



Berkeley  
Real Estate Club

# Newsletter

*1<sup>st</sup> Half of November 2009*

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## General Announcements:

### **BREC Officer Elections – Call for Platforms!**

Are you interested in shaping the future of the Berkeley Real Estate Club? Are you interested in gaining additional visibility among real estate professionals? Interested in strengthening relationships with Berkeley Real Estate Alumni and spearheading new real estate programs at Haas? How about landing a top internship or full-time job in the real estate industry?

If your answers to these questions are yes, then a leadership role in BREC is for you. As Co-Presidents, Ari and I have gained a tremendous amount through our involvement with BREC. We encourage you to reach out to us and to other members of the leadership team (listed below) to inquire about our experiences.

As evidenced by the success of ACRE, on and off campus recruiting opportunities, and the enthusiasm of the incoming class - the real estate program's momentum is poised to continue. It is our hope that many of you are excited to take on leadership roles within the club.

Because BREC is officially under the MBAA umbrella, leadership positions are only open to MBA students. However, we do have liaison positions from other graduate departments that have been a key factor in BREC's goal to create a unified club across UC Berkeley real estate students.

### **Platforms:**

In your platform, briefly (less than one page) address the following:

- Which role(s) are you interested in? BREC Co-President, BREC VP, or both?
- For non-MBA's – are you interested in serving as a BREC liaison?
- What programs/positions are you most interested in? (Opportunities Forum, Firm Night, Membership & Finance, Alumni, Corporate Sponsorship, Careers, Website, Education, Golf Tournament, Career Trek ... a new program?)
- What is your motivation for wanting to be part of the BREC leadership team?
- What other roles outside of BREC do you intend to take on that will require a significant time commitment?
- What ideas do you have for improving BREC?

### **Deadlines / Process:**

- *Co-President Position – Platforms Due: 5PM on Friday, November 6th*
  - The Co-President election will occur first to allow those who were not elected as Co-President to still assume leadership positions within the club
  - Platforms will be distributed over the weekend and elections will be held via electronic survey.
  - Winners will be announced by Wednesday, November 11.
- *VP-President Positions – Statements of Interest Due: 5PM on Friday, November 13th*
  - Winners to be announced by the new club leadership!

Please email your platform to Evan Schwimmer ([evan\\_schwimmer@mba.berkeley.edu](mailto:evan_schwimmer@mba.berkeley.edu)).

### **2009 BREC Leadership Team:**

Co-President	Ari Frankel ( <a href="mailto:ari_frankel@mba.berkeley.edu">ari_frankel@mba.berkeley.edu</a> )
Co-President	Evan Schwimmer ( <a href="mailto:evan_schwimmer@mba.berkeley.edu">evan_schwimmer@mba.berkeley.edu</a> )
Vice President, External Relations	Bao Vuong ( <a href="mailto:bao_vuong@mba.berkeley.edu">bao_vuong@mba.berkeley.edu</a> )
Vice President, Sustainability	Bill Doyle ( <a href="mailto:bill_doyle@mba.berkeley.edu">bill_doyle@mba.berkeley.edu</a> )
Vice President, Alumni	Rochan Raichura ( <a href="mailto:Rochan_raichura@mba.berkeley.edu">Rochan_raichura@mba.berkeley.edu</a> )
Vice President, Membership & Finance	Ian Sexsmith ( <a href="mailto:ian_sexsmith@mba.berkeley.edu">ian_sexsmith@mba.berkeley.edu</a> )
Vice President, Student Outreach	Meredith Hoffmann ( <a href="mailto:meredith_hoffmann@mba.berkeley.edu">meredith_hoffmann@mba.berkeley.edu</a> )
Vice President, Communications	Brent Pace ( <a href="mailto:brent_pace@mba.berkeley.edu">brent_pace@mba.berkeley.edu</a> )
Vice President, Education	Will Hu ( <a href="mailto:will_hu@mba.berkeley.edu">will_hu@mba.berkeley.edu</a> )
Vice President, Careers	Jan Smidek ( <a href="mailto:jan_smidek@mba.berkeley.edu">jan_smidek@mba.berkeley.edu</a> )
College of Environmental Design Liaison (MCP)	Cathleen Sullivan ( <a href="mailto:cathleenscottsullivan@gmail.com">cathleenscottsullivan@gmail.com</a> )
EW MBA Liaison	Kasandra Davis ( <a href="mailto:Kasandra_davis@mba.berkeley.edu">Kasandra_davis@mba.berkeley.edu</a> )
Goldman School of Public Policy Liaison	Liz Redman ( <a href="mailto:eredman@gmail.com">eredman@gmail.com</a> )
Boalt School of Law Liaison	Nav Athwal ( <a href="mailto:nsathwal@gmail.com">nsathwal@gmail.com</a> )

