

The background of the slide is a photograph of several people in business attire clapping their hands. The image is slightly blurred and has a dark, semi-transparent overlay. A thin white horizontal line is positioned above the main title text.

ULI Product Council Chair Orientation

CINDY CHANCE

SVP, PRODUCT COUNCILS

JUNE 24, 2019



ULI's mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.





ULI Product Councils

ULI Product Councils play a key role in providing leadership in the responsible use of land and creating and sustaining thriving communities worldwide.

Through the exchange of information and the sharing of best practices, Council meetings offer industry leaders vital opportunities to further ULI's mission.

Agenda

- Ed Walter, ULI Global CEO: Welcome and brief overview of ULI
- Gwyneth Cote, President of the Americas: Welcome to your role as Product Council Chair
- Cindy Chance, SVP Product Councils: Council Culture, Leadership Development Best Practices, Strategic Goals
- Tim Dwyer, VP Product Councils: Leadership Resource Site, Events Logistics, Budgets
- Questions



Ed Walter

Global CEO

- ULI Mission and Strategic Goals
- Product Council Program Globally

Gwyneth Cote

President of the Americas

- The Product Council Program importance for the Americas
- Your leadership of ULI's Product Council Program



Product Councils

Overview and Culture

- ✓ 64 U.S. Councils, focusing on more than 30 areas of activity in development products, development processes, and international issues
- ✓ 3000+ active ULI Full Members
- ✓ Product Councils meet twice a year at the Spring and Fall meetings
- ✓ Members use Councils for networking, professional development, and a forum for confidentially discussing industry issues and sharing best practices

U.S. Product Councils play a key role in ULI's mission of providing leadership in the responsible use of land and creating and sustaining thriving communities worldwide.

Strategic Goals

Based on the Strategic Plan

- Increase Opportunities for Product Council engagement by growing the number of councils
- Increase diversity of councils along every dimension
- Provide a higher level of service to council leaders
- Ensure that councils are full
- Engage councils in thought leadership

New Product Councils

Created in the 2018 +10 Expansion

Placemaking

Technology

Multi Family Council (Platinum)

Urban Mixed Use Development Council

Sharing Economy Council

Commercial and Retail Development Council

Suburban Development and Redevelopment Council

Small Scale Development Councils

Urban and Retail Development Council

Travel Experience Council

Possible New Product Council Topics 2020 and beyond

These have been recommended or have come up in discussion

- Splitting one IOPC into one Industrial and one Office Park Council
- Office Development Council (2)
- Technology Council (2)
- Placemaking (2)
- End Users/Institutional Owners
- Parking Redevelopment
- Self-Storage
- Industrial Logistics
- Laboratories and Medical Spaces
- Large Landowners
- Opportunistic Development
- Emerging Markets
- Brown Fields
- Resilience
- Anchor Institutions
- What else?

Leadership Development

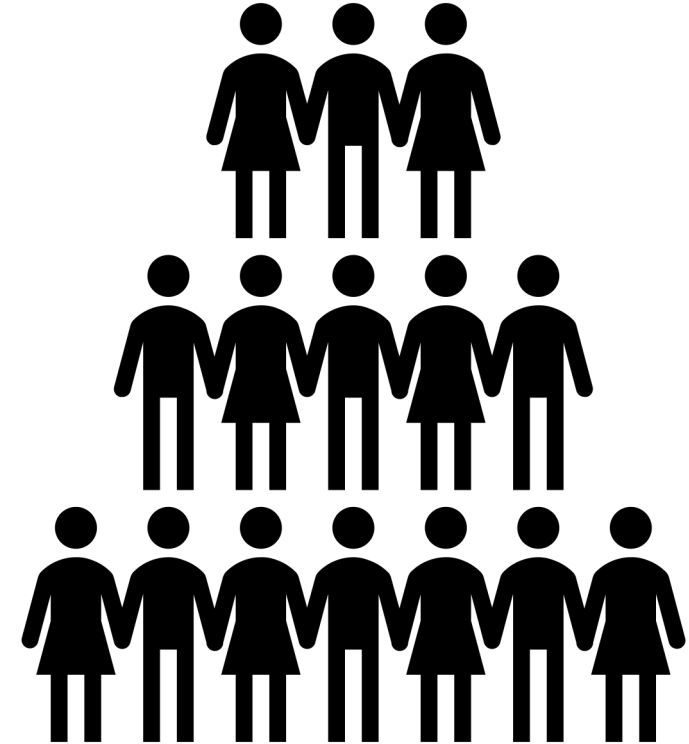
How do you best create a leadership team?



What makes a good product council experience?

Membership is key

- Consider new members
 - Recommendations
 - New to ULI
 - Navigator
 - WLI and YLG
- Consider diversity along every dimension
- Ensure that your council experience remains vibrant:
 - Topics
 - Guests
 - Varied Formats
- Full council – 55-65 members
- Confidentiality, Trust, Respect



Product Councils Leadership Webpage

Resources for Council Leaders





Member Directory

Career Center

Global

Sign

Americas

Asia Pacific

Europe

Foundation

Urban

About ULI

Membership

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Events

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Protected: Product Council Leadership Resources



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Annual Timeline

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→ Annual Timeline

Resources

Meetings Hub

Appointments/Membership Information & the Draft

Surveys

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The annual timeline is to give you a broad overview of important events throughout the current fiscal year which we hope makes it easier for you to plan and will be updated each May.

