



Monday, September 22, 2008

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 - [Oct 27-30 - ULI Fall Meeting and Urban Land Expo](#) *NEW*

Upcoming BREC Organized Events:

Real Estate Speaker Series

Mondays, 4-6 PM
C220

Please see below for the scheduled list of guest speakers and topics.

Date	Topic	Guest Speakers	Company
9/22/08		No Class	
9/29/08	LEED / Green / Sustainable Trends	David Baker	Baker + Partners Architects
10/6/08	Homebuilding	Mike Ghielmetti	Signature Properties

10/13/08	Hospitality	Marc Perrin	Starwood Capital
10/20/08		<i>No Class - CMC Conference</i>	
10/27/08		<i>No Class - ULI Conference</i>	
11/3/08	Private Equity Acquisitions	Stuart Schiff	Divco West
11/10/08	Affordable Housing	Brad Wiblin	BRIDGE Housing
11/17/08	REITs - Multifamily	Connie Moore	BRE
11/24/08		<i>No Class – Thanksgiving</i>	
12/1/08	RE Private Equity	Laurence Pelosi/Josh Myerberg	Morgan Stanley
12/8/08	Real estate and vineyards	Dick Wollack (Co-CEO)	Premier Pacific Vineyards

Real Estate Brown Bag *NEW*

Monday, September 29, 2008
TBD

Come listen to a panel of 2nd years share their internship experiences in real estate. Gain insight on how to prepare for the internship search, learn about key networking tips and ask questions about the industry.

Real Estate Teach-In *NEW*

Friday, October 3, 2008 / 1pm
TBD

The teach-in will be a great opportunity to learn more about the real estate industry, various career paths, key Bay area companies, etc.

Policy Advisory Board Meeting *NEW*

Wednesday-Friday, October 15-17, 2008
Pebble Beach

Please be advised that the Fisher Center's Policy Advisory Board meeting will be held at Pebble Beach October 15th-October 17th. As many of you know, 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 the Fisher Center's board, faculty associates and a few guests invited by the Fisher Center. The Fisher Center generally invites some students to attend this excellent event. More details regarding applications to follow soon.

USC, Stanford Happy Hour Mixer *NEW*

Friday, November 14, 2008
TBD

Save the date to meet real estate students from USC and Stanford. USC students will be traveling to the Bay area for the USC-Stanford football game.

Fall Firm Night *NEW*

Monday, November 24, 2008
TBD (Evening)

Save the date for BREC's first firm night. 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 contact Matt Bernstein (matthew_bernstein@mba.berkeley.edu) or Fritz Van de Kamp (fritz_vandekamp@mba.berkeley.edu) if you are interested to help out with the event, or if you have contacts at firms that you wish to invite. Volunteering is a great chance to get priority access to the participants!

Upcoming Industry Organized Events:

Affordable Housing Career Fair ***NEW***

Thursday, September 25th, 2008/6-8pm
Tied House: 954 Villa St., Mountain View

See attached flyer for more information.

Staying in Touch in a Challenging World: ULI and YLG South Bay Mixer and Networking Event ***NEW***

Thursday, September 25th, 2008/6-8pm
Tied House: 954 Villa St., Mountain View

Come and socialize with your fellow colleagues and meet new industry contacts! Hear about exciting new ULI programs in Silicon Valley and learn about the many benefits of being a ULI member, while mingling with other industry professionals.

This will be the first of what we hope will be a quarterly series of "Staying in Touch" networking events to bring Peninsula and South Bay real estate professionals together for casual mixers while also serving as a forum for ULI to discuss upcoming local events and gather feedback to grow our Peninsula and South Bay presence.

This event is for current ULI and ULI Young Leaders Group members and prospective members in the commercial real estate industry.

Free, for ULI members and non-members. Please login to register or call Customer Service at 800-321-5011.

West Coast Green – Conference and Expo

September 25-27, 2008
San Jose Convention Center, San Jose, CA

West Coast Green is the largest interactive conference + expo on innovative green building, design and technology. As the hub for collective intelligence, we assemble the visionary thinkers, business leaders, products and technologies that are revolutionizing the way we build and live in our homes, work spaces and communities.

