



Berkeley  
Real Estate Club

# Newsletter

*2<sup>nd</sup> Half of February 2009 Edition*

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## General Announcements:

### Job Search Message from Cathy Garza

I attended a ULI brownbag lunch with Executive Recruiters in Real Estate, terrasearch Partners, as the guest speakers. There was some great information they relayed that I'd like to share with BREC, in no particular order:

- In this market, expand your definition of "full time employment". It can now encompass: cobbling together project work, independent consulting work, and volunteer work in the field (or even outside the field) that is unpaid. Full time employment does not necessarily mean an office with a desk and health benefits.
- Do what you can to stay "relevant." Working at whatever capacity you can in the field is most important.
- Important concepts to get across in interviews are: you can add value (and articulate how), you are analytical, a strategic thinker, and a problem-solver (with the requisite examples of each)
- When interviewing with someone and you are asked "What do you want to do?" , and your inner voice is saying "I'll take anything that keeps me in Real Estate", answer instead with either: (1) In 10 years I'd like to be doing X, so anything that adds to my skillset to get me there is attractive to me.", or (2) attributes that are specific to your interviewer – for that moment, you are interested only in the job being promoted and for the company for which you are interviewing. You will be able to do this because you will have done background research on the person you are interviewing with.
- In this market, you may have to take a lateral step in your career, or even a step down. Don't fret about how this will look on your resume in the future. All will be forgiven once we pull out of this mess. Everyone is in the same boat; so, when the market turns around, we will all be sharing similar stories of how we made it through.
- Real estate prices are re-setting 8 years, maybe you have to, as well (geared to the more experienced set).
- Think entrepreneurial, network, and stay relevant.

### CareerNet Advice from Cathy Garza

Want to be Notified when a Job matching your Criteria Hits CareerNet?

CareerNet offers the ability to set up a job search and notification function. When you are signed into CareerNet, click on the Jobs tab. Under the Job Function menu, select from the scroll down menu (for instance, I selected "RE Development," "RE Finance," and "RE Property Management"). Under the Industry Menu, select "Real Estate". You also have the ability to select Job Region, Job Type, and Work Authorization criteria(not necessary, but if it is important to you, it is an available filter).

After you have selected your criteria, hit "Search", and the jobs matching your selections will pop up. Hit "Save Search" and you will be prompted to name the search (I called mine RE Summer & FT). Finally, you must select how often you would like to be notified by email

that a job matching your criteria has hit the jobs board. Under "Job Agent Frequency", you have the choice of Every Thursday, Every Mon. & Thurs., or Everyday. Feel free to set up multiple searches.

### **EW/MBA 284 Guest Speaker: John Grassi of Spear Street Capital**

Wednesday, February 18, 2009; 6:00 – 9:00 pm, C330

Professor Bob Edelstein is pleased to invite BREC members to attend a lecture by a special guest speaker this week! John Grassi of Spear Street Capital will be presenting a landlord/tenant negotiations case, which promises to be very interesting to observe. Please join us in C330 from 6:00-9:00 pm this Wednesday.

### **KPMG Presentation – Real Estate and Construction**

Monday, March 16, S489, Haas School of Business, 6:30 – 7:30 pm

Jeff Jobst from KPMG's Real Estate and Construction advisory practice group will be on campus to provide information on the real estate practice groups within KPMG. Please sign up in CareerNet to attend this event.

## **Upcoming BREC Organized Events:**

### **BREC Member Meeting**

February 25, 2009, 1:00 – 2:00 pm, room TBA

Come meet your fellow BREC members to discuss the future of the club. This is your chance to review the first three months with the new BREC team, discuss upcoming opportunities and the plan for the year, as well as contribute to what has worked and work to improve what hasn't (more information to follow).

