



Tuesday, March 18, 2008

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Upcoming BREC Organized Events:

BRECfast with Haas Professors *NEW*

Thursday, March 20, 2008 / 8:30-9:30 AM
Faculty Club

Please join us for BRECfast with Haas professors Tom Davidoff, Nancy Wallace, and Dennis Williams. It will be a great opportunity for BREC members to get to know our incredible Haas instructors on a personal level outside of class. This will be very informal and is simply designed as a way to meet Haas professors and find out about what they do when they're not teaching us.

If you plan to attend, please RSVP to Ryan Bermudez (ryan_bermudez@mba.berkeley.edu) so we know how many people to expect.

Presentation by Jim Arce, Head of Investor Services at Cushman & Wakefield *NEW*

Thursday, March 20, 2008 / 6-7 PM
C-250

Jim Arce, one of the founders of BREC, and currently head of investor services at Cushman & Wakefield will be coming to Haas to give a short presentation about his career and offering tips on how to be successful in real estate. Please see the following article for a little about Jim's background and come prepared with questions: http://www.globest.com/news/1088_1088/sanfrancisco/168068-1.html

This will also serve as a UREC/BREC Mentorship Event. After Jim's presentation, the undergraduates from UREC will be seeking our insight on how to succeed in the industry and in business in general. Your advice and input is immensely powerful and valuable as they graduate and dive into the real world.

Appetizers will be provided. We look forward to seeing you all there.

Spring Firm Night

Monday, March 31, 2008 / 6 pm - 9 pm
KPMG Building: 55 2nd Street, San Francisco

Please mark your calendars for the BREC Firm Night. We expect all members to attend the entire event. If you have not emailed your resume to Matt Bernstein (matthew_bernstein@mba.berkeley.edu), please do so immediately.

Policy Advisory Board Meeting

Wednesday, April 2-4, 2008
Pebble Beach

The Fisher Center's Policy Advisory Board meets twice a year at Pebble Beach to discuss industry trends and hear from noted experts on economic and public policy matters. This private meeting is held for our board, faculty associates and a few guests invited by the Fisher Center. Our Spring 2008 meeting begins the evening of April 2 and concludes at lunch on Friday, April 4.

Walking Tour of San Francisco

Date TBD
San Francisco

Join us for a walking tour of San Francisco's most important buildings hosted by our very own 2nd years: Cathy Gessert, Jesse Nelson and Greg Spencer! Date is TBD, but will most likely be on a Friday. More information on how to RSVP to come.

PIR Phase II: SF Redevelopment Agency *NEW*

Friday, April 18, 2008
Executive: Tracie Reynolds

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
April 18th	Tracie Reynolds	SF Redevelopment Agency
April 25th	Melinda Ellis	Ellis Partners

Rebuilding Together – April Rebuilding Day Volunteer Event

Saturday, April 26, 2008
Albany, Berkeley, Emeryville

April Rebuilding Day:

Join BREC in volunteering for Rebuilding Together's Rebuilding Day, which involves renovating homes and community centers throughout Albany, Berkeley and Emeryville. Each year, thousands of volunteers come together to help restore the homes of their low-income neighbors. These homes and community facilities have fallen into disrepair.

About Rebuilding Together:

Rebuilding Together is the nation's leading organization bringing volunteers and communities together to improve the homes and lives of low-income homeowners by providing free repair services for those with the greatest need. Since our founding in 1991, we have renovated 700 homes and community facilities with more than 20,000 volunteers, delivering more than \$10 million in market value.

More information on how to sign-up as a volunteer to come.

Upcoming Industry Organized Events:

East Bay Breakfast Tour: The Rose Garden

Tuesday, March 18, 2008/ 8-9:30am
Exact Location TBD-730 Camino Ramon, Danville, CA

Brad Blake

CEO
Blake Hunt Ventures

Rose Garden

Blake Hunt Ventures' development team will lead a tour of the Rose Garden, Danville's first mixed-use retail, office and residential project, which is scheduled for completion in phases throughout 2008. The presentation and tour will cover the project's 10-year evolution; the challenges of developing in a restrictive, affluent community; the unique retail merchandising mix strategy; and costs and rents.

Participants are advised to wear closed-toe, flat-soled shoes.

