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**Deloitte's Real Estate &
Construction Industry Update**

Optimizing opportunity in an
ever-changing environment

Atlanta, November 8
Speaker biographies

Welcome to Deloitte's 2017 Real Estate Industry Update

The pace of disruption in our industry continues to increase, influenced by powerful forces including ongoing regulatory change, rapid advancement in technologies, workforce evolution, demographic shifts, and the dynamic influence of global events. Never has it been more important to challenge the way we think about and do business. While some of the problems the pace of change can create are daunting, the opportunities ahead are great.

In our preparation for this year's Real Estate & Construction Update—which we are again hosting in 12 cities across the United States—we have been mindful of the challenges and opportunities these rapidly changing times can present. We hope the agenda of topics and speakers that we've assembled will better prepare you for successfully managing what lies ahead.

Thank you for attending our event. We appreciate your active participation in what promises to be a day of meaningful insights and discussions.

Warm regards,



Jim Berry
US Real Estate & Construction Leader
Deloitte & Touche LLP
+1 214 840 7360
jiberry@deloitte.com



Robert T. O'Brien
Global Real Estate & Construction Leader
Deloitte & Touche LLP
+1 312 486 2717
robrien@deloitte.com

Speaker bio: Alex Braser



Alex Braser

Manager

Deloitte & Touche LLP

abraser@deloitte.com

Alex is currently in a management development program in which he assists Deloitte's Real Estate & Construction industry professional practice director. His role includes presenting on emerging real estate and construction accounting issues, developing and communicating Deloitte's industry positions on accounting and auditing matters, and serving as a consultation resource for Deloitte clients and professionals as they work through complex industry accounting issues.

Alex is in his eighth year at Deloitte, and prior to his current role, he served on audit engagements of real estate companies in Chicago. He has experience with transactions including initial public offerings, secondary stock and debt offerings, mergers and acquisitions, and spin-offs.

Speaker bio: John Clark



John Clark, CISSP, CISA, CIPP

Partner

Cyber Risk Services

Deloitte & Touche LLP

johclark@deloitte.com

John Clark is a Partner in the Cyber Risk Services practice of Deloitte. John has 28 years of experience in technology risk, information security, data privacy and protection and risk governance. He has 14 years of experience serving the telecommunications industry and serves as a cyber risk client service delivery executive. John has led over 250 projects and is differentiated by his depth and breadth of knowledge in the cyber risk area coupled with a focus on leading edge strategies and pragmatic tactical implementation. Example client projects have included strategy, design and implementation of GRC solutions, application security assessment and design, data protection and loss prevention programs, vulnerability management, penetration testing, identity management strategy and technology implementation, static application security code review programs, incident response programs, asset management, encryption and certificate/key management and large scale compliance programs supporting CPNI, PCI, GLBA and HIPAA.

John led the development of Deloitte's cyber risk maturity assessment methodology and previously led the development of a detailed methodology for incorporating security into the SDLC for a large systems technology integrator and separately for two fortune 50 companies. He has a Master's degree in Computer Science Telecommunications. John is a Certified Information Systems Security Professional, Certified Information Privacy Professional, Certified Information Systems Auditor and Certified ISO/IEC 27001:2013 Lead Auditor. Representative clients served include AT&T, Sprint, HSBC, Exelon, Motorola, Federal Reserve and US Cellular.

Speaker bio: Edward S. Heys, Jr.



Edward S. Heys, Jr.
Managing Partner, Atlanta &
Birmingham Offices
Deloitte & Touche LLP
eheys@deloitte.com

Ed has been with the firm for 31 years. He serves as Managing Partner for the Atlanta and Birmingham practices of Deloitte & Touche LLP. Ed also serves as a member of the Firm's Operating Committee and lead partner for many of Deloitte's largest clients.

Since beginning his professional career, Ed has always been interested in serving the community. He has served in leadership roles for several significant community organizations including the Atlanta Chamber of Commerce (Board Member), the Boys and Girls Club of Metro Atlanta (Past Chairman of the Board), Georgia Chamber of Commerce (Past Chairman), United Way of Greater Atlanta (Atlanta Campaign Past Chair and current Board Member) and the Tull Charitable Foundation (Trustee). Ed is a member of the American Institute of Certified Public Accountants and the Georgia society of Certified Public Accounts.

