



THE NTBA SPRING ROUNDTABLE PRESENTS

The Role of the New Urban Developer in Promoting Health, Wellness and Housing Across the Generations

WHEN: Friday, May 16 – Sunday, May 18, 2014

WHERE: Celebration and Winter Garden, Florida

Join us as the NTBA Roundtable travels to Celebration and Winter Garden, Florida this May. With a focus on the new urban developer's role in promoting health, wellness and housing across the generations, the Spring Roundtable will begin its study on Friday in Celebration, one of the pioneer new urban developments. The beautiful Bohemian Celebration Hotel will be our home base as we tour Celebration, named "Community of the Year" by the Urban Land Institute in 2001.

On Saturday, our NTBA members will be treated to highlights from a recent ULI initiative, "Ten Principles for Building Healthy Places". Then we'll bus, bike and walk to Winter Garden for a personal tour of Oakland Park, our host property, and to our Roundtable sessions in downtown Winter Garden. A stimulating group of expert panelists will cover topics ranging from "Community Health Initiatives" and "Changing Deliveries to Senior Housing" to a review of the latest examples of incorporating senior housing initiatives within new urban communities. A special treat will include a tour of Green Sky Growers, a rooftop farm that is the first Certified Green building in the world with commercial-scale, Aqua Dynamic farming on the rooftop. On Sunday, our Roundtable will continue for the morning with an expert presentation on "Market Trends and the Invisible Asset Class Initiative," the back story of Oakland Park and our trademark Roundtable wrap-up.

Registration forms for the NTBA Spring Roundtable are included in this brochure and on our website at www.ntba.net.

The NTBA is the only town and urban developer association that exists in which the knowledge and experience gained from creating town centers is freely shared. The lessons learned can save time, energy, and money. The relationships gained can be a resource and a joy.

The Role of the New Urban Developer in Promoting Health, Wellness and Housing Across the Generations

AGENDA

FRIDAY, MAY 16, 2014

5:00 PM Walking Tour of Celebration



The Spring Roundtable begins on Friday with a walking tour of Celebration. In the early 1990s, the [Disney Development Company](#) established the Celebration Company to spearhead its development within approximately 4,900 acres of land in the southern portion of the [Reedy Creek Improvement District](#). Total investment for the project is estimated at \$2.5 billion.

The master plan was developed by [Cooper, Robertson & Partners](#) and [Robert A. M. Stern](#), and the extensive landscape, parks, trails and pathways were designed by the San Francisco firm EDAW (now [AECOM](#)). Celebration is planned in an early 20th-century architectural style and is not zoned for high-density residences. Celebration was named the "New Community of the Year" in 2001 by the Urban Land Institute.

The first phase of residential development occurred in the summer of 1996 with Celebration Village, West Village and Lake Evalyn; this was followed by the North Village, South Village, East Village and Aquila Reserve and the final Artisan Park phases. Former Disney CEO [Michael Eisner](#) took an especially keen interest in the development of the new town in the early days, encouraging the executives at Disney Development Company to "make history" and develop a town worthy of the Disney brand and legacy that extended to Walt Disney's vision of an [Experimental Prototype Community of Tomorrow](#) (EPCOT). DDC executives collaborated

extensively with leaders in education, health and technology in addition to planners and architects to create the vision and operating policies for the town.

Downtown Celebration's post office was designed by [Michael Graves](#), the adjacent Welcome Center is by [Philip Johnson](#) and the Celebration Health building by [Robert A. M. Stern](#). Other nearby buildings are designed by well known architects including: [Charles Moore](#) (Preview Center), [Graham Gund](#) (Bohemian Hotel), [Cesar Pelli](#) (movie theatre), [Robert Venturi](#) and [Denise Scott Brown](#) (SunTrust Bank).

Response to Celebration has been mixed, with some feeling it is forced, to those who see Celebration as an example of new urbanism with its safe, walkable community.

Location: Meet in the Bohemian Celebration Hotel lobby at 700 Bloom Street, Celebration, FL 34747

Guides: Matthew Kelly, President, MK Real Estate Advisors
Geoffrey Mouen, Architect

Note: Dress appropriately for the weather and walking. If you are late to the walking tour, give NTBA Director Monica Quigley a call at 914-715-5576 to see where we are when you arrive.



8:30 PM The Columbia Restaurant, Celebration

Details: Dutch treat! To join us, please contact Monica to make a reservation at info@ntba.net. We have arranged for a delightful menu at \$49 per person, including tax and gratuity.

Founded in 1905 by Cuban immigrant Casimiro Hernandez, Sr., the Columbia Restaurant is Florida's oldest restaurant and the largest Spanish restaurant in the world. In 2005, the Gonzmart family proudly celebrated the 100th Anniversary of the founding of the Columbia Restaurant.

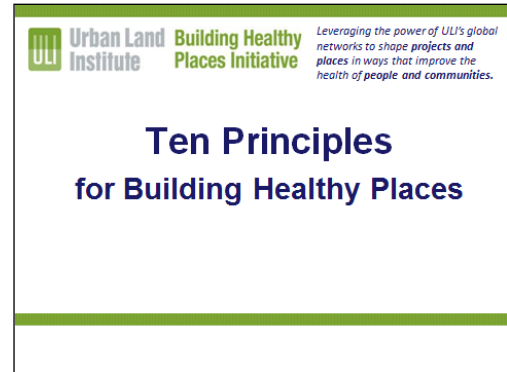
The Columbia Restaurant Group has earned six TripAdvisor 2013 Certificate of Excellent awards. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor, and is extended to qualifying businesses worldwide. Only the top-performing 10 percent of businesses listed on TripAdvisor receive this prestigious award.

"As Florida's oldest restaurant, we proudly celebrate our 108th anniversary this year, but we never forget that we are only as good as our last meal," said Richard Gonzmart, 4th generation family member and president of Columbia Restaurant Group.

