

**ULI Chicago  
Chicago Product Council – Member Interview**

**Meghan Webster, Senior Associate, Gensler**

**Q: What motivated you to initially get involved in CPC, and how did the program compare to your expectations?**

*A: The CPC program offers a unique opportunity that was appealing to me – it brings together a cross-section of our industry and provides a forum for the discussion and sharing of rich content. This program exceeded my expectations, broadening my own perspective beyond the everyday and providing an opportunity to learn from others' experiences.*

**Q: Tell us about one of your favorite experiences from this past year's program.**

*A: As one of the Vice Chairs this year, I was involved in putting the program content together, and we'd invited Anijo Punnen Mathew from the Institute of Design at IIT to talk about the impact of market disruptors on the future of development. His presentation was really fantastic, but what was even more exciting were the reactions and engagement in the room that he elicited. People were compelled to dream into his ideas and think aspirationally about how technologies like driverless cars and digital platforms will transform the way we live, work, and play. It's exciting to think about how conversations like these collectively contribute to our industry's continuous evolution.*

**Q: What inspired you to get more involved with CPC, moving on to serve as a Blue Flight Vice-Chair?**

*A: This is a role that is very rewarding in the sense that I get to do what I really enjoy: working with others to think up topics that are current and impactful and bringing together smart people to talk about them. In addition, we all have really busy lives and constant demands, and I feel a responsibility in assembling a program line-up for each of these meetings where people leave the meeting feeling that their time has been well-spent and that they learned something. I hope people have felt that way this year.*

**Q: This program is open to every ULI Chicago member in any industry category – how have you experienced and seen this as a benefit?**

*A: The ability to draw from every facet of our industry really enriches the conversation, and as one of those people involved in the planning, I've been impressed that we can always find someone connected to a project, person, or topic that we want to feature as part of our program. The CPC is an amazing forum for learning, and it's inspiring to hear and see what each of us can bring to the table. This drive to bring together a diversity of ideas is core to ULI, and it's ultimately a route to making our cities and communities better. I also love that this program deliberately convenes young emerging leaders up through senior executive level professionals – it's been a great opportunity for mentorship and growth in that way.*

**Q: What can those considering applying for the CPC program look forward to for the 2018 year?**

*A: Chicago has a tremendous number of projects under construction right now – many of which are at a scale that will have a transformative impact on the fabric of our city. Coupled with this growth of our city's building stock are big ideas like the impact of a potential Amazon HQ, so we've got more than enough content to draw from. I look forward to continuing to evolve the format of our programs as well this year.*