



MBAofNY

MORTGAGE BANKERS ASSOCIATION OF NEW YORK, Inc.

Annual

Strategic Real Estate & Lending Summit

BUILDING

a Better New York

Exploring Residential
& Commercial lending
markets, challenges,
and opportunities

June 15, 2017

THE STEWART HOTEL

371 7th Ave, NYC

(Formerly Manhattan NYC Affinia Hotel)

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*Serving the Real Estate Industry for
70 years*



THURSDAY, JUNE 15, 2017

7:00 AM – 5:15 PM | THE STEWART HOTEL | 371 Seventh Avenue, NYC

The Mortgage Bankers Association of New York (MBAofNY) is excited to host its 3rd Annual Strategic Real Estate & Lending Summit June 15th at The Stewart Hotel. With a new administration in Washington, a CMBS market still on the mend, and the Federal Reserve forecasted to continue raising rates, 2017 promises to be an interesting year in the real estate industry.

This full-day educational conference will explore the state's residential and commercial markets, regulatory and compliance challenges, and emerging trends that are influencing the industry. With an impressive lineup of speakers that represent mortgage banking, government/regulatory, legal and private business sectors, the Summit includes some of the top real estate professionals in New York, all focused on "Building a Better New York." The conference is suitable for Appraisers, Auditors, Attorneys, Brokers, CMBS Professionals, Construction Management/Engineers, Lenders, Mortgage Bankers, and Real Estate Sales and Brokers.

CONFERENCE PROGRAM

Morning General Session:

- Generational Marketing in the Millennial Mindset
- Market Update – 2 parts
 - State of Real Estate Lending – Speaker: **Annemarie DiCola, Esq.**
 - Panel Discussion
- Cyber Security – Protecting Your Assets

Luncheon: Remarks from MBAofNY & Keynote Speakers: Adam Schefter; Clark Gillies

Afternoon Breakout Sessions:

- The Art of Risk Management
- Cranes In The Air, Boots On The Ground • Best Practices in Construction Lending
- Regulator Round Up
- Out of the Shadows • Non-Traditional lenders and Shadow Banking In The Mainstream

Networking Cocktail - Exhibit Area

Moderators:

- John Busi, MAI, FRICS**, President, Valuation & Advisory, **Newmark Grubb Knight Frank (NGKF)**
- Adam Petriella**, Managing Principal, **Silverthread Capital, LLC**
- Dianne Crocker**, Principal Analyst, **EDR Insight**
- Douglas Giles, VP, AmTrust Title Group**
- Gary Kulik**, Marketing Manager, **EDR Lender Solutions**, Conference Moderator
- Fred McDonald, Jr., MRICS**, VP/Property Analyst, **Popular Bank**, MBAofNY Conference Chair/Moderator
- Bonnie Nachamie, Esq., Principal, Bonnie Nachamie, PC**

Confirmed Featured Panelists & Speakers:

- Harry Almquist**, Founder & Managing Partner, **Valyrian Capital**
- Michael G. Barone, Esq.**, Managing Partner, **Abrams, Garfinkel Margolis Bergson, LLP**
- Kenneth DiGregorio**, SVP, **Popular Bank**
- Steven Dubb**, Principal, **The Beechwood Organization**
- Paulo C. Garcia**, SVP, NY Regional Manager, **Mercantile Bank**
- Hugh F. Kelly, PhD.**, CRE Special Advisor, **Fordham Real Estate Institute at Lincoln Center**
- Heidi Learner**, Chief Economist, **Savills Studley**
- Adam Luysterborghs**, Managing Partner, **Avant Capital Partners**
- Michael Mostoff**, Senior Managing Director, **Castellan Capital**
- Dilfia Munoz**, AVP, Business Development Officer, **SONYMA**
- Steve Richman**, National Spokesperson, **Genworth MI**
- Rebecca Rockey**, Head of America Forecasting, **Cushman & Wakefield, LLP**
- Rholda Ricketts**, Deputy Superintendent of Banks, Mortgage Banking Division, **NYS Banking Department**
- Simon Ragona**, Director, Cyber Incident Response & Data Forensics, **T&M Protection Resources**
- Art Saitta**, AVP, **Ridgewood Savings, MBAofNY Board**
- Michael Schneider**, COO, **Aristone Capital**
- Damian Schwartz**, Director, **T&M Protection Resources**
- Jeff Seidler**, Managing Director, **Emerald Creek Capital**
- Ryan Severino**, Chief US Economist, **JLL**
- Richard Spell**, Managing Director, Fixed Income Banking, **Raymond James**
- Thomas Tener**, MAI, Managing Member, **KTR Real Estate Advisors**

APPROVED
7 HOURS OF CONTINUING EDUCATION
NYS Appraisal Board-7
NJ State Board Of Real Estate Appraisers-7
NYS Real Estate - 7

Conference Contact Information:

Conference Chairperson:
 Frederick McDonald, Jr., MRICS
 Popular Community Bank
 fmcdonald@popular.com
 212.445.1883 (office)

Registration, Sponsorship & Exhibits Information:
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 MBAofNY Executive Director
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REGISTER On-Line @ www.MBANY.org

Full Day Conference & Network Cocktail:
Early Registration (until 5/12/17)
 \$199 Members | \$249 Non Members

Regular Registration (05/13 to 6/13/17)
 \$249 Members | \$299 Non Members

On Site Registration:
 \$299 Members | \$349 Non Members

Network Cocktail Reception Only: \$99

June 15th, 2017

Building a Better New York
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NEW SPEAKER JOINED!