### **BRECFasts**

Next BRECFast February 24<sup>th</sup> from 8:00 am – 9:00 am at the Faculty Club

Come discuss current developments in the real estate industry with fellow BREC members over the best breakfast deal in town! In conjunction with the Google Calendar, all BREC members are given access to a GoogleDoc called "BREC Events." Please RSVP for the BRECFast on the "BRECFast Signup" tab. When you signup, indicate a topic or relevant article that you would like to discuss. Given the dynamic and turbulent state of the real estate market, these meetings are a great way for BREC members to stay up to speed on real estate events and get tuned up for networking and interviews.

### **BREC Building Walk-Through: Rosewood Sand Hill**

Friday February 27<sup>th</sup>, 3:30 pm  
Rosewood Sand Hill Hotel  
2825 Sand Hill Road  
Menlo Park, CA

The Rosewood Sand Hill is a 5-star luxury hotel scheduled to open in April 2009. The hotel is located on Menlo Park's Sand Hill Road, famous for being the capital of the Venture Capital industry and for having the highest office rents in the nation. The Rosewood Sand Hill will feature 120 upscale rooms and suites, a spa and fitness center, a high-end restaurant and will be operated by Rosewood Hotels, operators of the Carylyle in New York, the Mansion on Turtle Creek in Dallas, and Cor de Valle in the Bay Area. The tour will be led by Steve Elliott, Managing Director of Development for Stanford University. Due to the ongoing construction, Steve has requested that we cap attendance to 10 people so this will be a first come first serve tour. More information can be found at [www.rosewoodsandhill.com](http://www.rosewoodsandhill.com). Please RSVP to Will Hu ([Will\\_Hu@mba.berkeley.edu](mailto:Will_Hu@mba.berkeley.edu)).

### **BREC Building Walk-Through: CIM Group Brandywine Acquisition**

Friday, March 6<sup>th</sup>, 2:00 – 4:00 pm (time is tentative, reschedule to avoid conflict w/ PIR)  
CIM Offices - Oakland

CIM Group has offered to take BREC on a tour of their recently acquired properties in downtown Oakland on Friday, February 27<sup>th</sup>. Learn CIM's strategy and the "story of the deal" including challenges, etc. Please RSVP to Zach Chan ([zach\\_chan@mba.berkeley.edu](mailto:zach_chan@mba.berkeley.edu)).

### **BREC Building Walk-Through: Embarcadero Center courtesy of Boston Properties**

Thursday, March 12<sup>th</sup> from 10:00 am – 12:00 pm  
Embarcadero Center, San Francisco

With sweeping views of San Francisco Bay, the Golden Gate Bridge and the Bay Bridge, Embarcadero Center is situated in the heart of the Financial District. Located on an 8.4-acre site, Embarcadero Center encompasses four million square feet of office and retail space with convenient access to Interstate 80 and public transportation.

Boston Properties has offered to take BREC on a tour of the site from 10am – 12pm on Thursday, March 12<sup>th</sup>. The visit will include background information on Boston Properties and the history of the site, and a walk through of the site, including the 'behind the scenes' operations and engineering facilities. In addition, Boston Properties is exploring LEED EB-OM (Existing Buildings Operations and Maintenance) for 4 Embarcadero Center and will discuss their approach and thoughts.

Please RSVP to Zach Chan ([zach\\_chan@mba.berkeley.edu](mailto:zach_chan@mba.berkeley.edu)) by Friday, February 27<sup>th</sup> if you wish to attend. Due to space constraints, the visit will be limited to the first 10 people to sign up."

### **Green Developer Speaker Series: Sonoma Mountain Village – A One Planet Community**

March 31<sup>st</sup>, 6:00 pm  
PG&E Pacific Energy Center  
851 Howard Street

San Francisco, CA 94103

Geoff Syphers, Chief Sustainability Officer for Coddling Enterprises will be discussing the Sonoma Mountain Village project. Sonoma Mountain Village is the first development in North America to be accepted into the prestigious One Planet Communities program, positioning it at the leading edge of the international sustainability movement. The 200 acre community is a zero carbon, zero waste development in California with a philosophy centered on restoration instead of minimizing harm. Mr. Syphers is responsible for the plan to reduce the ecological footprint of the entire 1900-home community from a U.S. average of 5.3 down to a truly sustainable, one planet level by 2020. His efforts are monitored by WWF International and BioRegional and are reported to the United Nations as part of the Kyoto Protocol update process.