SATURDAY, MAY 17, 2014

8:30 AM **Welcome, Introductions** (Please eat before the session.)
The Sabal Ball Room, The Bohemian Celebration Hotel
Steve J. Maun, Founder, LeylandAlliance LLC
John Rinehart, President, Civitas Consulting

8:45 AM **Building Healthy Places/The ULI Initiative**
David Scheuer, The Retrovest Companies
The Urban Land Institute has recently launched a major new initiative, "Building Healthy Communities"; this will be a major leadership initiative for the next several years and will thread through many of ULI's programs and publications. The effort was kicked off late last fall with the publication "Ten Principles for Building Healthy Communities" and will be followed by more intensive publications, convenings and programs in the near future.



9:15 AM Bus departs for Winter Garden

10:00 AM Bus or bike to Oakland Park
Details: Thirty bikes have been reserved for NTBA attendees who want to travel by leg power once we get to Winter Garden. Our bus will make a quick stop to Bikes and Blades for attendees to grab a helmet, a bottle of water, and a bike and scoot on over to Oakland Park. After our tour of Oakland Park, you'll bike to the Roper Garden Building. This is an easy ride on flat roads. Please e-mail Monica to make your bike reservation FUN!

10:30 AM **Oakland Park: Tour and Overview**



NTBA / For information, contact: Monica V. Quigley, Director
2305 Trant Lake Drive, Virginia Beach, VA 23454
914-715-5576 / info@ntba.net

11:15 AM Bus or bike to the Roper Garden Building
www.ropergardenbuilding.com
Winter Garden
Details: a box lunch will be served and is included in your registration.

11:45 AM **Community Health Initiatives**
Learn from three experts how communities can improve the opportunity for residents to lead more healthy lives. Take away the importance of a strong relationship between local government, nonprofits and the development community. Panelists include:
Mike Bollhoefer, City Manager, City of Winter Garden, Florida
Ian Lockwood, P.E., Livable Transportation Engineer, Toole Design Group
Lisa Portelli, Director of Community Health/Winter Park Health Foundation

1:15 PM **Explore Downtown Winter Garden**

1:45 PM **Senior Housing – Changing Delivery**
Learn from three experts describing the demand for adequate senior housing, both from a health and demographic perspective. Explore the relationship between the provision of senior housing and the changing delivery of health care. Be part of the discussion of how new urbanist projects can incorporate senior housing. Panelists include:
Jay Berlinsky, SC-Advisors
Laura Heery, AIA
Greg Logan, RCLCO

3:00 PM **Tour of Green Sky Growers** (www.greenskygrowers.com)



Green Sky Growers, a rooftop farm, is located on top of the Garden Building in Winter Garden, Florida, and is the first Certified Green building in the world with commercial-scale, Aqua-Dynamic farming on the rooftop. Green Sky Growers produces tons of fresh vegetables and fish on an annual basis without the use of harmful pesticides.

3:45 PM

Senior Housing: The Projects

Learn from innovative examples of successful senior housing and innovative design solutions that involve a rethinking of how to provide positive outcomes for senior care that will provide ideas to implement in the urban environment.

Panelists include:

Bruce Cannon, Vice President, Director of Business Development, LCS

Daniel J. Cinelli, FAIA, Principal, Perkins Eastman

Ian Gillis, President, Urban Community Partners, LLC

David Scheuer, President, The Retrovest Companies

Mike Watkins, FAIA NCARB AICP LEED-AP CNU-A, Michael Watkins Architect

5:20 PM

Cocktails and Conversation, Pilars Martini (www.pilarsmartini.com)

Details: Dutch Treat!

Pilars brings to life martinis, mixology, music and more. Drop in for a hand mixed drink or martini, specially prepared with you in mind. Pilars is a comfortable blend of 30's deco décor, surrounded by the arts. Located next to the Garden Theatre, Pilars caters to pre-show and late night theatre, concerts, movies, and events, in our quaint historic downtown.



6:45 PM Dinner, Chef's Table at the Edgewater

(www.chefstableattheedgewater.com)

Details: Your meal at the Chef's Table is included in your registration.

Discover Central Florida's Hidden Gem! In historic Winter Garden, just a few miles from Orlando's theme parks, an intimate gourmet dining experience awaits you. Local residents rave about it and foodies come from all over the world to sample the superb cuisine and intimate service of The Chef's Table at the Edgewater Hotel.



The Chef's Table chef will visit our table and convey the passion he puts into each recipe. Peek around the corner into the restaurant's full view kitchen and watch their culinary team at work. Or simply sit back, relax, and enjoy your food and wines in the cozy dining room.

Since opening, the Chef's Table has been recognized by multiple of the Orlando Magazine Dining Awards, winning Best Restaurant, Best Chef's Table, Best Kept Secret, Best Wine Pairing Dinner, Best Appetizer, and Most Romantic Rendezvous.

9:00 PM

Bus returns to the Bohemian Celebration Hotel

SUNDAY, MAY 18, 2013



8:30 AM Breakfast at Bohemian Celebration Hotel
The Sabal Ball Room

Guest presentation: Will Selman will present a new proposed new project for Calvert County, Maryland. A discussion will follow regarding developers and public-private partnerships.

Details: Breakfast is included in your registration.

9:00 AM Market Trends and "The Invisible Asset Class" Initiative"
Mark Troen, Senior Consultant, Brookwood Group, Inc. and NYU Adjunct Professor of Real Estate brings real estate development, project management, and a finance perspective to present recent market and institutional research that quantifiably demonstrates higher financial performance and lower mortgage default rates for walkable, transit-oriented, and mixed-use development. "The Invisible Asset Class" will be introduced by Laura Heery Prozes and Mark will focus discussion on research by Dr. Gary Pivo at the University of Arizona.

Member Roundtable Discussion and Parting Thoughts
Steve J. Maun

11:45 AM It's a Wrap!

AT A GLANCE

Roundtable

Registration: Registration information is included at the end of this brochure.
Contact Monica V. Quigley with any questions at info@ntba.net.

Hotel:

**Bohemian Hotel
Celebration**
700 Bloom Street
Celebration, FL 34747
Reservations: 888-249-4007
Front Desk: 407-566-6000
Fax: 407-566-1844



Reservations: Twenty rooms have been reserved, on a first come, first serve basis for NTBA members at a nightly rate of \$149, plus applicable tax, etc. Rooms may be reserved by calling 1-888-499-3800 between the hours of 8 AM and 7 PM Monday through Friday and 9 AM and 5 PM, Saturday. To insure the special group rate, you must mention the National Town Builders Association and make a payment guarantee at that time. This special rate expires on April 18.