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

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

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

The last day to pre-register online is March 14, 2008

**** Please contact Ryan Bermudez (ryan_bermudez@mba.berkeley.edu) to check for free ticket availability and provide your mailing address and phone number.**

Register Now: <http://www.uli.org/register/index.cfm?id=3330>

Current Real Estate Trends in Japan *NEW*

Tuesday, March 25th, 2008 / 8:00-9:15 AM

Gensler: 2 Harrison Street Suite 400 | San Francisco, CA

Join the Japan Society for a special breakfast lecture on Tuesday, March 25th from 8:00 to 9:15 am at Gensler's design studio in San Francisco. See attached flier for more details.

RSVP directly with the Japan Society at www.usajapan.org

Oakland Market Update: Developing in Uncertain Economic Times - How the Experts in Oakland/East Bay Are Doing It

Wednesday, March 26, 2008 / 7:30 AM – 9:30 AM

Oakland Marriott, City Center, 1001 Broadway

Join us for our annual breakfast in Oakland, where we will discuss developing and leasing East Bay office projects in uncertain economic times. Moderator: Jeanne Myerson, President and CEO, The Swig Company; Panelists: Ken Meyersieck, Managing General Partner, Colliers International; Thomas W. Hart, Executive Vice President, Manager, Shorenstein; Will Miller, Leasing Director, Ellis Partners; Paul Stein, Principal, SKS Investments.

Register:

<https://www.naiopsfba.org/web/do/event/registration;jsessionid=A99A36C8DDD04D2FF3BC2858CFB716D2?id=41>

SF Breakfast Tour: The Hayes

Wednesday, March 27, 2008 / 8:00 AM – 9:30 AM

The Hayes: 55 Page Street (between Gough & Franklin)

Dean Givas

President

Intracorp San Francisco

Alan Mark

President

The Mark Company

The Hayes

Please join us for a special tour of The Hayes, the 128-unit mid-rise condominium community in Hayes Valley. The Hayes is located on Page Street and is bounded by Rose Alley on the south and Gough Street on the west. The building was designed by local architects Heller Manus and incorporates an historic stable building. The property features amenities that include a landscaped roof deck, fitness center, private parking, on-site retail and an attended, two-story stone and wood lobby by Lorenz Interior Design. Many homes at The Hayes have large bay windows and private balconies and patios plus designer finishes from Studio Becker, Hansgrohe, Duravit and more. This new development is centrally located in one of the city's most eclectic neighborhoods, walking distance to fine dining, shopping, galleries, and performing arts entertainment with easy access to public transportation and freeways.

The Hayes is being developed by 55 Page Street, LLC, a venture that includes Intracorp San Francisco, LLC and Group Azure, LLC. Dean Givas, Intracorp San Francisco's President will review the development stages of The Hayes and the impact it has had on the surrounding community. Alan Mark, President of The Mark Company will discuss the sales and marketing programs for the property. A tour of the property's model homes and amenities will be included.

Parking

Neighborhood & street parking

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 and provide your mailing address and phone number.*

Questions? For questions about registration or special needs requests, please call ULI Customer Service at 800-321-5011, or at 410-626-7505 if calling from outside the United States.

Register Now: <http://www.uli.org/register/index.cfm?id=3381>

For an up-to-date registry of attendees, [click here](#):

(Please note: this list only includes registrations received before the pre-registration deadline and sponsor registrations are updated weekly).

2008 Housing Forum: A New Generation of Housing Leaders

Wednesday, April 2nd, 2008 / 7:30 am-10:30 am
Mission Bay Conference Center

ULI San Francisco is co-sponsoring an event with the San Francisco Housing Action Coalition to welcome three new leaders to the City of San Francisco: John Rahaim, Director of the Department of City Planning; Fred Blackwell, Executive Director of the San Francisco Redevelopment Agency; and Isam Hasenin, Director of the Department of Building Inspection.

This event offers an unprecedented opportunity to hear first-hand the vision each of these leaders has for the future of housing in San Francisco.

For more information on this event, including sponsorship opportunities, please contact Tim Colen, Executive Director of the San Francisco Housing Action Coalition at tim@sfhac.org or (415) 541-9001 or visit <http://www.sfhac.org/housingforum.php>.

4th ULI Conference: Developing & Investing Green *NEW*

Monday-Tuesday, April 7th-8th, 2008
Charlotte Convention Center / Charlotte, NC

Green is the Shape of the Future

The development industry's foremost gathering on the business how-to's of sustainable development delivers all the information, contacts, and ideas you need to build your business and meet this growing demand.