- **Art of Risk Management** - Jared Greager, Correspondent Team Lead, AnnieMac Home Mortgage

PROGRAM AGENDA

7:00 a.m.

Registration Opens: Exhibit Area Open
Continental Breakfast

8:00 a.m.

Fitzgerald Ballroom

Opening Remarks:

Fred McDonald, Jr., MRICS, VP/Property Analyst, Popular Bank, MBAofNY Conference Chair /Moderator
Gary Kulik, Marketing Manager, **EDR Lender Solutions**, Conference Moderator
David Soares, President & CEO, **Lexden Capital LLC**, President, MBAofNY

Session #1

8:15 a.m.

Fitzgerald Ballroom

Generational Marketing in the Millennial Mindset

Who's buying and who isn't? Should I call or should I text? What is a boomerang kid and why should I care? Do millennials even want to own a home? Who is living where? In this session, we will explore these questions and more, including powerful web sites and Apps to help you stay on top of the changing market, communicate with your customers, regardless of generation, and increase productivity. As a bonus, we will customize this session to include recruiting and working with millennials.

Speaker: **Steve Richman**
National Spokesperson
Genworth MI

Session #2A & 2B

9:15 a.m.

Fitzgerald Ballroom

Market Update – The State of Real Estate Lending

Featured Speaker: **ANNEMARIE DiCOLA, ESQ.**
Chief Executive Officer, Director
TREPP Executive Board

10:45 a.m.

Panel Discussion

A new administration, rising interest rates, and a CMBS market that is still recovering. This track brings together leading area economists to share the latest inside intelligence on the forces shaping the commercial real estate lending industry. Our panelists will focus on the current state of property deal-making, how attitudes toward risk are changing, changes in the composition of lending sources, market hot spots and a forecast of what you can expect in the second half of 2017 and beyond.

Moderator: **Dianne Crocker**, Principal Analyst, **EDR Insight**

Panelists:

- **Ryan Severino**, Chief US Economist, **JLL**
- **Hugh F. Kelly, PhD.**, *CRE Special Advisor*, **Fordham Real Estate Institute at Lincoln Center**
- **Rebecca Rocky**, *Head of America Forecasting*, **Cushman & Wakefield, LLP**
- **Heidi Learner**, *Chief Economist*, **Savills Studley**

10:45-11:00 a.m.

Morning Break – Exhibit Area open

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Session #3
11:00 a.m.

Cyber Security - Protecting Your A\$\$ets

Our panel will discuss the current status and threat levels for cyber-attacks in 2017. The hackers of today have gone past the fun and games attitudes where simple annoyance or disruption of service was their motivation, have become increasingly personal and damaging, and most importantly financially motivated. The accessing of clients personal data, implementation of "Ransom-ware" implemented by this growing crime group have made financial institutions, and those that service them obvious targets. The increasing types of threats/attacks, the potential internal vulnerabilities, and training that will be required by everyone within the lending and financial services industry has become an ever increasing priority as companies prepare themselves against them.

Some questions this panel will attempt to answer will be:

- *Who is liable for Cyber Security?*
- *What are Federal and Local authorities doing to address the problem?*
- *How are industry leaders preparing their companies/personnel for threats?*
- *What are the financial and reputation impacts to these institutions if a breach has occurred?*

Moderator: **Bonnie Nachamie, Esq., Principal, Bonnie Nachamie, PC**

Panelists:

- **Damian Schwartz, Director, T&M Protection Resources**
- **Simon Ragona, Director, Cyber Incident Response & Data Forensics, T&M Protection Resources**

Luncheon
MBAofNY Remarks &
Keynote
12:00 p.m.
Fitzgerald Ballroom

Remarks From:

Frederick A. McDonald, Jr., MRICS, VP Property Appraisal Analyst, MBAofNY Conference Chair
Michael G. Barone, Esq., Managing Partner, Abrams, Garfinkel Margolis Bergson, LLP
Art Saitta, AVP, Ridgewood Savings, MBAofNY Board

Conference Luncheon Keynote Speaker

ADAM SCHEFTER, ESPN

American Sports Writer, Television Analyst, and NFL Insider, **ESPN**

Afternoon Guest speaker

Clark Gillies

Former NY Islander & 4 Time Stanley Cup Champion
Founder, The Clark Gillies Foundation

