

ANNUAL REPORT 2007

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Message from the Chair and Executive director



L to R: Joan Gladstone, FY07 Assistant Chair; Phyllis Alzamora, Executive Director and William Devine, Chair

The Urban Land Institute (ULI) Orange County District Council experienced many firsts over the past fiscal year, including publishing this first-ever annual report. We hope you will enjoy reading about ULI Orange County's many achievements during FY07 (July 1, 2006 to June 30, 2007).

Propelled by a comprehensive three-year strategic plan that the ULI Orange County Executive Committee set in motion in January 2006, the opportunities for involvement in ULI Orange County have become greater and more diverse than ever before. By the end of FY07, ULI Orange County grew to 1,306 members, including 370 members under the age of 35, who comprise the dynamic Young Leaders Group (YLG).

Just two years ago, ULI Orange County had four active committees. Today, there are seven active committees, one task force, and one grant project team. The Technical Advisory Panel (TAPs) program also took off in FY07 with two TAPs in Orange County. We are proud to report that in FY07, we doubled the number of educational events to 26 and attracted nearly 2,000 attendees from the private and public sectors.

ULI Orange County has become one of the 10 largest District Councils in the world due to the strong support of our Executive Committee, committee members and many other volunteers. We thank you for your participation over the past year and welcome your involvement in the coming fiscal year.

William Devine
FY07 Chair
Partner, Allen Matkins Leck Gamble Mallory & Natsis LLP

Phyllis Alzamora
Executive Director

ULI Orange County



L to R: Kerry Madden, Orange County Performing Arts Center, Paul Freeman, C.J. Segerstrom & Sons, Assistant Chair Joan Gladstone and Henry Segerstrom at the members-only reception and private tour of the new Renee and Henry Segerstrom Concert Hall. Segerstrom, ULI member, addressed our members and shared his support of the ULI mission.



"Reinventing Retail" program and tour at the Bella Terra Mall in Huntington Beach.



L to R: Joel Rosen, Buena Park; Kelly Buffa, Anaheim; Brent Cooper, Lake Forest; Phyllis Alzamora, ULI-OC; and Rod Hanway, SunCal participate in a tour of Amerige Heights in Fullerton as part of the ULI Master Planned Communities Conference in Huntington Beach.



ULI Orange County brought a two-day ULI Land Development Workshop to Southern California. The event was held at Chapman University.

Programs, Workshops and Conferences

The ULI Orange County Programs Committee is one of the most vital committees in achieving our mission of knowledge-sharing. Our members continually reap the benefits of the information presented at ULI Orange County programs.

To serve our growing membership, in FY07, we held 26 events, a 50% increase over the prior year, and drew nearly 2000 attendees. We also brought to Orange County for the first time the ULI Land Development workshop and the ULI Master-Planned Communities conference and secured several distinguished ULI Trustees and Fellows to speak at local business and non-profit events.

With the help and support of Programs Committee volunteers, ULI Orange County hosted monthly events that heralded new topics and provided opportunities for members to learn about innovative developments and important issues facing our region. We toured one of the county's first high-rise luxury condominium complexes, The Plaza by OPUS West Corp. We collaborated with five organizations to launch a Sustainability Forum, with over 230 attendees hearing from 11 different speakers. Based on the event's success, we are planning to present the forum annually. We held a 2007 Emerging Trends program on commercial and residential development. For the holidays, we co-hosted a networking reception with The Hobbs Institute for Real Estate, Law & Environmental Studies at Chapman University to celebrate our new partnership and showcase our new offices in Orange. FY07 programs also featured distinguished panelists on mall redevelopment, transportation gridlock, the globalization of the real estate industry and the re-emergence of the rental market in Orange County.

The key to successful programs is three-fold: active Programs Committee volunteers, panelists willing to share their knowledge and expertise with our attendees, and keen interest among members and non-members. We would like to take this opportunity to thank Programs Committee Co-Vice Chairs Greg Currens, Style Interior Design and Aram Chahbazian, Thomas Cox Architects, Inc.



L to R: Mayor Diane Harkey, Dana Point; Mayor Shawn Nelson, Fullerton; Christine Iger, Iger & Associates Government Interface Consultants; Mayor Steve Rosansky, Newport Beach and Bill Devine, Chair at the 2nd Annual Public Policy Forum.



At the lively "Going Global in the Real Estate Industry" program, Lee Bienstock, Meridian Capital Group, was patched in from New York via video-conference to discuss financing challenges in foreign markets.

