

# SCHEDULE OF EVENTS

March 11<sup>th</sup> | 8:00 AM - 2:00 PM  
The Arctic Club Dome Room  
Seattle, WA 98104

Real Estate Optimization for Private & Public Assets  
“Place-Making” Economic Development Strategies  
CityLab - Transforming Undervalued Neighborhoods

## 8:00 AM - 9:00 AM

### Welcome & Opening Remarks

- Edward B. Murray, Mayor, City of Seattle (I)
- Brian Bonlender, Director, Washington Department of Commerce Economic Development DCEO
- Peter Orser, Acting Director, Runstad Center Real Estate Studies, University of Washington
- Mark Macek, MBA, CCIM, 2015 National President, CCIM Institute
- Fred Jarrett, Deputy County Executive, King County
- Suzanne Dale Estey, President & CEO, EDC of Seattle & King County

## 9:00 AM - 10:15 AM

### Panel 1: RE Asset Optimization for Public & Private Assets

- David J. Wilk, CRE, MAI, National Chair, Corporate RE Services, SVN & Johns Hopkins (Moderator)
- Brian Bonlender, Director, Washington Department of Commerce Economic Development DCEO
- Tom Anderson, RE - Global Product Owner, SAP
- John Chapman, Senior Consultant, B-4 Consulting, Real Estate Integration & SAP Gold Partner
- Mark Macek, MBA, CCIM, 2015 National President, CCIM Institute

## 10:30 AM - 11:45 AM

### Panel 2: “Place-Making” Economic Development Strategies and Transforming Undervalued Urban Neighborhoods - CityLab

- Lindsay Thompson, Ph.D., Associate Professor, Johns Hopkins Carey Business School, CityLab
- Dr. Michael H. Casson, Associate Professor, Delaware State University, Director, UCEDIT
- Laura A. Frerichs, Director, University of Illinois Research Park & Co-Chair, Innovate Illinois
- Dr. Dan Young, Assistant Professor, Wilmington University, Entrepreneurial Marketing
- Suzanne Dale Estey, President & CEO, EDC of Seattle & King County
- Chad Gleason, CCIM, SVN | Raven, President - WA Chapter CCIM (Moderator)

## 12:00 PM - 2:00 PM

Lunch Keynote Speaker - Tom Anderson, SAP, (CREED & Corporate RE Application)



## THANK YOU TO OUR SPONSORS:

## PROVIDED IN PARTNERSHIP WITH:



# THANK YOU FOR ATTENDING

# MEET OUR SPEAKERS

The Runstad Center for Real Estate Studies, The Washington State CCIM Chapter, in partnership with the Oregon and Idaho State CCIM Chapters, SAP, Commercial Brokers Association, and SVN proudly present an academic and professional Symposium focusing on asset optimization of public and private real estate assets, generating more economic development activity and demand for real estate through innovative “place-making” strategies, and transforming undervalued urban neighborhoods.

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 UW/Seattle region and statewide. Regional collaboration will drive public and private real estate asset optimization, and attract more companies/entrepreneurs, and inclusive social and economic value to regional stakeholders.

## Welcome & Opening Remarks



### Edward B. Murray

Edward Murray is the Mayor of the City of Seattle. He served in the Washington State Senate from 2007-2013 and before that for 11 years in the Washington State House of Representatives.



### Brian Bonlender

Brian Bonlender was appointed Director of the Department of Commerce by Governor Jay Inslee in January 2013. Prior to this he served as Inslee's legislative director, working on legislation in a range of industries including agriculture, life sciences, IT, aerospace, maritime and clean energy.



### Peter Orser

Peter Orser is the Acting Director of the Runstad Center Real Estate Studies at University of Washington. He oversees five real estate companies and the Weyerhaeuser Co.'s builder financing operation. He serves as a Treasurer of the Cascade Land Conservancy.



### Mark Macek, MBA, CCIM

Mark Macek is President of Macek Companies, Inc. which is a commercial real estate brokerage, development & consulting company serving clients throughout the northwestern US. He is the immediate past President of the CCIM Institute.



### Fred Jarrett

Deputy County Executive Fred Jarrett oversees and directs the work of the Executive Branch, including its departments, operations, and policy development. Jarrett was previously a State Senator for 4 terms and Mercer Island Mayor.



### Suzanne Dale Estey

Suzanne Dale Estey is Principal of Dale Estey Partnerships, Strategy & Results, a government relations and economic/business development consulting firm established in 2013. Prior to this, Suzanne served as the Economic Development Director for the City of Renton.

## Panel 1



### 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. Tom supports sales teams globally.



### John Chapman

John Chapman is the Industry Lead for B4 Consulting Real Estate. He uniquely blends years of industry business experience with his expertise in SAP Real Estate & specializes in understanding the integration of Real Estate to other modules within the SAP landscape.



### Mark Macek, MBA, CCIM

Mark Macek is President of Macek Companies, Inc. which is a commercial real estate brokerage, development & consulting company serving clients in the northwestern US. He is the immediate past President of the CCIM Institute.



### Brian Bonlender

Brian Bonlender was appointed Director of the Department of Commerce in January 2013. Previously he served as legislative director, working on legislation in a range of industries including ag, life sciences, IT, aerospace, maritime & clean energy.



### David J. Wilk, CRE, MAI

David J. Wilk is National Chair of the SVN 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.

## Panel 2



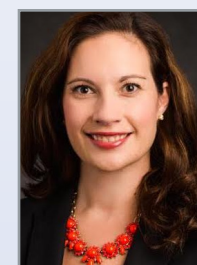
### Lindsay Thompson, Ph.D.

Lindsay Thompson joined the Johns Hopkins Carey Business School in 2002. She is an Associate Professor in the practice track with expertise in the role of character and human values in business, society and corporate culture.



### Dr. Michael H. Casson

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.



### Laura Frerichs

Laura Frerichs is the University of Illinois Research Park Director & 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.



### Dr. Dan Young

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



### Suzanne Dale Estey

Suzanne Dale Estey is Principal of Dale Estey Partnerships, Strategy & Results, a government relations and economic/business development consulting firm established in 2013. Prior to this, Suzanne served as the Economic Development Director for the City of Renton.



### Chad Gleason, CCIM (Moderator)

Chad Gleason, CCIM of SVN | Raven Real Estate is the President of the Washington CCIM chapter. He is a commercial real estate and investment broker specializing in Corporate Real Estate, Office & Industrial sales and leasing.

We have a special Lunch Keynote Speaker - Tom Anderson, SAP, [CREED & Corporate RE Application] from 12:00 - 2:00 PM!

This symposium is approved for 5.5 hours of Washington Real Estate Continuing Education Credit.

