

KEY LEADERS **OPPORTUNITIES**

This newsletter provides information and highlights opportunities for Global Governing Trustees, Trustees, and ULI Foundation Governors.

April 2021

Dear Key Leader,

As we head into spring, it's hard to believe it has been more than a year since we've been able to meet in person. But what I have found is that ULI's leaders, more than ever, want to remain connected. We had record participation in our virtual Midwinter Meeting. Because of your desire to connect at the virtual Spring Meeting, we are creating a Key Leaders Lounge through the virtual platform to give you the opportunity to network and talk. (More on that soon!) Key Leader engagement in our virtual Advisory Services panels is inspiring and, as we move through our awards processes, we are pleased to see how many Key Leaders are serving on juries. While the virtual engagement is great to see, we're hoping that we are able to get together in person in Chicago for the 2021 ULI Fall Meeting. As we know more, we'll be sure to keep you posted.

As you read in Ed Walter's recent email, we lost one of our truly inspirational Key Leaders a few months ago. Jim Todd embodied the ULI mission, both in his work and his ULI engagement. We will be sure to honor Jim when we are together again.

I hope you all remain healthy and safe. Until we can meet in person, I hope you remain engaged virtually. And as always, please do not hesitate to reach out to me with any questions, suggestions, or comments.

Best regards,

Mary Beth Corrigan

Executive Vice President

Global Leadership

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Key Leader Profile



Lev Gershman
 Founder & Managing Partner
 Tideline Partners
 San Diego, California

Joined ULI: 2003
 Trustee
 Small-Scale Development Council

Lev Gershman is the founder and managing partner of Tideline Partners in San Diego. A ULI trustee, Lev had been actively involved in the Young Leaders program and now serves as a chair of the NEXT global committee.

Why did you get into real estate?

My mom told me to! I was in tech and lost my job during the dot com bubble. I went back to grad school to transition into real estate.

Why did you join ULI?

Because all my heroes were there! Key Leaders Wayne Ratkovich, Gail Goldberg, Michael Horst, and Alex Rose were mentors and people I looked up to.

How has ULI influenced you and your company and helped you make an impact in the community?

Working in commercial real estate banking, I was moving numbers but not moving the needle. I wanted to help make places better. ULI opened my eyes to holistic placemaking and connected me to knowledge, people, and resources. ULI changed my professional path and gave meaning to my work; it was truly the spark and the fuel.

Where in ULI do you feel you can make the most difference?

Local involvement and mentorship. Local ULI volunteer and leadership experience opened the door to national and global contribution and leadership. That connected me to the brightest minds and capital and empowered me to take an active role in making places

better. I learned so much from the members in my district council as well as global members, and I want to share that experience with others. I was fortunate to be invited into leadership early in my career, and I hope to help others do the same.

With ULI, I got to travel and experience special places built with intent and enduring value while learning from the public and private participants that brought them to life. The Rose Center for Public Leadership especially helped me understand the complex and fascinating dynamic of public and private work by giving me the opportunity to work with mayors and their staff to solve some of the most challenging problems. I am forever grateful to ULI and look forward to many years of learning and giving back. It's truly a case of what you get is what you give. Thank you!

We are thankful to Lev for his continued engagement in ULI and his willingness to share his insights and knowledge with members and those entering the industry.

ULI Foundation

ULI is grateful for the philanthropic support from Key Leaders through a variety of programs, including The Fund for ULI (formerly the Annual Fund), the James J. Curtis Society for Planned Giving, and the new philanthropic societies. To learn how you can commit to furthering the Institute's mission through the ULI Foundation, please contact **Mary Beth Corrigan**.

The ULI Foundation's philanthropic societies—named in tribute to ULI pioneers and significant figures in the global real estate and land use professions—recognize and honor the generous donors who are committed to leadership in ULI's research and mission-focused efforts in support of our global communities. You can find a full listing of the philanthropic societies [here](#).

ULI Europe

Online Leadership Roundable

This roundtable is a monthly online session that gives Key Leaders an opportunity to share experiences and approaches to current topics, as well as their views on what lies ahead. The next roundtable is scheduled for **Friday, April 16, at 1:00 p.m. GMT/2:00 p.m. CET**. If you are interested in participating, contact **Katrina Cross**.

