



LA Real Estate Challenge

Honorary Coaches Announced for NAIOP SoCal's UCLA vs. USC
Real Estate Challenge to be Held November 16th at USC Campus - Town and Gown



UCLA Honorary Coach:

Murray McQueen

President

Tribune Real Estate Holdings, LLC



USC Honorary Coach:

Kevork Zoryan

Managing Director

Morgan Stanley

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Southern California (November 09, 2023) – Industry leaders Kev Zoryan, Managing Director of Morgan Stanley, and Head of Real Estate Investing for the Western U.S., and Murray McQueen, President of Tribune Real Estate Holdings, LLC, have been named honorary coaches for NAIOP SoCal's UCLA vs. USC Real Estate Challenge graduate student teams and will each provide remarks during the event. Set for Thursday, November 16 on the USC campus, the iconic event will pit a five-member graduate student team from the Ziman Center of Real Estate at UCLA's Anderson School of Business against a five-member graduate student team from the Lusk Center at USC's Marshall School of Business and Price School of Public Policy in a head-to-head battle to determine the highest and best use for a unique parcel of land in Southern California.

USC alumni Zoryan will serve as the university's honorary coach. As Managing Director of Morgan Stanley, and Head of Real Estate Investing for the Western U.S., for the Firm's various private equity real estate funds, Zoryan is responsible for the sourcing, execution, and asset management of real estate investments in Arizona, California, Colorado, Hawaii, Nevada and the Pacific Northwest. He joined Morgan Stanley in 1997, starting in the Los Angeles office in the private equity investing area of the firm's real estate businesses. He has been involved in many of the Morgan Stanley Real Estate investments on the west coast and in Mexico. After returning from business school in 2001, he rejoined the firm in the Investment Banking Department in Los Angeles as a generalist in Corporate Finance. Zoryan established the Firm's Los Angeles real estate investing office in 2005. Prior to Morgan Stanley, Kev was employed by the JE Robert Companies. Zoryan received an MBA from Harvard Business School and a bachelor's

degree from the University of Southern California. He is a member of the Executive Council of the USC Lusk Center for Real Estate.

McQueen, an alumni of UCLA's Anderson School of Business, was named that university's honorary coach. McQueen is President of Tribune Real Estate Holdings, LLC, ("TREH"), the real estate subsidiary of Tribune Media (NYSE: TRCO). TREH is the ownership entity for Tribune Media's 7.3 million square feet of owned real estate and is charged with maximizing the long-term value of its assets. This portfolio includes large urban-infill redevelopment sites where TREH is in the process of implementing various levels of entitlement, adaptive reuse, joint-venture structuring, and overall value creation. The company also oversees Tribune Media's diverse corporate real estate obligations and real estate aspects of the company's M+A activity. Prior to Tribune McQueen was Managing Principal and Co-Founder of Channel West Group, a real estate investment and advisory firm based in Los Angeles. During his tenure, Channel West acquired and fully redeveloped a distressed property in Calabasas into the award-winning boutique hotel, The Anza. Prior to starting Channel West McQueen was a Managing Director with Cerberus Capital Management as the senior Cerberus real estate professional on the west coast with shared responsibility for oversight of many aspects of the national real estate portfolio. He was a member of the Real Estate Investment Committee and Co-Head of the company's real estate workout group. Before joining Cerberus in 2005, he was with DLJ Real Estate Capital Partners, the real estate private equity fund of Credit-Suisse First Boston.

"Murray and Kev are significant leaders in the commercial real estate community. We are thrilled to have them join our historic challenge and lend their leadership and insight to our student teams," said Greg Brown, chair, NAIOP SoCal UCLA vs. USC Real Estate Challenge and Senior Managing Director and co-head of the Orange County office of JLL Capital Markets, Americas. "This event provides a wide-ranging view of the industry from the broad experience of our honorary coaches and judges to the innovative ideas of our student teams. Once again, this year's challenge is going to be an exciting demonstration of what makes our industry great."

During the challenge the winning student team must determine the highest and best use for a chosen Southern California site and accrue the most points during written and oral presentations from the judging panel that includes a diverse collection of high-profile real estate industry executives.

For 2023 the challenge is the historic Marine Corps Air Station (MCAS) Tustin South Hangar. This 60.24-acre site located in the City of Tustin is within the redevelopment of the former MCAS Tustin, commissioned in 1942 during WWII. Today, the 1,606-acre base, known as "Tustin Legacy," is a master planned, mixed-use community with a wide variety of existing and potential uses. Approximately 1,000 acres of Tustin Legacy was developed by the city and other developers, and an additional 565 acres remain to be developed. Sadly, the site's North Hangar, twin to the South Hangar, was recently destroyed by fire.

The event will begin at 5:00 p.m. on Thursday, November 16. For tickets and more event [information visit the link.](#)

About NAIOP SoCal: NAIOP SoCal, the Commercial Real Estate Development Association, comprises more than 1,200 members serving southern California. NAIOP SoCal is the leading organization in Southern California for developers, owners and related professionals in office, industrial, retail, and mixed-use real estate. NAIOP SoCal advances responsible commercial real estate development and advocates for effective public policy. For more information, visit www.naiopsocal.org.

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