

ULI Spring Meeting 2017 | Seattle, WA

# BIO BOOK

## Building Healthy Places Interest Forum



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### Eddie Arslanian

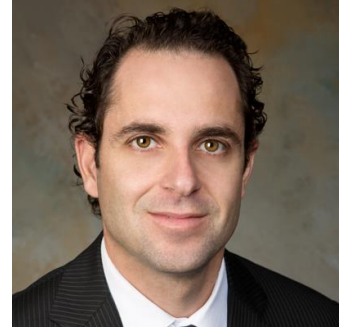
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Eddie Arslanian is a Principal with Ramboll Environ in Los Angeles, California and has 20 years of professional experience in providing technical and management expertise in environmental consulting and engineering. A key part of Eddie's practice is to assist his real estate clients revitalize blighted environmentally impacted properties into beneficial uses. As part of the firm's Liveable Cities (LC) practice, Eddie collaborates with the firm's international LC practitioners to provide solutions presented by global challenges caused by today's megatrends such as urbanization, globalization, resource scarcity, climate change, demographic changes and environmental challenges. Eddie holds a BS in civil/environmental engineering from the University of California at Irvine, an MS in civil/environmental engineering from the University of California at Los Angeles, and an MBA from the University of Southern California.



### Denis Beaudin

President

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Denis Beaudin recently retired from Beaudin Ganze Consulting Engineers, Inc. (BGCE) on March 23, 2015, after more than 23 years of leading the mechanical and electrical engineering firm. He was also an early believer in sustainable design for building systems, and became a champion for the U.S Green Building Council's (USGBC) LEED™ certification program. One of BGCE's early projects, the Sundeck mountain-top restaurant owned by Aspen Skiing Company, became the 11th project in the world to receive LEED certification under the pilot program. Since then, Denis has been involved in over 50 LEED™ certified buildings including six Platinum projects among the Gold and Silver certified projects. "Aviation was the key," says Denis, who piloted the firm's aircraft to job sites often inaccessible by limited or non-existent commercial flights. "Our own aviation allowed us to expand further into the western U.S., and, in turn, across the country" working on predominantly hospitality and healthcare projects. Denis is a licensed Professional Engineer in 18 states.



**Michael Bloom, P.E., ENV. SP, CFM, BCEE**

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Michael F. Bloom, P.E., ENV SP, BCEE, CFM is the Sustainability Practice Manager for R. G. Miller Engineers, Inc. a 70 person civil and environmental engineering firm located in Houston, Texas. He designs natural drainage systems that increase operating income, reduce detention requirements, increase developable land, and provide higher amenity values. He served as an expert reviewer of and contributor to the recently released ULI report [Harvesting the Value of Water: Stormwater, Green Infrastructure, and Real Estate](#) (April 2017). Michael is an Envision Sustainability Professional, a Certified Floodplain Manager, and a Board Certified Environmental Engineer. Mr. Bloom serves on the Steering Committee of the Houston Land and Water Sustainability Forum, serves as Vice-Chair of the Government Affairs Committee of the Water Environment Association of Texas, and is a member of the Board of Directors of the Bayou Preservation Association. He has a Bachelor of Science degree in Mechanical Engineering from Syracuse University and a Master of Science degree in Environmental Engineering from Drexel University.



**Deidra Booth**

Development Assistant; MBA Candidate

Insight Property Group

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Deidra Booth is a Construction/Development Assistant at Insight. In this role, Deidra assists the development team and General Contractor with amenity space and unit turnover on the large-scale mixed-use property, The Apollo. Prior to undertaking a major career transition and joining Insight, Deidra spent seven years on active duty in the US Army, and another four as a defense contractor supporting the Department of Defense’s strategic communications (SC) programs across sub-Saharan Africa, Latin America, and Afghanistan. During her tenure she held positions in management consulting for business development, large-scale multimedia program planning, and served as managing producer (various media types) for contracts supporting militarily aligned international communication endeavors with the consulting firms of Booz Allen Hamilton, and Leonie Industries. Deidra earned a B.S. in Project Management with a Minor in Marketing from Colorado



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State University, and is currently completing her MBA with a focus on Walkable Urban Real Estate Development at The George Washington University.

**Mary Borgia**

President

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Mary Borgia, president of The Borgia Company based in Newport Beach, California, specializes in forward thinking advisory services for resort and residential community developments. With more than 35 years of active involvement in real estate marketing, management and development, she applies the art and science of real estate to position communities to be meaningful for the target audiences and value driven for the owner/developer. Mary has been a strategic force behind many notable new and repositioned resort and residential communities. With expertise and talents that span a wide array of disciplines, economic sectors, and geographic experiences, Mary brings an insightful understanding of market dynamics, consumer trends, the built environment and the development process to the table. She is passionate about collaborating with those who are focused on creating value in live, work or play spaces that enhance the human condition by supporting wellness, fostering collaborations and cultivating innovation. Mary has a B.A. from Knox College and an M.B.A from Pepperdine University. Currently she is a Trustee for the Urban Land Institute, member of the National Program Committee, active in the Advisory Services program and has served as the Council Counselor for the Recreation Development Councils.



