

2022 UCF DR. P. PHILLIPS SCHOOL
OF REAL ESTATE CONFERENCE



Priorities for a Prosperous Central Florida Future

Thursday, September 22

2:30 p.m. – 7 p.m. • The Celeste Hotel



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WELCOME

Welcome to the 2022 UCF Real Estate Conference.

After more than two years hiatus due to the pandemic, the UCF Dr. P. Phillips School of Real Estate is excited to host the 2022 UCF Real Estate Conference and welcome our alumni, partners, colleagues and friends back to campus. The past few years have tested but not deterred our mission to deliver a globally ranked real estate program while connecting our talented students with leaders in the real estate industry. We continue to rank among the top Real Estate Academic Leadership Institutions, and our students continue to succeed in a variety of firms across the state and nation.

We strive to provide a bridge that connects academia to industry. Your sponsorship and attendance today is a critical part of fulfilling this mission. We hope you will enjoy hearing from industry leaders about what lies ahead for our region and the real estate industry.

Thank you for joining us on our journey and for being here today.

Paul Jarley, Ph.D.

Dean, UCF College of Business

Ajal Singh, Ph.D.

SunTrust Eminent Scholar Chair of Banking; Professor & Chair, Department of Finance & Director, Dr. P. Phillips School of Real Estate

Bill Moss

Director
Dr. P. Phillips Institute for Research and Education in Real Estate

Sheila Potts, MSRE, CCIM

Associate Director
Dr. P. Phillips Institute for Research and Education in Real Estate

Geoffrey K. Turnbull, Ph.D.

Jim Heistand — NAIOP Eminent Scholar Chair, Dr. P. Phillips School of Real Estate

David Harrison, Ph.D.

Howard Phillips Eminent Scholar Chair
Dr. P. Phillips School of Real Estate

AGENDA

2:30 p.m. REGISTRATION & NETWORKING

3:00 p.m. WELCOME & INTRODUCTIONS

- *Paul Jarley*, Ph.D., Dean, UCF College of Business
- *Jim Gray*, Managing Director, CBRE
- *Sheila Potts*, CCIM, Associate Director, Dr. P. Phillips Institute for Research and Education in Real Estate
- **A Word from Our Sponsor**
Katie George, Principal Relationship Manager, Real Estate Lending, Addition Financial

3:15 p.m. KEYNOTE SPEAKER

- *Darin Mellott*, Sr. Director, Capital Markets Research, CBRE

4:00 p.m. PANEL: Central Florida Market Trends

Moderator: *Marie Shorey*, CCIM, President, Palkiper Commercial Real Estate Services

- *Michael Boyd* - Director of Leasing, Boyd Development Corporation
- *Jeffrey Robbins* - VP of Development, Related
- *Todd Watson* - Managing Partner, Cadence Partners, LLC

4:45 p.m. PANEL: Priorities for the Future

Moderator: *Bill Moss*, Director, Dr. P. Phillips Institute for Research and Education in Real Estate

- *Crystal Sircy* - COO & Senior VP for Business Development, Orlando Economic Partnership
- *Tom Sittema* - Executive Chairman, Conversus
- *Craig Ustler* - President, Ustler Development

5:30 p.m. AWARDS & RECOGNITION

- *Sheila Potts*, CCIM - Associate Director, Dr. P. Phillips Institute for Research and Education in Real Estate
- *Geoffrey Turnbull*, Ph.D. - Professor and Jim Heistand - NAIOP Eminent Scholar Chair in Real Estate, Dr. P. Phillips Institute for Research and Education in Real Estate
- *David Harrison*, Ph.D. - Professor & Howard Phillips Eminent Scholar Chair in Real Estate, Dr. P. Phillips School of Real Estate

5:50 p.m. WRAP UP & ADJOURN

6:00 p.m. COCKTAIL RECEPTION & NETWORKING

SPEAKERS

(in order of appearance)



PAUL JARLEY, PH.D.

Dean
UCF College of Business



TODD WATSON

Panelist
Managing Partner
Cadence Partners, LLC



JIM GRAY

Speaker
Managing Director
CBRE



BILL MOSS

Moderator
Director
*Dr. P. Phillips Institute for
Research & Education in
Real Estate*



SHEILA POTTS, CCIM

Associate Director
*Dr. P. Phillips Institute for
Research & Education in
Real Estate*



CRYSTAL SIRCY

Panelist
COO & Senior VP for
Business Development
*Orlando Economic
Partnership*



KATIE GEORGE

Sponsor
Principal Relationship
Manager, Real Estate
Lending
Addition Financial



TOM SITTEMA

Panelist
Executive Chairman
Conversus



DARIN MELLOTT

Keynote Speaker
Sr. Director, Capital
Markets Research
CBRE



CRAIG USTLER

Panelist
President
Ustler Development



MARIE SHOREY, CCIM

Moderator
President
*Palkiper Commercial
Real Estate Services*



GEOFFREY TURNBULL, PH.D.

Professor & Jim Heistand
- NAIOP Eminent Scholar
Chair in Real Estate
*Dr. P. Phillips Institute for
Research & Education in
Real Estate*



MICHAEL BOYD

Panelist
Director of Leasing
*Boyd Development
Corporation*



DAVID HARRISON, PH.D.

Professor & Howard Phillips
Eminent Scholar Chair in
Real Estate
*Dr. P. Phillips Institute for
Research & Education in
Real Estate*



JEFFREY ROBBINS

Panelist
VP of Development
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