

From: Multifamily Forum SoCal - Marcus & Millichap / IPA
Sent: 4/15/2015 1:35:22 PM
To: Haley, Nikki
Cc:
Subject: [Price Increase Tomorrow] Meet Amenity Demands with Associated Estates & AvalonBay

<<http://emarketing.greenpearl.com/ct/27119669:26103230081:m:1:621478221:323B7C5627590A5334E8D04B5A777708:r>>

Changing demographics are impacting the way apartment developers build and operate. Join executives from **IEC, Carmel Partners, AvalonBay Communities, Associated Estates, DesignArc** and **NRG EV Services** in a discussion about the impact on amenities at the Marcus & Millichap/IPA Multifamily Forum: Southern California

<<http://emarketing.greenpearl.com/ct/27119669:26103230081:m:1:621478221:323B7C5627590A5334E8D04B5A777708:r>> on June 4!

**Register Now Before the Price Increases
TOMORROW, April 16!**

**Advanced Registration Rate: \$319
Full Rate: \$599**

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No thanks, I'm not interested in this event.

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Featured Speakers Include:

<http://mmcaforum.com/wp-content/uploads/2015/03/J-Boyd-CAMS-100x150.jpg>

Julia Boyd Corso
Co-President
IEC

<http://mmdcforum.com/multifamily/wp-content/uploads/2015/02/D-Garibaldi-CAMS-100x150.jpg>

Dan Garibaldi

SVP - Development
Carmel Partners

[_<http://mmdcforum.com/multifamily/wp-content/uploads/2015/02/M-Janda-CAMS-100x150.jpg>](http://mmdcforum.com/multifamily/wp-content/uploads/2015/02/M-Janda-CAMS-100x150.jpg)

Mark Janda
SVP - Development
AvalonBay

[_<http://mmcaforum.com/wp-content/uploads/2015/04/M-Kirkhart-CAMS-100x150.jpg>](http://mmcaforum.com/wp-content/uploads/2015/04/M-Kirkhart-CAMS-100x150.jpg)

Mark Kirkhart
Partner
DesignArc

[_<http://mmcaforum.com/wp-content/uploads/2015/03/T-ODay-CAM-100x150.jpg>](http://mmcaforum.com/wp-content/uploads/2015/03/T-ODay-CAM-100x150.jpg)

Terry O'Day
Vice President
NRG EV Services

Not Pictured:

- **Alicia Scott**, Director - Design, Marketing & Management, **Associated Estates**

Featured Panel:

What Renters Want: *Changing Demographics & Their Impact on Amenities*

As the Millennial generation forms their own new households, their expectations for amenities change the way the industry builds new and redevelops existing properties. This session will discuss exactly what the new renter pool demands from their apartment communities and just which amenities are expected - as well as what can be considered a premium.

Marcus & Millichap / IPAMultifamily Forum: Southern California
<http://emarketing.greenpearl.com/ct/27119669:26103230081:m:1:621478221:3

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Westin Bonaventure
Los Angeles

Thursday, June 4, 2015
8:00am - 5:30pm

Advanced Registration Rate
\$319

Full Registration Rate
\$599

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Confirmed Speakers:

- **Julia Boyd Corso**, Co-President, **IEC**
- **Sean Burton**, President, **CityView**
- **Gino Canori**, EVP - Development, **Related California**
- **Karine Clark**, Senior Director - Lending, **Bolour Associates**
- **Ziv Cohen**, President, **Resmark Apartment Living**
- **Scott Croul**, Managing Director - Production & Sales, **Freddie Mac**
- **Jon Cummings**, National Account Executive, **AppFolio**
- **Luke Daniels**, President, **Richman Group of California**
- **Garth Erdossy**, Senior Managing Director - Development, **Trammell Crow Residential**
- **Jerome Fink**, Co-Founder & Managing Partner, **Bascom Group**
- **Alexander Garcia**, Senior Director, **Institutional Property Advisors**
- **Dan Garibaldi**, SVP - Development, **Carmel Partners**
- **Daniel Gehman**, Studio Leader, **Humphreys & Partners Architects**
- **Aaron Hancock**, Director - Acquisitions, **Raintree Partners**
- **Gregory Harris**, Executive Vice President Investments, **Institutional Property Advisors**
- **William Hughes**, Senior Vice President, **Marcus & Millichap Capital Corp.**
- **Mark Janda**, SVP - Development, **AvalonBay Communities**
- **John Kennedy**, Managing Director, **Cornerstone Real Estate Advisers**
- **Mark Kirkhart**, Partner, **DesignArc**
- **Marc Krause**, Director, **Residential Properties**
- **Jeff Larsen**, Principal, **MVE + Partners**
- **Matthew Levy**, VP - Acquisitions, **Laramar Group**

- **Joshua Luchs**, Vice President Investments, **Marcus & Millichap**
- **Henry Manoucheri**, Chairman & CEO, **Universe Holdings**
- **Billy Meyer**, Senior Vice President, **Columbia Pacific Advisors**
- **Julio Morales**, VP - Investments, **Equity Residential**
- **Scott Morrison**, SVP - Operations, **Legacy Partners**
- **Dori Nolan**, Partner - Investments, **Capri Capital**
- **Terry O'Day**, Vice President, **NRG EV Services**
- **Lynn Owen**, Chief Operations Officer, **TruAmerica Multifamily**
- **Vijay Pai**, Real Estate & Finance Partner, **Rutan & Tucker**
- **Chris Payne**, President - Multifamily Development, **SARES•REGIS Group**
- **Jason Pendergist**, Chief Lending Officer, **Luther Burbank**
- **Paul Rahimian**, Chief Executive Officer, **Parkview Financial**
- **Kevin Ratner**, President, **Forest City West**
- **Alicia Scott**, Director - Design, Marketing & Management, **Associated Estates**
- **Larry Scott**, SVP - Western Region, **Fairfield Residential**
- **John Sebree**, National Director - National Multi Housing Group, **Marcus & Millichap**
- **Patrick Simons**, SVP - Development, **SummerHill Apartment Communities**
- **Josh Vasbinder**, West Coast Partner, **The Dinerstein Companies**
- **Tony Whitaker**, President & CEO, **FSI Construction**
- **Dave Williams**, Executive Vice President, **Caruso Affiliated**

Meet the Speakers

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Conference Agenda:

- **Morning Keynote Presentation:** *Sean Burton, President, CityView*
- **Special Presentation:** *Why & When to Use Hard Money*
- **In the Pipeline:** *New Development in Southern California*
- **Up Next:** *The Value-Add Proposition*
- **The Bottom Line:** *Best Practices for Property Management Efficiency*
- **Emerging Markets:** *Development & Investment Outside the City*
- **What Renters Want:** *Changing Demographics & Their Impact on Amenities*
- **Betting Big:** *The Debt & Equity Landscape*
- **Afternoon Keynote Interview:** *Kevin Ratner, President, Forest City Residential West*

View the Full Agenda

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