

Conference On Sustainable Real Estate

Fogelman College Of Business, University of Memphis
Department of Finance, Insurance & Real Estate

2011
March 24, 25, 26

www.ConferenceOnSustainableRealEstate.com
info@ConferenceOnSustainableRealEstate.com

THE UNIVERSITY OF
MEMPHIS
Fogelman College
of Business & Economics

The Conference On Sustainable Real Estate (COSRE) is held at the University of Memphis campus on March 24, 25, 26, 2011.

The theme of the 1st conference is "Memphis: Global Hub City." During the course of the conference, attendees will learn about opportunities for Western Tennessee, and obligations that must be met to achieve those opportunities. How does Sustainable Real Estate practice benefit investors, developers, the economy, and provide jobs?

High carbon emissions can change weather patterns at local, national, and global geographic scales. Energy prices are volatile. Both increase risk of investment and risk for sustaining life itself as we know it. Contrary to most thinking, automobiles are not the culprit responsible for the highest energy consumption and carbon emissions. Instead, the single largest consumer of energy and producer of carbon emissions are buildings. Thus, Sustainable Real Estate must include construction and architecture standards that directly and indirectly reduce carbon emissions and energy needs.

Therefore, Sustainable Real Estate includes efficient geographic patterns of land use, land use plans that promote optimal densification in the right locations, and "new ruralism" at the right locations. People then have sustainable choice of their own habitat.

LEED (Leadership in Energy and Environmental Design) are standards that many in the public and private sectors have adopted to achieve the objectives of Sustainable Real Estate. LEED includes building construction standards, and architectural design standards. LEED also includes standards to determine the best land use and land use density in the geographic context of what is where, nearby and distant. The COSRE will offer a track on LEED development targeted to both those who are presently hold LEED designations, and those who are new to LEED.

COSRE SCHEDULE

TWO GREAT SPRING 2011 EVENTS: March 24 and March 25

Event 1: Thursday, March 24, 2011

Dinner With Economic Club of Memphis, Conference On Sustainable Real Estate

\$65 register at <http://memphis.uli.org>

Economic Club of Memphis combines with Conference on Sustainable Real Estate.

Notable new urbanism dinner speaker **Chris Leinberger**.

Holiday Inn, 6:00 PM., networking and cocktails, 6:30 PM Dinner. Event 1 at University of Memphis Holiday Inn.

Note: evening with the Economic Club of Memphis is open to both members and nonmembers of ECM.



Green Hard Hat award

presentation by Dean Raj Grover.

Recipient & Date TBA (Thurs Dinner or Friday Lunch)

Event 2: Friday, March 25, 2011

Nonstop Education - Learn With And From The Experts

\$65 register at <http://memphis.uli.org>

Full day with nationally recognized experts. See accompanying program for details.

General topics are:

- Economic Base, Memphis - The Global **Hub City**
- LEED,
- How Does LEED Payoff For Itself?
- Downtown Development Versus Suburban Development
- Walkable Streets, Complete Streets, Multi-Modal Transportation
- Sustainable Commercial Real Estate Decisions
- Person-Power, Enabling The Next Generation of Business Leadership

For more information see www.ConferenceOnSustainableRealEstate.com

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To become a sponsor of COSRE contact sponsor@ConferenceOnSustainableRealEstate.com

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Event 2: COSRE Educational Seminars - Learning Never Ends

Friday, March 25, University of Memphis, Fogelman Executive Building

• **Making Decisions On Growth**

7:30 AM. - Light buffet breakfast

Session 1: Sustainable Opening Session

Session Chair, **Ron Spahr**, Fogelman College of Business, UM

8:00-8:10 AM- **Grant Thrall**. Welcome address

8:10-9:45 AM- **David Pogue**. Markets For Energy, Environmental Design Standards

9:45 AM - 10:00 AM - * Break *****

Session 2A: Leadership in Energy & Environmental Design (LEED)

Session Chair, **Jeremy Benkin**, CB Richard Ellis , Memphis

10:00-11:30 AM - **Stephen Guinn**. LEED: What is it? How to attain it?

