



Casden Forecast 2nd Annual Multifamily Conference

CRACKING THE CODE: RESHAPING URBAN LA

March 30, 2004



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Payment: Payment must accompany the registration form.

General Registration \$325

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Public Sector Registration \$175

Please check one: Check Credit Card

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Casden Forecast • Cracking The Code: Reshaping Urban LA

USC Lusk Center for Real Estate
650 Childs Way, Lewis Hall Room 331
Los Angeles, California 90089-0626

Fax your completed registration form(s) with credit card information to: 213.740.6170. Faxed registration forms will only be processed with payment.

Print Name as it will appear on the badge:

Lunch: I will attend lunch I will not attend lunch

How did you hear about the conference: E-Mail Mailing

Cancellation Policy: See previous page.

For further information call: USC Lusk Center • (213)740-5000





CRACKING THE CODE: RESHAPING URBAN LA

March 30, 2004, Aratani/Japan America Theatre, Los Angeles, California

MORNING SESSION 8:30 A.M. - 12:00 P.M.

WELCOME

Stuart Gabriel, Director and Lusk Chair, USC Lusk Center for Real Estate

KEYNOTE SPEAKER

Steve Kantor, Managing Director, Credit Suisse Group

CASDEN 2004 MULTIFAMILY FORECAST REPORT

Raphael Bostic, Director, Casden Real Estate Economics Forecast

PROTECT YOURSELF - SOLVING THE INSURANCE AND LIABILITY CONUNDRUM

MODERATOR

Jeffrey Masters, Esquire, Cox, Castle & Nicholson LLP

PANEL

Stephanie Shakofsky, Executive Director, California Center for Land Recycling
Gregory Econn, President, James Econn & Company

Concerns about contamination and construction defect liability are soaring, and these issues could have a devastating effect on developers. Learn successful approaches for navigating the treacherous insurance waters from three experts in the field. In addition, the panelists will offer their views on what developers need to do to get insurance, regulatory alternatives, and potential reforms. Conference participants will receive a "best practices" checklist for dealing with contamination and construction defect issues.

CRACKING THE CODE: LEARN THREE THINGS THAT WILL HELP YOU MITIGATE YOUR INSURANCE CHALLENGES



LOCATION - LOCATION - LOCATION

MODERATOR

Robert Osbrink, Vice President and Executive Director, Grubb & Ellis

PANEL

John Ausburn, Executive Vice President of Development, Pacific Properties LLC
Richard Gentilucci, Senior Vice President, Shamrock Holdings, Inc.
Kitty Wallace, Senior Vice President, Sperry Van Ness

As we all know, the old adage is true: "The three keys to success in real estate are location, location, and location." Listen to successful leaders give their views as to the best and worst locations for development and investment in the Los Angeles region and what makes them so. In addition, this panel will address threats to successful development, as well as incentives and opportunities that can enhance the likelihood of success. Audience members will gain insights into the key characteristics that make a local market attractive, as well as strategies for identifying locations that are up and coming.

CRACKING THE CODE: LEARN WHERE TO GO AND WHERE TO AVOID

CREATE OR RE-CREATE: ADAPTIVE REUSE AND NEW CONSTRUCTION IN THE URBAN CORE (LUNCH)

MODERATOR

Lisa Specht, Partner, Manatt, Phelps & Phillips

PANEL

John Given, Senior Vice President of Development, CIM group
Greg Vilkin, President, Forest City Residential West, Inc.

Los Angeles has an inventory of unused or underutilized industrial and commercial buildings in downtown. Two leading developers of in-fill projects will discuss the opportunities, obstacles, advantages and disadvantages of adaptive reuse or conversion

of existing buildings as compared to new construction. What are the infrastructure pressures that impact building in the central city? Can key ingredients be identified as necessary to creating a downtown neighborhood? This panel offers the opportunity to hear about successful conversions of some of Los Angeles' long-vacant properties into productive projects.

AFTERNOON SESSION 1:30 - 3:00 P.M.

WHERE'S THE MONEY

MODERATOR

Lewis Feldman, Esquire, Managing Partner, Pillsbury Winthrop LLP

PANEL

Wayne Brandt, Managing Director, RBS Greenwich Capital Financial Products Inc.
Peter Kompaniez, President and Chairman, Apartment Investment and Management Company
Frank Suryan, Chief Executive Officer, Lyon Capital Ventures

Need we say more? Find out where the capital markets believe success is lurking from three leading investors, each with a view that extends beyond southern California. How does the region stack up to others? Will it continue to be an overachiever from an investor perspective? What types of product are attractive in southern California? Where? In addition to answering these questions, speakers will offer their three keys to closing a deal in today's market. This panel offers attendees both a broader perspective on southern California's apartment market as well as the local details that will be important for attracting capital inflows.

CRACKING THE CODE: LEARN THREE KEYS TO CLOSING A DEAL IN TODAY'S MARKET

CRACKING THE CODE: RESHAPING URBAN LA



March 30, 2004, Aratani/Japan America Theatre, Los Angeles, California

Registration Fee: The registration fee of \$325 includes continental breakfast, lunch, refreshments and program materials.

Corporate Registration Policy: Save \$50 for additional registrants from the same company. *You must all register and pay at the same time with one check or credit card.* Cost for the first registrant is \$325. The cost for each additional registrant from the same company is \$275.

Confirmation: Confirmation materials will not be sent out for registrations received after March 22, 2004. They will be available at Will Call in the conference check-in area on Tuesday, March 30, 2004.

Substitution Policy: All substitutions must be requested in writing by mail or by fax (213.740.6170), on or before Monday, March 22, 2004. After March 22, 2004, substitutions will be accepted at Will Call in the conference check-in area only. Mail Substitutions to: USC Lusk Center • 650 Childs Way/ RGL 331 • Los Angeles, California 90089-0626.

Refunds/Cancellation Policy: All cancellations must be in writing and postmarked by Monday, March 15, 2004. Cancellations are subject to a \$50 service fee. No refunds will be given after Monday, March 15, 2004.

Location and Parking: The Aratani/Japan America Theatre is located at: 244 South San Pedro Street, Los Angeles, California 90012.

Self-parking is available at the parking structure behind the theatre; the entrance is located on 2nd street. Open space parking is available on 2nd and San Pedro Streets. All day parking is \$4.00 or less.

DRE Credit: The conference has been approved for five hours of DRE credit (Consumer Service), California Department of Real Estate Sponsor No. 2325. DRE license number and photo identification are required for registration and check-out. To successfully complete the offering, you must attend 90% of the conference.

CPE Credit: The conference is approved for CPE credit for accountants who are required to attend qualified courses. Certificates of attendance will be available after the conference for registrants turning in completed attendance sheets.

For further information call the USC Lusk Center for Real Estate at, 213.740.5000 or visit us on the web: www.usc.edu/lusk.

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