



# 2007 Fall Meeting Recordings

✓ MP3 CDs ✓ MP4 Audiobook for iPod ✓ Audio CDs



Take the 2007 ULI Fall Meeting back to your office and staff.

Over 70 sessions are available on MP3 CD, MP4 Audiobook for iPod, or Audio CD.

Choose a Complete Set and create an instant training library today.

**Now Available on a Pre-loaded 80GB iPod Classic - Get the ultimate in portable convenience; the entire conference in the palm of your hands!**

## SPECIALS

### 1 Complete Audio Package

*Our most popular package!  
The most popular audio formats*

**\$395**

**MP3 CD** The entire meeting on just 5 CDs!  
MP3 CDs can be played on any MP3 CD player, including computers, stereos, and many car audio systems

### MP4/Audiobook Best for iPod & iTunes users

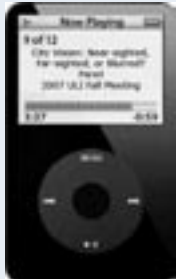
The entire conference in MP4 files encoded with the "Audio-Resume" feature found in iTunes Audiobooks. Copy these directly into iTunes and your iPod will remember where you last left off!

Non-Member \$495

### 2 Complete Pre-loaded iPod

*New 80GB Video iPod Classic preloaded with the complete 2007 ULI Fall Meeting*

**\$695**



*Have you been looking for a good reason to get your own iPod? We'll load the entire conference on your new 80 GB iPod and you can start listening as soon as you open the box. Plus you'll still have plenty of GBs left over to add your own music or videos files!*

Non-Member \$795

### 3 Complete CD Package \$595

*Planning to listen to the sessions on the CD player in your car? This is the set for you!*

Non-Member \$695

**Individual Sessions \$17<sup>50</sup>**

Non-Member \$20 ea.

## ORDER

### 1 Complete Audio Package

*Our most popular package!  
The most popular formats  
MP3 and MP4 Audiobook*

#### Includes:

- All 78 sessions in the format of your choice

MP3 CD

MP4 A-book

Member price

**\$395**

Non-Member price

**\$495**

### 2 Complete Pre-loaded iPod

*Entire Annual Conference pre-loaded on brand new 80GB Classic iPod*

#### Includes:

- All 78 sessions pre-loaded on new 80GB video iPod

Pre-loaded iPod

Member price

**\$695**

Non-Member price

**\$795**

### 3 Complete CD Package

*Every session on individual audio cds*

#### Includes:

- All 78 sessions in standard audio cd format

CD

Member price

**\$595**

Non-Member price

**\$695**

### Individual Sessions

*Pick sessions/ choose format*

(qty)

@ \$17<sup>50</sup> ea.

CD

MP3

MP4 A-book

Member price

**\$**

### 2007 ULI Conferences

*Pick conferences/ choose format*

Audio Package @ \$199 ea.

Non-Member @ \$259 ea.

Audio

Audio/Powerpoints @ \$149 ea.

Non-Member @ \$259 ea.

A/PP

Member price

**\$**

Non-Member price

**\$**

## SHIPPING / TAX

**\$**

**Domestic Ground**—U.S. & Canada—1-2 weeks

**\$10**

**Domestic Express**—U.S. & Canada—3-4 days

**\$35**

**International**—15% of Subtotal or \$10 minimum

**\$**

**Sales Tax**—GA Residents only (GA Sales Tax: 7.5% of Subtotal)

**\$**

## PAYMENT

total due

**\$**

Check # \_\_\_\_\_ (Make payable to **Playback Now** in U.S. Funds drawn from a U.S. Bank)

Credit Card:  Visa  Master Card  American Express  Discover  Cash

Exp. Date

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*We respect your privacy—your contact information is never sold to other parties. Your e-mail address is used for your shipping notification and special e-mail promotions.*

