

## ULI LOS ANGELES

## Young pros use learning process to serve public

When ULI Los Angeles initiated a program called Partnership Forums three years ago, the purpose was to establish a platform for young professionals in real estate and related industries to work with veterans in a peer-to-peer learning environment.

Each of the forums is designed to group about 10 young professionals (age 35 and younger), including developers, brokers, lenders, attorneys and members of the public sector, to work with a moderator who is a senior member of ULI Los Angeles.

The groups — now consisting of more than 150 participants and 14 moderators — meet at least once each quarter to discuss current topics and trends in the real estate industry, as well as issues related to professional development.

This year, one group has reached out of that mold of continuing education and started donating its expertise to the community.

Under the leadership of Lew Horne, executive managing director of CB Richard Ellis' Greater Los Angeles region, the 11 men and women in the group are using their know-how in real estate development, urban planning and related industries to help a church figure out how to develop a block of largely vacant land it owns along a South Los Angeles commercial corridor that has been damaged and neglected since the 1992 civil unrest.

Even though the project presents numerous challenges — very narrow lots, parking issues, zoning requirements and tricky cultural nuances — a viable plan is anticipated in the next two months thanks to the synergy of group members involved, according to Anya Baum, a group member and project manager of Genesis LA Economic Growth Corp.

"Through the expertise of our team members... we are advising on the highest and best use of the parcels and specific negotiating strategies," Baum said.

The Partnership Forums program is part of ULI Los Angeles' Young Leaders Group, which in turn is part of a nationwide network by the same name established by the Washington-based Urban Land Institute in 2001 to foster the participation of young professionals in ULI activities and leadership development.

As Baum's group is evolving from peer mentoring into community service, it is being watched by ULI district councils elsewhere as a possible model for similar efforts in other parts of the country, said Susan Kamei, executive director of the ULI Los Angeles District Council.

"ULI believes this can be a means to further provide the benefit of the collective knowledge of our members to serve the greater good of communities throughout the Los Angeles region, while still furthering the initial goal of the Young Leaders Group of fostering professional development," she said.

The Partnership Forums program was formed three years ago by Bob Ruth, a ULI Los Angeles executive committee member and senior managing director of Trammell Crow Co., and Heidi Eick Taliaferro, a YLG member and senior counsel of Allen Matkins Leck Gamble & Mallory LLP.

Since the Urban Land Institute started the Young Leaders Group program, the number of young members of the institute has grown almost 500% and now represents 17% of ULI's 30,000-plus members, according to Kamei.

Of ULI Los Angeles' 2,000-plus members, almost 500 represent the younger generation, she said.

"YLG members now serve on every ULI Los Angeles committee and in our district council leadership," she said.

Established in 1936, the Urban Land Institute is a nonprofit education and research institute supported by its members. Its mission is to provide responsible leadership in the use of land in order to enhance the overall environment.

The institute's members represent all aspects of land use and development disciplines.

ULI Los Angeles covers the counties of Los Angeles, Ventura, Kern, San Luis Obispo and Santa Barbara.

— Howard Kozloff

Co-chairman of the Partnership Forums for ULI Los Angeles and Development Manager of the Martin Group, a Santa Monica-based development firm.

# URBAN LIVES

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