

The Economic **TIGHTROPE**



Biennial Wisconsin Real Estate Conference
September 13-15, 2012

The University of Wisconsin Campus
Madison, Wisconsin



Sponsored by the Wisconsin Real Estate Alumni Association, Inc.

The Economic TIGHTROPE

Program Chair: Brian Eisendrath
(BBA 2000), CBRE Capital Markets

Thursday, September 13

10:00 AM Shotgun Start
Biennial Badger Golf Outing
Hawks Landing Golf Club

*Thursday evening events will take place at
The Madison Concourse Hotel.*

4:30 – 8:00 PM Registration
Madison/Wisconsin Ballroom Foyer

4:30 PM Mentor Appreciation Reception
1st Floor, Ovations Room
A networking event for past, present and future mentors involved (or interested) in the Graaskamp Center/WREAA Mentorship Program.

5:30 PM Welcome Reception
Madison Ballroom

Sponsored by **Gold Partner**  **EASTDIL
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7:00 PM Banquet
Wisconsin /Capital Ballrooms

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 **CARVAL
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Presentation of the Wisconsin Award
**Jon Hammes, Founder and Managing
Partner, Hammes Company**

Keynote: Winning Strategies for Success
Barry Alvarez, Director of UW Athletics

Friday, September 14

All Sessions at Union South

7:30 AM - 12:30 PM Registration
Varsity Lounge, 2nd Floor

8:30 AM Opening Session /Remarks
Marquee, 2nd Floor
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**Keynote: Three Moves Ahead – Behavioral
Game Theory For Fun and Profit**
Bob Rice, Managing Partner, Tangent Capital

In this session, you'll learn key tactics for negotiation and competition. Many of today's most successful strategies derive from the intersection of behavioral economics and game theory, two fields that have exploded in recent years. Bob Rice leads a rapid-fire tour of the latest developments, with a keen focus on how they apply to your very real business world.



Featured Speaker

Bob Rice
Managing Partner, Tangent Capital

Bob Rice, a registered broker-dealer focused exclusively on alternative strategies and investments, is Bloomberg TV's resident expert on the subject, appearing daily on "Money Moves with Deirdre Bolton." Bob serves on the board of registered investment advisors with over \$2 billion under management, and also on the board of Gust, a seeding investment platform with over 40,000 accredited investor members.

After starting his career as a trial lawyer with the U.S. Department of Justice, Bob became a partner at Milbank, Tweed, Hadley & McCloy, where he helped develop several now-standard alternative financial products, such as collateralized mortgage bonds and interest rate derivatives. Then, he left the law in order to found a technology startup that became the publicly-traded Viewpoint Corporation, an interactive advertising pioneer. He has been an active angel investor and early stage company mentor ever since. In 2008, he authored the bestselling strategy book *Three Moves Ahead, What Chess Can Teach You About Business*. He is a frequent presenter on topics such as practical game theory, strategy in uncertain times, and the world of alternative investing.

9:45 AM Update on the UW Real Estate Program

10:15 to 10:45 AM Networking Break

11:00 AM Professional Development Series
Concurrent Panels

Cap Rate Arbitrage vs. Income Growth
Marquee, 2nd Floor

One set of investors is targeting secondary and tertiary markets because of the arbitrage between the cost of debt and the current cap rate. At the other end, investors are targeting core assets that are anticipated to experience stronger rent growth. This panel will compare and contrast the two strategies.

Moderator: Peter Donovan, Senior Managing Director, CBRE

Panelists: Dan Kaplan, Chief Investment Officer, Fowler; Dean Henry, President, Legacy Partners; Brian Berry, Managing Director, Tishman Speyer

The Faucet is On, But Where is the Capital Flowing?
Varsity III, 2nd Floor

Bond yields are compressed and there is concern over inflation in the coming years. As a result, investors are increasing capital allocations to real estate. This panel will explore the flow of capital.

Moderator: Jody Thornton, Executive Managing Director, HFF

Panelists: Mike Casey, Managing Director, Blackstone; Tom Zale, Managing Director, NML; Terri Herubin, Principal, Portfolio Manager, Townsend Group; Chuck Carpenter, Managing Director, State of Wisconsin Investment Board

12:30 PM Alumni Luncheon
Varsity I & II, 2nd Floor

Sponsored by: **BASCOM**
THE BASCOM GROUP

Keynote: Politics, Policy and the Economy: What Issues on Capitol Hill Mean for Main Street and Wall Street
Ron Insana, Senior Analyst, CNBC and Financial Industry Expert

As the White House, Congress and a frustrated electorate look toward the 2012 elections, continuing uncertainty in the wake of “the great recession” makes it clear that the economy will continue to be issue number one. What effect will new regulation, the renewal of tax cuts and increased liquidity have on business? Ron Insana provides clear and coherent analysis that bridges the gap between Capitol Hill and the Federal Reserve, explaining how their actions spill onto both Wall Street and Main Street. Discover how today’s political and economic headlines could affect your future.



