



AGENDA

7:30am – 8:30am Registration/Trade Show Exhibits Open

8:30am – 9:15am Kickoff Session

9:15am – 10:30am Supplier Minute To Win It/Trade Show

10:30am – 11:15am Breakout Session One (three options)

A. Growth Mindset: Adapting to Change & Technology

Speakers: Felisha Austin (Willow Bridge) & Latrice Leake (Mission Rock Residential), Moderator: Michelle Violano (Greystar Real Estate Partners)

Adapting to new technology starts with mindset. This session explores how a growth mindset helps multifamily teams embrace change, overcome resistance, and navigate technology with confidence.

Key Takeaways:

- Reframing change: Learn how to view technology and change as opportunities for growth.
- Building adaptability: Discover ways to encourage learning and resilience across teams.
- Practical mindset shifts: Walk away with simple strategies you can apply immediately.

B. What Multifamily Can Learn from Retail Innovation

Speaker: Krista Ammirato (Macerich)

As the retail industry works to continuously reinvent and find ways to engage customers they can be a helpful industry to look to. They have had to innovate and think beyond the brick and mortar as does multifamily. This session highlights key retail strategies to draw in customers and create community. It explores how multifamily teams can apply them to enhance the resident experience as well as generate leases.

Key Takeaways:

- Customer experience insights that translate: Learn how retail approaches to personalization and convenience apply to multifamily.
- Using data and technology effectively: Understand how retail leverages data to drive smarter decisions.
- Ideas you can apply now: Walk away with practical, retail-inspired strategies for multifamily operations.

C. Owner Panel: Innovation & Technology in Practice

Speakers: Chris Geer (Four Mile Capital), Clay Inman (Highland Development) and more to be announced.

Hear directly from multifamily owners as they share how they evaluate, adopt, and scale technology across their portfolios. This panel offers real-world insight into what drives investment decisions, delivers ROI, and supports long-term portfolio performance.

Key Takeaways:

- How owners assess technology investments: Understand what matters most when evaluating value, risk, and scalability.
- Real-world lessons from implementation: Learn what's working, and what's not, from owner perspectives.
- What owners expect from partners and teams: Gain clarity on collaboration, accountability, and innovation priorities.

11:30am – 12:15pm Breakout Session Two (three options)

D. Building & Strengthening Internal Relationships

Speaker: Cory Leschel (Gallery)

Strong internal relationships are essential to successful innovation and technology adoption. This session explores practical ways to build trust, improve collaboration, and break down silos across multifamily teams to drive better outcomes.

Key Takeaways:

- Improving cross-team collaboration: Learn simple strategies to strengthen communication and alignment.
- Building trust that supports change: Understand how trust impacts innovation and technology adoption.
- Actions you can implement immediately: Walk away with practical habits to improve internal partnerships.

E. AI: State of the Industry Update

Speaker: ElisaAI

AI is rapidly shaping the future of the multifamily industry. This session delivers a clear, practical update on current AI applications, emerging trends, and what industry leaders need to know to prepare for what's next.

Key Takeaways:

- Where AI is being used today: Understand real-world AI applications across multifamily operations.
- What's coming next: Learn which AI trends are most likely to impact the industry in the near future.
- How to prepare your organization: Gain practical guidance for evaluating and adopting AI responsibly.

F. Unforgettable Leadership

Speaker: Jaime Gorski (Catchpoint Collective)

Unforgettable leaders inspire trust, drive engagement, and lead confidently through change. This session focuses on the leadership behaviors that create lasting impact in multifamily organizations, especially as technology and innovation continue to reshape the industry.

Key Takeaways:

- What makes leadership memorable: Identify the behaviors that build trust and inspire teams.
- Leading through change and technology: Learn how to guide teams with clarity and confidence during transformation.
- Practical actions for immediate impact: Walk away with simple leadership strategies you can apply right away.

12:15pm – 1:00pm Trade Show

1:00pm – 2:00pm Keynote Luncheon featuring Rocky Garza

2:00pm – 2:30pm Trade Show Exhibits and Events Giveaways