**Additional Information:** <http://sites.google.com/site/haaspresidiogdss/>

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## 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.ulif.org/>

NAIOP – <http://www.naiopsfba.org/>

USGBC – <http://www.usgbc-ncc.org/>

BOMA – <http://www.bomasf.org/>

## Urban Land Institute – San Francisco

### SF Brownbag: New Development Opportunities: Eastern Neighborhoods

Farella, Braun + Martel, 235 Montgomery Street, 18th Floor, SF

Wed, Feb 18th, 2009 / 12:00 pm-1:15 pm

New Development Opportunities in San Francisco: Eastern Neighborhoods Rezoning

Steve Vettel

Partner

Farella, Braun + Martel

The recent enactment by the Board of Supervisors of the four new Eastern Neighborhoods Plans (East SOMA, Mission, Potrero Hill/Showplace Square, and Central Waterfront) means that much of the industrially zoned land on the east side of San Francisco has been rezoned

for residential, mixed-use and neighborhood commercial uses. This new zoning along with a modest increase in heights in some areas and the elimination of density limits means new development potential in a major portion the City. Come hear about the details of the plan and how your company can take advantage of this new zoning opportunity. Steve Vettel, partner at Farella, Braun + Martel, will take us through the details of the plan and answer questions about what these changes could mean for you and your project.

Wednesday, February 18  
12-1:15pm

Location:  
Farella, Braun + Martel  
235 Montgomery Street, 18th Floor  
San Francisco

Free, for ULI Members only

The last day to pre-register online is February 17, 2009, [please login to register](#) or call Customer Service at 800/321-5011.

## **February Joint Program – Mayor Newsom**

Hotel Nikko 222 Mason at O'Farrell, San Francisco  
Monday, February 23<sup>rd</sup>, 2009; 11:30 am – 1:30 pm

CREW SF, BOMA, AIA, ULI SF and CoreNet welcome Mayor Gavin Newsom as our guest speaker in February! Mayor Newsom will give a "State of The City" address, which will include a discussion of issues affecting the City, specifically business and real estate. Commercial real estate has prospered for most of Newsom's time in office, but what will happen to San Francisco in the next few years, and what role will the City play to keep our preeminence in the U.S. economy?

Gavin Newsom was elected the 42nd Mayor of the City and County of San Francisco on December 9, 2003. Mayor Newsom was elected three times to the San Francisco Board of Supervisors and served on the Board from 1997 until 2004. As a member of the San Francisco Board of Supervisors, Newsom focused on the core issues that make a difference for all San Franciscans. He worked with residents from every corner of the city to restore our neighborhood parks. Newsom sponsored legislation implementing Rescue Muni's reform plan and helped put our Municipal Railway on the road to recovery. As a member of the Board of Supervisors, Gavin Newsom was willing to confront San Francisco's greatest challenge, homelessness, and he emerged with the most comprehensive reform of homeless policy in a generation.

### **Costs**

CREW SF, BOMA, ULI SF, AIA, and CoreNet Members \$60

Registration after Feb 16th-\$75

Guests-\$75

Please register with CREW SF [here](#).

## **Housing Panel: Up from the Downtown: Case Studies about Gaining Traction**

Hotel Nikko, 222 Mason Street, San Francisco  
Tuesday, February 24<sup>th</sup>, 2009 / 8:30 am – 10:00 am

The housing downturn has caught many Bay Area markets in oversupply, and a number of projects have gone to the sidelines, or even gone bankrupt. But not everyone. Our panel representing a cross-section of case-study housing developments will parse out the bright spots. What projects have been gaining traction, and why? What strategies have made sense in particular submarkets that might translate to other areas? What creative approaches and tried-and-true strategies keep project selling and renting when others haven't?