This year's highlights include inspired presentations from 200 of the leading minds in the green industry, dynamic networking events and action hubs, an interactive tradeshow floor with a modular, green, full scale-showhouse, and an exploratory educational program that provokes future development.

The largest event of its kind, with an international audience of over 14,000 influencers and thought leaders, West Coast Green includes the entire chain of green industry professionals, business decision makers and consumers. Our world is evolving at a swift pace, and West Coast Green serves as the bridge to tomorrow.

Register [online here](#).

ULI Members, use PROMO CODE: uli621

This code enables you to purchase a full conference pass for 20% off.

Note: Student registration is \$175

Connecting Cities and Developers to Transit-Oriented Development

Friday September 26, 2008 / 8:00 am - 4:00 pm
The Green Room, War Memorial Veterans Building
401 Van Ness Ave (at McAllister)

Cost

\$70 Members / \$90 Non-Members

\$35 Public Members / \$55 Public Non-Members

\$30 YLG Members / \$50 YLG Non-Members

\$15 Student Members / \$25 Student Non-Members

Sponsors get 1-6 free tickets based on level of sponsorship. [See sponsor tickets](#).

*** Please contact Bao Vuong (bao_vuong@mba.berkeley.edu) to check for free ticket availability and provide your mailing address and phone number.*

Agenda:

8:00 - 8:30 REGISTRATION, BREAKFAST

8:30 - 8:35 WELCOME - John Rahaim, Planning Director, City of San Francisco

8:35 - 9:35 KEYNOTE: THE LONG-TERM VALUE OF TOD - Phil Angelides, Chairman of the Apollo Alliance and former California State Treasurer

9:45 - 10:40 HOW-TO TOD: BEST PRACTICE CASE STUDIES - Learn the nuts & bolts of creating a dynamic and feasible transit-oriented development plan. Hear from planners and developers who recently implemented Bay Area TOD projects.

Mission Bay, San Francisco

Hayward Downtown

Small Cities, Big Vision: Windsor and Emeryville

10:45 - 12:00 TOD FEEDBACK PANELS

ULI Technical Assistance Panels have been working over the last months to provide cities with feedback on their developing TOD plans. Hear from city staff about the goals of the project and then listen as the Panel makes recommendations.

Balboa Park BART, San Francisco

How can San Francisco transform the Balboa Park BART Station Area into a mixed-use transit village?

Dumbarton Bridge Rail Station, Newark

How will the city of Newark turn this largely-vacant field into a transit-ready neighborhood, in anticipation of the future Dumbarton Rail line?

San Bruno Ave. Caltrain Station Area

How can San Bruno encourage transit-oriented infill that will connect a new Caltrain station, the BART station and their historic downtown?

12:00 - 1:00 NETWORKING LUNCH

1:15 - 2:30 TOD FEEDBACK PANELS CONTINUED

Concord Naval Base

How will the city of Concord develop this 5,028 acre deactivated base in a way that will generate as many transit riders as possible?

Downtown San Leandro

What strategies will allow San Leandro to implement their Transit-Oriented Development Strategy and enhance the character of the city center?

San Carlos

How can San Carlos leverage several catalyst projects near their historic Train Depot to encourage more transit-oriented development?

2:45 - 4:00 WALKING TOUR: OCTAVIA BOULEVARD

Get the "inside scoop" by taking a walk with the citizens, planners, designers, and developers who played a key role in this transformative neighborhood project.

