

# SCHEDULE OF EVENTS

October 23<sup>rd</sup> | 7:30 AM - 12:00 PM  
iHotel Conference Center  
Champaign, IL 61820

## Place-Making Economic Development and Real Estate Symposium at The University of Illinois

### 7:30 AM Registration & Breakfast

### 8:00 AM Welcome & Opening Remarks

- Dr. Jeffrey R. Brown, Dean, College of Business, University of Illinois at Urbana-Champaign
- Laura Frerichs, Director, Research Park & Economic Development, University of Illinois
- Jim Schultz, Director, Illinois Department of Commerce & Economic Opportunity, DCEO
- U.S. Congressman Rodney Davis (Video from DC)
- Deborah Frank Feinen, Esq., Mayor, City of Champaign
- Dr. Roger Cannaday, Associate Professor Emeritus, College of Business, University of Illinois

### 8:45 - 10:15 AM

#### Panel 1: Marketing Strategies that Create “Place-Making” Economic Development & New Demand for Real Estate

- Jim Schultz, Director, Illinois Department of Commerce & Economic Opportunity, DCEO
- Craig Rost, Executive Director, Champaign County Economic Development Corporation
- Dr. Michael H. Casson, Associate Professor, Delaware State University College of Business, (“UCEDIT”)
- Andrew Duffell, MBA, CEO, The Research Park at Florida Atlantic University
- Ryan M. Johnson (Marketing, Senior at UIUC), President, Design for America at UIUC
- Alex Ruggieri, CRE, CCIM, MBA, Sperry Van Ness - Ramshaw Real Estate (Moderator)

### 10:30 AM - 12:00 PM

#### Panel 2: Real Estate’s Connectivity and Optimization for Social Value & Innovation in Communities

*(Research & Innovation Parks, CityLabs, Data Analytics, Inclusion & Diversity Plans)*

- Alexei V. Tchisty, Ph.D., Associate Professor, UIUC, Director - Office of Real Estate Research
- Dave Cocagne, President & CEO, Vermilion Development, Adjunct Faculty, Kellogg Northwestern
- Lindsay Thompson, Ph.D., Associate Professor, Johns Hopkins Carey Business School, CityLab (video)
- Dan Young, Ph.D., Adjunct Professor - Horn Program for Entrepreneurship, University of Delaware
- Scott Harding, Carle Foundation Hospital, VP, Facilities & Support Services Administration
- Tom Anderson, Global Product Owner, Real Estate Solutions and RE Cockpit, SAP
- David J. Wilk, CRE, MAI, Sperry Van Ness - Corporate Property Strategies (Moderator)



### THANK YOU TO OUR SPONSORS:



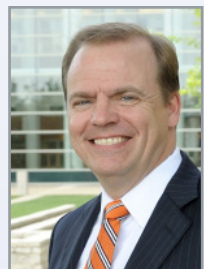
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# THANK YOU FOR ATTENDING

The University of Illinois College of Business, The University of Illinois Research Park, SAP, and Sperry Van Ness proudly present an academic and professional Symposium focusing on how UIUC regional communities can generate more economic development activity and demand for their real estate through innovative “place-making” strategies.

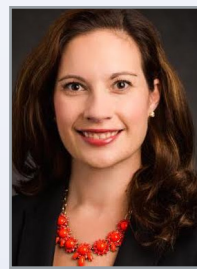
Symposium attendees will gain new perspectives on how collaborative, regional “place-making” strategies will add significant value to the existing “world class” innovation ecosystems in the UIUC region and statewide. Regional collaboration will result in more grads “choosing to live” in the area, will attract even more companies/entrepreneurs, and will deliver inclusive social and economic value to regional stakeholders from food, aviation, healthcare, manufacturing, technology, entrepreneurial and agricultural ecosystems.

