



women of enterprise

REAL ESTATE FORUM

**RE: DU Women of Enterprise Forum - April 27, 2011**

We made it through 2010! Will it be “back to heaven in twenty-eleven”...and what will 2012 hold? Official indicators may be stubbornly non-committal, but I have witnessed a change in many within the industry! It is as if surviving and conquering these challenging times have called for new skills and new weapons which have resulted in creating industry superheroes out of many!

Unleashing this power within is the focus for this year’s annual **Women of Enterprise (WE) Forum** hosted by the Franklin L. Burns School of Real Estate and Construction Management, Wednesday, April 27, 2011 on the University of Denver campus. As chair of the Eighth Annual WE Forum, I personally invite you to support this event. A full 75% of net proceeds from the forum go directly to a scholarship fund for students at the Burns School of Real Estate and Construction Management at the University of Denver, with the remainder supporting on-going programs. These students are hopeful of a bright future in our field, and their positive thinking and fresh approach will certainly be welcome. They *are* the future of our industry!

The **WE Forum** was also established to highlight accomplished business women and men, and to encourage women in the industry to reach for the top. Attendees have consistently heard exceptional presenters at the local and national level and that bar will remain high for 2011. Our outstanding speakers will continue to be timely, relevant, and thought-provoking. This year’s impressive Power Panel will focus on hot topics, including how the new FASB laws will impact small businesses in our industry, how to sell, lease and value LEED buildings and discussion of additional timely topics. The forum has the added benefit of offering a number of hours of CE and CLE credit, including credit in ethics.

*This is a program worth supporting.* Sponsorship for **WE** continues to be an excellent value. The Title Sponsorship opportunity is already committed, but we have several others available ranging from \$1,000 to \$7,500. The level of recognition and exposure for your company is based on the sponsorship opportunity that you select.

An excellent program, support of scholarships and powerful networking opportunities all combine to give you sound reasons to not only attend the program, but to support it in any way you can. Please consider one of the sponsorship levels to represent your company or clients, or give directly to the scholarship fund. Pledge your support today. I look forward to seeing you on Wednesday, April 27, 2011.

Thank you in advance,

Daunne O’Dorisio  
2011 Women of Enterprise Forum Chair  
Real Estate Manager  
CB Richard Ellis | Asset Services

Enc. Pledge Sheet

ISSUE  
NO.7

# UNLEASH the POWER of WE!



WE

women of enterprise

4.27.11  
[www.womenofenterprise.com](http://www.womenofenterprise.com)

## FACT SHEET

### Why Support the Women of Enterprise (WE) Forum

The Franklin L. Burns School of Real Estate and Construction Management at the Daniels College of Business, University of Denver is the only program in the U.S. which offers an undergraduate, graduate and Executive Master's degree in real estate and construction management through a College of Business. Started in 1938, it is also one of the oldest programs in the country. Burns is among the top rated programs in the nation, and being a private university, is not supported by tax dollars. Currently the Burns School has 67 Executive Master Candidates, 76 graduate and 68 undergraduate students; approximately 15% of which are women.

To encourage more women to enter the commercial real estate industry, the Women of Enterprise (WE) Forum was started by The Burns School in 2004 to raise awareness and highlight women leaders in the industry. Burns also gives 75% of all net proceeds to scholarships for deserving female students attending their program. Since its inception, the WE Forum has:

- Raised over \$175,000 in scholarships;
- Distributed \$161,500 of these funds to female students;
- To date, 27 students have benefitted from the scholarship fund. Many of these recipients are still completing their degree. Others have graduated and are successfully contributing to the industry.

An added plus, is a dramatic increase in female students enrolled in the Burns School program. In 2004 there were approximately 4% female student in the real estate and construction management. Currently there are just under 15% enrolled. Is the WE Forum the reason? We are certain that it has contributed to these numbers.

