L.A.’s top experts join the best and brightest national speakers, including:

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- Assemblyman Mike Gatto (Ret.)
- Emile Haddad (FivePoint Holdings)
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- David Pettit (NRDC)
- Assistant Secretary Neal Rackleff (Community Planning & Development, HUD)
- Thomas Safran (Thomas Safran & Associates)
- Glenn Sonnenberg (Latitude Real Estate)
- Charles Tourtellotte (LaTerra Development)
- plus dozens of other real estate stars!
The Wild New World:
How Real Estate Responds to Sea Changes in Technology, Global Warming, Lifestyles and Demographics

From cannabis regulations, to driverless cars, to quickly evolving areas of downtown L.A., to the challenges of providing affordable housing, to the evolution of retail, to the utilization of funding for homeless services and housing – there is much to be explored and understood by real estate professionals and attorneys at the USC Gould School of Law 2018 Real Estate Law and Business Forum. Learn about all this, plus the latest changes in capital market regulations, CEQA and regulatory updates, commercial lease accounting, real estate litigation, risk management insurance and more. Dive into the wild new world!

market yourself
Reconnect or make new connections with other opinion and thought leaders looking to make a difference in Los Angeles at five networking events, including a lively Paris in Hollywood champagne reception in anticipation of the ’24 and ’28 Olympics. We expect the Forum to sell out again this year, so sign up now!

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ASSEMBLYMAN RICHARD BLOOM was elected to the 50th District of the California State Assembly in 2012. He is the Chair of the Assembly Budget Subcommittee on Resources and Transportation and considers his top priorities to be climate change, environmental protection, congestion relief, sub-regional connectivity job creation, affordable housing and homelessness.

ANDY COHEN, FAIA, is one of two Gensler Co-CEOs, whose collaborative leadership model sets itself apart in the marketplace as the #1 ranked global design firm, with $1.2 billion in revenue in 2016. Mr. Cohen is the Chair of Gensler’s Board of Directors and oversees Gensler’s global platform and its day-to-day operations, some 5,500+ people networked across 47 offices, serving clients in over 120 countries.

STEVE DUMAS is the Senior Vice President of Design at Westfield Corporation and the design lead of Westfield’s Architecture Studio. Mr. Dumas is responsible for the place-making and experience-setting elements of the Westfield U.S. portfolio of owned and managed properties and oversees the architecture, ambiance and furnishings for all Westfield shopping centers, airport projects and transit terminals.

EMILE HADDAH is the Chairman and CEO of FivePoint Holdings, LLC, a real estate management company that is the largest developer of mixed-use communities in coastal California. FivePoint Holdings owns and manages the Great Park Neighborhoods in Irvine, Newhall Ranch in Los Angeles County as well as the San Francisco Shipyard and Candlestick Point in San Francisco.

SETH S. KATZ is Corporate Counsel at Costco Wholesale, where he is responsible for the legal aspects of the company’s real estate acquisitions and developments. Although he primarily works on new store development in the Western U.S. and distribution depots throughout the U.S., he has also worked on real estate transactions throughout the U.S. and Canada.

JOEL S. MARCUS is the Chairman, CEO and Founder of Alexandria Real Estate Equities, Inc., an urban office REIT uniquely focused on collaborative life science and technology campuses in AAA innovation cluster locations. Mr. Marcus co-founded Alexandria in 1994 as a garage startup and has led its growth into an S&P 500 company. Today, Alexandria, which celebrated its 20th anniversary as an NYSE listed REIT in May 2017, is the only publicly traded pure-play office/laboratory REIT.

NEAL J. RACKLEFF currently serves as Assistant Secretary of Office of Community Planning and Development (CPD) within the U.S. Department of Housing and Urban Development (HUD). Mr. Rackleff is responsible for overseeing the administration of HUD federal funding appropriated to alleviate homelessness, revitalize communities and develop high quality, affordable housing, for low- and moderate-income families.

THOMAS L. SAFRAN is the Founder and Chairman of Thomas Safran & Associates, developers and managers of multifamily residential housing and mixed use projects, specializing in affordable housing. His firm owns and manages over 6,000 units of rental housing as well as commercial retail space mostly in the greater Los Angeles area.
**Welcome and Opening Remarks**

**Registration and Continental Breakfast**

**8:00 AM**

**Bonus Breakfast Session:**

**Hollywood Is Just the Tip of the Iceberg:**

Diversity and Discrimination as Ethical Concerns

Allegations of sexual harassment have been levied against some of the most powerful men in the country. Now lawyers risk disbarment if they harass or discriminate in the workplace as the Model Rule of Professional Conduct 8.4(g) was recently expanded to prohibit conduct that a lawyer knows or reasonably should know of harassment or discrimination. This panel will examine discrimination, diversity and inclusion as ethical obligations, and also explore eliminating discrimination and encouraging inclusion, both in the practice of law and in attorney’s hiring and retention practices.