Upcoming Engagement Opportunities

Sharing Knowledge

Speak on a future ULI webinar

With an increased focus on the virtual delivery of industry content, ULI is continuously developing webinars on a variety of topics organized through ULI research centers, product councils, and the regional and global leadership. Given the wealth of expertise and experience of ULI's Key Leaders, consider volunteering to help organize, moderate, or speak on a topic of particular interest to you. We will then connect you with the appropriate staff members to support your participation.

Email **Mary Beth Corrigan** to discuss your ideas or possibilities for speaking on a ULI webinar.

Transforming Communities

Advisory Services: Join a virtual panel or project analysis session.



In response to the travel restrictions associated with COVID-19, ULI has developed Advisory Services offerings that can be conducted virtually. **Virtual Advisory Services panels (vASPs)** are 3.5-day panels tailored to meet a sponsor's needs, following the traditional Advisory Services panel process. vASPs convene a multidisciplinary panel of four to six experts with a range of professional backgrounds and whose skills meet the needs of addressing the identified challenge.

A recording of a recent virtual panel completed for Washington, D.C., **is now available on Knowledge Finder.**

Project analysis sessions encourage creative thinking and problem solving between a sponsor and a multidisciplinary panel of four to six experts on a succinct and direct intractable challenge. These intimate, conversational offerings are structured and facilitated to yield in-depth, project-specific, and pragmatic recommendations in a short period.

We are recruiting for the Advisory Services panels listed below. If you are interested in serving on a panel, please contact **Mary Beth Corrigan.**

- **Tradition, Biloxi, Mississippi**—Review of a long-term master-planned community.
- **San Antonio, Texas**—Revitalization of the Institute of Texan Cultures building and surrounding property.
- **Ada County, Boise, Idaho**—Analysis of multiple scenarios for the revitalization and development potential of the 247-acre Expo Idaho site.

Do you know a community that could benefit from a ULI Advisory Services panel? Contact **Tom Eitler for information on next steps.**

Volunteer virtually with UrbanPlan.

UrbanPlan Events at the Spring Meeting

UrbanPlan Lightning Round— Tuesday, May 11, 4:00–6:00 p.m. ET

Interested in learning more about UrbanPlan, ULI's flagship educational program? In this two-hour lightning round, participants will form development teams and compete for a fictional contract from the city of Yorktown. This event is meant to familiarize participants with the UrbanPlan case study and tools (e.g., pro forma and site plan).

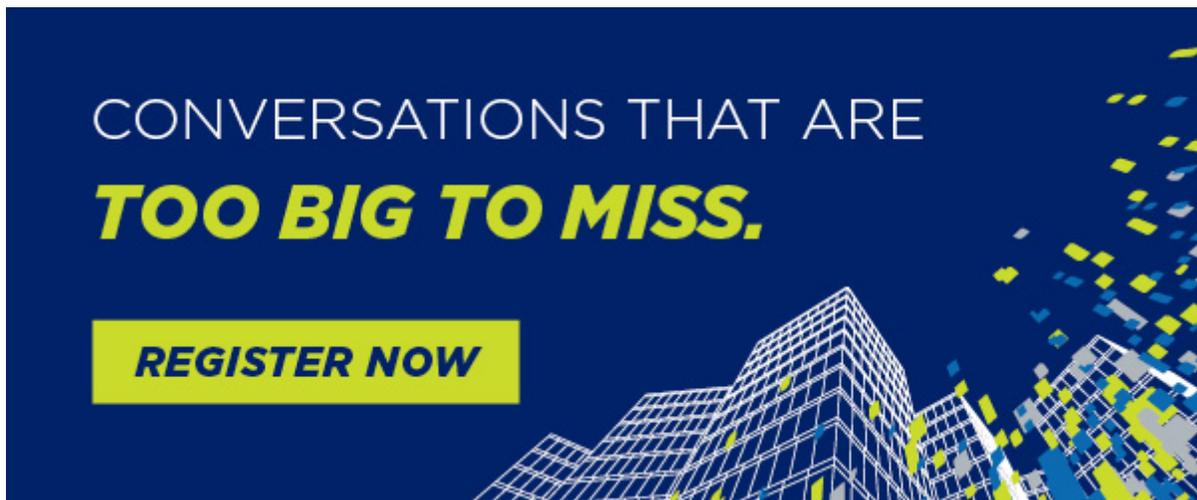
Contact **Emily McKnight** to register.

To volunteer with UrbanPlan with your district council, contact **Emily McKnight**.

For opportunities to engage in Europe, contact **Lisette van Doorn**.
For opportunities to engage in the Asia Pacific region, contact **May Chow**.