SF Brownbag: Transforming Treasure Island

Monday, September 29, 2008/ 12-1:15pm
Allen Matkins, Three Embarcadero Center, 12th Floor, SF

Stephen Proud

Project Manager
Lennar Coporation

Jay Wallace

Founder
Kenwood Investments

Treasure Island Community Development, LLC (TICD), comprised of Wilson, Meany, Sullivan, Kenwood Investments and Lennar Corporation, has been charged with developing an innovative land use plan that will convert the former naval station into a new San Francisco community serving the San Francisco region. Under the Development Plan, Treasure Island will be remediated of hazardous materials and seismically strengthened and all existing infrastructure and utility systems will be replaced in order to make the islands safe for future generations of residents, workers and visitors. The Development Plan includes at least 6,000 units of new homes, 30% of which will be affordable, approximately 300 acres of open space, 400-500 hotel rooms, 235,000 of retail and commercial space, reuse of historic structures, and an innovative transportation and transit-oriented program - all designed in accordance with the highest sustainability principles feasible. The project will seek a LEED-New Neighborhood certification.

Please join Stephen Proud, Project Manager for Lennar, and Jay Wallace, Founder of Kenwood Investments for an in depth overview and discussion of TICD's Development Plan, recently endorsed by the Treasure Island Development Authority and the San Francisco Board of Supervisors. Mr. Wallace and Mr. Proud will explain their vision for Treasure Island, touching on upcoming challenges as the project moves through the Environmental Impact Review under CEQA guidelines.

Free, for ULI Members only

Please check back at our website www.ulisf.org to register.

East Bay Breakfast Tour: Oakland Uptown

Tuesday, September 30, 2008: 8-9:30am
Uptown Welcome Center, 500 William Street, Oakland
(Located one block from 19th Street BART)

Susan Smartt

Senior Vice President
Forest City Residential West

Jason Doyle

Assistant Construction Manager
Forest City Development

Lawrence Bobb

Project Manager
Forest City Development

The Uptown Project is a public private partnership between the City of Oakland and Uptown Housing Partners, a joint venture between Forest City Development and MacFarlane Partners. Uptown will achieve the public's long-held goals of providing housing downtown for mixed-income levels, revitalizing the entertainment district and encouraging investment in new retail. This innovative project will offer 665 rental apartments, including 25% affordable units, Oakland's first multi-family LEED™ Silver building, 9000 square-feet of neighborhood retail space, and a 25,000 square-foot public park.

Please join us for a behind-the-scenes tour of this transformative project. Representatives from MacFarlane Partners and Forest City will be on hand to discuss the implications of Uptown for the future of downtown Oakland.

Costs

\$45 Members / \$85 Non-Members

\$15 Public Members / \$45 Public Non-Members

\$30 YLG Members / \$65 YLG Non-Members

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

Sponsors get 1-4 free tickets based on level on sponsorship. [See sponsor benefits.](#)

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Please check back at www.ulisf.org to register.

YLG: Learn From the Best VII

Wednesday, October 1 / 5:30-7:30pm, immediately followed by a hosted reception
Hyatt Regency 5 Embarcadero Center, 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, AMB, EDAW, MacFarlane Partners, Wilson Meany Sullivan, as well as major municipal agencies throughout the Bay Area.

Cost

\$35 YLG Members / \$60 YLG Non-Members

\$15 Student Members / \$25 Student Non-Members

*** Please contact Bao Vuong (bao_vuong@mba.berkeley.edu) to check for free ticket availability and provide your mailing address and phone number.*

Please login to [register online](#) or call Customer Service at 800/321-5011.

SF Brownbag: Adapting Projects to a Changing Economy

Friday, October 3, 2008/12-1:15pm
CB Richard Ellis, 101 California St., 44th floor, SF

Eric Tao
Principal
AGI Capital Group

During these uncertain economic times how do you adapt to make your project work? Development projects have been shaped and molded to respond to new lending constraints, market demand and investor requirements. A project may have started out as a condominium and now has switched to rental. What once penciled a year ago doesn't pencil now. As real estate professionals, we must constantly adapt to meet the changing economy and market. Eric Tao of AGI Capital Group, Inc. and Avant Housing will explore the implications from a financial perspective, how this attracts investors, the ability to get a construction loan, and viability with consumers.

As a principal at AGI Capital Group, Inc., a San Francisco boutique real estate development firm, Eric Tao heads up entitlements and development. Tao has overseen over a million square feet of development in San Francisco, Santa Clara, Alameda and Contra Costa Counties, with everything from raw land entitlement, to ground-up new construction, to office rehab, to condominium conversions. Recently AGI and TMG Partners joined together to form Avant Housing, a forward thinking urban housing development company funded by CalPERS.