## Real Estate Speaker Series!

Mondays  
4:00 – 6:00 pm  
Haas School of Business, C335

Here is the speaker line-up for the next few weeks:

November 9<sup>th</sup> – Marc Perrin – Managing Director, Starwood Capital  
November 16<sup>th</sup> – John Maute – Helios, AMC

For any questions, contact [ari\\_frankel@mba.berkeley.edu](mailto:ari_frankel@mba.berkeley.edu) or [evan\\_schwimmer@mba.berkeley.edu](mailto:evan_schwimmer@mba.berkeley.edu).

## BREC and the ULI Fall Meeting

As most of you know, the ULI Fall Meeting – one of the MARQUEE real estate events nationwide – will be taking place just across the Bay this year in San Francisco. Thanks to Mary Corley at the Fisher Center, BREC members can now get a phenomenal price of \$125 for the entire 3-day event. More information on the Fall Meeting can be found here: <http://www.urbanlandexpo.org/>. Registration form is attached.

If you plan to attend the Fall Meeting, please put your name down on the following spreadsheet. Though you still have to register for ULI on your own, this spreadsheet will act as a guest list (oh exclusive!) for a series of social events specifically for real estate students nationwide (MBAs, MREds, etc.) that will be attending the event. This sheet is going to Haas students first, and then to our contacts at other business schools.

<http://spreadsheets.google.com/ccc?key=0Ala91L234e16dFNvTy1BV2xuYkU1b2NrdGY4N3E1T3c&hl=en>.

With questions contact Will Hu ([Will\\_Hu@mba.berkeley.edu](mailto:Will_Hu@mba.berkeley.edu)).

## Haas Finance Conference

Friday November 13, 2009  
Haas School of Business  
8:30 am – 6:30 pm

This year's Haas Finance Conference is coming up. There is a lot of relevant material for those of us that are interested in real estate. Please note the panel on Real Estate Finance from 4 to 5:30 pm in the Wells Fargo room. Registration is required. To register and get up to date information on the conference please go to the website: <http://berkeleyfinanceconference.org/>. The finance club would love to have us attend, so here is the lowdown:

***"Recovery - What Will It Be Like?"***

**Friday, November 13, 2009**

**Haas School of Business, University of California Berkeley**

In recent years, the Haas School of Business has produced top-tier research and a world class student body in finance. As the finance industry continues to grow and evolve, it is crucial to provide a structured and focused forum to exchange finance knowledge and ideas on best practices.

In 2007, we launched the inaugural Berkeley Finance Conference, the only conference of its kind on the West Coast. This event, as well as our second conference in 2008, was a phenomenal success, bringing together practitioners, students, and academia to discuss and share ideas and trends.

The Berkeley Finance Conference 2009 will build upon the 's strengths and accomplishments of the last two years and will continue to explore current financial topics and challenges.

The panel discussions will include topics in Investment Management, Private Equity, Corporate Finance, Investment Banking, Venture Capital and Real Estate. These discussions will feature guests from a number of top tier companies.

Please join us at the Haas School of Business, U.C. Berkeley, for an invaluable examination of the current situation in the finance sector and a thorough outlook on the future of the industry.

Tentative Schedule of Events:

- 
- 08:30 am - 09:00 am Registration and Breakfast - Bank of America Forum
  - 09:00 am - 09:15 am Welcome Address - Anderson Auditorium
  - 09:15 am - 10:30 am Keynote Address by George Akerlof, Professor of Economics at UC Berkeley and 2001 Nobel Prize Winner in Economics - Anderson Auditorium
  - 10:30 am - 10:45 am Coffee Break - Bank of America Forum
  - 10:45 am – 12:00 pm Morning Panels
    - Investment Management - Anderson Auditorium
    - Private Equity - Wells Fargo Room
  - 12:00 pm – 01:00 pm Networking Lunch - Courtyard
  - 01:00 pm – 2:15 pm Featured Speaker (Coming Soon), JP Morgan - Anderson Auditorium
  - 02:15 pm - 02:30 pm Coffee Break - Bank of America Forum
  - 02:30 pm - 03:45 pm Afternoon Panels - Session 1
    - Investment Banking - Anderson Auditorium
    - Corporate Finance - Wells Fargo Room
  - 03:45 pm - 04:00 pm Coffee Break - Bank of America Forum
  - 04:00 pm - 05:30 pm Afternoon Panels - Session 2
    - Venture Capital - Anderson Auditorium
    - Real Estate Finance - Wells Fargo Room
  - 05:30 pm – 06:30 pm Networking Reception - Bank of America Forum
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**Pebble Beach Fisher Center Policy Advisory Board Roundup**

First off, big thanks are due to the folks at the Fisher Center who put this meeting on and invite a few students to attend each time. Ken Rosen, Mary Corley, Nancy Wallace, and all of the folks up at the Fisher Center deserve a lot of credit for bringing this rare opportunity to us every six months.

For those who were unable or did not have the opportunity to attend, we wanted to give you the download from the Fisher Center's Policy Advisory Board Meeting at Pebble Beach.

The meetings were amazing, with the chance to learn from owners and managers of the top real estate firms in the Western United States.

The meeting had panels on everything from Special Servicers, to Capital Markets, to the future of Residential Development, and of course the forecast from our own Ken Rosen, chair of the Fisher Center Policy Advisory Board. In addition, the meeting had an amazing Legends of Real Estate portion that featured a number of the more senior real estate practitioners in California offering up the pieces of wisdom they have gained through the years.

Finally, the meeting honored some key members of the Berkeley Real Estate family including honoring the passing of Donald Fisher, co-founder of Gap and namesake of the Fisher Center. Ken Rosen and Connie Moore also highlighted the achievements of Sherman Maisel (inventor of the first Mortgage Backed Security at Ginnie Mae) who laid the groundwork for the real estate program at Berkeley and also served on the Federal Reserve Board of Governors.

This meeting is held bi-annually, with students having an opportunity to apply to attend both times. If you missed out this fall be sure to look for the announcement coming in the spring!



## Upcoming BREC Organized Events:

### Real Estate Teach-In

Friday November 20, 2009  
Haas School of Business, Andersen Auditorium  
9:00 am to 11:00 am

If you are interested in a career in real estate, you should get your butt up early on Friday morning and get to this event. BREC's annual Real Estate Teach-In will act as a primer on all things related to real estate finance, including terminology, valuation, and returns analysis. Dennis Williams, Managing Director of NorthMarq Capital and instructor for MBA 282 – Real Estate Development, will be facilitating the teach-in. This is the most efficient way to get up to speed on what is absolutely necessary to know for networking, informational interviews, and most importantly, job interviews. Contact [will\\_hu@mba.berkeley.edu](mailto:will_hu@mba.berkeley.edu) with any questions. Sign up in CareerNet to attend this event.

## ACRE News and the Career Corner:

### Disclaimer

All of the opportunities listed below have been circulated previously via CareerNet, direct mail from Cathy Garza, and/or direct mail from other BREC members. The opportunities below have all been circulated within the past month; however, it is possible they have expired. Please undertake adequate research into these opportunities before applying.

## Upcoming Industry Organized Events:

### Disclaimer on Industry Events

BREC Leadership would like the newsletter to be a quick and easy source for BREC members looking for networking and learning opportunities in the Bay Area. To that end, the events most likely to be included in the newsletter will be in the East Bay, Peninsula, or South Bay. For a more complete listing of industry events, we encourage BREC members to check these organizations respective web sites regularly.

Urban Land Institute – <http://www.ulisf.org/>  
NAIOP – <http://www.naiopsfba.org/>  
USGBC – <http://www.usgbc-ncc.org/>  
BOMA – <http://www.bomasf.org/>

## Urban Land Institute – San Francisco

### ULI Event Registration

BREC Members should keep in mind that ULI events require registration. While the BREC newsletter will keep you updated on the details of the events, you must register through ULI to attend and pay any necessary fees. You can check ULI's website to register or call Customer Service at 800-321-5011.

