



Nashville, TN

Governor's Advisory Services Panel

October 21-24, 2013

Biographies

Chair

Richard Reynolds
Senior Advisor to the EVP
Tufts University
Boston, MA

Reynolds, an alumnus of Tufts and long time member of the University's real estate advisory committee, returned to campus as Vice President of Operations in January 2010. His responsibilities include facilities management of 4.3 million SF on 3 campuses, construction, public and environmental health and safety, and dining services.

Prior to joining Tufts, Reynolds has been President of The Reynolds Group, Inc, a strategic real estate consulting firm based in Needham, MA, since 2004.

Between 1993 and 2004 Reynolds was a Principal with Spaulding and Slye, LLC serving in a number of roles with the company, including Managing Director of the Capital Markets Group transacting over \$1 billion of investment sales annually and Major Transaction Principal including joint venture developments, major tenant representation assignments, various corporate relocation analyses, and client relationship management. Reynolds also acted as lead Principal for the acquisitions of over \$300 million of properties for Windsor Realty Fund II, a joint venture with the DuPont Company and General Investment and Development.

Reynolds also was President of Reynolds, Vickery, Messina & Griefen, a development, property management, and advisory services firm for institutional and corporate clients from 1987-1993. He was a partner in Hines Industrial, an office/industrial development affiliate of the Gerald D. Hines Interest, from 1978-1987. He started his career in 1970 with New England Life as Second Vice President in the underwriting and placement of debt and joint venture equity nationally.

Reynolds has been active in the Urban Land Institute for almost 30 years, and is a Governor of the ULI Foundation. He has served as Chair of several flights of the Office and Industrial Parks Council, Vice Chair of the Office Development Council, and as a member of the Public/Private Partnership Council. He also served as Chair of the Boston District Council of ULI. He has participated in or chaired five Advisory Service Panels across the country. Reynolds was President of the Greater Boston Real Estate Board in the early 1990s as well as Chairman of the Massachusetts Government Land Bank.

Reynolds received his undergraduate degree from Tufts University in 1967 with a Bachelor of Arts in Economics and his graduate degree was completed in 1970 at Babson College where he received a Masters of Business Administration with high distinction.

Panelists

Mary Borgia
President
The Borgia Company
Newport Beach, CA

Mary Borgia, president of The Borgia Company based in Newport Beach, California, specializes in marketing advisory services for resort and residential community developments.

Today, given the increased need to understand overall sales and marketing dynamics, Ms. Borgia often serves as Chief Marketing Officer for her clients.

Founded in 1986, The Borgia Company has successfully executed hundreds of major assignments ranging from creating the concept and programming for resort and residential communities to developing and executing strategic marketing plans.

Distinguished clients include The Irvine Company, Hines Resorts, Hunt Realty, Leucadia National Corporation, Lowe Development Corporation, The Pivotal Group, Mitsubishi Corporation, Murray Franklyn Companies, The Nature Conservancy, The Pebble Beach Company, Port Blakely Tree Farms, and Valencia Company.

Ms. Borgia's experience and talents span a wide array of disciplines. She has been the marketing force behind many successful and award-winning projects including: The Residences at Spanish Bay, Pebble Beach, CA; Tumble Creek and Suncadia, Roslyn, WA; The Terraces at the Vintage Club and The Reserve, Indian Wells, CA; Snowcreek, Mammoth, CA; River Valley Ranch, Carbondale, CO; Stowe Mountain Lodge, Stowe, Vt.

With more than 35 years of active involvement in real estate development, she is frequent speaker at professional and university forums. Ms. Borgia is very involved in the Urban Land at the national level and is currently the Council Counselor for the four Recreation Development Councils.

Mary has a B.A. from Knox College and an M.B.A. from Pepperdine University.

Con Howe
Managing Director
CityView
Los Angeles, CA

Con Howe is Managing Director of CityView's \$150 million Los Angeles Fund, partnering with homebuilders and developers to entitle land and build workforce housing in greater Los Angeles. CityView, founded by Henry Cisneros, has financed over 7,000 units of housing in over 40 projects in California and throughout the United States.

Previously Mr. Howe was Director of the Urban Land Institute's (ULI) Center for Balanced Development in the West, focusing on the special land development issues of the fast growing Western United States.

Mr. Howe served as the Director of Planning for the City of Los Angeles from 1992-2005. His work included: revision of the City's General Plan to provide a comprehensive strategy for growth, updating the City's 35 Community Plans,

streamlining the development permitting process, creating new zoning to encourage mixed-use and infill housing projects, and the adaptive reuse of older structures into housing.

From 1987 to 1991, he served as Executive Director of the New York City Planning Department where he directed a staff of 400 located in a central office and five borough offices. Earlier, as director of the agency's Manhattan Office, he helped direct major commercial growth to West Midtown, and established urban design and preservation requirements for the City's Theatre District and Times Square.

