



Urban Land
Institute

Toronto

Advancing the Greater Toronto Region

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WLI TORONTO REVIEW

TORONTO - A GLOBAL CITY



THAT IS INTENSELY LOCAL

The point of cities is multiplicity of choice - Jane Jacobs

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EDITOR'S NOTE

In November 2014, I attended my first WLI Event - Breakfast with Delee Fromm. A month later, I was on the same elevator ride with one of the WLI Co-Chairs who was also heading up to her office located on the 54th floor. I recognized her from that event and asked myself "Should I break the ice and start the conversation"? I said to myself "Oh well it doesn't hurt just to say hello at least". So I started to exchange words with her and provided my feedback of that event. I must say at that time I remember her enthusiasm in connecting others, and I told her I would like to learn more about WLI. She then connected me with the ULI Coordinator. I joined ULI in January 2015, and from there I assisted my two other colleagues in organizing our second Championship Team Celebration Event hosted in June 2015, followed by She with He Lunch Event in January 2016, and subsequently our Joint Social Networking Event with two other organizations in May 2016 just to name a few. I also became the Chair of WLI Communications Team in mid-July 2015.

If it wasn't the very first event I attended in November 2014, I would have never found a place where I love to do the most within ULI WLI. It is indeed an honour to be recognized as one of the ten WLI Prologis Scholarship Recipients, and I am very much looking forward to the upcoming ULI Fall Meeting which will allow me to further connect with others professionals.

In this WLI Review, you will learn about the story of WLI Toronto, our mission and accomplishments, and our three key initiatives - *She with He*, **WLI Championship Team**, and **Women on Board**. I hope you enjoy reading this magazine as much as I do when I collect my thoughts together to assemble this to showcase our bright talents at WLI Toronto.



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WLI TORONTO COMMITTEE

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Leslie Woo, Metrolinx (PAST CO-CHAIR)

THE STORY OF WLI TORONTO

A BRIEF BACKGROUND OF WLI TORONTO

This year marks the fifth anniversary of WLI Toronto. Back in December of 2010, a group of ULI women leaders came together to assess the interest in and opportunities for increasing the number and visibility of women leaders in ULI and the real estate industry. They met several times to discuss the relevance and value of a ULI Women's Leadership Initiative (WLI).



WLI Toronto Founding Committee consists of the following members:

- Godyne N.L. Sibay from McCarthy Tétrault LLP;
- Leslie Woo from Metrolinx;
- Anne Morash from GWL Realty Advisors;
- Laurie Payne from Diamond Corp.; and,
- Kristy Shortall from Metropia.

The WLI was formally launched in Charlotte NC at the ULI 2012 Spring Meeting in May 2012. Marilee Utter, Executive VP of District Councils met with a group of female ULI Toronto members in June 2012, and the ULI WLI was launched. WLI Toronto announced its inaugural Championship Team in June 2014, and selected 80 Champions. The team now has over 140 accomplished women who have been nominated over the last 3 years. You can learn more about them at our ULI WLI Championship Team website which was launched in June 2017 (<http://wlichampions.org>)

Godyne and Leslie represented the WLI at the ULI Advisory Board in the early days of WLI Toronto. Anne, Laurie and Kristy were all former Committee Chairs representing Sponsorship, Communications, and Young Leaders Group. The Sub-Committee Members included Salima Rawji from Build Toronto, Robyn Brown from IBI Group, and Signe Leisk from Cassels Brock & Blackwell LLP.



WLI IS PROMOTING THE
ADVANCEMENT
OF WOMEN IN REAL
ESTATE AND
DEVELOPMENT

WLI MISSION





OUR ACCOMPLISHMENTS

COMMITTEES	#	FEMALE	%
2017 (May)	176	81	46%
2014 (Aug)	105	42	40%
2013 (April)	61	21	34%
2012	56	11	20%
2011	50	11	22%

Source: ULI Toronto

Increased the participation of women on the Advisory Board and other Committees.

MEMBERSHIP	#	FEMALE	%
2017 (June)	1566	541	34%
2014 (Sept)	757	215	28%
2012 (Sept)	541	134	25%
2011 (Sept)	514	121	24%
2010 (Sept)	459	102	22%

Source: ULI Toronto

Increased amount of female members within ULI Toronto.

