

Annual *Retreat* 2025

nowWHAT



USC Lusk Center
for Real Estate

USC Lusk Annual Retreat • Ritz-Carlton Bacara, Santa Barbara • May 28 - 30, 2025

WEDNESDAY, MAY 28, 2025

6:30 – 8:30^{pm} • Welcome Soiree • The Buff

THURSDAY, MAY 29, 2025

7:00 – 7:50^{am} Breakfast • Ballroom Terrace • BUSINESS SESSION • 7:50^{am} – 12:20^{pm} • Ballroom B & C

Welcome • Richard K. Green | USC Lusk Center for Real Estate • Kevork Zoryan | Arselle Investments • Nadine Watt | Watt Capital Partners

FUTURE OF RETAIL • Moderator • Clare De Briere | Catalyst Property Company

David Germakian | EDENS • Gar Herring | Poag Shopping Centers • Jim Dillavou | Paragon Commercial Group • Lindsay Parton | DJM Capital Partners, Inc.

KEYNOTE • Mark Zandi | Moody's Analytics

AI PRACTITIONERS LEAD-IN • Connie Chan | Andreessen Horowitz

AI PRACTITIONERS • Moderator • Richard K. Green, USC Lusk Center for Real Estate

Connie Chan | Andreessen Horowitz • Amit Koren | JLL • Christopher Cashdan | GID/Windsor Communities • Wan Li Zhu | Suffolk Technologies

TROJAN TALK • William A. Witte | Related California

CAPITAL MARKETS – EQUITY PERSPECTIVE • Moderator – Michael L. Matkins | Allen Matkins

Grace Bucchianeri | CIC • Mary Ludgin | Heitman • Eric Samek | Basa Capital Management

REBUILDING LA • Kevork Zoryan | Arselle Investments

LUNCH • 12:20 – 1:30^{PM} • Recreation • 2:30^{pm} – 5:00^{pm} • Golf – 2:30 – 4:30 • Hike With Richard – 2:45 – 5:00

DINNER • THE ELLWOOD AT GOLETA • 6:30 – 9:00 ^{PM} • Cocktails – 6:30 – 7:00 | Dinner 7:00 – 9:00

FRIDAY, MAY 30, 2025

7:00 – 7:50^{AM} • Breakfast • Ballroom Terrace

BUSINESS SESSION • 7:50 – 11:40^{AM} • BALLROOM B & C

Welcome • Richard K. Green | USC Lusk Center for Real Estate • Kevork Zoryan | Arselle Investments • Nadine Watt | Watt Capital Partners

ECONOMIC OUTLOOK • Richard K. Green | USC Lusk Center for Real Estate

HOUSING • Moderator • Ziv Cohen | The Resmark Companies

Frederick N. Cooper | Toll Brothers • Adam Larson | Cottonwood Communities • Charles McKeag | Brightsky Residential

KEYNOTE • Richard Florida | Creative Class Group

REAL ASSETS • Moderator • Raul Saavedra | Colliers

Chris Baise | Primary Digital Infrastructure • Jay Frank | Cantor Fitzgerald Asset Management • Jason C. Jenkins | Pathway Capital Management

TROJAN TALK • Emile Haddad | Founder & Chairman Emeritus | Five Point Holdings, LLC

CLOSING REMARKS • Richard K. Green | USC Lusk Center for Real Estate

7:00 – 7:50am • Breakfast • Ballroom Terrace
Business Session • 7:50am – 12:20pm • Ballroom B & C



Welcome

Richard K. Green | Director | USC Lusk Center for Real Estate

Kevork Zoryan | Lusk Advisory Board Chair | Founder & Managing Partner | Arselle Investments

Nadine Watt | Lusk Advisory Board Vice Chair | Chief Executive Officer | Watt Capital Partners



Dean's Remarks

Christopher G. Boone | Dean | USC Sol Price School of Public Policy



Future of Retail

Moderator: **Clare De Briere** | Founding Partner | Catalyst Property Company

Jim Dillavou | Co-Founder, Principal | Paragon Commercial Group

David Germakian | Senior Vice President of Development | EDENS

Gar Herring | Senior Vice President, Development | Poag Shopping Centers

Lindsay Parton | President | DJM Capital Partners, Inc.



