



Monday, December 1, 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
12/1/08	Sustainable Development	Will Fleissig	Urban Villages
12/8/08	Real estate and vineyards	Dick Wollack (Co-CEO)	Premier Pacific Vineyards

BRECFast

Wednesday, December 3, 2008 / 8-9 AM
Faculty Club (Breakfast nook)

BRECFasts are a great way to catch up with BREC members and discuss current real estate trends. This time, BREC members who attended the ULI Conference in Miami will share their key takeaways from the conference. Please RSVP to Evan (evan_schwimmer@mba.berkeley.edu) if you plan to attend.

Applications for Spring Real Estate Competitions *NEW*

Please find attached instructions for applying to be a member of a spring real estate competition. In addition to the Bank of America Low Income Housing Challenge and the NAIOP Golden Shovel Real Estate Challenge, Berkeley will be sending a team to compete in the UNC Real Estate Development Challenge for the first time ever. Please email Ryan (ryan_bermudez@mba.berkeley.edu) your application by **midnight, Wednesday, December 3rd**.

If you are interested in being a member of a team and would like to learn more, please feel free to contact previous participants:

Bank of America:

Eliot Bencuya – eliot_bencuya@mba.berkeley.edu

NAIOP Golden Shovel:

Matthew Bernstein – matthew_bernstein@mba.berkeley.edu

Trey Clark – trey_clark@mba.berkeley.edu

Jean Yoon – jean_yoon@mba.berkeley.edu

LEED Exam Prep Workshop *NEW*

(Leadership in Energy and Environmental Design)

Tuesday, December 16, 2008 / 8 am – 5 pm
C210

BREC, in partnership with the USGBC Northern California Chapter and the Fisher Center, is offering a full-day LEED NCv2.2 Exam Training Workshop designed to prepare you to pass the test with confidence.

The workshop will focus on key information necessary to pass the LEED exam, including:

- * Credit intent and requirements
- * Project team coordination
- * LEED process and implementation
- * Technical analysis
- * Credit synergies and integrated design

In addition to delivering the material in a clear and concise format, this workshop presents the types of questions that are asked on the exam so you know what and how to study. We review example scenarios from real world projects to help you better understand and remember the material while giving you an opportunity to put the concepts to practice.

One of the best ways to prepare for any test is to work through sample questions. The workshop will conclude with a 30-question in-class practice exam and a full 80-question take-home exam that accurately reflect the types of questions you'll see on the test.

Included as part of the training, participants receive a workbook that summarizes the material and allows you to follow the outline of the course. In addition, participants will receive access to a live LEED project, giving you the opportunity to gain valuable experience navigating LEED Online, downloading templates, assigning credits and researching Credit Interpretation Requests (CIRs).

The Instructor:

Alex Spilger is Principal and Founder of GreenStep and has taught LEED workshops through organizations such as local chapters of the US Green Building Council (USGBC) and American Institute of Architects (AIA), UC Berkeley Extension, the Sustainable Building Advisors Program and BCCI Construction among others. He draws from his experience working on over two dozen green building projects to offer practical and engaging workshops designed to prepare you pass the test with confidence - the first time.

Please contact Evan Schwimmer (evan_schwimmer@mba.berkeley.edu) with any questions and to sign up.

ACRE Program Overview

From Cathy Garza, ACRE Program Coordinator:

The goals of the ACRE Program are to:

- Provide students with an understanding of the unique structure and characteristics of the real estate industry, and
- Provide students with access to real estate professionals.

The PIR program brings 8 – 10 real estate professionals to the Haas School of Business between February and April to hold office hours with ACRE students. These professionals conduct half-hour informational interviews on Friday mornings usually followed by lunch nearby.

Many of you are starting to get or already have an understanding of the different segments and careers available to you in the real estate industry. If you need additional resources for this, refer to the industry descriptions on the BREC website or in the Careers in Real Estate book published by ULI, talk to your career coaches and BREC 2nd years, and/or make an appointment to talk to me.

If you are interested in participating in ACRE, and specifically in the PIR program in the Spring, you will need to complete the following steps by the end of the fall semester:

- *Focus Statement submission with associated advising discussion with me*
- *Two (2) informational interview(s) or shadow visit(s) related to your focus*
- *Possible revision of the Focus Statement based on your informational interviews*

Sample Focus Statements are included at the end of this email. Your Focus Statement should include:

- Job Function
- Product Type
- Location
- and possibly, company type, size or other 'soft' criteria that is important to you in a job

In the Focus Statement meeting we will discuss your focus, how your previous work experience and Haas activities are relevant, your resume and targets for informational interviews. Feel free to also bring suggestions for PIR participants. Your focus statement and resume will be provided in advance to the industry executives you meet with.

