

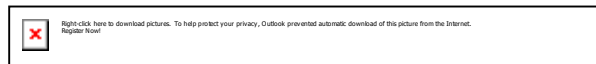
From: West & Central Florida Multifamily Forum: Marcus & Millichap / IPA
<info@emails.mmcentralfloridaforum.com>
Sent: Tuesday, October 18, 2016 11:00 AM
To: Haley, Nikki
Subject: [Price Increase Thursday] Lubert-Adler & Carroll Discuss West & Central Florida's
Capital Market



How do equity providers view risk in today's economy? Join executives from **Federal Reserve Bank of Atlanta**, **Lubert-Adler**, **Carroll Organization** and **ReadyCap** as they discuss the global economic effect on the equity provider and lender relationship, at the **Marcus & Millichap / IPA Multifamily Forum: West and Central Florida**. Over 400 regional multifamily owners, investors and developers are expected to explore West and Central Florida's multifamily financing trends on Thursday, December 8.

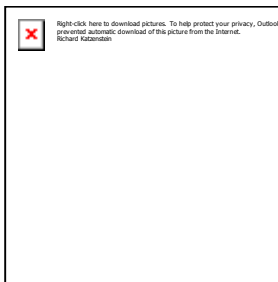
Register Now & Save \$300
Price Increases This Thursday, Oct. 20!

Advanced Registration **\$299**
Full Rate **\$599**
(Group Rate Available)

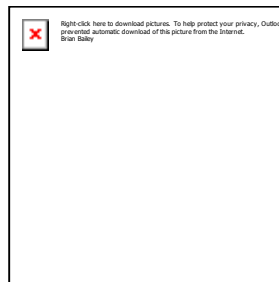


[No thanks, I'm not interested in this event.](#)

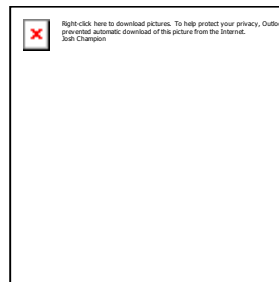
Treasure Fleet: Debt, Equity & Funding Alternatives when Raising Capital Today



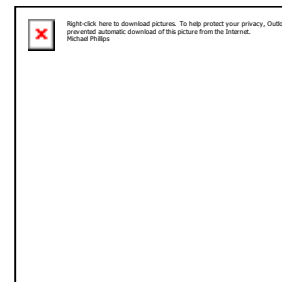
Richard Katzenstein
SVP & National Director
Marcus & Millichap
Capital Corporation
MODERATOR



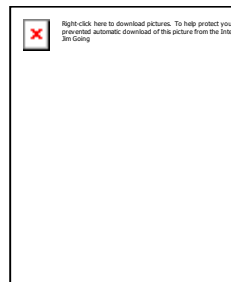
Brian Bailey
Senior Financial Policy
Analyst
Federal Reserve Bank of
Atlanta



Josh Champion
President & COO
Carroll Organization



Michael Phillips
Principal
Lubert-Adler



Jim Going
Chief Executive Officer
ReadyCap

Get Involved!



Speakers & Agenda:

Amanda Powers
(813) 803-7438

apowers@greenpearlevents.com

Sponsorship & Exhibiting:

Adam Kolanko
(646) 783-3955

akolanko@greenpearlevents.com

Attendee Registrations:

Claudia Gutwirth
(646) 862-6125

claudia@greenpearlevents.com

Keynote Speakers:



Phillip Smith
President
Framework Group

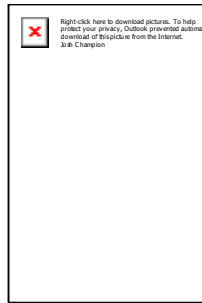


Bob Buckhorn
Mayor
City of Tampa

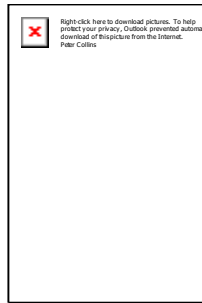
Confirmed Speakers Include:



