

**FRIDAY, NOVEMBER 12 • 9:30AM – 6:00PM  
CHICAGO**

# **AECRE FALL FORUM 2010**

Program Location: Seyfarth Shaw LLP Conference Center  
131 South Dearborn, Suite 2400, Chicago

- ◆ Corporate Decision-Making in a Distressed Real Estate Marketplace
- ◆ Corporate Headquarter Relocation Issues for Major Companies
- ◆ Leasing Space in International Markets
- ◆ Structured Networking Lunch, Social Reception and Dinner Dine-a-Rounds
- ◆ Experience Chicago!

Photo by Araceli Arroyo



**INTERNATIONAL ASSOCIATION OF ATTORNEYS  
AND EXECUTIVES IN CORPORATE REAL ESTATE**

# AECRE Fall Forum 2010

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Loeb, LLP  
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**Thomas Alexander** - Shareholder, Larkin Hoffman  
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**Janet Johnson** - Partner, Schiff Hardin LLP

**Raymond Kwasnick** - Director, Goulston & Storrs, P.C.

**Adam Meek** - Principal & CEO, Brownfield Mgmt.  
Associates

## FRIDAY, NOVEMBER 12, 2010

8:30 Registration Opens

9:30 **Welcome** – Richard Nardi, AECRE Chairman

**Kickoff Speaker – Rick Mattoon, Senior Economist and Economic Advisor,  
Federal Reserve Bank of Chicago.**

### **On the Road to Recovery: Are we there yet?**

Rick Mattoon will discuss why the Great Recession was so different from previous recessions and how this is shaping the current recovery. Is there hope for hard hit sectors such as real estate and construction? What about regulatory reform? When will employment start to rebound? These and other issues will be the focus of Rick's talk.

10:15 **Panel Presentation: *Corporate Decision-Making in a Distressed Real Estate Marketplace***

- Debt and equity picture for commercial real estate
- Legal aspects
- The corporate tenant's response to the marketplace

Speakers:

**Jeffrey Bramson** – Managing Director, Holliday Fenoglio Fowler, Chicago, IL

**Alexander Darragh** – Senior Managing Director, CB Richard Ellis, Chicago, IL

**Jeffrey Jahns** – Partner, Seyfarth Shaw LLP, Chicago, IL

11:30 Break

11:45 **Networking Luncheon**

Enjoy meeting three different groups of attendees as you rotate your way through our luncheon tables. Remember to bring plenty of business cards to facilitate networking. All attendees are invited to this luncheon.



1:45 **Panel Presentation: *Corporate Headquarter Relocation Issues for Major Companies***

From this panel we will learn the following about our panelists headquarter relocations:

- What they would do differently?
- What significant issues they faced?
- What was their biggest surprise?

Moderator: **Tom Alexander** – *Shareholder, Larkin Hoffman Daly & Lindgren Ltd., Minneapolis, MN*

Speakers:

**Sandra Collins** – *Corporate Real Estate Manager, U.S. Cellular, Chicago, IL*

**Patricia L. Crumley** – *Director Real Estate, MillerCoors LLC, Chicago, IL*

**Brian Hunter** – *V.P. Real Estate & Facility Services, Sara Lee Corp., Downers Grove, IL*

3:00 Break

3:30 **Panel Presentation: *Leasing Space in International Markets***

- US vs. World - Issues Arising Out of Differences in Culture, Customs and Language
- Organizational Behavior - Complexities of Strong US Corporate Control vs. Local P&L Control
- Efficiency and Standards - The Need for a Capable Architect
- Pitfalls - Dilapidations, Measurements, Currency
- Need for Capable Local Counsel - Employment Law, Life Safety, Corporate Standards vs. Local Custom



Moderator: **Raymond Kwasnick** - *Director, Goulston & Storrs, P.C., Boston, MA*

Speakers:

**Michael Dalton** – *Partner, Corporate Advisory Services, FHO Partners, Boston, MA*

**Beth Davis** – *Vice President of Real Estate, Spencer Stuart, Chicago, IL*

**Lamar Johnson** – *Architect, Gensler, Chicago, IL*

4:45 **Social Reception Followed By Dinner Dine-A-Rounds**

Join other AECRE attendees for dinner tonight (optional), in small groups, at acclaimed local restaurants. Individuals are responsible for their portion of the bill. Sign up at registration desk.

