

ULILA WLI 10th Anniversary Speaker Bios

444 S Flower Street, Los Angeles, CA 90071
Second Floor Gallery
November 15, from 2:30pm-7:00pm

Join Us

in celebrating ULI LA's seminal role in founding the WLI movement to advance women in real estate and to end the gender gap.

Agenda

2:00 - 2:45 Registration and Networking at 444 S. Flower, 2nd Floor Gallery

2:45 Welcome

Panel #1 : Women Entrepreneurs: Stories From the Frontline

Panel #2 : Social Equity in Real Estate by ULI LA's Building Healthy Places and D.E.I.

Panel #3: Ready. Set. Go! Key Insights to Advance Your Career

5:10 Keynote Speaker: Sandy Gooch, founder of Mrs. Gooch's Natural Foods Markets

5:30 -7:00 Reception outdoors (weather permitting) 4th floor terrace

WLI GROW reunion

Tributes, Art Fair by Women Artists, Closing Remarks

Celebrate WLI's



Los Angeles

Women's Leadership
Initiative

Panelist Bios:

Sandy Gooch
Founder
Mrs. Gooch's Natural Foods Markets

Sandy created a successful business dedicated to providing the finest, most natural, wholesome food and health-care products available. Sandy was the first woman to develop a chain of supermarkets in the United States and create a unique market concept of "eatertainment" and "edutainment" in the supermarket industry. Over a period of sixteen years, she expanded her operation, opened larger stores, and eventually sold her company to Whole Foods Markets, Inc., a publicly traded company. After the sale of the markets, Sandy started designing, building and refurbishing estate homes that, to the degree possible, incorporated pro-environmental features. Among the aspects considered were: energy efficiency, water purification and conservation, protective landscaping, and the use of natural, rather than synthetic, building materials. Sandy has served on the Women's Leadership Board at Harvard University's John F. Kennedy School of Government since 2000. Additionally, Sandy served on the Board of Growing Great, a non-profit garden and nutrition education organization dedicated to inspiring children and adults to adopt healthy eating habits through classroom nutrition lessons, school gardens and community events. Sandy's goal in working with this organization was to create collaborations between the school, home and community that support healthy food choices and lifestyles.



Wei Huang
Co-Founder,
NOVUS REAL ESTATE

As the founder of NOVUS, Wei brought on over 15 years real estate experiences in both the US and Asia, and leading the company's development services in the US. She insists in making positive impacts on people's everyday living through real estate investment, development, and management.

In the past 5 years, NOVUS represented both institutional and high net worth owners in acquisition, entitlement, and development of both multifamily and commercial projects throughout California. Before founding NOVUS in Los Angeles, Wei worked as one of the key executive team members of an international public company, leading its US real estate investment and development activities, with a focus on large scale commercial and urban mixed-use projects. Wei started her real estate career in Shanghai with the development of the 55 stories mixed-use tower Maxdo Center in Shanghai China.

Wei holds her Master in Design Studies - Real Estate and Urban Development degree from Harvard University, Master in Landscape Architecture from University of Southern California. She is a LEED AP since 2008 and served on ULI Advisory Service Panel.



Ada Arevalo
Founder and CEO
iimpact

Ada is the Founder and CEO of iimpact, a gender-lens real estate investment ecosystem providing access to equitable capital and scalable investment opportunities. Utilizing her expertise in fund management, capital markets, and impact initiatives, the organization focuses on addressing the barriers to entry that have created a lack of representation and opportunity for women (and minorities) in real estate investments. In addition to her leadership in iimpact, Ada is committed to serving various mission-driven private and non-profit boards. She currently serves as the Founding Chair for REAL, the real estate association of Real Estate professionals



Rebecca Hall
President and Chief Executive Officer
Idea Hall

Rebecca Hall is a thought leader and celebrated entrepreneur in the PR, branding and marketing industries. Rebecca is a recognized marketing communications industry thought leader published in Forbes, Authority Magazine, Thrive Global, Native Society, and Orange County Business Journal. She also is a recognized influencer in the commercial real estate sector, named a GlobeSt.com and Real Estate Forum Woman of Influence, Marketing/Communications Professional and a Real Estate Forum CRE Best Boss. In 2003, Rebecca founded Idea Hall, a fusion agency that brings together branding, marketing and public relations. Today, Idea Hall is one of the fastest-growing and most sought-after integrated creative firms in commercial real estate, ranked amongst the top PR Firms by Orange County Business Journal. Idea Hall's prestigious client roster includes ocV!BE, Irvine Company, Swinerton, Cityview, C.W. Driver, CT Realty, and many more. Rebecca earned a bachelor's degree in Business Communications from Chapman University.



