



NJCU SCHOOL OF
BUSINESS

INSTITUTE FOR DISPUTE RESOLUTION (IDR)



May 8–9

INTERNATIONAL REAL ESTATE MANAGEMENT CONFERENCE:

Connecting Bridges and Borders in Real Estate Property Management

To be hosted at New Jersey City University School of Business in Partnership with Institute of Real Estate Management (IREM), Jersey City, Housing, Economic Development & Commerce at City of Jersey City, and The Institutes for Dispute Resolution (IDR) & Peter Mangin Real Estate Institute at New Jersey City University (NJCU) & Burgos University, Spain.



This conference will explore Property Management practices, risk and conflict, & policy trends affecting investors, owners/operators, property managers and development strategies in the field of managing commercial real estate. This event will focus on cross border common themes that the commercial real estate property management landscape should consider for next generation sustainability.

TUESDAY
May 8th

STEWARDSHIP OF PROPERTY MANAGEMENT OPERATIONS

FIRST DAY

8:30–9:30 a.m.	Registration and Breakfast
9:30–9:45 a.m.	Opening Remarks PROPERTY MANAGEMENT INSIGHTS <i>Chip Watts, CPM, CCIM, a national IREM leader, will share insights into the critical role of property management in the real estate investment process and how IREM supports the property management industry and those who practice in it.</i> INTRODUCTION President Sue Henderson , President, New Jersey City University SPEAKER Chip Watts, CPM, CCIM , Senior Vice President, IREM Institute of Real Estate Management
10:00–11:30 a.m.	Coffee Break
11:30 a.m.–1:00 p.m.	BUILDING A PRODUCTIVE PROPERTY MANAGEMENT TEAM IN A MULTIGENERATIONAL WORLD <i>Property management is a people business — and the hallmark of successful management companies is the team of people they pull together. For the first time in history, five generations are working together. A new responsibility for company owners is to create an environment where this multi-generational workplace is engaging and productive rather than challenging and disruptive.</i> SPEAKER Ray Baca, CPM , Managing Partner, Monterrey Asset Ltd.
1:00–2:00 p.m.	Lunch THE NEW POLITICS WE ARE SEEING: ARE THEY REALLY NEW AND WILL THEY LAST? <i>Thought leadership discussion in the field of national and international communication and politics</i> INTRODUCTION Jose Arango , Director of Economic Development, City of Jersey City KEYNOTE Hank Sheinkopf, PhD , President, Sheinkopf Communications Ltd.
2:00–3:00 p.m.	IREM Property Management around the World Part I: Management of the Property Management Company WHAT REAL ESTATE OWNERS ARE SEEKING IN THIRD-PARTY MANAGEMENT COMPANIES <i>The goal of third-party property management is to enhance the value of the investment and achieve the objectives of the owner. Beyond that, what do real estate owners expect of their managers? Dr. Read will present his research on asset managers representing institutional owners.</i> KEYNOTE Dustin Read, PhD/JD , Asst. Professor of Property Management and Real Estate, Virginia Tech
3:00–3:30 p.m.	Coffee Break
3:30–4:30 p.m.	WATERFRONT DEVELOPMENT IN THE 21ST CENTURY AND PROPERTY MANAGEMENT <i>This lecture will explore lessons from the New Jersey Gold Coast experience that inform today's property development/property management challenges and responsibilities — environmental, public access, climate change. These and other issues affecting public/private collaborations necessary for successful waterfront development and management will be discussed.</i> SPEAKER L. Michael Krieger, Esq., MBA, JD , Mediator/Deal Counselor, Dunn Lambert, LLC. (Retired, Gen. Mgr., Regional and Economic Development, PANYNJ)
4:30–5:30 p.m.	STRATEGY IN PROPERTY MANAGEMENT COMPANIES <i>The global crisis that emerged in the first decade of this century has submerged the real estate world in a scenario of business development based solely on competition and price. We will present new strategies and tools, applied to real business projects.</i> SPEAKER Juan Carlos Álvarez , Property Manager, National Urbefincas