**Special Thanks For Our Fall Forum 2010 Diamond Sponsor**



## **General Information**

Questions? Contact AECRE at 815-464-6019 (phone), 815-464-8334 (fax), or email to Lisa Carreras, Executive Vice President & Director at [lcarreras@aecre.org](mailto:lcarreras@aecre.org). Seyfarth Shaw LLP Conference Center is located at 131 South Dearborn, Suite 2400, Chicago. Dress: business casual. Note: AECRE is a not-for-profit corporation FEIN #36-3735700.

## **Hotel Room Block**

AECRE has rooms on hold at the Standard Club for \$165 + 16% surcharge per night. Contact Hollis Igras directly at 312-408-2819 or the front desk at 312-427-9100. Be sure to reference the "AECRE block" on Nov. 11. Individuals are responsible for room, tax, and incidentals. Please be prepared to give your credit card guarantee.



## Continuing Legal Education (CLE)

AECRE will be applying to all states represented in our membership for CLE credits for the Fall Forum 2010. For updated information, call the AECRE office at 815-464-6019. We will work with attorneys from states not represented in our membership for CLE credits on a retroactive basis following the forum.

## Cancellations/Substitutions

If you are a member and cannot attend, you may send another person from your organization at the member rate. Substitutions are always welcome. For cancellations, registration fees, less \$25, are refundable when received no later than 5:00 p.m. on Friday, November 5, 2010.

## About AECRE

*The International Association of Attorneys and Executives in Corporate Real Estate (AECRE) is a not-for-profit association that provides its members with a senior-level network of executives and attorneys who share professional concerns in the field of corporate real estate. AECRE has a unique membership profile consisting of corporate real estate executives, in-house corporate real estate counsel, outside real estate counsel, and executives in real estate services with ten to over thirty years of experience. Membership is sponsored and by invitation only.*

**Educational Meetings** - Member activities include an annual two-day spring conference at a desirable location that features a multi-faceted educational program, frequent networking opportunities, and numerous social and sporting events. Another one-day meeting, of equal caliber, is held in the autumn in a major metropolitan area. Opportunities for members to attend networking luncheons in some cities are available throughout the year.

**Corporate Real Estate and The Law®** - Our newsletter consists of educational articles and updates on current legal developments as well as member and association information. Members are invited to submit educative articles for publication, and new members are profiled in each issue.

**Membership Directory** – Available only to members, the on-line membership directory features member information alphabetically, geographically and by company, along with the individual expertise of members.

**www.aecre.org** – A vital resource for all members, our website offers a section for members-only. The Bulletin Board allows members to post questions, comments and news that is distributed by email to the membership. An archive of past newsletters is included on the site.

*Regular Membership \$380; NFP & Academic Membership \$190  
Additional members from organizations with one current member  
at the regular rate are priced at \$200*

**For Information Contact AECRE At**

**[www.aecre.org](http://www.aecre.org)**

20106 South Sycamore Drive, Frankfort, Illinois 60423 • Phone 815-464-6019 Fax 815-464-8334 • Email [Info@AECRE.org](mailto:Info@AECRE.org)

## MARK YOUR CALENDAR!

### AECRE ANNUAL CONFERENCE

Educational sessions to be held on the Microsoft Campus in Redmond, WA!  
Friday and Saturday, April 29th and 30th, 2011

In light of continuing awareness/constraints on business travel, AECRE has condensed our conference from three ½ days to one full day (Friday) and one ½ day (Saturday). We hope you will plan on arriving Thursday evening April 28<sup>th</sup> when we will have a casual Welcome Get-together and stay through Saturday afternoon around 1:00 pm when we plan to conclude our educational program. We will continue networking events (optional) through the rest of Saturday the 30<sup>th</sup>.

Hotel headquarters – Hyatt Bellevue - <http://www.bellevue.hyatt.com/hyatt/hotels/index.jsp>

\$139 single or double base rate

Reservations at <https://resweb.passkey.com/go/AECRE>