



# *Passion & Perseverance*

## MEETING AGENDA

WAM NATIONAL SUMMIT 2024

OCTOBER 7-9

Omni Frisco Hotel

11 Cowboys Way, Frisco, TX 75034 | 469.287.0000

### MONDAY, OCTOBER 7TH

**6:00 – 6:30PM**    **FIRST-TIME WAMmers MEETING**

**The Star / Training Table (inside the Dallas Cowboys training facility on Cowboy Way (adjacent and west of the football field next to the Omni - one-minute walk))**

- Colleen Darken, **Greystar**, Senior Director, Real Estate, Midwest, WAM FIRST-TIMERS CHAIR will meet you there!

**6:30 – 8:30PM**    **MEET AND GREET**

**The Star / Training Table (inside the Dallas Cowboys training facility on Cowboy Way (adjacent and west of the football field next to the Omni - one-minute walk))**

**FOR: WAMmers, Brokers, Summit Speakers, Elite, Diamond Plus, and Diamond Sponsors**

What could be more fun than seeing old friends and making new friends while enjoying cocktails and hors d'oeuvres in a casual setting!

### TUESDAY, OCTOBER 8TH

**6:00 – 6:45AM**    **MORNING WALK GROUP – open to everyone (Meet in the Omni lobby)**

- Young Hill, **Greystar**, Managing Director, Flexible Living Strategy
- Valerie Fertitta, **Greystar**, Managing Director Real Estate, Midwest

**7:00 – 8:00AM**    **BREAKFAST / REGISTRATION / NETWORKING**

**8:00 – 8:15AM**    **WELCOME**

- Toni Eubanks, **Greystar**, Executive Director, Real Estate
- Stacy Hunt, **Greystar**, Executive Director, National Client Services

**8:15 – 8:30AM**    **OPENING REMARKS & ACKNOWLEDGMENTS**

- Karen Tepera, **Greystar**, Managing Director, Client Services, Central North U.S. – **EMCEE**

**8:30 – 8:40AM**    **CHIEF TRADESHOW AND SPONSORSHIP CHAIR**

- Lisa Taylor, **Greystar**, Senior Managing Director, Client Services, Single-Family Rental & Build-to-Rent

8:40 – 9:45AM

**KICK-OFF WITH RENTAL HOUSING ECONOMIST SPEAKER AND AUTHOR, JAY PARSONS**

Jay Parsons is a rental housing economist, advisor, writer and speaker. He has advised numerous multifamily and single-family rental housing stakeholders – from institutional investors, REITs, smaller investment groups, lenders, regulators, government agencies, trade groups and non-profits.

9:45 – 10:00AM

**ELITE SPONSORS**

- Renovation Systems
- RealPage
- Rent.
- Shaw Floors

10:00 – 10:45AM

**KEYNOTE, GORETHY NABUSHOSI, CONGO RESTORATION, FOUNDER & PRESIDENT**

Gorethy Nabushosi was an orphan at 15, completed law school while having and raising six children, and fled her home in the Democratic Republic of Congo after her fight for women's rights made her a target of the oppressive government. She is the epitome of passion and persistence. Gorethy fought to be granted asylum by the U.S. government and raised her family in Frisco, TX. She is now changing the lives of women and children by lifting them up through education. She resides primarily in the Congo, in Africa.

- Nancye Abbott, **MetLife Investment Management**, Director – **WAM OUTREACH CHAIR**

10:45 – 11:00AM

**ELITE SPONSORS**

- Camp Construction
- CORT
- Kairos Water
- Apartments.com
- Heritage Title

11:00 – 12:00PM

**DEALMAKERS – BROKER PANEL**

Gain insight from the top brokers in the industry discussing latest trends.

- Katie Bloom, **Goldman Sachs**, Managing Director – **MODERATOR**
- Alisan Rutland, **Walker & Dunlop**, Managing Director, Dallas
- Andrea Howard, **Northmarq**, Regional Managing Director, Southeast
- Christine Espenshade, **Newmark**, Vice Chairman, East Coast (DC)
- Eve Myers Loecher, **Eastdil Secured**, Senior Vice President, Bay Area
- Mary Ann King, **BERKADIA**, Co-Head Institutional Solutions, Investment Sales

12:00 – 2:15PM\*

**TRADESHOW/LUNCH**

WAMmeters will have access to the newest products and services at WAM's annual tradeshow. Enjoy lunch as you preview the most cutting-edge tools, technology, and amenities in the real estate industry.

- **\*2:00PM ADVISORY BOARD & STRATEGIC PLANNING COMMITTEE MEMBERS**  
Please meet on the meeting room stage for group photo.

2:15 – 2:30PM

**AFTERNOON SESSION STARTS / GREYSTAR SENIOR MANAGING DIRECTORS, REAL ESTATE, TO THE STAGE**

2:30 – 3:30PM

**DEBT PANEL**

The rising interest rates have created a dynamic and challenging lending environment. Our panelists will discuss key trends in bank, life company, and agency lending for existing assets and development deals as well as the unique challenges facing borrowers and lenders with floating rate debt today.

