



Monday, November 3, 2008

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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
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	Sustainable Development	Will Fleissig	Urban Villages
12/8/08	Real estate and vineyards	Dick Wollack (Co-CEO)	Premier Pacific Vineyards

### 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 / 6:00 – 8:30 PM  
950 Mason Street, The Fairmont Hotel – Crown Room, San Francisco, CA 94108

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 ([matthew\\_bernstein@mba.berkeley.edu](mailto:matthew_bernstein@mba.berkeley.edu)) or Fritz ([fritz\\_vandekamp@mba.berkeley.edu](mailto:fritz_vandekamp@mba.berkeley.edu)) if you are interested in helping out with the event. Volunteering is a great chance to get priority access to the participants!

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## Upcoming Industry Organized Events:

### Real Estate Finance Symposium **\*NEW\***

Wednesday, November 5 / 6:30-8:30pm

The Undergraduate Program Office is proud to announce a symposium that is being hosted by the Undergraduate Real Estate Club. The symposium is called, "The Real Estate Finance Symposium - How the current financial turmoil has affected the real estate industry." The panel consists of four speakers from the debt, equity, development, and brokerage sides of Real Estate. The discussion will cover how the current financial turmoil has affected their industries, what they are doing to come out successfully, and what changes/opportunities they see in the future.

The panel includes Joe Cook, Northern California Managing Director of Cushman & Wakefield, Sean Flannery, Wells Fargo Senior VP of RE Merchant Banking, Dave White, Director of Acquisitions at Prudential Real Estate Investors, and Ezra Mersey, Principal and Founder of Jackson Pacific Ventures. The moderator is Robert Edelstein, Co-Chair of the Fisher Center for Real Estate and Urban Economics at Haas.

### Evening Agenda

6:30-7:00: Reception in the Bank of America Forum with food and refreshments

7:00-8:00: Panel Discussion moderated by Robert Edelstein in Andersen Auditorium

8:00-8:30: Q&A from audience

Individuals can register by sending an e-mail to [urec@ocf.berkeley.edu](mailto:urec@ocf.berkeley.edu) <<mailto:urec@ocf.berkeley.edu>> or by signing up at the event.

### Peer to Peer Workshop: Multifamily Investing: A market analysis, project underwriting, and capitalization study **\*NEW\***

Monday, November 10 / 5:30-7:00pm  
CB Richard Ellis, 101 California Street, Suite 4400, San Francisco

Who invests in multifamily projects? What are the key drivers for multifamily investments and what are their current market dynamics? What types of deals are buyers facing in today's market place? With the current state of the financial markets, how has financing changed and what kind of financing is available? Please join us for an informative presentation from three industry colleagues who will share ideas on market trends, underwriting standards for both core and value-add deals, and project capitalization.

### Speakers:

**Matthew Holmes**

Senior Associate

*CBRE Multifamily Housing Group***Alex Rouse**

Development Associate

*Wood Partners***Mark Levine**

Vice President

*PNC ARCS Commercial Mortgage*

Cost: \$20

Maximum Attendees: 50

*\*Sponsor tickets are ineligible for YLG programs*

Deadline to pre-register is Thursday, November 6th.

Please [login to register](#) login to register or call Customer Service at 800/321-5011.**SF Breakfast Tour: Esprit Homes \*NEW\***

Tuesday, November 11, 2008 / 8-9:30am

888 Minnesota St., @20th St, San Francisco

**Lou Vasquez**

Principal

*Build.Inc*

In 1972, Susie and Doug Tompkins bought the former 1906 Schilling Wine Cellar complex to house the headquarters of their new clothing company, Esprit de Corp. The Tompkinses made extensive improvements to the complex and also purchased adjoining properties, having them landscaped as quasi-public open space for use by Esprit employees as well as the neighborhood. In 2004, Build Inc. purchased the abandoned Esprit headquarters in the Dogpatch Neighborhood and began planning and development of the Homes on Esprit Park. In 2006, renovation and salvage of the historic brick structures began, including the reclamation of the massive Douglas fir timbers used to support the Minnesota Street building.

