



Monday, February 11, 2008

Inside**Announcements**

- [Upcoming BREC Organized Events:](#)
 - [Feb 15 – PIR: Adelante Capital Management](#) *NEW*
 - [Mar 31 \(*tentative date*\) – Spring Firm Night](#) *NEW*

- [Upcoming Industry Organized Events:](#)
Please contact Ryan Bermudez (ryan_bermudez@mba.berkeley.edu) to check for free ticket availability.
 - [Feb 12 - SF Brownbag-FOCUS: New Incentives for Infill](#) *NEW*
 - [Feb 14-15 - 15th Annual ULI Conference: Reinventing Retail: Community, Mixed-use, and Environment](#) *NEW*
 - [Feb 21 - SF Breakfast Tour: Parkview Terraces](#) *NEW*
 - [Feb 26 - SF Brownbag with Laurence Pelosi: Global Capital Flows into Real Estate](#) *NEW*
 - [Feb 28 - East Bay Breakfast Tour: Belvedere Homes-Vallejo](#) *NEW*
 - [Feb 28 – NAIOP/BOMA/CREW Lunch](#) *NEW*
 - [Feb 29 - SF Brownbag: The Residential Mortgage Market: Will We Reach the Bottom?](#) *NEW*
 - [Mar 12-13 – DevelopGREEN Conference: Sustainable Solutions for Commercial Real Estate](#) *NEW*

- [Other Announcements:](#) *NEW*
 - [Green Developer Speaker Series: Susan Smartt, Forest City](#) *NEW*
 - [Lambda Alpha Golden Gate Lunches – 2nd Tuesday of Each Month](#) *NEW*
 - [Recent Real Estate Reports – Helpful for Interview Prep](#) *NEW*
 - [Tutor Request](#) *NEW*

Upcoming BREC Organized Events:**PIR Program: Adelante Capital Management** *NEW*

Friday, February 15, 2008

Executive: Michael Torres

If you would like to be selected to for a PIR visit and have not already done so, email Debra Underwood (Underwood@haas.berkeley.edu) in a **Word Document Format**:

- Your **focus statement**
- A statement about **two informational interviews** you have already conducted and any impact they had on your focus
- Your **first and second visit choices**

Upcoming PIR participants:

Date	Executive	Company
February 15 th	Michael Torres	Adelante Capital Mgmt
February 22 nd	Carl Shannon	Tishman Speyer
February 29 th	Tomas Schoenberg	The SWIG Company
March 7 th	Tom Sullivan	Wilson Meany Sullivan

Spring Firm Night ***NEW***

Monday, March 31 (*tentative date*)

Berkeley Real Estate Firm Nights are always well-attended networking events. This will be a great opportunity to meet some of the firms looking to hire you. Please review the attached contact list and email Matt Bernstein (matthew.bernstein@mba.berkeley.edu) if you have any contacts to add (from internships, interviews, etc.).

Upcoming Industry Organized Events:

SF Brownbag-FOCUS: New Incentives for Infill ***NEW***

Tuesday, February 12th, 2008 / 12:00 pm-1:15 pm
101 California St., 44th floor (CBRE office)

Ted Droettboom

Regional Planning Program Director
Joint Planning Committee

The Bay Area's regional agencies are starting to back good intentions with real dollars. FOCUS is an incentive-based program designed to help local governments plan for and accept new higher-density, transit-oriented development within existing communities. A joint initiative of the Bay Area's regional agencies, FOCUS designates Priority Development Areas (PDAs) which are eligible for grants to support neighborhood planning and capital investments in infill infrastructure. Ted Droettboom, Regional Planning Program Director, will describe the FOCUS program, review the priority areas, and lead a discussion of its implications for the development industry.

Free, for ULI Members Only.

Registration Page: <http://www.uli.org/register/index.cfm?id=3256>

15th Annual ULI Conference: Reinventing Retail: Community, Mixed-use, and Environment ***NEW***

Thursday, February 14-15, 2008
Wilshire Grand Hotel, Los Angeles, CA

Conference Overview

This year's Reinventing Retail conference focuses on how the world's most innovative developers are expanding their focus beyond the traditional shopping center to include niche markets such as low-income communities, deteriorated shopping strips, and downtowns (with a lot of emphasis being placed on mixed-use). To achieve success in all of these areas, new strategies will be needed to compete on price, or provide heightened shopping experiences to compete on lifestyle—or both! This unfolding scenario poses great challenges—but also offers great opportunities for traditional shopping centers and their communities as developers continue to energize their aging stock of traditional shopping centers and create exciting new mixed-use environments for shopping.