WEDNESDAY

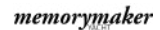
May 9th

STEWARDSHIP OF PROPERTY MANAGEMENT OPERATIONS

SECOND DAY

9:00–10:00 a.m.	Registration and Breakfast
10:00– 10:30 a.m.	Opening Remarks DOING BUSINESS IN JERSEY CITY, NJ <i>Mayor Fulop's stewardship has made Jersey City a leading international and regional center for trade and commerce. He will discuss how cross-border sectors of business-like real estate property management are necessary elements for growth for any city.</i> INTRODUCTION Maria Nieves , President, Hudson County Chamber of Commerce SPEAKER Steven Fulop , Mayor, City of Jersey City
10:30–11:00 a.m.	Coffee Break
11:00 a.m.–12:00 p.m.	DISRUPTIVE TECHNOLOGY IN PROPERTY MANAGEMENT <i>There are always tradeoffs between speed, durability, cost and operational maintenance. Machine learning and algorithms are the final component in the age of the platform... a powerful technology ecosystem that can help YOU leverage your business whether big or small.</i> SPEAKER Pepe Gutierrez , CPM, Instructor IREM, Profesor Burgos University, Presidente Megafincas Alicante
12:00–1:00 p.m.	IREM Property Management around the World Part II: Management of the Property Management Company PROPERTY MANAGEMENT IN EUROPE — PRESENT AND FUTURE — SPAIN PROJECTS <i>This discussion will review how Spain has historically and currently addressed property management and Real Estate challenges providing a comparative analysis between European and North American characteristics.</i> SPEAKER Salvador Díez Lloris , President, Property Managers Asociation General Board (CGCAFE)
1:00–2:00 p.m.	Lunch MANAGING SUPERTALL & MEGATALL BUILDINGS & ICONIC COMMUNITIES <i>What's the definition of Tall, Supertall & Megatall buildings and how does a property manager manage these efficiently. He was instrumental in putting into place the management structure and best practices of the world's tallest tower.</i> INTRODUCTION Marcos Vigil , Deputy Mayor, HEDC at City of Jersey City KEYNOTE Jeevan D'Mello , CMCA, LSM, PCAM, President, Community Associations Institute
2:00–3:00 p.m.	RISK AND CONFLICT MANAGEMENT FOR REAL ESTATE MANAGERS & OPERATIONS: CAN MEDIATION BE A TOOL? <i>Mediation is an essential part of conflict resolution and should be part of best practices for the property management professional. The panel will explore how property management can utilize mediation clauses, review how mediation works, and benefits of the process.</i> MODERATOR Robert E. Margulies, Esq. , Lawyer/Mediator, Margulies Wind PANEL Dr. David S. Weiss , Institute for Dispute Resolution (IDR) Keith A. Krauss , Counsel, Genova Burns Maurice Q. Robinson, Esq., PHR, EEO & Fair Housing Officer and Executive Agency Counsel , New York City Housing Authority (NYCHA)
3:00–3:30 p.m.	Coffee Break
3:30–4:30 p.m.	REAL ESTATE FINANCE: WHAT PROPERTY MANAGERS NEED TO KNOW FOR PROPERTY MANAGEMENT OPERATIONS TODAY <i>This Panel will explore trends in capital markets as commercial real estate property managers operate their portfolios. Property Managers must consider how to best reposition tenants, address vacancies, and manage capital reserves to optimize value.</i> MODERATOR Eugene R. Boffa Jr. , Member, Schumann Hanlon PANEL Philip F. McGovern Jr., Esq. , Managing Partner, Connell Foley Nitin Jaggia , CFA, Vice President, Goldman Sachs

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TANTUM





Steven Fulop
Mayor, City of Jersey City

Steven Michael Fulop is the 49th and current Mayor of Jersey City, New Jersey — named in 2017 the second most diverse city in the nation and the soon-to-be largest city in New Jersey. Since Mayor Fulop took office in 2013, Jersey City residents have seen four consecutive years of stable taxes and four consecutive credit rating upgrades. Meanwhile, more than 300 new police officers have been hired, nearly 1,500 units of affordable housing built or approved, recreation expanded with nearly 30 new programs, and more than \$6 million invested in parks and open space. During his time in office, Mayor Fulop has shown what smart, progressive leadership can accomplish.



Marcos D. Vigil
*Deputy Mayor,
HEDC at City of Jersey City*

Marcos D. Vigil serves as Deputy Mayor for Housing, Economic Development & Commerce under Mayor Steven Fulop in Jersey City. As such, he oversees economic development and business creation, and developing strategies for sustainable development and affordable housing. He is also a Commissioner of the Jersey City Municipal Utilities Authority, represents the City as a member of the New Jersey State League of Municipalities' Legislative Committee and as the Mayor's Alternate Trustee for the North Jersey Transportation Planning Authority. Prior to his role with Jersey City Marcos served as Deputy Secretary of State of New York during Governor Andrew Cuomo's first term.



