

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

Lance Ramella, *President*, Housing Trends, LLC

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

A: I was a member of a national product council and thought that a local product council would be more relevant to my business and would help me create local contacts that I could actually use in my business. My expectations were exceeded as I definitely get more out of the local product council than I do the national council. We meet five times per year, instead of twice per year and our programming is much more relevant than national programming.

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

A: My favorite experience is viewing the potential venues for our meetings and visualizing how they will work for our group and then seeing it all come together on council day. We had several great meeting venues this past year, but my favorite was the executive floor of the Tribune Tower. The building manager gave us free reign to wander around the executive offices. It was a great experience.

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

A: I was a vice chair for the first two years of the product councils and it was a logical step when our chair retired. However, the only way that I was going to serve as chair was to have great vice chairs, which I am fortunate to have.

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 diversity within our flight is great in terms of industry coverage as well as experience. We have members who have been in the industry for two years and 30 years. It makes for great conversations on council days. I have found that many of the younger members are eager to get involved with programming and event coordination.

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

A: I think all the flights try to exceed the previous year. There is also a friendly competition between the flights to out do each other in terms of programming and venues. We are also planning more informal, social get togethers. 2018 will be another exciting year for Chicago Product Councils.