As the cost of education continues to rise, money does make a difference for positive change at a university. Your financial help allows us to support a student that may otherwise not be able to complete their education and to also offer scholarships to the top tier students who have their choices of universities to attend. We hope you will support our continued efforts to educate and encourage more women into a broad range of commercial real estate and construction professions.

The WE Forum has also continually been rated one of the top industry related forums put on by the Burns School. Attendees have consistently given our speakers excellent ratings. Supporting this Forum through sponsorship opportunities also allows us to continue to produce an excellent program.

Thank you, in advance, for your support of our programs and, our students.

# 2011 WOMEN OF ENTERPRISE: PROGRAM AGENDA

- 7:15 – 7:45 a.m.**      **Registration/Meet and Greet/Continental Breakfast/On-Site Registration**
- 7:45 – 8:00 a.m.**      **Welcoming Remarks**  
2011 Chair: Daunine O'Dorisio  
Real Estate Manager  
CB Richard Ellis | Asset Services  
1900 Sixteenth Street  
Denver, Colorado
- 8:00 – 8:15 a.m.**      **2011 Joy S. Burns Woman of Enterprise Award Presentation**  
**Award Recipient: Karen Samuels Jones**  
Partner  
Perkins Coie  
Denver, Colorado
- 8:15 – 9:00 a.m.**      **Kickoff Presentation: How to Sound Like a Broadcaster and Speak Like a CEO**  
**Elizabeth Peterson**  
Director  
Speech and Voice Enterprises  
Aurora, Colorado
- 9:00 – 9:30 a.m.**      **Session II: Ethics Presentation**  
**Kristen M. Bronson**  
**Partner**  
Rothgerber Johnson & Lyons, LLP  
Attorneys at Law  
Denver, Colorado
- 9:30 – 9:45 a.m.**      **BREAK**
- 9:45 – 11:00 a.m.**      **Session III: Power Panel**  
**Jeanette Flory**  
Senior Vice President | Asset Management  
Bentall L P and Kennedy Associates Real Estate Counsel, LP  
Bethesda, Maryland  
**Diane S. Paddison**  
Chief Strategy Officer  
Cassidy Turley – Commercial Real Estate Services  
Dallas, Texas  
**Carolynne C. White**  
Shareholder  
Brownstein|Hyatt|Farber|Schreck, LLP  
Denver, Colorado
- 11:00 a.m. – Noon**      **Keynote Presentation: Laura's Lessons Learned**  
**Laura A. O'Brien**  
Senior Vice President  
CB Richard Ellis | Operations & Special Projects  
Los Angeles, California
- Noon**      **Closing Remarks**  
Dr. Mark Lee Levine  
Director, Professor and Mark Lee Levine Director's Chair  
Franklin L. Burns School of Real Estate and Construction Management  
Daniels College of Business/University of Denver  
Denver, Colorado

*\*Agenda subject to change*

## FEATURED SPEAKERS

**Kristen M. Bronson**

**Partner**

**Rothgerber Johnson & Lyons LLP**

**Denver, CO**



Kristen Bronson's practice focuses on complex corporate and business litigation, including representation of individual and corporate plaintiffs and defendants in class and derivative actions, and representation of local and national corporate entities in contract, fraud and other business litigation. She represents lender, developer, and property management clients in all facets of real estate, construction and banking law. She also advises brokerage companies concerning operational, regulatory and litigated matters.

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**Jeanette R. Flory-Sagan**

**Senior Vice President – Asset Management**

**Bentall LP and**

**Kennedy Associates Real Estate Counsel LP**

**Bethesda, MD**

**Laura O'Brien**

**Senior Vice President**

**CB Richard Ellis**

**Los Angeles, CA**



In her position as Senior Vice President, Operations and Special Projects, Laura O'Brien works with CB Richard Ellis senior leadership to implement the company's strategic priorities in the Americas and around the globe as assigned. She is a member of the Americas

