Howard University Real Estate Exchange

Presented by Dr. T.L. Omowale Crenshaw

Program Director,
Howard University REEX Program

28 May, 2025

REEC

HOWARD UNIVERSITY
SCHOOL OF BUSINESS
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TODAY'S AGENDA
Howard University Real Estate Exchange

REEC

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01
Introductions and Program Overiew 01
Leadership team and General Program Overview

02
Administrative Logistics and Critical Dates 02
Deadlines

03
In-Depth Program 03
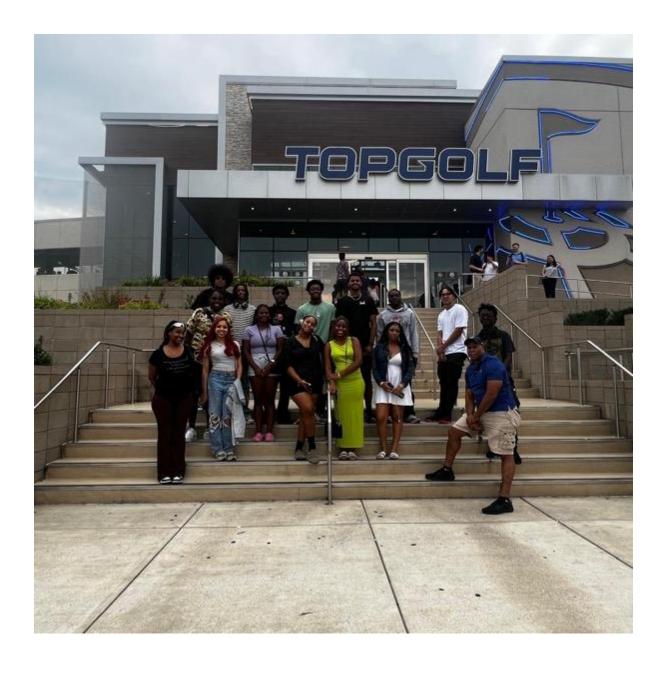Day to Day Details

04
REEX Alumni Experiences 04
HU REEX Participants

05
Questions and Open Discussion 05
Address any outstanding issues and questions

PROGRAM OVERVIEW

A | **Academic Program**
Components, CRE Industry, and guest speakers + Capstone Project

B | **Site Visits**
Company visits and tours

C | **Campus Experience**
Introduction to College dynamics

D | **Activities**
Extracurricular opportunities

HOWARD UNIVERSITY
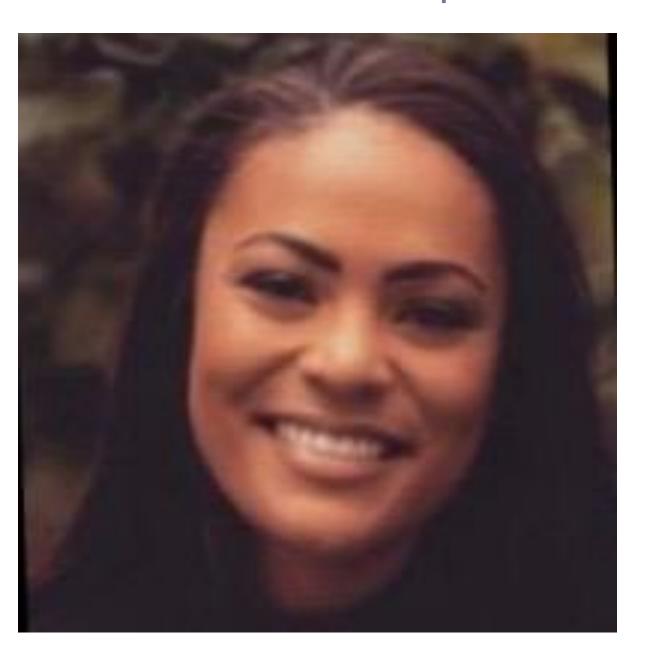SCHOOL OF BUSINESS

Howard University School of Business

Dr. Anthony Wilbon, Dean
Howard University School of Business

Dr. Curtis Kidd
Director, HPS Center for Financial Excellence
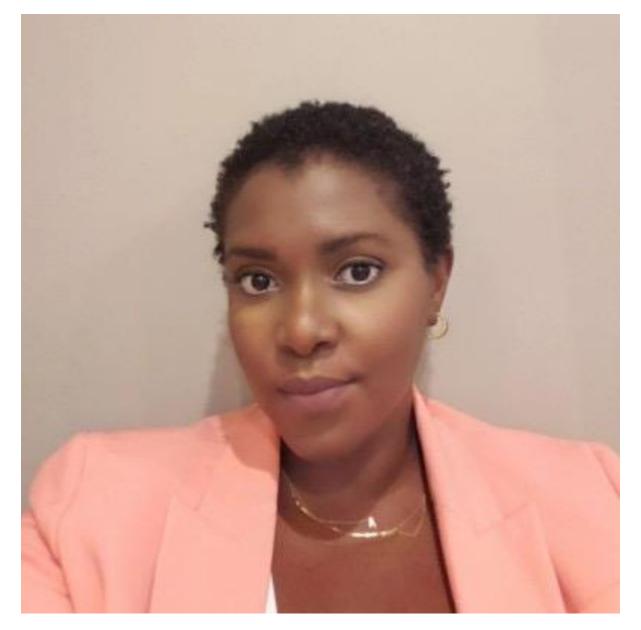Howard University School of Business

Twana Walker – Dir. Operations

Dale Favors – Adaptive Growth

Janesia Fontenot – Adaptive Growth

Ola Duru – COO REEC

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Introduction to REEX @ Howard Leadership Team

2024 Capstone Project National Winning Team

Dr. Omowale Crenshaw
Managing Partner, Grupo Mecca Colombia/Rwanda
International Business & Entrepreneurship
Lecturer, African Leadership University

Hometown: San Francisco

Howard University (BBA: International Business w/Finance)

The Wharton School, Univ. of Pennsylvania (MBA: Finance, Strategy and Entrepreneurship)

The John Hopkins University (MSc: International Real Estate Development)

University of Southern California (EdD: Global Executive Education)

Diani Tillman

16847 Lassen St.
North HIlls CA 91343
(818)-233-3467
dianitillman1@gmail.com

EXPERIENCE

The Kobbler King, Los Angeles, CA
Cashier
September 2019-November 2022

CVS, Granada Hills, CA
Pharmacy clerk, and Cashier.
January 2023- August 2023

Fashion Nova, Northridge, CA
Sales Associate
May 2024-curent

EDUCATION

Fresno State University , Fresno CA— *Pre-Business Major,*
With option major in Real Estate and Urban Land Development
August 2023- Current

Granada Hills Charter High School
August 2019-June 2023

Activities

Community Service — *300+ hours*
Valley Park Church Food pantry.