Young Leaders Group

FY07 marked a busy year for the ULI Orange County Young Leaders Group (YLG), comprised of members under the age of 35. YLG membership grew 16% as a result of increased opportunities for involvement. Headed by two enthusiastic co-vice Chairs, Aman Lal, The Hoffman Company and Felix Figueroa, Northwestern Mutual, the YLG held seven Coffee Talks, several community service projects, two programs on personal and professional development, and numerous networking events.

This was also the pilot year for the very successful YLG Mentorship Program created by Program Co-Vice Chairs Jason Check, TPG Residential and Yolanda Sepulveda, William Hezmalhalch Architects.

As part of its dedication to community service, the YLG sponsored a pro bono Technical Advisory Panel (TAP) for the Advocates for Adults with Developmental Disabilities. The TAP was organized by Community Service Co-Vice Chair Nicole Snell, Park Place Partners.

The Young Leaders Group Coffee Talks gave YLG members a chance to hear the success stories of industry leaders in an intimate setting. The Coffee Talks were limited to YLG members only and featured ULI Trustees, full members and senior-level executives in land use planning and real estate development.



L to R: Martin Kulli and Barry Gross of Developers Research; Yolanda Sepulveda, William Hezmalhalch Architects; and Aman Lal, co-vice chair YLG, at a Coffee Talk held at The Irvine Company.



L to R: Felix Figueroa, co-vice chair YLG; Michelle Wolkoy, Meyers; Sergio Ramirez, Anaheim Redevelopment; and Peter Vahid, MS Land, attend the YLG Happy Hour at the Yard House in Brea. These networking events are held quarterly.



L to R: Ed Easley, TPG Residential; Thomas G. Grable, William Lyon Homes; and Richard E. Ramella, The Planning Center, participate in a panel for YLG members on "Transitioning Into Management."



L to R: Young Leaders Group Protégés Jason Check, TPG Residential; Brooke Hiller, Chase Merritt; Albion Yi, Fremont Investment & Loan; Eric Herro, Northwestern Mutual; and Seth Timmons, Snyder-Langston, meet with mentor Daryl Carter, Trustee.

Mentorship Program

The YLG kicked off its new Mentorship Program this year. The program is designed to foster an exchange of professional ideas and expertise among young real estate professionals and industry veterans. The program matches young professionals ("Protégés") with experienced professionals ("Mentors") for guidance and support, while offering mentors an opportunity to strengthen ties with the young future leaders of the local Orange County real estate community and ULI.

In FY07, 13 mentors and 50 protégés formed groups that were based on shared interests and YLG career aspirations. Group meetings range from informal discussions of market conditions and trends to structured development and deal analysis. Some groups have received "insider" project tours hosted by their mentor while others assembled collaborative development teams to create business plans for undeveloped land parcels in Orange County.

“.....
Young Leaders Group membership grew by 16 percent in FY07.
”

Dedicated members like Irazmi Perez, JZMK, provide membership materials to prospective members.

Community Outreach...

Technical Advisory Panels

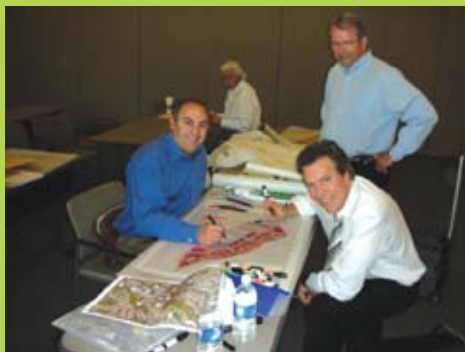
In FY07, the ULI Orange County Technical Advisory Panel (TAPs) program was more prominent than ever. TAPs further the ULI mission by sharing best practices and providing education services in local land use planning and real estate development.

ULI Orange County organized two volunteer-based TAPs: one for the City of Mission Viejo and the YLG pro bono TAP for Advocates for Adults with Developmental Disabilities. In each of these TAPs, sponsors benefited from ULI Orange County's objective analysis of their land use dilemma. Volunteers benefited as well, as they were able to use their expertise to give back to the community in a positive and significant way.

Workforce Housing Initiative

The availability of quality workforce housing within a reasonable commuting distance to jobs is a national problem. In February 2007, Ron Terwilliger, former ULI chairman and CEO, Trammell Crow Residential, founded the ULI Terwilliger Center for Workforce Housing. The Center is dedicated to generating awareness and solutions to this issue.

