



# Regional Product Councils

## What is a Regional Product Council?

A Regional Product Council (RPC) provides a multi-disciplinary forum for information exchange and the sharing of best practices among mid- and senior-level members who work in a particular industry sector. Members will have the chance to interact with like-minded professionals in the ULI East Central Region (ULI District Councils in Cincinnati, Cleveland, Columbus, Indiana, and Pittsburgh).

## Initial Regional Product Council Topic

As part of an online survey, ULI East Central Region members were asked to prioritize which real estate product type they would most like to see included in the initial RPC. The topic **Urban Infill/Mixed-Use Development** received the most votes in each of the ULI East Central Region District Councils surveyed.

The urban core has become an increasingly attractive location of choice in each of the ULI East Central Region District Council areas. RPC discussions will center on how current demographic shifts and preferences for an urban, walkable environment will affect development patterns. These patterns include infill development, adaptive use of historic and obsolete buildings, and creative urban housing, retail, and mixed-use developments.

## Application Process

- ▶ Applications will be accepted through May 9, 2014, and will be reviewed by a regional committee.
- ▶ Applicants will be notified of acceptance by June 6, 2014.
- ▶ The first meeting of the RPC will be held this summer at one of the regional cities and will include tours of local urban infill/mixed-use projects.

## Member Expectations

- ▶ **Open, honest exchange of specific information and experience:** Members participate openly and honestly, sharing specific, detailed information and experience from their real estate practice.
- ▶ **Confidentiality:** Confidentiality is the foundation for open and honest sharing of detailed information and experience.
- ▶ **No self-promotion:** Presentations and discussions are aimed at delivering real take-home value.
- ▶ **Inclusion of the best and the brightest:** Innovative leaders, both ULI members and nonmembers, are invited to participate as guests. Members identify ways to continually add value to the conversation and make an impact in the community.
- ▶ **Active participation and contribution:** Because each RPC member will be chosen based on his or her unique background and experience, members are expected to be active participants and contributors in all RPC discussions.

## Council Requirements

- ▶ All Full or Associate Members from the ULI East Central Region are eligible.
- ▶ Each council will range from 25 to 40 members.
- ▶ Upon acceptance, council members commit to attending two one-day meetings per calendar year in one of the District Council host cities at their own expense.
- ▶ Council administrative fees will be \$250 per year.
- ▶ The council will form an RPC Executive Committee, which will be responsible for programming and membership.
- ▶ Each council member will have the option to commit for two or three years. After the first term, the council member will be asked to reapply.
- ▶ Every effort will be made to maintain councils that are diverse in terms of profession, ethnicity, and gender.

## ULI East Central Product Council Contacts

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**Urban Land  
Institute**

**East Central**

Cleveland, Cincinnati, Columbus,  
Indiana, and Pittsburgh

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## Application Form

### Required application materials:

1. Cover letter explaining why you are interested in joining a ULI East Central Regional Product Council
2. Current résumé
3. Completed application form

### Please email the required application materials to your local District Council:

ULI Cincinnati, Cincinnati@ULI.org  
 ULI Cleveland, Cleveland@ULI.org  
 ULI Columbus, Columbus@ULI.org  
 ULI Indiana, Indiana@ULI.org  
 ULI Pittsburgh, Pittsburgh@ULI.org

### Contact information:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

ULI Member ID #: \_\_\_\_\_

### Please answer these questions:

Have you been on a National Product Council?

- Yes       No

Are you willing to serve in a leadership role on your ULI East Central Regional Product Council?

- Yes       No

Are you a Young Leader (under 35 years of age)?

- Yes       No

### What is your primary business?

- Development Firm, REIT, Asset Owner
- Architect, Planner, Engineer
- Consultant or Other Professional Service Firm
- Real Estate Broker/Associate
- Builder – General Contractor, Supplier
- Attorney – Law Practice
- Academic, Not-for-Profit, Public Agency, Gov't
- Financial or Investment Firm or Fund Manager
- Student
- Other \_\_\_\_\_

### Please note:

Though every effort will be made to place you in an RPC, there is no guarantee that you will be admitted. Admission is dependent on selection by the RPC leadership and is based on the diversity of geography and business focus.

The cost to participate in a ULI East Central RPC is \$250 annually, and will be invoiced separately.