Session 2B: Retail Location, Value Platforms, Human Resources

Session Chair, **Steve Phyr**, Executive Director, ARES

10:00-11:30 AM- **Grant Thrall**, Lifestyle Segmentation Profile, Psychographics, GIS Procedures for retail location, Retail Model For K-12 Education

11:30-11:50 AM. - * Break *****

Friday, March 25, Holiday Inn at University of Memphis

11:50 AM. - Lunch. **Grant Ian Thrall** moderating.



HVAC Green Reveal

presentation by **Ron Spahr**

Friday, March 25, Fogelman Executive Building.

• **Smart Growth**

Session 3A: Smart Growth - The Natural Resources Side

Session Chair, **Steve Phyr**, Executive Director, ARES

1:00 PM - 2:40 PM- **Geoffrey Anderson**, Smart Growth

Session 3B: Smart Growth - The Urban Built Environment Side

Session Chair, **Reza Banai**, Professor, City and Regional Planning, UM

1:00 - 2:40 PM- **Dom Nozzi**, Design, Benefits, and Implementation of "Complete Streets."

2:40 - 2:50 - * Break *****

Session 4A: LEED or Near LEED, Case Study Of UM FCB HVAC

2:50 -3:30 PM- Panel Moderator, **Ron Spahr**.

Panelists: **Chris Ewing, Clayton Poff, Jimmy Veteto, Shawn Massey**

Session 4B: Sustainable Labor, Jobs, Careers

2:50 -3:30 PM- **Wayne Wallace**, "Growing A Sustainable Labor Force"

3:30 -4:00 PM- Panel - **Amie Dickinson, Jason Williams, Lawrence Joseph, Wayne Wallace, Shawn Massey**

Session 5A: Smart Growth Payoff

Session Chair, **Steve Phyr**, Executive Director, ARES

4:00 -4:20 PM- **Stephanie Rauterkus**, "Urban Design For Lower Mortgage Risk"

4:20-4:35 PM- **Lawrence Joseph**, "Memphis, Center Of National Headquarters"

4:35-4:50 PM - **Amy Dickinson**, "Is Suburban Growth Downtown Loss?"

Session 5B: TBA

4:00-4:50 PM- TBA

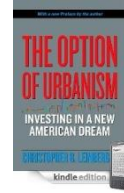
Biographies Of Speakers



Christopher B. Leinberger, Professor and Founding Director of the Graduate Real Estate Development Program, University of Michigan

Keynote, With *The Economic Club of Memphis*

Chris Leinberger, a land use strategist, teacher, developer, researcher and author, balances business realities with social and environmental issues. Mr. Leinberger is a Professor and founding Director of the Graduate Real Estate Development Program at the University of Michigan and a visiting Fellow at the Brookings Institution in Washington, DC. Chris was a founding Partner of Arcadia Land Company, a New Urbanism/transit-oriented development and consulting firm, and President of Locus, Responsible Real Estate Developers and Investors. His most recent book is *The Option of Urbanism, Investing in a New American Dream* published in 2008. He is also the author of *Strategic Planning for Real Estate Companies*. He has been profiled by CNN, National Public Radio, Infrastructurist, and Washington Post among other broadcast, web and print media. In 2009, Leinberger was voted one of the "Top 100 Urban Thinkers" in a poll conducted by Planetizen, the international urban planning and architecture website. He was the William H. Whyte Award winner by Partners for Livable Communities in 2010. †



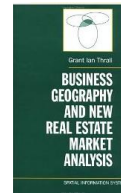
**David L. Pogue, LEED® AP
 National Director of Sustainability, CB Richard Ellis**

