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TURNING IT AROUND

MASTERING THE NEW URBAN REALITIES

PROPERTY
BUDGETS
INFRASTRUCTURE
TRANSPORTATION
EMPLOYMENT



CRE

THE COUNSELORS OF REAL ESTATE
ANNUAL CONVENTION

NEW ORLEANS, LOUISIANA
OCTOBER 11–14, 2009



TURNING IT AROUND

MASTERING THE NEW URBAN REALITIES

- Tight Credit
- Decaying Infrastructure
- Indomitable Spirit
- Soaring Vacancy Rates
- Unemployment
- Proud History
- Failing Business Sector
- Diminished Tax Base

SOUND LIKE YOUR CITY? It should. For the story of New Orleans is universal. Your city may not have been ravaged by the largest natural disaster in U.S. history, but as a 21st century metropolis its struggles are the same: not enough work, not enough money, not enough investment, not enough consensus.

Different causes. Identical results, with one glaring exception: New Orleans is way ahead of the curve in understanding the obstacles to achieving a healthy urban landscape—and well ahead of the pack in addressing them. It had to be. Like so many cities in the dawn of the new Millennium, things haven't been easy in **The Big Easy**... 190,000 jobs were lost in New Orleans and the foreclosure rate skyrocketed. **Sound like Detroit?** Roads, bridges and power grids were destroyed or severely compromised. **Sound like Minneapolis?** Once-thriving retail stores were shuttered. **Sound like New York or Miami?** Fingers were pointed in every direction. No one and everyone was to blame. **Sound like Sacramento?**

As cities throughout the world rethink, retrench, and reposition, Counselors of Real Estate have an exceptional opportunity to make a difference, not only in the scope of their practices but in the lives of their communities and the world at large. An urban renaissance of global proportion is underway, the seeds of which were planted four years ago on a sobering summer day in New Orleans. Learn from the triumphs and travails of this extraordinary city as you steer your clients through the morass of Real Estate 2009-10 onto Higher Ground. Every issue you confront as a credentialed real estate problem-solver can be found in the story of New Orleans. Come listen to that story and make it work for you.



FEATURED SESSIONS UPDATE

ECONOMIC UPDATE



KIERNAN (K.C.) CONWAY, CRE
REAL ESTATE SUBJECT MATTER EXPERT
THE FEDERAL RESERVE BANK OF ATLANTA



HUGH KELLY, CRE
ECONOMIST



MICHEL BOUCHARD
PRINCIPAL
ALTUS HELYAR REAL ESTATE SERVICES

Have we reached what Churchill so eloquently referred to as the “End of the Beginning” or more optimistically as “the Beginning of the End?” In the immortal words of children everywhere, “**Are we There Yet?**” and what does “There” mean in the worst economic downturn since the Great Depression? At The Counselors’ Spring Meetings in New York, Moody’s chief economist predicted the nation “hitting bottom” at year-end. “Are we there yet?” What is the overall economic outlook as it relates to the GDP, inflation, interest rates and employment? What’s in store for real estate, particularly in the areas of housing and commercial vacancies? What’s the latest in the financial sectors? Will banks ever start lending again?

BREAKFAST SESSION: LEGISLATIVE UPDATE



CLIFTON E. (CHIP) RODGERS
SENIOR VICE PRESIDENT
THE REAL ESTATE ROUNDTABLE

As the commercial real estate sector braces for the probability of rising defaults, economists and industry advocates are working behind the scenes in Washington, D.C. to bring issues to the attention of government leaders. **Clifton E. (Chip) Rodgers**, Senior Vice President at The Real Estate Roundtable will comment on rising defaults in the commercial sector, address policy actions recommended by the Roundtable and share an insider’s perspective on the current state of commercial real estate including tight credit and refinancing relief efforts; investment, liquidity and origination issues and opportunities; rating system change recommendations; TALF; the Public/Private Investment Program and more. ■ SPONSORED BY: **JEMB + BUSAC (BAILEY REAL ESTATE GROUP)**

INFRASTRUCTURE CHOICES AND FUNDING SHAPE A COMMUNITY’S FUTURE



PATRICK GALLWEY
CHIEF OPERATING OFFICER
PORT OF NEW ORLEANS



JIM BRIDGER
GENERAL MANAGER
NEW ORLEANS PUBLIC BELT RAILROAD



JAMES J. CURTIS III, CRE
MANAGING PARTNER
BRISTOL GROUP, INC.

