2019 REAL ESTATE LAW AND BUSINESS FORUM

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

• John Adams (Managing Director, Gensler)
• Rick J. Caruso (Founder & CEO, Caruso; Chair, USC Board of Trustees)
• Wendy J. Greuel (Los Angeles Homeless Services Authority Commission)
• Michael Hackman (Founder & CEO, Hackman Capital Partners)
• Stanley L. Iezman (Chairman & CEO, ARA | American Realty Advisors)
• Jessie Kornberg (President & CEO, Bet Tzedek Legal Services)
• Michael Rosenfeld (Founder & CEO, Woodridge Capital Partners, LLC)
• Glenn A. Sonnenberg (President & CEO, LaSalle Mortgage Real Estate Investors)
• Amy Wan (Co-Founder & CEO, Sagewise)
• plus dozens of other real estate stars!

Gear Up for Disruptive Economics and Its Effect on Real Estate

REGISTER ONLINE NOW AT: HTTP://GOULD.USC.EDU/CLE/REALESTATE #USCREForum
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!

sponsors

USC Gould gratefully acknowledges the sponsors of the 2019 Real Estate Law and Business Forum:

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USC Gould gratefully acknowledges the co-sponsors of the 2019 Real Estate Law and Business Forum:

- Beverly Hills Bar Association
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- Central City Association of Los Angeles
- Connect Media
- Los Angeles County Bar Association Real Property Section
- Los Angeles County Economic Development Corporation
- Los Angeles Headquarters Association (LAHq)
- SPIRE – Stanford Professionals In Real Estate
- Urban Land Institute Los Angeles
- USC Lusk Center for Real Estate

For a complete and up-to-date list of Forum sponsors and co-sponsors, please visit our website: http://gould.usc.edu/cle/realestate
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 the only 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. Woodridge Capital Partners’ most recent high profile project is the over $2 billion renovation of the Century Plaza Hotel while Hackman 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
10:15 AM – 11:15 AM
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.

John Adams
Managing Director
Gensler

Stanley L. Iezman
Chairman and CEO
ARA | American Realty Advisors

11:15 AM – Networking Break

11:35 AM – 12:35 PM
CHANGING WORLD TRACK SESSION 1A
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.

Henry Elder
Co-Founder
Digital Asset Advisors

Gregg J. Loubier
Alston Bird LLP

Amy Wan
Co-Founder and CEO
Sagewise

MODERATOR
Scott H. Kimpel
Hunton Andrews Kurth LLP
Washington, D.C.

FINANCE TRACK SESSION 1B
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.

Korb W. Maxwell
Polsinelli
Kansas City, MO

Brent Parker
Principal
Novogradac & Company LLP

Leonardo Simpsner
Founder and Managing Director
LLJ Ventures
San Diego, CA

Mark Strauss
Managing Director
Walker & Dunlop, Inc.

MODERATOR
Pamela L. Westhoff
Sheppard, Mullin, Richter & Hampton LLP
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

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.

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

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
HOUSING 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.

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

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 reinstatements 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.

Bridget S. Johnsen
Sidley Austin LLP

Robert J. Odson
Shumener, Odson & Oh LLP

Tomas A. Ortiz
The Ortiz Law Firm

MODERATOR
Daniel K. Lifliemann
Mayer Brown LLP

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.

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
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.

Bridget S. Johansen
Sidley Austin LLP

Robert J. Odson
Shumener, Odson & Oh LLP

Tomas A. Ortiz
The Ortiz Law Firm

MODERATOR
William D. Ellis
Akerman LLP

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
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 & Crutchler 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.

Hosted by Stroock & Stroock & Lavan LLP

continuing education credit

ATTORNEYS: USC Gould School of Law, a State Bar of California-approved provider, certifies that this activity qualifies for Minimum Continuing Legal Education credit in the amount of 7.5 hours, of which 1 hour applies to legal ethics credit. This event may meet the requirements for continuing legal education credits in other states. Please check with the State Bar Association or Supreme Court in the state in which you are seeking continuing legal education credits to see if this program is eligible.

ACCOUNTANTS: This program meets the guidelines set by the California State Board of Accountancy in the amount of 7 hours.
REGISTRATION
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!

AUDIO RECORDINGS AND SYLLABUS
Attending but want to refer back to a session later? Purchase audio recordings at a discount with your registration ticket.
Can’t attend? Purchase audio recordings and the Forum Syllabus and receive California CLE self-study credit for listening to the sessions.
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
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.

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!

CANCELLATIONS
All registrations and purchases are final and non-refundable.

QUESTIONS?
Email cle@law.usc.edu or call (213) 821-3580.

MAILING LIST
Email clereg@law.usc.edu to join our mailing list and keep up-to-date on our programs.
registration form

USC Gould School of Law
2019 Real Estate Law and Business Forum
Thursday, April 11, 2019
Jonathan Club, 545 South Figueroa Street, Los Angeles, CA 90071

Registrant Name: ____________________________________________
Occupation/Title: ____________________________________________
Organization/Law School: ______________________________________
Address: ____________________________________________________
City: ___________________________ State: _______ Zip: ____________
Telephone: ____________________ Email: ________________________

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☐ Check here if you are a USC alumnus (Class of ____________).

SELECT REGISTRATION TYPE

BASIC REGISTRATION
☐ $429 Early-Bird Registration (sent on or before March 22, 2019)
☐ $479 Standard Registration (sent after March 22, 2019)

SPECIAL REGISTRATION CATEGORIES
☐ $379 Early-Bird Registration for co-sponsors and local bar association members
  (sent on or before March 22, 2019)
  Bar Association/Membership: ________________________________
☐ $429 Standard Registration for co-sponsors and local bar association members
  (sent after March 22, 2019)
  Bar Association/Membership: ________________________________
☐ $150 Full-Time Law Student Registration

AUDIO RECORDING ADD-ON OPTION (Delivered after the Forum)
☐ $99 (Purchased with a Registration)
☐ $199 (Purchased without a Registration)

CHOOSE PAYMENT METHOD

1. Check: Mail checks payable to USC Gould School of Law with completed registration form to:
   USC Gould Continuing Legal Education
   Real Estate Forum Registration
   699 Exposition Boulevard, Suite 326, Los Angeles, CA 90089
   Enclosed Check #: ____________________ $ __________

2. Credit Card: Register and pay online: http://gould.usc.edu/cle/realestate
   If you attended one of our recent Forums, an existing online account is linked to your email address. Passwords can be reset or sent to you

contact information

USC Gould School of Law – Continuing Legal Education
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Telephone: (213) 821-3580    Email: cle@law.usc.edu    Website: http://gould.usc.edu/cle
Office hours are 9:00 a.m. to 5:00 p.m. Pacific Time, Monday – Friday (excluding holidays)
Gear Up for Disruptive Economics and its Effect on Real Estate

The most highly attended real estate law and business conference in Southern California. Can’t-miss features: national speakers, bonus breakfast session and a lively networking jazz reception.

MORNING KEYNOTES:
- Michael Hackman (Founder and CEO, Hackman Capital Partners)
- Michael Rosenfeld (Founder and CEO, Woodridge Capital Partners, LLC)

LUNCHEON KEYNOTE:
- Rick J. Caruso (Founder and CEO, Caruso; Chair, USC Board of Trustees)

We expect a sellout so sign up now!

THURSDAY, APRIL 11, 2019

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http://gould.usc.edu/cle/realestate

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