



Zell/Lurie Real Estate Center at the Wharton School



WHY BECOME A MEMBER?

The mission of the Zell/Lurie Real Estate Center focuses on research, educating future industry leaders, industry outreach and professional development. Our professional and academic success is based on support from prominent industry leaders who constitute our membership. Member contributions support research into domestic and global property markets, help train our students to be future leaders of the real estate industry, and help provide various programs for our industry supporters.

We view one of our key roles as being a convener of events at which people can freely discuss the pressing topics of the day and of the future. These meetings are superb networking opportunities that attract hundreds of top real estate professionals and feature discussions on key issues facing the industry. Zell/Lurie members enjoy a special relationship with our students—they mentor them as part of our Career Mentor Program and engage in discussions with them during small group lunches.



We offer two types of membership:

SUSTAINING MEMBERSHIP

Sustaining Membership involves a tax deductible contribution of \$7,500 per year. Sustaining members may add Associate Members from their firms for \$500 each per year. They may also invite up to three guests from outside their firms to most of our events. If you decide to become a Sustaining Member, you and your Associate Members will attend our Fall and Spring Members' Meetings at no additional cost.



RESEARCH SPONSOR MEMBERSHIP

Research Sponsor Membership involves a tax deductible contribution of \$15,000 per year. Our Executive Committee Members are selected from within our prominent pool of Research Sponsors. Research Sponsors may add Associate Members from their firms for \$500 each per year, and may invite up to five guests from outside their firms to most of our events. If you decide to become a Research Sponsor, you and your Associate Members will attend our meetings at no additional cost.





Research Sponsor Membership



WHY BECOME A RESEARCH SPONSOR?

Our Research Sponsors provide added support for our core missions. Their financial support is essential to our attracting and retaining the very best faculty at Wharton to educate the future leaders of the industry and to ensure that our dynamic research agenda encompasses topics of interest to those on the profession's front line. They also support and help plan the Zell/Lurie Center's annual meetings—the preeminent gatherings for real estate leaders.

ACCESS TO EXCLUSIVE PROGRAMMING

Research Sponsors take part in select small group programs — roundtable discussions, special lectures, and purely social events — with some of the nation's most influential leaders. Previous guests include Joshua Harris of Apollo Global Management, New York Islanders' Owner Jon Ledecky, New York's Mayor Michael Bloomberg, Governor Chris Christie, Jamie Dimon, David Bonderman of TPG Capital, architect Robert A.M. Stern, James Seppala of The Blackstone Group, Léon Bresler of Aermont Capital LLP, CNN's Fareed Zakaria and Senator Marco Rubio. Research Sponsors gather annual for exclusive dinner events before the Members' Meeting.

Prior to this year's Spring Members' Meeting, Research Sponsors dined at Fork, in Philadelphia. This year's dinner included a talk by Michael J. Cavanagh, Chief Financial Officer at Comcast, on media and entertainment. In May, Research Sponsors were invited to meet with other high-level executives in Europe for our London meeting at the Royal Automobile Club. This year's London event featured keynote speaker Michael Swank, Senior Managing Director at Blackstone, and multiple panels.

In early summer, Research Sponsors dined at Le Bernardin's South Privé in Manhattan. The event featured a conversation with Sam Zell, Founder and Chairman of Equity Group Investments, which was moderated by Joe Gyourko, Faculty Director of the Zell/Lurie Real Estate Center.

UNIQUE RELATIONSHIPS WITH OUR STUDENTS

Research Sponsors enjoy a special relationship with Wharton students. In addition to the opportunity to connect with students through the Career Mentor Program, and through access to the online student resume book, only Research Sponsors are invited to participate in the Ballard Executive Visitor program. Each year, the Center invites 10 to 15 Research Sponsors to come speak with our students from the five Penn real estate clubs (Wharton MBA, Wharton Undergraduates, Penn Carey Law, Weitzman School of Design, and Penn Women in Real Estate).

The speaker and students talk over an informal lunch provided by the Center. Afterwards, the speaker typically offers office hours to individual students who meet with the professional for one-on-one sessions of 10 to 20 minutes. These lunch meetings provide lasting value to our Research Sponsors and to our students.

