Gear Up for Disruptive Economics and Its Effect on Real Estate
gear up for disruptive economics and its effect on real estate

Experience the most valuable and highly-attended real estate law and business conference in Southern California. Get the latest industry trends, explore real-world strategies for dealing with major challenges and interact face-to-face with nationally-known industry experts. Choose your focus – attend specialized programming blocks on finance, housing or strategies for a changing world. Learn to thrive in an age of disruption!

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 jazz reception with live music and an open bar. We expect the Forum to sell out again this year, so sign up now!

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http://gould.usc.edu/cle/realestate
**featured speakers**

**JOHN ADAMS** brings 20 years of experience as an architect, real estate strategist and planner to his role as Co-Managing Director of Gensler’s Los Angeles office. Invested in the continued renewal of downtown Los Angeles, John is an advocate for high-performance building repositioning, creative office space and sustainable urban development.

**RICK J. CARUSO** is the Founder and CEO of Caruso, one of the largest and most admired privately held real estate companies in the U.S. Its world-class portfolio of properties continues to expand and include more than a dozen internationally renowned and award-winning retail, residential, mixed-use, and resort hotel destinations. Rick has received numerous awards and distinctions for both his professional and philanthropic work and currently serves as Chair of the USC Board of Trustees.

**WENDY J. GREUEL** was appointed to the Los Angeles Homeless Services Authority’s Board of Commissioners by Los Angeles Mayor Eric Garcetti. She served as a member of the Los Angeles City Council from 2002-2009, where she represented San Fernando Valley and later served as Los Angeles City Controller from 2009 through 2013, where she was only the second woman elected to citywide office in Los Angeles.

**MICHAEL HACKMAN** is the CEO of Hackman Capital Partners, which he founded in 1986. Michael has 40 years of experience in the acquisition, development, management and disposition of real estate assets and has successfully completed hundreds of real estate transactions and capital asset liquidations on four different continents representing in excess of $3B in value.

**STANLEY L. IEZMAN** is American Realty Advisor’s Chairman and CEO, responsible for the strategic planning and direction of ARA’s investing and operational activities. He is a member of the firm’s Investment, Management, and Operations Committees and the Board of Directors. Mr. Iezman is a noted speaker on real estate investment and has authored numerous articles on related issues for real estate, pension, and legal industry publications.

**JESSIE KORNBERG** joined Bet Tzedek as President and CEO in 2014 and during her tenure, has seen the agency grow to address the most pressing legal issues facing low-income families, including the nation’s first transgender medical-legal partnership, Los Angeles’ first low-income tax and small business start-up clinics, and a family preparedness program to respond to growing concerns surrounding the deportation of undocumented parents.

**MICHAEL ROSENFELD** is the Founder and CEO of Woodridge Capital Partners, a broad-based, multi-disciplined real estate investment and development company based in Los Angeles. Woodridge and its affiliates own and develop residential, hotel, resort, and commercial properties throughout the U.S. Mr. Rosenfeld has been a recognized leader in the real estate industry for nearly 30 years and received the Transaction of the Year Award by Americas Lodging Investment Summit for the Century Plaza Hotel and the San Francisco Business Times Hotel Deal of the Year Award for The Fairmont San Francisco Hotel.

**AMY WAN** is Co-Founder and CEO of Sagewise, a legaltech blockchain company. She hosts *The Law and Blockchain Podcast* (a show on The Bitcoin Podcast Network) and has authored the Bloomberg Law practice guide to ICOs and LexisNexus’ Private Equity practice guide. Previously, she was a partner at a boutique securities law firm and General Counsel at a real estate crowdfunding platform.
7:15 AM
Registration and Continental Breakfast

8:00 AM – 9:00 AM
BONUS BREAKFAST SESSION
Cannabis Real Estate: Legal and Ethical Issues Facing the Industry

This expert panel will discuss the legal, ethical, and business issues surrounding the constantly evolving cannabis industry as it pertains to real estate. Learn from the panel as they analyze the newly minted permanent regulations issued by the Bureau of Cannabis Control, federal and state tax issues, and ethical guidelines governing lawyers and real estate professionals.

1 hour of MCLE legal ethics credit available.

9:00 AM – 9:15 AM
Welcome and Opening Remarks

9:15 AM – 10:15 AM
A Conversation with Real Estate Icons

Join two of the most innovative developers in Los Angeles today, Hackman Capital Partners CEO Michael Hackman and Woodridge Capital Partners CEO Michael Rosenfeld, in a conversation with LaSalle Mortgage Real Estate Investors President Glenn Sonnenberg. Hackman Capital Partners’ most recent high profile project is the over $2 billion renovation of the Century Plaza Hotel while Woodridge Capital Partners made news with the Culver City Studios (with Amazon as a recently signed tenant) and the acquisition of CBS Television City. Both real estate icons will reflect on the changing nature of real estate development in greater Los Angeles, the major adaptive reuse projects in West Los Angeles, their thoughts on the economic and demographic drivers of the region and how they believe Los Angeles will look in ten years.