SKILLS

Problem Solving

Oral and Written Communication

Customer Service

Working Under Pressure

Management and Leadership Skills

Computer Literate

Time Management

AWARDS

Morgan Stanley- Jumpstart Financial Literacy Certificate of completion.

REEX- Jumpstart- Howard University certificate of Completion

REEX -Jumpstart- University of Miami Certificate of Completion.

LANGUAGES

English, Some Spanish.

Diani Tillman
Lead RTA

REEX @ Howard Resident Teaching Assistants (RTA's) 2025

Administrative Updates
Janesia Fontenot – Adaptive Growth

Administrative Details and Next Steps

Digital Welcome Packet

- All Forms in the packaet and the **HU Waiver** are due on **Friday, May 30th.**

- Please submit to **agl@adaptnlead.com**

Contact Information

- We received email addresses and phone numbers (for 1 parent/guardian and the scholar) during the application process. If any contact information should be updated, please contact us via email.

Tuition

- **Due on Monday, June 9th.**

- Submit via ZELLE to Adaptive Growth Leadership, LLC.

- Everyone will receive a QR code **via email** to submit the payment. In the message, include "REEX - scholar's first and last name"

Scholarship Awards

- Those that submitted the scholarship essay will be notified directly of their award amount within the next week. Their families will be responsible for the remainder.

Arrival Logistics

- In early June, scholars will receive a link to complete a logistical survey. We will request information on the scholar's arrival and departure plans so our team will have all details.

Miscellaneous:

- *Headshots! We will create a "facebook" that includes all scholars in the 2025 class. We will include your name, home city, and high school grad year, potential major and resume.*

- *Janesia will send a reminder, but please submit your headshot via email (agl@adaptnlead.com) by June 9th.*

- **A **headshot** is a photo that mainly shows your face and shoulders. It should be a clear, professional-looking picture of just **you**—kind of like a school photo.*

Academic Program
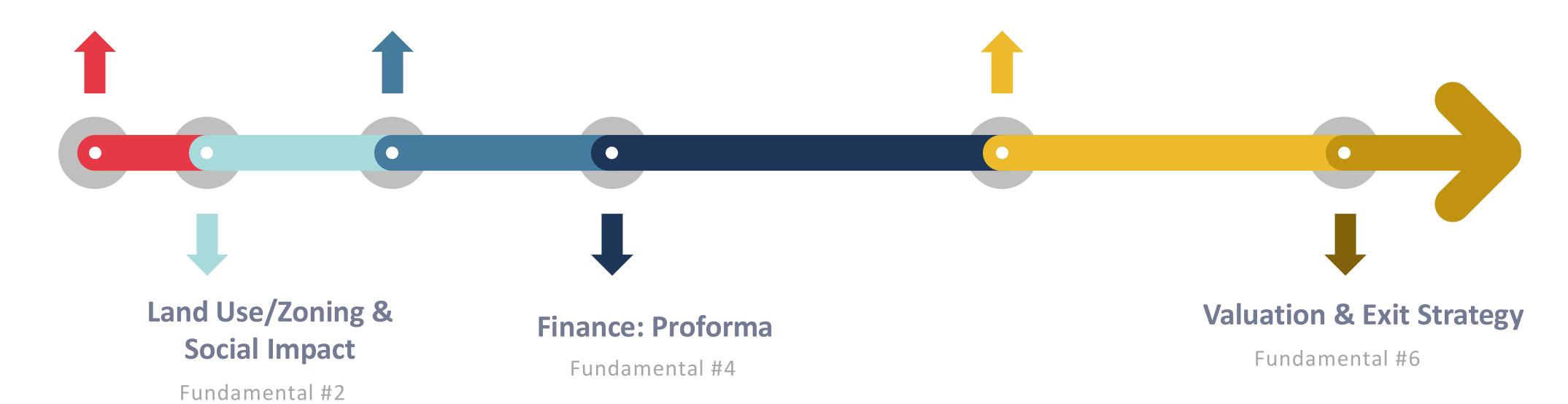
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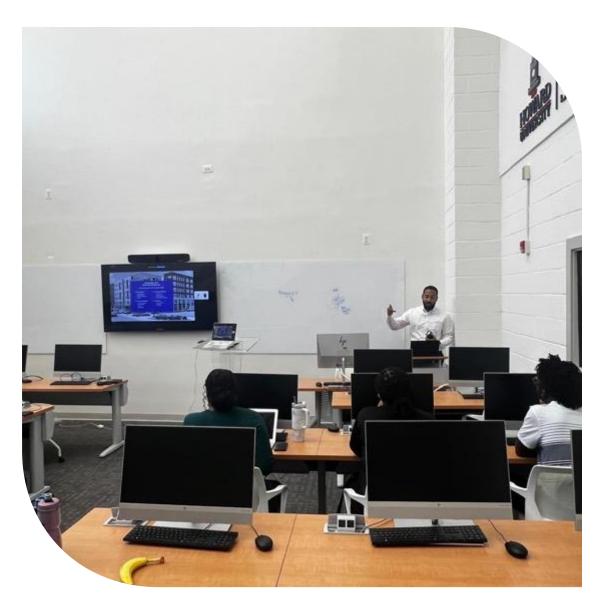
CRE Industry Professionals

