

CONFERENCE

TALE OF TWO CITIES

THE RICHARD S. ZIMAN CENTER FOR REAL ESTATE

2004 Focus on Commercial Real Estate

7:30AM- 3:30PM, SKIRBALL CULTURAL CENTER
2701 NORTH SEPULVEDA BOULEVARD, LOS ANGELES, CA

THURSDAY: MAY 6, 2004

UCLAAnderson
School of Management

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The Richard S. Ziman Center for Real Estate
UCLA Anderson School of Management
110 Westwood Plaza, Gold Hall, Suite B100
Los Angeles, CA 90095-1481

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The Richard S. Ziman Center for Real Estate undertakes aggressive research, education and professional development programs. These combined with practical industry applications, allow for the creation of innovative solutions to the challenges faced by the real estate industry.

The Center focuses on advancing the quality of real estate research to a level comparable with financial economics.

REGISTRATION

Registration is \$245 per person prior to April 26, 2004, and \$295 thereafter or at the door (space permitting). Refunds, less a \$50 administration charge, will be granted for written cancellations through April 30, 2004. No refunds will be made thereafter. Conference registration includes parking, breakfast, lunch and all program materials.

There are several ways to register:

- On-line: www.zimancenter.com
- Mail: Send attached registration form to:
**The Richard S. Ziman Center for Real Estate
The Anderson School at UCLA
110 Westwood Plaza, Gold Hall, Suite B100
Los Angeles, CA 90095-1481**
- Fax: Fax registration form to: **310/267-5391**
- Phone: **310/206-9424**

LOCATION The conference will take place at Skirball Cultural Center, 2701 North Sepulveda Boulevard, Los Angeles.



Take the Skirball Center Drive exit off the San Diego (405) freeway

Please complete the form below and mail or fax on or before April 26, 2004. Thereafter registration will be handled on a space available basis. Please submit a separate form for each registrant. Registration fee: \$245 (Through April 26, 2004) \$295 (After April 26, 2004)

Send all registrations to:
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The Anderson School at UCLA
110 Westwood Plaza, Gold Hall, Suite B100
Los Angeles, CA 90095-1481
Phone: (310) 206-9424 Fax: (310) 267-5391**

Registration Form

NAME:

TITLE:

COMPANY:

ADDRESS:

CITY, STATE, ZIP:

PHONE:

FAX:

Payment Method: Check (payable to UC Regents)

Visa

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CARD #

EXP. DATE:

BILLING ZIP CODE:

NAME ON CARD:

SIGNATURE:

To register on-line: www.zimancenter.com

The Richard S. Ziman Center for Real Estate

2004 Focus on Commercial Real Estate

TALE OF TWO CITIES

Thursday, May 6, 2004

7:30 AM – 3:30 PM - Skirball Cultural Center
2701 North Sepulveda Boulevard, Los Angeles, CA.

The Richard S. Ziman Center for Real Estate at the UCLA Anderson School of Management is noted for its highly respected Multi-Family Housing Forecast Conference, which provides insight into the complex issues of apartment investment and development in Southern California.

This year The Ziman Center inaugurates its first annual **Focus on Commercial Real Estate Conference** designed to provide the same quality of data and information that has characterized the Multi-Family Forecast.

Highlighting the program will be a wide ranging panel discussion of the state of California's commercial markets featuring members of The Ziman Center's Founding Board. This will be followed by **Tale of Two Cities**, an in-depth analysis of the commercial office markets in the Los Angeles and San Francisco central business districts presented by Cushman & Wakefield and CB Richard Ellis. A panel of leading industry investors and developers active in both markets will respond to these analyses.

The conference's afternoon program will feature hands-on workshops led by industry experts on the topics of **Capital Markets, Land Use & Entitlements and Mixed-Use Development.**

Conference Chair – **William Kamer**, *Senior Vice President, Douglas Emmett*

7:30 – 8:15am Registration & Breakfast

8:15 – 8:30am Welcome & Introductions

8:30 – 9:45am **“State of the State's Commercial Markets”**

Jordan L. Kaplan, *Principal & CEO, Douglas Emmett & Co.*
John S. Long, *Managing Partner, Highridge Partners*
Michael Van Koynenburg, *President, Secured Capital Corp.*
Richard S. Ziman, *Chairman, Arden Realty, Inc.*

Moderator – **Kathleen S. Briscoe**, *Executive Vice President, Lowe Enterprises Investment Management*

9:45 – 10:00am Coffee Break

10:00am – Noon **“Los Angeles & San Francisco – TALE OF TWO CITIES”**

10:00 – 11:00am **“Setting the Stage”**

“The San Francisco Market”
_____, _____, *CB Richard Ellis*

“The Los Angeles Market”
Andrew D. Ratner, *Executive Managing Director, Cushman & Wakefield*

11:00am – Noon **“Finding Keys to the Cities”**

Jeremy Fletcher, *Senior Vice President, Beacon Capital Partners*
Richard Gilchrist, *Co-CEO & President, Maguire Properties*
Jeffrey Johnson, *Executive Vice President/Chief Investment Officer, Equity Office Properties*
Stuart Shiff, *CEO, Divco West Properties*

Moderator – **Jeffrey N. Weber**, *Managing Director, Eastdil Realty Company, LLC.*

Noon – 1:45 pm Networking Luncheon

AFTERNOON: Meet The Experts

2:00 – 2:45 pm Session I

2:45 – 3:30 pm Session II

“Capital Market Opportunities”

Curtis Colon, *Principal, Prudential Mortgage Capital Co.*

“Land Use & Entitlements”

Roger Holt, *Partner, Ervin, Cohen & Jessup LLP*
Jeffrey A. Seymour, *Principal, Seymour Consulting Group*
Jay Newman, *Financial Partner, The Athens Group*

“Mixed-Use Development”

Robert Champion, *Founder, Champion Development Co.*
Ryan Patterson, _____, *Key Bank*

PLANNING COMMITTEE

Bill Kamer, *Chairman, Douglas Emmett*
Robert Eller, *Manatt, Phelps & Phillips*; **Robert Gardner**, *Robert Charles Lesser*;
Martin Griffiths, *Deloitte & Touche*; **Roger Holt**, *Ervin, Cohen & Jessup*;
Steven Marcussen, *Cushman & Wakefield*; **Michael Marino**, *Wells Fargo Bank*;
Sonia Ransom, *Allen, Matkins, Leck, Gamble & Mallory*; **Wayne Ratkovich**,
The Ratkovich Company; **Andrew Ratner**, *Cushman & Wakefield*; **Jeff Resnick**,
First Property; **Benjamin Reznick**, *Jeffer, Managels, Butler & Marmorio*;
Greg Rickard, *KeyBank Real Estate Capital*; **Robert Rodino**, *Rodino Associates*

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