# Playback



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**www.iPlaybackULI.com**

PROMO CODE: **047-2i**

# 2007 ULI Fall Meeting Audio Recordings

Individual Sessions  
\$17.<sup>50</sup> each

## 047- General Session

- GS1 True North: Discover Your Authentic Leadership..... *Bill George*

### Thursday, October 25

- 01 Charting the Course for the Multi-Family Market: Overview and Outlook
- 02 Learning From Las Vegas: Laboratory for Retail Information
- 03 Bringing Supermarkets Downtown: A Tutorial By a Team That Succeeded!
- 04 Transportation as a Scarce Resource
- 05 How Does Real Estate Engage Generation Y?
- 06 How Going Green Pays Off
- 07 Leaders of the Pack: Gaining the Competitive Edge on Resort Development
- 08 Retooling Our Aging Active Adult Communities
- 09 The Capital Markets Outlook for Real Estate
- 10 Mixed-Income Housing Developers Speak Out - Lessons Learned: What Works and What Doesn't?
- 11 Design Strategies for the Fast-Growing Mature Household Market
- 12 Real Estate Finance 101
- 13 The Next Urban Frontier: Institutional and Government Landowners
- 14 Growth in the West: Truth, Consequences, and Opportunities
- 15 How to Succeed in Bridging Regulatory and Development Needs for Win-Win Results
- 16 Manufactured Housing: Not What You Think It Is
- 17 A New Real Estate Business - So You Want to Start Your Own?
- 18 Green Retrofits: How to Avoid the Looming Obsolescence of "Standard" Commercial Real Estate
- 19 Star-architects: Are They Refining the Las Vegas Design Scene?
- 20 Spotting and Developing Tomorrow's Leaders
- 21 "Not Your Grandfather's Split-Level": Five Big Trends Driving Generation Y's Behavior in the Housing Markets
- 22 Designing Successful Mixed-Income Communities: Architects Speak on What Really Works
- 23 Reemergence of Community Development
- 24 Investing in Italian Real Estate
- 25 Battle of the Best Ideas
- 26 Housing Above Retail: How to Make It Work
- 27 The Future of Executive Talent: Recruitment, Retention, and Reward
- 28 Mega Mixed-Use Potentials and Realities: Complexity, Investment Value, and High-Density Sustainability
- 29 Sustainability and the Government Response: The Rules Are Changing
- 30 Bubble Bursting Exhaustion: Was It Really a Bubble or Did We Create This Downturn?
- 31 Developing Resilient Communities in the Face of the Global Water Crisis
- 32 Managing the Enterprise During Uncertain Times
- 33 Our Communities, Our Homes: The Workforce Housing Crisis
- 34 Sustainability and the Real Estate Industry: Why Should We Care?
- 35 Dueling Economists
- 36 Emerging Trends in Real Estate® 2008
- 37 The Political Landscape: Where Are We Now and Where Are We Going
- 38 Careers in Real Estate

## 047- Friday, October 26

- 39 Is Las Vegas Really a World City?
- 40 Where Did the Life in Lifestyle Center Go?
- 41 Going Vertical: Taking Warehouse Development to New Heights
- 42 Creating Financially-Viable Workforce Housing Projects
- 43 Pre-Fabulous: The Emergence of Modern Prefab Housing
- 44 Las Vegas' Newest Satellite Master-Planned Communities
- 45 Entitlement Advocacy: Getting a "Yes" Vote From "Just Say No" Officials
- 46 Development's Inconvenient Truths and Possible Answers to the Sustainability Question
- 47 Second Home Success Strategies That Are Second to None
- 48 Real Estate Finance 201
- 49 Istanbul: New City of the World
- 50 Let's Play: A Creative Leadership Workshop, Part I
- 51 Can Deals Still Be Made on a Napkin? The Lawyering of Real Estate
- 52 CDO 101
- 53 That's Entertainment: How Retailers Can Enchant Customers and the Bottom Line
- 54 A Real Deal/Real Project Approach to BIM
- 55 Global Distribution: How Do Logistics Challenges Impact the Decisions of Those That Use and Rely On the System?
- 56 Your Community Needs Affordable Workforce Housing-Plan For It
- 57 Affordable Housing Industry Response to Go Zone Needs
- 58 Responsible Property Investment
- 59 Lender Roundtable: Just Where Is the Money Coming From?
- 60 Real Estate Finance 301: Where to Go for Equity After Family and Friends?
- 61 The Legal Side of Green Development
- 62 Green Building: The British Experience
- 63 Strategy Planning in An Era of Change: Lessons Learned from the Real World
- 64 Going Platinum: Perspectives from the Development Team
- 65 Let's Play: A Creative Leadership Workshop, Part II
- 66 Investing in Infrastructure: Who has the Money?

## ULI/Stam Ross Real Estate Trends Conference

- 101 Pop! Why Bubbles are Great for the Economy
- 102 Carbon Neutral by 2030: How to Deal with Your Carbon Footprint
- 103 Factory Built Housing: Much Better Than You Realize
- 104 Retail's Hottest Tenants
- 105 Office Trends: Defining Today's Office
- 106 Investment Trends On The Ground
- 107 Design Trends: Making the Most on Perception
- 108 Retaining the Young Families in Downtown
- 109 Public/Private Partnerships: The New Underwriting Formula
- 110 City Vision: Near-Sighted, Far-Sighted, or Blurred?
- 111 Workforce Housing: What Is It? How Do We Make It Work?

Session availability subject to change

## 2007 ULI Conferences

- **Audio/Powerpoint Packages- Watch the powerpoint presentations while listening to the session OR**
- **Audio Packages - Includes Audio CDs and Multi-media CD including MP3 and iPod Audiobook formats**

- 0271 Reinventing Retail: Community, Lifestyles, and Entertainment February 2007, in Beverly Hills, CA
- 0272 Developing Resort, Second Home, and Golf Course Communities March 2007, in Tampa, FL
- 0273 Developing Green: Integrating Sustainability with Success April 2007, in Pittsburgh, PA
- 0274 Developing Master Planned Communities: Learning from the Experts June 2007, in Huntington Beach, CA
- 0275 Place Making: Developing Town Centers, Transit Villages and Main Streets September 2007, in Toronto, ON Canada

**Conference packages only \$199 each (Non-Member \$259 ea.)**