Panelists include:

Moderator: Ron Heckmann, Heckmann Communications  
Rick Dishnica, Dishnica Co. and AFEvans (Market Square, Oakland)  
Phil Kerr, Intracorp (Arterra and The Hayes, San Francisco)  
Stuart Gruendl, Bay Rock Residential/Reposition Partners (8 Orchids, Oakland & Oak Walk, Emeryville)

Costs

\$55 Members / \$95 Non-Members  
\$25 Public Members / \$55 Public Non-Members  
\$40 YLG Members / \$75 YLG Non-Members  
\$15 Student Members / \$30 Student Non-Members  
Sponsors get 1-6 free tickets based on level of sponsorship.

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

## **Land Use Entitlement, Re-entitlement and Re-positioning**

Hyatt Regency San Francisco 5 Embarcadero Center  
Wednesday, February 25<sup>th</sup>, 2009; 4:00 pm – 5:30 pm

In California, the need to understand the entitlement process does not go away in a down economy. You are either beginning the process to get approvals in time for the market upswing, or re-entitling/re-positioning deals that no longer work. Come hear four experts talk about the process - including the legal basics, the public relations and neighborhood hurdles, the latest re-positioning issues and managing it all.

Partial List of Speakers Includes:

James Andrew, Attorney, Ellman Burke Hoffman & Johnson  
Debra Stein, President, GCA Strategies  
Kim Diamond, ULI San Francisco Programs Committee Chair  
Scott Paul Roylance, Senior Associate, Prudential Land & Commercial

Costs

\$55 Members / \$95 Non-Members  
\$25 Public Members / \$55 Public Non-Members  
\$40 YLG Members / \$75 YLG Non-Members

\$15 Student Members / \$30 Student Non-Members

Sponsor tickets are available based on level of sponsorship.

Questions? For questions about registration or special needs requests, please call ULI Customer Service at 800-321-5011

[Click here and log-in to register online](#)

## **ULI SF Presents: The New Tahoe**

Friday, February 27, 2009, 10:00 am – 5:00 pm

Tahoe Mountain Resorts Sales Gallery

The Village at Northstar

3001 Northstar Drive

Truckee, CA

### **An Unprecedented Tour of Tahoe**

Witness the transformation of North Lake Tahoe from a basic ski resort community to a world-class, year round resort and vacation destination. Just over six year ago East West Partners took proven principal design and building elements from its most acclaimed, signature resort development in Colorado - Beaver Creek - and adapted them to create a first-class resort experience, Tahoe Mountain Resorts.

This tour will focus on Northstar Mountain where East West Partners has constructed the new \$500 million Village at Northstar™ which will include 350 luxury condominium residences and townhomes and has 140,000 square feet of commercial space and a signature ice rink. In addition, The Village is the first resort in the country to receive L.E.E.D. Certification as established by the U.S. Green Building Council.

Then, be one of the first to tour the \$300 million Ritz-Carlton® Highlands, Lake Tahoe, including a 170-room hotel, whole ownership Residences and fractional ownership in the Ritz-Carlton Club®. Hear how the partnership with East West Partners and Northstar Ski Resort has resulted in dramatic enhancements to the amenities on the ski mountain as well.

Tour Guides/Speakers will include members of East West Partners, Lake Tahoe development and sales team.

### **February 27 Itinerary:**

10:00 - 12:00 am :: Tour of The Village at Northstar

12:00 - 1:30 am :: Tour of The Ritz-Carlton Highlands, Lake Tahoe

1:30 - 3:00 pm :: Gondola ride to lunch at Schaffer's Camp: East West Partners' members only

Lodge located atop Northstar

3:00 - 4:00 pm :: Completion of Village Tour

4:00 - 5:30 pm :: No Host Happy Hour in The Village

### **Cost**

\$60 ULI Members/\$80 Non-ULI Members

*(Cost includes transportation during tour, gondola ride to Schaffer's Camp, and lunch)*

## **Transportation / Hotel Accommodations**

ULI San Francisco participants are responsible for arranging their own transportation to and from Lake Tahoe and accommodations during the trip. We encourage participants to carpool (ULI staff is happy to help facilitate) as well as utilize their own private lodging or existing rental properties, if applicable. East West Partners is also pleased to offer ULI members reduced rates at the following hotels:

10% Discounts available with:

1. Tahoe Mountain Resorts Lodging (condominium residences in the Village)
  - Studio, one-bedroom and two-bedrooms available starting at \$586 per night plus tax
  - Tahoe Mountain Resorts Lodging  
(800) 757-9763  
[www.tahomountainresortslodging.com](http://www.tahomountainresortslodging.com)
2. Hampton Inn – Truckee, CA
  - Queen Rooms for \$159 plus tax
  - 2-Queen Jr Suites for \$179 plus tax
  - Room block set: use Group Code "ULI" to book
  - Hampton Inn and Suites – Tahoe Truckee Hotel  
11951 State Highway 267  
888.587.1197  
[www.hamptonintruckee.com](http://www.hamptonintruckee.com)

Other Accommodation include:

3. Cedarhouse Sport Hotel – Truckee, CA
  - 10918 Brockway Road, Truckee, CA 96161  
866.582.5655  
[www.cedarhousesporthotel.com](http://www.cedarhousesporthotel.com)
4. Best Western – Truckee, CA
  - 11331 Brockway Road  
530.587.4525  
[www.bestwesterntahoe.com](http://www.bestwesterntahoe.com)

## **Navigating the Transition: Finding Opportunities in a Down Market**

555 Mission Street, 33<sup>rd</sup> Floor, San Francisco (Tishman Speyer)  
Wednesday March 4<sup>th</sup>, 2009; 4:00 pm – 6:00 pm

Navigating the Transition: Finding Opportunities in a Down Market

In light of these challenging economic times, the ULI San Francisco District Council is launching a career support and development program series this March with a unique roundtable program open to all ULI members. You will have an opportunity to participate in three consecutive roundtable discussions on strategies and tips for networking, career preservation and advancement, and opportunities that will come out of this downturn. Each roundtable discussion will be led by two of the region's leading industry leaders, representing a broad spectrum of for-profit and non-profit sectors.

After the round table discussions are completed, you are invited to join us for cocktails and appetizers.

Partial List of Speakers Includes:

Mike Covarrubias, TMG Partners

Kim Diamond, ULI San Francisco Programs Committee Chair

Anne Hoffman, Chamberlin Associates

John Protopappas, Madison Park Financial Corporation

Susan Sagy, Broadreach Capital Partners

Lynn Sedway, Sedway Group/CBRE

Carl Shannon, Tishman Speyer

Brad Wiblin, Bridge Housing Corporation

Registration is limited to 100 participants. ULI Members Only.

Costs\*

\$25 ULI Members & YLG Members

\$10 ULI Unemployed\*\* and Student Members

\*In order to better serve our members, please note the reduced price.

\*\*To take advantage of this discount, members must register by fax 800/248-4585 or by calling ULI Customer Service 800/321-5011

All other members, please login to register.

## **SF Brownbag: Why Not Thrive in Turbulent Times?**

CBRE Office, 101 California Street, 44<sup>th</sup> floor, San Francisco  
Wednesday March 18<sup>th</sup>, 2009; 12:00 pm – 1:15 pm

Tim Tosta

Attorney

Luce, Forward, Hamilton & Scripps

How much of what is going on in today's economy is attributable to our collective perspective that things are going to stay bad throughout this year? What would happen if we looked upon our world with a fresh, new perspective? What if we did nothing more than free ourselves from all the negativity? Could we see our current condition as an exceptional opportunity to build resilience, to establish new and meaningful relationships, to establish a baseline for our next success, to align our new ventures with the fundamental values which guide our lives? Tim Tosta, one of the State's leading Land Use and Environmental lawyers, is also a certified Integral Coach, working with a select number of friends and colleagues to build sustainable careers as well as balanced, fulfilled lives. Tim will bring us new perspectives on how to greet each day with curiosity, optimism and a sense of wonder that allows us to prosper in these trying times.

Registration is limited to 50 participants. Free for ULI Members Only.

