

ULI GLOBAL REAL ESTATE CONFERENCE

DEVELOPING

Green

THE FUTURE IS NOW
Are You Ready?

THE BEVERLY HILTON • LOS ANGELES, CALIFORNIA

— May 12–13, 2009 —



Think Differently.
Discover Opportunity.



**Urban Land
Institute**

www.uli.org/conferences

Conference Overview

Green has never been more important for your company's long-term success than right now. A new federal administration, a financial system in a state of reform, and a variety of new regulatory frameworks will create new opportunities and new challenges for sustainable real estate development.

When the real estate industry reemerges from the downturn, where will the best opportunities for your business be? Will you be ready to compete? How are you creating long-term value?

Hear directly from major industry players how all of these changes will affect your bottom line and how you can not only profit, but **thrive** in this new world of opportunities. The future is now; are you ready?

Conference Chair



Mark Edlen
Managing Principal
Gerding Edlen

Mark Edlen is the managing director of Gerding Edlen, the Portland-based development company he founded in 1996 with Bob Gerding. Gerding Edlen develops sustainable projects that enhance communities and create value for investors. Understanding that environmental sustainability contributes to a healthy economy and makes good business sense, Gerding Edlen has created sustainable communities in Oregon, California, Arizona, Utah, and Washington. The company is dedicated to constructing buildings that generate more energy than they consume, and consume more waste than they generate.

About ULI

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Join ULI members worldwide who support the highest standards in real estate and land use.

Visit www.uli.org and click 'Join' or submit your dues payment when you register for this event.

What You Will Gain

- ▷ The best strategies for implementing sustainable development efficiently and profitably
- ▷ The latest information on how California's recent climate change regulations will affect new development
- ▷ Cost-effective approaches for greening existing buildings
- ▷ Emerging evaluation tools that can help inform your choices for lowering carbon in new sustainable development
- ▷ Techniques for getting sustainable development deals done with public, private, and non-traditional partners
- ▷ Networking with leaders in the sustainable development industry

Who Should Attend

Office, mixed-use, hotel, retail, apartment, and residential developers; suburban and downtown property owners, planners, public officials, architects, urban designers, and contractors; landscape architects; real estate market and business consultants; investment bankers and institutional investors; real estate brokers; and real estate lenders.

Conference Highlights

Tuesday, May 12

Keynote Address



Mary D. Nichols
Chairman
California Air
Resources Board

Plenary Sessions

Growing Cooler in California . . . A Model for Other States?

California is once again a trendsetter with the recent adoption of ground-breaking climate change regulations, AB 32 and SB 375. Implementation, however, is the tricky part. What does it all mean for new development and your business?

Dollars and Sense of Green Retrofits

Discover why retrofitting existing buildings is worth the effort. Learn how to generate cost savings as an owner and add value to your project while reducing greenhouse gas emissions. Find out how you can pay for them using public and private funding sources and energy performance contracting (EPC).

Networking Lunch

Concurrent Sessions

- ▷ Water: The New Development Constraint?
- ▷ Go Local: Are Self-Sustaining Communities the Future?
- ▷ New Evaluation Tools for Assessing Carbon Output and Project Feasibility
- ▷ Green Neighborhoods: Says Who?

The New Green Deal: How to Capitalize on Federal Economic Recovery Investment Opportunities

You can benefit as the federal government begins to play a critical role stimulating the economy through investments in infrastructure and green technology. Find out what it all means for sustainable development.

Global Eco Cities and Communities

New developments around the world are incorporating sustainable energy, carbon management, and water conservation systems. Hear about several revolutionary projects and the innovative practices being implemented to achieve sustainability goals.

Networking Reception

Wednesday, May 13

Keynote Address



Bart Harvey
Former Chairman and CEO
Enterprise Community
Partners, Inc.
2008 Laureate of the
ULI J.C. Nichols Prize
for Visionaries in
Urban Development

Case Studies

- ▷ Greening Existing Buildings: A Case Study from Concept to Certification
- ▷ The Redevelopment of Mueller Airport, Austin, Texas: A Green Partnership Case Study

Plenary Sessions

Does the Current Economic Downturn Mean a Boom or Bust for Sustainable Development?

