

**Monday June 21<sup>st</sup>, 2010**

**Pearl Studio Full Goods Building  
200 E. Grayson Street, Suite 115  
San Antonio, TX 78215**

## **Transformational Redevelopment of Inner Cities: Why do it?**

**Registration: 11:30 am – 12:00 pm  
Program: 12:00 pm – 1:30 pm**

**Speakers:**

**Tom Murphy**  
Former Mayor of Pittsburgh,  
ULI Senior Resident Fellow for  
Urban Development

**Ed Kelley**  
Former Chairman and CEO,  
USAA Real Estate Company

Redeveloping and revitalizing inner cities brings a host of daunting challenges and difficulties. And transforming a run-down urban area demands that a developer think big.

Why tackle big redevelopment projects when the challenges are tougher than building from scratch? How do the benefits such as existing infrastructure, more transportation options, and proximity to major employment centers stack up against the headaches of adapting or demolishing old structures and the potential political and social conflicts?

**Registration:**

This luncheon brings us a unique opportunity to hear two fascinating perspectives:

**ULI Members:**

Private: \$50  
Public Sector & YLG: \$40  
Students: \$30

**Tom Murphy** – His three terms as Mayor of Pittsburgh challenged his administration to transform an inner city built on dying manufacturing businesses into a vibrant, mixed-use area that brought residents back to the riverfront and fed economic revival. As ULI Senior Resident Fellow for Urban Development, Tom also brings us a broad background in best practices in redevelopment from around the world.

**Non-Members:**

Private: \$65  
Public Sector & YLG: \$55  
Students: \$40

**Ed Kelley** – Applies his leadership experience with USAA Real Estate Company on many of San Antonio's highest quality suburban projects, to a very different type of development challenge in his consulting work with Silver Ventures. Under his leadership, RealCo assets nearly quadrupled to \$3.5 billion and its portfolio grew to 35 million square feet. Today, Ed brings unequalled perspective on redeveloping the Urban Village of The Pearl, its unique challenges, and the opportunity to improve our community by transforming a property.

**Add \$20 for late or on-site registration**

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**ULI San Antonio Thanks its Annual Sponsors\*:**

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*\*confirmed as of printing date*

ULI- the Urban Land Institute, is the preeminent, multidisciplinary real estate forum, facilitating the open exchange of ideas, information, and experience among local, national, and international industry leaders and policy makers dedicated to creating better places. ULI's mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is composed of over 33,000 members worldwide, representing every segment of the real estate development community, including property owners, investors, advisers, developers, architects, lawyers, lenders, planners, regulators, contractors, engineers, university professors, librarians, and students.

At the local level, ULI and its members accomplish its mission through District Councils, where local members convene at educational programs and other events to share best practices and learn from each other.

We thank our generous Sponsors who have renewed their support of ULI. For more information about membership and sponsorship options and their benefits, please visit our Website at [ULI-SanAntonio.org](http://ULI-SanAntonio.org), or call Ann Taylor, ULI Executive Director for San Antonio at 831-914-6405.

ULI is a non-profit 501 (c) (3) research institute, supported by its sponsors and members.



# REGISTRATION FORM

## Payment Methods: *(Please check the appropriate box)*

### Luncheon Event

Monday, June 21<sup>st</sup>, 2010

Meeting Code: 8113-1046

#### Registration Types and Fees:

Please circle applicable rate below:

	Member	Non-Member
Private	\$50	\$65
Public & YLG	\$40	\$55
Student	\$30	\$40

#### Registration Deadline:

Thursday, Jun. 17, 2010

*After Thurs. Jun. 17, please call*

*830-914-6405 to check for late registration*

*availability. **Add \$20 for late or on-site registration***

#### Annual Sponsors:

Please submit this form for your complimentary sponsor registration, one form for each participant, by e-mail to [SanAntonio@uli.org](mailto:SanAntonio@uli.org) or fax to (713) 349-8812

**Refund requests** must be submitted in writing no later than the above registration deadline; refund requests will not be accepted after this date.

Fax request to: 410-626-7148.

**REGISTER/PAY ONLINE** at [www.uli-sanantonio.org](http://www.uli-sanantonio.org).

- Payment can be made by credit card.
- If you register and pay online, do not fax this form.

**CREDIT CARD:**

• **FAX: 1-800-248-4585**

- Visa     Mastercard     AMEX
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• **Card Number:** \_\_\_\_\_

• **Exp. Date:** \_\_\_\_\_

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**CHECK:**

- Make Checks Payable to: ULI San Antonio
- Mail check with completed registration form to:  
ULI San Antonio District Council, Department 304  
Washington, DC 20055-0304

**PURCHASE ORDER: (Public Agencies Only)**

- **FAX: 1-800-248-4585** - Fax copy of signed P.O. and completed registration form to ensure inclusion in meeting registry of attendees and to obtain a prepared name badge.
- Payment to follow by check payable to: ULI San Antonio
- Mail check with Purchase Order & original registration form to:  
ULI San Antonio District Council, Department 304  
Washington, DC 20055-0304

If payment has not been received prior to the registration deadline date, a credit card guarantee will be required on-site. No credit card charges will be processed if payment is received within 1 week of meeting date.

#### **IMPORTANT: The following information must be completed (unless registering online- see above):**

ULI Member ID # (if applicable) \_\_\_\_\_

Name \_\_\_\_\_ Informal Name for Badge \_\_\_\_\_

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**8113-1046**

*\* Email is required in order to receive a confirmation\**

*For multiple registrations, please duplicate this form.*