Originally hailing from Hilo, Hawaii, Tao is a founder and president of the Hawaii Chamber of Commerce of Northern California and a founding partner in the Hukilau Hawaiian-themed restaurants. In 2003 he was elected as a member of the Mid-Market Project Area Committee of the SF Redevelopment Agency and now serves as a board member of the new Yerba Buena CBD. Tao received both his B.S. and B.A. from Pomona College, and his J.D. from UC Hastings College of Law in San Francisco.

Free, for ULI Members only

Please check back at www.ulisf.org to register.

Staying Alive: Learning From Past Downturns

October 6, 2008/ 4:00-5:30pm, immediately followed by a hosted reception 5:30-6:30
The City Club: 155 Sansome, 10th Floor

Recessions come and go. What are the strategies for getting through this one, and how do you position yourself now to be where you want to be when the real estate market turns around?

Please join us for an esteemed panel of seasoned real estate professionals and hear their stories on how they battled the past downturns and what they did to survive. Join us for a cocktail reception immediately following.

Moderator: **Nina Gruen**, Executive Vice President, *Gruen + Gruen*

Panelists:

Michael Johnson, President & Founder, *Em Johnson Interest*

Sylvia Kwan, Partner, *Kwan/Henmi Architecture and Planning*

Renee McDonell, CEO, *IHP Capital Partners*

Alexis Wong, CEO, *AGI Capital*

Please register at www.crewsf.org and use this coupon code to receive the discounted rate: **ulimember**.

SF Breakfast Tour: 260 Townsend

Friday, October 10, 2008/ 8-9:30am
Swinerton Headquarters: 260 Townsend St., SF

Grant French

Corporate Sustainability Manager
Swinerton Incorporated

260 Townsend Street was among the first buildings in the country to be certified under the LEED for Existing Buildings program. As a LEED-EB Gold building, 260 Townsend incorporates a host of green building features, including day-lighting, state-of-the-art BMS and healthy finishes. Having built the property in 1984, Swinerton Builders purchased 260 Townsend in 2000 to serve as its headquarters and enrolled it in the LEED-EB Pilot Program. The tour, led by Swinerton's Corporate Sustainability Manger, Grant French, will highlight 260 Townsend's green building features and include a discussion of first cost, payback and energy savings.

Costs

\$45 Members / \$85 Non-Members

\$15 Public Members / \$45 Public Non-Members

\$30 YLG Members / \$65 YLG Non-Members

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

Sponsors get 1-4 free tickets based on level of sponsorship.

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[Register online here](#) or call Customer Service at 800/321-5011.

SF Breakfast Tour: Arterra

Wednesday, October 15, 2008/8-9:30am

300 Berry Street, San Francisco

Mike McCone

Vice President of Development

Intracorp

Sylvia Kwan

Founder

Kwan Henmi Architecture & Planning

Alan Mark

President

The Mark Company

Arterra is designed to become San Francisco's first LEED™-certified green high-rise community. Located in the heart of Mission Bay, Arterra melds high-end amenities with environmentally responsible design, offering 269 homes in San Francisco's rapidly growing transit-oriented neighborhood. Among the building's most notable sustainable features are a colorful, exterior façade produced with recycled materials, high-efficiency appliances and water-conserving fixtures, low-emitting interior finishes, and a green roof, engineered to reduce cooling loads and curb storm water runoff.

Please join us for a tour and discussion of the design and development process behind this innovative project. Special attention will be paid to Arterra's green features and the incentive to achieving LEED certification. Representatives from developer Intracorp, architect Kwan Henmi and sales and marketing firm The Mark Company, will be on hand to answer questions along the way.

Costs

\$45 Members / \$85 Non-Members

\$15 Public Members / \$45 Public Non-Members

\$30 YLG Members / \$65 YLG Non-Members

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

Sponsors get 1-4 free tickets based on level of sponsorship.

