

**REVITALIZING MAIN STREET:
Retail & Mixed-Use Opportunities in the Urban Environment**

THE RICHARD S. ZIMAN CENTER FOR REAL ESTATE

2005 Focus on Commercial Real Estate

7:30 AM - 2:30 PM • SKIRBALL CULTURAL CENTER • LOS ANGELES, CA



UCLAAnderson
School of Management

THURSDAY: APRIL 28, 2005


International Council
of Shopping Centers



The Association of Corporate
Real Estate Executives

2005 Focus on Commercial Real Estate

REVITALIZING MAIN STREET

Retail & Mixed-Use Opportunities in the Urban Environment

Presented in Co-Operation with

The International Council of Shopping Centers (ICSC)

The Association of Corporate Real Estate Executives (ACRE)

The Ziman Center's 2005 Commercial Real Estate conference will focus on the new and exciting retail and mixed-use opportunities in the urban marketplace. Major developers, retailers and investors will share their views and strategies in participating successfully in this dynamic urban revitalization.

CONFERENCE HIGHLIGHTS

"Retail & Mixed-Use Development – Jump-Starting the Urban Renaissance"

Brian Jones, *Forest City Commercial*; **Jerry Snyder**, *J.H. Snyder Company*
Steve Soboroff, *Playa Vista*; **K. Robert Turner**, *Canyon-Johnson Urban Fund*
Moderator: **Michael Schill**, *Dean, UCLA School of Law*

"New Opportunities in the Urban Marketplace"

Retail panel including **Walgreens** and **California Pizza Kitchen** among others

FOCUS GROUPS

"Mixed-Use in the Real World"

Michael Guterman, *Buchanan Street Partners*; **Sheldon Halpern**, *Picher, Nichols & Meeks*; **Carl Mayer**, *Rossetti*; **Milton Swimmer**, *J.H.Snyder Company*
Moderator: **Howard Samuels**, *Samuels Company*

"Grand Designs – Two Visions for Grand Avenue"

William Witte, *Related Companies*; **UCLA Anderson NAIOP Challenge Team**
Moderator: **Roger Vincent**, *Los Angeles Times*

"Success Stories in Urban Revitalization"

Moderator: **Con Howe**, *Los Angeles City Planning Director*

FEATURED LUNCHEON ADDRESS

Oscar de la Hoya, *Former World Boxing Champion; President, Golden Boy Industries*

Watch for our invitational brochure including registration materials in mid March.

For Further Information Contact **The Richard S. Ziman Center for Real Estate**

310/206-9424 or on-line at www.Zimancenter.com

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