



13TH ANNUAL WESTERN STATES

COMMERCIAL REAL ESTATE FINANCE CONFERENCE

SEPT. 29-OCT. 1, 2010

Keynote Speaker
Scott Rasmussen,
founder of ESPN and
Rasmussen Reports

ENCORE AT THE WYNN-LAS VEGAS

PRESENTED BY:

CALIFORNIA MORTGAGE BANKERS ASSOCIATION
CONFERENCE REGISTRATION

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PUBLICATION

COMMERCIAL MORTGAGE INSIGHT | SCOTSMAN GUIDE
COMMERCIAL MORTGAGE ALERT | WESTERN REAL ESTATE BUSINESS
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California Mortgage Bankers Association
COMMERCIAL REAL ESTATE FINANCE DIVISION

KEYNOTE SPEAKER

SCOTT RASMUSSEN, FOUNDER OF ESPN & RASUMUSSEN REPORTS



Scott Rasmussen is the founder and President of Rasmussen Reports, one of the nation's premier sources for public opinion information.

He has been an independent public opinion pollster since 1994 and is a frequent guest on Fox News, CNBC, the BBC, and other major media outlets.

Mr. Rasmussen and his firm have developed a reputation for delivering reliable, newsworthy, and actionable public opinion data. Just as important, Scott has the ability to translate the numbers into meaningful analysis and commentary in a manner that both informs and entertains. Michael Barone calls Scott "one of America's most innovative pollsters."

While Rasmussen is most noted for his political polling, his company also provides extensive coverage of business, economic, and lifestyle issues. This enables Scott to speak with authority on current events, underlying trends, and the questions that Americans are curious about.

Accuracy and stability are hallmarks of the Rasmussen tracking polls. A Fordham University analysis ranked Rasmussen Reports as the most accurate national polling firm in Election 2008. During Election 2004, Rasmussen Reports was the only firm to project the actual totals for the candidates within half-a-percentage point of the actual totals.

Scott grew up in the broadcast business. Earlier in his career, he and his father founded ESPN, the cable sports network. Scott's volunteer activities include serving as President of the Ocean Grove Camp Meeting Association, a 140 year-old organization that provides opportunities for growth and renewal in a seaside setting.



TO Fabulous
LAS VEGAS

CONFERENCE SCHEDULE

WEDNESDAY, SEPTEMBER 29, 2010

4:00 p.m. - 7:00 p.m.

Conference Registration

4:30 p.m. - 6:00 p.m.

The View from the Top: How's the Recovery? What's the New Normal?

Moderator: Kieran Quinn, *Walker & Dunlop*

Speakers: Brian Stoffers, *CBRE Capital Markets*

Scott Galloway, *HFF, LP*

Jeff Majewski, *Grubb & Ellis*

6:00 p.m. - 7:30 p.m.

Chairman's Reception

THURSDAY, SEPTEMBER 30, 2010

7:30 a.m. - 7:30 p.m.

Conference Registration

7:30 a.m. - 8:30 a.m.

Continental Breakfast

Location: Exhibit Hall

8:30 a.m. - 8:45 a.m.

Opening Remarks and Introductions

Robert Slatt, Conference Chair, *Newmark Realty Capital, Inc.*

8:45 a.m. - 10:15 a.m.

Western States Market Overview

Mary K. Ludgin, Managing Director & Director of Global Research, *Heitman*

Introduction: Robert Slatt, Conference Chair, *Newmark Realty Capital, Inc.*

10:30 a.m. - 11:45 a.m.

Maturing Loans – Past due, where do we go from here?

Moderator: Dan Phelan, *Pacific Southwest Realty Services*

Speakers: Keith Honig, *AIG*

Kevin Donahue, *Midland*

Wayne Brander, *US Bank*

11:45 a.m. – 12:00 p.m.

Networking Break

Location: Exhibit Hall

12:00 p.m. – 1:30 p.m.

Keynote Speaker Luncheon

Scott Rasmussen, *Rasmussen Reports*

Introduction: Robert Slatt, Conference Chair, *Newmark Realty Capital, Inc.*

A large, stylized 'Welcome to Fabulous Las Vegas' sign is visible in the background, partially obscured by the title. The sign features the word 'WELCOME' in a semi-circle at the top, 'TO Fabulous' in a script font, and 'LAS VEGAS' in large, bold, block letters below. The background is a light blue sky with a cityscape silhouette.

CONFERENCE SCHEDULE

1:30 p.m. – 1:45 p.m.

Networking Break

Location: Exhibit Hall

1:45 p.m. - 2:45p.m.

CMBS 2.0 – New and Improved?

Moderator: Tom Dudley, CMBA Commercial President, *Newmark Realty Capital, Inc.*

Speakers: Alan Flatt, *Bank of America*

Gary Duff, *Morgan Stanley*

Craig Picket, *Ladder Capital*

Wayne Brandt, *Wells Fargo Commercial Mortgage*

2:45 p.m. – 3:00 p.m.

Networking Break

Location: Exhibit Hall

3:00 p.m. - 4:00 p.m.

Clearing the Foreclosure Logjam – Distressed Pools

Moderator: David Rosenthal, *Curtis-Rosenthal, Inc.* & William Bernfeld, *K&L Gates*

Speakers: Joan Kramer, *Kennedy Wilson Finance Group*

Greg Bloyd, *Citizens Business Bank*

Bruce Nelson, *Situs Companies*

Mark Weinstein, *MJW Investments*

Alina Mardesich, *US Bank*

4:00 p.m. - 6:00 p.m.