**1 hour of MCLE legal ethics credit available**

**Welcome and Opening Remarks**

**9:00 AM**

**New Directions for Retail**

Retail is experiencing an exciting generational adaptation. Companies unwilling (or unable) to adapt will continue to disappear, while innovators will prosper and flourish long term. Hear from an innovative landlord and retailer on how they have succeeded in adapting the art of retailing – from design and leasing to distribution and merchandising – and are successfully weathering the retail storm and emerging as innovative industry leaders.

**Two Leaders at the Forefront of Different Issues:**

**Conversation on How Biotechnology Campuses and Homelessness Affect Real Estate**

Alexandria has a proven track record of developing Class A buildings clustered in urban life science and technology campuses across the country. Join Joel Marcus in a revealing interview as he explains the advantages of creating life science and technology campuses, describing the most successful of them and recounting how they were created and developed.

Learn from other cities about how best to alleviate homelessness. Neal Rackleff, a USC Gould alumnus (JD 1992), previously served as Director of Houston’s Housing and Community Development Department. During that time, Houston became the first major city to effectively end veteran homelessness and reduce chronic homelessness by more than 70%. Mr. Rackleff is now Assistant Secretary for HUD’s Office of Community Planning and Development, which oversees federal funding to alleviate homelessness. Hear his insights on the most and least effective approaches that cities across the U.S. have taken regarding homelessness.

**Tetlo Emmen**

Corporate Counsel
Big 5 Sporting Goods

**Alfred Fraijo Jr.**

Sheppard, Mullin, Richter & Hampton LLP

**Misty M. Sanford**

Munger, Tolles & Olson LLP

**Jasmin Varjavand**

Goodwin

**MODERATOR**

Claire Hervey Collins
Lewis Brisbois Bisgaard & Smith LLP

**Phillip G. Nichols**

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**Glenn A. Sonnenberg**

Co-Chair
President, Latitude Management
Real Estate Investors, Inc.

**CONCURRENT SESSIONS**

**Steve Dumas**

Senior Vice President, Design
Westfield Corporation

**Seth S. Katz**

Corporate Counsel
Costco Wholesale (Issaquah, WA)

**MODERATOR**

Jim Dillavou
Co-Founder and Principal
Paragon Commercial Group

**Joel S. Marcus**

Chairman, CEO and Founder
Alexandria Real Estate Equities, Inc.

**Neal J. Rackleff**

Assistant Secretary
Community Planning and Development
U.S. Department of Housing and Urban Development (Washington, D.C.)

**MODERATOR**

Glenn A. Sonnenberg
President
Latitude Management
Real Estate Investors, Inc.
Why Housing That Is Affordable Is So Difficult to Build in Southern California

Hear varied and conflicting answers to the question of “why is it difficult to build affordable housing in Los Angeles?” The experienced panel begins with a comparison of market rate and tax-credit assisted housing, explaining why “affordable” housing costs so much more to build than market rate housing. Panelists will then offer their conflicting views on many of the widely advocated prescriptions to make housing more affordable. Mike Gatto notes the folly in labeling as affordable an apartment that costs nearly $400,000 per unit to build. Citing Manhattan as an example, he also doubts that greater zoning densities would increase housing supply and decrease housing prices and rents in places like the coastal cities. Instead, he advocates that “affordable” housing should be built in such places as the Inland Empire and the Central Valley where housing costs are reasonable and job bases are growing.

How Best to Manage the Latest Climate Change Hurdles Placed in the Way of New Development in California

To advance the goals of climate change legislation by reducing GHG emissions, state law now tilts in favor of developments located in already built-up areas that are well served by public transportation while attempting to impede the construction of auto-dependent projects upon which the growth and prosperity of southern California’s six counties, 191 cities and nearly 18,000,000 residents have long relied.

Charles Tourtellotte, President and CEO of the L.A.-based LaTerra Development Company, demonstrates the benefits to his firm’s approach of strategically acquiring developed infill sites that can be entitled for new uses so as to maximize returns, while minimizing risks. LaTerra’s SoCal mixed-use projects range in size from 50-550 multifamily units together with associated retail/commercial uses.