At a Glance:

FRIDAY			
Celebration Walking Tour	5:00 PM	Bohemian Hotel Celebration	Meet in the hotel lobby. 700 Bloom ST, Celebration, FL 407-566-6000
Dinner	8:30 PM	The Columbia Restaurant	Florida's Oldest Restaurant. 649 Front Street in Celebration. A special menu will be served at \$49.95. Email Monica for reservations at info@ntba.net .
SATURDAY			
Welcome and "Building Healthy Places" Presentation	8:30 AM	Bohemian Hotel Celebration	The Sabal Ball Room. Please eat first as breakfast will not be served.
Bus Departs to Winter Garden	9:15 AM	Bohemian Hotel Celebration	Meet in the hotel lobby
Bike or bus to Oakland Park	10:00 AM	West Orange Bikes and Blades	17914 Florida 438, Winter Garden Please let us know if you want to rent a bike!
Oakland Park Overview and Tour	10:30 AM	Oakland Park	15241 E Oakland AVE, Winter Garden
Bike or bus to Winter Garden NTBA Panels	11:15 AM	Roper Garden Building	146 W Plant ST, Winter Garden A Box lunch is included.

Panel: Community Health Initiatives Exploration!	11:45 AM 1:15 PM	Roper Garden Building Downtown Winter Garden	146 W Plant ST, Winter Garden A boxed lunch will be provided. Time to explore on your own.
Panel: The Changing Delivery of Senior Housing	1:45 PM	Roper Garden Building	146 W Plant ST, Winter Garden An afternoon snack will be served.
Tour: Green Sky Growers	3:00 PM	Roper Garden Building	Meet on the rooftop
Panel: New Urbanism and Senior Housing	3:45 PM	Roper Garden Building	146 W Plant ST, Winter Garden
Cocktails!	5:20 PM	Pilars	Dutch Treat!
Saturday Dinner	6:45 PM	The Chef's Table at the Edgewater	99 W Plant ST, Winter Garden 407-230-4837. Dinner is included in your registration.
Bus to Bohemian Hotel Celebration	9:00 PM	Bus returns to Bohemian Hotel Celebration	
SUNDAY			
Breakfast and Guest Presentation: Calvert County, Maryland	8:30 AM	Bohemian Hotel Celebration	The Sabal Ball Room. A full breakfast will be served as part of your registration.
Roundtable Resumes	9:00 AM		
Market Trends and the Invisible Asset Class	9:15 AM		
Member Roundtable Discussion and Parting Remarks	10:00 AM		
It's a WRAP!	11:45 AM	SAFE TRAVELS!	



MEMBERSHIP AND ROUNDTABLE REGISTRATION FEE SCHEDULE

2014 NTBA MEMBERSHIP FEE SCHEDULE

BOARD PRESIDENT

Steve J. Maun

BOARD OF DIRECTORS

Ward Davis

Herbert Freeman

Ian Gillis

John Rinehart

David Roper

David Scheuer

Frank Starkey

Bob Turner

DIRECTOR

Monica V. Quigley

Town or Urban Developer: \$600 per person

A Town or Urban Builder is a principal or high-level management team member of a company engaged in the process of acquiring land, developing a master plan, or developing a neighborhood, town, or urban infill project based upon the principles of Smart Growth.

Associate Membership: \$300 per person

These include members of the public sector or non-profit agencies engaged in Smart Growth development.

Next Gen Membership: \$300 per person

Individuals 35 years or younger who are engaged in activities meeting the description of a Town or Urban Developer, either for themselves or a firm are eligible for Next Gen membership.

Allied Professionals: \$300 per person

Individuals, corporations, or businesses that provide services to the industry. Registry members do not have the right to vote. PLEASE NOTE THAT ALLIED PROFESSIONALS MUST BE APPROVED BY THE BOARD OF DIRECTORS.

2014 ROUNDTABLE FEE SCHEDULE

NTBA members and their employees are welcome to attend the Roundtables. Member's employees are not required to be a NTBA member.

Please note that potential members are welcome to attend one Roundtable before joining the NTBA. The applicable Roundtable fee will apply.

NTBA members are welcome to bring spouses and significant others to the Roundtables, but an additional fee will be charged to cover expenses.

NTBA Member, NTBA Employees, or First Time Attendee: \$550 per person

Member spouses or significant others: \$300 per person



2014 NTBA MEMBERSHIP APPLICATION AND ROUNDTABLE REGISTRATION

Date: _____

Name: _____

Company: _____

Address: _____

E-mail: _____

Mobile: _____

URL: _____

2014 NTBA MEMBERSHIP FEES	FEE	AMOUNT
Town/Urban Developer – Principal or High-Level Management	\$600	
Associate Membership, Next Gen Membership, or Affiliated Professional	\$300	
2014 NTBA ROUNDTABLE FEES		
Storrs Center, Storrs, CT Fall Roundtable is October 24-26 Registration – Per person (Save \$100 with reservation by September 1) <i>WELCOME! First time attendees are not required to have an NTBA membership to attend their first Roundtable.</i> <i>NEW! Employees of NTBA members may attend Roundtables without becoming members. Simply register your employee and pay the required registration fee.</i>	\$550 \$450 (by 9/1/14)	
Member Spouse or Significant Other	\$300	
TOTAL DUE		

Please make checks payable to the NTBA and mail this form and your check to:
 NTBA, Attn: Monica V. Quigley, 2305 Trant Lake Drive, Virginia Beach, VA 23454

ABOUT OUR SPRING ROUNDTABLE HOSTS



John Rinehart, Founder, Civitas Consulting and NTBA Board Member

John is founder and president of Civitas Consulting, providing planning and development services since 2012.

Prior to starting Civitas Consulting, John was division vice president for Castle & Cooke's Florida operation which included completion of Keene's Pointe, a 1068 unit master planned community near Windermere, FL, and the founding of Oakland Park, an 950 unit traditional neighborhood development in the City of Winter Garden and the Town of Oakland.

