



Monday, October 6, 2008

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- [Upcoming Industry Organized Events:](#)
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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
10/6/08	Homebuilding	Mike Ghielmetti	Signature Properties
10/13/08	Hospitality	Marc Perrin	Starwood Capital
10/20/08		No Class - CMC Conference	
10/27/08		No Class - ULI Conference	
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		No Class – Thanksgiving	
12/1/08	RE Private Equity	Laurence Pelosi/Josh Myerberg	Morgan Stanley
12/8/08	Real estate and vineyards	Dick Wollack (Co-	Premier Pacific Vineyards

BRECFast Kickoff *NEW*

Wednesday, October 8, 2008 / 8-9am
Faculty Club (Breakfast nook)

We will be having our first BRECFast meeting this week! BRECFasts are a great way to catch up with BREC members and discuss current real estate trends. Please RSVP to Suneetha (suneetha_venigalla@mba.berkeley.edu) if you plan to attend and she will provide you with further details.

Policy Advisory Board Meeting

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.

Mixer with Undergraduate Real Estate Club *NEW*

Wednesday, October 22, 2008 / 7-8:30pm
Blake's (on Telegraph/Channing)

Come share your wisdom with Haas' Undergraduate Real Estate Club (UREC)! UREC is looking forward to meeting and learning from BREC members. Please RSVP to Marc Pfeiffer (marcman@berkeley.edu), president of UREC. Beer and appetizers will be provided.

Real Estate Teach-In

** Please note the revised date **

Friday, October 22 or 23, 2008 / 12:30-2:00pm
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.

USC, Stanford Happy Hour Mixer

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

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 review the attached contact list and let us know if you have any contacts to add (from internships, interviews, previous work experience, etc.) by Wednesday, Oct 8th. If you know contacts have moved within the last year, please let us know and provide the new address if available. Please email the contact information to Matt Bernstein (matthew_bernstein@mba.berkeley.edu).

Also, 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. Volunteering is a great chance to get priority access to the participants!

Upcoming Industry Organized Events:

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.

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

[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
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SF Brownbag: HOPE SF

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

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

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.