As National Director of Sustainability, Institutional & Corporate Services, Dave Pogue is responsible for the leadership of CB Richard Ellis' sustainability programs for the property and facilities management portfolio across the Americas. Mr. Pogue manages the development, introduction and implementation of a wide-ranging platform of sustainable practices and policies, working closely with Facilities Management, Project Management, Global Corporate Services and Asset Services to focus on achieving a consistent balance of maximum financial performance and responsible environmental stewardship. †



**Grant Ian Thrall Ph.D., 2011 COSRE Program Chair
 Martha & Robert Fogelman Family Chair of Excellence in Sustainable Real Estate, Fogelman College of Business, University of Memphis**

Dr. Thrall has pioneered market analysis best practice procedures for real estate decisions. He has completed market studies for over \$1B in sustainable real estate development, including policy advisement for the entire State University System of Florida. He is a Fellow of the Homer Hoyt Institute's Weimer School for Advanced Studies in Real Estate and Land Economics, Fellow of the Miller/JC-Penny Center For Retail At University of Florida, faculty affiliate of Baruch College of the Zicklin College of Business at City University of New York, on the national academic board of directors of the Appraisal Institute, Program Chair and Vice President of the American Real Estate Society (ARES), author of over 150 peer review articles, editor/author of 13 books. His book with Oxford University, ***Business Geography and New Real Estate Market Analysis*** was declared by ARES as a "paradigm shift" for real estate analysis. Other reviewers wrote "a must read for every person in business," "bridges the gap between economics and geospatial analysis," and "for urban planners it is the playbook of the 'other side.'" "Sustainable real estate requires sustainable local and regional economies. Identifying the opportunities for a sustainable economy is the first step toward achieving that goal." He holds degrees in business, economics, and economic geography from The Ohio State University and became Visiting Professor and Chair of Excellence at University of Memphis in August 2010. †



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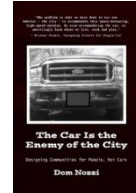
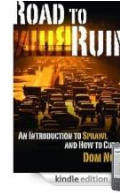
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Dom Nozzi
Executive Director, Walkable Streets
Faculty Affiliate, University of Colorado, Boulder



Dom Nozzi served as senior planner of Gainesville FL for 20 years. He received his MAURP from Florida State University, and holds the AICP designation. Now as a consultant, he specializes in preparing and amending plans, land development regulations, quality of life regulations and community design recommendations. The guiding principle is that a walkable street is the fundamental building block of a quality community. The pedestrian is the design imperative. Dom Nozzi is a national Complete Streets instructor. His books explain why cars and their "habitat" are toxic to town centers, and the features that create a walkable, livable quality of life that a well-designed town center should provide. He explains how we can return to the timeless tradition of designing town centers to make people happy, not cars. He shares his urban planning experience and offers recommendations in his books **Road to Ruin: An Introduction to Sprawl and How To Cure It** and **The Car Is The Enemy Of The City**. "We can once again design our communities for people, not cars." †

Steve Guinn
Vice President, Highwoods Properties, Memphis Division.



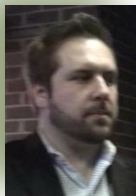
Steve Guinn delivered the first United States Green Building Council (USGBC) LEED Gold-Certified office building in Memphis. Highwoods Properties owns and manages 19 office properties in Memphis, totaling 1.9M SF. Steve Guinn is former President of the Memphis Area Association of Realtors, and recipient of the 2009 MAAR Commercial Broker Award. He has been cited as being a national top 20 national realtor and was recipient of the 2010 National Commercial Realtor award. He is a member of the USGBC and regularly holds educational workshops on LEED. †

Chris Ewing
Co-Founder and President of Ewing/Kessler, Inc.,



Ewing/Kessler is a \$28 million per year operation, specializing in selling applied engineered systems for the commercial and industrial air-conditioning and heating markets. He graduated from Mississippi State in 1994 in mechanical engineering, and resides in Memphis TN. He has received numerous awards for his ability to grow the business through owner-based selling as well as forming strategic alliances with companies to offer services to meet his clients' needs. He has promoted energy saving solutions, and cost effective air-conditioning systems. †

