

# NAIOP SoCAL 2010 USC vs UCLA REAL ESTATE CHALLENGE



**NAIOP**  
COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION  
SoCAL CHAPTER

USC LUSK CENTER  
FOR REAL ESTATE

IN ASSOCIATION WITH  
UCLA ZIMAN  
**REAG**

UCLA ZIMAN  
CENTER FOR REAL ESTATE

## WHO WILL WIN THE SILVER SHOVEL?



**Thursday, November 18, 2010**

**COVEL COMMONS, UCLA**

THE SITE

**Bunker Hill "Angels Flight"  
Redevelopment Project**

GUEST SPEAKER

**D. Michael Van Konyenburg**  
President, Eastdil Secured

CELEBRITY COMMENTATORS

**Ronnie Lott (USC)**  
**James Washington (UCLA)**

EMCEE

**Terry Thompson**  
Senior Vice President, WCB Properties

# HOW CAN 2.5 ACRES OF LAND CREATE SUCH EXCITEMENT?

When it's the last piece of undeveloped land in Los Angeles' famed Bunker Hill. On November 18, graduate student teams from USC and UCLA will compete head to head presenting their ideas for the 2010 challenge site to the Community Redevelopment Agency of the City of Los Angeles and an esteemed collection of industry leaders from a variety of real estate disciplines.

The 2010 Real Estate Challenge question centers on a developable parcel located at 4th and Hill Streets in Bunker Hill adjacent to historic Angels Flight Railway. The project is unique because it connects two separate and distinct Downtown areas – the modern office, retail and cultural Cal Plaza and the Historic Core. Which team will take home the Silver Shovel?

The 2010 Real Estate Challenge also includes special remarks by Eastdil Secured President Michael Van Konynenburg and football commentary from Sports Legends Ronnie Lott and James Washington.

Register now. Don't miss the signature event in Los Angeles this year!

## ESTEEMED INDUSTRY-LEADING JUDGES

The following judges will be choosing the Silver Shovel Winner:

### **Wayne Brandt**

Managing Director/Real Estate Capital Markets  
Wells Fargo Bank

### **Edward W. Cook III**

Co-President  
McCarthy Cook & Co.

### **Nancy Haag**

Western Region Director  
Archon Group

### **Wade Killefer**

Principal  
Killefer Flammang Architects

### **Carl Muhlstein**

Executive Vice President  
Cushman & Wakefield of California, Inc.

### **Richard Neilson**

Senior Vice President  
Bank of America Merrill Lynch

### **Donald Spivack**

Deputy Chief of Operations & Policy  
Community Redevelopment Agency/City of Los Angeles

### **Lucinda Starrett**

Partner  
Latham & Watkins LLP

### **James Travers**

Chairman  
Travers Realty Corporation/ONCOR International

# EVENT LINE-UP

**5:30 pm Networking Reception**

**7:00 pm Program**

**Celebrity Athletes Banter**

**RONNIE LOTT (USC)**

49ers, Raiders, Jets, Chiefs, Pro Football Hall of Fame

**JAMES WASHINGTON (UCLA)**

Rams, Cowboys, Redskins, Fox Sports Radio host

**Industry Icon**

**D. MICHAEL VAN KONYNENBURG**

President, Eastdil Secured

**Real Estate Team Competition**

Lusk Center at USC's Marshall School of Business and School of Policy, Planning & Development

\_\_\_\_\_ vs. \_\_\_\_\_

Ziman Center at UCLA's Anderson School of Business

**8:30 pm Silver Shovel Award Announced**

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## NAIOP SoCAL 2010



### REAL ESTATE CHALLENGE

**Thursday, November 18, 2010**

**Covel Commons, UCLA**

200 DeNeve Drive  
 Los Angeles, CA 90095

PLEASE FILL OUT THE FORM BELOW AND MAIL OR FAX TO NAIOP SoCAL

**BEST VALUE!** Block of ten (10) tickets, Flat Rate \_\_\_\_\_ @ \$1,750/block \$ \_\_\_\_\_ Contact Name: \_\_\_\_\_  
 Number of tickets for NAIOP SoCAL, \_\_\_\_\_  
 UCLA's REAG and USC's REAF members \_\_\_\_\_ @ \$175/person \$ \_\_\_\_\_ Company: \_\_\_\_\_  
 Number of tickets for non-members \_\_\_\_\_ @ \$225/person \$ \_\_\_\_\_ Phone #: \_\_\_\_\_

**Please make checks payable to NAIOP SoCAL and mail to: 2900 Bristol Street, Suite G-105, Costa Mesa, CA 92626.**

**Total Amount Enclosed or Charged to Credit Card \$** \_\_\_\_\_ Name on Card: \_\_\_\_\_  
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Name	Company	Name	Company
_____	_____	_____	_____
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_____	_____	_____	_____

For additional attendees, please include an additional sheet.  
 RSVP by November 12, 2010. Substitutions, but no cancellations, may be made after this date. telephone 714.979.9131 fax 714.979.0403

# NAIOP

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

## SOCIAL CHAPTER

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