



**Urban Land Institute Philadelphia**

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**Ballard Spahr  
LLP**

PRESENT OUR 11<sup>TH</sup> ANNUAL EMERGING TRENDS CONFERENCE:

# Real Estate Forecast 2011

**Friday, November 12, 2010** Registration & Networking 7:30 a.m.; Program 8:15 a.m. – 11:00 a.m.  
The Union League, 140 S. Broad Street, Center City Philadelphia (Lincoln Hall)

What's ahead for 2011 and beyond? Join your colleagues for the largest and most dynamic event in the Delaware Valley real estate community, as we convene real estate professionals from the private, public and community development sectors of the region to learn about the big trends for the coming year. Get insights from leading experts both nationally and locally on the big trends affecting our industry. The conference will again feature a presentation on *Emerging Trends in Real Estate 2011* and all attendees will receive a copy – a \$50 value! [This event sells out every year – don't miss it!](#)

## Emerging Trends in Real Estate 2011

*Emerging Trends in Real Estate* is the most highly-regarded and widely-read forecast report in the industry. Undertaken jointly by PricewaterhouseCoopers and ULI, *Emerging Trends in Real Estate 2011* provides the outlook on U.S. investment and development trends, real estate finance and capital markets, property sectors, metropolitan areas, and other real estate issues through surveys and personal interviews with 600+ thought leaders. **Featuring Stephen R. Blank, ULI Senior Fellow, Finance.**



## Demographics Driving the Industry

Generation Y is impacting all aspects of the real estate industry. **M. Leanne Lachman**, President of Lachman Associates, will present her latest national research.

## 2011 Real Estate Investment Prospects for Our Region – Interact with Our Expert Panel:

- **Capital Markets:** **Edward Glickman**, President and CEO of Pennsylvania Real Estate Investment Trust (PREIT).
- **Renter Nation:** **Mitch Morgan**, Owner of Morgan Properties, on the residential market and the big shift from homeownership to a rental society.
- **Retail:** **Michael Salove**, President, Michael Salove Company, on what it will take to get moving again.
- **Moderator:** **Dr. Joseph Gyourko**, Professor of Real Estate and Finance, The Wharton School, Zell/Lurie Real Estate Center.

**Continuing Education Credits On-Site:** AICP 3.0 Certification Management (CM) credits pending. **ATTORNEYS:** 2.5 Sub. CLE credits for separate charge of \$75 per attorney, payable onsite by check or credit card to the Insurance Society of Philadelphia. No refunds/partial credit. **ARCHITECTS:** 2.75 AIA/CES (HSW/SD) Learning Units from AIA. **REAL ESTATE BROKERS/SALES:** 2.5 Real Estate CE credit hours pending through Temple University Real Estate Institute.

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**PLEASE COPY FOR MULTIPLE REGISTRATIONS  
Real Estate Forecast 2011 (ULI Philadelphia #8126-1103)**

**Seating limited to 500 registrants only! 4 easy ways to register before November 8th deadline:**

- Online: <http://philadelphia.uli.org/Events.aspx> (credit card payments only)
- Phone: 800-321-5011 (Credit card or check)
- Fax: 800-248-4585 (Credit card or check)
- Mail: ULI Philadelphia, Department 304, Washington DC 20055-0304

*If you plan to mail your registration form, you must first register by phone or fax to ensure your space.*

ULI Member #	Full Name	Informal Name for Badge		
Company			Title	
Address	City	State	Zip	
Phone	Email (confirmations sent only via email)			

**Register by November 8 and save!** All fees increase by \$25 after November 8. Includes your free copy of *Emerging Trends in Real Estate 2011* (retail value \$49.95).

**ULI Member Registration Fees**

- Private Sector \$90.
- Public Sector/Non-Profit/  
YL Under 35/Student \$65.

**Non-Member Registration Fees**

- Private Sector \$185.
- Public Sector/Non-Profit \$ 85.

Circle one: **Check: payable to ULI Philadelphia**      **Credit Card:**     MC     VISA     Discover     Amex

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*The mission of ULI – The Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the Institute today has more than 30,000 members around the globe representing the entire spectrum of land use and development disciplines. In the tri-state region, ULI Philadelphia encompasses more than 800 members throughout Eastern and Central Pennsylvania, Southern New Jersey, and the State of Delaware. We provide a forum for exchange of information; convene stakeholders to provide solutions to land use issues; and provide community outreach services. Learn more at <http://philadelphia.uli.org/>*