Jimmy Veteto, LEED AP,
Director of Business Development,
S.M. Lawrence Company, Greater Memphis Area



Jimmy Veteto has been Building Services Account Manager with S.M. Lawrence Company, Inc. associated with the Engineering and Facilities department for the Memphis Grizzlies at FedEx Forum in Memphis, TN. Jimmy "V" is responsible for contractual obligations between SML and the Memphis Grizzlies. He is Building Energy Consultant, LEED, Green Building, Energy Star; partnering with business owners, property managers, and facility directors to improve the overall performance of their mechanical systems, lower energy consumption, reduce operating costs and help add money to the bottom line. Since 2000, he has been LEED AP, Director of Business Development Comfort Systems USA. He is on the Board of Trustee Member of Team Green Zone, Bartlett Chamber of Commerce.



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Clayton Poff Bartlett Area Chamber of Commerce Director of Energy Efficiency



Clayton Poff is a resident of Memphis and a veteran of the Marine Corps. The Director of Energy Efficiency works through Team Green Zone / Bartlett Chamber of Commerce, to actively engage and assist businesses to reduce their energy consumption through tested and reliable technology. The primary focus of the Director and Team Green Zone is the recommissioning of existing facilities through processes approved and recommended by the DOE, EPA and other energy-related agencies. Mr. Poff is responsible for maintaining awareness in energy conservation technology that can be easily disseminated to businesses seeking reliable and cost-effective ways to reduce their carbon footprint.

Ronald W. Spahr, Ph.D. Professor and Chair Department of Finance, Insurance and Real Estate. Fogelman College of Business University of Memphis



Dr. Spahr has been the National City Bank Distinguished Professor of Banking and Finance at the University of Illinois, Belk Distinguished Professor of Finance at the University of North Carolina and Professor of Finance at the University of Wyoming. He holds degrees in business, finance, operations management, and mechanical engineering. Dr. Spahr has been a prolific researcher and publisher with numerous publications in journals such as *Financial Management*, *Engineering Economist*; *Financial Review*, *The Journal of Real Estate Research*; *The Journal of Risk and Insurance*; *Journal of Real Estate Economics*, and *Land Economics*. Among his specialties are the engineering, economics, and implementation of nontraditional renewable energy sources.

Geoffrey Anderson President / CEO, Smart Growth America



Smart Growth America
Making Neighborhoods Great Together

Geoff Anderson came to Smart Growth America in January 2008 after 13 years at the U.S. Environmental Protection Agency, where he headed and was instrumental in creating the EPA's Smart Growth Program, the Smart Growth Network, the New Partners for Smart Growth Conference, and the popular web site smartgrowth.org. He provided seed funding for and helped to catalyze the creation of the National Vacant Properties Campaign, The LEED for Neighborhood Development Certification program and the Governors' Institute for Community Design.

He has co-authored numerous publications including: This Is Smart Growth, Getting to Smart Growth Volumes 1 and 2, Protecting Water Resources with Higher Density Development, The Transportation and Environmental Impacts of Infill vs. Greenfield Development and many others. Geoff received holds a Master's Degree with a concentration in Resource Economics and Policy from Duke University.

Amie Dickinson, MA Advance Auto Parts



Amie Dickinson will also meet with University of Memphis students on Thursday morning. Time and location TBA.



Amie Dickinson is a Research Analyst with Advance Auto Parts and provides educated sales forecasts to aid in the decision of strategic development. She received her MA (2010) from the University of North Texas. Her master's research measured the direct impacts of shopping mall development on an existing regional matrix of service activity. She will discuss the locational advantage of downtown *versus* suburban development. f



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Stephanie Yates Rauterkus Ph.D.
Assistant Professor,
Economics and Finance
University of Alabama - Birmingham

Dr. Rauterkus will also meet separately with University of Memphis students on Thursday, advising them on careers in business and academics