ULI Orange County was selected as one of the first District Councils in the nation to develop and implement a plan to stimulate the development of workforce housing at the local level. In FY07, Harvey Cohen, Chair, ULI Orange County Workforce Housing Task Force and members of the Executive Committee developed a detailed work plan to address this issue in Orange County. The Phase 1 goal is to recruit Task Force members and establish relationships with key stakeholders, creating a deep knowledge of the state of workforce housing in Orange County, and establishing the infrastructure needed to accomplish these goals. Phase 2 will deliver programs and events designed to foster communications among stakeholders and accelerate the development of workforce housing.



L to R: Tal Jackson, Land+Arc West; John Shumway, The Concord Group; and Randal Jackson, The Planning Center, participate in a TAP for the City of Mission Viejo. The TAP focused on placemaking and revitalization opportunities for a "tired and aging" shopping center in one of Southern California's original master-planned communities.



L to R: John Okura, Jamboree Housing; Stewart Winkler, Urban West Ventures; Mayor Beth Krom, City of Irvine; Nicole Snell, Park Place Partners; Aman Lal, The Hoffman Company; Dan Flynn, John Laing Homes; and Philip Wall, Colorado Pacific Holdings, LLC participate in the first-ever YLG TAP. The TAP presented alternative solutions to the City of Irvine's current affordable housing deficiency for the developmentally disabled.

Community Action Grant

The ULI Orange County was awarded a \$21,000 ULI Community Action Grant to fund a project on Building Healthier Communities: The Nexus Between Health and Land Development Patterns. The grant project is considered an innovative idea that has measurable outcomes in a relatively short period of time, provide a prominent role for ULI and offer a good role model, which could be adopted by other communities. Work on the grant project was started in FY07 and is continuing into FY08, concluding with an outline prepared to address ten principles of building healthy communities.



L to R: Mary Ann King, Trustee; Ron Terwilliger, former ULI National Chair and Trammell Crow Residential Chairman and CEO; Bill Devine, Chair and Lee Sammis, Past Trustee. Terwilliger launched the ULI Terwilliger Center for Workforce Housing in February. Orange County is one of the first ULI District Councils to create a Workforce Housing Task Force to address this important issue.

Opinion Survey

A first-ever Opinion Survey was conducted with over 3,500 members and prospective members. The response provided keen insights into member and non-member interests and issues and offered many excellent suggestions.

The majority of respondents were very interested in five topics: regional collaboration, transportation and mobility, sustainability, smart growth principles, and public sector outreach. The next most important areas of interest were mixed use development and trends.

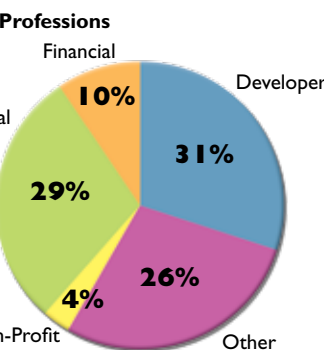
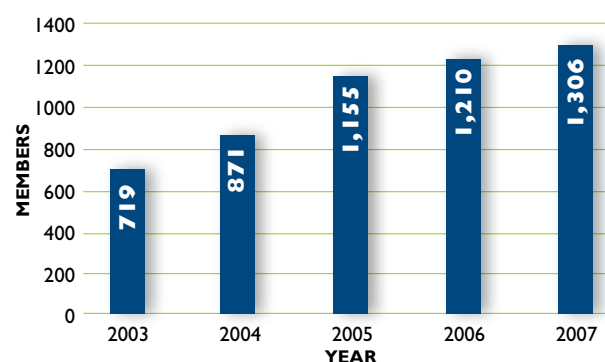
There are key points that play into each person's involvement in the ULI Orange County. The role that appeared to have the greatest impact was networking opportunities, followed closely by the opportunity to exchange ideas with industry leaders. Survey respondents also noted professional development, educational opportunities and exposure to new ideas in an area of expertise as being very important.

It was valuable to learn that members are interested in better communication about opportunities for participating in programs, committees and community outreach projects. Our Membership Committee used survey data to create new ways to reach out to prospective members. As a direct result of the survey, we hosted a highly successful event for non-members that involved ULI Trustees and Governors with senior executives in land use planning and real estate development. This event immediately resulted in several new members.

Membership

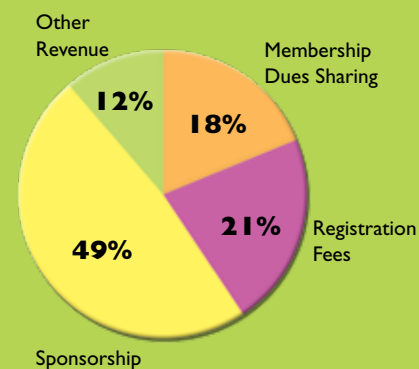
With our membership increasing 82% in five years, the ULI Orange County ranks among the 10 largest District Councils worldwide. In FY07, ULI Orange County grew to 1,306 members; an increase of 96 members in one year. The biggest increase was in Young Leaders, which grew by 59 new members. The YLG today makes up 28% of our total membership, as compared to 23% of members worldwide.