## Welcome & Opening Remarks



### Dr. Jeffrey R. Brown

Jeffrey Brown is the William Karnes Professor of Finance in the College of Business at the University of Illinois at Urbana-Champaign. He is also the Dean of the Business College. During 2001-2002 he served as Senior Economist at the White House Council of Economic Advisors.



### Laura Frerichs

Laura Frerichs is the University of Illinois Research Park Director and Director of Economic Development for the University of Illinois' Urbana-Champaign campus. In 2015 she was appointed by Governor Rauner to co-chair the new Innovate Illinois Advisory Council.



### Jim Schultz

Governor Bruce Rauner named Jim Schultz Director of the Illinois Department of Commerce in February of 2015. Schultz provides leadership & strategic guidance to grow the State's economy and he oversees multiple offices.



### Deborah Frank Feinen

Mayor Frank Feinen has been a proud resident of Champaign for over forty years. She received her Juris Doctorate in 1992, was appointed to the Champaign City Council in 2006 and was elected Mayor in 2015.



### Dr. Roger Cannaday

Dr. Cannaday is Associate Professor Emeritus of Finance at the University of Illinois. He was Director of the Office of Real Estate Research from 2003-2014, and teaches courses in real estate and urban land economics.



### David J. Wilk, CRE, MAI (“MC”)

David J. Wilk is National Chair of the Sperry Van Ness Corporate Real Estate Advisory Group. David taught as an Adjunct at the University of Delaware for 24 years, and is now at Johns Hopkins Carey collaborating on Real Estate Optimization Strategy and CityLabs.

# MEET OUR SPEAKERS

## Panel 1



### Craig Rost

Craig Rost is trained as a designer and Urban Planner. He spent 25 years managing economic development and growth for the City of Champaign as Deputy City Manager for Development. Rost also teaches Economic Development Planning at the University of Illinois.



### Michael H. Casson Jr., Ph.D.

Michael Casson is Associate Professor of Economics at Delaware State University, Director of the University Center for Economic Development and International Trade (UCEDIT), and founding Director of the Economic Development & Leadership Institute. He earned his Ph.D. in Agriculture & Resource Economics.



### Andrew Duffell, MBA

As President and CEO of the Research Park at Florida Atlantic University, Andrew Duffell has brought renewed energy and growth, formulating and implementing its first strategic plan and raising its profile as a significant economic asset for South Florida.



### Ryan Johnson

Ryan is a Senior Marketing Major at the University of Illinois and President of Design for America at UIUC. Design for America is a mentor, entrepreneurial, and student based organization that designs products that enhance the lives of those affected by breast cancer, Down's syndrome, diabetes & more.



### Alex Ruggieri, CRE, CCIM, MBA

Alex Ruggieri serves as a Senior Advisor for Sperry Van Ness, specializing in the sale of investment properties in Champaign-Urbana and Central Illinois. He has over 28 years of CRE experience and has built an array of valuable community contacts that benefit his clients.

## Panel 2



### Alexei Tchisty, Ph.D.

Alexei Tchisty is an Associate Professor of Finance and Director of the Office of Real Estate Research at the University of Illinois at Urbana-Champaign. His research focuses on various topics related to real estate finance.



### Dave Cocagne

Dave Cocagne is President & CEO of Vermilion Development. During his career he has been involved in the development of office, retail & medical facilities across the Midwest. Under his leadership, his firm has developed & acquired over \$200 million of real estate assets.



### Dan Young, Ph.D.

Dan Young is an Assistant Professor at Wilmington University, co-founder and managing principal of Civitas Partners LLC, a financial services firm in Wilmington, and Young Consulting Group LLC, a boutique marketing consulting company.



### Scott Harding

Scott Harding has been the VP of Facilities and Support Services at Carle since July 2009. He has over 25 years of healthcare facilities & support services experience with various healthcare and corporate organizations.



### Tom Anderson

Tom Anderson is the Global Solution Owner for SAP's Real Estate Management solution used by commercial, residential and corporate real estate organizations around the world.