Dr. Rauterkus is a leader among the new generation of behavioral economists. She has been a Fellow in Residence at the Atlanta Federal Reserve; during her year of residency she published research on the relationship between behavior as measured by consumer expenditure history and the probability of mortgage failure, and also on the relationship between walkable neighborhood environments and mortgage failure. Her work has been widely cited in major national and international news media including in *The Economist* (Dec 2010) which cited her work as being "particularly noteworthy." She is co-editor of the *Journal of Real Estate Literature* and a candidate fellow of the Homer Hoyt Institute. †



Jason Williams
Senior Research Analyst
AutoZone Inc., Memphis TN

Jason Williams will also meet separately with University of Memphis students on Thursday, advising them on careers in business



Jason Williams began work in January 2011, as Senior Research Analyst at AutoZone Inc. headquarters in Memphis TN. Much of his time is allocated to site location analysis, though increasingly responsible for advising on introducing geospatial analysis and GIS technology into a wide variety of sustainable corporate management practices at AutoZone. AutoZone has continued in its expansion even while retailers in other segments have pulled back during the recent economic downturn. A graduate of University of Florida under the direction of Prof. Thrall, Jason Williams first position was with a Portland OR based company performing "needs assessment" and advising clients (local governments, non-profits, educational institutions) on how geospatial analysis and GIS technology would be beneficial to them. Jason would like to add that AutoZone is expanding his division, so students with the right education have job opportunities here in Memphis; see

https://www.isg1.net/app/MainInfoReq.asp?R_ID=513976&B_ID=71&fid=1&Adid= †



SHAWN MASSEY, CCIM, SCLS
Partner/Associate at
THE SHOPPING CENTER GROUP
MEMPHIS, TN



Shawn Massey and Grant Thrall are co-lecturers in a graduate level course in the spring FIR 7726 "Sustainable Real Estate" at University of Memphis. The Shopping Center Group has been a repeat employer of Professor Thrall's students graduating from University of Florida.



Mr. Shawn Massey is Adjunct Professor of Real Estate, Fogelman College of Business, University of Memphis. He holds the CCIM (*Certified Commercial Investment Member*) and SCLS (*Senior Certified Leasing Specialist*) designations. He is Memphis Chapter President of CCIM. He is also a member of the ICSC (International Council of Shopping Centers). He attended schools in Memphis TN, including having completed degrees in business from The University of Memphis; he hails from Montreal, CA. Shawn has over twenty two years experience in real estate, site selection, leasing, zoning, commercial brokerage, financing, development. †



Lawrence Joseph
Ph.D. Candidate
University of Arizona

Lawrence Joseph will meet with University of Memphis students on Thursday morning. Time and location TBA.

Lawrence Joseph has worked as a research analyst for PetSmart, providing guidance to senior executives concerning strategic planning for the optimal deployment of store locations. His dissertation research is a mega-analysis of US retail patterns, comparing store locations and situations, trade areas factors, and competitive environments for 50 of the largest US domestic retailers at the national level. He will demonstrate the geographic mean center of the largest US retail chains are within 250 miles of Memphis. This is further evidence of the locational advantage of Memphis. Hub Cities combine the attributes of transportation connectivity, location, and agglomeration. †

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Wayne Wallace Ph.D.
Director Emeritus,
Univ. of Florida,
Division of Student Affairs,
Career Resource Center

Wayne Wallace will also meet separately with Fogelman College of Business faculty and administration.

Wayne Wallace was Director of the University of Florida Career Resource Center (CRC) from 1991 to 2011. His office was responsible for the campus-wide delivery of all programs and services involving career development, experiential education, and employer relations for over 48,000 resident students. University of Florida has the 3rd most diverse curriculum in the United States, and the CRC is among the largest and the most technologically advanced operation of its type in the country. The CRC was ranked the number one career center in the US for 2010, by the Princeton Review. The CRC's web site experiences over thirty million page viewings per year; page viewings are both students and employers. A bespoke state-of-the-art CRC facility was opened to 134,000 student and employer visitors with over 1,000 different employer organizations representing every career field. In 2010 The Wall Street Journal survey of thousands of employers, ranked UF's CRC in the top ten best and most productive for employers in the US. UF's CRC is today considered the design and operational model for the profession; over 200 universities from the US and numerous countries have visited the UF CRC for concept ideas, seminars, exchange programs or institutes.