Operating Management Board and she also co-chairs the operating committee of the CB Richard Ellis Foundation, the company's philanthropic entity. Laura O'Brien is responsible for managing company facilities, including overseeing the planning and execution of lease and sublease transactions and capital spending for our offices in the Americas and assists with this function on a global level. Current projects include further development of facilities standards and processes, and establishment of the company's global lease database for over 4 million square feet of leased space. Other projects have included the development of TRAC, the knowledge center providing real-time best practices and content for CB Richard Ellis sales professionals and their support teams. In addition, together with the company's IT group, she is co-sponsoring the development of the company's Client Relationship Management (CRM) system for the U.S. Prior to her role in Shared Services, Laura had a full career as a sales professional at CBRE, earning the title of Senior Vice President. Her brokerage experiences spanned the entire client life cycle from strategic planning to transaction management to project management and occupancy. She was a member of the Client Development team for Global Corporate Services where her responsibilities included configuring and integrating CBRE's service lines

# WOMEN OF ENTERPRISE REAL ESTATE FORUM: SPEAKERS

and resources to meet the needs of new client relationships. She provided account oversight and quality control for account teams involved in on-going multiyear client engagements. Prior to her role in GCS Client Development, she was an Account Manager for 10 years for CBRE clients with large U.S. and global real estate portfolios. Her account teams provided transaction management, project management, facilities management and portfolio management services in over 100 cities in 25 countries for their clients. Her teams focused on providing these services to global software firms headquartered in the U.S. Before joining CB Richard Ellis in 1991, Ms. O'Brien co-owned and managed a diversified, real estate company for 12 years, specializing in commercial brokerage services, property management, appraisal, construction management and development services. She began her career in agency leasing and project management, transitioning into tenant representation and finally into corporate services when she joined CB Richard Ellis.

## EDUCATION

California State University at Northridge, Bachelor of Science in Finance and Management. Graduated Summa Cum Laude University of Southern California, MBA in Finance. Graduated Summa Cum Laude

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**Diane S. Paddison**  
**Chief Strategy Officer**  
**Cassidy Turley - Commercial Real Estate Services**  
**Dallas, TX**



Diane focuses on strategic planning, integration of the companies comprising Cassidy Turley, and assisting with recruitment for key leadership positions. Other areas of focus include account management and new business development for Corporate and Investor Services, and talent management with an emphasis on leadership development, diversity, and operations.

Diane has more than 20 years of client-focused real estate services experience, making her an excellent addition to Cassidy Turley. She brings a wealth of knowledge from running operations for two Fortune 500 companies in the real estate industry. Additionally, her background in developing and implementing process and operations tools will be immensely beneficial as we enhance our infrastructure to support the next phase of our growth.

Diane is the former COO of ProLogis (NYSE:PLD) and President of Client Accounts, Global Corporate Services for CB Richard Ellis (NYSE: CBG). At ProLogis, Diane focused on organizational process and helped to bring together global teams in the areas of operations, technology, sustainability, marketing, and customer account management.

At CBRE, Diane was responsible for a global corporate services business, delivering those services through a 4,500-employee, client-centric account management delivery model. In this role, she integrated CBRE's service lines to provide a single point of contact for corporate clients and led recruiting, mentoring, and succession planning efforts to develop a team dedicated to service improvement.

Prior to CBRE's acquisition of Trammell Crow Company (TCC) in December 2006, Diane served as Chief Operating Officer for Global Services for TCC. There, she developed TCC's Global Services client strategy, helping to maintain key corporate and investor customer relationships. She began her real estate career with

# WOMEN OF ENTERPRISE REAL ESTATE FORUM: SPEAKERS

TCC in 1987 as a leasing agent in Tulsa, Oklahoma and held various management positions prior to being appointed to the TCC Executive Committee in 2005.