Oakland Park is the only certified Green Development in Orange County.

Responsibilities for Castle & Cooke included management of all assets; preparation of budgets and business plans; overseeing staff, development operations, marketing, HOA, acquisitions, entitlements and planning.

Prior to joining Castle & Cooke John was a principal with Glattig Jackson Kercher Anglin Lopez Rinehart, Inc. serving as Director of the Master Planning Group responsible for servicing private land development clients. John is a graduate of the Georgia Institute of Technology and the University of Pennsylvania.



Oakland Park

CRESCENT COMMUNITIES

www.liveatoaklandpark.com

Oakland Park was inspired by small towns of the early twentieth century. Houses are close to the street to foster social interaction, while creating picturesque streetscapes. We integrated the natural environment in a way that entices you to get out and enjoy life, and designed everything to connect you with the experiences and activities you desire. And help you meet friends along the way. Our preservation of old-Florida's character and craftsmanship creates a stunning sanctuary you'll want to call home.

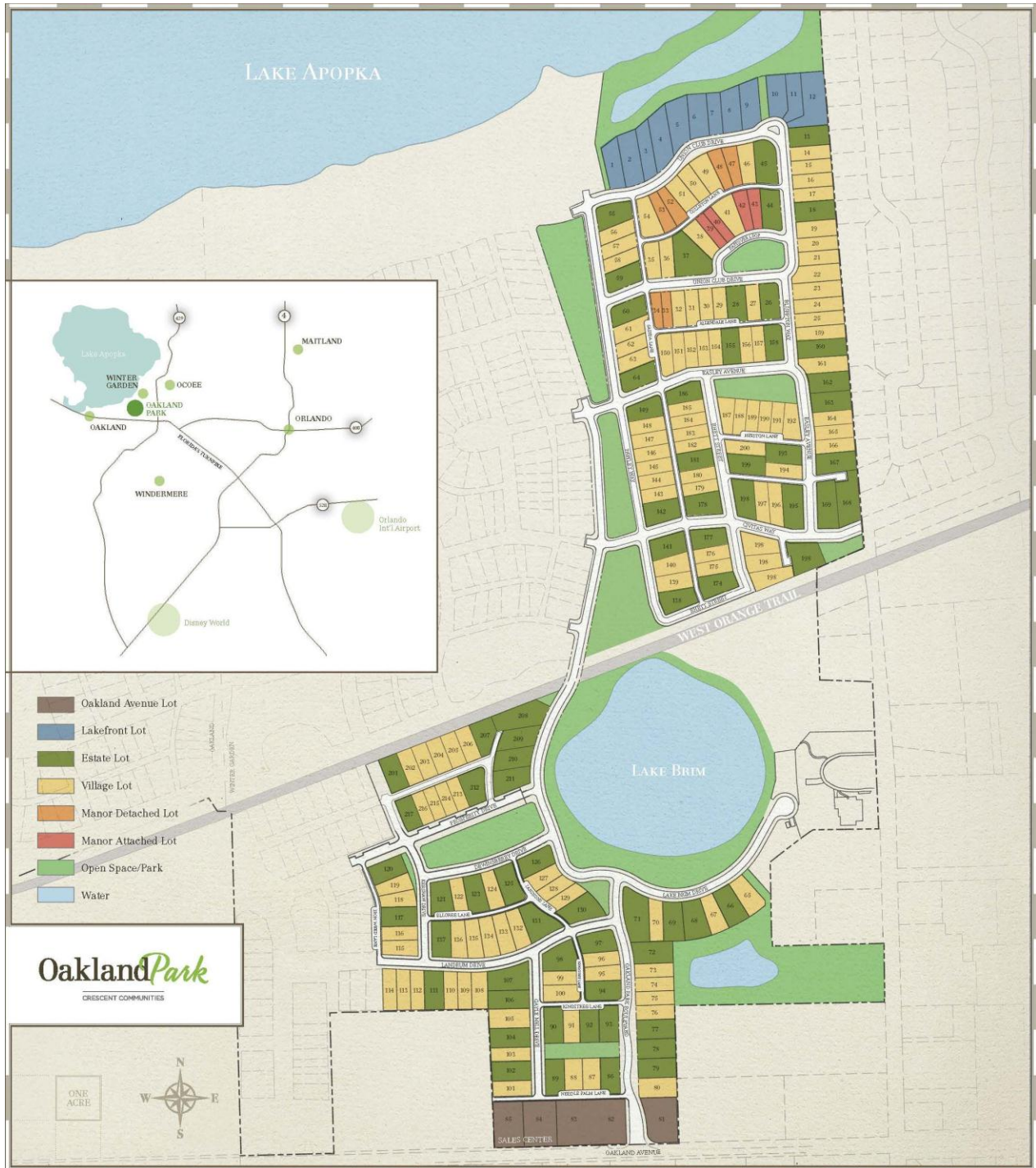
Within Oakland Park, residents enjoy the healthy benefits of a walkable community and experience acres of green space, trails and lakes. Grassy areas and open spaces weave through the community like a street network. Meadowmarsh Park and Pool is located adjacent to beautiful Lake Brim and

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914-715-5576 / info@ntba.net

consists of a swimming pool for Oakland Park residents along with open play fields, pathways, and a playground. In addition to the many parks that provide civic space for neighborhood areas, a linear park connects Lake Apopka to the West Orange Trail and Lake Brim.

Winding along the shores of Lake Brim, the [West Orange Trail](#) entices residents to explore the outdoors, whether walking, jogging, biking or simply meeting friends. This landmark amenity delivers access to 22 miles of walkways, trails and preserved wetlands. The West Orange Trail connects residents to nature, as well as local shopping, dining, culture and entertainment in Winter Garden.





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 2305 Trant Lake Drive, Virginia Beach, VA 23454
 914-715-5576 / info@ntba.net



Build Community. Better People's Lives.
crescentcommunities.com

Crescent Communities, LLC is a real estate development company based in Charlotte, NC, with a long history of high-quality investment and development. Established in 1969, the company has assets with a market value approaching \$1 billion.