Prior to his arrival in Florida, Wayne Wallace was a Director of Career Planning and Placement at Indiana University, Bloomington, for 14 years. There he created one of the largest programs in the country, and was awarded the then College Placement Council's (NACE) National Award of Excellence. He was assistant director of the CRC at Miami of Ohio for five years. During his tenure at Miami of Ohio, their CRC was selected as one of the best operations in the Midwest.

Dr. Wayne Wallace holds a Ph.D. in Educational Leadership from Miami of Ohio, an M.A. in Counseling and Student Personnel from Western Michigan, and a B.S. in Industrial Engineering and Psychology from Purdue University. Upon his departure from University of Florida in February 2011, he was awarded the University of Florida President's Medallion for his dynamic leadership. The National Association of Colleges and Employers inducted him into their Academy of Fellows, a "Hall of Fame" with fewer than 30 members ever selected nationally. As a regular invited contributor to professional associations and an active consultant, he is called upon regularly to speak or advise about the impact of technology, creative funding, effective and efficient operational management, as well as the physical design of career centers both domestically and abroad. †

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_____		Gold \$1,500 (logo, FEC lobby, and private reception)
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Annual COSRE Green Hard Hat Award. Recipient will be announced at the COSRE. Recipient individual or organization has contributed in a highly meritorious manner to sustainable construction and job creation of the "mid south"



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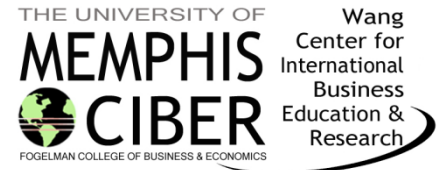
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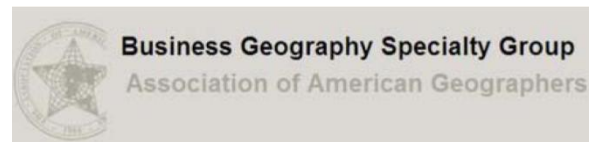
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American Real Estate Society (ARES)



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1. Complete form and print to .pdf to create an electronic copy to email.
2. Complete form and print hard copy to fax or mail.

CONFERENCE ON SUSTAINABLE REAL ESTATE (COSRE)

MARCH 24 –26, 2011

Location

The University of Memphis
Fogelman Executive Conference Center
330 Innovation Drive (Main Campus)
Memphis, TN 38152

Schedule

March 24—6:00-8:00 p.m.
March 25—8:00-4:45 p.m.
March 26—8:30-11:30 a.m.

Name: _____ Title: _____

Organization: _____

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Registration Fees

	Advance Registration (thru March 15)	Regular Registration (thru March 21)	Onsite Registration (At Door)
Thursday Program	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75 \$65	<input type="checkbox"/> \$75 \$65
Friday Program	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75 \$65	<input type="checkbox"/> \$75 \$65
Saturday Program No Longer Available	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	<input type="checkbox"/> \$35
Package Price (All 3)	<input type="checkbox"/> \$139 \$130	<input type="checkbox"/> \$166	---

Refunds are available if request is received before March 21, 2011. Please email memphis@uli.org.

Economic Club of Memphis members: Contact Laura Edwards at 901.678.2443 to register for Thursday's program.

Payment Information

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2. **PHONE @ 1.800.321.5011** (credit card only)

3. **FAX completed form to 800.248.4585 or 410.626.7148** (credit card or check)

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Washington, DC 20055-0304

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Washington, DC 20007

For more information, contact ULI Memphis District Council Coordinator Andrew Trippel @ 901.568.4423 or memphis@uli.org.