- Allina Boohoff, **LivCor**, Executive Vice President, Head of Asset Management – **MODERATOR**
- Ashley Celinski, **Fannie Mae**, Vice President, Multifamily Customer Engagement
- Kelli Carhart, **CBRE Capital Markets**, Senior Managing Director and Head of Multifamily Debt Production, National
- Kelly Souza, **Wells Fargo**, Managing Director, Sustainable Finance and Advisory
- Mona Carlton, **JLL**, Senior Managing Director, National Debt and Equity

3:30 – 3:45PM

**AMY PRATT, DIRECTOR, REAL ESTATE AT DALLAS COWBOYS**

3:45 – 4:30PM

**EXECUTIVE COACH SESSION WITH CRYSTAL FERNANDO**

Crystal Fernando is a global leader and changemaker, and founder of WhatBox Partners; a consultancy focused on helping leaders and teams build the mindsets, confidence, and skills to thrive in a fast-evolving world. Crystal has advised leaders and teams in more than 20 countries with a focus on strategy, start-up growth, transformation, human-centered innovation, and creative performance culture.

4:30 – 5:30PM

**ROUND TABLE DISCUSSIONS**

This session is designed for you to engage with fellow professionals in your respective markets. During registration, you'll have the opportunity to select two markets in which you wish to connect with your peers.

- Courtney Burkett, **DWS Group**, Head of Residential Asset Management

5:30 – 6:00PM

**ELITE AND DIAMOND PLUS SPONSOR DRAWING** *(must be present to win)*

6:00 – 6:30PM

**BREAK**

6:30 – 8:30PM

**DINNER PARTY FUN ON THE FOOTBALL FIELD!**

**If inclement weather, the dinner will be held in The Star / Training Table**  
*(inside the Dallas Cowboys training facility on Cowboy Way)*

*PLEASE NOTE: This dinner party is for our Women Asset Managers, WAM Brokers, Summit Speakers, Greystar leaders, the top Elite sponsors and the Diamond Plus sponsors.*

## WEDNESDAY, OCTOBER 9TH

8:00 – 8:20AM

### ANONYMOUS SURVEY RESULTS

- Karen Tepera, **Greystar**, Managing Director, Client Services, Central North U.S. – **EMCEE**

8:20 – 9:20AM

### MARKETING PANEL

#### Asset Manager Marketing Toolkit

This panel provides a playbook to optimize asset performance, make data driven decisions, and effectively work with the Greystar Marketing team. Learn about data-based strategies, lead time for marketing initiatives to yield results, how to troubleshoot, where to splurge, and more. Walk away with a guide to reference for all deals.

- Ashley Fitzgerald, **The Carlyle Group**, Managing Director – **MODERATOR**
- Jennifer Bellanger, **Greystar**, Director, Marketing
- Maria Filippone, **Greystar**, Director, Marketing

9:20 – 10:20AM

### OPEX PANEL

#### Effective Operating Strategies in a Slow Growth/High Expense Environment

Rent levels have moderated significantly while operating costs continue to rise. During this panel, we will discuss specific strategies focused on increasing operating margins and maximizing NOI. The audience will take away key action items that they can deploy within their own multifamily portfolios.

- Julie Kittler, **AEW**, Capital Management, Director – **MODERATOR**
- Maura Bilafer, **CBRE Investment Management**, Managing Director
- Kathleen Leito, **Greystar**, Managing Director, Real Estate, Boston
- Christine Carter, **Greystar**, Senior Director, Elevate
- Chris Laughman, **Greystar**, Senior Director, Energy & Sustainability Services, Advantage Solutions

10:20 – 10:50PM

### REGULATORY ISSUES

Hear from Greystar Legal Services Senior Director about important legislation affecting our industry.

- Rebecca Harris, **Greystar**, Senior Director, Legal Services

10:50 – 11:45PM

### TECHNOLOGY CONVERSATIONS

Don't miss this! Conversations will focus on value creation through PropTech and Innovation in a low/no budget environment. Topics will include ESG, risk mitigation (fraud, leaks, fire, flood, blood), Wi-Fi/telecom, cybersecurity and AI.

- Yetta Tropper, **PGIM Real Estate**, Head of Multifamily Asset Management – **MODERATOR**
- Brandon Chinn, **Greystar**, Senior Director, Innovation
- Jenny Song, **Navitas Capital**, Principal
- Laura Arbeiter, **Davis Craig**, PLLC, Telecommunications and Technology Attorney

11:45 – 12:30PM

### REMAINING TRADESHOW DRAWINGS (must be present to win)

## EMERGENCY CONTACT INFORMATION

Amara Anozie – 972.357.6967

Karen Tepera – 214.938.5889