**Katharine Burgess, AICP**

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Katharine Burgess is director of the Urban Land Institute’s Urban Resilience Program. Through research, advisory services, convenings and outreach, ULI’s Urban Resilience Program helps communities prepare for increased climate risk and be more resilient in the face of climate change. An urban planner with 12 years’ experience, Burgess has practiced urban planning in the United States, the United Kingdom, and Germany, with global project work across the United States, Europe, and Asia. She began her career managing post-Katrina hurricane recovery



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charrettes commissioned by the states of Louisiana and Mississippi and the city of New Orleans and has since worked on a range of large-scale planning projects designed to encourage environmental performance and pedestrian activity. She received a BA from Williams College and an MSc in Regional and Urban Planning from the London School of Economics.



**Erin Christensen Ishizaki, AIA, AICP, LEED AP ND**

Partner

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Erin Christensen Ishizaki, AIA, AICP, LEED AP ND, is a Partner at Mithun – an integrated design firm. An urban designer and architect, Erin is a national leader and advocate for healthy and sustainable urbanism. Her areas of expertise include urban revitalization, housing, EcoDistrict planning, and environmental metrics. She believes in the power of a holistic, human-centric approach and evidence-based design to maximize investment and vibrant community outcomes. Her work, including the Mariposa Healthy Living District, has received industry and peer awards for innovation in health, equitable design, and sustainability. In 2014, the Urban Land Institute recognized Erin as a Global 40 Under 40 Professional.



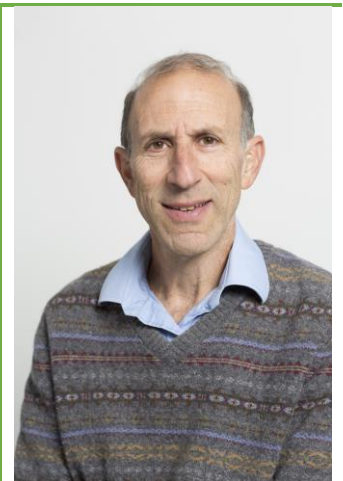
**Andrew Dannenberg, MD, MPH**

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Andrew L. Dannenberg, MD, MPH teaches courses on healthy community design and on health impact assessment. Before coming to Seattle, he served as Team Leader of the Healthy Community Design Initiative in the National Center for Environmental Health, at the Centers for Disease Control and Prevention (CDC) in Atlanta. For the past decade, his research and teaching has focused on examining the health aspects of community design including land use, transportation, urban planning, and other issues related to the built environment. He has a particular interest in the use of a health impact assessment as a tool to inform community planners about the health consequences of their decisions. Previously he served as Director of CDC's Division of Applied Public Health Training, as Preventive Medicine Residency director and as an injury prevention epidemiologist on the faculty at the Johns Hopkins University School of Public Health in Baltimore, and as a cardiovascular epidemiologist at the National Institutes of Health in Bethesda. Dr.



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Dannenberg is board certified in Preventive Medicine (1986-present). He completed a residency in family practice at the Medical University of South Carolina and was board certified in Family Practice (1982-1989).

**Jacqueline Davis**

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Corporate strategist focused on accelerating the adoption of dynamic glass in North America. Building meaningful partnerships with building owners and operators, developers, designers, engineers, builders and sustainability leaders – ultimately, to reduce our carbon footprint and improve people’s ability to thrive within the built environment. Experience in green technology, connected buildings, building design and construction, development and marketing, program management and evaluation, and corporate leadership. Bachelor's degrees from University of California, Santa Barbara and Master's in Business Administration from the University of Texas at Austin. Collegiate volleyball player, fluent Spanish speaker, world traveler and proud aunt of three nieces and nephews.



**Chris Dunn**

President

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Chris Dunn is President of Certified Healthy. Certified Healthy takes a holistic view of the factors impacting human health and assigns relative value to their importance. It gives property owners, tenants, land use planners and regulators a practical way to guide decision making and allocate resources. The non-profit Certified Healthy was developed to assemble a definitive collection of healthy criteria for communities and buildings. Certified Healthy quantifies the qualitative components of creating a healthy place, providing designs and built projects with a score and recommendations on methods to improve the healthy aspects of a project.





## Ryan Doyle

Vice President and General Manager

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Ryan brings nearly two decades of healthcare planning and strategy expertise, including administrative leadership with hospitals and health professionals in both community and academic settings. Most recently, Ryan focused on campus and facility strategies to accomplish market share and capital planning objectives for health systems throughout the country. His current work targets opportunities to connect his knowledge of urban planning, health care services, university-based research and technology within mixed use community developments. Ryan holds a Master of Health Administration from Indiana University and a Masters in Real Estate Development from Auburn University. He is a founding member of the Urban Land Institute’s Healthcare and Life Sciences Council; an active member of the American College of Healthcare Executives and Healthcare Financial Management Association; and a board member of the Nashville Civic Design Center. Away from work, Ryan enjoys his (growing!) family and all his friends and colleagues in Nashville, Tennessee.



## Joanna Frank

Executive Director

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Joanna Frank is the founding Executive Director of the Center for Active Design (CfAD), where she advances design and development practices to foster healthy and engaged communities. The Center for Active Design is the operator for Fitwel, a unique building certification that positively impacts occupant health and productivity through an integrated approach to workplace design and operations. Fitwel’s development was led by the US Centers for Disease Control and Prevention (CDC) and the General Services Administration (GSA). Prior to launching CfAD, Ms. Frank worked for the City of New York during the Bloomberg Administration, where her positions included Director of Active Design and Director of the NYC FRESH program. Before working for the City, Ms. Frank was a Partner at Bright City Development, LLC where she was responsible for the development of mixed-use residential buildings using sustainable design criteria. Ms. Frank is a member of the American Heart Association Workplace Health Steering Committee, as well as the Urban Land Institute's Affordable/Workforce Housing Council.