Deteriorating infrastructure presents dilemmas for every community, regardless of size, geography or financial resources. Lack of recent investment in such core essentials as roads, bridges, utilities, parks and schools is creating widespread vulnerabilities not faced in generations -- seriously stressing current populations. The effect of this poor vision and poor community building is devastating – and sometimes deadly. Imagine the future impact as infrastructure continues to erode. In this session, Counselors will learn of New Orleans’ commitment to reimagining and reinvesting in infrastructure. It’s a textbook of highly relevant lessons about improving services, convenience and accessibility, while creating a platform for more competitive economic productivity. ■ MODERATOR: **JAMES J. CURTIS III, CRE**

NAVIGATING UNEXPECTED CHANGES IN REAL ESTATE PORTFOLIOS



ROBERT E. SMITH LUPO
CHIEF OPERATING OFFICER
LUPO ENTERPRISES



JOSEPH S. PAPPALARDO, J.D.
PRESIDENT, LATTER & BLUM
PROPERTY MANAGEMENT, INC.



R. WAYNE PUGH, CRE
PRINCIPAL
R. WAYNE PUGH & COMPANY



LOGAN H. BABIN, JR., CRE
PRESIDENT
LOGAN H. BABIN, INC.

Owning and managing a real estate portfolio in today's economic environment can be a nightmare. But imagine having to do so in the face of catastrophic devastation of a scale never before experienced by a modern American city. In this session, panelists who "lived it" explain what they faced, what they learned and how they coped in the aftermath of the 2005 hurricane that changed a city forever. Topics include: portfolio recovery from an owner's view; managing property portfolios post-disaster (including appraisals) and understanding the effects on outlying areas beyond the city proper. Hear about the unconventional thinking and untested approaches that brought surprising outcomes—with much more to come. ■ MODERATOR: **JEAN C. FELTS, CRE**

AFTERMATH: THE EFFECT OF DISPLACEMENT



GREGORY C. RIGAMER
CHIEF EXECUTIVE OFFICER
GCR AND ASSOCIATES



DR. TIMOTHY P. RYAN
CHANCELLOR
UNIVERSITY OF NEW ORLEANS

When adversity changes a city, affected populations make choices about where to live. Whether immediate or gradual, the effects of displacement are far reaching. Data expert Gregory C. Rigamer addresses how demographic shifts impact a region, including changes to the professions, declining housing and shrinking tax revenues. Dr. Timothy P. Ryan will address salvaging educational systems in turmoil, including public school systems, universities and those responsible for providing access to learning. Both experts will describe how displacement has changed the face of New Orleans and what to expect when your city experiences factory closings, job losses, weakened tax base and the economic slump that is so a part of today's urban experience.

■ MODERATOR: **ALBERT PAPPALARDO, CRE**

OPEN FORUM CRE STRATEGIC PLAN

MAKE YOUR VIEWS KNOWN On The CRE organization and the goals and objectives you would like to see it adopt going forward. CRE Anthony Souza, Chair of the Strategic Planning Committee, will present an overview of the three Visioning Group sessions that have taken place this year, and invites all attendees to voice their thoughts, concerns and ideas about important decisions that will drive the organization's focus in coming years.



SESSION MODERATORS

Session moderators are thought leaders, guiding you through each program segment, serving as provocateurs, asking questions, sparking dialogue and assimilating commentary and ideas at the conclusion of each session.



ALBERT (AL) PAPPALARDO, CRE
PRESIDENT, PAPPALARDO
CONSULTANTS, INC.



JEAN C. FELTS, CRE
PRINCIPAL
JEAN C. FELTS
& COMPANY



JOHN A. MELTZER, CRE
PRESIDENT
MELTZER PROPERTIES



LEWIS W. STIRLING III, CRE
EXECUTIVE VICE PRESIDENT,
PARTNER
STIRLING PROPERTIES



JAMES J. CURTIS III, CRE
MANAGING PARTNER
BRISTOL GROUP, INC.

THE MARKETS REACT



CHARLES H. PETERSON, CRE
EXECUTIVE VICE PRESIDENT,
GENERAL MANAGER
CORPORATE REALTY, INC.



