

Presented by the Building Industry Association/Orange County Chapter

Building a Post-Recession Playbook



Friday, March 25, 2011

8:00 a.m. - 1:30 p.m.

Turnip Rose • Grand Newport Plaza

1901 Newport Blvd., Costa Mesa, CA 92627

March Madness will soon be upon us, testing the Cinderella teams, up-and-comers and traditional powers alike to produce a winning game plan to make it to the "Big Dance."

The 27th Annual Development Trends & Networking Conference will offer timely and compelling strategies from today's key players on how to build a "Final Four"-quality effort. This half-day event will feature an opening keynote outlining results of an important consumer preference survey. The panel roster will consist of active players in distressed assets, as well as new development plays and builders who have reinvented themselves. A luncheon panel will offer a "View from the Pressbox" by key media sources. As always, our popular, dedicated networking session will encourage interaction among attendees seeking to build their playbooks.

KEYNOTE

What Do You Call Home Court?

Mollie Carmichael, Principal
John Burns Real Estate Consulting

Key points from an unprecedented national survey of nearly 10,000 potential homebuyers and what they mean for our industry.

PANEL 1: "Special Teams – Special Skills"

Hear from successful players in the distressed asset world about future opportunities, the foreclosure dilemma and finding capital.

Moderator: **Steve Cameron**, President,
Foremost Communities

Speakers: **William Shopoff**, CEO,
The Shopoff Group
Dave Wald, Wald Realty Advisors
Rich Knowland, Brooks Street

PANEL 2: "Creating New Plays"

How can smaller, private builders compete? By finding creative ways to take advantage of available land, often teaming with willing cities.

Moderator: **Dan Gehman**, Principal,
Thomas P. Cox Architects, Inc.

Speakers: **Brett Whitehead**, President,
Brandywine Homes
Laura Archuleta, President,
Jamboree Housing
Christine Shingleton, Assistant City
Manager, City of Tustin

PANEL 3: "Reinventing Their Game"

Some of the biggest names in homebuilding got fouled during the financial meltdown. Find out how these companies retooled their game plans for a comeback.

Moderator: **Mark Himmelstein**, Partner,
Newmeyer & Dillion LLP

Speakers: **Richard Douglass**, Division
President, Ryland Homes
Southern California
David Greminger, President,
Fieldstone Partners California, LLC
Erik Pfahler, Vice President of
Planning & Acquisition,
Shapell Homes

PANEL 4: "Views from the Press Box"

Our own Sports Center panel of reporters and a blog editor share views on the housing market, new media and their picks to win the "Big Dance."

Moderator: **Tim Sullivan**, Principal, John Burns
Real Estate Consulting

Speakers: **Jeff Collins**, Real Estate Writer,
OC Register
Mark Mueller, Real Estate
Reporter, OC Business Journal
Dakota Smith, Editor, Curbed LA

**FOR REGISTRATION
INFORMATION,**

CLICK HERE



27th Annual Development Trends & Networking Conference

Building a Post-Recession Playbook

TIMELINE

Registration: 7:30 - 8:00 a.m.

Keynote: 8:00 a.m.

Panel 1: 8:45 a.m.

Networking Break: 9:35 a.m.

Panel 2: 10:15 a.m.

Panel 3: 11:20 a.m.

Panel 4 and Lunch: 12:10 p.m.

Conference Ends: 1:30 p.m.

REGISTRATION

Register on-line at www.biaoc.com

Questions? Call (949) 224-0321

Registration Fee:

BIA/SC Members:

\$99 until 5:00 p.m. March 22nd

\$129 March 23rd – 25th

Non-members

(must be pre-paid with credit card):

\$149 until 5:00 p.m. March 22nd

\$179 March 23rd – 25th

Cancellation Policy: Any person wishing to cancel must do so in writing no later than 5:00 p.m. on Tuesday, March 22nd. Reservations not cancelled by this time are non-refundable and will be billed per company policy. A registrant can substitute another person if they cannot attend the conference. You must notify the BIA/OC office (949) 224-0321 of the new registration name by March 24th. Non-members are limited to two events a year.

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The Moote Group

Energy Efficiency Education Partners

Southern California Edison

The Gas Company – A Sempra Energy Utility

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www.biaoc.com**

Questions?

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Sponsorships and tabletop displays are still available.