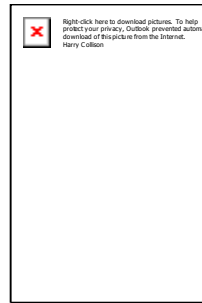
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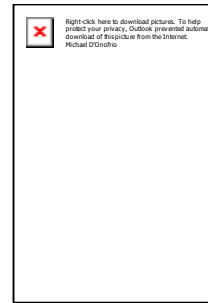
Josh Champion
President & COO
Carroll Organization



Peter Collins
Co-Founder &
Managing Principal
Forge Capital Partners



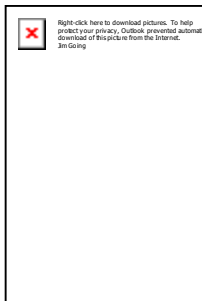
Harry Collison
SVP & Managing
Director - Acquisitions &
Dispositions
McKinley



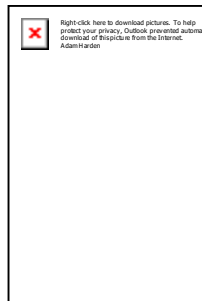
Michael D'Onofrio
Managing Director
Engineered Tax
Services



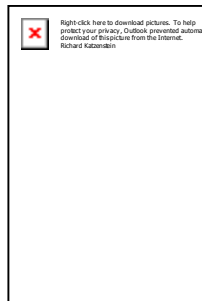
Todd Fabbri
President
Richman Group
Florida



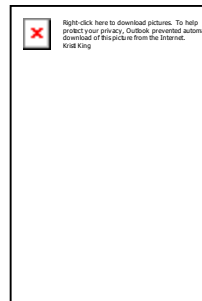
Jim Going
Chief Executive Officer
ReadyCap



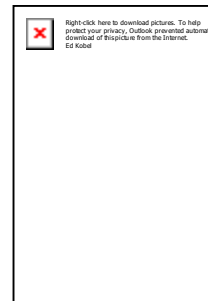
Adam Harden
Founding Principal
SOHO Capital



Richard Katzenstein
SVP & National Director



Kristi King
Chief Operating Officer



Ed Kobel
President & COO

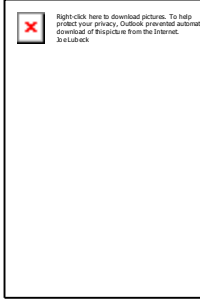


Bruce LaMontagne
Principal & Co-Founder
PMC

**Marcus & Millichap
Capital Corporation**

**Robbins Property
Associates**

**DeBartolo
Development**



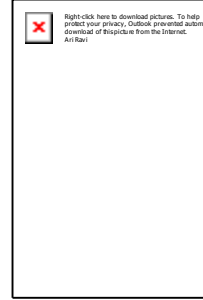
Joe Lubeck
Founder & CEO
Electra America



Fabrizio Lucchese
President & CEO
Jaymor Group



Michael Phillips
Principal
Lubert-Adler



Ari Ravi
Regional Manager
Marcus & Millichap



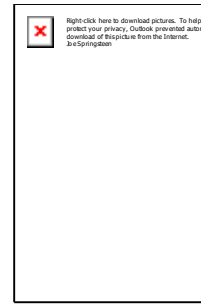
Kyle Riva
CEO & President
Alexander Investment



Jeff Robbins
VP - Development
The Related Group



John Sebree
FVP & National Director - NMHG
Marcus & Millichap



Joe Springsteen
Director - Operations
Cortland Partners



Justin West
Regional Manager
Marcus & Millichap

Conference Topics:

- **National vs. West & Central Florida Multifamily Market Update**
- **Morning Keynote:** *Presented by Phillip Smith of Framework Group*
- **Blue Skies Ahead:** *High Profile New Developments*
- **Treasure Fleet:** *Debt, Equity & Funding Alternatives when Raising Capital Today*
- **Feeling the Heat:** *Controlling Construction Costs through Management & Design*
- **Hidden Treasures:** *Value-Add Redevelopment and Emerging Submarkets across West & Central Florida*
- **Batten Down the Hatches:** *Revenue Growth & Cost Cutting Strategies for Multifamily Owners & Operators*
- **Maximize ROI & Increase Cap Rates:** *Specialty Tax Credits & Energy Incentives*
- **Afternoon Keynote** *Presented by Bob Buckhorn, Mayor of Tampa*

[View the Full Agenda](#)

Conference Chairs:



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