



Cornell
Real Estate
Council

39th Annual Cornell Real Estate Conference

Real Estate Reset: Building a New Playbook

Become a Sponsor ▶

Confirmed Sponsors to Date:

Chairman's Circle: \$25,000

TBD
TBD
TBD

Platinum: \$10,000

TBD
TBD
TBD

Gold: \$5,000

TBD
TBD
TBD

Silver: \$2,500

TBD
TBD
TBD

Featuring Keynote Speakers:



Debra A. Cafaro
Chairman & CEO, Ventas, Inc.



Dominic Chu '99
Title TBD



About the Conference

The Cornell Real Estate Council (CREC), with the generous support of Cornell University, the Cornell Center for Real Estate and Finance, the SC Johnson College of Business, the College of Architecture Art & Planning and the Cornell Baker Program in Real Estate, is proud to present the 39th Annual Cornell Real Estate Conference. This year's conference will again be virtual taking place over four days via a series of highly informative and engaging webinars featuring the industry's top thought leaders. Last year's conference attracted over 5000 attendees. To address today's prevailing themes, our featured speakers will share their views on the outlook for commercial and residential real estate - specifically how different property types are adapting to the economic, technological and lifestyle trends that have accelerated due to the pandemic. As a result of our growing list of generous sponsors, there is no registration fee for the conference. Most of the funds raised will be used to support our mission to nurture emerging talent and build diversity within the real estate industry. Whether you are an undergraduate or graduate student, alumnus, alumna or experienced professional, we hope you will join us for a powerful conference.

[Register Here](#) ▶

Conference Schedule

Thursday, October 21st @ 5pm EST

**Presentation of the 2021 Baker Industry Leader Award
immediately followed by
Dominic Chu '99 Interviews Debra Cafaro, Chairman &
CEO of Ventas, Inc. and the 2021 Baker Industry
Leader Award Recipient**

Thursday, October 28th @ 4pm EST

The Rapidly Changing Residential Landscape

Tuesday, November 2nd @ 11am EST

**An Exclusive Presentation of 2020 Institutional Real
Estate Allocations Monitor
immediately followed by
Global Real Estate Institutional Investment Trends
moderated by Doug Weill '88**

Wednesday, November 11th @ 11am EST

**An Exclusive Presentation of 2021 Institutional Real
Estate Allocations Monitor
immediately followed by
Global Investors' View on Real Estate Investment
Themes and Opportunities
moderated by Doug Weill '88**

Thursday, November 4th @ 4pm EST

**The Accelerating Digitization and Innovation of the
Built World**

Conference Includes One-On-One Conversations and Panels with
Prominent Industry Leaders, Including:

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Additional Speakers to be Announced



WHY SPONSOR?

Although we are not meeting in person this year, CREC's mission of helping students and alumni continues. In fact, the need to help students and recent alumni has expanded given COVID-related challenges. Students, with a reduced ability to network, participate in site tours, meet face-to-face with potential employers and learn in a traditional way, have reached out to CREC for much-needed assistance, and we have responded with enhanced offerings. To help fund these initiatives we are asking our members and conference attendees to consider tax-deductible contributions to CREC. Sponsorship monies from this year's Real Estate Conference will be primarily earmarked toward student-focused initiatives in the following three key areas: (i) real estate career guidance; (ii) scholarships/grants; and (iii) expanded opportunities in the real estate industry for women and people of color. To guide these efforts and oversee the designation and distribution of funds, CREC has assembled a Diversity, Equity & Inclusion Task Force chaired by Board Member Lynn Gray. These are particularly critical efforts during this challenging time, and we appreciate whatever level of support you can provide. **Last year's event attracted over 5000 attendees from around the world, and we hope to exceed that number this year — so we are confident your support will not go unnoticed.**

Your Sponsorship Funds at Work

Organization: Cornell Future Architect Award and Summer Scholars (in partnership with Cornell AAP)
Amount: \$5,000 for each of the next 3 years, with the option to increase commitment amount

Purpose: Contribution to the CFAA award fund will support the participation of minority or disadvantaged high school students, or items affiliated with program operation. To learn more about the program, you can review the proposal [here](#).

Organization: Philip Payton Society for Minority Professionals in Real Estate Case Competition
Amount: \$5,000 cash prize money + \$450 worth of Cornell "swag" for all participants

Purpose: The PPS Case Competition is an initiative designed to introduce minority undergraduate students to the real estate industry through a 3-part learning series and a capstone case analysis. In just 2 short years, the competition has grown to include 14 participating HBCUs and almost 50 students. On April 9th, 5 finalist teams presented their analyses to a panel of judges. You can watch a recording of the presentations and award announcements [here](#).

In addition to allocating funds, CREC has developed and nurtured a series of initiatives to support inclusivity of underrepresented populations in real estate. These initiatives include *Coffee Chats*, a bi-weekly virtual series held this past Spring featuring female industry professionals, as well as *Career Circles*, a mentorship program, which launched its second iteration with the start of the Fall semester.

We would love to hear from you if there are programs & organizations that you would like to refer to the CREC DEI Advisory Board for consideration. Your sponsorship has only just begun to make a valuable impact and we look forward to keeping you apprised of these initiatives going forward.



CONFERENCE STEERING COMMITTEE

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(AFR Capital Advisory)



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(Northwood Investors)



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(Sage Hall Partners)

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