OVERVIEW: The Benefits of Research Sponsorship

- Access to exclusive small group programming domestically and abroad.
- Close ties with Wharton students through the Ballard Executive Visitor program.
- Executive Committee Members are chosen from our Research Sponsors
- The opportunity to add up to five Associate Members from your firm for \$500 each per year.
- The opportunity to bring up to five guests from outside your firm to most events.



ZELL/LURIE REAL ESTATE CENTER SPRING MEETING 2022

FRIDAY, APRIL 22, 2022

LOCATION: THE INN AT PENN, PHILADELPHIA

8 to 9:00 a.m.	Registration <i>Regent/St. Marks Room; Library; Lobby Area</i>
9:00 to 9:10 a.m.	Welcoming Remarks <i>Woodlands Ballroom</i> Ronald J. Kravit, Senior Managing Director, Defense, Cerberus Capital Management; Chair, Advisory Board, Zell/Lurie Real Estate Center at the Wharton School Joe Gyourko, Nancy A. Nasher and David J. Haemisegger Director, Zell/Lurie Real Estate Center at the Wharton School
9:10 to 10:00 a.m.	How Are Hotels Coming Back? Moderator: Ronald J. Kravit, Senior Managing Director, Defense, Cerberus Capital Management; Chair, Advisory Board, Zell/Lurie Real Estate Center at the Wharton School Panelists: Jonathan Eilian, Founder and Chairman, Atrium Holding Company William D. Rahm, Partner, Senior Managing Director, New York, Centerbridge Partners, L.P.
10:00 to 10:20 a.m.	Networking Break
10:20 to 11:10 a.m.	Why ESG Still Matters After Covid Moderator: Professor Ben Keys, Rowan Family Foundation Professor, Professor of Real Estate, the Wharton School Panelists: Christina Hill, Head of Americas Asset Management & Global Head of ESG, PGIM Real Estate Dan Winters , Head of Americas, GRESB
11:10 to 11:30 a.m.	Networking Break
11:30 a.m. to 12:20 p.m.	Russia vs. the West: The New Politics of Hybrid War Mitchell A. Orenstein , Department Chair, Professor of Russian and East European Studies, University of Pennsylvania
12:20 to 1:20 p.m.	Complimentary Networking Lunch
1:20 to 2:10 p.m.	Challenges and Opportunities in Office—The Sector Covid Impacted the Most Moderator: Joe Gyourko, Nancy A. Nasher and David J. Haemisegger Director, Zell/Lurie Real Estate Center at the Wharton School Panelists: Andrew Mathias, President, SL Green Realty Corp. Todd Briddell, Chief Executive Officer & Chief Investment Officer, CenterSquare
2:10 to 2:30 p.m.	Networking Break
2:30 to 3:30 p.m.	The Economy and Real Estate Going Forward: The Fed, Ukraine and Everything Else Moderator: Jessie Handbury, Associate Professor of Real Estate, The Wharton School Panelists: Joseph Briggs, PhD, Senior U.S Economist, Goldman Sachs Joe Gyourko, Nancy A. Nasher and David J. Haemisegger Director, Zell/Lurie Real Estate Center at the Wharton School Peter Linneman, Sussman Professor Emeritus of Real Estate, the Wharton School
3:30 p.m.	Closing Comments Ronald J. Kravit