PATRICK J. EGAN, CRE
EXECUTIVE VICE PRESIDENT AND DIRECTOR,
COMMERCIAL SALES AND LEASING
LATTER & BLUM, INC.



JAMES E. MAURIN
CHAIRMAN
STIRLING PROPERTIES

No real estate sector has escaped the current economic downturn. And for any sector to get back on track, it takes new thinking and new ideas—the kind of innovation that might never occur without dire circumstances to spark the need for change. This panel examines the changes inherent in cataclysmic events—events which though occurring in one particular city produced consequences startlingly familiar to us all. Regardless of where we live, which real estate specialty we practice, what dilemma is currently crippling our city, the story of New Orleans resonates with us all. Focusing on a timeline from 2005 to the present, panelists will examine the retail, office, hospitality and industrial sectors and how these sectors survived the unthinkable. ■ MODERATOR: **LEWIS W. STIRLING III, CRE**

BRICKS AND MORTAR ARE THE LEAST OF YOUR WORRIES



MAURICE F. (MARC) EGAN, JR.
PRESIDENT
EGAN INSURANCE AGENCY, INC.



E. HOWELL CROSBY, ESQ.
PARTNER
CHAFFE MCCALL, LLP



COL. TERRY EBBERT
PRESIDENT
T.J. EBBERT & ASSOCIATES



BOB BERTGES
EXECUTIVE VICE PRESIDENT
DIRECTOR, CORPORATE
REAL ESTATE, WACHOVIA

When a community is severely damaged by a climatological or even man-made disaster, the physical condition of “bricks and mortar” is only one element of concern. Should you face such a catastrophic event, will you be knowledgeable about—or prepared to cope with—the new realities of daily living? Those who endured New Orleans’ darkest days will share memories of chaos and lessons learned so you can more quickly and effectively help your own community recover should you ever be called upon to do so. Topics include facing the insurance maze and policy pricing fluctuations; disruptions to the legal system, including courts and title procurement, displaced attorneys and judges; public safety, evacuation and martial law issues; banking disruptions, labor problems and the continuing effect of all these facts on the local economy. ■ MODERATOR: **JOHN A. MELTZER, CRE**

MULTI-FAMILY RECOVERY: FROM SCARCITY TO EXCESS CAPACITY?



LARRY G. SCHEDLER
PRINCIPAL
LARRY G. SCHEDLER & ASSOCIATES, INC.



DENNIS ADAMS
EXECUTIVE DIRECTOR
CHRISTOPHER HOMES, INC.



DAVID GLEESON, CRE
EXECUTIVE VICE PRESIDENT
L & B REALTY ADVISORS, INC.

The need for multi-family housing -- both public and private -- represents another omnipresent reality for the 21st century city. But the urgency to build and rejuvenate can bring a host of new problems separate and apart from those new development seeks to fix. One example: well intentioned city and governmental efforts can turn housing scarcity into excess capacity, as evidenced by New Orleans, a city of declining population. From demolition of densely-built 1930s-era public housing to the rise of new greener multi-family “neighborhoods”, session panelists will illuminate the conflicts which accompany new housing development in the wake of dramatic population shifts.

■ MODERATOR: **LEWIS W. STIRLING III, CRE**

BUSINESS ISSUES BREAKFAST FORUMS

CHOOSE THE FORUM THAT MATCHES YOUR SPECIALTY

ATTEND A BUSINESS ISSUES FORUM to discuss key developments and issues in your area of expertise. Or, if you're curious, attend a Forum to learn more about a particular specialty and how to include it in the cadre of services you provide. Either way, you'll find intimate small-group discussions that are highly candid and thought-provoking—providing insights and professional contacts that will endure long after the CRE 2009 Annual Convention. This is your opportunity to interact with CRE colleagues. Voice opinions. Ask questions. Share experiences. Consider new approaches and applications. It's all among friends, in the intimate trusted environment that is the hallmark of The Counselors of Real Estate.

Some Forums will feature invited guest presenters to stimulate the discussion. Each Forum will leverage knowledge and ideas from every person in the room, making for an exceptionally rich and multi-dimensional experience.