Who Should Attend

Shopping center and mixed-use developers; retail entertainment, and cinema executives; mayors, urban redevelopment and economic development specialists; architects and urban planners; shopping center owners and managers; real estate consultants and property advisers; and cultural facility directors

Register online at www.uli.org/register

SF Breakfast Tour: Parkview Terraces *NEW*

Thursday, February 21, 2008/ 8-9:30a

Parkview Terraces Main Lobby: 871 Turk Street @ Gough, SF

Craig Adelman

Vice President, Affordable Housing Development

AF Evans Company

Parkview Terraces

Please join us for a tour of the new Parkview Terraces, a senior housing facility developed by AF Evans Company, Inc. and Chinatown Community Development Center located on the corner of Turk and Gough in Hayes Valley. The site was acquired from the San Francisco Redevelopment Agency through an RFP process in 2004 and was formerly known as Parcel A, a site left over from the Central Freeway. The 101-unit mixed use building cost \$32 million to develop (\$316K per unit) and was financed utilizing 9% tax credits, the Affordable Housing Program from the Federal Home Loan Bank of San Francisco and the San Francisco Redevelopment Agency. The building is also receiving a rent subsidy from the Shelter+Care program and additional operating monies from the Department of Public Health to cover additional services that will allow the building to house 20 chronically homeless seniors.

Participants will enjoy a tour of the facility's residential units and enhanced senior service space including the RSVP offices, a neighborhood service center operated by the Institute on Aging, a clinic for the Department of Public Health and a health and fitness center oriented to the needs of those 55 and older. Developer Craig Adelman will be on hand to answer questions and discuss the development's impact on the evolution of San Francisco's Market and Octavia Plan and the Western Addition A-2 Redevelopment Area.

Costs

\$40 Members / \$70 Non-Members

\$20 Public Members / \$50 Public Non-Members

\$30 YLG Members / \$60 YLG Non-Members

\$10 Student Members / \$20 Student Non-Members

*** Please contact Ryan Bermudez (ryan_bermudez@mba.berkeley.edu) to check for free ticket availability.*

Sponsors get 1 - 6 free tickets based on level of support. See sponsor benefits:

<http://www.ulisf.org/Content/10068/preview.html>

Register now: <http://www.uli.org/register/index.cfm?id=3305>

SF Brownbag with Laurence Pelosi: Global Capital Flows into Real Estate *NEW*

Tuesday, February 26, 2008 / 12:00 pm-1:15 pm

101 California St., 26th floor (RREEF office)

Laurence Pelosi

Executive Director

Morgan Stanley

Over the past few years, capital from around the globe has been flowing into real estate, particularly in the US, at record levels. With the recent volatility in the real estate capital markets broadly, how might those capital flows change? How do international and emerging market real estate opportunities currently compare to US? How do you think about raising capital in this environment? Laurence Pelosi, an Executive Director at Morgan Stanley Real Estate, will join us to discuss these topics.

Mr. Pelosi currently focuses on Morgan Stanley's residential investments, including master planned communities, large scale urban development and multifamily acquisition and development, primarily in the Western United States. Laurence is also involved in the firm's public/private real estate partnerships with governmental agencies. Prior to joining Morgan Stanley, Mr. Pelosi served as Director of Acquisitions at Lennar in the San Francisco Bay Area where he focused on the company's urban projects, from the redevelopment of the Hunters Point Naval Shipyard and Treasure Island to traditional infill developments.

Free, for ULI Members only

Register now: <http://www.uli.org/register/index.cfm?id=3320>

East Bay Breakfast Tour: Belvedere Homes-Vallejo *NEW*

Thursday, February 28th, 2008 / 8:30 am-10:00 am
Belvedere Sales Office: 1103 Sonata Drive, Vallejo

Gary Mandarich

President

Mandarich Developments

Belvedere is a new luxurious gated condominium community nestled within the rolling foothills of the Northgate area of Vallejo. Belvedere consists of 336 homes for active adults, age 55+. Belvedere's architectural style, influenced by the Belvedere Palace and other historical buildings in Vienna, Austria, offers Old World charm with modern convenience.