Chris Brown
VP Planning
Hershey Entertainment

Doug Grayson
Consultant
Retired: IFC
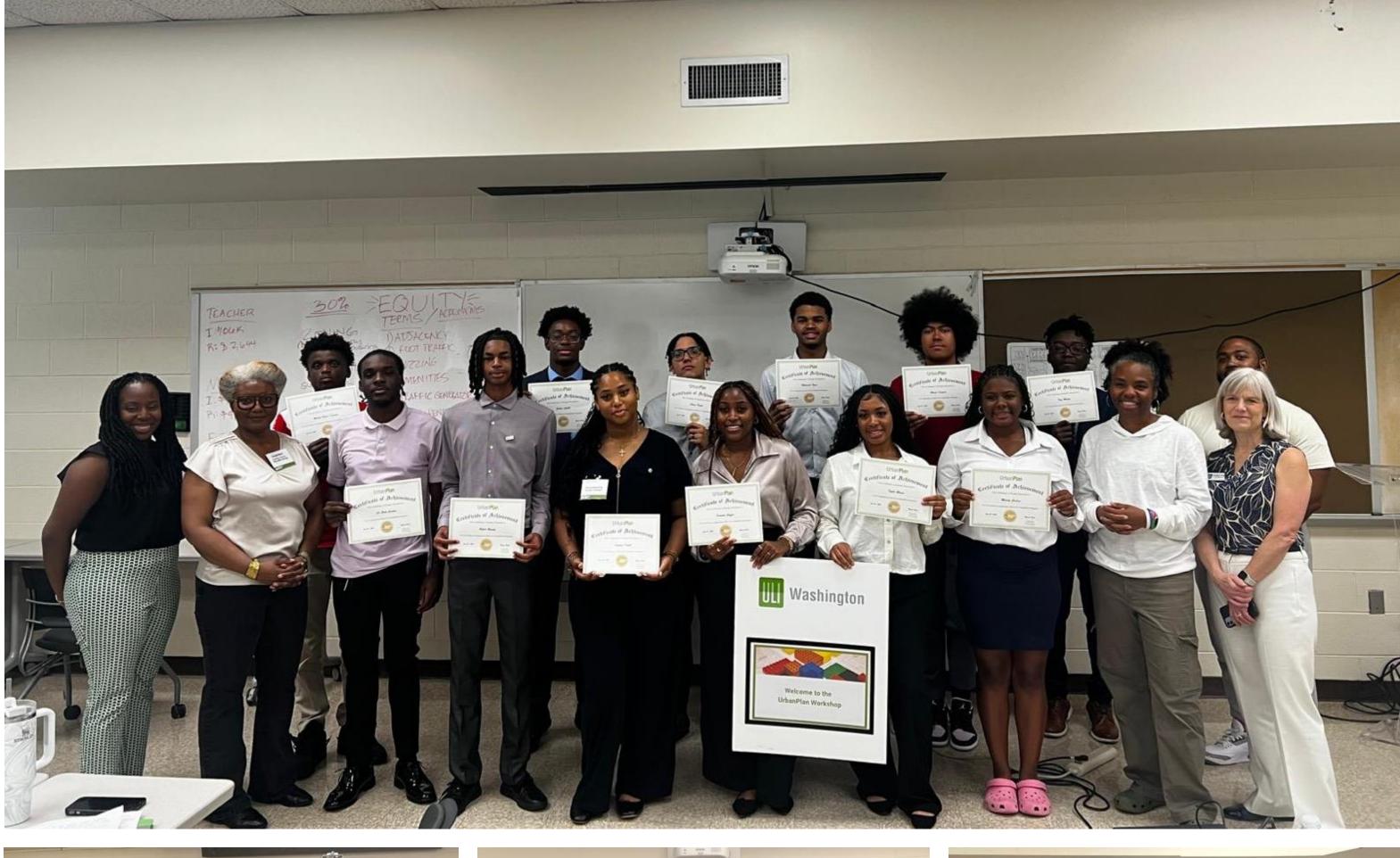
Kofi Meroe
Director of
Development
Folger Pratt

Team Capstone Projects

HOWARD UNIVERSITY

MAIN CAMPUS

Howard Real Estate Exchange
CAPSTONE PROJECT

City: Washington, DC

Project Name: Mixed-Use Student Residential Housing Development

Project program/Mixed Use Components/Neighborhood needs: *Student Output*

Social/Community Impact: *Student Output*

Current Zoning/Revised Zoning (if needed): Use current permissible property types and density unless *Student Output* recommends changing.

Current zoning = *MU-4*

Due Diligence:
Overall property condition:
- Primary site secured and vacant by Howard University. Currently used as a surface parking lot.
- Need to purchase adjacent dwellings that need to be demolished.
- Combined site is approximately 0.75-acre parcel located at Fairmont Street and Georgia Avenue NW, Washington, DC across the street from the Howard University School of Business.
- Environmental impact: *No known environmental issues*
- Special assessments: *None known*

Proposed Scale (SF): *Student Output via Site Plan*
Development Cost ($USD): *Student Output*