ULI OC Five-Year Member Growth



Our retention rate in FY07 for full members was strong at 93.4%. Our retention rate for members and Young Leaders Group (YLG) members was 72.3%, which ranks below the FY07 ULI worldwide average of 85.7%. Our Membership Committee and YLG Committee are planning to focus on retention in FY08.

FY07 Revenue



Finances

Sponsorship accounts for 49% of our revenue, with the balance of our revenue coming from membership dues sharing, registration fees and other revenue (for TAPs and monies from ULI grants.)

ULI Orange County is a lean organization with one full-time staff member, Phyllis Alzamora, executive director and two part-time staff members, Kendra Chandler, associate and Alissa Stewart, communications intern. The Roger C. Hobbs Institute for Real Estate, Law and Environmental Studies generously donates office space located on the Chapman University campus.

ULI Orange County relies on its dedicated volunteer Executive Committee and hundreds of other volunteers to create and implement our many successful programs and projects.

Total Members as of 6/30/2007

Full Members	230
Young Leaders	370
Students	52
Total	1,306

Thank You!

Volunteer Members and Speakers

The success of ULI Orange County's educational outreach would not be possible without the volunteers who help make it happen. More than 200 volunteers were involved in some important way with ULI at the local level. Speakers, moderators, committee members, mentors, protégés, TAP panelists, program coordinators, and volunteers who helped with media relations and creative design services all gave their time and talent to forward the mission of ULI. Thank you for making ULI Orange County what it is today.

ULI Orange County Volunteers:

Ryan Aeh	Rudy De La O	Stephen Harding	Grady Lam	Irazmi Perez	Norman Soto
William Ahern	Perry Degulis	Mayor Diane L. Harkey	Don Lamm	Marek Pfeil	Franklin Spees
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Robert Alleborn	Micheal Dewberry	Jolene Hayes	Jerry LaPointe	Jeff Radar	Lisa Stipkovich
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Abel Avalos	Guoli Dong	Peter Hersh	Julia Lavinsky Malisos	Richard Ramsey	Gregory Stoll
Matthew Beehler	Nancy Donnelly	Eric Higuchi	Steve Layton	Christina Reicher	Alex Stone
David C. Biggs	Edward C. Dygert	Brooke Hiller	Dr. Malcolm Lewis	Ken Robertson	Dale Sugimoto
Marlon Boarnet	Chuck Fancher	Roger Hobbs	Patric Lynam	Marsha Rood	Milt Swimmer
Randall Bone	Felix Figueroa	Tom Holm	Kerry Madden	Mayor Steve Rosansky	Peggy Tabas
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Anna Brendle	Bill Flaherty	Christine Iger	Dr. Michael McCarthy	Kenneth Ryan	Bob Thiergartner
Judith Brower Fancher	Oliver Fleener	Randy Jackson	Nathan McElmurry	Greg Sadick	Brandon Thomas
Helen R. Brown	Augustine Flores	Tal Jackson	John McKenna	Melissa Salas	Michelle Thrakulchavee
Peter Buffa	Daniel P. Flynn	Scott Jackson	Carl McLarand	David Salisbury	Seth Timmons
John Burns	Mark Forster	Ryan Jaleh	Peter McMahan	Lee C. Sammis	Greg Trimarche
Chris Cagle	Gregg Foster	Antoine Janicot	Kevin McNeil	Dawn Sandie	Jenny Tsai
Sean Michael Callahan	Paul Freeman	Alex Jochai	Jeff Miller	Bob Santos	Peter Vahid
Christiaan Carrillo	Gilad Ganish	Greg Johnson	RJ Miller	Leona Schaffer	Kerry Vandell
Lisa Carr	Max L. Gardner	Jordan Johnson	Roger Mobley	Michael J. Schlesinger	Sheri Vander Dussen
Daryl J. Carter	Randy Gibeaut	Sue Johnson	Rob Moffat	Allison Schneider	Philip Wall
Aram C. Chahbazian	Joan Gladstone	Robert Kahn	Matthew Montgomery	Brett Schumm	Betty Wallace
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John Davies	Shawn Hansen	Eugene Ku	Chris Otero	Nicole Snell	Albion Yi
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