

Capital MarketPlace West LOS ANGELES

April 20, 2010

The Skirball Cultural Center

Attend the only real estate finance conference where retailers, owners, developers and capital providers meet for one day under one roof.

Program

April 20, 2010
Skirball Cultural Center
Los Angeles, CA



7:30 am – 6:00 pm

Registration

7:30 – 8:30 am

Continental Breakfast

8:30 – 8:45 am

Welcome & Introduction

Leslie Lundin

*ICSC 2010 Capital Marketplace West Program Planning Committee
President & Managing Partner
LBG Realty Advisors, LLC
Los Angeles, CA*

8:45 – 9:15 am

Economist Address

Dr. Sam Chandan, PhD, FRICS

*President and Chief Economist
Real Estate Economics, LLC
New York, NY*

9:15 – 10:15 am

The Capital Conundrum

Just when you think it's safe to invest, you get smacked in the face with yet another doozie; economic catastrophe, scandal, natural disaster, war, too much debt, unemployment up to down, will we double dip...it never ends. 2010 is shaping up to be a year where we just might be able to get back to business, or is it. How do you make sense of it all? Don't get bogged down in the details. See the big picture. What does it all mean for the capital markets?

MODERATOR

Leslie Lundin

*ICSC 2010 Capital Marketplace West Program Planning Committee
President & Managing Partner
LBG Realty Advisors, LLC
Los Angeles, CA*

PANELISTS

Greta Guggenheim

*President
Ladder Capital
New York, NY*

Michael Sarkozi

*Managing Director
JP Morgan Securities, Inc.
New York, NY*

Lee H. Wagman

*Vice Chairman
CityView
Los Angeles, CA*

Simon Ziff

*President
AZ-Garnet Loan Sale Advisors
New York, NY*

10:15 – 10:30 am

Networking Break

10:30 – 11:30 am

Concurrent Sessions

1. BRIDGE LOANS

Where do you get the money? How is it underwritten and how much does it cost? What is the recourse and how much can you get and for how long? From DPO to a stabilized take out or sale – From loan maturity to a stabilized take out or sale – From lease up to a stabilized take out or sale – From, should I say, "value add purchase" to a stabilized take out or sale.

MODERATOR

Mark Strauss

*Managing Director
Cohen Financial
Newport Beach, CA*

PANELISTS

Wayne Brander

*California Region Manager
US Bank Commercial Real Estate
Los Angeles, CA*

Pat Crandall

*Managing Director Real Estate Finance
CIBC World Markets
Los Angeles, CA*

Jeff Friedman

*Principal
Mesa West Capital
Los Angeles, CA*

Joan Kramer

*Managing Director
Kennedy Wilson
Beverly Hills, CA*

Tom Sherlock

*Managing Director
Buchanan Street Partners
Newport Beach, CA*

2. NOTE BUYING

This panel will address (a) the motivations of portfolio lender and servicers/special servicers in making a decision to sell, or not sell, performing and non performing loans and REO, (b) the levels of activity in these areas, and trends, including in the FDIC and governmental space, (c) strategies used by investors/operators who are trying to capitalize on opportunities in this area, (d) strategies used by existing borrowers who are attempting to do the same, and (e) the market for debt and equity to finance these transactions.

MODERATOR

Jesse Sharf

*Partner & Co-Chair, Real Estate Department
Gibson, Dunn & Crutcher LLP
Los Angeles, CA*

PANELISTS

Michael Carp

*Executive Vice President
Berkadia Commercial Mortgage LLC
Dallas, TX*

Patrick Hanlon

*Principal
Ackman-Ziff Real Estate Group, LLC
New York, NY*

Raymond W. Lowe

*Managing Director
Wells Fargo Real Estate Merchant Banking
Los Angeles, CA*

Brian Shirken

*Co-Founder and Principal
Columbus Pacific Properties
Santa Monica, CA*

Peter Sotoloff

*Managing Director
Blackstone Group
New York, NY*

11:30 am – 12:30 pm

Concurrent Sessions

1. TERM LOANS, CMBS, AND LIFE INSURANCE COMPANIES

Long term debt has reentered the building. Life Insurance Companies are roaring back with lots of money to put out in 2010. A vehicle called CMBS has re-emerged. Is competition back? If so will it mean higher LTV's? longer Amortizations? compressed spreads? non recourse? Lets Ask Them? Are banks over the concern about taking the balance sheet risk on CMBS originations? Lets find out how close they are to successful securitizations. Let's hear about what's really closing.