MENTORS	#	FEMALE	%
2017	19	8	42%
2014	17	6	35%
2013	17	7	41%
2012	15	4	27%
2011	15	4	27%

Source: ULI Toronto

Increased the amount of women mentors with ULI Toronto

ANNUAL TRENDS	#	FEMALE	%
2016 - Annual Trends	691	204	30%
2014 - Annual Trends	458	131	27%
2013 - Annual Trends	314	95	30%
2012 - Annual Trends	412	101	25%
2011 - Annual Trends	325	65	20%
2010 - Annual Trends	397	73	18%
2009 - Annual Trends	209	41	20%

Source: ULI Toronto

First event to make a conscious effort to encourage female participation

SHE WITH HE

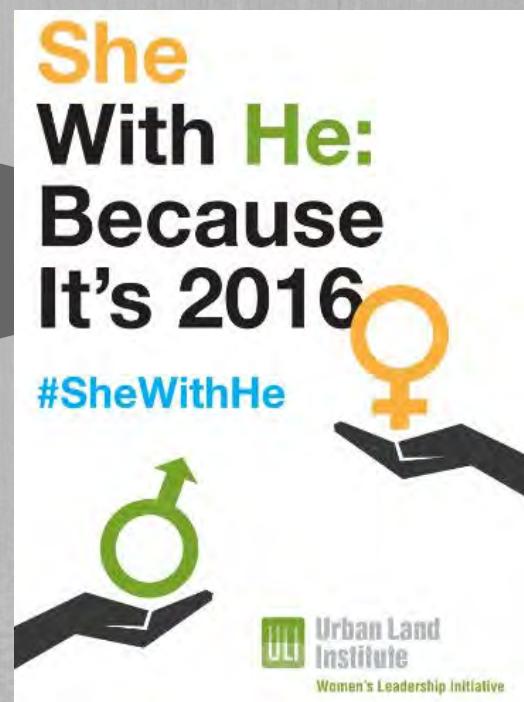
BY VIVIAN KWOK

WLI Toronto is honoured to be one of the three recipients of WLI Global's inaugural Women's Leadership Initiative Grants for 2016. The purpose of the grant is to support the creation of innovative programs that raise the visibility and number of women in ULI and the real estate industry. WLI Toronto has utilized this opportunity to create, launch and build a solid foundation for its *She with He* campaign which is focused on the partnership of women and men working together towards gender parity in the real estate industry in the Greater Toronto region.

The WLI *She with He* initiative is inspired by the UN's global "He for She Campaign." She, working hand in hand with He, will shine a brighter light on the talent, knowledge and leadership that women contribute to the real estate industry and the development of sustainable communities within the Greater Toronto region.

On February 4, 2016, WLI launched the She with He Breakfast Panel Discussion and the online pledge event. She with He Pledge is a commitment to encourage and inspire partnerships with the pledgers' female colleague(s) to support and accelerate the advancement of gender equity in the Greater Toronto Region real estate and development industry.

Online pledge is available here:
<http://toronto.uli.org/initiatives/wli/pledge/>



WOMEN ON BOARD



We already know that diverse boards are more successful, but achieving gender diversity has stalled. With new rules aimed at increasing gender diversity on boards, many organizations will increasingly be looking for talented women to take up the call. This presents an excellent opportunity for women, but will you be ready?



WLI Toronto hosted a MEMBERS ONLY lunch event on November 21, 2016 to discuss about how to prepare, apply and what to expect when joining a board. Our panel of private and public experts answered questions about the opportunities, skills, benefits and challenges of joining a board.



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On May 8, 2017, WLI launched its second Women on Boards event called *Women on Boards - Public Board ABC's*. WLI invited a panel of representatives from the three orders of government (municipal, provincial and federal) to speak in tangible and concrete ways about how professional women in our broad, multi-sector industry can put themselves forward for public service on public boards.

Karen Stintz, President and CEO of Variety Village and a former Toronto city councillor, was the evening's keynote speaker. Referring to her previous position as chair of the Toronto Transit Commission during 2010 to 2014, Stintz noted her time as chair was one of the most challenging but rewarding roles she has ever held. Recognizing that there is no shortage of support for changing the gender imbalance, Stintz suggested that women need more practical tips.

The panel discussion then built upon the above themes, addressing the need for women to apply and build their network. The panel included Anne Sado, President at George Brown College, as the moderator and included the following panelists:

- Aretha Phillip, Manager of Public Appointments at the City of Toronto
- Shelley Potter, Deputy Chief of Staff, Planning & Administration at the Office of the Premier of Ontario
- Danica Shimbashi, Privy Council Office at the Government of Canada

Each panelist provided an overview of the board appointment process, how vacancies are identified, how candidates are screened, and key challenges that must be addressed.