Site Visits

Activities

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HERSHEYPARK HAPPY
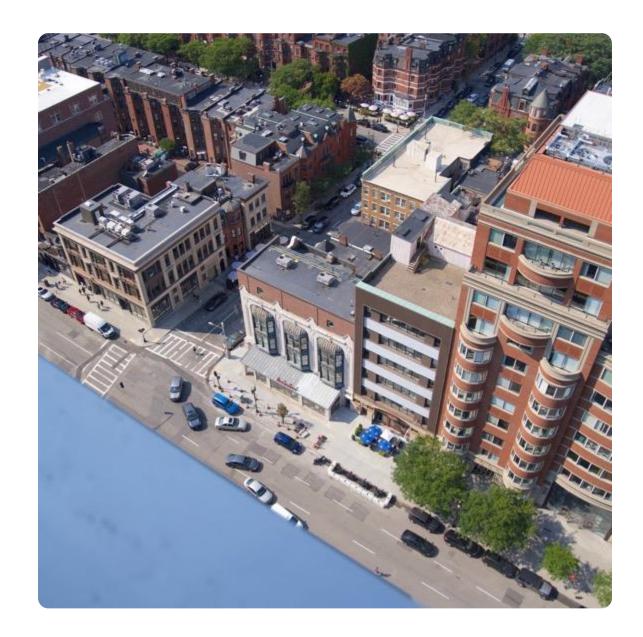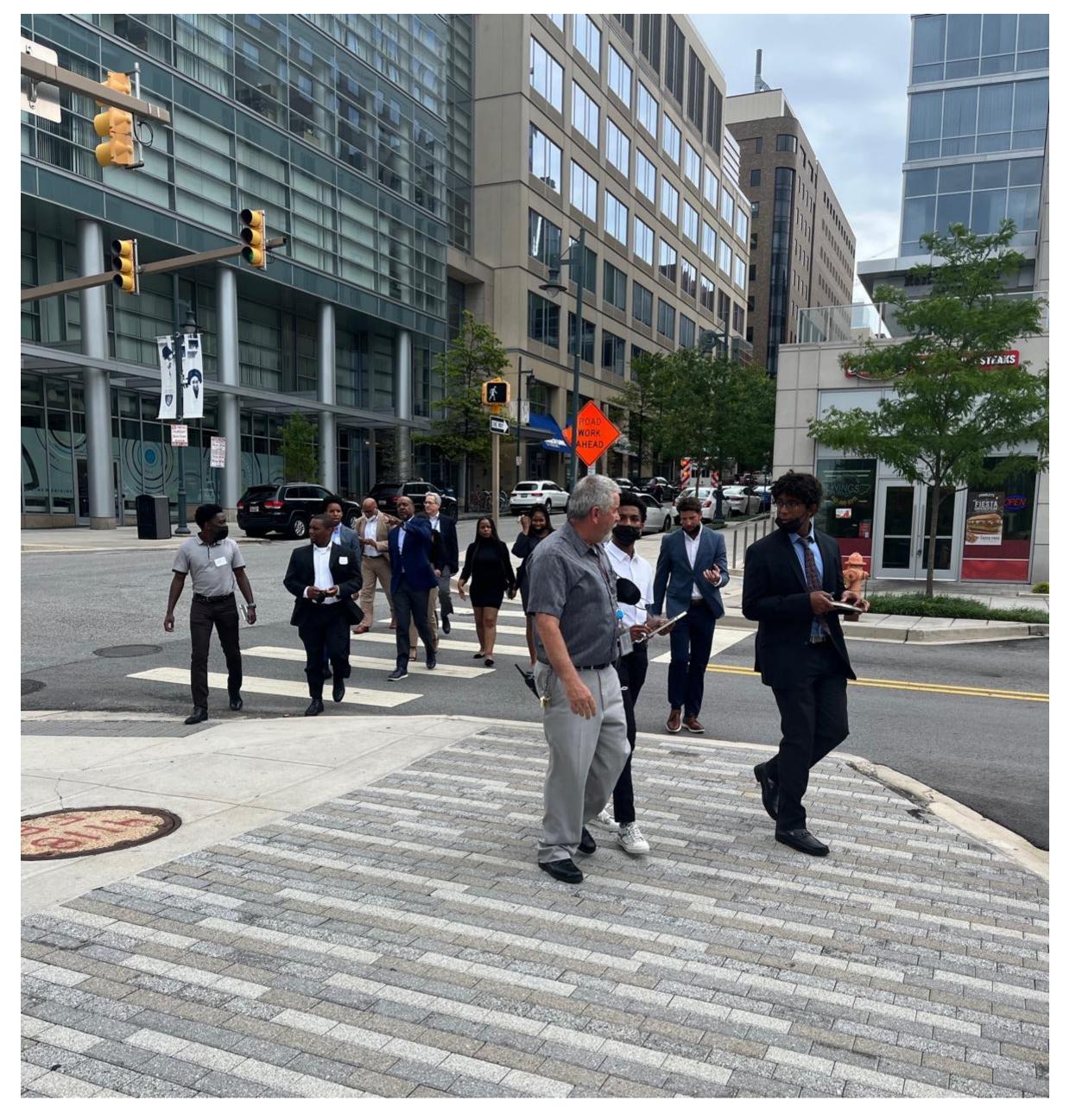