Upcoming USC Gould School Programs

ENTERTAINMENT LAW AND BUSINESS
October 26, 2019 | USC University Park Campus | Los Angeles, California

TRUST AND ESTATE
November 22, 2019 | The Westin Bonaventure Hotel & Suites | Los Angeles, California
From Youth to Maturity: What Changing Demographics Mean for Real Estate

The times they are a-changin’. As baby boomers age, the national conversation has increasingly shifted to how we will house and service this growing demographic. At the same time, Millennials and the “Z” generation are seeking workspaces and living environments that respond to their needs and the stagnancy of wage growth in their demographic. Hear experts on both sides of these challenges with ARA’s Stanley Iezman addressing the graying of America and its impact on retirement savings and funding for an aging population as well as the outlook for real estate followed by a counterpoint presentation from Gensler’s John Adams addressing how real estate developers are reacting to the changing needs and lifestyles of 20 and 30 somethings.

10:15 AM – 11:15 AM

11:15 AM – Networking Break

11:35 AM – 12:35 PM

Blockchain, Smart Contracts and the Future of Real Estate

Learn from the experienced panel as they demystify and explain blockchain technology and its potential applications to commercial real estate transactions and mortgage lending, including an update on current and emerging uses, and the risks and challenges in implementing the technology. The panelists will explore the use of decentralized ledgers and smart contracts to improve efficiency and profitability of real estate transactions, mortgage loan securitization and loan servicing, as well as discuss the emergence of tokenized real estate equity offerings.

Opportunity Zones: All Hype or the Real Deal?

Since being enacted as part of the Tax Cuts and Jobs Act of 2017, the tax incentives provided by investing in Qualified Opportunity Zone businesses and properties have received unprecedented interest in the real estate community. This panel goes beyond a simple description of the rules and discusses actual Opportunity Zone investments and the likely impact these new provisions of the tax law will have on future urban development.

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LUNCHEON KEYNOTE ADDRESS

A Conversation with Rick J. Caruso

In an age of disruption in the way people live and shop, few have not only survived the challenges – but have thrived. Rick Caruso has created people friendly developments such as the Grove, Americana and the new transformative project in Pacific Palisades that enhanced the quality of life and changed retail experiences and surrounding neighborhoods. All this while he has led a career of civic engagement and philanthropy, including his leadership roles with the police commission, the airport commission, USC and the USC Catholic Center, among others. Rick will share his experiences, lessons learned and vision for the future in a candid 30 minute lunchtime conversation.

RICK J. CARUSO
Founder and CEO
Caruso Chair
USC Board of Trustees

INTERVIEWER
Glenn A. Sonnenberg
President and CEO
LaSalle Mortgage Real Estate Investors

PHILIP J. KAYDEN
Senior Investment Officer
Ventas, Inc.
Chicago, IL

JUNG PARK
Managing Director, Healthcare Finance Group
CapitalSource, a division of Pacific Western Bank

MARGARET R. PETERSON, PH.D.
Former President
Dignity Health – California Hospital Medical Center

JON POLLOCK
CEO
Meridian Properties
San Ramon, CA

TIMOTHY J. REIMERS
Polsinelli

MODERATOR
Fernando Villa
Allen Matkins Leck Gamble
Mallory & Natsis LLP

HOUSING TRACK SESSION 1C
Niche Housing Trends: Responses to Disruptive Forces Affecting the Residential Market

This panel will explore the effects of various economic forces on elements of the residential housing market. Such economic forces include rising rental housing costs in major metropolitan areas, leading to the development of “micro apartment units” and “co-housing” developments; the retirement of the baby boomer generation over the next 20 years, leading to concepts of “intergenerational living” that break from conventional norms of “all senior” communities; and the internet “peer to peer” housing rental market (Airbnb and HomeAway) that have had significant effects on the conventional housing rental market, hospitality industry, and home values.