Building on this rich, 40-year history, Crescent's leadership team is experienced in every aspect of the real estate business from single-family to multifamily, and commercial to land management in the southeastern United States. A firm financial position, extensive land holdings, and access to capital make Crescent Communities nimble and focused on developing the places the market wants and needs.

Our development philosophy emphasizes enduring value and a focus on the future. Long-term success and sustainability are the foundation for each project and guide the development process. We develop from a true triple-bottom line perspective, ensuring Crescent Communities' developments endure long after they are complete. A commitment to build to environmental levels that are sustainable and meaningful now, and into the future, make each development a valuable part of the community fabric.

SPEAKER BIOGRAPHIES



Jay Berlinsky, SC-Advisors

Jay is the founder and owner of SC-Advisors and a 30 year veteran of the development industry in central Florida.

Jay played a major role in the planning and development of \$1.2 billion in new public venues including the new Amway Center, Dr. Phillips Center for the Performing Arts and Citrus Bowl. SC-Advisors was the developer representative for the recently completed Amway Center and the Owners Advisor for the Citrus Bowl re-construction. His involvement in southeast Orlando/Orange County dates back to 1994 leading the master planning of over 2,300 acres in this emerging market including over 4,000 homes and several major employment centers.

His focus has always been the central Florida market and his resume includes many of the region's most prominent developments including SunTrust Tower, CNL Tower II, Campus Crusade for Christ and Wycliffe Bible Translators, Amway Center, the Citrus Bowl and Moss Park Community.

He is currently working on the new downtown Sports & Entertainment complex, a new master planned community, two new sports venues and a senior care community including a full continuum of housing and a community based ambulatory care center with focus on the elderly.



Mike Bollhoefer, City Manager, City of Winter Garden, Florida

When Mike Bollhoefer joined the City of Winter Garden in 1996 as a temporary employee, the City was a shadow of the vibrant place it is today. Working his way up to Finance Director and ultimately City Manager, Mike has guided the City through a revitalization with sound financial planning and a long-term strategic vision. The City's environment of fitness, health and wellness was firmly established when the abandoned rails that ran through the center of downtown were replaced by the West Orange Trail. The building of the nearby pavilion and splash pad created a family activity center and permanent home for the City's farmer's market, recently voted America's Favorite Farmers Market of its size by the American Farmland Trust. Young families, entrepreneurs and forward-thinking businesses are attracted to the quality of life that Winter Garden now offers with its bike and walking trails, fresh local food, outdoor activities and healthy living. The buildings that were boarded up and deteriorating in the mid-90's are now being restored, renovated and leased in an attempt to keep up with the demand for office space and housing near the bustling downtown. Property values are increasing in Winter Garden faster than any other city in Central Florida, demonstrating how important health and wellness is to making a community successful. Mike has other health and wellness projects on the horizon, such as a local farming initiative, linking the City's trails into a complete network, and traffic calming improvements to make the city's streets more pedestrian and bike-friendly.

Mike earned his Bachelor's degree in accounting from the University of Florida in 1992, and his Master's in Public Administration in 2003 from Troy State University. Mike is a Certified Public Accountant and has served as Winter Garden's City Manager for the past ten years.



Bruce Cannon, Vice President, Director of Business Development, LCS

Mr. Bruce Cannon serves as Vice President, Director of Business Development for LCS. In this role, he is responsible for overseeing business development for the South and Southeast, including those related to new project developments and management opportunities for the LCS Family of companies. LCS is celebrating its 43rd year of providing services to seniors. Approximately 30,000 people live in the more than 128 communities served by LCS.

Mr. Cannon previously served as Executive Vice President and Chief Financial Officer of CRSA Management, LLC, the predecessor company to CRSA / LCS Management and CRSA Development, as well as served as a member of the Company's Board of Directors. He has more than 25 years of retirement living and senior housing experience. Mr. Cannon has been involved in the preparation of more than 100 financial feasibility studies and planning analysis for retirement communities involved with entrance fee, rental, assisted living,

skilled nursing and healthcare related facilities. In this capacity, he has been involved with the issuance of more than \$1.5 billion of retirement living and long-term care financings.

Prior to joining CRSA in 1989, Mr. Cannon served as a member of Ernst & Whinney's (now Ernst & Young) National Retirement Center Consulting Group, where he was responsible for the preparation of financial and economic feasibility studies for senior housing projects. In addition, Mr. Cannon has also served as a member of the Advisory Committee to the National Continuing Care Data Base developed by Leading Age (formerly the American Association of Homes and Services for the Aging--AAHSA) and has served as a faculty instructor of Leading Age's (formerly AAHSA's) Retirement Housing Professionals certification program. He has given numerous speeches and presentations on retirement community financings and overall trends in senior housing at such conferences as AAHSA, the National Investment Conference, Herbert J. Sims & Company, Ziegler, SFCS By Design Architects and others.

Mr. Cannon holds a Bachelor Degree in Accounting from the University of Alabama.



Daniel J. Cinelli, FAIA, Principal, Perkins Eastman

Daniel Cinelli has worked with more than 100 national senior living not-for-profit organizations, sponsors, and associations and has become a true visionary in the field. He leverages his 30 years of experience to facilitate his clients' strategic thinking. He has been a speaker, collaborator, strategic partner, and advisor to Leading Age and 15 other not-for-profit state associations since 1982. He is a frequent contributor to industry publications and a regular speaker on future elder care consumer trends.

Dan has given more than 65 lectures with life-changing ideas to a variety of senior housing and gerontology organizations over the past 20 years. Dan's latest presentations have included: "Don't Do Sideways, Invent the Future," AJAS Annual Conference, March 2012. "Environmental Design, Core Course III Coalition for Leadership in Aging Services, 1989 – present," Intensive twice-yearly design primer taught to senior living administrators throughout the U.S. "Avoid the 'Uh-Oh' Moment: Integrated Scenario Planning," The Association of Ohio Philanthropic Homes (AOPHA) Annual Conference, September 2010. "How Will the New Consumer's Demands be a Catalyst for YOUR Market?" American Institute of Architects (AIA) DesignDC 2010, August 2010. "Senior Housing Design Trends," 3rd Annual Spring Symposium on Senior Housing Design And Development, sponsored by the University of Maryland School of Architecture, Planning and Preservation | Colvin Institute of Real Estate Development | Neighborhood Development Collaborative, May 2010. "Ready, Set, Go = Resilient Planning Tactics," Association of Jewish Aging Services (AJAS) Annual Conference, April 2010.