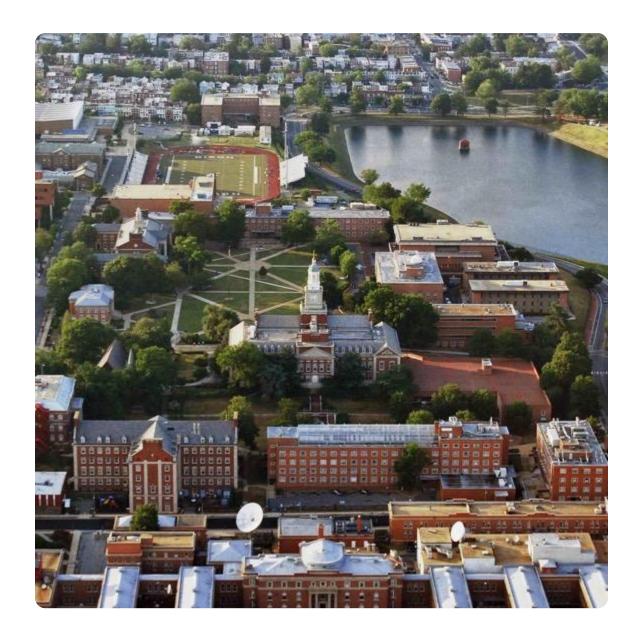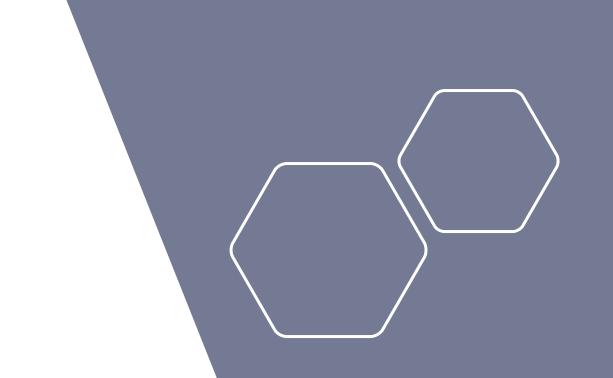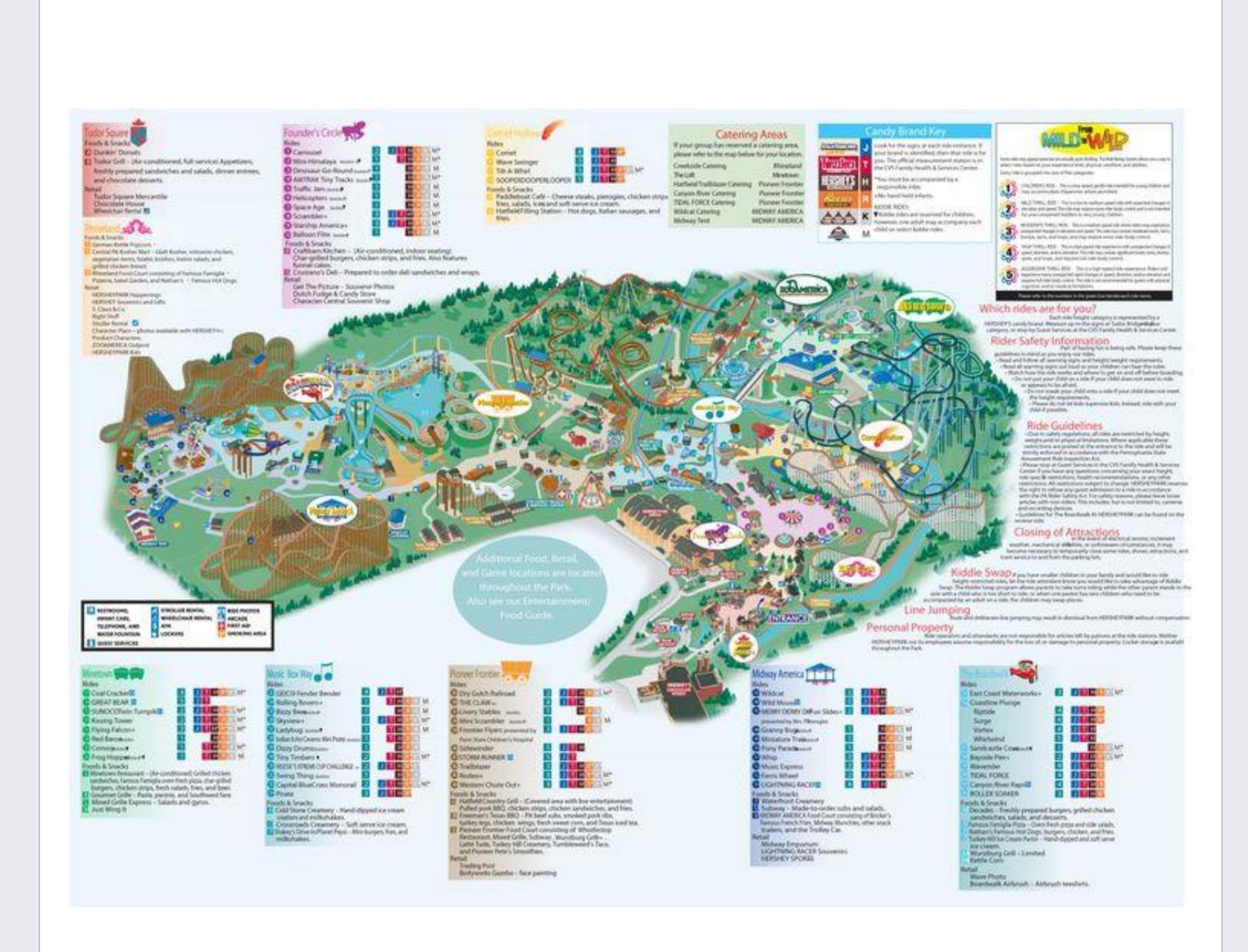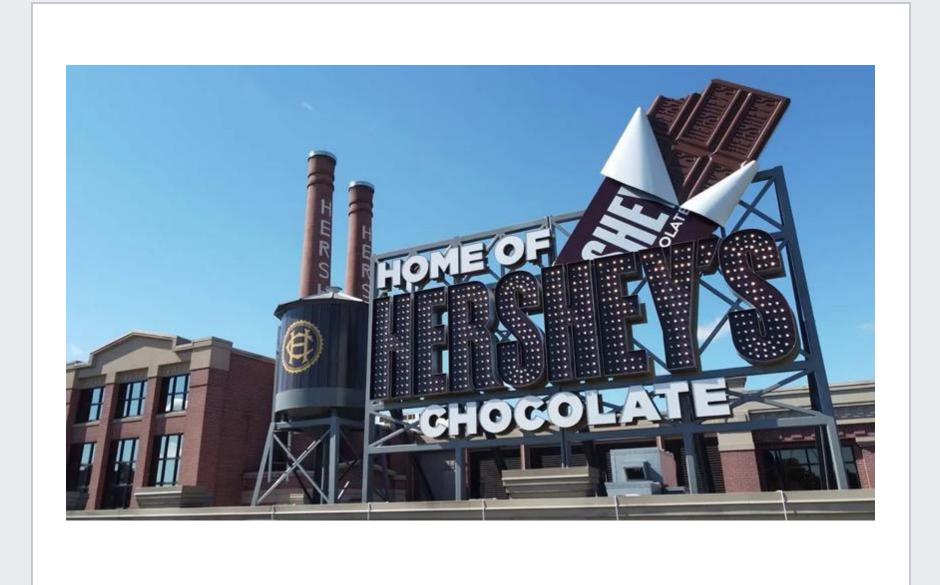
Hershey, Pennsylvania

