



# Clearwater, FL

Advisory Services Panel

June 15-20, 2014

Biographies

## Chair

**William P. Kistler**  
**Managing Partner**  
**Kistler & Company**  
**London, United Kingdom**

With over 30 years of international real estate experience, Bill Kistler is a strategist with a global network of industry and government relationships. His career has included development, advisory and investment work in the residential, retail, hotel and office sectors.

In his current role he leads Kistler & Company offering advisory, investment and development services to cities and the real estate industry. He also recently co-founded Knowledge City Partners, a network of academic, business and government leaders.

Prior to this Mr. Kistler was the Senior Partner at Korn/Ferry International where he led the Real Estate practice in Europe, Middle East and Africa (EMEA). From 2003 - 2009 he was President of the Urban Land Institute–EMEA a non-profit, research and education institute dedicated to the built environment.

Previous to joining ULI, Mr. Kistler was founder and Managing Director of Equinox partners, an advisory and executive search firm focused on the real estate industry with offices in Europe and the US. The firm's clients included developers, investors, corporations and governments in Europe, India and the Middle East. Before this he was General Manager of the Disney Development Company, responsible for the planned community of Val d'Europe at Disneyland Paris.

Mr. Kistler's prior experience includes senior roles at JMB Properties in Chicago, Cushman & Wakefield in New York. He began his career at IBM where he spent 12 years overseeing the company's real estate in New York and Paris.

Mr. Kistler is a Trustee of the Urban Land Institute. He is an Architect and holds a BS in Architecture from the University of Southern California.

## **Panelists**

**Jordan Block**  
**Urban Designer/Planner**  
**RNL Denver**  
**Denver, CO**

Jordan Block is an Urban Designer and Planner with RNL Design based in Denver, Colorado. His focus is in bridging large-scale community and regional planning with attention focused on the human experience within the public realm. He specializes in projects that contain large infrastructural development or change as a catalyst for site-specific, detailed urban design.

Mr. Block has worked on numerous urban planning and design projects with a wide variety of clients, ranging from developer-lead urban infill and transit-oriented development projects to government-backed comprehensive vision plans for major metropolitan areas. He has worked both domestically and internationally, with a large concentration of projects in his home state of Colorado as well as in the Middle East and other regions.

He is currently working with several municipal and county governments in Colorado to prepare vision plans for the growth of their facilities and employee bases as well as improving the accessibility and urban design of their campuses. He recently completed work for a 30-year master plan for the Abu Dhabi metropolitan area, focusing on the extensive North Coast region, as well as smaller development projects in the region. In all his projects, he aims to transform stake-holder and community ideas into implementable plans

Mr. Block is a graduate of the Master of Urban Design program at the University of Colorado Denver. Prior to this he received his Master of City Planning with an emphasis on Urban Design and Economic Development from the University of Pennsylvania.

**Charles Johnson, IV**  
**President**  
**C. H. Johnson Consulting, Inc.**  
**Chicago, IL**

President and Chief Executive Officer, ISHC, is a nationally recognized consultant with over 30 years of experience in convention, sports, hospitality, and general real estate consulting. Prior to forming Johnson Consulting, he worked for the Chicago-based real estate development firm, Stein and Company, which was design builder for the expansion at McCormick Place in Chicago. Prior to that, he was National Director of KPMG Peat Marwick's Convention, Sports, and Leisure Consulting practice. He served as program manager for the Puerto Rico Convention Center District project in San Juan, Puerto Rico for four years, and successfully guided that project from an idea to a highly regarded 110-acre urban redevelopment project. He has worked on numerous projects in western New York including the expansion analysis of the Buffalo Convention Center. .

Johnson has worked on over 600 public assembly and urban development consulting assignments in the U.S. and abroad. He is a member of ULI and he has served on five Advisory Services panels.

**Pam Minich  
President  
Minich Strategic Services  
Houston, TX**

Minich Strategic Services is a research & consulting firm engaged in providing strategic market and economic research, consumer insights and advisory services to a broad spectrum of real estate and related organizations.

Pamela Minich, has been personally engaged in both commercial and residential real estate projects located in more than 20 states. Based in Houston, Texas, Minich Strategic Services' clients include commercial real estate, homebuilding, not-for-profit and public sector organizations that require a high level of market intelligence and value its strategic application to their most challenging real estate planning and business problems. Minich is accustomed to collaborating with brokers, investors, builders, developers, land/urban planners, architects, real estate attorneys, financial institutions, civil engineers and government agencies on a wide variety of projects. Ms. Minich also holds an active Texas Real Estate Sales License.