**Stephen B. Friedman, FAICP, CRE**

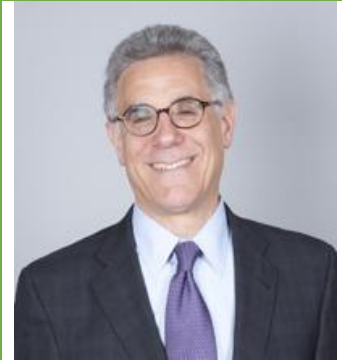
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Steve Friedman brings more than 40 years of experience in real estate and development advisory services. He has authored several articles, spoken at numerous state and national association conferences, and served on several community assistance panels. He is a member of the Counselors of Real Estate, a member of the College of Fellows of the American Institute of Certified Planners, and a full member of the Urban Land Institute (ULI). His civic affiliations include the Civic Federation, University of Illinois at Chicago College of Urban Planning and Public Affairs Board of Visitors, and the ULI Public-Private Partnership Council. He has served as series chairman for the ULI Chicago District Council's "An Agenda for Growth of the Chicago Region," and as chair of the ULI Chicago District Council from 1998 to 2000. In April 2013, he received the James Felt Creative Counseling Award of the Counselors of Real Estate for his development advisory role on The Shops and Residences of Uptown Park Ridge project. Steve holds a B.A. from Goddard College in Plainfield, VT and an M.S. in Urban and Regional Planning from the University of Wisconsin-Madison.



**Kenneth Gall**

Director of Real Estate

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Ken Gall serves as the Director of Real Estate for Hershey Trust Company, a position he has held for more than 25 years. Mr. Gall is responsible for the internally owned and operated investment real estate portfolio containing over 3,000 acres and also assists in planning and leads the entitlement process for campus real estate (over 7,000 acres). The investment real estate portfolio is all in the local Hershey area market and contains a number of large well-located land holdings with some very exciting opportunities, including a planned mixed use project on 375 acres adjacent to Penn State/Hershey Medical Center. Mr. Gall is a graduate of Millersville University and holds an MBA from Lebanon Valley College. He is a member of Urban Land Institute, a member of ULI Responsible Property Investment Council, a member of National Town Builders Association, Board Member of Downtown Hershey Association, Board Member of Hershey Cemetery Company, Vice-President of The Donegal Foundation and Chairman of Marietta, PA Planning Commission.



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Mr. Gall is also involved in Milton Hershey School’s Project Fellowship, an organization that pairs student homes with employee groups from Milton Hershey School and the Hershey entities for social activities.

**Kamuron Gurol**

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Kamuron Gurol serves as a leader and manager for public sector agencies. His passion is enhancing the quality of life in the communities he serves by building organizational capacity, helping downtowns and neighborhoods thrive, building great infrastructure, and leveraging the strengths of people and teams. Innovation, partnerships and collaboration are central to his approach. He is known for managing organizations to improve performance and morale, improve customer service and citizen satisfaction, and deliver lasting value. Kamuron has an MPA from the Harvard Kennedy School of Government, a BS in Geological Sciences from the University of Washington and he has served as a volunteer chair and panelist for several ULI Advisory Services panels in the US and abroad helping communities address a wide range of urban real estate, land use, environmental and transportation challenges.



**Ross Guttler**

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Delos

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Ross has spent 15 years in investment, development and advisory roles across multiple product sectors. At Delos, Ross manages strategic relationships among Fortune 100 clients as well as institutional investors, owners and landlords. Having joined Delos in the early stages, he has led the growth of several business lines. In addition, Ross serves in an advisory capacity to a NY-based startup focused on developing spectral sensors for the built environment. Prior to joining Delos, Ross founded and managed the commercial division of ROI Properties, a brokerage and asset management firm that caters to distressed portfolios. He advised financial institutions, fiduciaries and receiverships on risk allocation and exit strategies for office, industrial and retail assets. Previously, he worked for the ViaWest Group, a commercial investment, development and services firm with a primary focus on value-add and opportunistic office, industrial and multi-family properties.



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Ross is a former board member of the Urban Land Institute and has held leadership roles in numerous other industry and non-profit organizations. He received a B.S. in Economics from Duke University and an M.B.A. from Duke University's Fuqua School of Business.

**Laura Guzman**

Vice President of Marketing

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Ms. Guzman manages all marketing and business development efforts for WSP | Parsons Brinckerhoff's buildings practice in California. She has over 10 years of experience as a senior marketing executive. Prior to joining WSP | Parsons Brinckerhoff, she led corporate marketing, operations and business development for Microdesk, a global design technology consultancy. Microdesk partners with leading AECO organizations to implement innovative technologies and processes, including Building Information Modeling (BIM), to design, build, and operate buildings and infrastructure more efficiently, more sustainably and more profitably. She previously worked with a leading architecture and urban planning firm in Washington, DC, supporting its international design and town planning divisions, and with a prominent Washington, DC PR agency managing public relations and public policy campaigns for various food and agriculture clients. Ms. Guzman serves as a member of the ULI's Public Development & Infrastructure Council, as a volunteer with the UrbanPlan program, and as member of the special committee that created the UrbanPlan for Public Officials program, launched at the 2016 ULI Fall Meeting. She is also a member of SMPS and a founding member of the Digital Story Association, an organization of thought leaders dedicated to exploring how to further applications of technology for learning and storytelling. Ms. Guzman received MBA and BS degrees from Cornell University.