CHOOSE FROM FOUR BUSINESS ISSUES FORUMS

■ CORPORATE REAL ESTATE

Taking Best Practices to Next Practices for Corporate Clients

■ CAPITAL MARKETS

Issues-Based Dialogue on Credit and Landlord Topics

■ LITIGATION SERVICES

Nuances of Real Estate Legal Issues in Different U.S. Jurisdictions

■ PUBLIC/PRIVATE PARTNERSHIPS

Issues-Based Dialogue on TIFs, Infrastructure and TARP

Reserve your space in the Forum of your choice when you register for the Annual Convention.

CHECK FULL FORUM DESCRIPTIONS ON WWW.CRE.ORG

BE SURE TO ARRIVE IN TIME TO ATTEND SUNDAY'S

Armchair Development Tour

NEW ORLEANS FROM DESTRUCTION TO REBIRTH



COUNSELORS, SPOUSES AND GUESTS are invited to take part in the first-ever Armchair Development Tour. You'll be immersed in a multi-media event that is a custom-created Before-and-After trip through The Crescent City.

The local committee has secured riveting film and photos of the damage inflicted by Hurricane Katrina on August 29, 2005. You'll see ground and aerial views that will bring home the solemnity of that date forever. You'll see the condition of familiar sights in the French Quarter, hotels and businesses submerged along Canal Street, and whole neighborhoods rendered unrecognizable from the storm.

But you'll also see the resurrection of this great city. You'll be amazed to see the New Orleans of today. You'll tour neighborhoods where actor Brad Pitt has made a lasting contribution through new housing construction. You'll visit the Musician's Village, a cornerstone of redevelopment made possible through the vision of music legends Harry Connick, Jr. and Branford Marsalis along with the Habitat for Humanity program. And you'll see new infrastructure that replaces the old, plus new private and public sector multi-family housing locations that are models for redevelopment everywhere.

Will additional recovery and development come to New Orleans? Yes. But our Tour moderators challenge anyone to present a more complete comparison of their city as it was, and as it is today. Join CREs **Albert S. Pappalardo, Lewis W. Stirling, John A. Meltzer, Jean C. Felts** along with Allison Plyer, Deputy Director, Greater New Orleans Community Data Center for this one-of-a-kind event. ■



AND DON'T MISS THE SUNDAY **MARDI GRAS** CELEBRATION EVENT†

THE RICH HISTORY OF MARDI GRAS is the backdrop for the Mardi Gras Celebration Event on Sunday, October 11. To be held at Mardi Gras World, this opening event for Counselors, spouses and guests is a once-in-a-lifetime opportunity to experience the Counselors' own private Mardi Gras in October—not March!

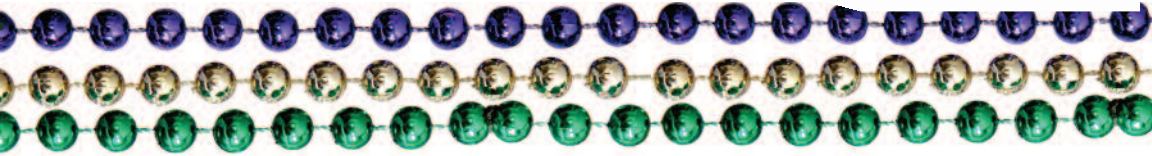
Mardi Gras World is a unique venue where you'll discover the spectacular works of art that become Mardi Gras floats. MGW is home to Blaine Kern Artists—a premier manufacturer of floats created for Mardi Gras celebrations held around the world. You'll be surrounded by splendor—walking among the spectacular floats. This behind-the-scenes look at the actual manufacturing facility where it all happens is a memory you will long treasure.

Come in your jeans and khakis—relax and immerse yourself in the festive atmosphere. Get ready for traditional New Orleans cuisine served buffet style; some unique surprises and the great company of Counselors, spouses and guests. Get ready to party!

Roundtrip transportation will be provided from the Hotel Monteleone to Mardi Gras World.

† TICKETED EVENT

■ SPONSORED BY PAPPALARDO CONSULTANTS, INC. AND STIRLING PROPERTIES



MAKE YOUR RESERVATIONS NOW **CHAIRMAN'S DINNER EVENT**†

CELEBRATING THE PAST YEAR for The Counselors and looking forward to the next...the Chairman's Dinner Event is where it comes together, celebrating 2009 Chairman and First Lady A.C. and Marilyn Schwethelm, and their year of service. It's an evening of exceptional New Orleans French-Creole cuisine in the company of friends and "family"—Counselors, spouses and guests. And before the evening is over, we will welcome 2010 Chairman and First Lady Art and Gail Pasquarella into their new leadership roles.

