

CELEBRATING
EDMONTON'S CENTENNIAL

CHAIRMAN

Greg Christenson,
President, Christenson Developments Ltd.

SPEAKERS

Carl Bond,
President, Summit Care Corporation

Derek Burleton,
Senior Economist, TD Bank Financial Group

Paul Byrne, President & CEO, Grant MacEwan College

Rory Campbell,
Deputy Minister of Economic Development, Province of Alberta

Allan Carr,
Senior Vice President, Midwest Property Management

Don Cummings, President, TKMC

John Dixon, Vice President, Genstar Development

Randy Ferguson, Senior Vice President, Westcorp Inc

Gerry Gabinet, Manager, Economic Development & Tourism,
Centre on the Park, Strathcona County

Vern Hartwell, Mayor, Strathcona County

Don Hickey, Vice President, Facilities & Operations, University
of Alberta

Terry Kilburn, Partner, Avison Young

Ian MacLeod, Vice President, Qualico Development Group
(invited)

Howard McCann, Vice President, REIT Operations, TGS
Harvard Management Services

Al Maurer, City Manager, City of Edmonton

Sandy McNair, President, InSite Real Estate
Information Systems

Phil Milroy, President, Westcorp Inc.

Susan Paul, Senior Vice President, Capital Health, Regional
Health Authority

George Rogers, Mayor, City of Leduc

George Schuessel, President, Procura Real Estate Service

Allan Scott,
President & CEO, Edmonton Economic Development

Ken Scott, Mayor, City of Spruce Grove

Dr. Sam Shaw, President, NAIT

Dr. Wayne Shillington, President, NorQuest College

Bill Smith, Mayor, City of Edmonton

Lawrence Solomon, Executive Director, Urban
Renaissance Institute

Ed Stelmach,
Minister of Transportation, Government of Alberta

Bill Sutherland,
Chief Commissioner, Strathcona County (invited)

Jim Taylor,
Executive Director, Edmonton Downtown Business Association

Scott Taylor, Vice President, Asset Management, Prairie
Region, GWL Realty Advisors (invited)

Robert Walker, Vice President, Ledcor Construction Limited
& Chairman, Downtown Development Corporation

Larry Wall,
Executive Director, Alberta Industrial Heartland Association

Beverly Wittmack,
President, Humford Developments (invited)

Christine Zwozdesky, President, BOMA Edmonton

THE EDMONTON REAL ESTATE FORUM

Vision for Growth: Edmonton's Next 100 Years

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**Wednesday, May 5, 2004
Shaw Conference Centre
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EDMONTON'S NEXT 100 YEARS



The 5th annual Edmonton Real Estate Forum will provide valuable insights into one of the leading ICI markets in Western Canada.

As we move into Edmonton's next centennial, growth and prosperity will continue to flourish in our industry. This year's Forum will review the highlight's of Edmonton's economic and real estate developments and their impact on our communities and businesses.

This will be an information-packed event focusing on the growth opportunities facing asset managers, brokers, corporate real estate executives, developers, investors and other professionals active in he ownership, management, leasing, financing and marketing of commercial, industrial, investment and residential real estate.

The information will help you determine what strategies to follow for 2004 and beyond.

Note that registration fees are lower than other comparable events. The Forum will fit virtually every organization's or individual's budget.

We sincerely hope you will take advantage of this informative event.

Greg Christenson,
President,
Christenson Developments Ltd.

7:00 a.m.
REGISTRATION, CONTINENTAL BREAKFAST



8:00 a.m.
WELCOME AND GREETINGS

Introduction of Forum Chairman
Christine Zwozdesky, President, BOMA Edmonton

Forum Chairman:
Greg Christenson, President, Christenson Developments Ltd.

8:05 a.m.
KEYNOTE ADDRESS: THE CITIES OF THE FUTURE



A look at factors such as demographic change, attracting a skilled workforce, continuing advances in technology, infrastructure investment and transportation and their impact on how effective cities function. How do these factors influence the direction of cities as they head into the future? How is the city going to attract and facilitate growth and where will the funds come from?