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**Elizabeth Peterson**  
**Director**  
**Speech and Voice Enterprises**  
**Aurora, CO**



Elizabeth Peterson is a licensed speech pathologist with over 16 years of experience working with adults and children in a variety of speech delays, language disorders, cognitive and voice programs. Her speech pathology practice is dedicated to business professionals working toward improved communication skills with custom designed accent reduction and executive speech therapy and voice improvement programs. Ms. Peterson understands the demands and growth of the competitive corporate and global world and offers short term programs that address all areas of business communication skills training such as presenting, negotiating, persuading and sales techniques. Elizabeth also offers a full speech pathology practice addressing preschool, school age and adolescent needs by offering speech therapy programs that are specific for speech delays and language disorders, as well as offer strategies for learning disabilities that promote academic success. Her adult neurological background is extensive and offers adult rehabilitation services in the areas of stroke, brain injury and neurological disease. As of January 2009, Ms. Peterson became a board member for the Colorado Speech Language Hearing Association. She also consults on the Traumatic Brain Injury Team for the Cherry Creek School District.

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**Carolynne C. White**  
**Shareholder**  
**Brownstein Hyatt Ferber & Schreck LLP**  
**Denver, CO**



Ms. White is a Shareholder based out of the Denver office of Brownstein Hyatt Farber Schreck. Her practice spans the Land Use, Government Relations, Real Estate and Natural Resources groups. Ms. White is an experienced land use and public policy attorney, with strong state and local government relationships, and cutting-edge expertise. Her specialty is managing complex and challenging projects and navigating multiple regulatory environments for optimal outcomes for clients. Her strong local and state relationships with elected officials and staff statewide ensure that clients always have the best information and the best opportunity to be heard. One of only twelve LEED-accredited attorneys in the state of Colorado, Ms. White also holds a Masters degree in Public Policy, and in Urban and Regional Planning, from the University of Colorado at Denver.

Ms. White's practice focuses primarily on the zoning and entitlement process, with an emphasis on complex projects involving redevelopment, infill, brownfields, urban renewal, eminent domain, mixed use, transit-oriented development, PIFs and other public financing tools, and special challenges such as historic preservation. Ms. White has obtained entitlements for projects ranging from high-rise hotels to large-tenant retail to mixed use developments involving retail, office and residential components. Ms. White also handles municipal election matters, including initiative and referendum, especially where they intersect with land use issues. Ms. White also serves as special and general counsel to a variety of governmental and quasi-governmental entities, such as urban renewal authorities, special districts, and redevelopment authorities.

# WOMEN OF ENTERPRISE REAL ESTATE FORUM: SPEAKERS

From 1999 to 2004, Ms. White was the staff attorney for the Colorado Municipal League, the nonprofit association representing the cities and towns of Colorado. In that capacity, she represented Colorado municipalities before the Colorado General Assembly, various state agencies and the courts. Focusing primarily on land use issues, Ms. White worked on state legislation dealing with growth management, comprehensive planning, impact fees, zoning, annexation, subdivision, urban renewal, condemnation and special districts. Additionally, she has also worked on legislation ranging from construction defects reform to governmental immunity.

From 1994 to 1999, Ms. White was a staff attorney in the legal department for the Denver Water Board where she handled a wide range of responsibilities that included litigation in federal, state and administrative courts; drafting policies and procedures; and handling real estate transactions dealing with Denver Water property.

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## **2011 Joy S. Burns Woman of Enterprise Award Recipient**

**Karen Samuel Jones**

**Partner**

**Perkins Coie**

**Denver, CO**



Karen Samuels Jones focuses her practice in the areas of real estate, leasing and construction, resort and permanent lending. Currently, her practice specialty includes loan foreclosures, receiverships, loan sales and workouts. Her clients are located not only within Colorado but also within the greater Rocky Mountain region and include state and national banks, real estate private equity investors, life insurance companies, other private lenders, senior living facility owners and operators, and technology companies. Karen is a recognized specialist in complex real estate secured transactions, acts as local counsel to various out-of-state attorneys and firms and lectures frequently on secured lending and distressed real estate finance topics.

