving cargo throughput process under industry dynamic growth and demand on US infrastructure.

Prior to CURI Colbert-Busch was with one of the Top 10 ocean carriers, OOCL (USA), as Director of Sales and Marketing responsible for all global trade lane business activity for North America US southeast, gulf regions and Mexico.

J. Stephen Dudash (Steve)
Partner, DesignWorks, LLC
Charleston, SC

Before co-founding DesignWorks in 1994, Steve Dudash ran his successful firm, JSD Landscape Architects, for 5 years. He graduated from Louisiana State University with a Masters in Landscape Architecture and earned a Bachelor in Horticulture from Clemson University. Steve has over twenty-five years of experience, working in all facets of landscape architecture, land planning, and new town planning.

As the Principal-in-charge of the Daniel Island Master Plan he has played an integral role in the design of this 4,000 acre new town. Steve's work has helped DesignWorks earn recognition from national publications and organizations including ULI, Southern Living, and Landscape Architecture Magazine's vote for Best New Firm of the 1990's.

Stephanie Eames
Special Counsel, Nexsen Pruet
Charleston, SC

Stephanie Eames is special counsel in Nexsen Pruet's Charleston office. She focuses her practice in the areas of economic development, banking and finance, and corporate law. Ms. Eames served as a member of the Nexsen Pruet team responsible for handling the incentives on three major deals in South Carolina, including representing The Boeing Company, MeadWestvaco and The Rockefeller Group, and Clemson University.

Ms. Eames was recently honored by the Charleston Metro Chamber of Commerce (along with Senators McConnell, Leatherman, Grooms, Campbell, and Speaker of the House Bobby Harrell) for her "leadership and commitment in advancing the economy of South Carolina by working tirelessly to negotiate the incentive package that resulted in the Boeing 787 Expansion Aircraft Assembly plant in North Charleston resulting in the single largest capital investment in South Carolina history."

Prior to joining Nexsen Pruet, Ms. Eames served as the Director of Economic Development for the City of Charleston. In that capacity, she created and implemented programs directed at job creation and retention through specific efforts in business finance, marketing, small business development, business retention and expansion, technology transfer and real estate development.

David T. Ginn
President & CEO, Charleston Regional Development Alliance
North Charleston, SC

David has been with the Charleston Regional Development Alliance since its inception in 1995, and currently serves as the organization's President & CEO, a position he has held since early 2000. Prior to this appointment, he served for five years as Executive Vice President of Economic Development for the Alliance. David relocated to the Charleston region in 1993, when he joined the Charleston Metro Chamber of Commerce as Executive Director of the Trident Economic Development Authority, the predecessor of the Alliance. He also has held positions with the Savannah Economic Development Authority and the Atlanta Gas Light Company.

David grew up in the Atlanta area, and holds a degree in Economics and International Business from the University of Southern Mississippi, and spent one semester studying abroad at the London School of Economics. David is also a Certified Economic Developer (CED).

David serves on the board of directors for the Trident Technical College Foundation, The Education Foundation, and Mount Pleasant Presbyterian Church. David also serves as a board member of the Thornwell Home for Children in Clinton, South Carolina.

John K. McIlwain
Senior Resident Fellow/J. Ronald Terwilliger Chair for Housing, Urban Land Institute
Washington, DC

As the Senior Resident Fellow for Housing, McIlwain's responsibilities include leading ULI's research efforts to seek and promote affordable housing solutions in the U.S. and other nations, including development and housing patterns designed to create sustainable future environments for urban areas.

McIlwain is also the Chairman of the Center for Housing Policy and a past president of

its affiliate the National Housing Conference, an umbrella organization in Washington for low-income and affordable housing issues. He is also a past president of the National Housing and Rehabilitation Association. He currently serves on the Board of Directors of the Community Preservation and Development Corporation, the Advisory Board of the Capmark Community Development Fund, as well as servings on the International Housing Coalition Board of Directors.