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SF Brownbag: HOPE SF *NEW*

Thursday, October 16, 2008/12-1:15pm
CBRE Office: 101 California St., Suite 4400

HOPE SF: the Future of San Francisco's Public Housing Developments

HOPE SF represents a unique public/private approach to rebuilding the City's most distressed public housing sites, increasing the supply of affordable housing and ownership opportunities, and improving the quality of life for the existing residents and the neighboring communities. The goal is to rebuild eight public housing sites, totaling 2,500 units of existing public housing into the vibrant and mixed-income neighborhoods that the founders of public housing envisioned fifty years ago. Development teams have been selected for four of the eight public housing sites providing for the opportunity to rebuild 2,000 public housing units and develop roughly 3,000 new affordable and market-rate homes.

Residents, advocates, community leaders and elected officials agreed upon the following HOPE SF principles:

- One-for-one replacement of public housing
- Emphasis on onsite relocation and minimal displacement of existing residents
- Commitment to creating as much affordable housing as possible
- Resident engagement and capacity-building through the development process
- Integration with neighborhood plans
- Green building principles

Come hear representatives from the public sector and the development teams leading this citywide initiative, discuss some of the creative tools that will be employed to undertake this ambitious multi-year effort:

HOPE SF: Public Partners

Fred Blackwell, Executive Director, SF Redevelopment Agency
Doug Shoemaker, Acting Director, SF Mayor's Office of Housing
Henry Alvarez, Executive Director, SF Housing Authority

HOPE SF: Developer Teams and Sites

Em Johnson Interest/TMG Partners (Westside Courts, Western Addition)
BRIDGE Housing Corporation (Potrero Terrace and Annex, Potrero Hill)
Mercy Housing CA/The Related Companies of CA (Sunnydale, Visitacion Valley)
John Stewart Company (Hunter's View, Bayview Hunters Point)

Free, for ULI members only. Register at www.ulisf.org.

Later in the day, please note that the Development Teams will be hosting an early evening Meet and Greet (5:30 to 7:30pm). This will be an opportunity to introduce the Public Partners to ULI members and to the local real estate development community.

Please contact Astrid Davis, Executive Assistant/Office Manager, Em Johnson Interest to sign up for the Meet and Greet. Event location to be determined. Astrid Davis, 415 255-8634 or email astrid@emjint.com.

development '08: the annual meeting for commercial real estate *NEW*

October 20 - 23, 2008

THEhotel at Mandalay Bay, Las Vegas

xtraordinary energy...Exceptional interaction...Exemplary education...only at development '08!

development '08: the annual meeting for commercial real estate is coming to Las Vegas - a city known for its **extraordinary energy** and one-of-a-kind landmarks! You'll have the opportunity to tour some of the city's cutting-edge commercial projects and see innovation at its best.

You'll experience **exceptional interaction** with some of the most recognized leaders in commercial real estate along with unparalleled access to the top CEOs in our industry, during the CEO Insight series.

You'll attend **exemplary education** sessions on the up-to-the-minute industry trends and topics that affect your business. Make plans to join NAIOP and the development industry for this exciting conference and discover the energy, **interaction** and state-of-the-art **education** first-hand!

[To Register:](#)

[Register online](#) using your username and password or call **(800) 445-0443**.

ULI Fall Meeting and Urban Land Expo *NEW*

October 27 - 30, 2008

Miami Beach Convention Center (Miami, Florida)

Urban Land Institute's 2008 Fall Meeting and Urban Land Expo is the world's leading conference and exposition for real estate developers, investors, and land use professionals.

Every Fall, ULI assembles its members and leaders in our global marquee meeting. The Fall Meeting is designed to help you hone your strategic skills, meet the demands of staying on top of your markets, and remain profitable in today's challenging and changing economic climate.

Now, more than ever, you need to look beyond your own horizons to stay ahead in local and international markets. Connect with industry leaders from around the world for ideas and tools for smart, profitable, real estate development.

Join more than 7,500 of our members and leaders in this dynamic event!

For more information, see www.ulireg08.com

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.