

# 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*

### Jonathan Klein

*Managing Director  
Fortress Investment Group  
Los Angeles, CA*

### 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 Armour**

*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

### **David Boswell**

*Vice President, Special Services Manager  
Key Bank Real Estate Capital  
Kansas City, MO*

### **Timothy A. Mazzetti**

*Partner & Executive Vice President  
Cohen Financial  
Chicago, IL*

### **Kevin Semon**

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

### **Curt Spagh**

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

**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*

**Stephan Kachani**

*Vice President  
Lone Oak Fund, LLC  
Los Angeles, CA*

### 2. WORKOUTS

Migrating the current climate of workouts in an era of tranching 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](http://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](mailto: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

<b>Name</b>	<b>Company</b>	
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<b>City</b>	<b>State/Province</b>	<b>Zip/Postal Code</b>
<b>Telephone</b>	<b>Fax</b>	
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Please check here if any of the above information has recently changed.

2010CFW

### Method of Payment

Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_

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## SPONSORSHIP FORM

### Platinum Sponsor—\$3,000

**Benefits include:**

- Prime exhibitor table location on a first-come, first-served basis
- 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](mailto:mjames@icsc.org)
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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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**Signature**

**Expiration Date** (month/year)

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