Prior to joining the ULI staff, McIlwain founded and served as Senior Managing Director of the American Communities Fund for Fannie Mae in Washington. The American Communities Fund is a venture fund founded by Fannie Mae dedicated to investing in hard-to-finance affordable housing. In this capacity, he was responsible for structuring, underwriting and closing equity investments in more than \$700 million of residential and neighborhood retail developments in lower-income communities around the country. He also structured, negotiated and closed more than \$100 million in historic tax credit and inner-city equity investments funds with Lend Lease, AEW Capital Management, and the Community Development Trust. Before taking that position, he was president and chief executive officer of the Fannie Mae Foundation.

Prior to joining Fannie Mae, McIlwain was the managing partner of the Washington law offices of Powell, Goldstein, Frazer and Murphy, where he represented a broad range of clients in the single-family and multifamily housing areas.

McIlwain also served as executive assistant to the Assistant Secretary for Housing/Federal Housing Commissioner at the U.S. Department of Housing and Urban Development. He began his career in housing as Assistant Director for Finance and Administration, and Deputy Director of the Maine State Housing Authority.

McIlwain is a past president of the National Housing Conference, an umbrella organization in Washington for low-income and affordable housing issues. He is also a past president of the National Housing and Rehabilitation Association. He currently is Secretary of the Center for Housing Policy and serves on the Board of Directors of the Community Preservation and Development Corporation, the Advisory Board of the Paramount Community Development Fund, and is a member of Mayor's Comprehensive Housing Strategy Task Force for the District of Columbia.

McIlwain received a law degree from New York University where he worked for the NYU Law Review and was a John Norton Pomeroy Scholar. He received a bachelor of arts degree, cum laude, from Princeton University.

Byron D. Miller
Director, Public Relations; SC Ports Authority
Charleston, SC

Byron Miller is director of public relations for the South Carolina State Ports Authority, where he is responsible for external communications and serves as the Authority's spokesman. He joined the Ports Authority in 1993.

A South Carolina native, he is an active volunteer with various professional associations and community organizations. He is Southeast Regional vice president of the International Propeller Club, and serves on the boards of various community and industry organizations.

Byron is a graduate of Leadership South Carolina, Leadership Charleston and the Furman Diversity Leaders Initiative. In 2007, he was selected the Charleston region's "Transportation Leader of the Year." Byron was also named the Propeller Club's 2005 Member of the Year and was selected for the Charleston Regional Business Journal's "Forty Under 40" in June 2000.

He earned bachelor's degrees in French and in business administration from The College of Charleston, with a concentration in global logistics.

Diana Permar
Founding Principal, Permar Inc.
Charleston, SC

Permar Inc. is a real estate consulting firm specializing in market research, project planning, and concept management. Founded in 1985 and located in Charleston, SC, the firm's clients include developers, financial institutions, corporations, investors, and land owners. Permar Inc. helps clients understand how people want to live, work and recreate and how to create places that make people's lives better. The firm focuses on community creation, whether the community is a small mixed-use neighborhood or a large scale master planned development.

Ms. Permar has more than 35 years of real estate experience that has provided her with background in all aspects of real estate market analysis, strategic planning, and market research. Ms. Permar's clients include the developers of some of the most prestigious properties in the Southeast. Among others in the Carolinas, her clients include: Crescent Resources, Daniel Island Company, Greenwood Development Corporation, Kiawah Development Partners, Lowe Enterprises, Morgan Stanley, MeadWestvaco, and Pacolet Milliken Enterprises, Inc.

Ms. Permar is a graduate of the University of Michigan. She is active in the Urban Land Institute (ULI) and has served as a Trustee of ULI, as Chair of the ULI Awards for Excellence Jury and of the Recreational Development Council. She has served on the management committee for the ULI J.C. Nichols Prize for Urban Visionary Leadership, the Committee for the South Carolina Quality Growth Initiative, and the Executive Committee for the ULI Berkeley-Charleston-Dorchester Reality Check. In addition, she lectures at the Harvard University Graduate School of Design Executive Education Program and at Clemson University Masters in Real Estate Program and has served on a variety of community boards and commissions. She is a frequent speaker at ULI and at other industry events and seminars.