This year, the setting is Antoine's, one of the most celebrated restaurants in the city. Dating to 1840, Antoine's has been at the epicenter of New Orleans society and tourism for generations—and is forever memorialized through the 1948 book *Dinner at Antoine's*, a mystery classic written by Frances Parkinson Keyes.

Antoine's is the quintessential New Orleans dining establishment—the perfect setting for the CRE Chairman's Dinner. Experience the history, the charm, the fine cuisine and the best company in the world...then enjoy an evening of music and people-watching along the fabled streets of the French Quarter, just steps away. Don't miss this opportunity to have your own "Dinner at Antoine's" (but without the mystery).

† TICKETED EVENT



UPDATED SCHEDULE OF EVENTS

* Closed Session

† Ticketed Event

SUNDAY October 11

2:00 pm – 4:00 pm	The Armchair Development Tour NEW ORLEANS FROM DESTRUCTION TO REBIRTH at the Hotel Monteleone
3:30 pm – 5:00 pm	Invitation Advisory Committee Meeting *
4:00 pm – 5:30 pm	Dispute Resolution Management Committee Meeting
5:00 pm – 6:00 pm	NEW MEMBER WELCOME RECEPTION * New members, their spouses and guests meet CRE leadership at this event.
6:30 pm – 9:30 pm	MARDI GRAS CELEBRATION EVENT † At Mardi Gras World. Counselors, spouses and guests are invited. Transportation provided.
9:30 pm – 11:30 pm	Chairman's Hospitality Suite Open at the Hotel Monteleone

MONDAY October 12

7:00 am	Buffet Breakfast begins
7:30 am – 8:45 am	BREAKFAST WITH SPEAKER LEGISLATIVE UPDATE
8:00 am – 9:00 am	Bylaws Committee Meeting
9:00 am – 9:15 am	OPENING ADDRESS
9:15 am – 10:45 am	GENERAL SESSION AFTERMATH: THE EFFECT OF DISPLACEMENT
11:00 am – 12:30 pm	GENERAL SESSION NAVIGATING UNEXPECTED CHANGES IN REAL ESTATE PORTFOLIO MANAGEMENT
12:30 pm – 1:45 pm	WELCOME LUNCHEON Includes Introduction of New Members
12:30 pm – 1:45 pm	Past Chairs' Luncheon *
2:00 pm – 3:30 pm	GENERAL SESSION THE MARKETS REACT
3:45 pm – 5:30 pm	GENERAL SESSION BRICKS AND MORTAR ARE THE LEAST OF YOUR WORRIES
3:45 pm – 5:30 pm	Ethics Committee Meeting *
6:30 pm – 9:30 pm	CHAIRMAN'S DINNER EVENT at the famous Antoine's Restaurant †
9:30 pm – 11:30 pm	Chairman's Hospitality Suite Open at the Hotel Monteleone

UPDATED **SCHEDULE OF EVENTS** continued

* Closed Session

† Ticketed Event

TUESDAY October 13

7:00 am	Buffet Breakfast begins
7:30 am – 9:00 am	BREAKFAST and BUSINESS ISSUES FORUMS <ul style="list-style-type: none"> ■ Capital Markets ■ Public/Private Partnerships ■ Litigation Services ■ Corporate Real Estate
8:00 am – 10:00 am	The Counselors of Real Estate Foundation Meeting *
9:15 am – 10:45 am	GENERAL SESSION MULTI-FAMILY RECOVERY: FROM SCARCITY TO EXCESS CAPACITY?
11:00 am – 12:30 pm	GENERAL SESSION INFRASTRUCTURE CHOICES AND FUNDING SHAPE A COMMUNITY’S FUTURE
12:30 pm – 2:00 pm	AWARDS LUNCHEON Includes presentation of the Landauer/White Award, Ballard Award and Committee Service Award
2:00 pm – 3:30 pm	GENERAL SESSION ECONOMIC UPDATE
3:45 pm – 5:15 pm	GENERAL SESSION OPEN FORUM: CRE STRATEGIC PLANNING
5:30 pm – 7:30 pm	FAREWELL RECEPTION at the Hotel Monteleone
9:30 pm – 11:30 pm	Chairman’s Hospitality Suite Open at the Hotel Monteleone

WEDNESDAY October 14

7:30 am – 8:45 am	BREAKFAST SESSION GLOBAL WARMING — THE IMPACT ON REAL ESTATE AND YOUR BUSINESS
7:30 am – 9:30 am	Budget & Finance Committee Meeting *
9:45 am – 11:45 am	Executive Committee Meeting *
12:00 pm – 1:30 pm	BOARD OF DIRECTORS MEETING Open to all Counselors
1:30 pm – 2:00 pm	ANNUAL MEETING Open to All Counselors
2:00 pm	BUFFET LUNCH Open to all Counselors
	Adjournment

The most current information is available on the CRE website: www.cre.org.