Speaker:
Lawrence Solomon, Executive Director, Urban Renaissance Institute

8:40 a.m.
THE EDMONTON-CALGARY CORRIDOR: An Economic Context by TD Bank



The author of the Edmonton-Calgary Corridor study will provide a summary of the findings, covering such areas as per capita income and how the U.S. economy compares to Canadian monetary values and services. A look at how Edmonton's economy compares to provincial, national and international markets will also be reviewed.

Speaker:
Derek Burleton, Senior Economist, TD Bank Financial Group

9:10 a.m.
WHAT IS THE REGIONAL GROWTH AND DEVELOPMENT PLAN FOR THE CITY OF EDMONTON AND THE SURROUNDING AREA? ARE THE CITY AND PROVINCE ON THE SAME PAGE?



Edmonton continues to experience some of the strongest, if not the strongest, growth rates among all major centres across Canada, but are the city, its neighbouring municipalities and the province working together? The

panelists will discuss their respective vision for continued growth in this region. They will also examine strategies used to manage growth and development and what the future might hold for the capital region. Also on the agenda is the role of the private sector with respect to future growth opportunities.

Panel:
John Dixon, Vice President, Genstar Development
Allan Scott, President & CEO, Edmonton Economic Development

Rory Campbell, Deputy, Minister of Economic Development, Province of Alberta
Al Maurer, City Manager, City of Edmonton
Bill Sutherland, Chief Commissioner, Strathcona County (invited)

10:00 a.m.
TACTICAL INVESTMENT FOR GROWTH: HUMAN INFRASTRUCTURE



Edmonton sets an example as a world-class leader in the development of its workforce. What does Edmonton do so differently, and effectively, in the fields of healthcare, education and transportation of its workers that is being recognized on a global scale? By setting these trends in human infrastructure, economic growth and real estate progress naturally falls into place shortly thereafter.

Panel:
Susan Paul, Senior Vice President, Capital Health, Regional Health Authority
Paul Byrne, President & CEO, Grant MacEwan College (invited)

Don Hickey, Vice President, Facilities & Operations, University of Alberta
Ed Stelmach, Minister of Transportation, Government of Alberta

10:45 a.m.
MORNING REFRESHMENTS



11:00 a.m.
CONCURRENT SESSIONS (Attend 1 of 2)



Topic A1:
HOW TO CONTINUE THE DOWNTOWN RENAISSANCE

Edmonton's downtown core is in the process of revitalization. Hear how entrepreneurs are taking advantage of numerous factors that have enabled them to establish their business and grow it into a money-making venture. Overcoming the challenges and what those challenges are, will also be discussed.

Moderator:
Jim Taylor, Executive Director, Edmonton Downtown Business Association

Panel:

Randy Ferguson, Senior Vice President, Westcorp Inc.
Terry Kilburn, Partner, Avison Young
Ian MacLeod, Vice President, Qualico Development Group (invited)
Robert Walker, Vice President, Ledcor Construction Ltd. & Chairman, Downtown Development Corporation

Topic A2:
ALBERTA HEARTLANDS:
HOW MEGA PROJECTS
WILL IMPACT
EDMONTON'S INDUSTRIAL FUTURE



Northern Alberta has more than \$50 billion worth of major projects scheduled in the near future. Hear how the companies involved with these ventures have overcome the challenges they faced as their projects moved forward. The panelists will also share how they ultimately reached their goals and met success in their respective projects. A chance to learn more about Edmonton's industrial future.

Moderator:

Larry Wall, Executive Director, Alberta Industrial Heartland Association

Panel:

Dr. Sam Shaw, President, NAIT
Scott Taylor, Vice President, Asset Management, Prairie Region, GWL Realty Advisors (invited)
 Senior representative from Weyerhaeuser

12:00 p.m.
RECEPTION AND LUNCHEON



1:15 p.m.
NEW DYNAMICS IN
EDMONTON'S UNIQUE
OFFICE MARKET



Is the hangover created by Canada Place (700,000 sf. in 1985) and Commerce Place (600,000 sf in 1990) finally fading away? Do new investors and managers in this market signal a shift in market dynamics, mindset and performance? Compared to other markets in Canada, what kind of momentum has the Edmonton market experienced since 2000, including the first quarter of 2004? What is the outlook for the remainder of the year – and beyond – in terms of growth in the number of office workers, vacancy rates and tenants' leasing options? How do the trends in the suburbs and government district compare to the downtown core?