Emile Haddad, CEO of FivePoint Communities, describes the Newhall Ranch, a planned community of 20,500 housing units over 20 years—the largest in Los Angeles County, and how he assessed its political and CEQA-based risks. Newhall Ranch was put on hold by the California Supreme Court opinion in Center for Biological Diversity v. California Department of Fish and Wildlife.

George Mihlsten, a partner from Latham & Watkins, counseled Newhall to settle the lawsuit by proposing a mitigation plan that GHG emissions from the Newhall project would not exceed those of the oil and agricultural uses previously being conducted on the site. He describes the main points of the settlement and its implications.

David Pettit, staff attorney for NRDC, anticipates how the Newhall ‘net zero GHG’ settlement could be used by project challengers as a precedent demonstrating its feasibility, and what this would mean to developers and homebuilders.
WILD NEW WORLD TRACK SESSION 1C

Disaster on the Horizon: How Owners Can Protect Themselves Before and After a Natural Catastrophe

Natural disasters are occurring on an alarming basis, and owners need to be prepared from a contractual, insurance and risk control perspective. Join owners and insurance experts who have experience managing catastrophic losses as they discuss pre-planning and post-loss claims management and the best practices to mitigate damage and efficiently recover insurance proceeds. The panel will also discuss purchase and lease agreement provisions and what really happens in the event of a loss.

FINANCE TRACK SESSION 1B

Retail R/Evolution: How Shopping Malls and Big Box Retailers Are Adapting to the New Realities of Retail

The much-reported demise of bricks-and-mortar retail is at odds with the views of some of the most forward-thinking real estate professionals operating in this space. Rather, the changing retail landscape has set the stage for a new round of innovation and development that seeks to exploit the opportunities of the re-envisioned retail experience. Come hear how our panel of experts are reusing and repurposing malls and big box locations to take advantage of these opportunities. We will also explore how, in some cases, such adaptation means leaving retail behind.

11:30 AM
DEVELOPMENT TRACK SESSION 1A

Homeless in L.A.: Will We Solve This Crisis?

Learn about the homeless crisis in L.A. County, including the statistics of the number of homeless, the primary drivers of and popular misperceptions about homelessness, the background on Measures H and HHH, and how the City and County plan to use the new funding under these measures, focusing on opportunities for real estate professionals. Then the expert panelists will engage in a candid dialogue on whether the planned uses of the new funding will meaningfully address the County’s homeless crisis and share their insights for real estate professionals and policy makers to have greater impact in addressing this critical issue (including tax and other financial incentives and changes to the zoning and entitlement approval processes).

12:30 PM
Luncheon and Keynote Address:
The Game Changing Impact of the Driverless Cars on the Future of Real Estate

We’re at a watershed moment in the design of our future cities, and it’s all due to driverless cars. No other innovation will impact the urban landscape and the ways people experience cities as thoroughly in the coming years. Gensler Co-CEO Andy Cohen explores the capabilities of driverless cars and how the technology will begin to introduce huge societal shifts – taking our city streets back for people; creating vibrant, amenity-rich communities; displacing jobs in the transportation industry; and reshaping how and where people live, work and play. He outlines important impacts on the future of building design that are already being implemented as cities and city-builders get ready for change.

MODERATOR
Alexandra S. Glickman
Area Vice Chairman and Managing Director
Arthur J. Gallagher & Co.

Phil Ansell
Director
L.A. County Homelessness Initiative

Megan Barclay
Homelessness Coordinator
City of Los Angeles

Robin Hughes
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SVP, Development West Coast Region
Seritage Growth Properties

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MODERATOR
Alexandra S. Glickman
Area Vice Chairman and Managing Director
Arthur J. Gallagher & Co.

Andy Cohen, FAIA
Co-CEO
Gensler
2:00 PM

DEVELOPMENT TRACK SESSION 2A
Solving Our Housing Crisis Through Transit Oriented Development: Panacea or Pie in the Sky?
Momentum is growing to find solutions to our state’s critical housing shortage, while also reducing reliance on automobiles. At the intersection of these efforts is Transit Oriented Development (TOD). This panel of experts explores the use of TOD to facilitate housing production and promote smart growth; legislative efforts at the state and local levels to promote TOD; lessons learned from past TODs; and the opportunities and challenges TODs present for developers and local jurisdictions.