## Mami Hara

General Manager/CEO

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Mami Hara is the General Manager and Chief Executive Officer of Seattle Public Utilities, which has three lines of business. They include solid waste and drainage and wastewater services for Seattle residents and businesses, and drinking water for the 1.3 million regional customers both in Seattle and the 26 municipalities and special water districts also served by SPU. Mami is an executive and planner committed to advancing equitable and sustainable cities and regions through collaboration and strategic investment. In her public sector and private practice roles, Mami has guided planning and implementation of award-winning green infrastructure, sustainability, economic development, and waterfront programs across the United States. Mami has degrees from the University of Pennsylvania and Harvard University and has been an advisor to several environmental, philanthropic, planning and design advocacy organizations. She has taught at PennDesign, Temple School of Architecture and the Department of Urban Studies and Planning at MIT. She most currently developed a peer-to-peer network for cities and utilities advancing green infrastructure programs to promote research, innovation and implementation of green infrastructure.



## Juanita Hardy

Senior Visiting Fellow for Creative Placemaking

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Juanita Hardy is the ULI Senior Visiting Fellow for Creative Placemaking. Her work will support the Institute's Building Healthy Places Initiative by deepening and broadening ULI's focus on creative placemaking. Ms. Hardy founded Tiger Management Consulting Group, LLC, a global training and business consulting services firm, after retiring from IBM in 2005. She has over 41 years of business experience, including 31 years with IBM, and over 35 years in the arts as a nonprofit leader, trustee, collector, and patron of the arts. She is the former Executive Director of CulturalDC, a nonprofit committed to making space for artists and art organizations and fostering cultural and economic vibrancy in communities through its creative placemaking services. While at CulturalDC, she worked closely with area developers to integrate arts and culture into development projects across the Washington, D.C., area. She has also served as an awards program juror for the ULI



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Washington District Council’s Real Estate Trends Conference for two years. Ms. Hardy has served since 2006 as an executive coach with Right Management, a global human capital development firm, and has served on many nonprofit art boards dating to the 1980s. She co-founded Millennium Arts Salon, an art education initiative, in 2000.

## Jay Hoeschler

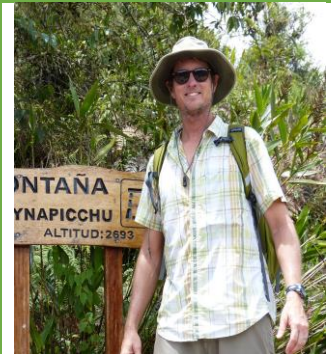
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Jay Hoeschler is a founding partner of Avid Trails, a national planning and design firm specializing in fitness and connectivity trail systems for communities, parks and municipalities. His role in the firm includes masterplan design of trail alignments, fitness stations, wayfinding and interpretive signage. The trails are designed for walkers, hikers, runners and cyclists, and place a special emphasis on creating fun and unique experiences for users of all ages and abilities. Fitness and health are at the core of Avid Trails. Trails often feature a variety of Avid Stations, custom designed for group fitness and cross training activities. Some Avid systems also include bike parks, pump tracks and flow trails for cyclists. Jay was recently selected to be on ULI’s Healthy Places Committee for the city of Lynwood, CA, studying issues and providing solutions for community health and connectivity. Jay’s design and branding experience comes from a long career as creative director with some of the country’s top graphic design and advertising agencies including Saatchi & Saatchi, Studio Launchpad, and Cecilian Worldwide. His creative work has focused primarily on branding and marketing of master planned communities. primarily on branding and marketing of master planned communities.



## Mike Horst

Retired, Former Senior VP for the ULI Larson Leadership Initiative

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Michael Horst is retired and is living in New York City. He was Senior Vice President for the ULI Robert C. Larson Leadership Initiative at the Urban Land Institute. Since beginning his career in 1970, he has also been a real estate consultant, educator and developer. His consulting career included senior positions with Economics Research Associates, PBR, EDAA and International Tourism and Resort Advisors. He has created and taught multi-disciplinary classes at Harvard, UC Berkeley and UCLA



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and was an Adjunct (Full) Professor at the University of Southern California. He was also co-founder of Shenoa Retreat and Learning Center, an eco-resort in Northern California demonstrating ecologic, economic and community sustainability and innovative building and financing technologies such as straw bale construction and the Land Stewardship program. Throughout his career he has been an active participant as a full member of the Urban Land Institute, serving as co-founder of the Sustainable Development Council and as Vice Chair of the Program Committee. He is also a Governor (Developer level) of the ULI Foundation. He has a BA degree in economics from University of California Santa Barbara (1967), an MBA from Stanford University (1969) and was a Loeb Fellow at the Harvard Design School (1982). He serves on the Capital Campaign of the Harvard Graduate School of Design and the Loeb Fellowship Alumni Council and is a member of the board of the New York Open Center.

