

## **Real Estate Industry Seminar CRP 537**

Cornell University  
Fall 2009

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### **Instructor**

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### **Schedule**

Thursday 4:30 to 6:30 pm  
198 Beck Center (adjoining Statler)  
Reception to follow at 6:30 pm

**Office Hours:** NA

### **Assistant:**

Kim Swartz  
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### **COURSE PREREQUISITES**

Enrollment in good standing within the Program in Real Estate. Guests welcome by invitation of student, faculty, staff, Cornell Real Estate Council or Advisory Board members of the Program.

### **COURSE DESCRIPTION**

The real estate industry seminar features guest speakers selected from throughout the real estate industry addressing their segment of the field as well as critical issues and topics in their area of expertise. Topics range from global capital markets to green development, new investment opportunities, financing and deal structures, and more. Current projects, case studies, brief company profiles, career paths, and other approaches constitute the formal presentation, which is typically followed by a question and answer session with lively exchange between students and the seminar leaders.

Hearing from professionals from a variety of industry segments and geographic areas paints a broad picture of an industry, provides insights into niche areas of expertise, and highlights the variety of careers and companies available to future industry professionals.

### **COURSE SCHEDULING & COMMUNICATION**

The weekly seminar agenda will be announced each week with related readings, if applicable, and preparation materials. A tentative schedule for the semester is provided below. The course site for the Real Estate Industry Seminar will be on Blackboard, where course materials and supplements can be found. Access the site at [www.blackboard.cornell.edu](http://www.blackboard.cornell.edu). Log in with your net id and password and select the course.

### **READINGS/MATERIALS**

Selected readings and materials submitted by guest speakers will be posted to the course via Blackboard. Readings and assignments will be posted to the course site on a rolling basis throughout the semester, and students should visit the course site routinely for course updates and assignments.

### **ATTENDANCE POLICY**

Attendance and contribution in a meaningful, informed way to discussions is encouraged at every seminar session. Please contact the instructor in advance if you will need to be excused from seminar. More than two excused absences may result in needing to retake semester in a subsequent semester. Seminar starts promptly at 4:30 pm, and so you are asked to arrive at 4:25 pm at the latest. Breaks in the middle are at the discretion of the guest, and so please come prepared to go the full two hours without a break.

### **COURSE REQUIREMENTS**

#### I. “Seminar Preparation Notes” and Participation (100%)

Students and guest speakers alike benefit the most from the Real Estate Industry Seminar when students have adequately researched the guest’s background, company and presentation topic and arrive with a knowledge base necessary for a lively, engaging event. Guest bio’s, company information, and brief readings, when available, will be distributed in the week leading up to each seminar as background information. Students will be expected to prepare very brief “Preparation Notes” prior to each seminar that are submitted via the course’s Blackboard digital drop box. The assignment should reflect your preparation for the seminar, and can be as brief as preparation of a few questions to a more involved organization of thoughts in response to readings. The “notes” will be evaluated based on students’ level of engagement with the speaker’s background, field, seminar topic, and other materials as assigned prior to seminar.

Instructions for posting to the Blackboard digital drop box:

- |        |                                  |
|--------|----------------------------------|
| Step 1 | Login to your Blackboard account |
| Step 2 | Select Tools                     |
| Step 3 | Select Digital Drop Box          |
| Step 4 | Select Add File                  |
| Step 5 | Compose or past document         |
| Step 6 | Select Send File                 |

You should submit the file in the format of Lastname\_Firstname\_(date of seminar). When uploading, please enter the speaker's name in the title field.

## COURSE SCHEDULE

THE FOLLOWING SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE.  
THE BLACKBOARD SITE AND E-MAIL WILL PROVIDE THE MOST UP-TO-DATE COURSE INFORMATION.

<u>Date</u>	<u>Guest</u>	<u>Themes/Topics/Areas of Expertise</u>
27-Aug	Kevin Fitzpatrick ( <i>Hotel '76</i> ) Managing Director Longview Investments, LLC New York, NY	Reflections on the Real Estate Industry Today
3-Sept	Marty Collins President and CEO Gatehouse Capital Corp Dallas, TX  Lela Borrero ( <i>MPS-Real Estate '07</i> ) Director Gatehouse Capital Corp Hollywood, CA	An Inside Look at Hotel Development
10-Sept	Charles Hewlett Managing Director Robert Charles Lesser & Company, LLC Washington, DC	Organizational Strategy in Real Estate Companies
17-Sept	Jon Geanakos Managing Director Co-Head of Real Estate, Lodging and Leisure Houlihan Lokey Howard & Zukin New York, NY	Understanding Private Equity and Government Intervention in the Real Estate Market

**27<sup>th</sup> Annual Cornell Real Estate Conference  
New York City**

1-October

Morning

*REAL ESTATE CAREERS SUMMIT*

SelectLeaders/Cornell Job Barometer

Commercial Real Estate Employer Panel Discussion

Afternoon

*CAREER WORKSHOP SESSIONS*

Dinner

*OPENING RECEPTION AND DINNER*

Keynote address: Wes Edens

Chairman and CEO

Fortress Investment Group

2-October

Morning

*CONFERENCE CORE SESSIONS*

Afternoon

*CONFERENCE AFTERNOON SESSIONS AND CLOSING RECEPTION*

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8-Oct

David Doupe (*BS '78*)

Managing Director – Capital Markets Group

Jones Lang LaSalle

Los Angeles, CA

Capital Markets and a Look into the Future

15-Oct

Sheldon Good

Chairman Emeritus

Sheldon Good and Company International

Chicago, IL

Understanding Real Estate Auctions – A New Twist

22-Oct

Collete English Dixon

Past President

Commercial Real Estate Executive Women of Chicago ("CREW Chicago")

Women in Commercial Real Estate

Vice President, Transactions

Prudential Real Estate Investors (PREI)

Chicago, IL

29-Oct David Picket (*AB '84*) Acquiring Distressed Development Projects  
President  
Gotham Organization, Inc.  
New York, NY

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**Urban Land Institute**  
**San Francisco, CA**  
November 3<sup>rd</sup> through 6<sup>th</sup>

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12-Nov David Schaefer (*AB '76; MBA '79*) Understanding Direct International Investment  
Past Managing Director and Head of Asia Pacific  
Citigroup Property Investors  
Hong Kong

19-Nov Knight Kiplinger (*AB '69*) Observations on Real Estate  
President and Editor-in-Chief  
Kiplinger Washington Editors, Inc.  
Washington, DC

26-Nov Thanksgiving

3-Dec Student's Choice Award TBD

END-OF-SEMESTER DINNER PARTY TO FOLLOW FINAL SEMINAR

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End of Semester

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