



Berkeley  
Real Estate Club

# Newsletter

*January 2009 Edition*

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## General Announcements:

### Welcome From New BREC Leadership

Welcome back from your winter break! Since it has been over a month since we finished finals last semester, we just wanted to post a reminder about BREC Leadership for the year.

<b>President</b>	<b>Ari Frankel &amp; Evan Schwimmer</b>
<b>VP, External Relations</b>	<b>Bao Vuong &amp; Kyle Kearney</b>
<b>VP, Sustainability</b>	<b>Bill Doyle &amp; David Cooperman</b>
<b>VP, Alumni</b>	<b>Rochan Raichura &amp; Chris Giles</b>
<b>VP, Membership &amp; Finance</b>	<b>Ian Sexsmith</b>
<b>VP, Student Outreach</b>	<b>Meredith Hoffmann</b>
<b>VP, Communications</b>	<b>Brent Pace</b>
<b>VP, Education</b>	<b>Will Hu</b>
<b>VP, Careers</b>	<b>Jan Smidek</b>
<b>MCP (Planning) Liaison</b>	<b>Cathleen Sullivan</b>
<b>EW MBA Liaison</b>	<b>Andrew Heuser</b>

## Google Calendar

With new leadership we have a few changes to the way the BREC Calendar functions. Effective immediately BREC will be using a Google Calendar to keep members up to date on upcoming industry events, BREC events, and other announcements. **Please read this announcement for details on how it will function and how to gain access.**

To get access to the Calendar please e-mail BREC Co-President Ari Frankel ([ari\\_frankel@mba.berkeley.edu](mailto:ari_frankel@mba.berkeley.edu)). Once the calendar is shared with you, it will contain the most up-to-date information about BREC events. The BREC Co-Presidents and the VP Communications will be able to modify the calendar. So, if you would like an event added or notice that changes need to be made, please contact either Ari, Evan, or Brent. We hope this works well, and please provide us with any suggestions you have to improve the functionality.

## ACRE Program Overview (w/PIR Program details)

*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 BREC Organized Events:

### **BRECfasts**

Next BRECfast January 27 from 8:00 am – 9:00 am at the Faculty Club

As a review, BRECfasts are just what the title implies, an early morning meeting between BREC members to eat and discuss real estate topics and events. In conjunction with the Google Calendar, all BREC members are given access to a GoogleDoc called "BREC Events." People who RSVP for the BRECfast should sign up on the "BRECfast Signup" tab. As part of your signup you will be asked to 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 will be a great way for BREC members to stay up to speed on real estate events while

bonding over some early morning coffee and fruit. Stay tuned for more communications on this topic both via e-mail and the BREC Google Calendar.

## **BREC Building Walk-Through: Adobe Headquarters**

Friday February 13<sup>th</sup>, 12:30 pm

BREC has an appointment on Friday February 13 to tour Adobe's headquarters in San Francisco. Adobe has achieved LEED-EB Gold certification, so this should be an interesting tour. Please note that for first-year full-time students there is a macroeconomics exam that morning from 9 am – 11 am. Please plan accordingly. Please contact Ari Frankel with any questions at [ari\\_frankel@mba.berkeley.edu](mailto:ari_frankel@mba.berkeley.edu). The google spreadsheet to sign up for the tour can be accessed at

<http://spreadsheets.google.com/embeddedform?key=pRowCzUGjUctGqQxG22xPXQ>

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## **Upcoming Industry Organized Events:**

### **Urban Land Institute – San Francisco**

#### **CREW Presents...The Next Big Thing**

City Club, 155 Sansome, San Francisco  
Wed, Jan 21<sup>st</sup>, 2009 / 11:30 am – 1:00 pm

What will drive demand for Commercial Real Estate over the next one to five years?

What areas of the Bay Area will benefit from these new technologies, industries, companies, amenities, and jobs?

Please come and listen to our panel which includes moderator Lindsay Riddell of the San Francisco Business Times; David Pascal of the San Francisco Mayor's Office of Economic and Workforce Development; Jeff Granbow of Ernst & Young; and Cheryl Fragiadakis of Lawrence Berkeley National Laboratory.

