



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, Kentucky, and Pittsburgh).

Regional Product Council Topic

The ULI East Central Regional Product Council 2.0 will focus on Public/Private Partnerships in Mixed-Use Development.

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 June 26, 2017, and will be reviewed by a regional committee.
- ▶ Applicants will be notified of acceptance by July 10, 2017.
- ▶ The first meeting of the RPC will be held this fall 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.
- ▶ **Recruit 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 30 to 42 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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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. Application form
4. Sponsorship letter from District Council Chair and RPC Chair

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, ULI.Indiana@ULI.org
ULI Kentucky, Kentucky@ULI.org
ULI Pittsburgh, Pittsburgh@ULI.org

Contact information:

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

ULI Member ID #: _____

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.

Additional questions:

Have you been on a National Product Council before?

- 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 _____