Urban Land Institute

ULI Jacksonville

The **Urban Land Institute** is a nonprofit education and research institute supported by its 40,000 members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

The **ULI Jacksonville** District Council was formed in 2005 and has nearly 300 members. ULI Jacksonville is one of the newest and fastest growing District Councils, offering its members numerous programs and events focused on industry-related topics including infrastructure, retail, mixed-use, multi-family development, and more.

Volume. 01, Number. 001 | December 2007

MEET THE Executive Committee

John Welch, Foley & Lardner LLP
CHAIR

Mike Shalley, MKS Partners, LLC
IMMEDIATE PAST CHAIR

Brenna Durden, Lewis, Longman & Walker, PA
TREASURER/FINANCE

Jim Robinson, King Engineering Services, Inc.
CO-CHAIR, TREASURER/FINANCE

Rob Palmer, HDR
VICE CHAIR, PROGRAMS

Rose Zurawski, Gresham Smith & Partners
CO-CHAIR, PROGRAMS

Michael Bonts, Renaissance Creative
VICE CHAIR, COMMUNICATIONS

Mark Bonner, Jacobs
VICE CHAIR, MEMBERSHIP

Paul Crawford, Jacksonville Economic Development Commission (JEDC)
CO-CHAIR, MEMBERSHIP

Tim Byal
VICE CHAIR, URBANPLAN/OUTREACH

Lisa Palmer, Regency Centers
CO-CHAIR, URBANPLAN

Maxine McBride, Clockwork Marketing Services
VICE CHAIR, SPONSORSHIP

Paul Basham, Basham & Lucas Design Group
CO-CHAIR, SPONSORSHIP

Scott Hobby, Case Pomeroy Properties
VICE CHAIR, YOUNG LEADERS GROUP

Tom Atkins, HDR

Joe Ehardt, HDR

Trip Stanley, CSX Real Property

Letter from the Chair

Welcome to Volume 1, Number 1, of your District Council's quarterly newsletter.

It is our intention to use the newsletter to provide our members with useful information on what the District Council has done and what it intends to do and to include articles on matters of interest to the development community of Northeast Florida. While a number of people have helped launch the newsletter, I would like to particularly thank Carolyn Clark, our district council coordinator, Michael Bonts, vice chair, Communications Committee, and Renaissance Creative.

In addition to the newsletter, we will be launching the ULI Jacksonville website. The site will include news and photos about ULI Jacksonville's activities, a schedule of upcoming events and links to our Founding and Corporate Sponsors as well as to other sites of interest to our members.

I'm pleased to announce that, following a year's probationary period, ULI has officially certified ULI Jacksonville as a District Council. Certification is based upon our proven ability to grow our membership, organize successful programs, and obtain corporate sponsorship. I would like to thank all of the members of our Executive Committee, particularly Mike Shalley, immediate past chair, for their dedication and hard work in building our District Council from scratch. In just over two years, membership in ULI Jacksonville has grown from 120 to approximately 300 today.

We would love to get all of our members actively involved in the activities of ULI Jacksonville. Elsewhere in this newsletter is a list of ULI Jacksonville committees. If you would like to participate as a member of a committee, please contact either Carolyn Clark at (904) 486.8256 or the District Council Vice-Chair who heads the committee. Your participation will help make ULI Jacksonville an even more successful District Council.

John Welch, District Council Chair, 2007-2008

Keeping Members Informed

01.

Summer Retreat 2007

ULI Jacksonville's Executive Committee assembled on August 18 at the TPC Clubhouse in Ponte Vedra, to plan for the upcoming 2007-2008 fiscal year.

The retreat addressed the organizational structure of the District Council and the importance of developing more effective functioning of the committee structures. In addition, current operative strengths and weaknesses were evaluated and the committee was challenged to create solutions.

The meeting was facilitated by Joy Korman and Dinah Kossoff, co-founders of Living Leadership. The company specializes in leadership, teambuilding, and organizational processes for the non-profit and corporate sectors.

"Our first retreat was a huge success," said John Welch, ULI Jacksonville chair. "Our mission is to provide leadership, dialogue, research and programs in land use and development practices for the greater Jacksonville region with the objective of enhancing the quality of life through best practices in managing growth and development. Our executive committee is the leadership team that directs this mission."

Another retreat will be held in January 2008 to focus on strategic planning and development. A representative from ULI Georgetown will be invited.

ULI Summer Retreat at TPC Sawgrass
(FROM LEFT TO RIGHT)
Maxine McBride, John Welch, Mike Shalley, Terry Lorince, Rose Zurawski, Doug Stanford, Jim Robinson, Mark Bonner, Scott Hobby, Tim Byal, Joe Ehardt, Carolyn Clark (missing Rob Palmer)

Mark Bonner and Rose Zurawski working on their assignment at the ULI Summer Retreat

02.

ULI Jacksonville Launches New Website

The site includes important information about upcoming events, meetings, membership, sponsorship, and more.