Speaker:

Sandy McNair, President, InSite Real Estate Information Systems

2:00 p.m.

CONCURRENT SESSIONS (Attend 1 of 2)

Topic B1:
URBAN VILLAGES:
HOW DO THEY
REALLY WORK?



The popularity of mixing multi-unit residential and retail uses has proven quite successful – or has it? Can residents living above and beside retail properties continue to support these businesses on an ongoing basis? Can pedestrians coexist with cars in our car-dominated world? Panelists will also discuss how these projects are marketed to attract long-term investors.

Moderator:

Allan Carr, Senior Vice President, Midwest Property Management

Panel:

Gerry Gabinet, Manager, Economic Development & Tourism, Centre on the Park, Strathcona County
Phil Milroy, President, Westcorp Inc.
George Schluessel, President, Procura Real Estate Service

Topic B2:
THE TREND TOWARDS
"TRIPLE-P"
DEVELOPMENT:
THE OPPORTUNITIES,
THE RISKS AND DO THEY WORK?



Governments at all levels are financially challenged to deliver services to the public, especially in areas of healthcare, transportation and education. What opportunities lie ahead for the real estate development industry in the growing field of Public-Private Partnerships, when government and private-sector partners finance, build, own and operate public facilities? Is Edmonton prepared for this form of service delivery?

Moderator:

Howard McCann, Vice President, REIT Operations, TGS Harvard Management Services

Panel:

Don Cummings, President, TKMC
Carl Bond, President, Summit Care Corporation
Dr. Wayne Shillington, President, NorQuest College
Beverly Wittmack, President, Humford Developments (invited)

3:00 p.m.

CONCLUDING SESSION
ATTITUDES TOWARDS
GROWTH:
A VIEW FROM THE TOP



This lively panel discussion will examine how entrepreneurs and institutional investors can successfully find opportunities in the office, industrial, retail and mixed-use sectors and capitalize on these unique markets. What role will the panel play towards making these opportunities available to investors? Are there some markets that are more likely to succeed than others? If so, which ones? The panel will assess what lies ahead – the challenges and the successes waiting to unfold.

Moderator:

Greg Christenson, President, Christenson Developments Ltd.

Panel:

Vern Hartwell, Mayor, Strathcona County (invited)
George Rogers, Mayor, City of Leduc
Ken Scott, Mayor, City of Spruce Grove
Bill Smith, Mayor, City of Edmonton



Vern Hartwell, Mayor, Strathcona County



George Rogers, Mayor, City of Leduc



Ken Scott, Mayor, City of Spruce Grove



Bill Smith, Mayor, City of Edmonton

4:00 p.m.
CHAIRMAN'S RECEPTION



Corporate Sponsors



WHO SHOULD ATTEND:

- ✓ Senior executives from large, medium and small real estate corporations
- ✓ Real estate brokers specializing in the ICI market
- ✓ Pension fund managers, investment managers, asset managers and others responsible for acquisition / disposition of real estate
- ✓ Real estate developers including executives responsible for development, marketing, leasing, financing and construction
- ✓ Executives from financial institutions and private corporations responsible for commercial and investment real estate lending
- ✓ Property managers, facility managers and others responsible for leasing and managing real estate properties and space
- ✓ Government officials responsible for real estate development and management
- ✓ Consultants, lawyers and accountants specializing in real estate activities

REGISTRATION FEE

Advance Sales Only.

**Deadline To Register:
Monday, May 3rd**

Up to April 22nd: \$275 + GST

After April 22nd: \$295 + GST

EDUCATION CREDITS:

Attendance at the Edmonton Real Estate Forum is eligible for:

- RPA Continuing Education credits from BOMA
- CPM Mandatory Continuing Education credits from REIC



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