

TWO DECADES. TWO TEAMS. ONE SILVER SHOVEL.

NAIOP SoCAL PRESENTS



VS



1997-2017

REAL ESTATE CHALLENGE

Thursday, November 16, 2017

OMNI HOTEL @ CALIFORNIA PLAZA
DOWNTOWN L.A.

This year marks the 20th anniversary of the Real Estate Challenge featuring a competition between graduate student teams from the Ziman Center of Real Estate at UCLA's Anderson School of Business and the Lusk Center at USC's Marshall School of Business and Price School of Public Policy.

**BE THERE TO WITNESS THE BATTLE OF THE REAL ESTATE BRAINS
AND SEE WHO WINS THE SILVER SHOVEL!**



Guest Emcee
Frank Mottek
Senior Money Anchor, KNX 1070

UCLA Honorary Team Captain
Cory Paus
former UCLA Quarterback

USC Honorary Team Captain
John "JJ" Jackson
former USC Wide Receiver



In Association
With:



UCLA ZIMAN
CENTER for REAL ESTATE



The NAIOP SoCal 2017 UCLA vs. USC Real Estate Challenge — 20th Anniversary

This year's annual student challenge will involve eight acres of land at the corner of Maple and Douglas in El Segundo. The land is part of a 30-plus acre site, which contains four buildings totaling approximately 550,000 square feet, owned by a Hackman Capital affiliate. Acquired from Northrop Grumman, the property was part of the global security giant's 84-acre office, manufacturing and warehouse complex.

Hackman Capital Partners will be embarking on plans to convert the existing buildings, which are across from the Los Angeles Lakers' new practice facility and less than a mile from LAX International Airport, into a one-of-a-kind, creative-office campus. The student competition will focus on the eight acres of excess land at the site.

At the Real Estate Challenge, the graduate student teams will present their ideas for the highest and best use of the excess acreage in a head-to-head competition. Their presentation will be made to our live audience and to an industry-leading judges panel. Points will be awarded for their written and oral presentations. At the end of the evening, the winning team will receive the coveted Silver Shovel.

2017 JUDGES:

Wayne Brander, California Region Manager, U.S. Bank Commercial Real Estate

Susan Booth, Partner, Holland & Knight

Steve Fried, Principal, Mesa West Capital

Gregg Hall, Managing Director of Acquisitions & Development, SteelWave

Kent Handleman, Senior Vice President, Brokerage, Lincoln Property Company

Chris Jones, Deputy Superintendent, Wiseburn Unified School District

Allison Lynch, VP-Asset Management, Watt Companies

John Miller, Senior Managing Director-Regional Director So. Cal, Tishman Speyer

Bob Ruth, President, The Ruth Group

Kevin Shannon, President of West Coast Capital Markets, NKF Capital Markets

Rick Shlemmer, Principal, SAA interior + architecture

Robert Tarnofsky, Senior Vice President, Real Estate, Continental Development

EVENT LINE-UP

- 5:30 p.m. Networking Reception
- 7:00 p.m. Program and Competition
- 8:30 p.m. Silver Shovel Award Announced

EVENT SPONSORS

THE FIELD PASS:



THE FIFTY-YARD LINE:

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Thursday, November 16, 2017

OMNI HOTEL @ CALIFORNIA PLAZA
251 S. Olive St.
Los Angeles, CA 90012

PLEASE VISIT WWW.NAIOPSOCAL.ORG TO REGISTER ON-LINE OR
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: _____
 Visa MasterCard AMEX Address: _____
Account Number: _____ City, State, Zip: _____
Expiration Date: ____/____/____ CVV#: _____ Signature: _____
Name _____ **Company** _____

For additional attendees, please include an additional sheet.

RSVP by November 7, 2017. Substitutions, but no cancellations, may be made after this date. telephone 714.979.9131 fax 714.979.0403

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

SoCAL CHAPTER

2900 Bristol Street, Suite G-105
Costa Mesa, CA 92626
www.naiopsocal.org

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In association with:



NAIOP SoCal 20th Annual Real Estate Challenge

November 16, 2017

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

[Click Here to Register On-Line](#)

BEST VALUE!! Block of **ten (10) tickets**, flat rate: _____ @ **\$1,750** per block \$ _____

Number of tickets for NAIOP SoCal, UCLA's Real Estate Alumni Group (REAG), USC's REAF members: _____ @ **\$175** per person \$ _____

Number of tickets for non-members: _____ @ **\$225** per person \$ _____

Contact Name _____

Company _____

Phone () _____ Email _____

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