**Justin Lax**

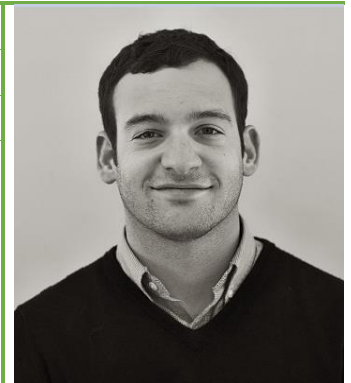
President

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Justin Lax has worked as a real estate strategist for over seven years, having advised a wide variety of clients on brand strategy, visioning, positioning, programming, amenity strategy and many other facets of community. Combining that experience with his passion for athletics, mountain biking, and outdoor activities, Justin co-founded the Avid Trails company in 2014 with a small group of partners including one of the Nation’s preeminent professional trail builders. Based in Park City, Utah, Avid Trails plans, designs and builds multi-use trail systems, community bike parks, outdoor fitness nodes and other trail related outdoor amenities. In addition to planning, design and construction services, the company focuses on post-construction activation and user engagement through events and programming. As President and Managing Partner, Justin is actively involved in all aspects of the business including planning and design, operations, construction management, research and development, community activation and more. Justin is a graduate of Kutztown University of Pennsylvania, has attended continuing education classes at the School of Visual Arts in Manhattan and Rutgers University, and serves on the Board of Trustees at the Hunterdon County YMCA in Flemington, New Jersey. Justin currently resides in Pittstown, NJ where he enjoys cycling, mountain biking, motorcycling, motocross, cooking and craft beer.



## Rachel MacCleery

Senior Vice President, Content

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Rachel MacCleery is senior vice president at the Urban Land Institute, where she leads the organization’s Building Healthy Places Initiative and other programs. Under Building Healthy Places, Ms. MacCleery is spearheading ULI’s efforts to leverage the power of ULI’s global networks to shape projects and places in ways that improve the health of people and communities. The Initiative is working to advance understanding of and action on connections between the built environment and health. Rachel has extensive knowledge of land use, environment and sustainability, social equity, and infrastructure policy and practice issues. Rachel has a Masters Degree in Public Administration and Urban and Regional Planning from the Woodrow Wilson School at Princeton University. She speaks Mandarin Chinese and lives in Washington DC.



## Mary McCarthy

Managing Director

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Mary McCarthy is managing director of Terra Search Partners, a retained executive search firm helping real estate companies build great teams. Mary brings 30 years of real estate capital markets experience and a deep understanding of real estate private equity to executive search. Prior to joining Terra Search Partners in 2016, Mary was with Hines for nine years as managing director and senior managing director in the Hines Capital Markets Group where she structured investment offerings and raised capital for funds and joint ventures. Mary’s prior positions have included heading her own consulting firm, as well as senior marketing and capital markets roles at Security Capital Group, Clarion Partners, and CBRE Investors. Mary began her business career in New York as a real estate investment banker at Morgan Stanley. Mary serves as a trustee of Grace Cathedral in San Francisco and as a board member of the University of Virginia School of Architecture Foundation. Mary holds a BS in Architecture from the University of Virginia and Master of Architecture and MBA degrees from the University of Pennsylvania’s Design and Wharton Schools, respectively.





## Fred Merrill, FAICP, LEED AP

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Fred is a senior planner with 37 years of national experience planning and designing urban districts, corridors, neighborhoods, and central businesses districts; master planned communities and mixed-use developments; and repurposing brownfields, military bases, and former industrial sites. Fred leads complex planning processes and promotes collaboration between the client, multiple stakeholders, and professional disciplines while moving the project forward to desired outcomes. Fred works closely with private, public, and institutional clients to understand their project measures of success and creates a planning process to achieve their goals. His projects are based on strong planning and design ideas, concepts, and best practices that utilize the latest technology for analysis, illustration, communication, and public engagement.



## Kim Morque

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Kim Morque has been a principal with Spinnaker Real Estate Partners since 1998 and has over 25 years of experience in real estate, construction, and property management. Mr. Morque is responsible for re-development projects and property management functions for the company. He is currently working on several mixed-use and re-development projects in Fairfield County, Connecticut from Stamford to New Haven. Mr. Morque is the current Chairman of the Downtown Special Services District (DSSD) in Bridgeport, CT and serves on the Lockwood Mathews Mansion Museum Board of Trustees. He is past Chairman of the Urban Land Institute (ULI) Westchester/Fairfield County District Council and a current member of the Responsible Property Investing Council (RPIC) of ULI. A licensed Real Estate Broker in New York and Connecticut, Mr. Morque is also a past President of the Westchester/Fairfield board of the National Association of Industrial and Office Parks, (NAIOP).



## Matt Norris

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Matthew Norris supports the Building Healthy Places Initiative and works on projects linking health, sustainability and development. He previously worked at the Tri-State Transportation Campaign where he focused on improving access to safe, reliable and equitable modes of transportation throughout southern New Jersey and the Greater Philadelphia area.

Matt earned his Master's in City and Regional Planning from Rutgers University-New Brunswick in 2010, where he focused on international development and comprehensive planning. Matt also holds a B.A. in Sociology from the University of Kansas.



## Bill Odle

Strategic Planning Director

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Bill is the Strategic Planning Director at TBG Partners, a firm of 140 landscape architects and planners based throughout Texas and in Florida. Bill serves on TBG's board of directors and oversees strategic planning for firm-wide initiatives. Odle first joined TBG in 1995 and his vision has been integral to TBG's sustained growth, including embracing a more holistic, story-based design approach that prioritizes environmental, economic and social criteria. He holds a Bachelor of Landscape Architecture from Oklahoma State University. Bill is also passionately involved in several professional and community organizations, including significant active involvement with the Urban Land Institute (ULI) as the chairman of the board for the Houston ULI District Council and the national Vice-Chair of the Public Private Partnership Council. Bill also sits on the board of Scenic Houston as well as the advisory board for the University of Houston C.T. Bauer College of Business Graduate Real Estate Program.



