

MBA students were given the opportunity to attend the 34th Annual Real Estate & Economics Symposium, a professional, high-powered event. The trip was supported by the Business Associates. The keynote speaker, Ken Rosen, provided an economic analysis of the California and national economies and real estate markets. The Symposium features a distinguished group of experts in real estate, finance government and academe, who evaluated and discussed real estate and financial markets. Many of the best business minds and most important decision-makers in the country share their expert views on what lies ahead, providing the information and the perspective needed to have the competitive edge to prosper in our changing times. The conference is considered by many to be the most prestigious one-day economic/real estate conference in the country, with over 500 attendees annually. The Conference web site can be found by clicking [here](#).

This field trip was a truly valuable experience for our MBA students who were exposed to Ken Rosen and a UC- Berkley, Fisher Real Estate Center event. In addition, John Brelsford, a long term supporter of the Craig School of Business and a member of the Business Associates, offered to set up meetings for the students with his San Francisco-based contacts in major financial institutions. The combination of the conference and meetings with banking executives was immensely informative and a special networking opportunity for MBA students.

This is another wonderful example of how our supporters, and in particular the Business Associates, help us go beyond the classroom and provide amazing opportunities for our students.