Gabbi Sun
Owner/ Design Principal
Venn Studio

Gabbi is a practicing Architect and co-founder of Venn Studio, an Architecture and Interior Design practice based in Los Angeles. She received her Bachelor of Architecture degree from the nationally acclaimed Architecture program at California Polytechnic State University, San Luis Obispo.

Gabbi co-founded Venn Studio in 2017 to bring together the best of design, community, and technology into physical spaces. Today, Venn Studio is a young and emerging design practice specializing in enhancing every touchpoint of the design process for custom residential to commercial developments throughout the western coast. This includes close client collaborations from concept through construction for ground up single-family and multi-family developments, commercial tenant improvements, and mixed-use residential portfolio work.

Prior to starting her own studio, Gabbi was a lead designer for award winning architecture studios Michael Folonis Architects and Isaman Design. There she crafted her love for California Modernist Architecture and envisioned new design processes for reimagining a 21 century design studio.



Alison R. Weinberg-Fahey
Shareholder
Greenberg-Taurig, LLP

Alison Weinberg-Fahey is a Shareholder at Greenberg Traurig, LLP based in their Los Angeles and Salt Lake City offices, and she is currently living in Palo Alto with her husband, two kids, and dog. Alison is licensed to practice law in California and Utah, a licensed real estate broker in California, and was formerly a CPA licensed in New York. Alison grew up in New Jersey, after which she moved to Montreal to attend business school at McGill University. After graduating from the Faculty of Management at McGill, Alison worked an auditor at PricewaterhouseCoopers in New York City, and then made her way to California to attend law school at USC Gould School of Law.

Alison is deeply committed to mentorship, and to inspiring and supporting her teams to perform at high levels of independence and excellence. At Greenberg, her practice is focused on commercial real estate transactions where she represents and advises property owners, developers, tenants, and investors on acquisitions and dispositions, development, construction, joint ventures, and workouts for retail, hospitality, office, and multifamily projects.

Alison counsels clients on the drafting and negotiation of commercial leases and subleases, as well as in purchase and sale transactions, and advises corporate clients on real estate issues arising in mergers and acquisitions. She also has guided clients on renewable energy and clean technology financing projects.



Aireen Batungbakal
Job Captain
LPAS ARCHITECTURE & DESIGN

Born and raised in Los Angeles, Aireen's passion and efforts lies within promoting vibrant and dynamic environments by integrating architecture, urban design, and sustainable building design approaches. Aireen earned a Masters of Architecture & Urban Design from Columbia University, a Masters in Building Science from USC, and a Bachelor of Architecture from Cal Poly Pomona. At LPAS Architecture + Design, Aireen is a member of the firm's DEI committee that pushes volunteer efforts and partnership opportunities within the architectural and construction industry. Building on her experience and involvement in project coordination for multi-residential, mixed-use, campus renovations and planning, Aireen looks towards other expertise and outreach efforts where integration of solutions are encouraged. Aireen identifies the crucial role of joint efforts between communities and professions from different backgrounds in promoting cohesive environments that promote resilience, diversity, and equity. With a solution-based mindset, Aireen finds inspiration in observing the environment from a micro to macro scale, especially through community impact.



Trevor Fay
Founder & CEO
Kopa

Trevor is the Founder & CEO of Kopa, a global real estate marketplace that solves the ownership crisis by empowering anyone to own and invest in properties for as low as \$5. Prior to this, Trevor was COO at Claridge Properties, where he oversaw corporate strategy, capital markets, business development, and impact measurement. His other real estate experience includes Senior Vice President of Capital Markets & Head of ESG at Mosaic Real Estate Investors, investment sales at HFF, and consulting at RCLCO. His broader financial services experience includes hedge fund manager selection at GCM Grosvenor and research at CalPERS. Prior to receiving his MBA at Chicago Booth, Trevor was a Fulbright Scholar in Brazil and an Assembly Fellow in the California State Legislature.

Trevor is the Founder of the REACH Initiative, the Co-Chair of the Diversity, Excellence, & Insight Committee, and a member of the Management Committee and Advisory Board of the Urban Land Institute Los Angeles District Council (ULI-LA). He also serves as a mentor to the NASP SoCal Fast Track Program, Senior Advisor at TalentoTotal (an organization that helps afro-Brazilians and afro-Colombians matriculate into top MBA and law school programs in the U.S. and Europe), and as a mentor for first generation college students at America Needs You (ANY).



Donald R. Spivack, AICP, FRSA
Adjunct Professor
Sol Price School of Public Policy at USC

Donald is an adjunct professor in the Sol Price School of Public Policy at the University of Southern California, teaching community and economic development classes at the undergraduate and graduate level. He consults on environmental justice issues with various non-profit and public entities such as the Liberty Hill Foundation, Physicians for Social Responsibility, the California Environmental Justice Alliance, Prevention Institute and both the City and County of Los Angeles. He has over 40 years of professional experience in local government, including 28 years at the Los Angeles Community Redevelopment Agency, working in urban revitalization, transportation, affordable housing, homelessness reduction and industrial development, as well as transportation and land use planning experience in Boston, MA, Philadelphia, PA, Washington, DC and Detroit, MI.