WLI CHAMPIONSHIP TEAM

INSIGHT TO LEADERSHIP & SOCIAL PURPOSE REAL ESTATE WITH MARGIE ZEIDLER



Margie Zeidler
Founder & President
Urbanspace Property Group



LoriAnn Girvan
Chief Operating Officer
Artscape Inc.

written by Vivian Kwok

June 14, 2017 - WLI Toronto hosted its fourth Championship Team Celebration Event with a fireside chat conversation of Margie Zeidler, Founder and President of Urbanspace Property Group as she shares her journey in leadership and social purpose real estate, moderated by LoriAnn Girvan, the Chief Operating Officer at Toronto's Artscape Inc. During the discussion we learned about Margie's career, her story both personal and professional, and how she became a role model for women in leadership.

Women's Leadership Initiative was also excited to introduce the 2017 Championship Team members at this event. 15 new additional members were joined this year. They were selected by a panel of peers based on a record of exceptional leadership and skill in the real estate development and land use disciplines; dedication to, and success at, building thriving communities across the Toronto region; and capacity to inspire others in the industry.

This is the third year I helped organize the Championship Team celebration as a part of the WLI Communications Team. I believe that WLI has, once again, put forward an incredible effort in assembling our biggest annual signature event.

This year we added 15 more champions to our already astonishing list. When I look at the list this year, it reminds me of how many bright talents we have cherished over these four years when our inaugural team was established in 2013. I was truly blessed to be able to work with many incredible colleagues who have inspired me to think of what I can do to help inspire others in the industry. And this has taken us to where we are now, celebrating our fourth WLI Championship Team Celebrations, titled, An Evening to Remember – 2017 WLI Championship Team Celebration.

This year the fireside chat featured guest speaker Margie Zeidler, Founder and President of Urbanspace Property Group, and was moderated by LoriAnn Girvan, the Chief Operating Officer at Toronto's Artscape Inc. Margie spoke about her involvement at 401 Richmond, a non-profit community hub, recalling that it was the creativity that blended in at that time with the right opportunity that allowed her to acquire the property and turn it into a different type of urban space

As LoriAnn took this walk down memory lane with Margie, I learned that this creative mindset was inspired by Jane Jacobs. Margie said it was Jacobs' who, by untangling the creativity in shaping the urban landscape, influenced her to shape the concept of 401 Richmond, which now provides a space for artists with diverse backgrounds and blends the three key aspects of the urban design landscape — culture, community, and commerce. She referred to these as the "three Cs" that "melt" together to form the idea behind social purpose real estate. The fireside chat provided food for thought in learning from their leadership perspectives in how to change our urban design landscape.

As part of the celebration of women's leadership in building a stronger Toronto Region through the responsible use of land, WLI published its first Champions in the Spotlight books in 2016. This year we moved to the next level by launching an interactive online version with added features, including filtering by year, sector and discipline of the champions. This would not have happened without support from the following sponsors:

Let us continue to celebrate the success of our WLI Championship Team which demonstrates a record of exceptional leadership and skill in the real estate development and land-use disciplines; dedication to and success at building thriving communities across the Toronto region; and a capacity to inspire others in the industry.



JOURNEY TO SUCCESS AND BEYOND A CONVERSATION WITH JANET DE SILVA



June 22, 2016 - Janet De Silva, President & CEO of Toronto Region Board of Trade shared her journey in leadership with Geeta Sheker, Director of the Initiative for Women in Business, Rotman School of Management, University of Toronto. During their conversations, we learned about Janet's illustrious career, her story both personal and professional, and how she became a role model for women in leadership.

WLI Toronto was also excited to launch the Inaugural Championship Spotlight - a publication featuring 120 women professionals who have showcased exceptional leadership in our industry.

In the evening of June 4th, 2015 the Urban Land Institute (ULI) Toronto hosted its second annual Women's Leadership Initiative (WLI) celebration – *An Evening to Remember: 2015 WLI Championship Team* – at McCarthy Tétrault's downtown Toronto office.

The evening featured the introduction of the 2015 WLI Championship Team and an interactive discussion with Karen Pitre, Special Advisor to Premier Wynne on Community Hubs. Ms. Pitre was interviewed by Mary Weins, the award-winning journalist and producer who can be heard weekdays on CBC Radio One's most listened-to morning show, Metro Morning, on 99.1 FM in Toronto. Attendees had the opportunity to network with some of the most influential women in real estate and land development – both before and after the evening's events.





June 18, 2014 - WLI launched its first Championship Team Celebration Event with keynote speaker Professor Patricia McCarney, Director Global Cities Institute and Global City Indicators Facility at the University of Toronto. Prof. McCarney spoke to us on the Global Cities Institute as well her own personal journey.

