



Monday, October 20, 2008

## Announcements

- [Upcoming BREC Organized Events:](#)
  - [Mondays, Real Estate Speaker Series](#)
  - [Oct 22 – Mixer with Undergraduate Real Estate Club](#)
  - [Oct 23 – Real Estate Teach-In](#)
  - [Nov 14 – USC, Stanford Happy Hour Mixer](#)
  - [Nov 24 – Fall Firm Night](#)
  
- [Upcoming Industry Organized Events:](#)  
*For free tickets on select events, please contact Bao Vuong ([bao\\_vuong@mba.berkeley.edu](mailto:bao_vuong@mba.berkeley.edu)) and provide your mailing address and phone number.*
  - [Oct 20-23 - development '08: the annual meeting for commercial real estate](#)
  - [Oct 27-30 - ULI Fall Meeting and Urban Land Expo](#)
  - [Nov 18 - East Bay Brownbag: Green Leasing](#) \*NEW\*
  - [Dec 4 - Emerging Trends in Real Estate 2009](#) \*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
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

### BREC / UREC Mixer

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

Share advice on personal development, academic planning and preparation, graduate school options and opportunities, and career choices with members of the Undergraduate Real Estate Club. It will be a meaningful way to give back to the University, talk real estate with your peers, and meet fun and interesting people. Seating is limited; please RSVP to [urec@ocf.berkeley.edu](mailto:urec@ocf.berkeley.edu) if you would like to attend.

## Real Estate Teach-In

Thursday, October 23, 2008 / 12:30-2:00pm  
S489

The teach-in will cover a variety of topics that will give students a fundamental understanding of real estate principles, including basic real estate valuation, vocabulary, and key concepts.

## 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. Also, please contact Matt Bernstein ([matthew\\_bernstein@mba.berkeley.edu](mailto:matthew_bernstein@mba.berkeley.edu)) or Fritz Van de Kamp ([fritz\\_vandekamp@mba.berkeley.edu](mailto: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!

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## Upcoming Industry Organized Events:

### 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)

### **What is the 2008 ULI Fall Meeting?**

Basically, it's a 4-day conference where members of industry, as well as MBA students from Haas and other graduate schools, converge on a city to attend industry related sessions and network. Please see: <http://www.uli.org/Events/Meetings/FallMeetings/Fall2008/2008%20ULI%20Fall%20Meeting.aspx>

### **What is the schedule for this four-day event?**

Please see:

<http://www.uli.org/sitecore/content/ULI2Home/Events/Meetings/FallMeetings/Fall2008/Schedule%20at%20a%20Glance.aspx>

### **What special sessions are available to help me learn more about the industry?**

Please see:

<http://www.uli.org/sitecore/content/ULI2Home/Events/Meetings/FallMeetings/Fall2008/Real%20Estate%20Sessions%20at%20a%20Glance.aspx>

### **What networking events are available to help me meet folks from the industry?**

Besides the dozen or more teaching sessions you may attend, there is the following

- On Tuesday, October 28, there is a cocktail reception open to all conference attendees.
- On Wednesday, October 29, there is a Young Leaders Networking Event for Young Leaders from across the country.

In addition, the attached Registration Form shows special ticket-only events which may also be excellent networking opportunities.

### **How much is it to attend?**

Only \$250 for students. The Young Leaders Networking Event is an additional \$50. Members of industry pay a minimum of \$1700 each. This registration fee does not include airfare, hotel, or other incidentals. Last year, the Fisher Center provided Haas students with a \$250 stipend to offset the cost of the trip. We are working to make the same available for this year's students.

### **How can I register?**

Online, via fax, or via overnight mail. The attached is the registration form which explains these different options. Online is the fastest, easiest way.

### **Where should I stay?**

The BREC folks already committed to going will be staying at the Shore Club. Page 3 of the attached registration form shows other hotel options. After you've registered, you may click here to make a reservation at ULI discounted rates at participating hotels:

<http://www.uli.org/Events/Meetings/FallMeetings/Fall2008/Housing%20Procedures.aspx>

The other avenues for booking hotels (i.e., going direct, booking online, using points) are, of course, available to you.

### **After I register, what then?**

Abtin Jalali will email the BREC members who are attending with an ongoing list of BREC attendees so you may continue to communicate and coordinate your travel plans.

## **East Bay Brownbag: Green Leasing \*NEW\***

Tue, Nov 18th, 2008 / 12:00 pm-1:30 pm

Wendel, Rosen, Black & Dean LLP: 1111 Broadway, 19th Floor, Oakland, CA

(12th Street BART station)

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.

Please join Donald Simon and Aleka Skouras Eisentraut for a discussion of green leasing in the real world. Landlords, tenants and brokers will walk away with a clearer understanding of the potential applications and strategies, related LEED certification issues, and general state and local policies and mandates impacting green leasing. For those who want to better understand the marketing potential of green leases (even in a down economy), sample business issues, pitfalls and benefits of green leasing to both landlords and tenants, this is a must-see presentation.