## Philip Payne

Principal and CEO

Ginkgo Residential

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As CEO, Mr. Payne has primary responsibility for the overall strategic direction, growth and development of Ginkgo. From February 2007 until the formation of Ginkgo, he served as the CEO of Babcock & Brown Residential. Prior to Babcock's acquisition of BNP, Phil was the Chairman of BNP, spearheading its growth from a passive REIT in 1994 to an apartment REIT with approximately 9,000 apartment units by 2007. As BNP's Chairman, Phil led the sale of the company to Babcock & Brown Ltd. in 2007, at a valuation that represented a doubling in BNP's share price from the time he took over as Chairman. In addition to his duties at Ginkgo, Phil is a member of the Board of Directors for Ashford Hospitality Trust, a REIT focused on the hospitality industry. Phil received a BS degree and a JD degree, both from The College of William and Mary in Virginia, in 1973 and 1978, respectively. He holds a license (inactive) to practice law in the State of Virginia. Phil is a member of the National Multi Housing Council and the Urban Land Institute ("ULI"). He is the founding Chairman of ULI's Responsible Property Investing Council and is co-chairman of ULI's Climate, Land Use and Energy Committee. He is a member of Fannie Mae's Green Financing Taskforce and the Leadership Council for Garrison Institute's Climate, Mind and Behavior (CMB) Program. Phil has written for various publications and spoken at numerous conferences on a variety of topics, including real estate investment trusts, securities regulations, finance and responsible property investing



## Tom Phillips

Senior Developer (Retired)

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Tom Phillips is the former Senior Developer for the Seattle Housing Authority where he spent nine years overseeing the redevelopment of High Point. High Point is an award-winning, mixed income, sustainable community which pioneered a number of new health initiatives and set new standards for green communities.



## Taylor Ralph, LEED AP BD+C

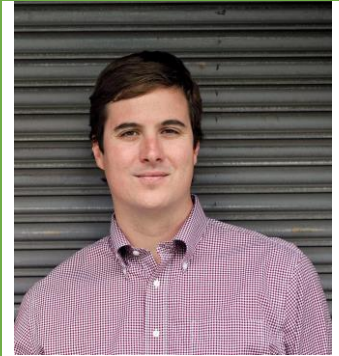
Founder and President

Real Building Consultants

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Taylor Ralph, LEED AP BD+C, is the Founder and President of REAL Building Consultants, LLC—a firm specializing in providing comprehensive sustainability consulting services that help create high-performance, innovative and sustainable projects for developers, design/build teams and building owners. REAL’s mission is to “create responsible, efficient and healthy places” and Taylor works to help clients tackle the diverse issues that cities, city builders and building owners face to make the most sustainable choices. His over 10 years of work utilizing the USGBC’s LEED certification, as well as corporate sustainability consulting and real estate development consulting, give him a well-rounded foundation from which to work with a broad range of clients to implement award-winning sustainability solutions in the built environment. Taylor is the Chair of USGBC Florida Gulf Coast, Board Member of the Gasparilla Music Foundation, the 2016-2017 Chair of ULI Tampa Bay’s Trends Conference, and a member of the University of Tampa Board of Fellows. He also is a frequent speaker and guest writer on topics such as environmental and energy performance, urban development trends and building healthy, sustainable places.



## Roni Rudell

360° Marketing Alchemist

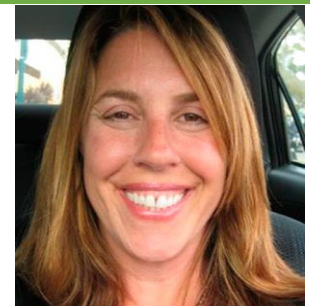
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Roni and the Onit 360 team are omni-channel marketing partners. Roni Rudell either works individually with firms or through her boutique consulting firm Onit360. Roni is a 360° Marketing Alchemist creating master strategies and creative concepts across all consumer touch points. Authentically connecting target audiences to brands, Roni’s approach is hardly standardized and never routine. CEOs and CMOs often contact Roni to provide solutions to difficult and far-reaching problems. Since the inception of Web 2.0, Roni has been guiding brands on direct paths through the digital marketing jungle. Her expertise covers strategic insight, community building online and offline, partnerships with BIDs, restaurateurs’, retail, bike sharing, car sharing, magazines and more to create a full lifestyle around the brand. Onit360 specializes on digital plans, social plans, content strategies, offline and online integration, experiential marketing, community development and great customer



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experiences. Roni is a change agent and out-of-the-box creative thinker who thrives in innovative environments. She takes on complex initiatives and pursues them from beginning to end. In addition, Roni coaches clients to become equally forward-thinking, flexible and willing to break down walls. Roni takes a holistic, 360 degree approach to connecting with consumers. She brings her passion, experience, technical expertise, global mindset and diverse industry experience to every marketing initiative. She is a passionate believer that the world can be a better place, and enjoys working with like-minded companies.