In nearly two full days of solid sessions on key aspects of the business of sustainable development, you'll find out what you need to take your place on this expanding playing field. You'll hear from—and meet —

leading green developers, investors, lenders, public officials, and other practitioners. Their experience, insights, and practical knowledge will demonstrate how to keep your organization profitable while pursuing new markets.

Developers who are going green or thinking of entering this growing market will find the business models, best practices, critical resources, and proven approaches to profitable sustainable development here. ULI's Developing and Investing Green conference is for:

- Office, mixed-use, hotel, retail, apartment, and residential developers
- Suburban and downtown property owners, planners, public officials, landscape architects, and contractors
- Real estate market and business consultants
- Investment bankers and institutional investors
- Real estate brokers and lenders

[Registration Form \(PDF\)](#)

[Brochure \(PDF\)](#)

Register online at: www.uli.org/register

SF Brown Bag with Susan Smartt *NEW*

Thu, Apr 10th, 2008 / 12:00 pm-1:15 pm
Three Embarcadero Center: 12th floor-Allen Matkin's Office

San Francisco Brownbag Lunch

Brownbag lunches provide an opportunity for an informal interchange in an intimate setting with a local real estate leader who will discuss hands-on real estate issues, for ULI members only. There is no cost and attendees provide their own lunches.

Developing Complex Projects in the Urban Environment

Susan Smartt
Senior Vice President
Forest City Residential West

Forest City Enterprises has developed some of the San Francisco Bay Area's most exciting and complex urban projects. The firm, in partnership with Westfield America, developed one of the largest urban centers west of the Mississippi, Westfield Shopping Centre; a 1.5 million-square-foot mixed-use retail/office project in downtown San Francisco. They have a mixed-use project under construction in Uptown Oakland that will create 665 residential units, 9,000 square feet of retail and 25,000 square feet of park space. In 2007, Forest City signed an agreement with the Presidio Trust to redevelop a former public health service hospital in the Presidio of San Francisco into a 161 apartment community.

So how do you develop these complex projects in an urban setting? How do you work with multiple public agencies and communities to create a successful project? What are the key strategies for a successful negotiation in Public/Private partnerships? Please join Susan Smartt, Senior Vice President for Forest City Residential West for a detailed discussion on the challenges and successes of urban infill development.

Susan is responsible for development for Forest City in Bay Area and has been with the company since 1999. Prior to working at Forest City she was a partner at Watt Industries, running their Northern California commercial development office that included mixed use, office, industrial, and residential projects.

Free, for ULI Members Only.

Registration: <http://www.ulisf.org/cal.php?event=1&oid=1000000669&ogid=9996&event=1>

YLG: Peer to Peer Workshop- Financial Distress 101 *NEW*

Tuesday, April 22, 2008 / 5:30-7:00pm, followed by a no-host cocktail hour at Harrington's Bar & Grill (245 Front Street)
CBRE, 101 California Street, 44thFloor

Peer to Peer Workshop

"Financial Distress 101: What Happens When Good Investments Go Bad"

This timely workshop will address the business and legal consequences of falling real estate values and challenging financing markets, with topics including:

What is financial distress and when does it occur?

What are the causes of financial distress?

How is the current state of the U.S. economy and the capital markets impacting real estate investors, owners and developers?

What options do investors have when they are facing a default?

What is a foreclosure and how does the process work?

Find out how financial distress impacts the broader real estate market as well as our own local communities.

Speakers

Kevin Fisher, Partner, Paul Hastings

Josh Myerberg, Vice President, Morgan Stanley Real Estate

Maximum Attendees: 50

Cost: \$10 for YLG Members Only

Registration: <http://www.ulisf.org/cal.php?event=1&oid=1000000668&ogid=9996&event=1>

Peer to Peer Workshops are structured as small educational sessions with attendance typically capped at 50 people to facilitate an interactive classroom-like experience. Unlike other courses, these workshops are taught from the perspective of someone who remembers 'what it's like not to know', with the stated intention of helping fellow YLGers better understand different segments of the real estate industry so that they may further strengthen their understanding of how our dynamic business functions.

From Entitlements to Valuation, from Negotiating Leases to Public Speaking, we'll teach you everything from the 'basics' to the 'tricks of the trade'! Peer to Peer Workshops will help their participants be better rounded real estate professionals resulting in enhanced professional knowledge and personal skill.

