

THE Registry™

BAY AREA REAL ESTATE JOURNAL

JUNE 2008

BAY AREA UPDATE ON THE RETAIL MARKET p.16

Jazzy Upgrades
Up and Down
Fillmore p.12

Looking for
Rentals Online? p.14

Formula Retail:
The Local
Challenges
of Prop G p.24

The Swig
Company's
Jeanne
Myerson p.40

**RETAIL
ISSUE**



Contributors



Dena Cruz

"Transferable Development Rights" p30

Dena M. Cruz is a special counsel in the San Francisco office of Holme Roberts & Owen LLP. Dena works with lenders, developers and institutional and corporate real estate owners on complex real estate matters. Her practice includes a broad spectrum of real estate matters including acquisition and disposition, financing, leasing and title issues. She is an active member of the Real Property Section of the State Bar of California and the executive committee of the International Section of the State Bar. She is also incoming president for the San Francisco chapter of CREW (Commercial Real Estate Women) and a delegate to CREW Network. Prior to joining HRO, Dena was in-house counsel for the National Commercial Services Division in the San Francisco office of First American Title Insurance Company.



Rob La Eace

"Rob's REality" p28

Responding to emergencies as a firefighter in a variety of uncertain situations and diverse neighborhoods taught Rob La Eace a lot about how people should be treated, not only during a crisis, but also in everyday problems. Today, these same skills are an asset to those who work with this San Francisco native in his career as a Broker Associate with McGuire Real Estate. The tools he puts to work as a firefighter is what makes the difference to the clients Rob works with as an agent. While it may help that Rob is the type of guy with a warm smile and a friendly attitude, his professionalism, organization and drive to succeed are what make him stand out in his career. Working in his fifth year in the industry, Rob is in touch with his client's needs and with the city—putting a local's perspective to work.



David Longinotti

"Prop G: Coming to a Neighborhood Near You" p24

David C. Longinotti is a partner in the San Francisco office of Hanson Bridgett LLP and is the chair of its 25-person real estate group. David offers particular expertise in complex real estate secured transactions and related debt and equity financing arrangements. David's recent credits include the sale and lease back of a portfolio of over thirty senior communities for a price of \$240 million and the reorganization of fourteen real estate investment partnerships.



Dawniell Zavala

"Transferable Development Rights" p30

Dawniell A. Zavala is an associate in the San Francisco office of Holme Roberts & Owen LLP. She joined the firm in 2007 as a member of the litigation practice group. She will soon become the lead San Francisco attorney on a large number of copyright infringement cases for a national client of the firm. Though she primarily works on commercial litigation matters, Dawniell also has experience working on real estate and intellectual property matters, especially those related to land use and trademark. Dawniell is a member of the California and San Francisco Bar Associations. Prior to joining HRO as an associate, she held summer clerkships with HRO and the Contra Costa County Public Defender's Office. She obtained her J.D. from UC Berkeley's Boalt Hall School of Law in 2007.