FINANCE TRACK SESSION 2B
Cannabis Real Estate Investment and Development: Navigating the Ever-Changing Landscape of Cannabis in California
With the passage of Prop 64 at the state level and Prop M at the local level, both the State of California and the City of Los Angeles are drafting and implementing new cannabis regulations that will revolutionize the cannabis industry in Los Angeles and throughout California. Come hear legal and industry experts discuss the current and projected regulatory framework for legal cannabis production, manufacture and distribution, and its impacts on real estate in California. Learn how seasoned real estate professionals are investing and lending in the cannabis industry, how such businesses may evolve in the coming years and practical considerations for real estate owners and investors looking to reposition assets to benefit from what is predicted to be a multi-billion dollar industry.

WILD NEW WORLD TRACK SESSION 2C
Real Estate Litigation Hot Topics
This panel will be moderated by seasoned real estate litigators, and will cover litigation topics with a focus on issues pertinent to real estate lawyers and business professionals. Topics will include (i) choice of law and waiving jury trials – effect of Rincon EV Realty LLC v. CP III Rincon Towers Inc.; (ii) what’s a lis pendens, and why it is important?; (iii) Real Estate SPE’s – piercing the corporate veil risks?; and (iv) options for interim relief – writs of attachment, injunctions and receivers.

3:00 PM – Networking Dessert Break

3:15 PM

DEVELOPMENT TRACK SESSION 3A
CEQA and Regulatory Update: Risks and Opportunities for the Real Estate Industry
CEQA lawsuits are increasingly being used to challenge infill and housing projects. Get the latest information on what projects are being challenged, and who is winning or losing. One study says CEQA lawsuits and delay are a serious problem, another says only a few projects actually get challenged. Who is correct? What further regulatory risks are looming on the horizon? Our panel will discuss the risk trends and focus on whether there are any steps that project proponents can take to reduce delay and litigation risk.
WILD NEW WORLD TRACK SESSION 3C
Application of Technology to the Practice of Real Estate

Learn about the latest in legal technology and its application to real estate law. Gain insight into how business teams are utilizing the latest technology to the scope of efficiency of due diligence and deal underwriting, and hear first-hand from current and former in-house real estate attorneys about the changing expectations of clients with respect to the technological capabilities of outside counsel, and the challenges and risks in implementing such tools and services.

0.5 hour of MCLE legal ethics credit available

4:15 PM
Downtown... Neighborhoods, Nay-Sayers, and Nemeses: Will the Rise Fall?

Despite the thousands of units planned or under construction in Downtown Los Angeles, Downtown still faces its unique challenges. Between homelessness, housing prices, growing community influence, lack of residential amenities, an uncertain job market, and pending changes in the Downtown community plans, what is the outlook for Downtown? How are these hurdles changing the real estate and finance landscape?

Rapid Fire: Cutting Edge Topics Real Estate Professionals Need to Know Now

This panel will be fast-paced and jam-packed with practical advice and current knowledge on a wide range of topics that will likely impact your deals this year, including new rules in foreign investment, the latest tax law tips for real estate professionals, dealing with EB-5 distressed deals, update on lease accounting rules, the latest approach in marijuana lease deals, registered investment advisors and SEC enforcement in real estate deals, electronic signatures in commercial real estate deals, top 5 lease form changes, and more.
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frequently asked questions

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The 2018 Real Estate Law and Business Forum will be held at:
Jonathan Club
545 South Figueroa Street
Los Angeles, CA 90071
Information: (213) 624-0881

Valet parking will be available at the Club for $12 per vehicle. The Club parking attendants do not accept tips.

There are a limited number of rooms available at the Jonathan Club. To book a room, please contact Wendy Wiley Willett in the USC Gould CLE office at wwiley@law.usc.edu or call (213) 821-3579.

CHECK-IN AND BADGE PICK-UP
Check-in opens at 7:15 AM with a continental breakfast. Badges will be held at Will Call, located in the foyer on the third floor of the Jonathan Club.

DRESS CODE
The dress code for the Forum is traditional business attire. Jackets and ties for gentlemen are required in several areas of the Club where the Forum sessions will be held. Most areas of the Club prohibit denim, jeans, T-shirts and athletic shoes; the Club may refuse admittance to those not meeting this dress code.

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Email cle@law.usc.edu or call (213) 821-3580 for assistance.

EXHIBITORS
Visit our website at http://gould.usc.edu/cle/realstate or contact Wendy Wiley Willett at wwiley@law.usc.edu or (213) 821-3579 with questions. Exhibitor space is limited, so sign up early!

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2018 REAL ESTATE LAW AND BUSINESS FORUM

THURSDAY, APRIL 12, 2018

Jonathan Club, 545 South Figueroa Street, Los Angeles, CA 90071

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