ULI Events

Americas | 2021 ULI Spring Meeting



REGISTRATION NOW OPEN

May 10–12, 2021
Virtual

The 2021 Spring Meeting will include a **Virtual Key Leaders Lounge**.
There will be two opportunities to join other Key Leaders

to share experiences and reconnect. More information to come.

Key Leader Networking

Monday, May 10, 4:30–5:30 p.m.

Stop by and meet with friends and colleagues!

[RSVP HERE](#)

Key Leader Trivia

Tuesday, May 11, 4:30–5:30 p.m.

Play trivia with your colleagues; hosted by a professional trivia host!

No RSVP required

Asia Pacific | 2021 ULI Asia Pacific Summit

REGISTRATION NOW OPEN

May 17–27, 2021

Grand Hyatt Tokyo, Tokyo, Japan + Virtual

The **ULI Asia Pacific Summit** will return as a virtual and in-person event May 17–27, 2021. Combining the power of a safe, in-person experience in Tokyo with live-streamed content from around the world and an equally broad virtual audience reach, the event will provide an inclusive and engaging program to unite ULI members from the Asia Pacific region and beyond. The summit will take on big ideas and the themes of 2021 and beyond, from climate change risk and responsible investment to shaping and reshaping the human experience in cities, shining a spotlight on resilient sectors.

Sponsorship opportunities and **early-bird registration** for virtual and in-person tickets are now open.

Asia Pacific | ULI Asia Pacific Capital Markets Forum

May 26, 2021

The **ULI Asia Pacific Capital Markets Forum** is a unique invitation-only leadership event for the investment community. Established in 2015, the forum provides an opportunity for Asia Pacific and global leaders of real estate private equity funds and institutional investors to discuss the opportunities and challenges of the industry today and beyond.

Topics to be addressed this May in the **Capital Markets Forum 2021**, the first such forum held as a hybrid in-person/virtual event, include post-COVID-19 geopolitics, Asia

Pacific and global outbound investment opportunities, discussion of how the insatiable need for data affects the real estate industry, and what the future holds for capital markets.

The forum will be moderated by **Eiji Enomoto**, representative director and executive vice president, Nomura Real Estate Urban Net Co., and **Owen Thomas**, chief executive officer, Boston Properties, and ULI global chairman.

For more information, contact **Ariel Shtarkman**.

Recent Events Recap

Annual Housing Opportunity Conference

March 16–17, 2021

The Housing Opportunity Conference is one of the premier national meetings of the affordable housing development, lending, investment, and policy community. It draws a diverse mix of private and nonprofit real estate developers, public officials, urban and regional planners, housing advocates, architects, investors, and lenders with common interests in expanding and improving residential development in their communities. The 2021 conference was held virtually, reaching a larger audience than ever, with more than 700 registrants and 100 sponsors.

Over the course of two days, concurrent session topics included inclusive development practices, contextual placemaking, addressing barriers to multifamily development, low-density rental development, preserving naturally occurring affordable housing, transcending the redline, adaptive-use development, and harnessing development time and cost through development. Keynote speakers included Ali Wolf of Zonda; David Brickman, formerly of Freddie Mac; and Ethan Handelman of the U.S. Department of Housing and Urban Development (HUD). In addition, participants were able to watch on-demand content featuring virtual tours of the 2020 winners of the Terwilliger Center's housing awards and the release of the center's **Home Attainability Index**. For more information or to learn how to get involved with the Terwilliger Center, contact **Christopher Ptomey**.

To find events from our local district councils, national councils or regional offices, see our **full event listing**.

Key Leader Impact

Diversity, Equity, and Inclusion

Since the death of George Floyd, ULI has been evaluating the real estate industry in general and ULI specifically regarding diversity, equity, and inclusion (DEI) in land use and

community building. Last summer we convened a group of members and staff to gather their input on recommended immediate and short-term actions, resulting in a blueprint that the Americas Executive Committee (AEC) and others at ULI are using to move the needle on diversifying real estate and ULI, including a focused effort on diversifying ULI's top leadership, ensuring that hiring practices are equitable, and offering suggestions and best practices for creating diversity and inclusion in the industry.

Many passionate members, several of whom are Key Leaders, were part of this effort.

