Sheraton Grand Sacramento
Camellia Room
1230 J Street, Sacramento

**THURSDAY, DECEMBER 6**
7:30 - 8:00 a.m. Networking/Registration
8:00 - 10:00 a.m. Program

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Featuring Keynote Presenter:

**PRICEWATERCOOPERS**
Steven Laposa, PhD
Director of Global Strategic Real Estate Research Group

PRICEWATERHOUSECOOPERS

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ULI SACRAMENTO IS PLEASED TO PRESENT

# EMERGING TRENDS IN REAL ESTATE 2008

## A PANEL DISCUSSION FOCUSED ON EMERGING TRENDS IN THE SACRAMENTO REGION WILL INCLUDE:

Moderator:
David Zehnder, Managing Principal
Economic & Planning Systems

Dean Wehrli
Vice President, Sullivan Group Real Estate Advisors
Topic: Residential Outlook

John Frisch
Managing Partner, Cornish & Carey Commercial
Topic: Office Outlook

David Brennan
Managing Director, CB Richard Ellis
Topic: Retail & Industrial Outlook

Jeffrey DeMure, AIA
President, Jeffrey DeMure + Associates, Architects
Topic: Designing Housing for a Changing Market

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What will be the big story in 2008? ULI's most popular forum explores local, national and global outlooks. Hear the highlights and get your special advance copy of Emerging Trends in Real Estate 2008, the most widely-read forecast report in the real estate industry.

Which locations and product types are best positioned for near-term development, and what are we learning from ongoing economic events and evolving industry "best practices" that will position projects for long-term success? Joining Dr. Laposa, a panel of Northern California's leading market experts will provide a series of presentations and exchange viewpoints as they discuss the changing outlook for commercial and residential development in the Sacramento region.

Emerging Trends in Real Estate, 2008, undertaken jointly by ULI & PricewaterhouseCoopers, provides an outlook on U.S. investment and development trends, real estate finance and capital markets, property sectors, metropolitan areas, and other real estate issues. The report draws on formal and informal surveys of real estate executives and market experts around the U.S., including survey responses from over 300 real estate executives and personal interviews with over 150 industry leaders.

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