DAVID ARDITI
Principal and Co-Founder
Aria Development Group
Miami, FL

AMAYA GENARO
Director, Community Services
Rancho Mission Viejo

KIRK GOODRICH
President and Partner
Monadnock Development LLC
Brooklyn, NY

PROF. STEPHEN C. SHEPPARD
Professor of Economics
Williams College
Williamstown, MA

MODERATOR
William S. Small
Enenstein Pham & Glass

CHANGING WORLD TRACK SESSION 2A
Healthcare Real Estate

As the healthcare industry shifts the delivery of services to non-traditional settings, it is becoming increasingly important for healthcare providers, developers, investors and attorneys to understand the trends underlying the industry and the issues surrounding healthcare uses. This session will provide an overview of major healthcare trends that affect real estate growth, such as the “population health” movement and the shift to retail space and urban core communities, the rapid consolidation of healthcare providers, the increasing focus on outpatient versus inpatient care, and the challenges and opportunities involved in the investment, entitlement and development of healthcare projects. The panel will also cover industry specific issues in underwriting healthcare deals, including a summary of regulatory issues that present unique issues for healthcare users and their landlords.

PHILIP J. KAYDEN
Senior Investment Officer
Ventas, Inc.
Chicago, IL

JUNG PARK
Managing Director, Healthcare Finance Group
CapitalSource, a division of Pacific Western Bank

MARGARET R. PETERSON, PH.D.
Former President
Dignity Health – California Hospital Medical Center

JOHN POLLOCK
CEO
Meridian Properties
San Ramon, CA

TOM HART
Polsinelli

MODERATOR
Fernando Villa
Allen Matkins Leck Gamble
Mallory & Natsis LLP
**FINANCE TRACK SESSION 2B**

**Nuts & Bolts Refresher on the Transactional Components of Workouts**

This panel begins with a discussion of what distinguishes a workout from a loan modification, including perspectives on where we are currently in the cycle and the roles of client and counsel. The panelists will then tackle the different components of a workout, starting with a notice of an event of default and pre-negotiation agreement through standstill agreements and finally restatements and deeds-in-lieu. Lender, borrower, and counsel for each side will offer their views on the key transactional components of a successful (or unsuccessful) workout.

**HOU SING TRACK SESSION 2C**

**Homeless in L.A.: Will We Solve This Crisis? (The Sequel)**

As a follow up to last year’s session in which we learned about the homelessness crisis in L.A. and how the City and County planned to solve it, this panel will explore what has happened since last year, what has worked, what has not worked and what we need to do to solve this crisis moving forward. Specifically, they will discuss what has happened since the passage of Measures H and HHH, what progress has been made, what barriers exist to future progress, what populations are the most at risk, and what real estate professionals and policy makers can and should be doing to solve this crisis.

**HOUSING TRACK SESSION 2C**

**Will We Solve This Crisis? (The Sequel)**

**Wendy J. Greuel**
Member, Board of Commissioners
Los Angeles Homeless Services Authority

**Jessie Kornberg**
President and CEO
Bet Tzedek Legal Services

**Martine Singer**
President and CEO
Children’s Institute

**Jacqueline Waggoner**
Vice President and Southern California Market Leader
Enterprise Community Partners

**MODERATOR**

**Meryl K. Chae**
Skadden, Arps, Slate, Meagher & Flom LLP

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**3:35 PM – 4:35 PM**

**CHANGING WORLD TRACK SESSION 3A**

**How Can Lawyers Change the World?**

Lawyers, through their experience and specialized knowledge, are uniquely situated to assist individuals, non-profits, charities and communities navigate a wide range of social and transactional issues that make a lasting impact (sometimes referred to as “Impact Transactional Work”). This panel will discuss practical ways in which real estate and other transactional lawyers can help bring about meaningful change, through legal and non-legal work, and how lawyers can change the world with a relationship focused, holistic approach, to issues both big and small, recognizing that there is no silver bullet to most social and community problems.

**MODERATOR**

**Peter A. Mair**
Skadden, Arps, Slate, Meagher & Flom LLP

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**FINANCE TRACK SESSION 3B**

**Recession Redux? Revisiting Real Estate Workout and SPE Bankruptcies**

After nearly a decade of expansion, the real estate market is beginning to flatten, interest rates are increasing and real estate workouts are on the rise. Utilizing a case study of a distressed commercial property, the experienced panel will guide you through business and legal strategies in a commercial property workout and discuss key issues that often arise, including loss prevention pre-litigation, enforcement of guaranties, receiverships, foreclosures, and bankruptcy.

