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Bergstrom Center announces annual conference to be held Feb. 16-17

GAINESVILLE, Fla. – The Kelley A. Bergstrom Center for Real Estate Studies, a leader in real estate research, education and leadership, at the Warrington College of Business Administration is pleased to announce its 2012 Real Estate Trends & Strategies Conference to be held Feb. 16-17 at the Loews Portofino Bay Hotel at Universal Orlando.

The conference will focus on the future of Florida real estate and will feature several world-renowned experts including Dr. Karl “Chip” Case, co-developer of the Case-Shiller Index and Professor Emeritus of Economics at Wellesley College; Dr. Sam Chandan, President and Chief Economist of Chandan Economics and an Adjunct Professor at The Wharton School of the University of Pennsylvania; and Dr. Youguo Liang, Managing Director of Investment Research at Prudential Real Estate Investors.

This will be the second consecutive year the conference has been held in Orlando. It previously was staged in Gainesville, but its popularity and increasing number of participants prompted the move to Orlando. Bergstrom Center Director Tim Becker said that moving the conference to Orlando “has made it accessible to a larger and broader audience and established it at the premier real estate conference in Florida.”

William D. Hussey Professor and Bergstrom Center Executive Director Dr. Wayne Archer said the goal of the conference is to “equip real estate leaders with the knowledge and connections necessary to do high-level business in the uncertain times ahead.”

For more information about the 2012 Bergstrom Center Real Estate Trends & Strategies Conference, visit www.realestate.ufl.edu .

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The Warrington College of Business Administration is one of the world’s top-rated public business programs, recognized for excellence by *U.S. News & World Report*, *The Wall Street Journal*, *Financial Times*, *The Economist*, and *Fortune*. As part of a Research 1 institution, Warrington is dedicated to a substantial research agenda, in addition to its teaching mission, from the undergraduate to the doctoral level. Warrington educates future business leaders using teamwork that provides opportunities for development of leadership, interpersonal and total management skills; promoting mastery of business functional areas; and fostering the habits and attitudes that constitute a solid research and work ethic.