Wherever possible, Build Inc. has recycled original timbers and brick from the structure's former incarnations as the Schilling Wine Cellars and Esprit Company headquarters. The Homes on Esprit Park were built with a focus on energy conservation. All homes enjoy double-pane thermal windows to maximize energy efficiency easily and attractively. Heating is achieved with an efficient in-floor hydronic system, eliminating drafts. In addition to all the sustainable features incorporated into the design and construction, the Homes on Esprit Park embody truly sustainable design through adaptive re-use of an existing structure in an established neighborhood with restaurants, shops, entertainment and recreation in close proximity, and transportation easily accessible.

**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. 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.*

Deadline to pre-register is Friday, November 7th.

## San Francisco Planning: Looking Ahead **\*NEW\***

Wednesday, November 12 / 4:30-6:00pm  
Hyatt Regency, Bayview Room A, 5 Embarcadero Center, San Francisco

Ever wonder what San Francisco's biggest decision-makers are planning for future land use, entitlements and public policy initiatives? Join the ULI San Francisco Young Leaders Group and the City's top public officials for a panel customized specifically for you, the next generation of industry visionaries. You will walk away with practical information that will shape your career path and help you make a greater impact on our built environment.

### Our Moderator

**Meg Collins**, ULI San Francisco Young Leaders Steering Committee

### Our Panelists

**Amy Neches**, Senior Project Manager of the *San Francisco Redevelopment Agency*

**John Rahaim**, Director of the *San Francisco Planning Department*

**Doug Shoemaker**, Deputy Director of the *Mayor's Office of Housing*

**Michael Yarne**, Development Advisor at *Mayor's Office of Economic and Workforce Development*

### Cost

\$25 YLG Members/ \$55 YLG Non-Members

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

*\*Sponsor tickets are ineligible for YLG Programs.*

Deadline to pre-register is Monday, November 10th.

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

## East Bay Breakfast Tour: Jack London Square **\*NEW\***

Thursday, November 13, 2008/8-9:30 am  
Miss Pearl's Jam House, One Broadway, Oakland

### **Jim Ellis**

Managing Principal

*Ellis Partners, LLC*

### **Will Miller**

Vice President, Leasing

*Ellis Partners, LLC*

Jack London Square is poised to become the East Bay's newest center of gravity for culture, cuisine and commerce. The Square is undergoing a three hundred million dollar, 1 million square foot redevelopment that includes restaurants, entertainment, new parking facilities, and Class A office space. The new Jack London Square will enhance the Oakland waterfront and celebrate the revival of a dining district.

The centerpiece of the redevelopment project will be the 170,000 square foot Jack London Market, scheduled to open in Spring 2009. The market will be the largest of its kind on the West Coast, housing small businesses selling fresh fruits, vegetables, meats, fish, cheeses and specialty products with an emphasis on local and sustainable practices. In addition to the public market, the building will house 100,000 square feet of Class A office space.

Changes have already begun to appear in the Square. Joie De Vivre Hospitality has recently completed a multi-million dollar renovation of the Waterfront Hotel which now houses a revival of the famous Miss Pearl's Jam House, a destination restaurant headed by local culinary icon Joey Altman. As the redevelopment continues, ever more surprises and attractions will appear on Oakland's waterfront.

### 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 support.

*\*\* 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.*

Deadline to pre-register is Tuesday, November 11th.

Please login to register or call Customer Service at 800/321-5011.

### Ventures in the Vineyard **\*NEW\***

Sunday, November 16 / 8:30 am - 6:45 pm

888 Minnesota St., @20th St, San Francisco

**Why:** It's autumn here in the Bay Area; fall weather has arrived, the leaves are changing color, and the grapes have been harvested! What better time for a road trip to Wine Country!

**Where:** Come join 47 fellow YLG members for the Urban Land Institute's Young Leaders Group mobile workshop tour into Wine Country.