GRAYKEN PROGRAM IN INTERNATIONAL REAL ESTATE - LONDON 2022

WEDNESDAY, MAY 18, 2022

LOCATION: THE ROYAL AUTOMOBILE CLUB

WEDNESDAY, MAY 18, 2022

12:30 – 1:30 p.m.	Luncheon
1:30 to 1:35 a.m.	Welcoming Remarks Joe Gyourko, Nancy A. Nasher and David J. Haemisegger Director, Zell/Lurie Real Estate Center at the Wharton School
1:35 to 1:40 p.m.	Introduction of Michael Swank by James Seppala, Senior Managing Director, Blackstone; Chair, European Advisory Board, Zell/Lurie Real Estate Center at the Wharton School
1:40 to 2:30 p.m.	The Accelerating Evolution of Demand Drivers. Discussion of underlying demand drivers behind life sciences, data centers, and production space Michael Swank, Senior Managing Director, Blackstone
2:30 to 3:20 p.m.	Panel Discussion: The Challenges and Opportunities of Running a Real Estate Investment Firm in Today's Shifting Environment Moderator: David Brush, Co-founder and Senior Advisor, Merlin Properties Panelists: Brad Hyler, Managing Partner, Head of Real Estate in Europe, Brookfield Joanne McNamara, EVP - Europe & Asia Pacific, Oxford Properties Roelof Opperman, Partner, Co-Head of Europe, Fifth Wall
3:20 to 3:35 p.m.	Networking Break
3:35 to 3:40 p.m.	Introduction of Baroness Morrissey DBE by Ian Marcus, Senior Advisor, Eastdil Secured
3:40 to 4:30 p.m.	Beyond Diversity Programs: Creating the Best Investment Teams Baroness Morrissey DBE
4:30 to 5:20 p.m.	Panel Discussion: Environmental, Social and Governance Moderator: Catherine Hong, Managing Director, Morgan Stanley Panelists: Caroline Hill, Managing Director and Head of ESG, Blackstone Julie Hirigoyen, Chief Executive Officer, UK Green Building Council David Sleath, Chief Executive Officer, SEGRO plc
5:20 p.m.	Closing Remarks James Seppala, Senior Managing Director, Blackstone; Chair, European Advisory Board, Zell/Lurie Real Estate Center at the Wharton School

ZELL/LURIE REAL ESTATE CENTER FALL MEETING 2021

FRIDAY, OCTOBER 22, 2021

TELECONFERENCE OVER ZOOM

10:45 to 11:00 a.m.

Welcoming Remarks and the State of the Center

Ronald J. Kravit, Senior Managing Director, Tracker Capital Management LLC;
Chair, Advisory Board, Zell/Lurie Real Estate Center at the Wharton School

Joe Gyourko, Nancy A. Nasher and David J. Haemisegger Director, Zell/Lurie
Real Estate Center at the Wharton School

11:00 to 11:50 a.m.

Residential Real Estate: Are Where and How We Live Going to Change?

Moderator: Asuka Nakahara, Associate Director, Zell/Lurie Real Estate Center at
the Wharton School

Panelists: Olivia John, Founder and CEO, Osso Capital

Doug Yearley, Chairman & Chief Executive Officer, Toll Brothers

Gadi Kaufmann, Chairman, RCLCO

David L. Steinbach, Global Chief Investment Officer

Co-Head, Investment Management, Hines

11:50 a.m. to 11:55 a.m.

Break

11:55 a.m. to 12:45 p.m.

The Future of Work

Moderator: Joe Gyourko

Panelists: Mary Ann Tighe, CEO, NY Tri-State Region, CBRE

Karen Buchholz, Executive Vice President of Administration, Comcast Corporation
confirmed

Peter Cappelli George W. Taylor Professor, Professor of Management, Director,
Center for Human Resources, the Wharton School

Robin Klehr Avia, Regional Managing Principal, Gensler

12:45 to 12:55 p.m.

Break

12:55 to 1:55 p.m.

The Rise of Analytics and Its Impact on Business

Moderator: Ben Keys, Rowan Family Foundation Professor, Professor of Real
Estate, the Wharton School

Panelists: Eric Bradlow, Chairperson, Wharton Marketing Department; K.P. Chao
Professor; Professor of Marketing, Statistics, Education and Economics; Faculty
Director, Wharton Customer Analytics Initiative, University of Pennsylvania

Kathy Koontz, Analytic Platform Strategy, AWS

L.D. Salmanson, CEO, Cherre

Barkha Saxena, Chief Data Officer, Poshmark

1:55 to 2:00 p.m.

Break

2:00 to 3:00 p.m.

Wharton on the Economy and Real Estate

Moderator: Ben Keys

Panelists: Joe Gyourko

Peter Linneman, Sussman Professor Emeritus of Real Estate, The Wharton School

Jeremy Siegel, Russell E. Palmer Professor of Finance, The Wharton School

3:00 p.m.

Closing Comments

Ronald J. Kravit



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