The company's areas of expertise include: consumer and economic research, consumer insights, market segmentation, customer satisfaction, highest and best use and market feasibility studies, urban development trends; sustainable development practices; and housing development (single and multi-housing) across a broad spectrum of types – master planned communities, active adult, affordable, workforce, seniors, urban infill, student, resort/second home, luxury, high-rise, military, etc.

The firm's market research expertise includes: all quantitative and qualitative research methodologies, including surveys, focus groups, mystery shopping and one-on-one in-depth interviewing. Ms. Minich has served as an expert witness on the subjects of real estate development and marketing and has been an active member of the Urban Land Institute, the National Association of Homebuilders, The National Association of Business Economics, the American Marketing Association, The Commercial Real Estate Research Forum and the U.S Green Building Council.

Prior to formation of Minich Strategic Services, Ms. Minich headed several other boutique market research and consulting practices focused on the real estate industry. She was also employed by a Fortune 200 public homebuilder as the Houston Division's Director of Strategic Marketing for six years. The company's business philosophy is that injecting a customer-centric, fact-based approach to real estate planning, marketing and management provides a solid basis for executive decision-making that builds confidence and reduces risks and uncertainty. *"Providing fresh insights about the most pressing strategic issues impacting success is always our highest priority."*

**Brad Rogers  
Advanced Placemaking  
Baltimore, Maryland**

Brad Rogers has fifteen years of experience managing complex urban real estate transactions and harnessing the power of markets to achieve public policy goals.

An attorney with a Masters Degree in Environmental Management, Mr. Rogers has broad experience across the private, public, and nonprofit sectors. In these different roles, he has participated in a wide range of real estate transactions involving private and institutional purchasers, elaborate multi-party public/private partnerships, multiple

*All biographies as of 6/20/14*

funding sources, challenging site conditions, active community participation, and complex regulatory environments. Mr. Rogers also has a well developed background in the study of architecture and planning.

As both a board and staff member to nonprofit organizations, he has worked to change state laws and local ordinances to generate smart growth, urban economic development, and sustainable design. In the private sector, he has worked on everything from large HOPE VI affordable housing developments to small residential infill projects.

Mr. Rogers founded and managed a family of social enterprise firms focusing on green building and urban redevelopment in Baltimore. These included the largest and most successful green construction firm in the region as well as a development firm and a real estate brokerage focused on sustainability. This allowed him to participate in the design and construction of many of the most innovative green projects in Maryland, including the first LEED-NC Gold building in Baltimore; the first near-zero net energy building in Maryland; and the first sustainable, universally accessible, and affordable residential development in the country.

Mr. Rogers recently worked to transform 23,000 square feet of abandoned historic buildings on Maryland's Eastern Shore into the Eastern Shore Conservation Center, a sustainable mixed use campus providing offices and apartments for regional nonprofits. He also put together a variety of complex real estate transactions to create new parks, trails, and pedestrian networks. He is now working as a consultant in private practice.

Mr. Rogers holds degrees from Haverford College, Duke Law School, and Duke's Nicholas School of the Environment. He is a regular lecturer, panelist, and author.

**Sonali Soneji**  
**Principal / Transportation Planner**  
**Simple Solutions Planning & Design, LLC**  
**Arlington, VA**

Sonali Soneji is a Principal with Simple Solutions Planning & Design, LLC, a woman-owned small business based in Arlington, VA. Simple Solutions Planning & Design, LLC, has provided survey, analysis, and policy development services for transportation planning and urban design for the last ten years. Ms. Soneji leads a diverse team with experience encompassing urban and transportation planning, housing, and public health.

Ms. Soneji has studied the way people travel, the reasons they choose to travel the way they do, and the impacts of their choices on themselves and their communities. She believes in and advocates for multimodal transportation solutions that reflect the needs and diversity of the community they serve. She supports transportation systems designed to fit the demographics, budgets, and land use patterns of the community.

Ms. Soneji has lead several transportation performance monitoring studies for Arlington County that contributed to the County's knowledge base of local trip generation rates, parking occupancy, and travel choices of residents and employees. She has also helped evaluate the return on investment of Arlington County's transportation demand management (TDM) program in achieving public health and safety goals.

In previous years, Ms. Soneji has acted as Research Manager for Arlington County Commuter Services, and provided policy-writing and research support to the Parking Office. Her transportation planning projects have included

support for several TDM and transit development plans (TDPs) for the Virginia Department of Rail and Public Transportation.

Ms. Soneji has also developed campus master plans and policy documents for the U.S. Army, U.S. Navy, and the U.S. Coast Guard. She has supported the development of installation design guidelines, a streetscape plan, and a multimodal transportation management plan for Marine Corps Base Quantico, VA.