## **ULI Event Ticket Requests**

For ULI event requests that explicitly say Sponsor Tickets are available please send requests to [bao\\_vuong@mba.berkeley.edu](mailto:bao_vuong@mba.berkeley.edu) in the following format (including the headings):

Event Name:  
Event Date:  
Name:  
Company Name: Haas School of Business  
Address:  
Phone:  
Email:

Please note that Young Leaders Group (YLG) events are NOT available for free tickets.

## **2009 ULI Fall Meeting & Urban Land Expo**

November 3-6, 2009  
Moscone South, San Francisco, CA

If you are interested in participating in a notes share group for the ULI Fall Meeting, you can increase your access to all the events without adding more time to the day. Davide Ruggiero and Spyros Savvidis will be taking electronic notes at the meeting and they are willing to share with anyone who contributes to the pool. You can then have access to the notes of the sessions you wanted to see, but just couldn't. If you would like to participate, see the following link to sign up:

<http://spreadsheets.google.com/ccc?key=0AhePBTnNPJWQdGRCaGpvcWx3OTMzaE91cWVGTnZKSGc&hl=en>

The 2009 ULI Fall Meeting and Urban Land Expo is the premier real estate industry event and your gateway to the future. This is the place where top decision makers share survival strategies and solutions for dealing with today's issues, and hear about the trends and opportunities that will give them a competitive edge in the future.

What makes the 2009 ULI Fall Meeting different?

More opportunities to build relationships with prospective clients, business partners, and employers. This year's Fall Meeting program is designed to include roundtable discussions and interaction where you can talk strategy and prospects with investors, developers, consultants, architects, and brokers. Additional networking time has been built in, so you can make all the right connections.

Every session offers specific take-home value that you can apply to your business —real deals and on-the-ground solutions that you can use today, and the forecasts you need to create strategic directions for the future.

**SF Brownbag: Tim Tosta Series "Building Your Tribe"**

Wednesday, November 18<sup>th</sup>, 2009  
12:00 pm – 1:30 pm  
CBRE Offices 101 California Street 44<sup>th</sup> Floor  
San Francisco, CA

Tim Tosta  
Attorney  
Luce, Forward, Hamilton & Scripps

On November 18th, Tim next explores, in conversation five "Building Your Tribe", how to build a community of support in your life to keep you on your chosen course. In the sixth and final session, "Integral Living", scheduled for January 2010, Tim discusses the critical importance of viewing your role in the world as "more than me," and concludes with a review of how all of these conversations fit together to make your lives thrive.

Tim's first two sessions on "Transforming Your Fears" and "Living for Purpose" have received rave reviews from attending members. Each of Tim's conversations includes simple practices to assist you in giving your life greater meaning. You need not attend any prior conversations to benefit from any particular session.

Free for ULI Members Only.

Note: If you wish to register someone in addition to yourself, please use the PDF registration form and fax their registration to 410-626-7148, or call ULI Customer Service at 800-321-5011.

[To register, please login here or call Customer Service at 800-321-5011.](#)

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.

## **East Bay Breakfast Tour: StopWaste.Org LEED Platinum in Downtown Oakland**

1537 Webster Street  
Oakland, CA  
Thursday November 19<sup>th</sup>, 2009  
8:00 am – 9:30 am

Wes Sullens  
Green Building Program Manager  
StopWaste.Org

Once a dilapidated, 14,000-square-foot, two-story building in downtown Oakland, the beautifully restored 1926 building is now California's only LEED-NC v. 2.2 Platinum building and is the proud headquarters of StopWaste.Org. The renovation of 1537 Webster Street provided StopWaste.Org the perfect opportunity to create a workplace that embodies their mission: to reduce the waste stream in Alameda County.

Implementing their own waste reduction goals, 1537 Webster has become a model for

utilizing salvaged building materials and recycled content products in their remodel. StopWaste.Org also was designed to consume minimal amounts of water and energy, achieving over 30% savings in each category compared to standard practice. The small demonstration Bay-Friendly garden adjacent to the office building utilizes rainwater collection for irrigation and requires no potable water for the garden. The building and its systems were redesigned to take advantage of both natural and mechanical ventilation, such as a high efficiency HVAC system, operable windows, and a fresh air ventilation system. To offset the carbon dioxide emissions, StopWaste.Org's roof includes a solar photovoltaic system and purchases green power certificates that support local renewable energy projects.