Annapolis, Maryland

Detailed Agenda

HU REEX Detailed Agenda

WEEK 1: July 6 - 12, 2025 (All times listed are EST)

Day	Date	Start	End	Cohort	Activity Exercise	Type		Leader/Speakers
Mon	7-Jul-2025	8:30 a.m.	9:00 a.m.	University	Breakfast / Pre-order (Room xxxSOB)	Breakfast	On-Campus	Program Director/Univ. Staff
Mon	7-Jul-2025	9:00 a.m.	9.30 a.m.	University	Morning Briefing/schedule review	Dialogue	On-Campus	Program Director/RTA's
Mon	7-Jul-2025	9:30 a.m.	10:30 a.m.	University	REEX Opening Welcome / President of REEC	Session	Zoom Nationa	REEC/REEX Leadership
Mon	7-Jul-2025	10:00 a.m.	10:30 a.m.	University	Meet & Greet with Curr. Dir. & RTAs & Deans Welcome	Session	Zoom Nationa	Program Director
Mon	7-Jul-2025	11:00 a.m.	12:00 p.m.	University	Campus Tour (mention team project site)	Session	Zoom or Class	Program Director/RTA's
Mon	7-Jul-2025	12:00 p.m.	12:45 p.m.	University	Lunch Break - BlackBurn?	Lunch	On-Campus	Program Director/Univ. Staff/RTA's
Mon	7-Jul-2025	1:00 p.m.	3:00 p.m.	University	Overview: UrbanPlan & Team Building (Intro Lesson & Afforda	Session	Classroom Loc	ULI - CONFIRMED
Mon	7-Jul-2025	3:00 p.m.	4:00 p.m.	University	UrbanPLan "Participation/Team Building" Activity	Session	Classroom Loc	ULI
Mon	7-Jul-2025	6:00 p.m.	8:00 p.m.	Local	Dinner - TBD (U Street - Bens Nextdoor)??	Dinner	On-Campus	NEED SPONSOR
Mon	7-Jul-2025	8:30 p.m.	10:00 p.m.	Local	GROUP BONDING/FREE TIME - GAME NIGHT	Activity		RTAs
Mon	7-Jul-2025	10:30 p.m.		Local	Lights Out	Dorm	Dorms	RTAs
Tue	8-Jul-2025	8:00 a.m.	8:45 a.m.	University	Breakfast / Pre-order (Room xxxSOB)	Breakfast	On-Campus	Program Director/Univ. Staff
Tue	8-Jul-2025	8.45 a.m.	9.30 a.m.	University	Howard HPS Center for Financial Excellence	Dialogue	On-Campus	Dr. Curtis Kidd (HU-HPS) – HU African Studi
Tue	8-Jul-2025	9:30 a.m.	11:45 a.m.	Local	UrbanPlan Teambuilding & Facilitation 1	Session	Classroom Loc	ULI - CONFIRMED
Tue	8-Jul-2025	12:00 p.m.	1:00 p.m.	University	REEX/ULI Lunch & Learn	Session	Classroom Loc	Sandwiches provide by ULI
Tue	8-Jul-2025	1:00 p.m.	4:00 p.m.	Local	UrbanPlan	Session	Classroom Loc	ULI
Tue	8-Jul-2025	6:00 p.m.	8:00 p.m.	Local	Dinner - TBD (V Street - Busboys and Poets)??	Dinner	On-Campus	NEED SPONSOR
Tue	8-Jul-2025	8:00 p.m.	10:00 p.m.	Local	Activity - TBD	Activity	Multi Campus	RTAs
Tue	8-Jul-2025	10:00 p.m.		Local	Lights Out	Dorm	Dorms	RTAs
Wed	9-Jul-2025	7:45 a.m.	8:15 a.m.	University	Breakfast / Pre-order (Room xxxSOB)	Breakfast	On-Campus	Program Director/Univ. Staff
Wed	9-Jul-2025	7:45 a.m.	9:00 a.m.	University	Case Study - US Land Expansion + Bruce's Beach Settlement	Dialogue	On-Campus	University Admissions Staff
Wed	9-Jul-2025	9.00 a.m.	10.00 a.m.	University	HU ADMISSIONS MEET AND GREET			
Wed	9-Jul-2025	10:15 a.m.	11:15 a.m.	University	Headline Speaker # 1 (Buwa Binite) Affordable Housing	Speaker	Zoom Nationa	Speaker - REEC MEMBER TBD
Wed	9-Jul-2025	11:30 a.m.	12:30 p.m.	University	Fundamental #1: Highest & Best Use	Session	Zoom Nationa	Omowale Crenshaw (Howard)
Wed	9-Jul-2025	12:30 p.m.	1:00 p.m.	University	Travel to site visit	Lunch	Lunch	Program Director/Univ. Staff
Wed	9-Jul-2025	1:00 p.m.	2:15 p.m.	University	Lunch Break - Buzutto	Session	On campus	Program Director/Univ. Staff
Wed	9-Jul-2025	2:30 p.m.	4:30 p.m.	University	Site visit - Buzutto (Stephanie Williams) Property Managemen	Session	On campus	Omowale Crenshaw (Howard)
Wed	9-Jul-2025	5:00 p.m.	5:30 p.m.	University	Capstone overview and Site visit	Session	Classroom/site	Omowale Crenshaw (Howard)
Wed	9-Jul-2025	6:30 p.m.	7:30 p.m.	Local	Dinner - Order In TBD (HU Towers)	Dinner	On-Campus	
Wed	9-Jul-2025	8:00 p.m.	10:00 p.m.	University	GROUP BONDING/FREE TIME - GAME NIGHT	Activity	On-Campus	RTAs
Wed	9-Jul-2025	10:00 p.m.		Local	Lights Out	Dorm	Dorm	RTAs
Thu	10-Jul-2025	8:00 a.m.	8:45 a.m.	University	Breakfast / Pre-order (Room xxxSOB)	Breakfast	On-Campus	Program Director/Univ. Staff
Thu	10-Jul-2025	9.00 a.m.	9.30 a.m.	University	Morning Briefing/schedule review/Team Project Time	Dialogue	On-Campus	Program Director/Univ. Staff/RTA's
Thu	10-Jul-2025	9:30 a.m.	11:00 a.m.	University	Fundamental #2: Land Use / Zoning & Social Impact	Session	Zoom Nationa	Leila Batties
Thu	10-Jul-2025	11:15 a.m.	12:15 p.m.	University	International Real Estate	Session	Zoom Nationa	Doug Grayson
Thu	10-Jul-2025	12:15 p.m.	1:15 p.m.	University	Lunch Break - Jimmy Johns (Catering)	Lunch	On campus	Program Director/Univ. Staff/RTA's
Thu	10-Jul-2025	1:30 p.m.	3:00 p.m.	University	Fundamental #3: Capital Stack	Session	Zoom Nationa	Kofi Meroe
Thu	10-Jul-2025	3:00 p.m.	3:15 p.m.	University	Break			
Thu	10-Jul-2025	3:15 p.m.	5:30 p.m.	University	Team Project Time	Session	On-Campus	Program Director/Univ. Staff/RTA's
Thu	10-Jul-2025	5:30 p.m.	6:30 p.m.	Local	Dinner - Blackburn	Dinner	On-Campus	Dinner - Blackburn
Thu	10-Jul-2025	6:30 p.m.	10:00 p.m.	Local	Free time/Project time	Activity	Multi Campus	RTAs
		10:00 p.m.		Local	Lights Out	Dorm	Dorm	RTAs
Fri	11-Jul-2025	8:30 a.m.	9:00 a.m.	University	Breakfast / Pre-order (Room xxxSOB)	Breakfast	On-Campus	Program Director/Univ. Staff
Fri	11-Jul-2025	9:00 a.m.	10.00 a.m.	University	Headline Speaker # 2 (VStarr) - Interior Design	Session	virtual	Soyna Haffey
Fri	11-Jul-2025	10.15 a.m.	11.15 a.m.	University	Fundamental #4: Finance Proforma	Session	Zoom Nationa	Speaker - REEC MEMBER TBD
Fri	11-Jul-2025	11:30 a.m.	12:30 p.m.	University	Fundamental #5: Operations & Stabilization	Session	TBD	Speaker - REEC MEMBER TBD
Fri	11-Jul-2025	12:30 p.m.	1:30 p.m.	University	Lunch Break - Chipotle	Lunch	Lunch	Program Director/Univ. Staff
Fri	11-Jul-2025	1:30 p.m.	3:00 p.m.	University	Fundamental #6: Evaluation & Exit Strategy			Speaker - REEC MEMBER TBD
Fri	11-Jul-2025	3:15 p.m.	5:00 p.m.	University	HU Alumni - CRE Professional Panel	Activity	On-Campus	Octavia Gould - SOB (Keller Williams), Ste
Fri	11-Jul-2025	5:30 p.m.	7:00 p.m.	University	Free Time			
Fri	11-Jul-2025	7:00 p.m.	TBD	Local	Dinner - Pizza Night	Dinner	Off-site or on Campus	
Fri	11-Jul-2025	8:00 p.m.	10:30 p.m.	Local	Free Time/Movie Night	Activity	Multi Campus	RTAs
Fri	11-Jul-2025	11:00 p.m.		Local	Lights Out	Dorm	Dorm	RTAs