**What:** Participants will get unprecedented access and insights into the Napa Valley's most exciting destinations: Frank Gehry-designed Hall Winery, Criswell Radovan's Aetna Springs Resort, and Oxbow Public Market. The day will include a tour and discussion of the Frank Gehry-designed Hall Winery with President, Mike Reynolds, a Q&A session with Robert Radovan over lunch at Aetna Springs, and a behind the scenes tour of Oxbow Public Market with founder and CEO Steve Carlin. (see bios below).

### Agenda:

8:30am - 9:00am: Breakfast and Registration at San Francisco Ferry Building

9:00am: Bus Departs to Napa (Hall Winery)

10:30am - 12:00pm: Tour and Q&A Discussion with **Mike Reynolds**, President of *Hall Winery*

12:00pm: Depart for Aetna Springs

1:00pm - 2:00pm: Lunch at Aetna Springs

2:00pm - 3:00pm: Tour and Discussion with **Robert Radovan** of *Criswell Radovan*

3:00pm: Depart for Oxbow Public Market

4:00pm - 5:15pm: Tour and Discussion with **Steve Carlin**, founder and CEO of *Oxbow Public Market*

5:15pm: Bus Departs for San Francisco

6:45pm: Arrive at San Francisco Ferry Building

[Click here to see speakers' bios.](#)

**How:** Seating is limited seating to the first 47 registrants, and is capped to attendants on the bus. This event is open to ULI Young Leaders Group only.

### Cost:

Young Leaders: Member \$70/Non-member \$100

Students (Full-time): Members \$40/Non-member \$60

*\*Sponsor tickets are ineligible for YLG programs*

**Registrations will be taken on a first come first serve basis [so sign up early!](#)**

**Deadline to pre-register is November 13.**

## **FWA & CFA Presents: Economic and Real Estate Outlook \*NEW\***

Monday, November 17 / 11:30 AM - 1:30 PM  
Le Meridien Hotel, 333 Battery Street, San Francisco

The Financial Women's Association Of San Francisco Presents: "Economic and Real Estate Outlook"  
An Industry Leadership Series Event in conjunction with - CFA Society of San Francisco

*Join us to hear a presentation by the venerable local economist Ken Rosen, Chairman of Rosen Consulting Group & Rosen Real Estate Securities, as well as Chairman of the Fisher Center for Real Estate and Urban Economics and Professor Emeritus at the Haas School of Business at the University of California.* Professor Rosen will address the outlook for real estate and the economy with particular emphasis on the newly elected administration.

### **About the Speaker**

Kenneth T. Rosen is Chairman of Rosen Consulting Group - a real estate market research firm, and Chairman of Rosen Real Estate Securities - a REIT money manager with approximately \$500 million in assets under management. Rosen Real Estate Securities has the government of Singapore (GIC) as a passive minority partner. In addition, Mr. Rosen is Chairman of the Fisher Center for Real Estate and Urban Economics and Professor Emeritus at the Haas School of Business at the University of California, Berkeley. He is also serving as a special advisor on real estate for the World Economic Forum which is held in Davos, Switzerland each year.

In prior business ventures, Mr. Rosen was Chairman, Founder and Portfolio Manager of Lend Lease Rosen Securities, a \$3 billion REIT money management firm which he sold in 2004. He also co-founded Regional Data Associates (RDA) in 1976, a leading real estate forecasting firm. RDA was sold to Chase Manhattan Bank in 1982 and became part of the Chase econometric forecasting system. In 1985, he joined Salomon Brothers Inc. as a consultant/managing director and founded the firm's Real Estate Research Department, which was recognized as Wall Street's leading real estate research group.

Mr. Rosen received his Ph.D. in Economics from the Massachusetts Institute of Technology in 1974, and a B.A. with highest honors from the University of Connecticut in 1970. He was a Professor of Economics at Princeton University from 1975 – 1979. In addition, he was a Professor at the Haas School of Business at the University of California, Berkeley from 1979 - 2004. He has been a trustee of the Urban Land Institute, and is currently a member of the board of directors of several private corporations that are involved with real estate finance and development. He has authored over 100 articles and four books on real estate and real estate finance.