Prior to coming to New York City, Mr. Howe was Executive Director of the Massachusetts Land Bank, a state redevelopment agency, and served in the Governor's Office.

Mr. Howe received a masters degree from MIT's School of Architecture and Planning and an undergraduate degree from Yale, and teaches a graduate course in planning and redevelopment at USC.

Richard Rosan
President ULI Foundation
ULI – the Urban Land Institute
Washington, DC

Richard M. Rosan is the President of the Urban Land Institute (ULI) Foundation, which is the philanthropic arm of the Urban Land Institute. ULI is a global nonprofit education and research institute supported by nearly 35,000 members representing all aspects of land use and development disciplines. Its mission is to provide leadership in the responsible use of land and in sustaining and creating thriving communities worldwide.

The ULI Foundation, which has a corpus of more than \$40 million, supports many of the Institute's general research and education activities, as well as local programs offered through ULI's District Council network. In addition, the Foundation provides endowments for specific activities, including those related to workforce housing, infrastructure, sustainability, and public leadership in land use.

Mr. Rosan recently transitioned full-time into the role of ULI Foundation President after stepping aside as Chief Executive Officer of ULI Worldwide. For more than 17 years, he served simultaneously as ULI's top executive and as the ULI Foundation President. Under Rosan's leadership, ULI experienced a fourfold increase in membership, expanded its global outreach into Europe and Asia, and secured many new funding sources. Rosan broadened ULI's intellectual content through the creation of the ULI Senior Resident Fellows program and the funded Centers, which are supported through endowments from the ULI Foundation.

Rosan is an architect and a Fellow of the American Institute of Architects. Prior to his service at ULI, he spent 22 years in New York City in several capacities, including 12 years with the City of New York, concluding with his service as the city's Economic Development Director. Rosan also served for six years as President of the Real Estate Board of New York, and he spent five years in the private development business as a project director for several large New York City development projects.

ULI Project Staff

Gayle Berens
Senior Vice President, Education & Advisory Group
ULI – the Urban Land Institute
Washington, DC

Gayle Berens is the senior vice president of the ULI Education & Advisory Group, where she oversees the professional development, publications, awards, and advisory services programs. Until July 2010 she was the executive director of the ULI Center for Balanced Development in the West, which was charged with advancing understanding among land use experts, advocates, and public and private practitioners regarding the implications of development in the West and the conflicts between competing land use demands.

Berens's long career at the Institute has spanned a variety of responsibilities and interests. Before moving to Los Angeles to head the Center for the West, she was the senior vice president of education, a position in which she oversaw ULI's conferences, professional development programs, and academic programs and activities. For nine years before that, she served as vice president of real estate development practice where she was responsible for directing the publications and education programs related to the practice of real estate and land development—from commercial to residential to parks. In addition, she oversaw five awards programs, including ULI Gerald D. Hines Student Urban Design Competition, which she directed and co-developed.

Berens is the coauthor of several books, including *Urban Parks and Open Space*, published with the Trust for Public Land; and ULI's best-selling book, *Real Estate Development Principles and Process*, first, second, third, and fourth editions. Berens has also served as project director for many publications and has written many articles for *Urban Land* and case studies.

Jess Zimbabwe
Executive Director, ULI Rose Center
ULI – the Urban Land Institute
Washington, DC

Jess Zimbabwe was named Executive Director of the Urban Land Institute Daniel Rose Center for Public Leadership in Land Use in February 2009. She serves as the Rose Center's first Executive Director.

Before joining ULI, Jess was the Director of the Mayors' Institute on City Design, a 25-year old program that is run as a partnership of the American Architectural Foundation, the National Endowment for the Arts, and the U.S. Conference of Mayors. In that capacity she worked with over 125 American mayors and cities to help local leaders better understand issues of urban design so that they could advocate for better built environments in their own communities. During her time at the Mayors' Institute, she also served as Vice President for Programs at the American Architectural Foundation.

Before joining the Mayors' Institute and American Architectural Foundation in 2006, Jess served as the Community Design Director at Urban Ecology in San Francisco, California, providing pro bono community planning and design assistance to low-income neighborhoods in the San Francisco Bay Area. The position at Urban Ecology was made possible by a Enterprise Rose Architectural Fellowship. Her previous work experience includes architecture, housing, and community development work in New York and Baltimore.

Jess earned a Master of Architecture and Master of City Planning from UC Berkeley and a B.A. in Architecture from Columbia University. In 2009, Jess was a Comparative Domestic Policy Fellow at the German Marshall Fund. She serves on the Board of Directors of *Next American City*. She is a licensed architect, certified city planner, and a LEED-Accredited professional.