Features include:

- Calendar of Events
- Messages from the chair
- Young Leaders Group Information
- UrbanPlan and Community Outreach Initiatives
- Links to ULI Georgetown and the ULI Bookstore
- Important dates to remember, meetings, and more

Visit **www.jacksonville.uli.org** for the latest ULI Jacksonville news and information.

03.

ULI Now Offers Electronic Books

- Instant delivery to your computer
- Always accessible/portable
- Buy a few pages or the entire book
- Cut and paste photos and data into presentations and reports
- Save money - Buy access to the book for 30 days, six months, or a lifetime
- Preview the book FREE before you buy!

ULI Development Case Studies are also available in the ULI eBookstore. Visit **www.uli.org/ebookstore** for more information.

What's Been Happening?

Emerging Trends 2008

Thursday, November 1st, 2007

ULI Jacksonville hosted the annual Emerging Trends program. This evening focused on both the national and local perspectives and featured Stephen Blank, ULI Senior Fellow, Finance, as well as a local panel of experts, including **Roger Postlethwaite, COO, Landmar Group, John Richardson, President, Grubb & Ellis/Phoenix Realty Group, Inc.,** and **Alex Coley, Principal, Hallmark Partners, Inc.**

The Emerging Trends program held at the new TPC Clubhouse in the Sawgrass Players Club, Ponte Vedra Beach

Attendees received a copy of Emerging Trends 2008, a trends and forecast publication with a 29-year history, and the most highly-regarded and widely-read forecast report in the real estate industry. Emerging Trends in Real Estate 2008, undertaken jointly by ULI and PricewaterhouseCoopers, provides an outlook on U.S. investment and development trends, real estate finance and capital markets, property sectors, metropolitan areas, and other real estate issues. The report draws on formal and informal surveys of real estate executives and market experts around the U.S., including survey responses from over 300 real estate executives and personal interviews with over 150 industry leaders.

The event was held at the new TPC Clubhouse in Sawgrass Players Club in Ponte Vedra Beach and was sponsored by HDR.

ABOUT

ULI Conferences

Take advantage of ULI's conferences and explore the latest real estate trends and concepts. Learn from influential speakers as they share their insights and successful experiences. This year, ULI will offer several conferences that will give you a bird's-eye view of what lies ahead in the real estate industry, where you need to be to stay competitive, and how to prosper in the world of development.

Whether the conference is global or national, ULI has the latest information on the current issues at hand and the hottest topics in business today. Each year, ULI attracts more than 3,500 leading real estate developers, investors, owners, architects, and consulting professionals worldwide to its conferences. You will be continually in tune with the latest real estate development initiatives.

ULI conferences satisfy continuing education standards of many organizations. As an attendee, you will receive an attendance verification form at the ULI event, which can be used to apply for credit with your membership organization or state registration boards.

Upcoming Conferences

Reinventing Retail: Community, Mixed-use, and Environment

FEBRUARY 14-15, 2008

Wilshire Grand Hotel, Los Angeles, CA

Developing Resort, Second Home and Golf Course Communities

FEBRUARY 25-26, 2008

Pointe South Mountain, Phoenix, AZ

Developing and Investing Green: Creating Value through Sustainability

APRIL 7-8, 2008

Charlotte Convention Center, Charlotte, NC

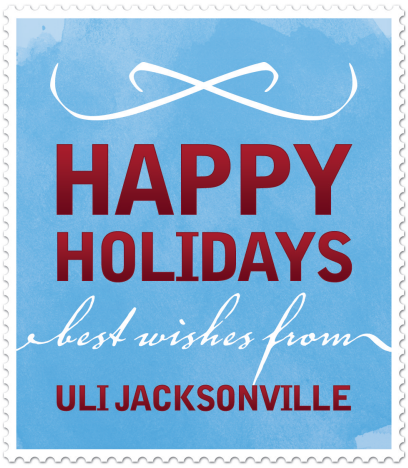
2007 Calendar of Events

DEC

DECEMBER 13

Breakfast Series with Rick Ferrin, Executive Director, Jacksonville Port Authority
7:30 AM – 9:00 AM

Please check the ULI Jacksonville website for updates on these events and others. All members will receive an email notification prior to the event for registration. Pre-registration is required for all ULI events.



ULI 2007 Fall Meeting Overview:

It's All About Sustainability

ULI's annual fall meeting in Las Vegas in October carried on the Institute's long standing tradition of sharing information and lessons learned. Attendees heard from:

- Renowned economic analysts Daniel Gross and Michael Boskin offered both short-term and long-term economic predictions.
- Leadership guru Bill George on corporate leadership in difficult times.
- Highly acclaimed "green" architect Edward Mazria discussed land use and climate change
- Former United Nations Secretary General Kofi Annan champion economic, social and environmental sustainability for urban areas worldwide.
- 2007 ULI J.C. Nichols Prize laureate, Sir Stuart Lipton.
- Humanitarian activist Queen Noor of Jordan spoke on the value of place making in fostering economic and social stability.