The program will focus and identify the next generation technologies, industries and companies in San Francisco / Bay Area that will drive demand for commercial real estate space and investments. Looking at metrics like job growth, population migration and household formations, demand for real estate sectors like R&D, Industrial, Office, Apartments and Retail will be explored. Further the panel will elaborate on which areas of San Francisco and how its citizenry will benefit from these new technologies, industries, companies, amenities and jobs, that will drive demand for commercial real estate space, investments and development over the next 1-3-5 years.

For more information about this program, [please check the CREW SF website](#)

## **YLG Fireside Chat with Ron Nahas**

Wendell, Rosen, Black & Dean, LLP  
111 Broadway, 19<sup>th</sup> Floor Oakland, CA 94607  
Wed, Jan 21<sup>st</sup>, 2009 / 5:30 pm – 7:30 pm

Fireside Chat is a new program series for ULI San Francisco Young Leader Group. It is an up close and personal opportunity to sit down with top Bay Area real estate icons in an informal and intimate setting in order to gather insight and perspective regarding leadership, career paths, success, lessons learned, sustainability and what ULI means to them.

YLG Fireside Chat with Ron Nahas, Partner in the real estate development firm Rafanelli and Nahas will discuss his career path and lessons learned with a group of ULI Young Leaders. The firm is a portfolio based development company that builds and owns rental apartments, downtown office, suburban office and office/warehouse in the East Bay area and in Boise Idaho. The firm also serves as financial partner and manager in joint venture with a development partner that builds RV and mini-storage facilities. Mr. Nahas is personally involved in all phases of the acquisition, development and operation of the partnership properties.

Mr. Nahas is also President of the R. T. Nahas Company of Nevada, a family development corporation. He began his career with the R.T. Nahas Company developing luxury second home communities at Lake Tahoe and first home residential communities in the East Bay.

Mr. Nahas is a former Trustee of the Urban Land Institute and Chair of the Residential Council. He serves on the Board of Directors of Bridge Housing Corporation and the Making Waves Education Foundation in Richmond, California. Mr. Nahas is a graduate of Stanford University where he received a Bachelor of Science degree in Civil Engineering.

Cost: \$25 - for ULI YLG Members only  
The event is capped at 40 persons.

Wednesday, January 21, 2009  
5:30-7:30pm  
Wendell, Rosen, Black & Dean, LLP  
1111 Broadway,  
David I. Wendel Conference Center on the 19th floor.  
Oakland, CA 94607

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

The last day to pre-register online is January 16, 2009. [Register online now](#)

## **San Jose 2020**

Adobe Systems Headquarters, Park Auditorium  
345 Park Avenue, San Jose  
Thu, Jan 22<sup>nd</sup>, 2009 / 5:30 pm – 7:30 pm

The Young Leaders Group is proud to present:  
San Jose 2020

The event will feature a panel discussion from both public and private sector leaders in San Jose on the critical issues and topics facing real estate development in San Jose over the coming decade. The panel discussion will focus on the theme: Why San Jose? Why are builders so heavily invested in San Jose? What makes them willing to keep developing in San Jose over the next decade (especially in light of the current economic conditions)? What is the City doing to foster more development and to attract residents to downtown? What are the economic and demographic forecasts for San Jose over the next decade?

The esteemed group of panelists includes:

Andrew Crabtree - Principal Planner, City of San Jose Department of Planning, Building & Code Enforcement

Deke Hunter - President, Hunter Properties

Linda LeZotte - Land Use Attorney, Berliner Cohen (Former San Jose City Councilmember)  
(Panel Moderator)

Barry Swenson - President and CEO, Barry Swenson Builder

Kim Welsh - Chief Strategist, City of San Jose Office of Economic Development

John Weis - Assistant Executive Director, San Jose Redevelopment Agency

The panel discussion will be followed by a hosted reception. This event is open to all ULI members.

Thursday, January 22, 2009

5:30-7:30pm, reception following

Adobe Systems Headquarters, Park Auditorium

345 Park Avenue, San Jose

Cost

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

\$15 YLG Members/ \$25 Non-YLG Member

\$30 Members/\$40 Non-Member

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

This event is sponsored by The Young Leaders Group, but is open to all members.