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# OPPORTUNITIES

## 2011 Women of Enterprise Forum “Unleash the Power of WE” SPONSORSHIP OPPORTUNITIES

### **TITLE SPONSOR PARTNER**

**One (1) available at \$20,000** – *(One-time sponsorship with first right to sponsor this forum again next year, can be shared by up to two entities)*

- Company name and logo on the cover of the registration brochure and all supplemental marketing material\*
- Gift opportunity *(optional: provide attendees with a giveaway item in the welcome bag)*
- Welcome information with company name and logo in the registration area
- Microphone time to introduce Keynote speaker
- Company name, logo, photo and a 500 word company profile included in program\*
- Company name and logo information displayed near the speaker platform
- Verbal and PowerPoint recognition
- Company Link within the WE and Burns website for one year
- Priority reserved seating for a total of 3 tables for 8 attendees with table top recognition *(if sponsorship is split, each sponsor will receive 12 seats each)*

### **GOLD PARTNER - \$7,500**

- Company name and logo included in all supplemental marketing materials\*
- Gift opportunity *(optional: provide attendees with a giveaway item in the welcome bag)*
- Company name, logo and a 300 word company profile included in program\*
- Company name and logo displayed near the speaker platform
- Verbal and PowerPoint recognition
- Company Link within the WE and Burns website for one year
- Priority seating for 2 tables for 8 attendees with table top recognition *(if sponsorship is split, each sponsor will receive 8 seats each)*

### **SILVER PARTNER - \$2,000**

- Company name and logo included in all supplemental marketing materials\*
- Gift opportunity *(optional: provide attendees with a giveaway item in the welcome bag)*
- Company name, logo and a 100 word company profile included in program\*
- Company name and logo information displayed near the speaker platform
- PowerPoint recognition
- Company Link within the WE and Burns website for one year
- Priority seating for 1 table for 8 attendees with table top recognition

### **BRONZE/CORPORATE PARTNER - \$1,000**

- Company logo included in the program\*
- Company name and logo information displayed near the speaker platform
- PowerPoint recognition
- Company Link within the WE and Burns website for one year
- Table seating for 1 table for 8 attendees with table top recognition

**\* Provided commitment is made prior to press time.**

# 2011 Women of Enterprise: Sponsorship Registration Form

## 2011 Women of Enterprise (WE) Real Estate Forum "Unleash the Power of WE" Wednesday, April 27, 2011

### SPONSORSHIP REGISTRATION FORM

Sponsor Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

#### SPONSORSHIP LEVEL: Please indicate your sponsorship level

<b>SOLD!</b>	Title Sponsor	\$20,000	_____	Silver Sponsor	\$2,000
_____	Gold Sponsor	\$7,500	_____	Bronze/Corporate Partner	\$1,000

Please submit all names by **\*Wednesday, April 20, 2011\***

Please list attendees and their company to be seated at your table:

- |          |          |
|----------|----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ |          |
| 5. _____ |          |

#### SCHOLARSHIP:

I cannot sponsor/attend but I would like to show my support for the Women of Enterprise and the Burns School scholarships/programs by contributing:

\_\_\_\_\_ \$500 \_\_\_\_\_ \$1,000 \_\_\_\_\_ Other (Write in Amount: \$\_\_\_\_\_)

\* Donation to the WE Scholarship Fund is deductible to the full extent of the law.

Sponsorship Level Amount: \$ \_\_\_\_\_

Method of Payment:

\_\_\_\_\_ Invoice Me!

\_\_\_\_\_ Check (Make checks payable to: **The Burns School**)

\_\_\_\_\_ Visa / MasterCard/AMEX/Discover # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Please return this form, including payment to:

University of Denver – Burns School  
Attn: Shayna Braunstein  
2101 South University Blvd. Suite 380  
Denver, CO 80208-8934  
Phone: 303.871.2145  
Fax: 303.871.2971