

Emerging Trends in Real Estate 2013-SAN FRANCISCO

Tuesday, December 4, 2012/ 7:15a-11:30am
JW Marriott, 500 Post Street, San Francisco, CA

7:15 - 8:00 am

BREAKFAST & REGISTRATION

EMERGING TRENDS IN REAL ESTATE 2013

8:00 - 8:50 am

EMERGING TRENDS IN REAL ESTATE

Charles DiRocco, Director of Real Estate Research, PricewaterhouseCoopers

8:50 - 10:00 am

Bull Versus Bear Debate

Bubble or sustainable growth? That is the question in Bay Area Real Estate today. Join us for a panel discussion between the bulls and the bears as we explore the San Francisco real estate market and what to expect in the next year. Hear from senior real estate executives about what they are planning for their business in this cycle.

Moderator: **Luis Belmonte**, Seven Hills Properties

Mike Covarrubias, TMG Partners

Oz Erickson, Emerald Fund

John McNellis, McNellis Partners

Meg Spriggs, AvalonBay Communities

10:00 - 10:15 am

COFFEE BREAK

10:15 - 11:30 am

The Economy of Sports

In the last few years, the Bay Area has seen many proposed and confirmed changes to our local sports franchises. The 49ers are moving to Santa Clara, the Warriors are moving forward with plans to move to San Francisco and the America's Cup has dominated local news headlines, touting the race as a potential tourism bonanza. What are the true effects of these moves on real estate values in the Bay Area? What are the potential implications for cities from these new franchises? What are the lessons learned in the last 12 years since AT&T Park opened and has it achieved its goal in terms of economic development? Join ULI San Francisco at our Emerging Trends conference as we explore these questions and more.

Moderator: **Claude Gruen**, Gruen Gruen + Associates

Jerry Keyser, Keyser Marston Associates

Michael Martin, Mayor's Office of Economic and Workforce Development

Ellen Warner, Golden State Warriors

A copy of Emerging Trends in Real Estate 2013 is included with each individual registration - Value: \$49.95.

This program is eligible for sponsor complimentary registration.

Private:	\$80 Members / \$130 Non-Members
Public:	\$35 Members / \$70 Non-Members
YLG:	\$50 Members / \$95 Non-Members
Student:	\$25 Members / \$35 Non-Member