TRANSPORTATION NEEDED/UBER XL

Day	Date	Start	End	Cohort	Activity Exercise	Type		Leader/Speakers
Sat	12-Jul-2025	8:00 a.m.	8:30 a.m.	Local	Wholefoods/McD's Breakfast (Howard Towers)	Breakfast	On-Campus	Program Director/Univ. Staff
Sat	12-Jul-2025	9:30 a.m.	10:30 a.m.	Off-Site	Annapolis, Maryland	Activity	Multi Campus	REEC (Transportation) Program Director /
Sat	12-Jul-2025	10:30 a.m.	1:00 p.m.	Off-Site	Colonial Walking tour/Naval Academy Tour?	Activity	Multi Campus	
Sat	12-Jul-2025	1:15 p.m.	2:30 p.m.	Off-Site	Lunch Break - Sea Food/Other Annapolis	Activity	Multi Campus	
Sat	12-Jul-2025	3:00 p.m.	4:00 p.m.	Off-Site	Habour Tour Boat Ride	Activity	Multi Campus	
Sat	12-Jul-2025	4:00 p.m.	5:30 p.m.	Local	Return to DC	Activity	Multi Campus	
Sat	12-Jul-2025	5:30 p.m.	7:00 p.m.	Local	Free Time/Team Project Time	Activity	Multi Campus	
Sat	12-Jul-2025	7:00 p.m.	8:00 p.m.	Local	Dinner - Order In TBD (HU Towers)	Activity	Multi Campus	
Sat	12-Jul-2025	8:00 p.m.	10:00 p.m.	Local	Free Time/Team Project Time			RTAs
Sat	12-Jul-2025	11:00 p.m.		Local	Lights Out	Dorm	Multi Campus	RTAs

TRANSPORTATION NEEDED/UBER XL

Day	Date	Start	End	Cohort	Activity Exercise	Type		Leader/Speakers
Sun	13-Jul-2025	9:00 a.m.	10:00 a.m.	Local	Wholefoods/McD's Breakfast (Howard Towers)	Breakfast	Breakfast	REEC (Transportation) Program Director /
Sun	13-Jul-2025	10:15 a.m.	11:00 a.m.	Off-Site	Depart and travel to NMAAHC	Activity	Multi Campus	MUSEUM
Sun	13-Jul-2025	11:00 a.m.	1:00 p.m.	Off-Site	MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURAL			
Sun	13-Jul-2025	1:15 p.m.	2:15 p.m.	Off-Site	Lunch at MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURAL			
Sun	13-Jul-2025	2:15 p.m.	4:00 p.m.	Off-Site	King Memorial/Washington Monuments Walking Tour			
Sun	13-Jul-2025	4:00 p.m.	4:30 p.m.	Off-Site	Return to Campus			
Sun	13-Jul-2025	4:30 p.m.	5:30 p.m.	University	Free Time/Team Project Time			
Sun	13-Jul-2025	5:30 p.m.	6:30 p.m.	University	Dinner - Order In TBD (HU Towers)			Program Director / RTAs
Sun	13-Jul-2025	6:30 p.m.	8:00 p.m.	University	Read Hershey Company Case Study/Overview			Program Director / RTAs
Sun	13-Jul-2025	8:00 p.m.	10:00 p.m.	Local	Free Time/Team Project Time			RTAs
Sun	13-Jul-2025	10:00 p.m.		Local	Lights Out	Dorm	Dorm	RTAs

WEEK 2: July 13 - July 18, 2025 (All times listed are EST)