Mr. Cinelli is a member of the College of Fellows of the American Institute of Architects (AIA), National Council of Architectural Registration Boards (NCARB), Leading Age, and Life Services Network (LSN). He has served as Chairman of the AIA Chicago Chapter Housing Committee, Global Design Alliance, and member of the CLAS Advisory Group; was a founding member of the Society for Advancement of Geriatric Environments (SAGE) and a member of the Continuing Care

Accreditation Commission (CCAC) Consultant Task Force; and was a co-designer of the Leading Age Assisted Living Prototype.

Many of Mr. Cinelli's design and planning concepts have received awards from two of the senior living industry's most respected programs – Design for Aging Review (AIA/Leading Age) and Contemporary Long Term Care. He also received the Alumni Constituent Leadership Award from the University of Illinois at Chicago School of Architecture Alumni Association and the Young Architects Award from the AIA Chicago Chapter.



Ian Gillis, President, Urban Community Partners, LLC

Ian C. Gillis is President and a principal of Urban Community Partners, LLC. With more than 30 years in the real estate industry, both in the United States and the United Kingdom, Ian has a broad range of experience in land acquisition and entitlement, community planning, development, asset management and disposition.

Ian has held senior management positions with international development companies and has established new development operations in Southern California, Hawaii and Northern California, having bottom-line financial responsibility for major commercial and residential projects.

Ian co-founded Urban Community Partners in 2001, to focus on smart growth Traditional Neighborhood Design projects. Since that time, Ian has carried out consulting engagements in the United States and the UK and has been engaged as a partner and development lead in the East Garrison, a 244 acre, 1,400 unit, public-private partnership, military base re-use project on the former Fort Ord in Monterey County, California which is now under construction. Ian has also been acting as a development consultant and project manager for Laurel, a 1,000 unit Traditional Neighborhood Design project; incorporating an organic farm, in Yuma Arizona.

Ian serves on the boards of several non profit organizations including; The National Town Builders Association, committed to the successful development of smart growth neighborhoods that are economically, socially and environmentally sustainable, The Monterey Horse Park, and the Seaside Institute, a non-profit educational organization that promotes the building of community in cities and towns through design, education and the arts.

Ian has been a speaker at national conferences including; the Urban Land Institute, Pacific Coast Builders Conference, The California Redevelopment Association, The National Appraisal Institute, The Association of Defense Communities, The Congress for New Urbanism and the Seaside Institute.

Ian is a graduate of the University of Greenwich in London, and is a Professional Member of the Royal Institution of Chartered Surveyors, the United Kingdom's premier real estate professional organization. He is also a Professional Member of the Prince's Foundation for the Built Environment and a member of the Congress for New Urbanism.



Ian Lockwood, P.E., Livable Transportation Engineer, Toole Design Group

Ian has Bachelor & Masters Degrees in Civil Engineering from Carleton University. For the first decade of Ian's career, he conducted a variety of projects involving street design, parking, site design, transit stations, and the groundside of airports. During this time, he became a proponent of "traffic calming" and what is now known as "complete streets". In the mid-1990s, these ideas gained traction and Ian became the consultant for the Route 50 project in Virginia and the City Transportation Planner for the City of West Palm Beach. He led America's first two major federally-funded pilot traffic calming efforts: i) the Route 50 project in a beautiful rural area, that wanted to be preserved; and ii) its "sister project" the calming of a network of State arterials and local roads in a blighted city and downtown that wanted to be revitalized. Both efforts defied conventional transportation thinking, both had effective public involvement, both were challenging and, in the end, both were successes. Interestingly, the lessons learned in these two very different contexts were very similar. Since then, Ian has employed and built on these same lessons in diverse contexts in cities and states across North America to help solve other difficult challenges. In 2011, Ian was awarded a Loeb Fellowship at Harvard University during which he studied the links between transportation, land use, and successful outcomes for communities at all scales. Ian's current work includes walkability projects, restoring 1-way streets to 2-way, taming arterials, shared spaces, policy reform, and designing main streets, campuses, and downtowns. Ian has guest lectured at several universities and is occasionally interviewed on National Public Radio. For fun, he does photography, cartooning, and road cycling.

Matthew Kelly, President, MK Real Estate Advisors



As President, MK Real Estate Advisors, Matthew Kelly brings over 30 years of experience to real estate consulting and development. He provides strategic, feasibility, due diligence, planning, and operational services for mixed-use, residential, retail, and various projects. In addition to his real estate work, Kelly provides strategic, financial and C-level support for small private colleges.

As Vice President of Disney Real Estate Development and President, The Celebration Company, Kelly directed the Florida Real Estate Development team that managed and developed Disney's land holdings outside of the company's core entertainment business. In his 22 years with Disney, Kelly's primary emphasis was on mixed use projects, including Celebration, an award winning master planned community, Flamingo Crossing, a tourist commercial development, and Golden Oak, a luxury resort community at Walt Disney World. He focused on new project development, strategic land use, planning and design, and real estate analysis.

Prior to joining Disney, Kelly was involved with master-planned community developer Heathrow Land and Development and commercial developer, Orlando Central Park. He is a graduate from the University of Central Florida, where he earned a Bachelor of Science degree in Business Administration. A central Florida native, Kelly currently lives in Winter Garden with his wife and two children.



Gregg Logan, Managing Director of Community and Resort, RCLCO

Over the past 30 years Gregg has worked with leading real estate developers, land owners, investors, builders and public sector entities, helping them make the best development, investment and/or planning decisions for their real estate. Gregg's advisory work has included market evaluations and strategies for residential, commercial, and mixed-use developments; town centers and suburban business districts; and economic development studies for cities, counties, and community improvement districts.

Since joining the firm in 1979, Gregg has conducted and supervised real estate consulting assignments throughout the U.S. and abroad. His international work includes projects for clients in Argentina, Mexico, Bermuda, Cayman Islands, Dominican Republic, Antigua, Saudi Arabia, and Turkey.