Keynote

Mark Zandi | Chief Economist | Moody's Analytics



AI Practitioners

Lead-in • **Connie Chan** | Board Partner | Andreessen Horowitz

Moderator: **Richard K. Green** | Director | USC Lusk Center for Real Estate

Connie Chan | Board Partner | Andreessen Horowitz

Amit Koren | Chief Executive Officer, Leasing and Capital Markets Technology | JLL

Christopher Cashdan | Multi-Family Operations | GID/Windsor Communities

Wan Li Zhu | Co-Founder and Managing Director | Suffolk Technologies



Trojan Talk

William A. Witte | Chairman and Chief Executive Officer | Related California



Capital Markets · Equity Perspective

Moderator: **Michael L. Matkins** | Founding Partner | Allen Matkins

Grace Bucchianeri | Americas Head of Global Investment & Portfolio Strategy | GIC

Mary Ludgin | Senior Advisor, Investment Research | Heitman

Eric Samek | Founder, Managing Director | Brasa Capital Management



Rebuilding LA

Kevorg Zoryan | Lusk Advisory Board Chair | Founder & Managing Partner | Arselle Investments

Lunch • 12:20pm – 1:30pm • Ballroom Terrace

Recreation • 2:30pm – 5:00pm

GOLF • 2:30 - 4:30 • SANDPIPER GOLF CLUB: 7925 HOLLISTER AVE, GOLETA, CA 93117

GOLF PARTICIPANTS WILL NEED TO ARRANGE THEIR OWN TRANSPORTATION TO SANDPIPER GOLF CLUB

HIKE WITH RICHARD • 2:45 - 5:00 • ELLWOOD MESA OPEN SPACE & SPERLING PRESERVE

SHUTTLE PICK-UP IN THE NORTH PARKING LOT 2:45PM

Dinner • The Ellwood at Goleta Beach • 6:30PM – 9:00PM

COCKTAILS • 6:30PM - 7:00PM • DINNER 7:00PM - 9:00PM

SHUTTLE PICK-UP IN THE NORTH PARKING LOT • 6:00PM, 6:15PM, 6:30PM

7:00 – 7:50am • Breakfast • Ballroom Terrace
Business Session • 7:50am – 11:40pm • Ballroom B & C



Welcome

Richard K. Green | Director | USC Lusk Center for Real Estate

Kevork Zoryan | Lusk Advisory Board Chair and Founder & Managing Partner | Arselle Investments

Nadine Watt | Lusk Advisory Board Vice Chair and Chief Executive Officer | Watt Capital Partners



Economic Outlook

Richard K. Green | Director | USC Lusk Center for Real Estate



Housing

Moderator: Ziv Cohen | Chief Investment Officer | The Resmark Companies

Frederick N. Cooper | Senior Vice President - Strategic Partnership | Toll Brothers

Adam Larson | Chief Financial Officer | Cottonwood Communities

Charles McKeag | President, California | Brightsky Residential



Richard Florida | Founder | Creative Class Group

Keynote



Real Assets

Moderator: **Raul Saavedra** | Vice Chair, Head of Data Center Advisory, Americas | Colliers

Chris Baise | Director of Investments | Primary Digital Infrastructure

Jay Frank | President | Cantor Fitzgerald Asset Management

Jason C. Jenkins | Managing Director | Pathway Capital Management



Trojan Talk

Emile Haddad | Founder & Chairman Emeritus | FivePoint Holdings, LLC

Closing Remarks

Richard K. Green | Director | USC Lusk Center for Real Estate

Jeffrey M. Bramson

Senior Managing Director
Los Angeles Office Co Head
JLL Capital Markets

Gino A. Canori

President
Related California

Kirsten Timmins Chen

Senior Relationship Manager
Bank of America Merrill Lynch

Patrick Chraghchian

President
Adept Development

Lindsay Dunn

Regional Manager, Senior Vice President
City National Bank

Bruce Fischer

Co-Managing Shareholder
OC Office Chair-West Coast Real Estate
Greenberg Traurig, LLP

Alfred Fraijo, Jr.

Partner
Somos

Richard K. Green

Director and Lusk Chair in Real Estate
USC Lusk Center for Real Estate

Mitchell Goodman

Senior Vice President, Finance and Treasurer
The Resmark Companies

Mark A. Jacobs

Managing Director
Oaktree Capital Management, LP

R. Lynn King-Tolliver

Archere Investment Management
Archere Apartment Communities

Michelle Langer

Senior Vice President, Capital Markets
CW Markets Group

David P. Lari

Partner
Cox, Castle & Nicholson, LLP

Scott B. Laurie

President and Chief Executive Officer
The Olson Company

John W. Loper

Associate Professor
USC Sol Price School of Public Policy

Gregory W. Schultz

Managing Director, Strategic Clients
First American Title Insurance Company

Kitty M. Wallace

Senior Vice President
Colliers International

Nadine Watt

Chief Executive Officer
Watt Capital Partners
Vice Chair, USC Lusk Center Advisory Board

William A. Witte

Chairman and Chief Executive Officer
Related California

Kevork Zoryan

Founder & Managing Partner
Arselle Investments
Chair, USC Lusk Center Advisory Board