**Cost:** Fees: Members - \$40; Guests / Non-members - \$65  
See the following link to register. <http://www.fwasf.org/event20081117.asp>

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

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

### **South Bay Program: Silicon Valley Spec Office \*NEW\***

Friday, November 21, 2008/8:30-10:30a  
Sheraton Palo Alto, 625 El Camino Real

Moderator:

- **Drew Arvay**, Managing Partner, NAIBT

Speakers:

- **Steve Dunn**, Senior VP, Legacy Partners
- **Matt Lituchy**, Senior VP Acquisitions, Jay Paul Company
- **Mollie Ricker**, Vice President, Dostart Development Company

Please join us for an engaging discussion led by real estate authority Drew Arvay and a panel formed by some of the most prominent leaders in Silicon Valley's commercial arena. This elite panel will discuss the risks and rewards of acquiring, developing and managing Spec Office investments in today's uniquely challenging market. The audience will learn how these experts position their portfolio properties to remain competitive throughout dynamic real estate market cycles.

### **Cost**

\$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 - 6 free tickets based on level of support. See sponsor benefits.

Deadline to pre-register is Wednesday, November 19th.

Please login to register or call Customer Service at 800/321-5011.

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

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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## Other Announcements:

### CCIM Education Foundation Scholarship **\*NEW\***

**Scholarship Value:** Cash award of \$1,000 plus a voucher for tuition for a CCIM Institute CI 101 course.

**Application Deadline:** Thursday, November 13, 2008

#### Recipient Eligibility

- Must be enrolled or accepted for admission upon commencement of the Fall semester, as a full or part-time student at one of the selected schools
- Be of junior, senior or graduate standing; Be pursuing a career in commercial investment real estate or an allied industry
- Minimum B/3.0 average in major
- Practical experience in the field (internship or job)
- Noteworthy accomplishments (can be related to studies, community service, etc.)
- Written statement about career goals, importance of the scholarship, etc.
- Completed scholarship application and supporting materials

The Mission of the Education Foundation of the CCIM Institute is to act as a catalyst by advancing and supporting educational and research initiatives that enhance the value and prestige of the CCIM designation and other career-building programs of the CCIM Institute, thereby benefiting its members and other commercial real estate practitioners.

The Vision of the Education Foundation of the CCIM Institute is to be recognized widely within the commercial real estate industry as an effective and credible leader in promoting innovation and excellence in education and research for professionals in the field.

CCIM Education Foundation: <http://www.ccimef.org/about.html>

Please complete the application attached and return to Thomas Randle, at the address below by Thursday, November 13, 2008

Thomas Randle  
Fisher Center for Real Estate & Urban Economics  
University of California, Berkeley  
F-602, Haas School of Business #6105  
Berkeley, CA 94720

### Society of Industrial and Office Realtors (SIOR) Scholarship **\*NEW\***

**Scholarship Value:** \$2,000

**Application Deadline:** Thursday, November 20, 2008

The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS is the leading professional commercial and industrial real estate association. With more than 3,200 members in more than 590 cities in 23 countries,

SIOR represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists.

SIOR has certified more than 2,800 of its members with the prestigious SIOR designation, a professional symbol of the highest level of knowledge, production, and ethics in the real estate industry. Real estate professionals who have earned the SIOR designation are recognized by corporate real estate executives, commercial real estate brokers, agents, lenders, and other real estate professionals as the most capable and experienced brokerage practitioners in any market. SIOR designees can hold the following specialty designations: industrial, office, sales manager, executive manager, or advisory service.

SIOR also includes associate members who include corporate executives, developers, educators, and other involved in the commercial real estate industry.

\*The scholarship is to be awarded to the student at the Annual SIOR Christmas Luncheon in San Francisco on Thursday, December 11, 2008.

Society of Industrial and Office Realtors: <http://www.sior.com/index.asp>

Please complete the attached application form and copy of transcripts to Thomas Randle at the address below by **Thursday, November 20, 2008**

Thomas Randle  
Scholarship Administrator  
Fisher Center for Real Estate & Urban Economics  
University of California, Berkeley  
Haas School of Business, F602, #6105  
Berkeley, CA 94720

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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).**