Gregg participated as a market specialist to help create ULI's Ten Principles for Developing Successful Town Centers, and is a contributing author of ULI's Transforming Suburban Business Districts, Active Adult Retirement Communities, and Housing for Niche Markets. He published a white paper for the U.S. EPA titled The Market for Smart Growth.

Gregg has also published articles and/or been quoted as an industry expert in *The New York Times*, *San Francisco Examiner*, *The Washington Post*, *The Wall Street Journal*, *Real Estate Today*, *Urban Land*, *The Atlanta Constitution*, *Atlanta Business Chronicle*, and *Builder*, with regard to a variety of land use and development-related issues. He has been a speaker for national and regional groups, including ULI and the National Association of Home Builders.

Gregg is a 1980 graduate of the UCLA. Later he taught Real Estate Development Methods at the Georgia Institute of Technology, College of Architecture, Graduate City Planning Program. He currently teaches Real Estate Economics at Rollins College Hamilton Holt School in Winter Park, Florida, in the Masters of Civic Urbanism program.



Lisa Portelli, Director of Community Health/Winter Park Health Foundation

Ms. Portelli has been a Program Director at the WPHF for 11 years where she oversees the Foundation's Community Health focus area and has led WPHF's entry into policy-based work. Ms. Portelli's grant portfolio includes initiatives that promote policy change and programs in areas that promote behavior change and strengthen the built environment. Lisa is also an adjunct instructor at the University of Central Florida and teaches "Planning Healthy Communities" in the Masters of Urban and Regional Planning program.

Ms Portelli currently serves on the board of Bike/Walk Central Florida, the Winter Park Chamber of Commerce, and is Vice Chair of the United Way Financial Stability Cabinet. Lisa was appointed to serve on the MetroPlan Orlando Bicycle and Pedestrian Advisory Committee by the Eatonville Town Council.

Lisa Portelli has a degree in journalism from University of Wisconsin-Oshkosh and a Masters in Public Administration from the University of Central Florida. Lisa is married, has two children and is an avid cyclist and an Ironman triathlete.



Laura Heery Prozes, AIA

Laura is Co-Founder of Brookwood Group, with George and Shepherd Heery; as well as of Satulah Group, which they sold to Jones Lang Lasalle in 1998. Brookwood Group is a development, design, planning and project management company for corporate real estate, institutions, universities and new urban transit districts.

As an architect and master planner, Laura was Principal-in-Charge and lead the master plan and concept design for Turner TimeWarner's campus in Midtown Atlanta; for The Coca-Cola Company in Brussels; and was the Design Architect for the Georgia Institute of Technology/Savannah; and Lakeside Commons II. Laura led the first Peachtree Corridor redesign, from urban highway to livable boulevard in Atlanta, now completed in Buckhead. She provided the pre-development urban design for the Glenwood Park, a CNU Charter Award project, has consulted to seminal projects from Serenbe to the AEDC for pre-development Centennial Olympic Park concept. Laura worked for John Burgee Architects with Philip Johnson for large mixed-use project design.

A Board Member and Initiatives Co-Chair for the Congress for the New Urbanism, Laura started and leads "The Invisible Asset Class Initiative," after co-chairing the CNU "Live/Work/Walk Finance Initiative," which achieved regulatory reform to federal housing finance. Laura is laying groundwork for a "New Urbanism and China" initiative and actively co-chairs CNU "Health Districts," organized with the US Centers for Disease Control and Prevention.

As Executive Co-Chair of the 18th annual Congress for the New Urbanism, organized with the U.S.C.D.C., Laura created "Urban Labs" with the Atlanta Regional Commission, Central Atlanta Progress, She is a speaker at new urbanism-related conferences, such as the Eco-Districts Summit 2013; the Mesa Arizona Real Estate Development Summit, 2013, organized with the president of US Conference of Mayors; and the UMiami Real Estate Impact Conference 2014. Laura is Panel Co-Leader for the 2014 ACEEE (American Council for an Energy Efficient Economy) for "Resilient, Sustainable Communities: New Urban Strategies". She has been a visiting professor for Georgia Institute of Technology graduate architectural design studios and visiting critic at Pratt University,

Laura has been a member of the Young Presidents' Organization (YPO), International Women's Forum; Carter Center Board of Councilors, and the boards of Atlanta Botanical Gardens, Research Atlanta, Earthshare, Georgia Cities Foundation, Georgia Trust for Historic Preservation. Active with Atlantic Council, the Somaly Mam Foundation and other non-profits, Laura graduated by the Regional Leadership Institute, Leadership Atlanta, and participated in LINK trips of the Atlanta Regional Commission. She received a Masters in Architecture from Yale University.



David Scheuer, President, The Retrovest Companies

David Scheuer has over thirty-five years of experience developing several award-winning residential and mixed-use projects. The company has built a reputation for design quality, environmental sensitivity, a commitment to building sustainable, healthy neighborhoods and a willingness to take on complex joint public/private development and a commitment to sustainable development. Mr. Scheuer has worked on projects in Vermont, Washington D.C., and in four western states.

Mr. Scheuer is a former National Director of the National Association of Home Builders; a former Board Member of the Preservation Trust of Vermont and was a co-founder of the Fund for Vermont's Third Century; In 1990 Mr. Scheuer was inducted into Lambda Alpha, the National Land Economists Society. He is a former Trustee of the U.S. Ski Team Foundation and currently serves on the Executive Board of the National Town Builders' Association. For ten years he has served on the Board of Champlain College where he was a member of the Executive Committee and chaired its Facilities Committee.

In 1987 Mr. Scheuer served as Interim Staff Director of the United States Senate Committee on Agriculture; in 1993 he served on President Clinton's Transition Commission for the Departments of Agriculture and Housing and Urban Development and subsequently on the Executive Staff of the President. He was appointed by Governor Howard Dean to Vermont's Municipal Land Law Review Commission (2001-2003) and serves as an advisor on housing and land use issues to Vermont's current Governor.