Timeline for 2019-2020



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Protected: Product Council Leadership Resources



About this page

These pages are for you, council leadership, to access a range of resources that can help you make your council the best it can be. From governance & best practices to reports, council day survey results and meeting planning resources, we hope you find this consolidated resource useful for the success of your council.

Please use the buttons below to explore available resources and refer to the general product council timelines below for important upcoming events.

ANNUAL TIMELINE	RESOURCES	THE DRAFT	MEETINGS HUB
When should I begin planning?	Best Practices	What is "The Draft"?	Fall 2019
What are my deadlines?	Find My Members	Appointments	Spring 2020
When is the draft?	Training/Webinars	Draft Playbook	Fall 2020

Resources

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This page contains documents for best practices, guidance on governance of your council, member expectations, training/webinar schedule, and a report request form.

Council Governance

- [ULI Code of Ethics](#) (PDF)
- [Traditional Best Practices for Councils](#) (PDF)
- [Council Procedures and Governance](#) (PDF)

Council Membership & Expectations

- [Council Member Expectations](#) (PDF)
- [Find my Council Members](#) (Online, Requires ULI Login)

Surveys & Archive Info

- [Surveys](#)
- [Archive](#)

Training/Webinar	Time/Date/Time
New Chairs Training Webinar	June 24, 2019; 12:00-1:00pm ET

REPORT REQUEST

Use this form to request reports that you as a council leader need to effectively and successfully govern your council.

Reports currently available for request: Class Sheets, Council Finances (Day and Dinner funds), Council Roster, Demographic Report, Navigator Report (Interest List), and Stats Report.

Protected: Appointments/Membership Information & the Draft



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This page contains information about adding members to your councils, requirements to be a product council member and information about the annual draft.

The Draft

The ULI Product Council “draft” is an annual process beginning in May to manage the large number of rotations and roll-offs (based on term expiration) at the end of the ULI fiscal year. The draft period is also the first opportunity of the new year to add new members.

Using the documents below you will be able to review or take action on the following:

– [Draft Instructions](#) (PDF)

An in-depth instructional on the draft.

– [Class Sheets](#) (PDF)

The class sheets are sorted by council. Use the bookmarks on the left to navigate to your council. Class sheets show you all your expertise ratios, leadership, new appointments, drops, those rotating off and members by class year. To request up-to-date Class Sheets, [use this form](#).

– [Rotate Off List](#) (XLS)

This Excel file lists ALL council members rolling off this June 30th. (This listing is useful for multi-flight councils since one flight might reappoint those rolling off to another council as well as single flight councils that might wish to recruit someone who is rolling off another single flight council.)

– [ULI Interest List](#) (XLSX)

This document shows ULI members who have indicated an interest in joining a council (sorted by council and professional role.)

– [Boston and Nashville Guest Lists](#) (XLSX)

This file contains all of the guests provided to us from Councils for the two meetings referenced above. If you have since appointed one of the guests they may still be on this

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Meetings Hub

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Annual Timeline

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- Logistics
- Content Help
- Fall 2019 (Washington, DC)
- Spring 2020 (Toronto)
- Fall 2020 (San Francisco)

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Please use the buttons below learn about and plan for your upcoming meetings. Pages will be continuously updated as we get new information to share so check back often!

[Email us](#) to begin discussions about your Council Day programming and needs.

If you would like to give us details about your council day or dinner using a form, please fill out the [Council Event Request Form](#).

Fall 2019 Washington, DC		
Spring 2020 Toronto	Fall 2020 San Francisco	Spring 2021 (City,State TBD) <i>Coming Soon</i>

Want to give us feedback? Don't see a resource that you'd like or have some you think others would benefit from? [Let us know here!](#)



Fall 2019 (Washington, DC)

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→ [Fall 2019 \(Washington, DC\)](#)

[Spring 2020 \(Toronto\)](#)

[Fall 2020 \(San Francisco\)](#)

This page will provide you with a general overview of the conference, services we provide to help you plan for your dinners and council day, as well as resources specific to this meeting.

The main conference site can be [found here](#). The dates of the meeting are September 18-21 with the headquarters at the Walter E. Washington Convention Center. Council dinners/receptions are planned to occur on Thursday September 19th and council day on Friday September 20th.

ULI provides a wealth of planning resources to aid you in developing your council reception and day events, we have included links below to documents designed to aid you in your planning.

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- [Logistics](#)
 - [Content Assistance](#)
 - [Council Event Request Form](#)
 - [Agenda Template \(XLSX\)](#)
 - [Fall 2019 Venues List \(XLSX\)](#)
 - [Fall 2019 Tour Opportunities \(DOCX\)](#)
 - [Peer-Suggested Fall 2019 Tour Opportunities \(DOCX\)](#)
 - [ULI Knowledge Finder \(Requires ULI Login\)](#)
 - [Template Letter for Speakers \(DOCX\)](#)
-

Need to download an agenda template? Want to look up members of your council?
[You can do that here.](#) (Requires ULI Login)

To access your council or access your agenda:



Discussion