



**FOR IMMEDIATE RELEASE:**

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**\*\*\* PRESS RELEASE \*\*\***

**BAY AREA COUNCIL AND USC ANNOUNCE 2010 ROSS PROGRAM IN REAL ESTATE**

**SAN FRANCISCO, CA** — Today, the Bay Area Council and the University of Southern California (USC) announced the launch of the 2010 Ross Program in Real Estate. The Ross Program is a comprehensive educational program designed to help participants gain technical expertise and expand their understanding of real estate development and investment, while building the networks necessary to succeed in urban renewal. The nine-day program will be held between November 11 and December 4.

“The Ross Program is designed for people who want to break in to the fields of real estate, development, and investment but don’t know where to get started,” said Jim Wunderman, President & CEO of the Bay Area Council. “After going through the program and receiving instruction and mentoring from some of the Bay Area’s brightest minds and most successful executives, participants will have the knowledge and connections to succeed at the next level.”

Courses are taught by faculty from the USC Lusk Center for Real Estate, Marshall School of Business, School of Policy Planning and Development, as well as local industry experts and professionals from the Bay Area. Through the USC Lusk Center for Real Estate, the Ross Program in Real Estate has trained over 600 participants who have played key roles in significant commercial, mixed-use, and housing developments throughout the nation.

“The Ross Program was my ticket to the fast lane,” said Vince Gibbs, 2008 program participant and City of Oakland Planning Commissioner.

“The Ross Program provides critical real estate skills for future leaders who will shape exciting, new and adaptive re-use projects throughout the Bay Area,” said Ginger Bryant, CFO, Sares Regis Group.

**The Ross curriculum combines education and practical application in topics such as:**

- Real Estate Finance - Investment and Development
- Public Private Partnerships
- Opportunities and Challenges in Sustainable Development
- Bay Area Community Development Challenges and Successes

**Past lecturers and speakers have included:**

**Kofi Bonner**, Executive Vice President, Lennar Corporation • **Carol Galante**, Deputy Assistant Secretary, HUD • **Jeff Heller**, President, Heller Manus Architects • **Linda Mandolini**, Executive Director, Eden Housing • **Fred Blackwell**, Executive Director, San Francisco Redevelopment Agency • **Tom Sullivan**, Managing Partner, Wilson Meany Sullivan • **Michael Covarrubias**, Chairman & CEO, TMG Partners

**Ross Program alumni are currently employed at:**

Charles Schwab, Urban Habitat, Eden Housing Inc., Contra Costa County Redevelopment Agency, Morrison & Foerster, San Francisco Housing Development Corporation, Perkins + Will, Pacific Union Real Estate

A pdf overview of the program can be downloaded at:

<http://www.bayareacouncil.org/docs/RossProgramOverview.pdf>

**Info Session**

August 24, 2010

6 PM to 8 PM

Bay Area Council

201 California Street, Fl 14

San Francisco, CA 94111

**Info Session**

September 2, 2010

12 PM to 1:30 PM

Bay Area Council

201 California Street, Fl 14

San Francisco, CA 94111

**Info Session**

September 21, 2010

6 PM to 8 PM

Bay Area Council

201 California Street, Fl 14

San Francisco, CA 94111

(Connie Moore, President & CEO of BRE Properties to speak)

**Info Session**

October 5, 2010

11 AM to 12:30 PM

Bay Area Council

201 California Street, Fl 14

San Francisco, CA 94111

All interested individuals can RSVP for an info session by e-mailing Bianca Flores, [bflores@bayareacouncil.org](mailto:bflores@bayareacouncil.org)

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**About the Bay Area Council**

*The Bay Area Council is a business-sponsored, public-policy advocacy organization for the nine-county Bay Area. The Council proactively advocates for a strong economy, a vital business environment, and a better quality of life for everyone who lives here. Founded in 1945, the Bay Area Council is widely respected by elected officials, policy makers and other civic leaders as the voice of Bay Area business. Today, approximately 275 of the largest employers in the region support the Bay Area Council and offer their CEO or top executive as a member. Our members employ more than 4.43 million workers and have revenues of \$1.94 trillion, worldwide.*