Speaker bio: Hala Moddelmog



Hala Moddelmog
President & CEO
Metro Atlanta Chamber (MAC)

Hala Moddelmog has served in president and CEO roles for more than 20 years. She became the first female president and CEO of the Metro Atlanta Chamber (MAC) in January 2014 following a successful career in the corporate and non-profit sectors. MAC serves as a catalyst for a more prosperous and vibrant metro Atlanta region by working to drive economic growth, create jobs and support public policy which promotes a positive business climate. Through its ChooseATL movement, MAC also positions Atlanta as a top-tier market to attract and retain young talent.

Prior to joining MAC, Moddelmog was president of Atlanta-based Arby's Restaurant Group, an international quick-service restaurant chain with approximately 3,500 units and annual system-wide sales of approximately \$3 billion. In 2006, she was chosen as president and CEO of Susan G. Komen for the Cure, the world's largest grassroots organization working to eradicate breast cancer through education, awareness, public policy and science throughout the globe. While at Komen, Moddelmog established a world-renowned Scientific Advisory Board. She helped Komen receive its first-ever 4-Star Rating from Charity Navigator, significantly increased the number of corporate sponsors and led international mission delegations to Africa, Eastern Europe and the Middle East. In 1995, Moddelmog was the first woman to lead an international restaurant company when she was named president of Church's Chicken, a brand with 1,500+ restaurants in 15 countries and nearly \$1 billion in system sales.

She serves or has served on multiple boards – public, private, advisory and nonprofit – and is a frequent speaker at conferences, universities, corporations, associations and on TV and radio on topics that include her business areas of focus as well as women's business advancement and public board service.

Speaker bio: Mark Scalese



Mark J. Scalese

Partner

Deloitte & Touche LLP

myscalese@deloitte.com

Mark is a Partner in Deloitte's audit practice with over 20 years of experience. He serves as the Lead Client Service Partner, Lead Audit Partner, and Engagement Quality Control Reviewer on numerous multinational clients in the financial services industry, with a focus on the traded and non-traded REITs, mortgage servicing and fintech sectors. Mark is a subject matter resource in the areas of lease accounting and servicing rights, and has presented at national conferences on these and a variety of technical matters. He has significant experience in public company reporting matters, and assisted his clients on a wide range of transactions, including IPOs, secondary stock and debt offerings, asset securitizations, acquisitions and carve-out transactions.

Speaker bio: J. Dustin Schultz



J. Dustin Schultz

Partner, Deputy Industry
Professional Practice Director
Deloitte & Touche LLP
duschultz@deloitte.com

Dustin is the deputy industry professional practice director (IPPD) for Deloitte's real estate and construction practice. He is a partner in the Chicago office and has more than 15 years of public accounting experience. In his deputy IPPD role, Dustin consults on real estate accounting and auditing matters for both historical cost and fair value reporters, develops and presents technical updates to clients and staff, and reviews numerous financial statements and disclosures. In addition to his deputy IPPD role, he serves as the lead client service partner for some of the largest real estate companies in the United States.

Speaker bio: Mark Van Deusen



Mark Van Deusen

Principal

Washington National Tax Group

Deloitte Tax LLP

mvandeusen@deloitte.com

Mark is a Principal with the Washington National Tax Group of Deloitte Tax LLP and focuses on tax issues faced by real estate investment trusts (REITs) and other real estate investors. Before joining Deloitte, Mark was a partner at Hunton & Williams LLP, where he represented REITs and investment banks in a large number of REIT initial public offerings and secondary stock offerings. He has also advised targets and acquirers in REIT mergers and acquisitions transactions, and he has advised REITs in tax-deferred and taxable spin-off transactions. In addition to transaction-related engagements, Mark has successfully obtained private letters rulings and closing agreements from the IRS on REIT-related matters. Mark has represented REITs in all asset classes, but has spent a significant portion of his career advising mortgage REITs and hotel REITs.

Mark also has extensive experience advising clients on partnership tax issues. He has structured "UPREIT" and "downREIT" tax-deferred contribution transactions, and he advised on the structuring of a number of joint venture transactions. He has also served as the tax advisor to two publicly traded partnerships.

Mark speaks regularly on issues related to REITs and investments in real estate, and his articles on REIT taxation have been published in *Taxes* and the *Journal of Real Estate Taxation*. Mark is also the program chair for the William & Mary Tax Conference.



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