MODERATOR

Steven Hinds

*President
George Elkins Mortgage Banking
Los Angeles, CA*

PANELISTS

Paul Armor

*Western Regional Director
Goldman Sachs
Dallas, TX*

Colin Elder

*Vice President Mortgage Loans
Symetra Financial
Bellevue, WA*

Brian McLean

*Director of West Coast Lending
Principal Financial Group
Des Moines, IA*

2. CMBS SPECIAL SERVICERS—SOLVING PROBLEMS, OR EXTENDING AND PRETENDING?

A panel of CMBS Special Servicers will share their in-the-trenches thoughts on what is being done with troubled CRE loans today.

Are they working with borrowers to solve the problems, or are they pushing out the problems and delaying the inevitable? What is the best approach for a borrower to take with the Special Servicer when their loan is in trouble? How can distressed note buyers get into the game?

MODERATOR

David Rosenthal, MAI, MRICS

*President & CEO
Curtis-Rosenthal, Inc
Los Angeles, CA*

PANELISTS

Curt Spaugh

*Senior Vice President
Helios AMC, LLC
San Francisco, CA*

Kevin Semon

*Vic President, Special Servicing Manager
Midland Loan Services
Overland Park, KS*

12:30 – 1:00 pm

Luncheon Served

1:00 – 1:45 pm

Private Equity Update

Private equity consists of firms and their operating portfolio companies as well as investment vehicles whose interactions have a large impact on our economy. Private equity investors own or control a significant portion of American enterprise. Current private equity results, trends and financing strategies will be discussed by private equity principals.

MODERATOR

John Troughton

*Senior Director, Brokerage
Cushman & Wakefield
Oakland, CA*

PANELISTS

Matthew Garff

*Sun Capital Partners
Los Angeles, CA*

Lanhee C. Yung

*Head of Investor Relations & Fundraising
CIM Group
Los Angeles, CA*

1:45 – 2:30 pm

Keynote Address

John H. Semcken III

*Vice President
Majestic Realty
City of Industry, CA*

2:30 – 3:00 pm

Networking Break

3:00 pm

Concurrent Sessions

1. OPPORTUNISTIC LENDERS FOR DISTRESSED PROPERTIES AND NOTE ACQUISITIONS

Hardly a day goes by that “commercial real estate in distress” is not featured in the press. A lender may own real property as a result of a deed in lieu or foreclosure. An existing owner might be trying to refinance an overleveraged asset. Or an investor may be seeking yield or access to property through the discounted acquisition of sub-performing or non-performing notes. Where is the capital coming from to provide alternative solutions to conventional sources such as banks, life insurance companies, and the GSE’s, who, in most cases, will not lend on these properties? Some of these sources are new, while others are seasoned. But one thing they have in common is that they have capital, are ready to put it to work, and expect to see a steady deal flow for the next few years. Come find what to expect from this type of capital and why they will be in demand for some time to come.

MODERATOR

Guy Johnson

President
Johnson Capital
Irvine, CA

PANELISTS

Scott Douglass

Principal
Prime Finance Partners
New York, NY

Mark A. Fluent

Managing Director
The Pembroke Group
Beverly Hills, CA

Michael Hurst

Vice President
Buchanan Street Partners
Newport Beach, CA

2. WORKOUTS

Migrating the current climate of workouts in an era of tranced debt, limited liquidity and bank takeovers.

MODERATOR

William Bernfeld

Partner
K&L Gates
Los Angeles, CA

PANELISTS

William J. Hoffman

President & CEO
Trigild
San Diego, CA

Ken Swenson, Esq

Divisional Counsel
Bank of America
Los Angeles, CA

Adam Weissburg

Partner
Cox Castle & Nicholson
Los Angeles, CA

4:00 – 6:00 pm

Networking Reception with Lender Pavilion and Dealmaking

Got a deal? Go shopping for money at the lender pavilion: Lenders of all shapes and sizes with an appetite to do business will be on hand to talk deals.