L. Michael Krieger, Esq., MBA, JD
*Mediator/Deal Counselor,
Dunn Lambert, LLC.
(Retired, Gen. Mgr., Regional and
Economic Development, PANYNJ)*

Law and business trained executive with direct experience in negotiating and mediating and structuring complex private and public business arrangements involving multiple jurisdictions, levels of government and private entities. Internationally known as an expert in the waterfront development field. Also, accomplishments in a broad range of multi-disciplinary and multi-institutional public/private areas, including creation, management and disposition of revenue producing and public purpose ventures involving negotiations, business development, marketing, physical development, operations, financial, legal and intergovernmental activities. Significant experience as well in trust and estate planning, administration, and as a fiduciary.



Sue Henderson
President, NJCU

In 2012, Sue Henderson became the twelfth president and first woman to become President at New Jersey City University. Now in her fourth year, she has accomplished a range of transformational initiatives, including the creation of NJCU School of Business and relocation to a 70,000-square foot, state-of-the-art facility in Jersey City's financial district. She spearheaded the implementation of a \$350 million West Campus plan which features a fully integrated, pedestrian-friendly, mixed-use development for a student residence hall, academic building and performance arts center, a fitness center, supermarket, and shops and restaurants; and hired one quarter of the faculty within the past three years in areas identified as critical to meeting academic needs in high-demand fields of study.



Maria Nieves
*President, Hudson County
Chamber of Commerce*

Established in 1888, the Hudson County Chamber of Commerce is one of New Jersey's oldest regional chambers. The organization serves more than 600 members that do business in the 12 municipalities which comprise Hudson County in Northern New Jersey. Ms. Nieves began her tenure as President on November 1, 2011. During her tenure the Chamber has doubled in membership, increased both the breadth and depth of its programs, launched a young professionals networking group and a non-profit council, and engaged and served members through a new member-centric website and social media platforms. The organization has also continued to develop into an advocate for local business concerns and successfully taken on new initiatives.



David S. Weiss
*Professor, Institute for
Dispute Resolution (IDR)*

Dr. David S. Weiss, Esq., formerly Managing Director, General Counsel and a Member of the Board of Directors of Bridger Commercial Funding, LLC (Capital Markets Group), New York City is the Founder and Director of the Institute for Dispute Resolution (IDR). He promotes negotiation and mediation through focusing his research on trade and commerce to develop and grow small and medium size businesses.



Chip Watts, CPM®, CCIM®
*Senior Vice President, IREM-
Institute of Real Estate Mgmt.*

Chip Watts, CPM®, CCIM® is a Senior Vice President of the Institute of Real Estate Management (IREM®). He is President and Executive CPM® for Watts Realty Co., Inc., AMO®, in Birmingham, Alabama. He started his real estate career in 1998 as General Manager of Watts Realty, and earned his current title in 2006. During his tenure, he received the Centennial Award from the Birmingham Regional Chamber of Commerce and the AMO® accreditation on behalf of the company. Watts earned his CPM® designation in 2004 and his Certified Commercial Investment Member (CCIM) designation in 2002.



Ray Baca, CPM
*Managing Partner,
Monterrey Asset Ltd.*

Ray is the Managing Partner of Monterrey Asset Ltd., a regional management firm that has over 90 employees. In his 40-year career in the management field he has had the good fortune to work hire, direct, motivate, (and fire) employees that were from all age groups and multiple diverse backgrounds. Ray's company has the distinction of having the lowest turnover rate of any similar company in his market and has an average management retention of over 15 years! Ray's presentation will share some of the tips, observations, and regrets he has experienced over the years relating to keeping good people delivering excellent service to his customers while striving to meet the owner's goals. Ray has been a IREM Faculty Member for over 30 years and is active in numerous business trade associations.



Hank Sheinkopf
*President, Sheinkopf
Communications Ltd.*

He has worked on an estimated 700 political campaigns on 4 continents, in 14 foreign nations and 44 American states over the last 35 years. His political clients have included President William Jefferson Clinton, New York City Mayor Michael Bloomberg, Leonel Fernandez, former President of the Dominican Republic, and former President of Mexico, Vicente Fox. Dr. Sheinkopf's opinions are widely sought by media outlets nationally and internationally.