Green is here to stay, but how will adverse economic conditions affect sustainability efforts in the coming year or two? With growing job losses and rising vacancy rates, will companies and institutional investors continue to pay a premium for sustainable development?

Interactive Town Hall Discussion: The Future Is Now—Are You Ready?

This session is guaranteed to be lively, stimulating, insightful, and relevant to your day-to-day business activities. Be ready to share and participate.

Optional Tours*

Wednesday, May 13

1:00 p.m. to 5:30 p.m.

The Evolution of South Park, Downtown Los Angeles

The Los Angeles Community College District Builds Green

* An additional fee applies; box lunch included.

A full program and speaker updates are available at www.uli.org/conferences.

ULI Corporate Partners

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Join the leaders in the industry as a sponsor of ULI's Americas Conferences. For sponsorship opportunities, contact JB Rauch at jb.rauch@uli.org or call +202.624.7135.

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Developing Green

The Future Is Now. Are You Ready?

MAY 12-13, 2009 • LOS ANGELES • CALIFORNIA



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OPTIONAL TOURS		
<input type="checkbox"/> Wednesday The Evolution of South Park	US\$85	US\$85
<input type="checkbox"/> Wednesday The Los Angeles Community College	US\$85	US\$85

MEMBERSHIP YES! Sign me up as a ULI member		
<input type="checkbox"/> Private Annual Membership	US\$395	US\$395
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<input type="checkbox"/> Young Leader Membership**	US\$250	US\$250
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* Nonmembers: Join ULI now as a Member and pay the Member registration fee. Private Sector: Save \$400!
 Public Sector: Save \$250! | ** ULI Members under age 35. | *** Valid full-time student identification card required.

PLEASE INDICATE YOUR PAYMENT OPTION | Registration cannot be processed without full payment.

- Check | Payable to "ULI—the Urban Land Institute"
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QUESTIONS OR SPECIAL NEEDS? | If you require assistance to fully attend, attach a written description of your needs. You also may call 800.321.5011, or +410.626.7505 from outside the United States, or E-mail customerservice@uli.org.

Visit www.uli.org/conferences for more information

DETAILS

HOTEL RESERVATIONS
 Call +310.274.7777 to make hotel reservations at the Beverly Hilton. Mention ULI to receive the group rate of \$225/night. Cut off date for receiving the group rate is April 20, 2009.

AIRLINE DISCOUNTS
 Discounts of up to 15% are available on United Airlines and its code share partner, US Airways. Call the United Airlines Meeting Desk at 800.521.4041 and refer to ULI Meeting ID #581PT.

CANCELLATIONS/ REFUNDS/TRANSFERS
 Registration cancellation/ refund requests must be made in writing to ULI and will be subject to a \$100 administrative fee. No refunds will be made after May 1, 2009. You may transfer registration to another individual at your organization for a fee of \$50. Fax requests to +202.624.7147.

AUDIO RECORDINGS
 This conference is available both in an audio format and in AudioPoint, which combines audio with the PowerPoint slides, synced into a multimedia format. Call 800.241.7785 to order, or order online at www.iplaybackuli.com. Use promotional code #029-6 online for discounted express shipping.



**Urban Land
Institute**

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Upcoming ULI Events

ULI PROFESSIONAL DEVELOPMENT
ULI Real Estate School 2009

May 27-June 8, 2009 • Los Angeles

ULI CONFERENCE

Investing and Developing Green: Putting Green to Work

June 2009 • Washington, DC

ULI MEETING

2009 ULI Fall Meeting & Urban Land Expo

November 3-6, 2009 • San Francisco

Visit www.uli.org for updates and a complete calendar of ULI events.



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