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

### **SF Breakfast Tour: 188 Spear St**

188 Spear Street @ Howard Penthouse-floor Meeting Room

San Francisco, CA

Fri, Jan 23<sup>rd</sup>, 2009 / 8:00 am – 9:30 am

Michael Castro

Senior Associate

Brereton Architects

Mike Gemmill

Principal

Nabih Youssef

Marc Gille  
Asset Manager  
Broadway Partners

188 Spear Street: More Space, From Thin Air

Building owners in urban settings typically value an existing office building's current cash flow, or the tear-down/build-new scenario. However, improvements in engineering design and software coupled with better data on earthquake performance are enabling owners to add floors atop existing office buildings, at much lower costs and a faster time-to-market than new construction. 188 Spear in the bustling Spear Street Corridor off the San Francisco waterfront is one of the more dramatic examples, poised to add four floors atop an 8-story, brick-clad building, totaling 50% more space, most of it with expansive views of the bay. Only a handful of buildings have 'grown' vertically, including the China Basin low-rise structure's two new stories in 2007. 188 Spear's Brereton Architects, Nabih Youssef Engineers and owner Broadway Partners will provide a short talk on 188 Spear, the technique of nonlinear time-history analysis with quake data, and the general prospects for expanding other post-1970 buildings - into thin air.

Friday, January 23  
8-9:30am

Meet at:  
188 Spear Street @ Howard, Penthouse-floor meeting room  
San Francisco

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.  
[See sponsor benefits](#)

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

## **East Bay Breakfast Tour: Fox Theatre**

1807 Telegraph Avenue  
Oakland, CA  
Thu, Jan 29<sup>th</sup>, 2009 / 9:30 am – 11:00 am

Jeff Chew  
Project Manager  
Oakland Redevelopment Agency

Phil Tagami  
Managing General Partner

California Capital Group

Jim Heilbronner  
Principal  
Architectural Dimensions

Please join us for a tour of the Historic Fox Oakland Theater, built in 1928 and registered on the National List of Historic Places in 1979. The City of Oakland called on Phil Tagami to restore the abandoned theater as a catalyst to revitalize the Uptown District. The cabaret style theater will serve as a live performance venue and the 3-story wrap portion of the building will house the Oakland School for the Arts.

Jeff Chew, Project Manager for the Oakland Redevelopment Agency, will review the purchase of the building and overall development strategy. Phil Tagami, Fee Developer, will discuss the complex financing structure from 24 different sources of funding. Jim Heilbronner, Project Architect, will present historic preservation vs. construct ability and historic building code vs. agencies' reality.

Thursday, January 29, 2009

9:30-11am

1807 Telegraph Avenue, Oakland (between 18th and 19th Streets)

Parking: neighborhood and street parking

BART 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.

Last day to register is January 27, 2009.

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

We also invite you to stay afterward and attend the ICSC Alliance program "Meet the 'Bay Bridge' Mayors". Separate registration is required, to find out more information please [click here](#).

## **SF Brownbag: Locating the Silver Lining**

101 California St., 44<sup>th</sup> floor (CBRE office)

Fri, Jan 30<sup>th</sup>, 2009 / 12:00 pm – 1:15 pm

Locating the Silver Lining: Finding Opportunities in Today's Real Estate Job Market

Matt Slepín, Managing Partner, Terra Search Partners

Given the events of the last few months, it's now apparent that we may still be far from reaching the bottom of the economic downturn. The recent turbulence in the real estate market has forced many companies to resort to lay-offs, restructuring, and reorganization

plans to survive the recession. Many ULI members are facing their first real estate downturn in their career. Matt Slepín, Co-Founder and Managing Partner at Terra Search Partners, will share his insights into the realities of today's job market and provide tips on how members can navigate this downturn and thrive in the next market cycle.

Friday, January 30

12-1:15pm

Location:

CB Richard Ellis

101 California Street, 44th Floor

San Francisco

Free, for ULI Members only

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

### **South San Francisco YLG Tour: Centennial Tower**

Centennial Towers: 1200 Airport Blvd.

Thu, Feb 5<sup>th</sup>, 2009 / 4:00 pm – 6:00 pm

Please come and join the San Francisco Young Leaders Group for a tour of Myers Development Company's speculative office development - Centennial Towers – in South San Francisco, CA followed by a reception. Andrew Kawahara, Project Director for Myers Development Company, and Michael Duncan, Design Director for Skidmore, Owings and Merrill, will lead the behind the scenes tour.