Jeevan D'Mello CMCA, LSM, PCAM
*President, Community Associations
Institute (Middle East)*

Jeevan is an award-winning professional community association manager, architect, renowned speaker and writer. He has had a wide ranging international career in Architectural Design, Customer Experience, Community Management and International Relations spanning India, the Far East and the Middle East. He spent 15 years looking after the Middle East's biggest developer Emaar Properties' customers, setting up the company's customer-facing divisions subsequently handing over the first freehold property in Dubai and setting up its first freehold property handover division that oversaw the handing over of over 22,000 freehold units. He then setup the award-winning Emaar Community Management LLC and managed 5 master planned communities with a portfolio of over 35,000 units including Burj Khalifa. He is widely recognised as the Pioneer of the Community Management industry in the Middle East.



Salvador Díez Lloris
*President, Property Managers
Asociation General Board (CGCAFE)*

Professor Salvador Díez Lloris fostered the foundation of the Regional Property Managers Asociation in Castilla y León, being chosen as its president from the day it was founded until 16th October 2012. He holds the post of President of the Spanish Property Managers Asociation General Board. He is a collaborating professor in Property Studies Course of Burgos Universisty. He has motivated and encouraged the appearance and presence of Property Managers and professional asociations in the media with an intense activity that has translated into numerous press articles and an important presence of this group in Social Network.



Juan Carlos Álvarez, CPM
*Property Manager National
Urbefincas (Spain)*

Professor Juan Carlos Álvarez, CPM Property Manager National in Spain since 1979 and Certified Property Manager (CPM®) since 2000. He has been President of the Territorial Asociation of Property Administrators of the Principality of Asturias, member of the General Council and Chairman of the Board of Directors of several companies. Professor of Horizontal Property at the Business School Fena Business School and currently Tutor-entrepreneur in the e2uniovi program for entrepreneurs, in collaboration with the CISE (University of Cantabria), the Bank of Santander, the University of Oviedo and the Center of business orientation Oviedo Emprende.



Pepe Gutiérrez, CPM, ASM
*Instructor IREM, Prof. Burgos University,
Presidente Megafincas Alicante*

Professor Pepe Gutiérrez, CPM, ASM Property Manager from 1983 in Spain and member Consejo General. He has a degree in Human resources and Degree in anthropology. He is a professor at Alicante and Burgos University in Property Management. He has lectured in Property Management in: US, Russia, China, Japan, Guatemala, El Salvador, Nicaragua, Honduras, Costa Rica, Dominican Republic, Colombia, Argentina, Chile, Brazil, Uruguay, Italy, Portugal Coautor Book: *Compendio de Propiedad Horizontal – Perspectiva Iberoamericana Comparada*. Professor Pepe Gutiérrez is a technology expert in the Spanish Education Ministry.



Dustin Read, PhD/JD
*Professor of Property Mgmt.
and Real Estate, Virginia Tech*

Dustin Read serves as an Assistant Professor of Property Management and Real Estate in the College of Liberal Arts and Human Sciences at Virginia Tech. He received his JD from the University of Missouri and his PhD in Public Policy from the University of North Carolina at Charlotte. Dr. Read's research and teaching interests include asset management, property management, and real estate development. For the past 18 months, he has been engaged by IREM to do research in real estate asset management and the intersection between property management and asset management. His interdisciplinary work has appeared in a number of leading academic journals including the *Journal of Real Estate Finance and Economics*, *Land Use Policy* and the *Southern Economic Journal*.



Jose Arango
*Director of Economic Development,
City of Jersey City*

Jose Arango serves at the Department of Housing Economic Development & Commerce as Director of the Division of Economic Development under Mayor Steven Fulop administration in the city of Jersey City, NJ. Mr Arango served on the NJ state legislature in the late 1980's. He was chairman of the General Assembly Housing Committee and Vice Chair Independent Authorities Committee. He was elected by his colleagues as the Chairman of The Commerce and Latin American Relations Committee for the United States State Legislators Association. Mr. Arango was instrumental in 1998 to host the first IREM event in the NY/NJ metro area with the participation of the leaders of the business political world of Europe, USA and Latin America. Mr Arango is a well know TV host.