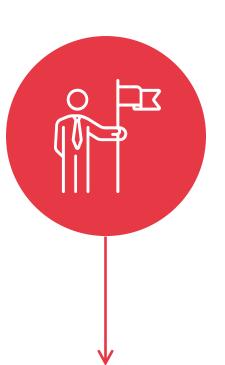| Day	Date	Start	End	Cohort	Activity Exercise	Type		Leader/Speakers
Mon	14-Jul-2025	8:30 a.m.	9.15 a.m.	University	Breakfast / Pre-order (Room xxxSOB)	Breakfast	Breakfast	Program Director/Univ. Staff
Mon	14-Jul-2025	9.15 a.m.	10.30 a.m.	University	Hershey Case Study Discussion	Dialogue	On-Campus	Program Director / RTAs
Mon	14-Jul-2025	10:30 a.m.	12:30 p.m.	University	Project Financial Model Review and Refine	Practice	On-Campus	REEC/REEX Leadership
Mon	14-Jul-2025	12:30 p.m.	1:15 p.m.	University	Lunch Break (Chipotle/Jimmy Johns)	Lunch	Lunch	Program Director/Univ. Staff
Mon	14-Jul-2025	1:00 p.m.	2:00 p.m.	University	Teams Project Time/Mock Presentations	Practice	On-Campus	Program Director / RTAs
Mon	14-Jul-2025	2:30 p.m.	5:00 p.m.	University	Teams Practice Presentation - With Guest Judges	Presentat	On-Campus	Program Director / RTAs
Mon	14-Jul-2025	5:30 p.m.	6:30 p.m.	University	Dinner - School of B (Pizza) ??	Dinner	TBD	Program Director / RTAs
Mon	14-Jul-2025	6:30 p.m.	8:00 p.m.	University	Practice Final Version of Presentation	Practice	Break	Program Director / RTAs
Mon	14-Jul-2025	8:00 p.m.	10:00 p.m.	University	Return to Dorms and Pack for Hershey	Activity	On-Campus	Program Director / RTAs
Mon	14-Jul-2025	10:00 p.m.		University	Lights Out			
Tue	15-Jul-2025	7.00:00 a.m.	7.30 a.m.	University	Wholefoods/McD's Breakfast (Howard Towers)	Breakfast	On-Campus	Program Director/Univ. Staff
Tue	15-Jul-2025	7.30:00 a.m.	10.00 a.m.	Off-Site	TRAVEL to HERSHEY PA (hours 7.30 am - 10 am)	Site visit	Off-Site	Program Director/Univ. Staff
Tue	15-Jul-2025	10.30 a.m.	12.30 p.m.	Off-Site	HERSHEY PA - Corporate Presentation	Site visit	Off-Site	Hershey Staff
Tue	15-Jul-2025	12.30 p.m.	2:00 p.m.	Off-Site	Lunch Break	Site visit		Hershey Staff
Tue	15-Jul-2025	2:00 p.m.	4:00 p.m.	Off-Site	HERSHEY PA - Site tour/ Hospitality Business	Site visit	Off-Site	Hershey Staff
Tue	15-Jul-2025	4:00 p.m.	5:00 p.m.	Off-Site	Hotel Check-In	Off-site	Off-Site	Hershey Staff
Tue	15-Jul-2025	5:00 p.m.	6:00 p.m.	Off-Site	Free time	Off-site	Off-Site	Hershey Staff
Tue	15-Jul-2025	6:00 p.m.	8:00 p.m.	Off-Site	Dinner	Dinner	Off-Site	Hershey Staff
Tue	15-Jul-2025	8:00 p.m.	9:30 p.m.	Off-Site	Teams Project Time/Mock Presentations			Program Director / RTAs
Tue	15-Jul-2025	9:30 p.m.	10:30 p.m.	Off-Site	Free time	Off-site	Off-Site	Program Director / RTAs
Tue	15-Jul-2025	10:30 p.m.		Off-Site	Lights Out	Hotel	Hotel	RTAs
Wed	16-Jul-2025	8:30 a.m.	9.15 a.m.	Off-Site	Breakfast at Hotel	Breakfast	Off-Site	Program Director/RTA's
Wed	16-Jul-2025	9:00 a.m.	11:30 a.m.	Off-Site	HERSHEY PA - Site tour/ Chocolate Factory	Site visit	Off-Site	Hershey Staff
Wed	16-Jul-2025	11:30 a.m.	12:15 p.m.	Off-Site	Return to Hotel/Change and Check out	Session	Off-Site	Hershey Staff
Wed	16-Jul-2025	12:15 p.m.	12:45 p.m.	Off-Site	HERSHEY PARK	Off-site	Off-Site	Hershey Staff
Wed	16-Jul-2025	12:45 p.m.	1:30 p.m.	Off-Site	Lunch Break at HERSHEY PARK	Lunch	Off-Site	Hershey Staff
Wed	16-Jul-2025	1:30 p.m.	7:00 p.m.	Off-Site	HERSHEY PARK	TBD	Off-Site	Hershey Staff
Wed	16-Jul-2025	7:30 p.m.	10:00 p.m.	Off-Site	Return to DC (DINNER Stop at Chick-fil-a for take out order)	Off-site	Off-Site	Hershey Staff
Wed	16-Jul-2025	10:00 p.m.	11:00 p.m.	Local	Free time	Dorms	On-Campus	RTAs
Wed	16-Jul-2025	11:00 p.m.		Local	Lights Out			RTAs

HU REEX Alumni Experiences

Summary

Industry Knowledge
- Exposure to the Commercial real Estate Industry

On-Campus Experiences
- Campus life and experiences

Relationships and Network Growth
- Life-long Friends and opportunities to expand profesional and personal relationships

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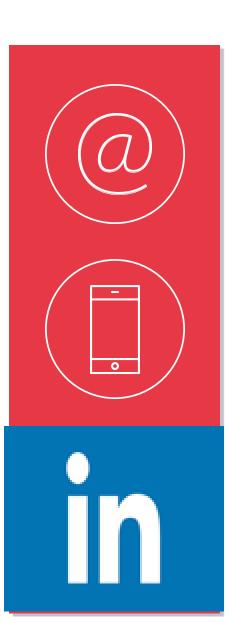SCHOOL OF BUSINESS
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HU......YOU KNOW !!!!!!!

Open Discussion

Contacto

Dr. T.L. Omowale
Crenshaw

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HU School of Business

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omowale-crenshaw-b1023625/