

THE STEVEN L. NEWMAN REAL ESTATE INSTITUTE AND
THE GREATER NEW YORK CONSTRUCTION USER COUNCIL
PRESENTS



REAL ESTATE REPOSITIONING: A STRATEGY FOR THE NEW ECONOMY

*Wednesday, October 20, 2010
8:00 A.M. to 12:30 P.M.*

McGraw-Hill Auditorium
1221 Avenue of the Americas, 2nd Floor
New York, NY 10020

This seminar will provide building owners and managers with a practical guide to the design, financing and implementation of programs to increase asset value through repositioning existing buildings. Speakers will offer insight into the market forces driving asset revaluation, implementation techniques and the sources of incentives, tax credits and financing.

INTRODUCTORY REMARKS:

Jack S. Nyman
Director
The Steven L. Newman Real Estate Institute

MODERATOR:

Kenneth M. Block, Esq
Partner
Tannenbaum Helpern Syracuse & Hirschtritt LLP



KEYNOTE SPEAKER: Anthony Malkin
President
Malkin Holdings
Empire State Building Company

Panel 1: Market Forces Driving Repositioning

Dennis Friedrich
President and CEO, U.S. Commercial Operations
Brookfield Office Properties

Ray Quartararo
International Director
Jones Lang LaSalle

Marc Spector, AIA
Principal
The Spector Group

Panel 2: Implementation Techniques

Sukanya Paciorek
Energy & Sustainability Program Director
Vornado Realty Trust

Joseph Romano
Senior Associate
Langan Engineering

Dana Robbins Schneider
Northeast Market Lead, Energy and Sustainability Services
Jones Lang LaSalle

Geraldine Walsh
Vice President and Regional Director of Operations
Grubb & Ellis Management Services, Inc.

Panel 3: Sources of Incentives, Tax Credits and Financing

Mary A. Brennan
SVP, Director of Field Offices
Community Preservation Corp.

Nicholas D'Alessandro, CPA

Scott O'Sullivan, CPA
Partner
Margolin, Winer & Evens LLP

Scott A. Singer
Principal
The Singer & Bassuk Organization LLP

ABOUT THE STEVEN L. NEWMAN REAL ESTATE INSTITUTE

The Steven L. Newman Real Estate Institute, located at Baruch College, provides applied research, professional and continuing education, and conferences to the real estate industry, as well as organizations focused on public policy. Since its founding in 1996, the Institute has pursued and provided timely insight on critical urban issues beyond those traditionally associated with core real estate topics. Focus areas include sustainability, historic preservation, asset repositioning, energy efficiency, comparative market analysis, econometrics, property remediation, building retrofits, and public transportation needs to name but a few. The professional and continuing education offerings are New York State-approved and include certificate programs in real estate, sustainability, construction management, and facilities management. In all efforts, the Institute's approach is to identify pivotal theoretical knowledge and research and convert it into a clarified form for immediate assimilation by industry and related organizations, agencies, and professional organizations.

ABOUT THE GREATER NEW YORK CONSTRUCTION USER COUNCIL

The Greater New York Construction User Council (GNYCUC) advances the practical needs of owners and users of construction and construction-related services in New York through an understanding of construction policy, methodology and technology. Our goals:

- To promote cost-effective and safe construction
- To encourage a higher level of professionalism in project management
- To provide a key forum to discuss issues, policies and laws affecting the construction industry
- To better understand new technology and new initiatives in sustainable construction

Corporate Participation. Membership is on a company, rather than personal basis, which allows for broader participation.

WHEN:

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WHERE:

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HOW MUCH:

TICKET: \$150
(Includes Continental Breakfast)

RESERVE SEATING FOR 8 PEOPLE:

\$1,000

PROGRAM SPONSOR:

\$1,500

(Includes 2 Tables & Special Advertising Opportunities)
Council Members Entitled to (2) Complimentary Tickets

PLEASE MAKE CHECKS PAYABLE TO

The Greater New York Construction User Council
c/o: The Berman Group,
380 Lexington Avenue,
Suite 2112, New York, NY 10168
Attn: Andrea Coan

Register Today! Fax Reservation Form To **(212) 450-7301**,
Call Andrea Coan At **(212) 450-7300 X 207** Or Via E-Mail At
acoan@bermangrp.com

Number of Tickets x \$150. = \$ _____

Number of Tables x \$1,000. = \$ _____

Program Sponsor x \$1,500. = \$ _____

Total \$ _____

Names: _____

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