Generic Sample Focus Statements for Development: I am a first year MBA student at UC Berkeley pursuing a career in real estate development in the San Francisco Bay Area. Commercial development interests me because it is entrepreneurial and involves many different disciplines such as politics, finance, marketing and law. I am particularly passionate about office development because of the unique leasing, architectural, and governmental issues. My extensive background in financial analysis, due diligence and sales as a commercial lender has prepared me well to become a project manager and work successfully with all involved parties.

Generic Sample Focus Statements for Acquisitions (Finance): I am a first year MBA student at UC Berkeley pursuing a career in real estate investing in New York. In particular, the acquisitions field interests me because of the ability to work on numerous transactions across many different product types. My extensive background in M&A, financial analysis, due diligence and transaction execution has prepared me well to become an associate at a real estate private equity fund.

Upcoming Industry Organized Events:

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) to check for free ticket availability and provide your mailing address and phone number.*

Joint CREW and ULI SF Breakfast Tour: California Academy of Sciences

Tuesday, December 16th, 2008 / 9:00 am-10:30 am

Meeting Location TBD, Golden Gate Park

Kang Kiang

Mark Cavagnero Associates

Todd Lukesh

Sustainability Engineer

Webcor Builders

Jean Rogers

Sustainability Consultant

ARUP

Don Young

Project Manager

California Academy of Sciences

Pritzker Prize Laureate Renzo Piano's design for the new California Academy of Sciences is at the forefront of green building design. A close collaboration between client, architects and engineers has yielded innovative strategies to help preserve the natural integrity of the Golden Gate Park, conserve water and energy, reduce pollution, maximize natural ventilation and light, and use environmentally friendly building materials. The new LEED-Platinum certified Academy houses 18 million natural history specimens and over 10,000 living specimens. The building includes aquaria, a planetarium, rain forests, research laboratories, public exhibit space, an organic cafe, and administrative offices all under a 2 ½ acre undulating green roof. Please join ULI San Francisco and CREW SF for an interactive tour of San Francisco's newest destination. Tour leaders include Don Young, the CAS Project Manager, Todd Lukesh, Sustainability Engineer for Webcor Builders, the project's general contractor, and Jean Rogers, Ph.D., Sustainability Consultant for ARUP, the multi-disciplined engineering and sustainability consultants for the project from its inception, and Kang Kiang of Mark Cavagnero Associates, who was formerly with local architect Chong Partners, now Stantec, where he was involved in the CAS project for over 7 years.

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) to check for free ticket availability and provide your mailing address and phone number.*

The last day to pre-register online is December 12, 2008.
Please [login to register](#) or call Customer Service at 800/321-5011.

ULI Workshops in San Francisco

ULI Workshops are intensive one- and two-day programs designed to provide real estate professionals with the latest best practices in development, design, finance, marketing, and other real estate disciplines. Workshop instructors are experienced practitioners who present practical, up-to-date information through a combination of lectures and real-world case studies. These interactive programs present a unique networking opportunity and provide students with a venue to share experiences with recognized experts.

For more information or to register, please visit www.uli.org/workshops or call Customer Service at 800/321-5011.

December 1-2, 2008

[Crafting Successful Public/Private Partnerships](#)

San Francisco, California

January 12-13, 2009

[Advanced Pro forma Modeling Using Excel](#)

San Francisco, California

ULI Real Estate School:

January 5-8, 2009

[Real Estate Development Process: Part I](#)

San Francisco, California

January 12-15, 2009

[Real Estate Development Process: Part II](#)

San Francisco, California

Other Announcements:

Green Developer Speaker Series: California Academy of Sciences

Tuesday, December 2, 2008, 6:00 pm - 8:00 pm
Pacific Energy Center: 851 Howard Street, San Francisco, CA

The Green Developer Speaker Series welcomes a diverse team of experts who will discuss their role in planning, designing, building, and operating the new California Academy of Sciences building in Golden Gate Park.

Tickets are free to this event. We have increased our capacity in anticipation of high demand. A waitlist will be kept. We ask that if you sign up and cannot attend, PLEASE take your name off the attendance list so someone else can take your seat. There will be a moderated panel following each group's presentation. If there is a question you would like asked, please send it to greenspeakerseries@gmail.com and we will do our best to work it into the discussion.

Registration: If you are interested in joining the mailing list for the Green Development Speaker Series, email ari_frankel@mba.berkeley.edu and then look for the email invitation. An RSVP is free, but required as there is limited seating.

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.