Dates, times, speakers and committee meeting schedule are subject to change.

SPECIAL EVENTS



FAREWELL RECEPTION

NEWTTHISYEAR—the Farewell Reception on Tuesday evening. Be sure to save time to enjoy friends at the Farewell Reception—at the beautiful Hotel Monteleone. Open to all Counselors and their registered spouses and guests.



CHAIRMAN'S HOSPITALITY SUITE

CONTINUE YOUR CONVERSATIONS at the Chairman's Hospitality Suite, Sunday, Monday and Tuesday evenings. No special invitation is required—Counselors and their registered spouses and guests are welcome. It's a highlight of every national meeting—but this year the suite opens onto a beautiful patio, making it all the more The Place to Be after hours.

FOR SPOUSES AND GUESTS

EXPLORING NEW ORLEANS' SOCIETY HISTORIC TOUR †



NEW ORLEANS offers some of the most beautiful architecture of the South. Our Tour for spouses and guests will explore selected homes, chosen for their architectural significance and for the interior views that will enhance your understanding of New Orleans design and style. You will see historic décor and period furnishings plus beautiful gardens of distinctive properties. It's all specially arranged for Counselors' spouses and guests.

Following the tour, lunch will be served at Commander's Palace, named New Orleans' most popular restaurant in the 2009 Zagat Survey (and also awarded the honor of Top Décor). Located in the Garden District, this is where famous chefs Paul Prudhomme and Emeril Lagasse got their starts. Newly redecorated, this jewel of a restaurant is a highlight of your New Orleans visit.

ROUND-TRIP TOUR TRANSPORTATION IS PROVIDED.

† TICKETED EVENT



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THE HISTORIC

HOTEL MONTELEONE

Right in the French Quarter



THIS YEAR'S CRE ANNUAL CONVENTION takes place at the beautiful Hotel Monteleone. Nestled in the French Quarter, the Hotel is just steps away from shops, music and New Orleans dining at its best.

The décor is classic. With soaring ceilings and opulent furnishings, the Monteleone is truly a tribute to the rich and storied past of New Orleans. Since 1886, the family-owned hotel has been setting the standard for travelers to the Crescent City. And now, luxury has advanced to a whole new level as a result of a recent multimillion-dollar renovation. Virtually every square inch of the hotel has enjoyed a complete restoration.

Be sure to visit the rooftop pool, the spa, the fitness center, and the famous Carousel Piano Bar and Lounge -- featuring a classic 1949 painted and illuminated carousel top reminiscent of a bygone era. It's the bar that's slowly rotating...not you!

RESERVE YOUR ROOMS TODAY: 800-217-2033

You may also make your hotel reservations online through CRE's customized reservation website: www.cre.org.



BOOK YOUR FLIGHT NOW Many airlines have lowered their ticket costs. Book your flight early to take advantage of lower fares.

IMPORTANT INFORMATION

For information about appropriate meeting, tours and evening events attire, continuing education credits and registration cancellation policy, please visit the CRE website at www.cre.org.

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THE COUNSELORS OF REAL ESTATE ANNUAL CONVENTION
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COME EARLY... PROGRAM BEGINS SUNDAY!

CRE

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www.cre.org



SUNDAY AFTERNOON

SPECTACULAR
MULTI-MEDIA ARMCHAIR DEVELOPMENT TOUR

SUNDAY EVENING

FESTIVE MARDIS GRAS WORLD CELEBRATION †
THE FLOATS... THE MASKS... THE MUSIC... THE FUN
IN A TRULY UNIQUE VENUE

MAKE YOUR RESERVATIONS NOW!

THE HOTEL MONTELEONE

UPDATED PROGRAM INSIDE

† TICKETED EVENT