Project Summary:

South Tower – 12 Stories; 306,000 RSF Office and 16,000 RSF Retail

North Tower – 21 Stories; 345,000 RSF Office and 13,000 RSF Retail

Parking Garage with approximately 2,000 spaces

Total Cost: \$300,000,000

Centennial Towers is envisioned as the premier suburban Class A office campus facility on the mid-to- North Peninsula. Designed to meet the demands of larger multi-tenant users or a single occupant, this office project is stunning in architectural appearance, unmatched in efficiency and incomparable in the realm of corporate visibility.

Designed by Skidmore Owings & Merrill, Centennial Towers is the last of six sites that have been fully entitled for development within America's largest suburban open space environment, San Bruno Mountain State & County Park. The South Tower will include a 200-seat Performing Arts Center, which doubles as a campus auditorium, a child-care facility for 100 children and ground floor retail space. The North Tower will include office and ground floor retail space.

Thursday, February 5, 2009

4:00pm – 5:00pm Tour of Centennial Towers

5:00pm – 6:00pm Reception

Location:

Centennial Towers  
1200 Airport Boulevard  
South San Francisco, CA 94080

Cost:

\$20 YLG Members / \$55 YLG Non-Members

\$10 Student Members / \$15 Student Non-Members

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

## Building Owners and Managers Association (BOMA) of San Francisco

### Education: Law & Risk Management

44 Montgomery St. Lower Level Conference Center Rm A.  
San Francisco, CA 94101  
January 21-24, 2009  
8:00 am – 5:00 pm

Speaker: Randy Balducci, B.S., M.B.A.

Randy Balducci was the Director of Facilities Management for the Twelfth District of the Federal Reserve Bank, headquartered in San Francisco. In addition to his management responsibilities for the construction, space planning, leasing and maintenance activities of the District's six offices, he also served as the Project Director for new building construction. Randy now serves as a Vice President of Finance in the Cash Products Division. Prior to joining the Bank, he worked as a manager in development and operations for The Hahn Company, a shopping center developer formerly based in San Diego, CA. Randy received a B.S. in Business Management and Finance from Greenville College, in Greenville, IL and an MBA from Washington University's Olin School of Business in St. Louis, MO.

In today's complex business environment, it is increasingly important for property managers to know how to address legal and risk management issues. This course will provide you with a foundation in the basic principles of law and risk management, helping you deal with everyday legal and risk issues surrounding your business. In addition to addressing leasing and conveyance, the course covers important issues on torts, contracts, employer/employee relations, property rights, and environmental law. The course also describes the risk management process, covering the assessment of loss exposures and determining how to handle the daily risks that property managers encounter. You will learn about the insurance market, different types of insurance policies, and the claims adjustment process. The course also covers equipment break down insurance, which is an area of growing concern for real estate managers.

Major topics covered in this course:

Conveying and financing real estate  
Contracts  
Property interests  
Premises liability  
Environmental law and concerns

Employment relationships and agency  
Introduction to risk management  
Insurance company operations  
Principles of insurance and insurable risk  
General liability insurance and employee benefit plans  
Loss exposures

You will take away these key concepts and skills:

Knowledge of contract law  
Insight into real estate financing  
Awareness of environmental law and land use  
Ability to identify potential legal liability situations  
Skills in formulating effective loss control programs  
An understanding of insurance policies needed to help protect your company from potential liability claims  
Insight into insurance underwriting and how it affects your coverage  
Guidance in providing comprehensive employee benefit plans

Directions:

Corner of Sutter and Montgomery Streets, there is also a entrance directly from BART.

This course is now closed to on-line registration. If you wish to register contact Francine Anderson at (415) 362-8567 or francinea@boma.com. Please be advised that registration ten business days or less from the start of the class requires an additional \$100.00 late registration fee.

## **January Membership Luncheon**

The City Club, Main Dining Room, 155 Sansome Street, 11<sup>th</sup> Floor  
January 22, 2009, 11:30 am – 1:30 pm

Speaker: Jim Pimintel, editor of the San Francisco Examiner; Rob Selna, staff writer of the San Francisco Chronicle; J.K. Dineen, staff writer of the San Francisco Business Times; and Sharon Simonson, editor of The Registry magazine.

Meet the Press and Learn How to Get Your Company/Building in the News.