Philip F. McGovern Jr., Esq.
Managing Partner, Connell Foley LLP

Philip F. McGovern Jr. is the Managing Partner of Connell Foley and a member of the firm's Executive Committee. From initiating the firm's initial key expansion into Jersey City 15 years ago to a vision for continued growth in New Jersey and New York, Phil applies a keen business sense in identifying opportunities — both for Connell Foley as well as for his clients. A savvy transactional attorney, he concentrates primarily on commercial real estate and corporate transactions, real estate development, land use, complex commercial financing and commercial leasing. Phil currently serves as national real estate counsel to Telcordia Technologies and outside real estate counsel to New Jersey Natural Gas Company. He is also general corporate counsel to numerous mid-cap companies in New York, New Jersey and Pennsylvania.



Robert E. Margulies, Esq.
Lawyer/Mediator, Margulies Wind, PA

Robert E. Margulies is the Managing Principal in the law firm of Margulies Wind, P.A. He is admitted to practice in New Jersey (1975), New York (1980), Massachusetts (1977), the United States Supreme Court and the Second and Third Circuit Courts of Appeals. He maintains a full service law practice with concentration on litigation, commercial matters, dispute resolution and Appellate practice. He has also developed an active mediation and arbitration practice. He is the managing member of The Resolution Group, a high level Alternative Dispute Resolution practice.



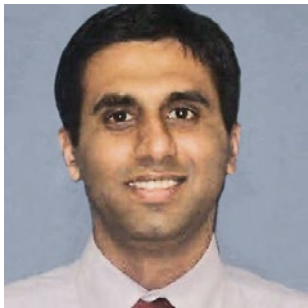
Gene R. Boffa Jr, Esq.
Member, Schumann Hanlon

Eugene R. Boffa, Jr., is a distinguished attorney and celebrated novelist based in Jersey City, New Jersey. With over forty-eight years of legal experience, Mr. Boffa currently practices with the law firm of Schumann Hanlon LLC where he is a leading authority on real estate transactions, corporate law, economic incentive programs, tax matters, and transactional law. He has been recognized for his work in a broad range of fields; including having been named one of New Jersey's top real estate attorneys in *Real Estate New Jersey*.



Keith A. Krauss
Counsel, Genova Burns

Mr. Krauss has attained an AV Preeminent rating from Martindale-Hubbell, the world's premier attorney listing resource. An AV Preeminent rating is the highest rating an attorney can receive from Martindale-Hubbell. Mr. Krauss, Chair of the Firm's Business Law & Commercial Transactions Practice Group. In the Intellectual Property arena, Mr. Krauss possesses extensive experience handling numerous IP licensing agreements involving patent, copyright and trademark/tradename rights, both as licensor and licensee, including software agreements, web design agreements, manufacturing agreements and distributorship agreements. He has also represented numerous clients in commercial and construction disputes, handling court proceedings and commercial and construction arbitrations.



Nitin Jagga, CFA,
Vice President, Goldman Sachs

Nitin has been at Goldman Sachs for 7 years and is currently a Vice President in the Capital Markets group in the Commercial Real Estate Financing Group. His primary responsibilities include pricing new issue CMBS, risk management of the CRE book and distribution of CRE debt, in securities and sub-debt (b-note / mezz / pref etc) form. In 2017, he was responsible for distribution of ~\$11.5bn of CMBS securitized debt and ~\$2bn of mezz and b-note distribution in addition to adding ~\$1bn of CRE balance sheet debt. He joined Goldman Sachs in the CRE group and spent 5 years doing originations and credit work on new CRE loans before moving to capital markets.



Maurice Q. Robinson, Esq., PHR
*EEO & Fair Housing Officer and
Executive Agency Counsel, New
York City Housing Authority (NYCHA)*

Maurice Q. Robinson, Esq., is currently the EEO & Fair Housing Officer and Executive Agency Counsel for New York City Housing Authority's (NYCHA) Department of Equal Opportunity. As an Adjunct Professor at Seton Hall University School of Law and Benjamin N. Cardozo School of Law, Professor Robinson teaches various ADR based practicums and courses; including a client drive practicum in the Southern District of New York Federal Court. Recently, he was awarded a New Jersey Legislative Proclamation for Pro Bono and Skills Based/Service Oriented Legal Pedagogy.





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