Since 1989 Mr. Scheuer has been active in the Urban Land Institute, where he serves on the Public/Private Partnership Council; in addition he has participated in or chaired numerous ULI Advisory Service Panels relating to University-sponsored development, urban infill, real estate asset disposition strategies and neighborhood redevelopment planning. He recently chaired ULI's National Convocation on Building Healthy Communities and is a frequent speaker in behalf of ULI's Healthy Communities Initiative.

Mr. Scheuer attended the University of Colorado, where he was an All-American alpine skier. From 1972 to 1978 he was a member of the U.S. Alpine Ski Team. Mr. Scheuer did graduate work in Agricultural and Land Economics at the University of Vermont and has completed the Advanced Real Estate Development Management Program at Harvard University.



Mark L. Troen, FRICS, CRE, Managing Partner and Principal, The Winnmark Group

Mr. Troen has 30 years of experience with investment banking, development companies, real estate firms, institutions, and corporations, having worked on \$10 Billion in transactions with high-level returns on high-risk, turnaround, and problem assets. Mr. Troen has sourced, negotiated, conceived, analyzed, planned, entitled, developed, completed, and restructured mixed-use, retail, office, industrial, and residential

projects nationwide and internationally, ranging in size from \$5MM-\$1 Billion and up to 1,000,000 sq. ft. and 3,000 acres.

Mr. Troen has seasoned experience in all aspects of real estate investment, development, and management, including: acquisitions and dispositions; financings and re-financings; asset repositioning, workouts, and restructuring; management, leasing, marketing, and sales; and construction, redevelopment, and new development.

Mr. Troen currently focuses on specific asset and portfolio strategies including: opportunistic situations; sub- & non-performing loans; distressed, under capitalized, and bankrupt assets; environmentally challenged and compromised properties, litigation, partnership issues, and management disputes.

Mr. Troen has an extensive history in the real estate workout and restructuring field, beginning his career at Security Pacific Realty Advisory Services where he created innovative financial and transaction strategies for troubled assets and opportunistic situations while directing multi-disciplinary teams in land development and building projects nationwide. Subsequently, at the height of the last real estate depression (1991-1995), he joined the Asset Management and Special Situations Group at HSBC USA (Marine Midland Bank), where he successfully acquired and disposed of foreclosed assets throughout the Northeast, Mid-Atlantic and Southeast US. He maximized returns and created profits on a \$1 Billion portfolio far above and beyond book value recovery.

At The Weitzman Group, Mr. Troen created the Development Advisory Services practice for mixed-use, commercial, residential, and land properties. In the process, he transformed and rebranded a highly regarded real estate feasibility firm into a comprehensive real estate services provider.

As Chief Development Officer at Monday Properties, he developed new properties; redeveloped existing assets; marketed fee-generating services; revitalized a troubled loft conversion; planned signature developments; and sourced new acquisitions for a 7-million square foot New York and Washington, DC, office, residential, and mixed-use portfolio.

Mr. Troen was a co-founder of Racebrook Capital Advisors (where he specialized in the acquisition of opportunistic real estate assets, non-performing/sub-performing loans, and distressed properties) and recently served as the Chief Operating Officer of Sheldon Good & Company (a Racebrook Portfolio Company), where he reinvigorated a 45-year old nationwide real estate auction services firm; revamped legacy operations and restructured business development, marketing, and project management; introduced innovative technology to prospect for clients and manage the sales process; and conducted over 100 auctions, achieving \$375 Million in closed real estate sales.

Mr. Troen has a multi-disciplinary educational and professional background, with an MBA from The Wharton School and a Master of Architecture degree from the University of Pennsylvania. He graduated from Harvard College, AB cum laude, while majoring in economics.

Mr. Troen is active with the Urban Land Institute (ULI); is the Chair Emeritus of the Urban Development Mixed-Use Council Gold; and has served on ULI Advisory Services Panels in Chicago, Charlotte, Detroit, and Raleigh-Durham. He is a Fellow of the Royal Institution of Chartered Surveyors (FRICS); a Counselor of Real Estate (CRE) with which he has served on Consulting Corps Panels in Seattle, Boston, Las Cruces, NM and co-chaired in Fresno, CA; a member of the American Institute of Architects (AIA); and a Registered Architect (NCARB & Florida). He is

an Adjunct Professor at the NYU Schack Institute of Real Estate. Mr. Troen holds Real Estate Broker's Licenses in New York, Connecticut, and Maryland.



Mike Watkins FAIA NCARB AICP LEED-AP CNU-A, Principal, MICHAEL WATKINS ARCHITECT, LLC. Architecture & Town Planning

Michael Watkins is the founder and principal of Michael Watkins Architect, LLC, an architecture and town planning firm. The firm's work includes the preparation of master plans for neighborhoods, hamlets and town extensions, preparation of design guidelines, various town architect services for TNDs, and leading and participating in urban design charrettes. He serves as the Town Architect for Norton Commons (a DPZ master plan) in Louisville, Ky. and Whitehall (a PlaceMakers master plan) near Wilmington, Del. He collaborates with numerous other New Urbanist firms, among them Urban Design Associates, TortiGallas and Partners, Placemakers and the Prince's Foundation for Building Community.

In 2007, Mr. Watkins left his position as Director of Town Planning with Duany Plater-Zyberk & Company to enroll in the Masters program in Classical Design offered by The Institute of Classical Architecture & Classical America and the Georgia Institute of Technology. While with DPZ, he opened their Washington, D.C. office (1988), where he served as the Town Architect for Kentlands, a 352-acre neo-traditional neighborhood northwest of Washington, D.C., led many charrettes for a wide variety of types on projects, and was a member of design teams for over sixty towns and neighborhoods in the United States and abroad.

Mr. Watkins is one of the co-authors with Andres Duany of the SmartCode, a zoning ordinance that legalizes the development of traditional neighborhoods. In 2003 Mr. Watkins edited and produced The Guidebook to the Old and New Urbanism in the Baltimore / Washington Region. Mr. Watkins speaks on the subject of traditional architecture and urban design at universities and conferences in the U.S. and abroad. He is a member of the Congress for the New Urbanism, the American Institute of Architects, the Institute of Classical Architecture and Art, the New Urban Guild and the American Institute of Certified Planners.