### Howard M. Schlesinger, AIA

Principal

Meridian Development Partners

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Howard is a Founding Partner of Meridian Development Partners. He is a registered architect and manages the repositioning and redevelopment of the properties in the Meridian portfolio. He is also co-founder of Red River Asset Management. Meridian Development Partners is a diversified private equity investment firm focused on the redevelopment of underutilized properties to improve the surrounding environment. Meridian also invests in operating companies focused on products that contribute to health and wellness and have healthy return potentials. Howard is responsible for the acquisition, planning and development of these projects. Previously, Howard was a founding partner of Schlesinger, Loffredo, Brooks Architects, P.C., where he designed and managed a diverse portfolio of projects from corporate office design, residences, restoration, veterinary hospitals and recreational facilities. Howard graduated from City College of New York with a bachelor's in architecture, and is an executive board member of the Architecture Alumni Association of the City College of New York. He is also a member of the Redevelopment and Reuse Council of the Urban Land Institute and a Board Member of RENT, a professional Real Estate organization in NYC. He is also a Board Member of Housing and Services, Inc. a non-profit organization committed to ending chronic homelessness.



**Ken Schwartz, AICP**

Senior Vice President of Planning Services

VHB

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Ken Schwartz is responsible for the strategic direction of VHB’s land use planning, design and public outreach efforts. An award-winning NCI Charrette Planner with over 30 years of experience, Ken has worked with dozens of cities and towns, public agencies, institutions and private developers, leading projects through the community process while building a shared vision for large and complex redevelopment areas. Ken is a member of the ULI’s National Healthy Corridors Working Group and is leading the firm’s healthy community design initiative that is developing an approach for analyzing the health benefits associated with various transportation investments. He has worked on numerous projects that have addressed health as a component in the planning and development process including a Livability Study for DDOT, a feasibility study for adding a second commuter rail station in Bridgeport, CT; a first-ever transportation corridor study for Aquidneck Island in Rhode Island, and a TOD vision plan for a multi-block area adjacent to the busy Ronkonkoma Train Station on Long Island. He is currently working on a public health assessment for the Arsenal Street corridor in Watertown, Massachusetts for the Massachusetts Department of Transportation. Ken holds a bachelor’s degree in geography from Clark University and a master’s degree in urban and environmental planning from Tufts University.



**Beth Silverman**

Director, Education & Advisory Services

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In her role with the ULI Advisory Services program, Beth works with global communities to think through complex urban challenges and develop unique programs to address everything from land use issues to urban regeneration to rising sea levels to community resilience. Beth is an urban planner and economic development professional with over twelve years of experience working in the public, private and non-profit sectors of urban planning, policy, real estate and economic development. Prior to joining ULI, she was an Assistant Vice President with the NYC Economic Development Corporation where she balanced program management with an eclectic portfolio of economic development, real estate, cultural heritage, and policy projects. Beth holds a Masters degree in City and



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Regional Planning from the University of Pennsylvania and an undergraduate degree in urban landscape studies from the University of Maryland’s Individual Studies Program. Beth firmly believes that all places matter and has devoted her career to supporting all communities and identifying a place’s potential, leveraging its assets, and bringing the right resources together to support a community’s opportunities and possibility.

**Reema Singh**

Senior Associate

Urban Land Institute

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Reema Singh supports the Building Healthy Places Initiative’s projects on corridors, parks, and creative placemaking. With a background in program evaluation, Reema is committed to ensuring that BHP’s initiatives are results-oriented and impactful, and that they leverage community voices and bottom-up approaches to bring equitable change during revitalization. Prior to joining ULI, Reema provided technical assistance and research support for a range of community-based health and urban education reform studies at the RAND Corporation, collaborating with local development agencies to highlight a need for sustainable built environments. Reema holds a passion for writing and a Masters in Public Policy and Management from H. John Heinz III College at Carnegie Mellon University in Pittsburgh, PA, as well as a B.A in Cultural Anthropology from the University of Rochester.



**Melani V. Smith, AICP**

Adjunct Faculty, Sol Price School of Policy

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After a career in marketing for architecture/engineering firms, Melani Smith has built and led vision-driven urban design and planning practices in Southern California, most recently in her nearly 12 years at Meléndrez in downtown Los Angeles, as Principal and President. Prior to Meléndrez, she was appointed to the Board and led the Governmental and Design Teams at The Planning Center (Placeworks), in Costa Mesa, CA. Currently, she is a planning consultant, and serves as an Adjunct Faculty Member in the Price School of Policy at the University of Southern California, where she teaches in the sustainable land use concentration. She is also an Encore Gen2Gen Fellow at Playworks in southern California, working as a part of that Non-Profit Leadership Team to ensure the long-term viability of inclusive, healthy play at southern California Playworks schools, and on strategic partnerships. Melani engages in numerous civic and professional activities including co-chairing the Central City Association’s Downtown 2040 Committee in Los Angeles. She is also an active Urban Land Institute Member, currently serving as a Member of the LA District Council’s Advisory Board. Melani has a Bachelor of Arts in History from UCLA, and a Master’s in Urban and Regional Planning from UC Irvine.



**Mette Søs Lassenen**

Market Director

Ramboll Environ

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With 16 years of business development, management and marketing experience, Mette Søs Lassenen manages and coordinates business development and marketing activities between Ramboll Environ and its parent company Rambøll, with a particular focus on business synergies and the firm’s Liveable Cities service offering. In 2015, Søs Lassenen was promoted to Group Director of Market Development at Rambøll, the new role saw her responsible for integration of a new US subsidiary, as well as wider market and business development. Prior to that, Søs Lassenen was promoted to Group Director of Rambøll Group Markets and Knowledge Management practice in 2008, a position from which she provided global markets strategy development, business planning and budgeting for the firm. Previously, she held the role of Business Manager at Rambøll, commencing in 2000, working from the firm’s Copenhagen office where she managed more than fifty employees





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working on projects around the world. Mette Søs Lassen started her career at Rambøll as a Legal Advisor on International Law, Human Rights, Refugee Law and Citizenship issues; the role saw her work across Denmark, Liberia and Ukraine for more than two years, providing legal advisory and project management support to the UNHCR. Søs Lassen holds a Master of Law from Københavns University.