ULI's Gerald D. Hines Student Urban Design Competition

The ULI Gerald D. Hines Student Urban Design Competition is a graduate-level annual competition that is intended to provide an interdisciplinary learning experience for real estate and design students in the United States and Canada. Self-formed student teams are asked to provide an urban design and a financial feasibility strategy for a large-scale real life site that ULI has identified somewhere in the United States. Through the formation of multidisciplinary teams, the program encourages cooperation and teamwork among future real estate professionals and the many allied professions, such as architecture, landscape architecture, urban planning, historic preservation, engineering, real estate development, finance, psychology, law, and others.

This year's site, to be announced on January 19, 2009, will be large scale and present complex challenges, needing practicable, innovative solutions that reflect responsible land use. The solutions incorporate design, planning, market potential and feasibility, and development strategies. The submission to the competition will be presentation drawings, tables, schedules, and text.

The seventh annual ULI Gerald D. Hines Student Urban Design Competition is part of the Institute's ongoing effort to raise interest among young people in creating better communities, improving development patterns, and increasing awareness of the need for multidisciplinary solutions to development and design challenges. This competition is an ideas competition; there is no guarantee or expectation that any of the submitted schemes will be applied to the site. The winning team receives \$50,000 and the finalist teams \$10,000 each.

*** If you are interested in getting in touch with teams from the Department of City and Regional Planning, please email Robin (robinried@berkeley.edu) ***

Competition Schedule and Stages

The competition will be conducted in three stages.

Stage 1: The Application stage

Students put together their teams following criteria outlined elsewhere on this Web site and submit an application to verify their eligibility. The application form on this Web site is sent to ULI with the names and qualifications of all team members. ULI reserves the right to disqualify teams or to limit the number allowed to participate in the competition (in accordance with the provisions described in the next section).

Applications must be submitted by 5:00 p.m. E.S.T. Friday, December 5, 2008. All teams will be notified by E-mail no later than Friday, December 12, 2008, as to their eligibility to participate.

Stage 2: The Competition stage

In this stage, each team develops a response to the urban design problem posed. Instructions for on-line access to the project briefing materials will be emailed to all team leaders on Monday, January 19, 2009. The briefing materials will include a comprehensive problem statement, background information on the site, market information, any relevant existing design proposals, maps, etc. Teams will also be given a specific list of required presentation materials. All schemes being submitted to ULI must be postmarked by 5 p.m. E.S.T. on Monday, February 2, 2009. The jury will meet in mid-February to choose four finalist teams and any number of honorable mentions. The finalists will be announced the week of February 23, 2009.

Stage 3: The Finalist Presentation

This final stage involves the four finalist teams. From Friday, February 27, to Wednesday, April 1, 2009, student finalist teams will have the opportunity to expand their original schemes and respond in more detail to the problem posed by the competition. On or around March 6, 2009, one member of each team will be brought to the city where the site is located, with expenses paid, and will have the opportunity to tour the site and meet with select individuals in order to revise and enhance their presentations. On

Wednesday, April 1, 2009, the entire team, at ULI's expense, will return to the site city, and on Thursday, April 2, 2009, present its program to the jury as well as to invited guests, other students, and appropriate participants. That day will culminate in the announcement of the winner during an evening event.

Please see the following website for more information: <http://udcompetition.uli.org/>

NAIOP's National Forums Program *NEW*

The [National Forums Program](#) offers one of the best opportunities in the industry to network and develop long lasting relationships with commercial real estate professionals from North America.

Developing Leaders are able to participate on two types of Forums:

- **Young Professionals Forums** - made up of members new to commercial real estate who are generally 35 years of age or under;
- **Industrial Development V Forum** - Principal members with five, or more, years of related experience.

As a National Forums member, you will:

- Enjoy **exclusive networking** at two annual National Forums events and online throughout the year;
- Engage in **peer-to-peer learning and problem solving** in a non-competitive and collegial environment;
- Develop a strong sense of **camaraderie and confidentiality** from meeting with an intimate group of peers and discussing trends and sharing information in closed-door sessions.

The National Forums will next meet at NAIOP's 2009 National Forums Symposium that will be held in Denver, Colo.: April 21-24, 2009.

The [deadline to apply for a Forum is January 23, 2009](#). You will be notified of your appointment status by letter. An annual National Forums participation fee of \$995 will cover the costs of your participation in Forums meetings at the spring **National Forums Symposium** and the **development '09** conference in the fall.

If you have questions regarding the Forums, please contact [Susan Bornt](#) at (703) 904-7100.

Cornell Real Estate Review – Call for Papers *NEW*

The Cornell Real Estate REVIEW was founded as a forum for faculty and practitioners in real estate to address issues of practical importance to the industry. It is currently considering article submissions with a publication award, Westport Capital Partners Outstanding Article Award, of \$2,500 for an outstanding student author for each edition. The submission due date is **January 26, 2009**. Please see the following link for more details: http://crer.realestate.cornell.edu/index.php/news/news_detail/call_for_papers/

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.