2:30 PM Professional Development Series
Concurrent Panels

The Multifamily Land Grab – Developers Gone Wild
Marquee, 2nd Floor

Multifamily developers are capitalizing on the favorable demographics and desire for urban living. The market is flooded with capital for ground up development. This panel will identify the opportunities as well as the upcoming markets to avoid.

Moderator: Marc Swerdlow, President, Waterton Associates

Panelists: Mary Ann King, President, Moran and Company; Mike Svets, Executive Vice President, Wells Fargo; Barry Mandel, President, Mandel Group; Stanley W. Slotter, President and Chief Executive Officer, Paradigm Companies

**Turning Lemons into Lemonade –
Investors that Held On and Succeeded**
Varsity Hall III, 2nd Floor

Many investors saw their 2007 profits disappear in 2009. The market was challenging and owners had to fight to hold on to their properties. This panel will discuss the rebound in values for those that were able to buy time with lenders and equity partners.

Moderator: Marc Swerdlow, President,
Waterton Associates

Panelists: Robert Perry, Senior Managing
Director, Carval; Andy Deckas, President,
Founders Properties; J. Matthew Haley,
Managing Director, Pearlmark Real Estate
Partners

3:45 PM Closing Reception
Agriculture & Industry

Sponsored by: **HFF**
Holliday Fenoglio Fowler, L.P.

3:45 PM WREAA Speed Networking (optional)
Northwoods, 3rd Floor

Sponsored by:  **Northwestern Mutual**
Real Estate Investments

This session is the social networking event that brings together UW Madison students and alumni. Students will network with alumni in a format where students rotate every few minutes from one alumnus to another. Students will practice their “elevator speech” and learn how to make a good first impression. Alumni interested in participating should indicate their interest during registration for the conference.

Saturday, September 15
7:00 PM Football Game
Badgers vs. Utah State University
Go Badgers!



A limited number of football tickets are available so reserve yours when you register!

Please make arrangements to pick up your football tickets during one of the scheduled registration times.

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Featured Speakers



Ron Insana **Senior Analyst, CNBC and** **Financial Industry Expert**

Ron Insana is a contributor to CNBC and MSNBC, where he discusses the most pressing economic and market issues of the day. He also delivers The Market Scoreboard Report to radio stations around the country. He has written for Money Magazine and USA Today. In addition to his work as a business journalist, Insana served as a Managing Director at SAC Capital, a \$14 billion hedge fund, run by the legendary Steve Cohen.

Insana was also CEO of Insana Capital Partners which, at its peak, managed the \$125 million Insana Capital Partners “Legends Fund.” For nearly three decades, Insana has been a highly respected business journalist and money manager, who began his career at the Financial News Network in 1984 and joined CNBC when FNN and CNBC merged in 1991.

Insana is well-known for his high-profile interviews, which included Presidents Clinton and Bush; billionaire investors Warren Buffett and George Soros, among others; from captains of industry from Bill Gates to Jack Welch and to the late Steve Jobs, top economists, analysts and global heads of state. Insana was named one of the “Top 100 Business News Journalists of the 20th Century” and was nominated for a news and documentary Emmy for his role in NBC’s coverage of 9/11.

He has authored four books on Wall Street and is a highly regarded lecturer on domestic and global economics, financial markets and economic policy issues.



Barry Alvarez **Director of Athletics** **University of Wisconsin – Madison**

Barry Alvarez is now in his seventh year as Director of Athletics at the University of Wisconsin and fifth without the additional title of head football coach. Alvarez served as A.D. and football coach from 2004-05. Alvarez oversees a department with 23 varsity sports, nearly 800 student-athletes and a budget of more than \$80 million.

During his tenure as Director of Athletics, six different UW teams have won national titles and nine different teams have been crowned as conference champions. On the academic side, more than 1,000 student-athletes have earned Academic All-Big Ten honors in the last six years and in each of the last two seasons, Wisconsin’s student-athletes have achieved at least a 3.0 cumulative GPA.

Alvarez gained fame as the Badgers football coach from 1990-2005. He was at the forefront of the revival of the Badger athletic program during his tenure in Madison, leading UW to three Big Ten titles and three Rose Bowl victories, en route to becoming the winningest football coach in school history (118-73-4 record).

