Cornell Real Estate Council

39th Annual
Cornell Real Estate Conference

Real Estate Reset:
Building a New Playbook

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Featuring Keynote Interview:

Debra A. Cafaro
Chairman & CEO, Ventas, Inc.
2021 Cornell Baker
Industry Leader Award Recipient

Dominic Chu '99
Senior Markets
Correspondent, CNBC

Additional Virtual Conference Panelists Include:

Douglas C. Yearley Jr. '82, Chairman & CEO, Toll Brothers
Gary Berman, President & CEO, Tricon Residential, Inc.
Drew Flahive, President, Amherst Residential
Diana Olick, Real Estate Correspondent, CNBC
Brad Greiwe, Co-Founder & Managing Partner, Fifth Wall
Jennifer Wenzel, Director, Teacher Retirement System of Texas
Sara Geiger, Portfolio Manager, State Board of Administration of Florida
Arie Barendrecht, Founder & CEO, WiredScore
Kevin Danehy, CEO of North America, Willow
Lucas Haldeman, Founder & CEO, SmartRent
Natalie Hong, Investment Officer, United Nations Joint Staff Pension Fund

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ABOUT THE CONFERENCE

The Cornell Real Estate Council (CREC), with the generous support of Cornell University, the Cornell Center for Real Estate and Finance, the SC Johnson College of Business, the College of Architecture Art & Planning and the Cornell Baker Program in Real Estate, is proud to present the 39th Annual Cornell Real Estate Conference. This year's conference will again be virtual taking place over four days via a series of engaging webinars featuring the industry's top thought leaders. Last year's conference attracted over **5,000 attendees**. To address today's prevailing themes, our featured speakers will share their views on the outlook for commercial and residential real estate — specifically how different property types are adapting to the economic, technological and lifestyle trends that have accelerated due to the pandemic. As a result of our growing list of generous sponsors, there is no registration fee for the conference. Most of the funds raised will be used to support our mission to nurture emerging talent and build diversity within the real estate industry. Whether you are an undergraduate or graduate student, alumnus, alumna or experienced professional, we hope you will join us for a powerful conference.

CONFERENCE SCHEDULE

Thursday, October 21st @ 5pm EST
Presentation of the 2021 Cornell Baker Industry Leader Award to Debra Cafaro, Chairman & CEO of Ventas, Inc. with interview conducted by Dominic Chu '99, CNBC Senior Markets Correspondent

Thursday, October 28th @ 4pm EST
The Rapidly Changing Residential Landscape

Tuesday, November 2nd @ 11am EST
The Accelerating Digitization and Innovation of the Built World

Thursday, November 4th @ 4pm EST
An Exclusive Presentation of 2021 Institutional Real Estate Allocations Monitor
immediately followed by
Global Investors' View on Real Estate Investment Themes and Opportunities

Register Here ▶

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WHY SPONSOR?

As was the case in 2020, the need to help students and recent alumni continues to be a priority given ongoing COVID-related challenges. We are asking our members and conference attendees to consider tax-deductible contributions to CREC which will help fund various initiatives that support:

- expanded opportunities in the real estate industry for women and people of color
- real estate career guidance
- scholarships/grants

Last year's event attracted over 5,000 attendees from around the world, and we hope to exceed that number this year—so we are confident your support will not go unnoticed.

SPONSOR BENEFITS

Chairman's Circle: Official sponsorship of the Cornell Baker Industry Leader Award keynote panel

Platinum: Official sponsorship for panel of choice (not incl. keynote panel)

All Tiers:

- Company logo promotion & verbal acknowledgement at beginning & end of virtual events
- Company logo promotion on CREC website
- Company name promotion on social media outlets including LinkedIn
- Company name promotion to CREC membership via periodic email blasts

YOUR SPONSORSHIP FUNDS AT WORK

To oversee the distribution of funds, CREC has assembled a Diversity, Equity & Inclusion Advisory Board chaired by CREC Board Member, Lynn Gray. Please be sure to check out the profiles of the Advisory Board members here.

The Cornell Real Estate Council is pleased to announce the first of many recipients of these sponsorship funds:

- **Organization:** Cornell Future Architect Award and Summer Scholars (in partnership with Cornell AAP)
- **Purpose:** Contribution to the CFAA award fund will support the participation of minority or disadvantaged high school students, or items affiliated with program operation. To learn more about the program, you can review the proposal here.

- **Organization:** Philip Payton Society for Minority Professionals in Real Estate Case Competition
- **Purpose:** The PPS Case Competition is an initiative designed to introduce minority undergraduate students to the real estate industry through a 3-part learning series and a capstone case analysis. In just 2 short years, the competition has grown to include 14 participating HBCUs and almost 50 students. On April 9th, 5 finalist teams presented their analyses to a panel of judges. You can watch a recording of the presentations and award announcements here.

In addition to allocating funds, CREC has developed and nurtured a series of initiatives to support inclusivity of underrepresented populations in real estate, expand real estate career education and foster mentorship. These initiatives include *Coffee Chats*, a bi-weekly virtual series held this past Spring featuring female industry professionals, as well as *Career Circles*, a mentorship program, which launched its second iteration with the start of the Fall semester.

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CONFERENCE STEERING COMMITTEE

Co-Chairs

Alan Riffkin '88
Managing Member,
AFR Capital Advisory

Jen Davis '12
Managing Director &
Co-Head of Investor Relations,
Northwood Investors

Lanhee Yung '97
Founding Partner,
Sage Hall Partners

Members

Alan Tantleff '87 (FTI Consulting)
Amanda K. Redlus (Cornell Real Estate Council)
Bruce Batkin '76 (Terra Capital Partners)
Catherine von Seggern MPS '98 (Ernst & Young)
Christy Fields '89 (Meketa Investment Group)
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David Rupert '79 (Griffin Capital)
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Federico Sanchez '24 (CREC Intern)
Firas Turkmani '14 (Ackman-Ziff)
Gabe Boyar '87 (Amherst Capital)
George Sotelo '23 (CREC Intern)
James Deck '13 (Henderson Park)
Jason Chiverton '05 (Rockpoint Group)
Jenny Wang '12 (Sunrise Real Estate)
Lynn Zuckerman Gray JD '75 (Campus Scout)
Mark Weber (Cornell - Associate Dean, College of Architecture, Art & Planning)
Matthew Mitchell '97 (SteepRock Capital)
Meg Keilbach '88 (Cornell – Alumni Affairs & Development, S.C. Johnson College of Business)
Natalie Hong '06 (United Nations Joint Staff Pension Fund)
Neville Rhone '93 (Arc Capital Partners)
Paul Rubacha '72 (Ashley Capital)
Priscilla Anne Wongso '24 (CREC Intern)
Rob Kline '84 (Chartres Lodging Group)
Seth Singerman '99 (Singerman Real Estate)
Spencer Burton MPS '15 (Stablewood Properties)
Steven Carvell (Cornell - Center for Real Estate and Finance)
Tracey Gamble '99 (Apollo)