

A photograph of a city skyline, likely Los Angeles, with various skyscrapers and buildings under a clear blue sky. The image is slightly faded and serves as the background for the top half of the poster.

TALE OF TWO CITIES

THE RICHARD S. ZIMAN CENTER FOR REAL ESTATE
UCLA ANDERSON SCHOOL OF MANAGEMENT

2004 Focus on Commercial Real Estate

7:30AM-3:30PM • SKIRBALL CULTURAL CENTER • LOS ANGELES, CA

A stylized map of California, colored in shades of green and blue, showing the state's outline and some internal geographical features. It is positioned in the lower half of the poster.

SAVE THE DATE: MAY 6, 2004

UCLAAnderson
School of Management

2004 Focus on Commercial Real Estate

CONFERENCE HIGHLIGHTS

State of The State's Commercial Markets

Jordan L. Kaplan, *Principal & CEO, Douglas Emmett & Co.*

John S. Long, *Managing Partner, Highridge Partners*

Michael Von Konynenburg, *President, Secured Capital Corp.*

Mark A. Walsh, *Managing Director, Lehman Brothers*

Richard S. Ziman, *Chairman, Arden Realty, Inc.*

Los Angeles & San Francisco — TALE OF TWO CITIES

Setting The Stage — An overview of the Los Angeles and San Francisco office and retail markets – CB Richard Ellis & Cushman & Wakefield

Moderator: **Dr. Stephen D. Cauley**, *Associate Director, Ziman Center*

Finding Keys to The Cities — Industry Leadership

Analysis of San Francisco and Los Angeles Market Opportunities

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

NETWORKING LUNCHEON

MEET THE EXPERTS

Interactive afternoon discussions with experts on:

- **Capital Markets – Accessing Debt & Equity**
- **Meeting Environmental Challenges**
- **Playing the Entitlement Game**
- **Developing Mixed-Use**

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For further information: The Richard S. Ziman Center for Real Estate

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