

Please Be Our Guest

Marc Holliday~Chief Executive Officer
SL GREEN REALTY CORP

LEHIGH UNIVERSITY~ZOELLNER ARTS CENTER

CREW Reception
3:15 p.m.

Goodman Lobby

*Hors d'oeuvres
&
Beverages
will be served*

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RSVP by  
February 10th  
Shannon D. Smith  
610-758-4786  
sds210@lehigh.edu



Presentation

Case Study:  
3 Columbus Circle  
New York City

4:10 p.m.  
Baker Hall

Free Parking  
Zoellner Garage

"After undergoing a full scale redevelopment, 3 Columbus Circle is now a premier Manhattan corporate address featuring great retail, access to transportation, and prime office space with Central Park Views. We're delighted to welcome the Young & Rubicam Group, one of the world's leading marketing and communications firms, as our anchor tenant. They had very specific needs in seeking a new headquarters, and we're pleased that 3 Columbus Circle was able to satisfy the firm's requirements."  
- Marc Holliday

integrated real estate at lehigh  
**ire@l**



*Presented by: The Stacom Family ire@l Speaker Series*

# Save the Date

**Marc Holliday, CEO**  
**SL Green Realty Corp**

**Reserve  
Your  
Spot!**



**For Further Details  
or to RSVP  
Contact:  
610-758-4786  
or  
[sds210@lehigh.edu](mailto:sds210@lehigh.edu)**

**Zoellner Arts Center**  
**Wednesday, February 29, 2012 at 4:10 p.m.**

Marc Holliday has served as Chief Executive Officer of SL Green Realty Corp, and as a member of the Company's Board of Directors since January 2004. He has been with the Company since 1998, when he joined as Chief Investment Officer. Under Mr. Holliday's leadership, SL Green has grown to be New York City's largest owner of commercial properties and the dominant landlord in Midtown Manhattan, with 61 office property assets in the region totaling more than 29 million square feet. Mr. Holliday has assembled an outstanding management team and has led the development of the Company's core business strategy that features the continuous repositioning and strategic upgrading of the portfolio, emphasizing high-quality properties in central locations serving world-class tenants. That strategy, supplemented by value-adding diversification activities, has driven the company's consistently superior earnings performance and growth in shareholder value. Those diversification activities include a successful retail joint venture initiative and a market-leading debt and preferred equity investment program. Mr. Holliday received a Bachelor of Science degree in Business and Finance from Lehigh University in 1988, as well as a Master of Science Degree in Real Estate Development from Columbia University in 1990. He chairs the advisory committee of Columbia's program, along with the current endowment campaign.