Come join in an informative tour of this impressive, cost effective green building. Preceding the tour, StopWaste.Org will provide a brief overview on this building's unique green transformation.

Thursday, November 19th, 2009

8-9:30am

Meet at:

Lobby,

1537 Webster Street, Oakland

BART is a 3 block walk from Exit 19th Street.

Directions to the office can be found at:

<http://www.stopwaste.org/home/index.asp?page=205>

Cost: \$5

Free for Unemployed Members. Unemployed Members, please call Customer Service at 800/321-5011 to register. Sponsors, please email [Kelly.Johnson@uli.org](mailto:Kelly.Johnson@uli.org)

## **NAIOP**

### **First Annual Habitat for Humanity Volunteer Day**

November 6, 2009

8:30 am – 4:30 pm

Keith Street and Whitney Young Circle

San Francisco, CA

The San Francisco Bay Area NAIOP Chapter is kicking off the first annual Habitat for Humanity Volunteer Day, which will take place on Friday, November 6. We are thrilled to be partnering with Habitat for Humanity. This event is an opportunity for NAIOP to give back to the San Francisco community. The day begins at 8:30 a.m. and consists of varying building activities throughout the day, wrapping up at 4:30 p.m. NAIOP will provide lunch for its volunteers. Due to a limited number of Habitat for Humanity project managers, we will be limiting the NAIOP Volunteer Group to the first 10 people who sign up on the NAIOP website.

Habitat for Humanity Greater San Francisco is building the Whitney Young affordable housing development on a vacant lot at Keith Street and Whitney Young Circle.

Check Naiop webpage ([www.naiopsfba.org/](http://www.naiopsfba.org/)) to get an information packet and the mandatory volunteer form.

## Tenth Annual Harold A. Ellis, Jr. Lifetime of Building Award

November 11, 2009  
Four Seasons Hotel – Grand Ballroom  
757 Market Street  
San Francisco, CA  
6:00 – 9:00 pm (includes dinner)

This is one of our biggest events of the year, which honors a Bay Area real estate icon, Jim Buie, CEO of the West and Asia Pacific Regions of Hines. Since joining Hines in 1980, Mr. Buie has been involved in all phases of the development process and management of more than 67 million square feet of commercial real estate representing in excess of \$15 billion. Some highlights of his career with Hines include developing Figueroa at Wilshire in Los Angeles, 560 Mission in San Francisco, Fourth and Madison in Seattle, Embassy House in Beijing, and California Place in Shanghai.

## US Green Building Council (USGBC)

### USGBC Website

The US Green Building Council currently has a variety of events listed on their website. Many of these include LEED Exam preparation. As other events of interest (workshops, speakers, etc) come up they will be listed in this section of the newsletter.

For all other events and materials please visit the USGBC's Northern California Chapter website: <http://www.usgbc-ncc.org/>

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## Other Announcements:

### BREC Calendar Look-Ahead

Below is a table with a BREC Calendar look-ahead for November and December. Keep these dates open so that you can get the most out of your BREC membership.

Month	Date	Event Name	Time	Location
November	3-6	ULI Conference	All Day	Moscone Center
	9	Speaker Series (Marc Perrin)	4:00-6:00pm	C335
	9-13	Elections	Open	NA
	11-13	Greenbuild	All Day	Phoenix
	16	Speaker Series (John Maute)	4:00-6:00pm	C335
	18	BREC-fast or Power-Lunch?	TBD	Faculty Club
	23	Real Estate and Economics Symposium	8:00-5:00pm	Fairmont Hotel
	23	Fall Firm Night	5:00-8:00pm	Fairmont Hotel
	30	Speaker Series (Doug Abbey)	4:00-6:00pm	C335
	TBD	Finance Conference (Real Estate Panel)	TBD	Andersen
	TBD	UT Austin Case Competition	TBD	UT Austin

	TBD	LEED 3.0 Overview and Exam Prep Workshop	9am - 4pm	66
<b>Month</b>	<b>Date</b>	<b>Event Name</b>	<b>Time</b>	<b>Location</b>
December	7	Speaker Series (Dick Wollack)	4:00-6:00pm	C335
	7-18	Final exams	NA	NA
	TBD	Transition meeting	TBD	TBD

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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 Brent Pace, Vice President of Communications at [brent\\_pace@mba.berkeley.edu](mailto:brent_pace@mba.berkeley.edu).