Questions? For questions about registration or special needs requests, please call ULI Customer Service at 800-321-5011

[Click here to register online](#)

## NAIOP

### **Liquidity in 2009 – Thawing the Ice**

Four Seasons Hotel, 757 Market Street, San Francisco, CA  
February 25, 2009; 11:30 – 1:30 pm

How can you create liquidity in this challenging and unprecedented market? Join us as a panel of experts share their stories, efforts and expertise.

Panelists:

Michael Coen, regional director, GE Capital

Damian Manolis, managing director, Prudential Real Estate Investors

Donald Kuemmeler, principal, Pacific Coast Capital Partners

Gregory Saunders, executive vice president/chief executive officer, Bridger Commercial Funding

Moderator: Dennis Williams, Northmarq Capital, Inc.

## USGBC

### **Happy Hour at Roe Restaurant & Lounge**

Roe Restaurant & Lounge  
February 19<sup>th</sup> from 6:30 pm to 9:00 pm

Emerging Green Builders (EGB) are young professionals involved with or interested in learning about green building. Our mission is to create a network of emerging green building leaders, promote opportunities for involvement and awareness of sustainable development, and to further generate momentum for the green building community through education and application.

So join us for this Happy Hour at Roe Restaurant & Lounge! Meet new people in the green building industry... Reconnect with friends and colleagues... Learn about related fields... Have a drink, socialize, and network!

### **USGBC Website**

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:

### **Special Event Presented by the UC Berkeley Planning Department: Leading the Way to Smart Growth: Lessons from Silicon Valley"**

Wednesday, February 25, 2009; 3:00 – 5:00 pm, UC Berkeley Alumni House, Toll Room  
Presented by Carl Guardino, President and CEO, Silicon Valley Leadership Group

The Silicon Valley Leadership Group is a public policy trade association that represents over 285 of Silicon Valley's most respected companies. The Leadership Group is devoted to bringing together business executives and government officials to address major public policy issues affecting the economic health and quality of life in the Santa Clara Valley Region. Come learn how this collaborative high tech business group shapes regional planning policies and delivers results in innovative solutions to the toughest challenges facing Silicon Valley.

Free and open to the public

<http://igs.berkeley.edu/events/jones/>

### **Resume Drop Deadlines**

Coming soon! To help BREC stay up to date in this turbulent market, we are going to try to get many of the relevant internship/job postings referenced in this section. In the meantime, continue to check CareerNet for updates.

### **Bright Green Talent courtesy of Net Impact**

Bright Green Talent posted two jobs on the NetImpact network that may be of interest to BRECers.

Bright Green Talent is an independent non-profit whose mission is to mainstream green building and sustainable design and become obsolete. They work toward this goal by promoting and supporting healthy and environmentally integrated building projects through strategic outreach, education, policy advocacy and technical assistance.

The two positions are listed as being located in "flexible US" or Boston:

- (1) Director, Technology & Innovation: This senior position offers a wide range of creative opportunities. The Director oversees both project specific opportunities as well as general tool and resource development to serve sustainable design strategies. This Director mentors and provides technical support and in-house review to project management staff on a wide range of high leverage projects from master planning to individual buildings of all types. This position also supports the ongoing development of innovative tools, resources and educational materials provided to the community through the organization's Green Building Resource Center.
- (2) Green Building Consultant: provide advice on a variety of commercial construction projects using rating systems (LEED, GGHC, CHPS) and others that go beyond. The Green Building Consultant would be consulting directly to owner/client on both

process and technology issues, such as: assisting with design team selection, shaping cost benefit analysis, building system selection and design (specific to technology), technical analysis, recommendations and implementation of all strategies. Your role would specifically require client & project management experience, technical review of building systems and products, and LEED™ facilities.

If you are a member of Net impact, search the job board for these entries. If you are not a member, and would like more information contact Cathy Garza ([cathy\\_garza@haas.berkeley.edu](mailto:cathy_garza@haas.berkeley.edu)).

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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).**

The logo for The Berkeley MBA, featuring the text "TheBerkeleyMBA" in a white serif font on a dark blue rectangular background.