**Judi Schweitzer**

President and Chief Sustainability Advisor

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Judi G. Schweitzer has been pioneering sustainable real estate development practices since the early 1990’s and is a recognized national leader in the field. As President and Chief Sustainability Advisor of Schweitzer + Associates, Judi advises, leads and collaborates with clients and their teams to optimize the value of their investments by identifying and realizing their vision, goals and objectives, while aligning private, public & NGO stakeholder interests, with practical, cost-effective & innovative solutions for optimizing their real estate acquisitions, design, entitlements, developments, and organizations’ triple bottom-lines. Judi is a sought after lecturer and speaker on Sustainable Real Estate Development and Sustainable Economics; she has published a variety of articles on the subject and is the co-author and major contributor to Urban Land Institute’s best-selling book; Developing Sustainable Planning Communities.



**Peg Staeheli, FASLA, PLA, LEED AP**

Founding Principal Landscape Architect

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With over 37 years of practice, Peg has focused in the public realm where landscape design meets engineering. Her work includes green infrastructure, complete streets, accessibility, utility systems, urban forestry, parks and site design. She encourages her coworkers in consistently pushing the local and national agenda to improve urban conditions. Peg brings a comprehensive understanding of the issues large infrastructure projects present: site conditions, feasibility, construction sequencing, maintenance and operations. Her thoughtful insights and approach – collaborating with clients and agency staff, understanding regulations, working with the community, and maintaining a deep commitment to the environment – allows her to envision integrated solutions where balance is brought to site infrastructure.



## Ann Taylor

Senior Vice President

Midway

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As Vice President, Ann Taylor is responsible for strategic communications, innovation/best practices, project research, public sector engagement, and education. Prior to joining Midway, Ann was executive director of the Houston District Council of The Urban Land Institute, a 501 c-3 research institute with more than 1,000 local members and over 40,000 members worldwide. Ann’s 25 years as an entrepreneur, in nonprofit management, public affairs, and corporate brand positioning included creating and executing innovative brand positioning strategy for the research and development arm of one of the world’s largest energy companies, collaborating with teams in the United States, London and The Hague. She developed and implemented internal communications and external public relations strategy for the roll-out of a consumer airline in 24 North American markets. Ann’s communications counsel and change management assignments include the merger of two global logistics providers, as well as the combination of United States and United Kingdom operations of a financial services provider, and the merger of two of the largest Catholic healthcare systems in the Southwest United States. Ann graduated from Rice University.



## Rives Taylor, FAIA, LEED® AP BD+C

Regional Sustainability Leader, Principal

Gensler

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Rives directs Gensler’s Firmwide Design Performance teams and initiatives. He is a recognized global expert in resilient, high-performance and sustainable design and has been a faculty member of both Rice University and the University of Houston for 25 years. Rives has authored more than 150 articles for diverse publications like ULI’s Urban Land, WIRED, Fast Company and Texas Architect and has been an invited speaker at symposiums on five continents. He founded the Houston Chapter of the USGBC and recently received the Center for Houston’s Future’s Impact Award. A member of the prestigious AIA Fellowship, Rives holds a B.A. in Architecture from Rice University and a Masters from MIT.



## David Thorpe

Managing Director, Construction & Design

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David Thorpe joined Silverwest in 2016 and is responsible for overseeing Silverwest’s new developments and renovation projects at the company’s various hotel properties. Prior to joining Silverwest, Dave served as vice president of Shaw Construction in Denver. His career also includes positions as Development Executive overseeing a large urban mixed-use project in Denver, and Vice President of Development for Vail Resorts Development Company. At Vail Resorts, Dave oversaw the redevelopment of Jackson Hole Golf and Tennis Club and worked on the development of The Arrabelle at Vail Square, a 500,000-square-foot mixed-use development and luxury hotel. He also provided technical construction support services to RockResorts for renovations and hotel capital expenditure projects. Dave received a Masters in Business Administration from The University of Michigan’s Ross School of Business.



**Jalonne White-Newsome**

Senior Program Officer, Environment

The Kresge Foundation

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Jalonne White-Newsome is senior program officer at The Kresge Foundation, responsible for the Environment Program’s grant portfolio on Climate Resilient & Equitable Water Systems. Jalonne also leads the foundation’s work addressing the intersection of climate change and public health. Before joining Kresge in early 2016, Jalonne served as director of federal policy at West Harlem Environmental Action Inc. (WE ACT), where she was involved with leading national campaigns and a 42-member national coalition of environmental justice organizations. Her work helped ensure that the concerns of low-income communities of color were integrated into federal policy, particularly on clean air, climate change and health issues. She is an adjunct professor at The George Washington University in Washington, D.C., and continues to engage in research on climate, health and equity. A native of Detroit, Jalonne earned a Ph.D. in environmental health sciences from the University of Michigan School of Public Health; a master’s degree in environmental engineering from Southern Methodist University; and a bachelor’s degree in chemical engineering from Northwestern University. She serves on the board of US Climate Action Network, and is a steering committee member of the Health Environmental Funder’s Network. Jalonne is a 2017 PLACES Fellow with the The Funders Network and was recognized by Grist Magazine as “The 50 People You’ll Be Talking About in 2016.”