When times are tough, there is no better way to stretch your marketing budget than by using public relations. Now is the time to find new ways to raise your company's positive profile, attract more business and retain what you've got.

Learn how to gain better publicity for your company during this special luncheon program moderated by Henry Eason, a former journalist and managing partner of the public relations firm, Eason Communications LLC. Our guests will be reporters and editors from the San Francisco Chronicle, the San Francisco Examiner, the San Francisco Business Times, and The Registry magazine. They will discuss their story-development process and will take questions from the audience.

## **Seminar: Preparing for and Dealing with Tenant Bankruptcy**

SFSU Downtown Center, 835 Market Street, Room 673

January 28, 2009, 8:30 a.m. – 10:30 a.m.

Speaker: Phillip Wang, Gordon & Rees LLP; Lucas A. Heller, General Manager, Cushman & Wakefield

Given the current state of the economy, it is in a property manager and landlord's best interest to refresh their understanding of how to effectively prepare and handle tenant bankruptcies. Early detection and swift action is often the most effective way of dealing with a tenant default.

This program will guide attendees through the process and present effective strategies for identifying the warning signs, formulating an action plan, and using legal counsel effectively to protect the landlord's interests. The presenters will use real case scenarios and encourage attendees to share their questions.

**Topics to be covered include:**

- Identifying tenants in trouble
- Key questions that every property manager/asset manager must ask
- Landlord's Rights and Remedies in a Tenant's Bankruptcy

**Sustainability Fair & Workshop**

Ferry Building, 2<sup>nd</sup> Fl., Port Commission Hearing Room  
January 29, 2009, 11:00 am – 2:00 pm

An interactive fair and workshop to promote sustainable practices, provide resources and contacts for the implementation of green practices. The fair will have stations set up to promote the various facets of sustainable practices; Energy efficiency, water conservation, waste diversion practices, education, indoor air quality, purchasing practices etc. Stations will be staged as a cooperative effort with individuals from the various organizations working together to promote sustainable practices, provide resources and promote practices that will guide our industry and answer questions regarding the EARTH Award, Energy Star, LEED practices and standards. Stop by anytime between 11 a.m. and 2 p.m.. The event is free of charge, refreshments will be served, and we request that you register on line so we can accommodate all who wish to attend.

**USGBC**

**LEED Workshops: LEED for New Construction v2.2 Exam Preparation**

XL Construction Training Room A  
851 Buckeye Court  
Milpitas, CA 94103  
Friday January 23, 2009; 8:30 am – 5:00 pm

For details on this LEED workshop please visit [http://www.usgbc-ncc.org/index.php?option=com\\_events&type=event&task=details&id=569](http://www.usgbc-ncc.org/index.php?option=com_events&type=event&task=details&id=569).

### **LEED Workshops: LEED Project Management Workshop**

Green Building Exchange  
1 Chestnut Ave.  
South San Francisco, CA 94080  
Friday January 30, 2009; 8:30 am – 5:00 pm

For details on this LEED workshop please visit [http://www.usgbc-ncc.org/index.php?option=com\\_events&type=event&task=details&id=652](http://www.usgbc-ncc.org/index.php?option=com_events&type=event&task=details&id=652)

### **Green Building Operations and Maintenance Workshop: The LEED Implementation Process**

City of San Jose, Upper Basement Meeting Room  
Old Martin Luther King Jr. Library  
170 West San Carlos Street  
San Jose, CA 95113  
Friday February 6, 2009; 8:30 am – 5:00 pm

For details on this workshop please visit [http://www.usgbc-ncc.org/index.php?option=com\\_events&type=event&task=details&id=653](http://www.usgbc-ncc.org/index.php?option=com_events&type=event&task=details&id=653)

### **Event Details: Silicon Valley Branch – What Color Is Your Air?**

1111 Lockheed Martin Way  
B/157 Cafeteria  
Sunnyvale, CA 94088  
Tuesday, February 10, 2009; 5:30 pm – 7:45 pm

For details on this event please visit [http://www.usgbc-ncc.org/index.php?option=com\\_events&type=event&task=details&id=656](http://www.usgbc-ncc.org/index.php?option=com_events&type=event&task=details&id=656)

### **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:

### Resume Drop Deadlines

No announcements. Continue to check CareerNet for updates.

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