



# ULI San Francisco Young Leaders Group

## OVERVIEW

In 2003, ULI launched the Young Leaders Group (YLG) in San Francisco to foster the involvement of under-35-year olds and develop knowledge and skills for the next generation of responsible real estate industry leaders. Today, the ULI San Francisco District Council boasts one of the largest YLG group with 695 members across the Bay Area – including 155 students – led by an active 25-person volunteer Steering Committee.

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. The ULI San Francisco YLG aims to create opportunities for young professionals to develop skills and build relationships that will help advance their careers, foster a connection to, and an understanding of, thoughtful land use and development practices, and to build a desire to remain active in the San Francisco Bay Area District Council after they pass the Young Leader age threshold.

### *ULI San Francisco's YLG believes in Leading with Content and Rewarding with Cocktails.*

We have pioneered and implemented content-rich programs that help foster career and educational development, allow members to network with one another and offer access to senior industry leaders.

### **Educational Programs**

- **Learn From the Best** - Candid roundtable conversations with 15 leading industry executives on lessons learned, tricks of the trade, career paths and personal anecdotes.
- **Peer-to-Peer Workshops** - Workshops taught from the perspective of someone who remembers 'what it's like not to know', to help fellow Young Leaders better understand different segments of the real estate industry. ULI Members Only.
- **Fireside Chat** - An opportunity to sit down with Bay Area real estate icons and gain perspective regarding leadership, career paths, success, and what ULI means to them. ULI Members Only.
- **Deal Crawl and Kickin' the Bricks** - An all-access tour of prominent San Francisco construction projects at various stages of development.

### **2009 Fall Meeting and Urban Land Expo**

- The only meeting that brings together decision makers from all sectors of the global real estate industry. This is an opportunity for ULI members to sharpen their skills and position themselves to seize new opportunities.

### **Career Initiatives**

- **Real Estate TalentBank** - Partnership with Terra Search Partners to match Bay Area real estate professionals in transition with both temporary and permanent employment opportunities, with priority service for ULI San Francisco members.
- **SelectLeader's Real Estate Job Network** - ULI members can post and search top real estate jobs from more than 5,000 of the industry's premier employers. ULI Members Only.
- **Career Development Program Series** - A package of initiatives to help members stay connected during these tough economic times including a Job Seekers Coaching Brownbag Series, an Entrepreneurship Series, a Career Mentoring Program, and a Monthly Networking Series. ULI Members Only.

### **Community Outreach**

- **UrbanPlan** - ULI Members lead high school and university student development teams in responding to an RFP to redevelop a 5 ½ block site in a fictitious city, discovering the dynamic challenges of development along the way.
- **Policy and Practice** - Known for objective, nonpartisan research, ULI convenes forums to exchange ideas and information on relevant issues such as crime, brownfields, greenfields, and quality of life.



# Young Leaders Group

## Get Involved: Join Today

**Strengthen your relationships and find new opportunities: Join the network of 35,000 ULI Members worldwide.**

YLG Membership: \$250 annually  
Student Membership: \$90 annually

ULI Membership includes:

- Discounted registration to all the District Council programs and exclusive YLG events
- Invitations to member-only events like Peer-to-Peer Workshops and Fireside Chats
- A subscription to Urban Land Magazine
- Access to ULI's 35,000 member database

For a full list of benefits, please see [www.ulisf.org](http://www.ulisf.org).

**Call ULI Customer Service at 1-800-321-5011 or visit [www.uli.org/joinULI](http://www.uli.org/joinULI)**

Due to the current economic conditions, we are offering discount pricing options for membership and programs:

- Dues payable in two \$125 installments for current ULI YLG Members
- Discounted program rates for students and the currently unemployed



### **WANT TO KNOW MORE?**

Contact our YLG Membership Co-Chairs:

Donna Marie Ponferrada, [dmpoferrada@sbcglobal.net](mailto:dmpoferrada@sbcglobal.net) or (415) 370-9332 and Serena Schiller, [sschiller@tndc.org](mailto:sschiller@tndc.org) or (415) 561-0600



## Why I Joined ULI...

***Nevena Vidic, Development Associate with Legacy Partners Residential and ULI SF YLG Co-Chair***

How has the ULI YLG been helpful in starting your career?

*One thing that has been especially beneficial for me during these first years of my career is the multitude of educational and professional development opportunities that ULI and the YLG provide.*

*I get a real time overview of what is going on in other companies and related sectors of the real estate industry. I enjoy in-depth, behind the scenes tours of deals through events such as the Deal Crawl and the Kickin' the Bricks series. I have access to the wisdom of top real estate executives through Learn from the Best and the Fireside Chat series.*

How did you progress to the current position you are in now?

*Through networking. I joined the ULI YLG and got to know people in the industry. I learned about companies who were hiring through the ULI network.*

Why is ULI membership so valuable in the current economy?

*The turmoil which our industry has been experiencing has affected all of us and has perhaps dramatically changed the course of our careers and work. Having a mentor or group of mentors that can share experiences and give feedback is more important right now than ever. YLG events such as Peer-to-Peer Workshops, the entrepreneurship series, and the quarterly networking series we will be kicking off in early 2010, are the perfect venues for this type of constructive interaction and idea sharing.*