



Urban Land Institute **San Francisco**
Serving the Greater Bay Area

September 1, 2011

Dear ULI San Francisco Member,

The ULI San Francisco District Council would like to announce the formation of two Local Product Councils. According to ULI San Francisco FY08-FY11 Chair Rick Dishnica:

“Product Councils provide members with a unique opportunity to discuss candid market information with peers and established members of ULI, in a confidential and intimate setting.”

Our goal is to bring the value of ULI’s National Product Council model to the local level in the Bay Area. We are launching two Local Product Councils: Residential (include both for sale and rental housing) and Commercial (include retail, industrial and office). Each Council is capped at 50 members and is chaired by an established real estate professional who is a senior member of ULI that serves, or has previously served, on a National Product Council.

ULI San Francisco is accepting Local Product Council applications until **September 30, 2011** for the 2012-2013 two-year term. Accepted members are required to attend Product Council meetings twice a year. The first required meeting will be: **Thursday January 26th 12:30-5:00 pm, followed by reception 5:00-6:30** (location tbd, in or near San Francisco). The second meeting will be in mid-June 2012.

If you are interested in participating in a Council, please complete and return your Application, Recommendation, and Commitment Certification, attached. For questions, kindly contact ULI San Francisco Director Xiomara Cisneros xcisneros@uli.org or at 415-268-4039.

We look forward to working with you.

Sincerely,

Bob Burke, Shea Properties, ULI San Francisco Residential Council Chair

and

Carl Shannon, Tishman Speyer, ULI San Francisco Commercial Council Chair



Local Product Council Defined

The ULI San Francisco Local Product Councils provide an opportunity for Associate and Full members to share and discuss with their peers pertinent issues that real estate and land use professionals face each day.

Sharing many of the same characteristics as a National ULI Product Council, the ULI San Francisco Local Product Councils are consistent with ULI's tradition of sharing experiences gained, mistakes made and lessons learned. Please know that to get the most out of your experience, confidentiality is crucial.

Each Council is capped at 50 Associate and Full members. Young Leaders cannot participate in this program. Members are appointed by the Chair of the Council to a 2-year term. Members may be re-appointed once to a second 2-year term. The Chair of each Council is a ULI member who serves, or has served, on a National ULI Product Council.

An individual can apply for more than one Local Product Council (so both Residential and Commercial) but will be selected to participate in only one. While officers may encourage individuals to apply for membership, no special appointments will be made outside the annual application and selection process.

Selected members are required to meet twice each year for a 1/2 day of programming (Local Product Council Day). The program will run approximately 12:30-5:00 pm and will conclude with a reception 5:00-6:30pm for all members, speakers, and select ULI leadership representatives. **If accepted into the program, you will be invoiced for the participation fee of \$125 per year.**

The first required meeting will be: **Thursday January 26th 12:30-5:00 pm, followed by reception 5:00-6:30** (location tbd, in or near San Francisco). The second meeting will be held in mid-June 2012.

Additional attributes the ULI SF Local Product Council provides:

- A confidential, trusting environment for educational and idea exchanges
- Exploration of business and personal interests/issues
- Business and personal networking
- Professional and personal growth

As stated above, **100% attendance is required**. Failure to attend either of the two annual Local Product Council Days will provide the District Council with the option to remove you from their group. Further details about Local Product Council Day be provided only to accepted members.

2012 Local Product Council Checklist:

- Completed Application
- Current Resume or Bio
- Nominated By (if applicable)
- Signed Commitment Certification



LOCAL PRODUCT COUNCIL – APPLICATION FOR 2012-2013 SESSION

Deadline for Application: September 30, 2011

To which Council are you applying (check one or both)? Residential Commercial

Member Profile

Name: _____ Informal: _____

ULI Member Number (*must be an Associate or Full member of ULI*): _____

Company Name: _____ Job Title: _____

Company Address: _____

About My Company: Number of employees at my location: _____

My company's geographical area of operation:

- Local Regional
 National International

Specific areas in which my company is involved:

- Office Retail Industrial
 Mixed-Use For Sale Housing
 Hospitality Rental Housing

What is the best way for us to contact you? Phone Email

Preferred phone: _____ Preferred email: _____

QUESTIONS

How active are you in the Urban Land Institute? What has been your involvement?

Describe your Company's Industry & Specific Business:

Why do you want to participate in the Local Product Council program?

RESUME/BIO

Please attach a current resume or bio.

Please email or mail a complete application to Xiomara Cisneros, using Subject Line "LEP Application":

I understand that if accepted into the program I am required to pay the participation fee of \$125.

Signature of Applicant: _____ Date: _____

NOMINATION

If you were nominated by a Local Product Council Officer, please note who here:

Name of Officer making recommendation:

<p style="text-align: center;">LOCAL PRODUCT COUNCIL COMMITMENT CERTIFICATION</p> <p>It is essential that every member be committed to their ULI San Francisco Local Product Council in order to create the type of atmosphere necessary for success. Members who place a high priority on the ULI San Francisco Local Product Council arrive on time, are fully attentive and respectful of other members (including turning off mobile devices), participate, stay until the conclusion of the meeting and arrange their busy calendars with the ULI San Francisco Local Product Council in mind.</p> <p>I understand and agree to adhere to the required time commitment.</p> <p>Signature of Applicant: _____ Date: _____</p>
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Email or Mail Application to ULI San Francisco Director Xiomara Cisneros:

Email: xcisneros@uli.org

Mail: ULI San Francisco
1 California St., Suite 2500
San Francisco, CA 944111