Neil C. Robinson, Jr.
Partner; Nexsen Pruet, LLC
Charleston, SC

Neil C. Robinson, Jr.'s extensive practice experience includes complex real estate transactions; administrative law, including permitting, zoning and land sales registrations, development agreements; and industrial, commercial, mixed use, planned community, brownfields, and resort real estate development.

Also known for his negotiating and communications skills, he is frequently retained to develop and/or interpret contractual relationships, most often in the area of complex real estate development. In that capacity, he has represented PGA of America; the Halliburton Company; International Paper Company; The Beach Company; Morgan Stanley Real Estate Fund; Orange County, California; Bank of America and other national developers, lending institutions, and government entities.

Mr. Robinson was a member of the Nexsen Pruet team that successfully represented MeadWestvaco Corporation's Community Development and Land Management Group and the Rockefeller Group in procuring incentives for a new distribution center in Berkeley County, a member of the team that represented Boeing and negotiated the complex deal that brought the Dreamliner assembly plant to South Carolina, and a member of the Nexsen Pruet team that played an integral role in securing matching funds totaling \$53 million that resulted in Clemson University being awarded a \$45 million grant for the off-shore wind turbine test facility at the Restoration Institute site in North Charleston.

Kenneth T. Seeger
Senior Vice President & President;
MeadWestvaco Community Development & Land Management Group
Charleston, SC

Mr. Seeger is senior vice president and president of the MWV Community Development and Land Management Group. The group manages higher-value opportunities for MWV's United States land holdings and generates long-term value from enhancement strategies such as converting land for uses including conservation, recreation and development.

Mr. Seeger has more than 30 years of real estate experience, and before joining MWV, was founder and president of The Presidio Group, LLC and its affiliates, a San-Francisco-based real estate asset management, entitlement and development company. The Presidio Group developed the final phase of the Residences at Spanish Bay, located in Pebble Beach. Before that, he was responsible for all finance and acquisition activities for land and housing development company Southwest Diversified/Coscan Partners. His real estate development projects have included both residential and commercial properties throughout California and in Arizona.

Mr. Seeger also served as a trustee on the board of Peregrine Real Estate Investment Trust, a publicly-traded investment trust. In this capacity, he worked to overhaul the company's business plan and develop a strategy to return the company to the private sector.

Brian P. Sheehan
Director of Sustainability, City of Charleston
Charleston, SC

In key government and non-profit roles, Brian has won recognition for leadership and creativity in tackling energy, environmental, housing, redevelopment and transportation challenges. Leading the planning and public processes for urban communities from San Diego CA to Portland OR, Brian has spearheaded efforts supporting the creation of award winning urban revitalization strategies, a US \$250 million Smart Growth Incentive Program, the National Energy Center for Sustainable Communities and numerous other innovative public private partnerships. Brian received his BA from Miami University, a Masters in City and Regional Planning from the University of Oregon and is a LEED Accredited Professional. Brian currently serves as the Director of Sustainability for the City of Charleston.

Joe Taylor
Secretary of Commerce, South Carolina Department of Commerce
Columbia, SC

Joe Taylor is a life-long resident of South Carolina. While a student in college, he helped found Southland Log Homes along with his father. At age 25, he became president and CEO and eventually built the company into the largest producer of pre-cut log buildings in North America. After selling the company in 2005, Joe retired and concentrated on real estate development and investing in start-up companies.

Joe has served on many boards of charitable and educational organizations. He is currently on the Board of Trustees at Wofford College.

Joe was appointed by Governor Sanford to chair the South Carolina Jobs Economic Development Authority in 2003. In 2006, Governor Sanford asked him to become the state's first full time Secretary of Commerce.