### **About the Speakers**

Donald Simon, a partner in the Green Business practice at Wendel Rosen, is a co-founder and general counsel for the U.S. Green Building Counsel – Northern California Chapter, President of Build It Green, co-host and director of West Coast Green, and 2008 recipient of the USGBC-Northern California Chapter David Gottfried special achievement award. Donald frequently speaks and writes on green building, green leasing and sustainability issues, and recently prepared and presented a white paper to the California Air Resources Board proposing a structure to include green building/energy efficiency credits in the cap and trade market in connection with the State's implementation of AB 32.

Aleka Skouras Eisentraut is an attorney at Wendel Rosen whose practice focuses on real estate transactions, including green building and green leasing, and climate change. She is a frequent lecturer on green leasing and climate change issues, serves on the local advisory committee of the USGBC – Northern California Chapter, and is a director of Urban Releaf, an urban forestry non-profit located in Oakland, CA.

Free, for ULI Members

## **Emerging Trends in Real Estate 2009 \*NEW\***

Thu, Dec 4th, 2008 / 7:30 am-12:30 pm  
Hotel Nikko, 222 Mason St, San Francisco

What will be the big story in 2009? One of the most sought after forums of the year will explore the local, national and global real estate outlook.

7:30 – 8:00 Breakfast and Registration  
8:00 – 9:30 Emerging Trends 2009

Hear the highlights and get your special advance copy of Emerging Trends in Real Estate 2009®, a trends and forecast publication with a 30-year history, and the most highly regarded and widely-read forecast report in the real estate industry. Emerging Trends in Real Estate 2009®, undertaken jointly by ULI and PricewaterhouseCoopers, provides an outlook on U.S. investment and development trends, real estate finance and capital markets, property sectors, and metropolitan areas. The report draws on formal and informal surveys of real estate executives and market experts around the country, including survey responses from over 400 real estate executives and personal interviews with over 150 industry leaders. Findings will be presented by Jonathan Miller of Pricewaterhouse Coopers, who brings more than 25 years of communications and marketing experience in the real estate industry, including counseling many leading executives. A panel of local real estate leaders will respond to Mr. Miller's comments and provide a Bay Area perspective.

Keynote: Jonathan Miller, PricewaterhouseCoopers representative and Emerging Trends author

*Residential – Condos* - Kim Diamond, Senior Manager, Pulte Homes  
*Office* - Jerry Nickelsburg, Economist, UCLA/Anderson

*Retail* - John McNellis, Partner, McNellis Partners

9:30 – 9:45 Break

9:45 – 11:00 Changing Business Models: Adapting to the Times – What Should Your Business Strategy Be Given the Financial Crisis?

Innovative individuals from the Bay Area's leading development and financing sectors will present on how they are adapting their business models to the turbulent times.

Moderator: Rick Dishnica, President, The Dishnica Company  
Rick Holliday, President, Holliday Development  
Mike Covarrubias, Chairman and CEO, TMG Partners  
Rocky Fried, Managing Member, Farallon Capital Management  
Tom Sullivan, Managing Partner, Wilson Meany Sullivan

11:00 – 11:15 Break

11:15 – 12:30 Break-out Session Room 1: Green Building and Your Bottom Line

From new construction to renovations, green design is becoming increasingly the standard across real estate sectors. Hear from experienced professionals the financial realities of building green.

Michael McCone, Vice President of Development, Intracorp  
Jeffrey Draeger, Owner, Draeger Construction  
Lynn Simon, President, Simon & Associates

Break-out Session Room 2: The New America Dream: Growing Demand for Walkable Urban Neighborhoods

Chris Leinberger, nationally renowned metropolitan land use strategist, consultant, developer, teacher and author, who will discuss the ideas presented in his book, *The Option of Urbanism - Investing in a New American Dream* (Island Press, 2008.) For 20 years, Mr. Leinberger was managing director and co-owner of RCLCo, the largest independent real estate advisory firm in the country. He is founding partner of Arcadia Land Company. Leinberger's experiences in and observations from metropolitan areas around the country offer meaningful guidance as the Bay Area and California wrestle with issues of growth, development and transportation.

Chris Leinberger, Brookings Institute Fellow, Director of University of Michigan Graduate Real Estate Program

Registration Fees

\$90 Members / \$130 Non-Members

\$45 Public Members / \$70 Public Non-Members

\$60 YLG Members / \$95 YLG Non-Members

\$25 Student Members / \$35 Student Non-Member

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

*\*\* Please contact Bao Vuong ([bao\\_vuong@mba.berkeley.edu](mailto:bao_vuong@mba.berkeley.edu)) to check for free ticket availability and provide your mailing address and phone number.*

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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](mailto:catherine_cho@mba.berkeley.edu).