SAVE THE DATE: 19th Annual NAIOP Real Estate Challenge Final Presentation *NEW*

Monday, May 5th, 2008

Four Seasons Hotel, San Francisco

Matt Bernstein (FTMBA 09), **Trey Clark** (FTMBA 09), **Erin O'Mahoney Cubbison** (MA Architecture/Landscape Architecture 08), **Steve Park** (EWMBA 09) and **Jean Yoon** (FTMBA 09) are representing the UC Berkeley team for the NAIOP Golden Shovel Challenge. This annual challenge between Cal and Stanford brings together students to create a development proposal that will bring home the coveted Golden Shovel. This year's project is the Pier 90-94 Backlands development site, a 44 acre site located within the Port of San Francisco's 278 acre Pier 80-96 Maritime complex.

Please save the date to support our classmates! You must be a NAIOP member to attend the event. If you have any questions about membership, please contact Abtin Jalali (abtin_jalali@mba.berkeley.edu).

SAVE THE DATE: Learn From the Best

Thursday, May 22, 2008

The Westin San Francisco Market Street: 50 Third Street, San Francisco

The Learn from the Best (LFTB) Guest Mentor series has been one of the most successful programs in the San Francisco district since it was launched in Fall 2005. LFTB was created by the San Francisco Young Leaders Group (YLG) and is now being implemented by YLG chapters across the country. The premise is simple: take 200 Young Leaders and 20 senior regional real estate veterans, pair them into groups of 10, and let them chat for 20 - 25 minutes about informal topics such as tips on success, the state of the industry, trends, etc. Young leaders rotate tables a total of three times, allowing for a broad mix of insights. The result is a mutually rewarding experience, but one which allows the next generation to learn from the pros. Past participants include senior executives from RREEF, Spieker Properties, AMB, MacFarlane Partners, Millenium Partners, as well as major municipal agencies throughout the Bay Area. See a list of [past mentors](#).

** sourced by Abtin Jalali*

Other Announcements:

Green Developer Speaker Series - Jim Heid, UrbanGreen *NEW*

Thursday, March 20, 2008, 6:00 pm - 8:00 pm

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

Sustainable Land Development

According to Jim Heid, Founder and President of UrbanGreen and our guest this month, 60% - 80% of all residential development is going to be on a greenfield (depending on where you are in the world). Thus, while infill development is the preferred option for sustainable real estate, the reality is the market will continue to dominate in the greenfields. So, if we need a better model for greenfield development to confront this conundrum, where are the opportunities? What role does CO2 play in guiding master planned developments? What can be done now that will make a real difference? Jim will address these questions while discussing how he helps his clients create "new communities that provide a positive contribution to their environment, region, and residents."

Jim has over twenty years experience in the design and development of new community, urban infill, and resort developments. He started UrbanGreen in 2000 to act as development partner and advisor to legacy landowners, institutions, and land development companies that embrace principles of sustainability. Prior to founding UrbanGreen, Jim worked as a land planner and advisor with two of the country's leading firms, Design Workshop (1987-1993) and EDAW (1994-2000). He is co-author of Sustainable Planned Communities, author of Greenfield Development Without Sprawl, and an active member of the U.S. Green Building Council, Congress for New Urbanism, American Society of Landscape Architects, and the Urban Land Institute where he sits on the Land Use, Energy and Climate Change Advisory Panel.

Registration: <http://www.eventbrite.com/event/104147508/emailinvite>

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

ICSC Graduate Student Scholarship

Two \$10,000 USD scholarships are available to full time graduate students, who are also [ICSC members](#) and indicate a preference for a career in retail real estate. The recipients of these scholarships will be known as ICSC Foundation Student Scholars. The scholarship award check will be made out jointly to the student and to the university the ICSC Foundation Student Scholar indicates s/he will be attending full-time during the next academic year to be maintained on account. The funds will be applied to tuition, then books and then real estate/retail curriculum-related expenses in accordance with university policies. All applications are confidential and will be reviewed by the ICSC Foundation Scholarship Committee and ICSC staff only. Up to two (2) scholarship awards will be announced May 2008 at RECon, The Global Real Estate Convention in Las Vegas, NV.

[Click here](#) to complete the online application for the scholarship. Deadline is April 30th.

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.