Ms. Soneji is a member of the American Institute of Certified Planners (AICP). She has a Bachelor's degree in Architecture from the University of Bombay, India and a Masters in Landscape Architecture from Harvard University.

**Doug M. Wrenn**  
**Principal**  
**Rodgers Consulting, Inc.**  
**Germantown, MD**

Douglas M. Wrenn is a Principal with Rodgers Consulting, Inc., where he directs the firm's work on a broad range of urban planning and site development projects. Prior to joining Rodgers Consulting, Mr. Wrenn was the Director of Redevelopment Programs for Montgomery County, Maryland. He was responsible for the management of all aspects of the County government's participation in a \$400 million public/private partnership to revitalize downtown Silver Spring and the County's Redevelopment Office in Wheaton, Maryland.

Mr. Wrenn has many years of consulting experience as a land planner and urban development specialist. He has directed multi-disciplinary teams on large-scale community planning and urban redevelopment projects, for both public and private real estate interests. He established a national reputation for his work in urban waterfronts, initially as author of the Urban Land Institute's first book on the subject, and later as a planning consultant on numerous projects.

He holds a BS degree in Environmental Management and a Masters degree in Landscape Architecture, both from North Carolina State University.

## ULI Project Staff

**Thomas Eitler, AICP**  
**Vice President, Advisory Services**  
**ULI-the Urban Land Institute**  
**Washington, DC**

Tom Eitler is the Vice President of Advisory Services for the Urban Land Institute, a nonprofit education and research institute that focuses on issues of land use, real estate and urban development. The mission on the Institute is to providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Since 1947, ULI has been conducting Advisory Service panels that provide strategic advice to communities and organizations on a wide variety of real estate development, urban planning, and urban design and public policy subjects.

Mr. Eitler is an urban planner and land use professional with more than 20 years of experience in comprehensive planning, revitalization, historical preservation, transportation systems, infrastructure planning, and sustainable design. He is an expert on US zoning law, municipal codes, and urban design and government operations. He has prepared and conducted dozens of community engagement plans, charettes, advisory groups, workshops and panels. Mr. Eitler has authored numerous plans, studies, strategies, articles and reports on urban planning, design, land economics, public administration and real estate development. He has participated more than 40 ULI Advisory Service Panels and has managed more than 150 panel assignments since 2006. He has directed urban planning projects in both the public and private sector in a variety of locations throughout the United States, Europe, the Middle East and Asia.

Prior to joining the Urban Land Institute Mr. Eitler was a principal with Community Planning Associates LLC, a land planning consulting firm based in Washington, D.C. Before that he was Director of Operations for the Onyx Group, a planning and architectural firm with offices in Virginia, California, and Hawaii. Prior to that, he was a principal planner with a number of local governments, including Chief of the Long Range Planning for Prince William County Virginia where he helped established the County's first urban growth boundary initiative, traditional neighborhood design ordinance and financial guidance for its impact fee system.

He has a Masters in Urban & Environmental Planning from the University of Virginia's School of Architecture and three undergraduate degrees in urban studies, political science and public administration. Mr. Eitler is a member of the American Institute of Certified Planners, the land economics society Lambda Alpha International and is a member of the Dean's Advisory Board at the University of Virginia's School of Architecture.

**Caroline Dietrich**  
**Logistics Manager, Education and Advisory Group**

Caroline Dietrich is the Logistics Manager for the Education and Advisory Group at the Urban Land Institute. In this capacity, she coordinates the logistics for all of ULI's advisory panels and advisory service functions, all Professional Development workshops and a variety of other events within the group. In addition, she works closely with the Daniel Rose Center, assisting them with logistics for retreats, forums and fellowship events. Before joining ULI, Dietrich worked for the Juvenile Diabetes Research Foundation, as a gala assistant where she oversaw the planning and production of the annual "Night of Hope" Gala and silent auction. She worked closely with the Gala committee and

JDRF staff to help raise over 1.7 million for research. Prior to her work with JDRF, Dietrich spent 6 years as an elementary school teacher in Fairfax, Virginia, teaching social studies and language arts to 5th and 6th graders.

Dietrich has a B.A. of Science from West Chester University in Pennsylvania, and has completed the Event Management certificate program from The George Washington University. She is currently working to become a CMP – Certified Meeting Professional. She grew up in Reading, Pennsylvania and occasionally travels home to visit her family. When not working, Carrie enjoys seeing the sights in D.C., training for half marathons, and traveling all over the globe. She is an active member of ISES DC, planning special events for groups in the DC area.