

MEDIA ADVISORY
For Immediate Release

**BARUCH COLLEGE'S STEVEN L. NEWMAN REAL ESTATE INSTITUTE PRESENTS
BUILDING BETTER: BOOSTING YOUR CONSTRUCTION PROJECT'S BOTTOM LINE
On November 13, a number of New York City's most prominent and respected leaders in
construction and development will gather at The Harvard Club to share their insights into
building better and smarter, using their own innovative new projects as a backdrop.**

New York, NY, November 8, 2013 – On November 13, The Steven L. Newman Real Estate Institute, Baruch College (CUNY) and *Real Estate Weekly* will co-host an interactive roundtable, *Building Better: Boosting Your Construction Project's Bottom Line*. For this unique event, some of New York City's pre-eminent builders, developers and other industry experts will gather at the Harvard Club to provide their in-depth insights on the most effective strategies for building successfully, intelligently and profitably in one of the world's most complex and challenging real estate marketplaces.

The *Building Better* forum will explore hands-on strategies and solutions for controlling costs, reducing risks and managing projects effectively from the drawing board through completion and use. The panelists will provide a high-level, insider's perspective on such issues as best practices, construction techniques, insurance and litigation risk, sustainability and resiliency.

"This event is all about doing things better, more efficiently and more intelligently—not only to increase revenues but to reduce risk, improve sustainability and resiliency, and make projects the absolute best that they can be throughout their lifespans—for those who own them, lease them, and live and work in them," notes Jack S. Nyman, Executive Director of the Newman Real Estate Institute of Baruch College. "In an era when project requirements are more complex than ever, we welcome the insights of some of our city's most successful and well-respected real estate leaders."

The *Building Better* program will be introduced by Jack Nyman. The keynote speakers will be **Sabrina Kanner**, Senior Vice President of Design and Construction for Brookfield Properties Corp., and **Ray Quartararo**, Vice Chairman & International Director for Jones Lang LaSalle. **Michael S. Zetlin**, Senior Partner of Zetlin & De Chiara LLP, will then moderate an in-depth discussion among the panelists: **Christopher Franks**, Executive Vice President/Industry Practice Leader for Willis of New York; **Sabrina Kanner**; **George Ladyman**, International Director for Jones Lang LaSalle; **Josh Schuster**, Principal of DHA Capital; **Izak Senbahar**, President of Alexico Group; and **Michael Stern**, Managing Partner for JDS Development Group.

WHAT: Building Better: Boosting Your Construction Project's Bottom Line

WHEN: Wednesday, November 13, 2013 from 7:30 a.m. – 10:30 a.m.

WHERE: The Harvard Club, 35 West 44th Street

For more information, please visit <http://www.buildingbetternyc.com>.

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[The Steven L. Newman Real Estate Institute](#) offers a wide range of educational and research opportunities to broadly address the needs of the real estate industry. Through professional education courses and workshops, the Institute trains current practitioners, as well as the next generation of real estate professionals, helping them succeed in, and contribute to, a dynamic and fast-evolving marketplace. As Executive Director of The Steven L. Newman Real Estate Institute, [Jack S. Nyman](#) leads strategic planning and partnering; guides education programs, research, publishing, and public events; and manages operations. Under his direction, the Institute leads the conversation on a wide range of issues, hosting timely and topical public events at which industry experts share their knowledge and advance thinking in a number of key areas, including sustainability, asset repositioning, energy efficiency, comparative market analysis, econometrics, property remediation, building retrofits, financing and public transportation. Individuals, companies, nonprofit organizations, and public agencies all benefit from the programs offered by the Institute.