Lunch Served Astor Hall – Seating Fitzgerald Ballroom – Exhibit area open

June 15th, 2017

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1:45 PM – 4:15 PM

AFTERNOON BREAKOUT SESSIONS

Break Out Session 1A
1:45 p.m.
2nd FL

The Art of Risk Management - Maximize Profit By Minimizing Risk *(Panelist Added)*

This session will identify how to orchestrate and implement a plan to minimize losses and maximize profits in all economic environments. The Program is targeted for Mortgage Bankers and Financial Institutions in the Residential Lending Market so to better understand how changes can affect their business goals in the future. Mortgage Brokers will benefit too, and will leave with a better understanding of how the Secondary Market can affect their relationship with both local and national lenders. Our panel of experts will explore and discuss, but not be limited to, the following topics:

- HELOC loans in the secondary market
- Who is taking the places of FNMA and FHLMC and why
- Loan types in the metropolitan area that trade at higher spreads than AAA Grade loans
- Markets in the immediate area that are very active and the yields associated with these markets
- Is the back-office prepared to take the risk of delegated authority and what are the financial benefits
- Understanding the marketplace and having the loan products that meet those needs, without putting fear into your Board or investors
- Loan buy-backs – how to prepare and how to handle the situation
- Loan fraud and how to rectify it so it does not affect the lender's bottom-line
- When to originate for float vs. bulk
- Equity issues vs. selling in the secondary market
- Can a lender develop loan products outside of standard industry guidelines

Moderator: Art Saitta, AVP, Ridgewood Savings Bank

Panelists:

- Richard Spell, Managing Director, Fixed Income Banking, Raymond James
- DilFia Munoz, AVP, Business Development Officer, SONYMA
- Jared Greager, Correspondent Team Lead, AnnieMac Home Mortgage

Break Out Session 1B
1:45 p.m.
2nd FL

Cranes in the Air; Boots on the Ground • Best Practices in Construction Lending

There are lots of moving parts to any new construction project. In order to assure a project's success, all stakeholders must be in sync including the lender, developer, and construction manager. This session will look at the current state of construction lending as well as strategies and challenges of managing real estate construction projects. It will discuss how to build and administer a construction loan process, credit and financing structures/scenarios, and how to develop loan agreements that best mitigate risk.

This panel includes experts from construction financing, developer and construction management who will review processes critical to construction lending including site inspections, disbursement schedules, managing change orders and budget reallocations, and labor considerations when calculating cost to build.

Co-Moderators:

- John Busi, MAI, FRICS, President, Valuation & Advisory, Newmark Grubb Knight Frank (NGKF) &
- Douglas Giles, VP, AmTrust Title Insurance

Panelists:

- Kenneth DiGregorio, SVP, Popular Bank
- Thomas J. Tener, MAI, Managing Member, KTR Real Estate Advisors
- Steven C. Spinweber, EVP, The Sudler Company, NJ
- Steven Dubb, Principal, The Beechwood Organization
- Paulo C. Garcia, SVP, NY Regional Manager, Mercantil Bank

June 15th, 2017

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2:45 p.m.

Afternoon Coffee Break – Upstairs

Break Out Session #2A

3:00 p.m.

2nd Fl

Regulator Round Up

Building a Better New York: This session will focus on the State's efforts and initiatives designed to bolster the financial services industry to ensure a safe and competitive marketplace for New York consumers. The Executive Branch perspective of the lender's role in building stronger communities keeping New York a premier market for new jobs, new homeownership opportunities and new industry versus the State's oversight (examination) and enforcement activities will provide a robust discussion of how to strike a healthy balance.

SPEAKER:

- Rholda Ricketts, Deputy Superintendent of Banks, Mortgage Banking Division, NYS Banking Department

Break Out Session #2B

3:00 p.m.

2nd Fl.

Out of the Shadows • Non-Traditional Lenders and Shadow Banking in the Mainstream

This panel will discuss the evolution of the shadow banking market and the business of non-traditional lenders post financial crisis, Dodd-Frank and Basel III reforms.

- What are the drivers of the business and where are the opportunities in the second half of 2017 and beyond?
- How have these changed since coming to market?
- Have the investors and sources of capital expanded?
- Is there competition among investors to find or establish a shadow banking lending platform?
- Will regulation reform happen and when?
- What will be the impact?
- Will it eliminate shadow bank lending or will there continue to be a place in the market for non-traditional lenders?
- What will be the role of non-traditional lenders in a deregulated lending environment?

Moderator: Adam Petriella, Managing Principal, Silverthread Capital, LLC

Panelists:

- Adam Luysterborghs, Managing Partner, Avant Capital Partners
- Jeff Seidler, Managing Director, Emerald Creek Capital
- Michael Schneider, COO Aristone Capital
- Michael Mostoff, Senior Managing Director, Castellan Capital
- Harry Almquist, Founder & Managing Partner, Valyrian Capital

4:15 p.m.

Networking Cocktail Reception in the Exhibit Area – Main Foyer, 1st Floor

Conference Committee:

Frederick A. McDonald, Jr., MRICS, Popular Bank	fmcdonald@popular.com	Conference Chair, MBAofNY Board, Past President
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