Residents may choose from four elegant floor plans ranging in size from 1,160 to 1,593 square feet. These single-story condominium homes feature gourmet kitchens with granite countertops, full appliance packages (including washer, dryer, and refrigerator), and living rooms with built-in entertainment center and fireplace. Each home is accented with soaring 10-foot ceiling. Belvedere's 10,000 square foot resort-style clubhouse features an indoor swimming pool and Roman-style spa, aerobics room, fully equipped gym, TV media center, library, game room, an outdoor patio, and a catering kitchen for special events.

Please join Gary L. Mandarich, President of Mandarich Developments, for a tour and presentation of Belvedere Homes and experience the vision Mr. Mandarich has brought back from his personal visit to Vienna, Austria. Mr. Mandarich has built his reputation in Vallejo with other communities such as Hyde Park, Tiara, The Bluffs, and Visage.

Costs

\$40 Members / \$70 Non-Members

\$20 Public Members / \$50 Public Non-Members

\$30 YLG Members / \$60 YLG Non-Members

\$10 Student Members / \$20 Student Non-Members

*** Please contact Ryan Bermudez (ryan_bermudez@mba.berkeley.edu) to check for free ticket availability.*

Sponsors get 1 - 6 free tickets based on level of support. See sponsor benefits:

<http://www.ulisf.org/Content/10068/preview.html>

Directions: From 1-80, exit on Columbus Parkway, turn right on North Ascot Parkway, left on Vienna Drive, right on Sonata Drive.

Register now: <http://www.uli.org/register/index.cfm?id=3262>

NAIOP/BOMA/CREW Lunch *NEW*

Thursday, February 28, 2008

Luncheon 11:30 a.m. to 1:30 p.m.

Location: Hornblower Yachts, Pier 3, San Francisco

Commercial Real Estate in a Flat World: The Implications of Economic Globalization for the U.S. and the Bay Area with Futurist David Pearce Snyder

Snyder has been in the forecasting business for more than 30 years, during which he has built an impressive track record with a private and public sector clientele, while compiling a multi-million item database of trends and projections. Snyder uses this database to create detailed scenarios — "instant pre-plays" — of the most probable combinations of economic, technologic and social realities that specific industries, institutions, or individual communities or nations are likely to encounter during the next 5 to 15 years. Drawing on his nearly 20 years experience as lifestyles editor of The Futurist magazine, David enriches his statistical projections and expert forecasts with insights and anecdotes of the human comedy, creativity — and distress — arising from society's adaptation to changing economic circumstances and new technology. Special thanks to our event sponsors: McCarthy Cook & Company and Hanson Bridgett Marcus Vlahos & Rudy LLP. The boat will remain docked for this event. There is limited onsite parking. Please consider walking or taking public transportation to this event.

SF Brownbag: The Residential Mortgage Market: Will We Reach the Bottom? *NEW*

Friday, February 29, 2008 / 12:00 pm-1:15 pm

101 California Street, 26th Floor, RREEF Office, San Francisco

Matt Anderson

Partner

Foresight Analytics

Hope Nadji

Director

RREEF

The housing and mortgage markets have been dragged down by over-production and credit issues, making headlines around the world. Will we reach bottom, and if so, when? Join Hope Nadji of RREEF and Matt Anderson of Foresight Analytics for a presentation and discussion on the housing and mortgage markets in the Bay Area, California and the nation.

Free, for ULI Members only

Register now: <http://www.uli.org/register/index.cfm?id=3313>

DevelopGREEN Conference: Sustainable Solutions for Commercial Real Estate *NEW*

Wednesday, March 12 – Thursday, 13, 2008

The Renaissance Glendale Hotel & Spa, Glendale, Ariz.

Join NAIOP for our inaugural DevelopGREEN: Sustainable Solutions for Commercial Real Estate conference. DevelopGREEN will unite industry professionals representing a variety of segments in commercial real estate who are passionate about further developing sustainable solutions and renewable resources. Innovative programs will be offered featuring information and education on the advantages of building sustainable projects, "how-to" strategies to develop financially successful green projects and much more.

Registration Fees

NAIOP Member: \$595

Developing Leader Member: \$495 (Available to members who are 35 years of age or under)

Non-Member: \$795

Project Tour: \$45

*** Please contact Ryan Bermudez (ryan_bermudez@mba.berkeley.edu) to check for free ticket availability.*

*LEED-NC Exam Preparation Course:

Early Online Registration: \$390 before February 26

Regular Online Registration: \$475

*Space is limited to 30 registrants on a first-come, first-served basis.