6:00 pm

Conference Adjourns

Program Planning Committee:

Leslie Lundin

ICSC 2010 Capital Marketplace West Program
Planning Committee Chair
President & Managing Partner
LBG Realty Advisors, LLC
Los Angeles, CA

Michael Sanchez

ICSC 2010 Capital Marketplace West Program
Planning Committee Co-Chair
Principal
Capitalstack
Los Angeles, CA

David Rosenthal, MAI, MRICS

ICSC 2010 Capital Marketplace West Program
Planning Committee Co-Chair
President & CEO
Curtis-Rosenthal, Inc.
Los Angeles, CA

William Bernfeld

Attorney at Law
KL Gates LLP
Los Angeles, CA

Jeff Friedman

Principal
Mesa West Capital
Los Angeles, CA

Steve Hinds

President
George Elkins Mortgage Banking
Los Angeles, CA

William Hoffman

President & CEO
Trigild
San Diego, CA

Guy Johnson

President
Johnson Capital
Irvine, CA

Ashley Powell

Managing Director
RREEF
San Francisco, CA

Mark Strauss

Managing Director
Cohen Financial
Newport Beach, CA

John D. Troughton

Senior Director – Brokerage
Cushman & Wakefield, Inc.
Oakland, CA

Adam Weissburg

Partner
Cox Castle & Nicholson LLP
Los Angeles, CA

Simon Ziff

President
AZ-Garnet Loan Sale Advisors
New York, NY

REGISTRATION FORM

How to Register

Fax +1 732 694 1800 *Credit card registrations only*

Online www.icsc.org *Credit card registrations only*

Mail ICSC
P.O. Box 26958
New York, NY 10087-6958

Registration Fee

	ADVANCE	ON-SITE
ICSC Member*	\$ 395	\$ 495
NAIOP Member*	\$ 395	\$ 495
Non-Member	\$ 550	\$ 650
Student**	\$ 50	\$ 50

*To qualify for a member fee, each registrant must be an ICSC or NAIOP member. A company membership does not entitle every employee of that company to the reduced registration fee. An affiliate membership is required for each employee requesting a Member Fee.

Non-Members: Become a Member today and save on the registration fee.

**Registrants must be ICSC student members to qualify for the student rate.

Deadlines

To be listed in the Meeting Attendees List, you must register by **Tuesday, April 13.**

To qualify for the advance registration fee, your registration must be received by 12:00 noon EST on **Tuesday, April 13.**

Cancellations

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after Friday, April 2. All requests for refunds must be received by ICSC in writing.

Special Needs

Any disabled individual desiring an auxiliary aid for this meeting should notify Michelle James at +1 646 728 3689 or at mjames@icsc.org no later than Friday, March 19.

I authorize ICSC to send me announcements, via fax, e-mail, phone or otherwise about ICSC programs and services that may be of interest to me or my colleagues.

Please Check I am a first time attendee

Name	Company	
Address		
City	State/Province	Zip/Postal Code
Telephone	Fax	
E-mail	Your membership I.D.#	

Please check here if any of the above information has recently changed.

2010CFW

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SPONSORSHIP FORM

Platinum Sponsor—\$3,000

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- Four (4) Complimentary Conference Registrations
- Company recognition at podium
- High visibility signage throughout conference
- Half-page ad in the At-Door Program
- Company name posted on the ICSC and NAIOP websites and any promotional piece
- Company logo and write-up (150 words) in the At-Door Program
- Platinum sponsor ribbons for all company attendees

Gold Sponsor—\$2,000

Benefits include:

- Preferred exhibitor table location
- Two (2) Complimentary Conference Registrations
- Company recognition at podium
- High visibility signage throughout conference
- Quarter-page ad in the At-Door Program
- Company name posted on the ICSC and NAIOP websites and any promotional piece
- Company logo and write-up (150 words) in the At-Door Program
- Gold sponsor ribbons for all company attendees

Silver Sponsor—\$1,000

(Sign up before March 12th, and the Silver Sponsorship is \$600)

Benefits include:

- Guaranteed exhibitor table
- One (1) Complimentary Registration
- Company name posted on the ICSC and NAIOP websites
- Silver sponsor ribbons for all company attendees

Reserve your place now by returning this form along with:

1. Payment via credit card or check made payable to ICSC
2. A one-paragraph company description to mjames@icsc.org
3. Company logo in 300-dpi, tif, jpeg, or eps. format

Sponsorships are limited and will be assigned on a first-come, first-served basis. Please select your second, third and fourth choices in case your first choice is not available: Platinum Gold Silver Non-Lender Silver

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Credit Card Number (include all digits)

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Expiration Date (month/year)

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