Clare De Briere, global governing trustee, member of the Americas Executive Committee, and chair of the AEC's Diversity, Equity, and Inclusion Committee, chaired the member-focused DEI Council charged with developing the blueprint. Trustee **Stu Ackerberg** was one of the council co-chairs. Additional Key Leaders who served on the DEI Council are:

Michael Banner, Trustee

Richard Green, Trustee

A.J. Jackson, Global Governing Trustee

Marty Jones, Trustee

Kelly Nagel, Global Governing Trustee

Ron Silverman, Trustee and ULI Foundation Governor

Lynn Thurber, Past Global Chair, Global Governing Trustee, and ULI Foundation Governor

Webinars of Interest to Key Leaders

ULI is embracing new ways for members to connect and share best practices globally online. Through the enhanced webinar series, all members can continue to access business-applicable information on a wide range of topics, as well as the latest insights into how the industry is tackling COVID-19.

Featured Upcoming Webinars

April 16: **Terwilliger Center Monthly Webinar Series: 2021 Home Attainability Index**

April 23: **The Evolution of Sustainability Programs: From Energy Efficiency to Health, Resilience, and Zero**

May 19: **ULI Real Estate Economic Forecast, Spring 2021**

Featured On-Demand Offerings in Knowledge Finder:

10 Principles for Enhancing Equitable Access to Parks

Emerging Trends in Real Estate: Global Outlook 2021_

Urban Land's Best of 2020 Reading List_

ULI OnPoint Asia Pacific (Full Member access only)

ULI Asia Pacific: Experience the Experience

**For a full list of upcoming and on-demand ULI webinars taking place around the globe, [click here](#).*

ULI in the News

Recent news coverage of ULI on a global basis:

- *ChannelNewsAsia* | **'A huge opportunity for space': What going car-lite means for Singapore's 1.4 million parking lots**
- *New York Times* | **To Help Black Developers, Programs Start With Access to Capital**
- *Austin Monitor* | **TxDOT reveals early plans to accommodate I-35 caps**
- *Financial Times* | **Toronto's bubble in the 'burbs**
- IREI | **Urban Land Institute highlights social value of ESG in new report**

As Key Leaders and the industry's foremost experts, your insights would be highly valuable in shaping articles related to real estate and land use. If you are interested in speaking to journalists on behalf of ULI, please contact **Mary Beth Corrigan**.

Key Leaders Network

Key Leaders Network Brochure

Do you have questions about the Key Leaders Network or want to know more about the opportunities you have to get involved with ULI? Download the **Key Leaders Network brochure** for an overview of the Key Leaders Network, including information on membership, benefits, and engagement opportunities.

Engagement Survey

While the ongoing COVID-19 pandemic prevents us from gathering in person, that does not mean ULI has stopped offering programs such as UrbanPlan and Advisory Services. Have you always wanted to serve as an UrbanPlan volunteer or an Advisory Services panelist but could not commit to the time and travel? ULI is now offering these programs virtually so you can participate from the comfort of your home!

We rely on the feedback of the Key Leaders and are looking to hear your thoughts on these and other opportunities for virtual engagement. **We appreciate your taking the time to complete this survey, if you have not done so already.**

Who Are ULI's Key Leaders?

Global Governing Trustees—Individuals who serve as the high-level leadership group of ULI and are responsible for representing and serving as the voice of the diverse

membership in substantive matters related to the advancement of the Institute's mission. Global Governing Trustees serve four-year terms.

Trustees—Members who have completed their four-year term as a Global Governing Trustee.

ULI Foundation Leadership Donors—Members who believe in ULI's ability to create better communities and have committed to ensuring an endowment for the continuation of the Institute's work. The Governor entry contribution level is \$100,000.

Reminder: Key Leaders Directory and Key Leaders Webpage—Important Resources Now Available to You!

Key Leaders Directory—*Connect with other Key Leaders*

Key Leaders webpage—*Get up-to-date information on the Key Leaders Network and find ways to engage.*

ULI is a member-driven organization, and we want to hear from you. Please let us know how you would like to engage in the Institute's programs. You can find a full list of opportunities [here](#). If you do not see something that is quite right for you or for right now, contact us to talk about other opportunities that might fit your interests or schedule.

If you have any questions or feedback on the Key Leaders Network or any other ULI issue, contact Mary Beth Corrigan at MaryBeth.Corrigan@uli.org or (202) 624-7136, or Georgia Gempler at Georgia.Gempler@uli.org.

Thank you for your commitment to ULI and for all that you do!

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Shape the future of the built environment for transformative impact in communities worldwide

OUR MISSION COMMITMENTS

CONNECT active, passionate, diverse members through the foremost global network of interdisciplinary professionals

INSPIRE best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing

LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement

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