His 8-3 (.727) record in bowl games with the Badgers is the best in college football history (among coaches with at least 11 bowl appearances). The 1993 and 1999 national coach of the year, he was a two-time (1993 and 1998) Big Ten coach of the year and a finalist for ESPN’s coach of the decade (1990s) honor.

Alvarez is a member of the College Football Hall of Fame, the Rose Bowl Hall of Fame, the University of Wisconsin Athletic Hall of Fame and the State of Wisconsin Athletic Hall of Fame.

About the Wisconsin Real Estate Alumni Association

The Wisconsin Real Estate Alumni Association (WREAA) is a non-profit organization comprised of graduates and affiliates of the Real Estate and Urban Land Economics Department at the University of Wisconsin-Madison School of Business, the pre-eminent real estate program in the country. WREAA is a network of professionals working to promote the Wisconsin tradition of excellence in real estate education. In addition to providing financial and program support to the Real Estate and Urban Land Economics Department at the University, WREAA is committed to developing opportunities for the ongoing professional development of alumni and affiliates of the UW Real Estate Program.



Accommodations

The Dahlmann Campus Inn

601 Langdon Street
Madison, WI 53703
\$140 Single/Double Room
Group No. 110827
Group Name: Wisconsin Real Estate Alumni Association
(800) 589-6285
Make reservations by August 13, 2012.

The Madison Concourse Hotel

One West Dayton Street
Madison, WI 53703
Governor Club Level Rooms: \$179 Single/Double
Group Name: Wisconsin Real Estate Alumni Association
(888) 797-4862
Make reservations by August 13, 2012.

Conference Facilities

The Madison Concourse Hotel, Madison Ballroom and Wisconsin/Capital Ballroom;
One West Dayton Street, Madison, Wisconsin; (888) 797-4862

Union South, UW Madison Campus, 1308 W. Dayton, Madison, Wisconsin; (608) 890-3000

Hawks Landing Golf Club, 88 Hawks Landing Circle, Verona, Wisconsin; (608) 848-4295

Registration Fees

REGISTER ONLINE (preferred method) at our website at **www.wreaa.org**.
Select 2012 Biennial Wisconsin Real Estate Conference and quickly complete your registration and submit the necessary credit card payment online.

USE THIS FORM IF MAILING A CHECK

If mailing a check is necessary, please make checks payable to “WREAA” and MAIL payment and registration form to: WREAA, Inc., P.O. Box 307, Pewaukee, WI 53072. (Do NOT mail this form or payment after August 24, 2012 or a duplicate payment may be required onsite.)

Name _____ Co. Name _____

Address _____

Business Phone _____ Email _____

NOTE: Member information is not updated based on this form. To update your member record, please login to your member record at **www.wreaa.org**.

A separate registration form AND payment must be completed and mailed for each attendee, including guests of attendees.

Early Registration: Postmarked by August 13, 2012

WREAA Active Member	Rate of \$375	=	\$ _____
Guest	Rate of \$500	=	\$ _____

Regular Registration

WREAA Active Member	Rate of \$450	=	\$ _____
Guest	Rate of \$575	=	\$ _____

Add \$100 to Regular Registration pricing for registrations received after August 29, 2012.

OPTIONAL ACTIVITIES

Football Tickets (Badgers vs. Utah State) \$45 x _____ Qty = \$ _____

Badger Golf Open Rate of \$150 = \$ _____
(Fee must accompany registration.)

Foursome Request _____

Banquet Spouse/Guest Rate of \$100 = \$ _____

(Note: 1 Banquet admission is included with each registration.) **TOTAL Due \$ _____**

WREAA Speed Networking Session *Please check below if appropriate.*

☐ Please submit my name for consideration as an alumni participant in this session.

Notes: The cost of the WREAA Conference includes the meals and receptions listed in the above schedule. There is an additional cost to participate in the golf outing and the football game. Friday morning and afternoon keynote presentations and panels will take place in Union South. Speakers and times are subject to change. Football tickets and golf outing reservations are limited and will be accepted on a first come, first serve basis. All optional activities must be paid for in advance.

Conference packages are not transferable between members or guests for any reason. Refund Policy: Refund requests must be made in writing and postmarked by August 24 and are subject to a \$75 non-refundable fee. There are no refunds issued on football tickets.

If you have a disability and desire accommodations, please advise us no later than August 10, 2012. Requests will be kept confidential.

NOTE: Speakers, session content and times are subject to change.

Please contact the WREAA office by phone at 262-746-9030 with any questions about the conference program.



P. O. Box 307
Pewaukee, WI 53072



www.wreaa.org

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