"The market for real estate capital is going to tighten further before becoming more plentiful, creating lucrative opportunities for those who are cash-rich to snap up bargains, while prolonging the pain of those who are highly leveraged,"

said Jacksonville ULI Chapter Chairman, John Welch, who attended the conference.

"Another major issue discussed was that climate change has elevated the dialog on environmentally conscious development, making the decision to build green not an option, but a competitive necessity moving forward."

The four-day event drew nearly 7,000 attendees including many from the Jacksonville ULI Chapter. In between the general sessions, the myriad real estate workshops offered hundreds of panelists and opinions on topics ranging from how to develop workforce housing to vertical warehouse develop, including numerous discussions on the capital markets outlook and trends in green building.

WELCOME
New Members

- Kristie Allen
- Trey Byrd
- Greg Chapman
- Jim Dalton
- Diane Devore
- Donna Gainer
- Spencer Hyatt
- Ken LaPointe
- Angela Leatherbury
- Fontaine LeMaistre
- Charlie Margiotta
- Carolyn Mathis
- Batey Camp McGraw
- Deborah McKinney
- Pamela Nix-Elms
- Melinda Oklok
- Michelle Porter
- John Quattrochi
- Elizabeth Robins
- Suraya Teeple
- Chris West
- Jermaine White
- Kimberly White
- Russell Yaffee

Committee Corner:

Young Leaders Group

What is YLG? Since building key relationships is an important part of any successful career, ULI encourages new professionals to become part of the Institute early by offering a Young Leaders membership for professionals under the age of 35.

How many members are in YLG? The Jacksonville Young Leaders group is comprised of approximately 60 members from a variety of professions. Their mission is to provide educational, networking and social opportunities throughout the Jacksonville area. YLG hopes to see continued growth and diversity and to continue to offer the same great opportunities to its members.

Past events

The last YLG event was a river boat tour with the St. Johns RiverKeeper which was held on October 25th. RiverKeeper's mission is to work on behalf of the community for clean and healthy waters in the St. Johns River, its tributaries and its wetlands, through citizen-based advocacy. All proceeds from the event benefited their organization.

For more information, visit the YLG page on the ULI Jacksonville website, or call Scott Hobby at 904.280.4077.

Committee Volunteer Opportunities

The ULI Jacksonville District Council is a member-run organization. Active participation on one of the committees is a great way for members to become more involved in the organization and network with other members. The following are the names descriptions of ULI Jacksonville District committees. Please call the District Council office for more information about getting involved in the Jacksonville District Council.

COMMUNICATIONS

Responsible for providing public relations support and publicizing all programs and events to major media contacts in the Jacksonville area. Assists with production of e-newsletter, website, and Annual Report to promote ULI.

MEMBERSHIP

Responsible for actively recruiting new members, developing marketing strategies for reaching prospective members and following up on membership leads. Committee is also responsible for membership reception and networking events.

PROGRAMS

Responsible for securing event sponsorships and arranging advertising & recognition for sponsors at the programs. Responsibilities include scheduling speakers and reviewing materials & presentation content of prospective speakers. The committee's goal is to maintain a balance of programs that are educational, /informational, timely and entertaining.

SPONSORSHIP

Responsible for follow up phone calls to prospective annual sponsors as well as coming up with new leads to contact for future sponsorship opportunities. The committee develops marketing strategies and actively pursues the implementation and growth of the sponsorship program.

YOUNG LEADERS

Responsible for creating a unique setting for the leaders of tomorrow's real estate companies to interact, both professionally and socially with the leaders of today. The committee is also responsible for providing professional and educational events and programs to engage new and existing young members. Members of the Young Leaders Group are professionals under age 35.

URBANPLAN / OUTREACH COMMITTEE

This committee has worked on UrbanPlan, the ULI's vehicle for teaching land use issues at the high school level and college level and other community outreach initiatives. Students who have participated in UrbanPlan have looked at their specific site from a personal perspective. They are highly interested in promoting aesthetics and community needs through the development of their plan, such as building parks in neighborhoods and local business areas as well as public facilities and churches. The technical side of development (i.e. financing and marketing) and the the site planning aspect of the project provides a framework for students to address community issues in relation to development. UrbanPlan, through active role playing and innovative curriculum, has provided these students with a deeper insight and appreciation of how their communities are developed and what can be done to improve communities.

ULI JACKSONVILLE Thanks Its Sponsors

Founding Sponsors:

- ARCADIS
- Clockwork Marketing Services
- CSX Real Property
- Foley & Lardner LLP
- Gray Family Trust
- HDR
- HNTB Corporation
- Jacobs
- King Engineering Associates
- LandMar Group
- Lewis, Longman & Walker, PA
- PNR's Builder Sales & Marketing
- Regency Centers
- Smith, Gambrell & Russell LLP
- The St. Joe Company
- WCI Communities

Corporate Sponsors:

- Basham & Lucas Design Group
- Case Pomeroy Properties
- Holland + Knight
- Looney Ricks Kiss Architects