**MODERATOR**

**Daniel K. Liffmann**
Mayer Brown LLP

---

**FINANCE TRACK SESSION 2B**

**Recession Redux? Revisiting Real Estate Workout and SPE Bankruptcies**

**Mark Macedo**
Managing Partner
Geneva Street Partners Company, LLC

**Craig Oram**
Head of Debt Originations
LaSalle Mortgage Real Estate Investors

**Eric V. Rowen**
Greenberg Traurig, LLP

**Adam B. Weissburg**
Cox, Castle & Nicholson LLP

**MODERATOR**

**William D. Ellis**
Akerman LLP

---

**FINANCE TRACK SESSION 3B**

**Recession Redux? Revisiting Real Estate Workout and SPE Bankruptcies**

**Diego Cartagena**
Vice President, Legal Programs
Bet Tzedek Legal Services

**Ysabel Jurado**
2019 Skadden Fellow
Bet Tzedek Legal Services

**Adam Murray**
Executive Director
Inner City Law Center

**MODERATOR**

**Diego Cartagena**
Vice President, Legal Programs
Bet Tzedek Legal Services

**Ysabel Jurado**
2019 Skadden Fellow
Bet Tzedek Legal Services

**Adam Murray**
Executive Director
Inner City Law Center

**MODERATOR**

**Peter A. Mair**
Skadden, Arps, Slate, Meagher & Flom LLP

---

**FINANCE TRACK SESSION 3B**

**Recession Redux? Revisiting Real Estate Workout and SPE Bankruptcies**

**Bridget S. Johnsen**
Sidley Austin LLP

**Robert J. Odson**
Shumener, Odson & Oh LLP

**Tomas A. Ortiz**
The Ortiz Law Firm

**MODERATOR**

**William D. Ellis**
Akerman LLP
HOUSING TRACK SESSION 3C

Proposition 10, Is It Dead? Or Just Resting?

Proposition 10, the controversial ballot initiative to repeal Costa Hawkins (a state law limiting rent control), was rejected by voters last November. But, housing advocates are still pushing for stronger rent control and it is widely expected that either a follow-on initiative or other legislation could be adopted soon. If Costa Hawkins is repealed, cities like Santa Monica, West Hollywood and Berkeley, could eliminate vacancy decontrol and impose much stricter limits on rents. There are raging debates over whether rent control policies are harmful or helpful to the production and maintenance of housing. Come hear about the politics of any revived initiative, the types of measures Santa Monica would consider if Costa-Hawkins were repealed, and the impacts of rent stabilization on the production of housing.

Claudia Cappio
Former Assistant City Administrator
City of Oakland
Fellow, UC Berkeley Terner Center for Housing Innovation
Berkeley, CA

Mike Murphy
Co-Director
USC Dornsife Center for the Political Future

Yibin Shen
Chief Deputy City Attorney
Municipal and Code Enforcement Divisions
Santa Monica City Attorney’s Office

MODERATOR
Amy R. Forbes
Gibson, Dunn & Crutcher LLP

4:35 PM – Passing Period

4:40 PM – 5:40 PM
Lightning Round: Cutting Edge Topics that Every Real Estate Professional Needs to Know

This panel will be jam-packed with current knowledge and practical advice on a wide range of topics that could impact your real estate deals this year, including expanded regulations on foreign investment into real estate, practical experience in dealing with fraudulent EB-5 transactions, updates on the phasing out of LIBOR and need to know tips and pointers for your financing transactions, and the latest impact of government regulation on electric scooters and land use in different cities.

Susan J. Booth
Holland & Knight LLP

Jon D. Fleming
CEO
Legacy Receiverships
San Diego, CA

Dj Moore
Latham & Watkins LLP

Sarah Spyksma
Managing Counsel, Commercial Real Estate Finance Section
Wells Fargo Bank, N.A.

MODERATOR
Jane Hinton
Hunton Andrews Kurth LLP

5:40 PM – Networking Jazz Reception
Enjoy cocktails, fine hors d’oeuvres and live jazz while networking with speakers, industry leaders and innovators.

continuing education credit

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ACCOUNTANTS: This program meets the guidelines set by the California State Board of Accountancy in the amount of 7 hours.
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Nam Joe  
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Vice Chairman  
CBRE

Gary York  
Ballard Spahr LLP
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Your registration fee includes all Forum sessions, including the bonus breakfast session and keynote luncheon, networking breaks, jazz reception, continuing education credit, access to the Forum’s mobile app and an electronic download of the Forum Syllabus (distributed electronically before the Forum).
Register early before the Forum sells out!

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For more information, visit our website: http://gould.usc.edu/cle/realestate.

LOCATION, PARKING AND ACCOMMODATIONS
The 2019 Real Estate Law and Business Forum will be held at:
Jonathan Club
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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.

DIETARY RESTRICTIONS AND SPECIAL ACCESS NEEDS
Email cle@law.usc.edu or call (213) 821-3580 for assistance.

EXHIBITORS
Visit our website at http://gould.usc.edu/cle/realestate 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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THURSDAY, APRIL 11, 2019
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