

The 3rd Annual Joint Conference of Baruch College and Real Estate Lenders Association (RELA)



Steven L. Newman
Real Estate
Institute



The 3rd Annual RELA - BARUCH JOINT CONFERENCE

Wednesday, May 8, 2019, 8:00 am – 11:10 am
Baruch College, 151 East 25th St., Rm 750 (7th floor), New York, NY

Fireside Chat with Francis Greenburger
Interviewed by Michael Stoler



Francis Greenburger
Chairman & CEO
Time Equities, Inc.



Michael Stoler
President, *New York Real Estate TV, LLC.*
Host, *The Stoler Report*,
NY's Business Report & Building New York: NY Stories

Waterfront Development: The Changing Face of NYC's Coast



Daniel Egan
(Moderator)
SVP
Sustainability and
Utilities
Vornado Realty Trust



Bonnie Campbell
Principal
*Two Trees
Management
Company*



David Ehrenberg
President and CEO
Brooklyn Navy Yard



David Hochfelder
Executive VP
Head of Acquisitions
The Naftali Group



Maria Masi
SVP
Development
Brookfield Properties

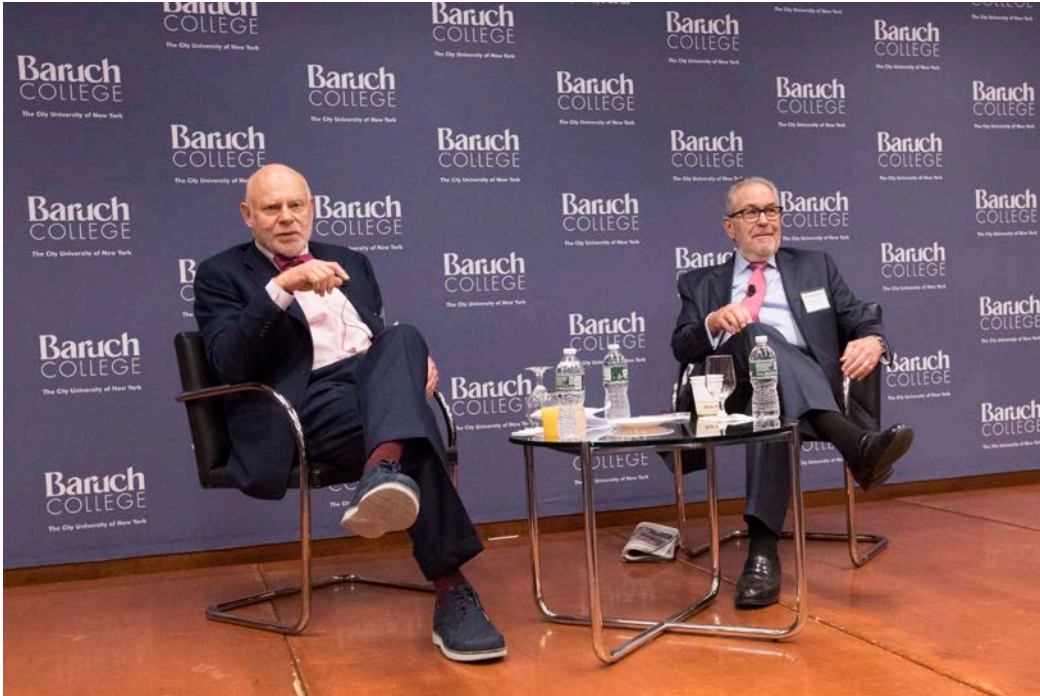
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TIME EQUITIES INC.



On May 8, 2019, the Steven L. Newman Real Estate Institute at the Zicklin School of Business, in association with the Real Estate Lenders Association (RELA), hosted the 3rd annual joint conference at Baruch College. The first part of the conference featured a fireside interview of Francis Greenburger, Chairman and CEO at Time Equities, Inc., in conversation with Michael Stoler, President of New York Real Estate TV and Host of the Stoler Report: NY's Business Report & Building New York: NY Stories.



(From left: Francis Greenburger and Michael Stoler)

During the fireside interview, Francis Greenburger shared his career experience in starting his own commercial real estate business, in which the concept was similar to the modern idea of [WeWork](#), the shared workspaces. Greenburger also gave an insightful talk about how his real estate business deals have grown thus far. After the interview, he also spent a long time speaking with Baruch College's real estate students, not only answering their questions but also providing career advice for those who are eager to work in the real estate industry in the near future. *Please click [here](#) to watch the full video clips of the fireside chat.*



(Francis Greenburger with students after his fireside interview)

The fireside interview was followed by a distinguished panel on waterfront development, under the title of “the Changing Face of NYC's Coast” with guest speakers from various fields in the real estate development industry, particularly specialized in waterfront residential and commercial development.

Panelists discussed the past, current, and future issues in waterfront residential and commercial real estate property development. Specific topics covered in this panel include (1) the main drivers and players of waterfront development, (2) challenges in site-acquisition, zoning, and construction, (3) fundraising, and (4) associated environmental issues such as sea level rise and sustainability. Furthermore, the panelists shared their opinions regarding open amenities to the public, which is one of the most common issues waterfront communities are facing. In this context, Daniel Egan, the moderator of the panel, and Senior Vice President of Sustainability and Utilities at Vornado Realty Trust, emphasized the interaction with local communities in the process of waterfront development from the initial planning and design to construction phases.

Bonnie Campbell, Principal at Two Trees Management Company, explained NYC waterfront residential properties are mainly occupied by younger, professional, and

creative types of tenants who work in Manhattan, as those tenants highly value convenience in both commuting and the quality of life.



(From left, Daniel Egan, David Hochfelder, Maria Masi, Bonnie Campbell, David Ehrenberg, and Yildiray Yildirim)

As for energy-related issues, panelists agreed that many waterfront properties do not have redundancy in power supply and thus struggle every day to secure the energy. David Hochfelder, Executive Vice President and Head of Acquisitions at the Naftali Group, pointed out that the future direction of waterfront development should include smart building design (e.g., green roofs) and co-power-generation.

Finally, from the floor, the audience asked various questions about the prevailing wage of waterfront construction workers and the data-driven or computer-based monitoring systems that can predict potential risks of hurricanes. *Please click [here](#) to watch the full video clips of the panel discussion.*



(Panel Discussion on NYC Waterfront Development)



(Baruch College Students)