Correspondent/Lender Meetings

5:30 p.m. - 6:30 p.m.

Sponsor Appreciation Reception

By Separate Invitation

6:00 p.m. - 7:30 p.m.

Networking Reception

FRIDAY, OCTOBER 1, 2010

7:45 a.m.

Continental Breakfast

Location: Exhibit Hall

Concurrent Sessions

8:45 a.m. - 9:30 a.m.

9:45 a.m. - 10:30 a.m.

10:45 a.m. - 11:30 a.m.

The background of the top section features a stylized, neon-style sign that reads "WELCOME TO Fabulous LAS VEGAS". The sign is green with white and blue lettering. The word "WELCOME" is at the top, "TO Fabulous" is in the middle, and "LAS VEGAS" is in large, bold letters at the bottom. The sign is set against a dark blue background with a city skyline silhouette.

CONFERENCE SCHEDULE

Lender Panels- Banks

Moderator: Michael Cantwell, *Johnson Capital*

Speakers: Vic Santini, *Union Bank*

Brian Foster, *JPMorgan Chase*

Stephen Fleming, *River City Bank*

Robert Brady, *Bank of the West*

Lender Panels- Life Insurance Companies

Moderator: Dennis Sidbury, *Northmarq Capital*

Speakers: John Monahan, *John Hancock Real Estate Finance*

Mike Morey, *The Standard*

Kevin Catlett, *Principal Global Investors*

Marcia Diaz, *Prudential Mortgage Capital Company*

Lender Panels- GSE

Moderator: Andrew Behrens, *CBRE*

Speakers: Darrell Moore, *Walker & Dunlop*

Tony Spaeth, *Greystone*

Trevor Brotman, *Wells Fargo Multifamily Capital*

Ken Schwartz, *Prudential Mortgage Capital Company*

Alina Mardesich, *US Bank*

Lender Panels- Emerging Lenders

Moderator: Don Curtis, *HFF, LP*

Speakers: Mark Zytko, *Mesa West Capital*

Bill Petak, *CorAmerica*

Alan Fox, *Fundcore*

Steve Tucci, *NXT*

11:30 a.m.

Conference Adjourns

CONFERENCE ALERT

CMBA has responded to the severe economic conditions by making this important event more affordable to our industry, and encourage our lenders to participate.

We thank you for your continued support and look forward to seeing you at this year's conference!

13TH ANNUAL WESTERN STATES CREF CONFERENCE

REGISTRATION FEES

\$200 for CMBA members and \$300 for non CMBA members, however; registrations received after August 25, 2010 will be \$275 for CMBA members and \$375 for non CMBA members. You may also register online at www.cmba.com. Fees include seminar materials, luncheon, receptions, and refreshments. **No guest passes will be issued.**

CANCELLATION & REFUND POLICY

Requests for refunds received prior to August 25, 2010 will be subject to a \$50 cancellation fee. Cancellations received August 25-September 13, 2010 will be subject to a 50% cancellation fee. No refunds will be issued after September 13, 2010. All requests must be received in writing.

HOTEL ACCOMMODATIONS & CONFERENCE ATTIRE

Hotel information will be provided after conference registration is received. Hotel rooms are for Western States Commercial Real Estate Finance Conference attendees only. Conference attire is business casual. CMBA Hotel Room Rate is \$179/night.

Please type or print the information below. Please photocopy this form to register additional people for the conference.

ATTENDEES INFORMATION

FIRST NAME

LAST NAME

COMPANY NAME

BUSINESS ADDRESS

CITY STATE ZIP

BUSINESS PHONE FAX PHONE

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PLEASE MAKE CHECKS PAYABLE TO CMBA, OR COMPLETE THE CREDIT CARD INFORMATION BELOW:

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When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account as soon as the same day and you will not receive the check back from your financial institution. If your payment is returned due to insufficient funds, you authorize us to make a one-time electronic fund transfer from your account to collect a fee of \$25 as allowed by state law.

CALIFORNIA MORTGAGE BANKERS ASSOCIATION

980 NINTH ST, SUITE 2120
SACRAMENTO, CA 95814
WWW.CMBA.COM
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REGISTER BY SEPTEMBER 6, 2010 TO RECEIVE EARLY BIRD DISCOUNT

SEPTEMBER 29-OCTOBER 1, 2010
ENCORE AT THE WYNN LAS VEGAS
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PAYMENT METHOD

(CHOOSE ONE)

- Check enclosed*
 Charge credit card as shown

REGISTRATION FEES

(BY AUG. 25, 2010)

- \$200 for CMBA members
 \$300 for non CMBA members

(AFTER AUG. 25, 2010)

- \$275 for CMBA members
 \$375 for non CMBA members

TOTAL ENCLOSED

To develop a stronger political voice for the real estate finance industry, \$20 of your registration fee will be donated to CAMPAC. Please check here if you do not want to contribute to CAMPAC. The registration amount is the same whether you choose to contribute to CAMPAC or not.

Mark Your Calendars!

New Conference Date
Wednesday, Sept. 29
- Friday, Oct. 1!

Don't miss the
largest gathering
of lenders in the
western U.S.!