

12th Annual

# TRENDS DAY CONFERENCE

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Thursday, February 23, 2017  
7:00am - 4:15pm

JW Marriott Phoenix Desert Ridge  
5350 East Marriott Drive

ULI Arizona Trends Day is a one-day deep dive bringing together 25+ top industry experts to discuss the most current state and national real estate trends, with a focus on what to expect in the future, where the best opportunities can be found, and how these components affect both public and private sector partners. Trends Day is certainly the best "state of the state" conference with nearly 1,000 attendees. This year marks the 12th Annual ULI Arizona Trends Day Conference.

**Keynote: Reimagining Community in the Age of Empowerment**  
**Kim Lear, Founder, Inlay Insights**

We are in the midst of a period of great change at work, in the marketplace and in our communities. Hierarchies are flattening, the traditional "American Dream" is being reexamined, and unprecedented access has created a culture of empowerment. The time has come to challenge conventional thinking. A sought-after generational expert, Kim Lear will decode trends, shifts and disrupters, that can be used to create a roadmap in building stand-out experiences in the marketplace, workplace, and in our communities.



## Agenda & Speakers

**7:00am** | Registration and Networking Breakfast

**8:00am** | Welcome

**Steve LaTerra**, Managing Director, Meyers Research LLC, and Chair, ULI Arizona District Council  
**Jim Pierson**, Senior Vice President, Walker & Dunlop, and Chair, 2017 Trends Day

**8:15am** | Paving The Way: Economist

**Kevin Thorpe**, Global Chief Economist, Cushman & Wakefield

**8:45am** | Quick Hit - The Future is Now

**Brian David Johnson**, Futurist in Residence, Center for Science and the Imagination, and Professor, School for the Future of Innovation in Society, Arizona State University

**8:55am** | Disruptive Technologies and Real Estate: De-Mystifying the Details

**Nima Kelly**, Executive Vice President, GoDaddy - **Moderator**

**Darren Petrucci**, Dean, School of Architecture, Arizona State University

**Brian David Johnson**, Futurist in Residence, Center for Science and the Imagination, and Professor, School for the Future of Innovation in Society, Arizona State University

**Tiana Laurence**, Co-Founder and Chief Marketing Officer, Factom

**9:40am** | Unlocking the Value: The ROI of Building Healthy Communities

**Charley Freericks**, President, Freestone Holdings, LLC - **Moderator**

**Jeremy Hudson**, Partner and CEO, Specialized Real Estate Group

**Marilee Utter, CRE, FRICS**, Founder and President, Citiventure Associates LLC

**Doug Jutte, MD, MPH**, Executive Director, Build Healthy Places Network Associate Professor, University of California, Berkeley, School of Public Health

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Visit us at  
**arizona.uli.org**  
and Register Today!

**AGENDA & SPEAKERS continued**

**10:25am | Quick Hit - Phoenix Beyond the Tipping Point: More Than Sunshine and Cheap Labor**

**Chris Camacho**, President and Chief Executive Officer, Greater Phoenix Economic Council

**10:35am | Phoenix Beyond the Tipping Point: Leading-Edge Employers Speak Out**

**Chris Camacho**, President and Chief Executive Officer, Greater Phoenix Economic Council - **Moderator**

**Anthony Kennada**, Vice President of Marketing, Gainsight

**Alexi Venneri**, Co-Founder and Chief Executive Officer, Digital Air Strike

**11:20am | Office Revolution, Experiential Retail and Advanced Industrial**

**Pete Bolton**, Executive Vice President and Managing Director, Newmark Grubb Knight Frank - **Moderator**

**Mark Detmer, SIOR, CCIM**, Managing Director, Industrial, JLL

**Heather Personne**, Partner, ViaWest Group

**Mark Stratz**, Vice President, Office Group, Cushman & Wakefield

**12:05pm | Networking Lunch**

**1:00pm | ULI Update**

**Debra Z. Sydenham, FAICP**, Executive Director, ULI Arizona

**1:15pm | Keynote: Reimagining Community in the Age of Empowerment**

**Kim Lear**, Founder, Inlay Insights

**2:00pm | Pro Or Con: The Trends Debate Topic: The Great Divide - Supply-Side vs. Invest to Grow, Arizona Libertarianism and the Wild, Wild West of Tax Policy**

**Steven A. Betts**, Senior Advisor, Holualoa Companies - **Moderator**

**PRO :**

**Grady Gammage, Jr.**, Partner, Gammage & Burnham

**CON :**

**Grant Woods**, Grant Woods Law and Former Arizona Attorney General

**2:45pm | Developing Multifamily: A Multifaceted, Multidisciplinary, and Multigenerational Enterprise**

**John Cunningham**, Executive Vice President, Capital Markets, JLL - **Moderator**

**Jonathan A. Watson**, Director, AEW Capital Management, L.P.

**Bob Weston**, Chief Financial Officer, Alliance Residential

**3:30pm | Building the Future: What's on the Housing Horizon?**

**Nate Nathan**, President, Nathan & Associates, Inc. - **Moderator**

**Larry Webb**, Founder and Chief Executive Officer, The New Home Company

**Sheryl Palmer**, President and Chief Executive Officer, Taylor Morrison Home Corporation

**Steve Hilton**, Chairman and Chief Executive Officer, Co-Founder, Meritage Homes Corporation

**4:15pm | Closing Remarks**

**Jim Pierson, Heather Personne, and Rick Collins**

**4:20pm | Networking Reception**

**CEUs Available:**  
6 AZDRE, 6 AIA, 6 AICP

Registration Fees:	Early Bird Registration Ends November 30, 2016		Standard Registration Ends February 10, 2017		Late Registration After Feb. 10, 2017
	ULI Member	Non-Member	ULI Member	Non-Member	or At the Door
Registration Type					
PRIVATE	\$325	\$425	\$350	\$450	Add \$25 to standard fee
PUBLIC	\$225	\$325	\$250	\$350	Add \$25 to standard fee
YOUNG LEADER - under 35	\$200	\$425	\$225	\$450	Add \$25 to standard fee
STUDENT - Full time	\$120	\$175	\$145	\$200	Add \$25 to standard fee

\*Join ULI and Register for Trends Day Discount for new members and renewals only - email completed form to Arizona@uli.org