

ULI Chicago Product Council 2019 INFORMATION & APPLICATION

OVERVIEW

ULI Chicago has developed the **Chicago Product Council (“CPC”)** initiative to add value to your ULI membership. There are currently two Councils, which have been very successful. CPC’s are small, intimate groups of ULI Chicago members who commit to meet three times in a calendar year – 3 half-day meetings. CPC also includes an Opening Reception and an optional Summer Social event. The CPC initiative is modeled after the National Product Council Program of ULI, but is available to all ULI Chicago members. The CPC meetings usually consist of guest speakers, sharing best practices, case studies, round table discussions, and exclusive offsite tours. All information is considered confidential and is not shared outside of your CPC (*See Expectations Agreement on Page 5*).

National Product Councils, which the CPC is modeled after, play a key role in ULI’s mission of providing leadership in the responsible use of land and creating and sustaining thriving communities worldwide. Through the exchange of information and the sharing of best practices, Council meetings offer industry leaders vital opportunities to further ULI’s mission. In addition, every effort is made to integrate the Councils into the Institute’s overall program of work and ensure that the Institute’s priorities are conveyed to Council leadership.

GENERAL PURPOSES FOR THE CHICAGO PRODUCT COUNCIL

- Provide a forum for information exchange
- Develop and maintain an information and response capability for addressing development problems and opportunities
- Provide an appropriate focus on the major social and economic goals and issues of the day
- Provide input to influence community attitudes and lifestyles regarding development
- Apply research to innovative applications in land use planning
- Seek meaningful ways for all Councils to relate to and interact with each other
- Capitalize on the efforts of ULI’s membership to strengthen the Institute’s overall impact

The 2019 schedule is planned as follows:

January	Opening Reception – Evening
March	Council Meeting #1 – Half-Day
June	Council Meeting #2 – Half-Day
July	Summer Social Event (<i>Optional</i>)
October	Council Meeting #3 – Half-Day

The annual cost to participate in the CPC is \$350.00. If you are selected to participate in a CPC, you will be invoiced for the Council Fee.

TO APPLY

To apply to participate on a Chicago Product Council, please submit the following items to ULI Chicago via email at Chicago@uli.org by **Friday, November 30, 2018**.

1. **Completed CPC Application, with signed Expectations Agreement**
2. **Current Resume**
3. **Current Biography**
4. **Headshot**



ULI Chicago Product Council 2019 APPLICATION

Please complete this application and submit it along with your current resume, bio and headshot by Friday, November 30, 2018.

Name: _____

Company: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (work): _____ Phone (cell): _____

Email Address: _____

ULI Membership: _____ FULL Member _____ Associate Member _____ Under 35 Member

Employment and Professional Background

1. How many years have you been in the industry? _____

2. Current Industry Sector *(Please check all that apply.)*

- Accounting
- Brokerage/Consulting
- Development
- Construction
- Urban Planner
- Engineering/Surveyor
- Architecture/Design
- Real Estate Finance
 - Debt Equity
- Government/Public Agency
- Nonprofit Organization
- Academic/Student
- Legal Services
- Other: _____

3. Current Product Category *(Please check all that apply.)*

- Commercial
- Land Development
- Multifamily
- Residential
- Industrial
- Retail
- Healthcare
- Resort/Entertainment
- Other: _____

4. Please explain why you are interested in participating on a Chicago Product Council and the value you can add:

5. Have you been on a National Product Council before?

- YES NO

If YES, how long and which Council?

6. Any additional information you would like to share:

7. How did you hear about Chicago Product Council? Check all that apply.

- ULI Chicago Website
- ULI Chicago Newsfeed
- ULI Chicago Event
- Email
- Twitter
- LinkedIn
- Coffee with Executive Director Series
- Referred by: _____
- Other: _____

I have read the Council Expectations Agreement (See Page 5) and understand that by completing and submitting an application I will adhere to the expectations including being available for all three CPC meetings. I understand that participant attendance is expected and that inadequate attendance and participation will jeopardize future CPC eligibility.

I understand that I will be invoiced the Council Fee of \$350 if I am selected to participate in the Chicago Product Council.

Applicant Signature

Date

Council Expectations Agreement

Council membership is a privilege desired by many ULI members and the value of the Council experience is determined by the quality and participation of its members. Each Council member is therefore expected to be a committed participant of the Council, contributing as much value to the Council experience as they take home.

OPEN, HONEST, SPECIFIC INFORMATION AND EXPERIENCE:

Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

CONFIDENTIALITY:

Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of confidentiality will result in immediate expulsion from your Council.

REAL DEALS, REAL NUMBERS:

The key to truly valuable interaction between the Council members is the sharing of real deals and real numbers, as well as successes and lessons learned.

ATTEND EVERY MEETING AND ATTEND ALL DAY:

Each Council member has been chosen for the value that their unique background and experience brings to the Council. Missing a Council meeting or part of a Council meeting reduces the value for every other member of your Council. Your empty seat could easily be filled by someone else who has value to bring to the table.

RESPECT FOR OTHERS:

Help make discussions productive and high value by engaging your fellow council members respectfully with your most relevant information and experience.

NO SELF PROMOTION:

Council members are all highly successful real estate professionals. Self-promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

NO CELL PHONES:

It should go without saying that you cannot be fully engaged in your council while checking your email. Most Councils have breaks designed to allow members to check in and stay connected a few times during the day.

RECRUIT THE BEST AND BRIGHTEST:

Council members often come into contact with new leaders in the industry—both ULI members and non-ULI members—with exciting new products, ideas and best practices that will add greatly to the value of their Council. Bring these new leaders as guests to ULI Chicago meetings and work with your Council leadership to help them become future members of ULI and your Council.

PARTICIPATE IN ULI AND ULI LEADERSHIP:

Council members are expected to be active participants in ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment:

- Attend and participate at the ULI Fall Meeting.
- Attend and participate at ULI Chicago meetings.
- Participate on a local Committee.
- Contribute to ULI publications/communications.