Mr. Spivack holds a Bachelor of Arts in Architecture from the University of Pennsylvania and a Masters of City Planning from Yale University. He is a charter member of the American Institute of Certified Planners, a life member of the Institute of Transportation Engineers, a Fellow of the Royal Society for the Encouragement of Arts, Manufacture and Commerce and is a Board Member of the Southern California Chapter of the American Society for Public Administration.



Ada Peng
Director
HR&A Advisors

Ada is a Director with HR&A Advisors, an industry-leading real estate and economic development consulting firm. Ada provides real estate advisory services on public-private partnership and supports a range of housing policy initiatives including affordable housing trust fund, naturally occurring affordable housing, middle income housing, etc. Ada received her Master of Public Policy from University of California, Los Angeles and is an active member of the Urban Land Institute, serving as the Chair of the Public Sector Subcommittee for the Housing Council at the Los Angeles chapter.



Betsy Berkhemer-Credaire
CEO
50/50 Women on Boards™

Betsy Berkhemer-Credaire is CEO of 50/50 Women on Boards™, the global education and advocacy campaign committed to accelerating gender balance and diversity on corporate boards. She is the author of two books on the topic, "The Board Game: How Smart Women Become Corporate Directors" and "Winning the Board Game: How Women Directors Make the Difference."

As a statewide past president of the National Association of Women Business Owners-California (NAWBO-CA), Betsy led NAWBO-CA's successful campaign to secure passage of SB826, effective January 2019, the first and only law in the U.S. requiring every public company in California to have at least three women board members before year-end 2021.

For 27 years, Betsy has been the CEO and co-founder of Berkhemer Clayton, Inc., a retained executive search firm based in Los Angeles that specializes in senior-level searches at corporations, universities and nonprofit organizations. Her firm is distinguished for its commitment to advancing gender and ethnic diversity on corporate boards and in senior management positions throughout the country, with 44% of placed management candidates women and 36% men and women of color.

Before founding Berkhemer Clayton with Fred Clayton, Betsy built and sold one of the largest independent public relations firms in Southern California. Betsy is a UCLA graduate.



Allison M. Lynch
Board Member
SR Watt Company

Ms. Lynch served as President of Watt Properties until its reorganization in 2022. Allison was responsible for all aspects of the companies operations and performance. Overseeing asset and property management for a portfolio of 50 properties comprised of retail, office, industrial and multifamily real estate. Allison's purview extended to a number of western states with a heavy concentration in Southern California and the management of a vast team of consultants, third party property managers, financial partners and accountants. Allison has led the redevelopment of a number of Watt's properties, oversees capital budgets and guides the strategic disposition and recapitalization of the portfolio. Further, Allison ran the day to day operations that spanned from in-process developments, value-added construction projects, active retail leasing and multifamily portfolio management.

Ms. Lynch professional roles also included serving as Vice President of Asset Management for CNA Enterprises where she managed a portfolio of 30 assets throughout the Southwestern United States. Additionally she has had held various Asset Management and Property Management positions overseeing all types of commercial real estate for real estate firms such as Burnham Pacific, CB Richard Ellis, MBK Northwest, and Terranomics Retail Services.



Nancy Wilhite
Strategic Advisor
gROW Consulting

Nancy Wilhite currently leads a professional consulting business, helping to develop leaders on their executive presence, communication, presenting and strategic planning. Previously, Vice President for the Americas Sales Management Leadership Team at CBRE. With her 24 years of experience at CBRE in leadership positions, she brings a depth of knowledge to the professionals, platform and resources. Having held several positions at CBRE including Managing Director of the Global Headquarters in downtown Los Angeles. She led the region's new professionals in the Emerging Broker Program, guiding the firm's next wave of leaders through business planning, training and career strategy. With decades of experience, she is an expert at helping professionals maximize their strengths and leverage the firm's industry-leading global platform to better support client needs. Nancy served as the Greater Los Angeles -Orange County Sales Manager, directing the business development efforts of the Los Angeles market's sales professionals in her sales management role, advising them on the effective integration of the firm's 15 primary service lines and specialty practices to drive business. Ms. Wilhite is an extraordinary leader, manager and mentor, with expertise in conflict management and integrated business development. She is a sought-after speaker and teacher, a respected advocate for women in business, and a key contributor to the career advancement of professionals.



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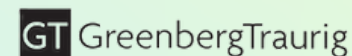
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