Attendee Registration

- * Register online: <http://www.naiop.org/conferences/developgreen/registration.cfm>
- * Fax - Complete the Attendee PDF form and fax it to (703) 904-7003
- * Phone - Call NAIOP at (703) 904-7100

For more information, go to: <http://www.naiop.org/conferences/developgreen/>

Other Announcements:

Green Developer Speaker Series - Susan Smartt, Forest City ***NEW***

February 12, 2008, 6:00 pm - 8:00 pm

Pacific Energy Center: 851 Howard Street, San Francisco, CA

Susan Smartt, is a Senior Vice President of Forest City Residential West. Her company, which specializes in public/private partnerships, is putting the finishing touches on The Uptown, a 1,000 unit mixed use, LEED Silver project covering four city blocks next to the Fox Theater in Oakland. She will be discussing project highlights, some of the lessons learned from taking the LEED route, and how the deal came together.

Susan is has over 25 years of real estate business experience. Since 1999 she has overseen the development activities of Forest City Residential West in the Bay Area, including The Uptown. She was recently named one of the 100 Most Influential Women in the Bay Area and is very active in the Oakland and San Francisco communities.

Registration:

<http://www.eventbrite.com/event/97031223/emailinvite/?invite=NDgxMjUvY2F0aGVyaW5lX2Nob0BtYmEuYmVya2VsZlXkuZWR1LzE%3D%0A>

The Green Developer Speaker Series is a monthly lecture series in which experienced professionals discuss the nitty-gritty of taking green building from concept to reality. The series is hosted by Presidio School of Management and Haas School of Business

Lambda Alpha Golden Gate Lunches ***NEW***

2nd Tuesday of each month

First come first serve. Two students are invited to be guests of Lambda Alpha. Please send a note with your interest and your resume to Martha Andrews, mandrews@haas.berkeley.edu. Students will be introduced to the group by an officer of the Lambda Alpha board. See below for details.

February 12, 2008, 11:45AM-1:30PM

555 California Street

The Making of Vital Commercial/Mixed Use Districts

Speaker: Denny Abrams, Abrams & Millkan Associates, developer of Berkeley's Fourth Street Commercial District

Lessons from the Evolution of Fourth Street

The Fourth Street District in west Berkeley draws shoppers and diners from San Francisco, Marin County and throughout the East Bay. They come to enjoy not only the unique and eclectic mix of restaurants and shops, but just as importantly the vitality of an inviting street scene ideal for al fresco noshing and people watching. Fourth Street has attracted the interest of urban designers, planners and developers nationwide who hope to create equally exciting districts in their own neighborhoods.

Denny Abrams and his partners have presided over the evolution of Fourth Street from an upstart redevelopment project to an exemplar of placemaking and successful retail development. After graduating from UC Berkeley with advanced degrees in City Planning and Urban Economics, Denny worked for five years with famed architect Christopher Alexander on the Pattern Language project. He then bought a pickup truck and became a builder/designer and developer. Come hear Denny recount the fascinating history of Fourth Street and the many lessons that can be drawn from it for the creation of exciting urban places as part of redevelopment, infill and new town center developments.

Recent Real Estate Reports – Helpful for Interview Prep ***NEW***

Report Titles:

- "2008 Real Estate Capital Markets Industry Outlook"
- "Real Estate Private Equity Funds: Five Keys to Success"
- "Closing the Talent Gap in the Real Estate Industry"

To access these reports, go to:

http://www.deloitte.com/dtt/section_node/0%2C1042%2Csid%25253D2232%2C00.htm

* Sourced by Abtin Jalali

Tutor Request ***NEW***

If anyone is interested in helping a Cal alumna learn how to use the HP-12C for real estate math and earning some extra \$ in the process, please see below for details:

I am currently taking a commercial real estate appraisal class at another school. I am having trouble with some of the real estate mathematics around the time-value of money (i.e. net present value, internal rate of return, etc.). We are using the HP 12C calculator. So how does this involve you? I'll explain. I am looking for a tutor for real estate math and I am willing to pay for those services. The person in the dept. with whom I spoke thought you might know a student, perhaps in the RE club, who might be interested in making some extra cash.

If you are interested in this opportunity, please contact Sheryl Joy directly at sherylj@sonic.net or (510) 428-1361.

BREC Website Link: <http://www.berkeleyrealestateclub.org>

The Berkeley Real Estate Club Newsletter is a news service provided by the Berkeley Real Estate Club. Please direct all questions, comments, and future news items to Catherine Cho, Vice President of Communications at catherine_cho@mba.berkeley.edu.