

BIA/OC Asset Opportunity Group Presents 3rd Roundtable Meeting in a Series:

Zero to Hero:

Discover a process to maximize land residual value in a challenging economy

This workshop will be an open and interactive discussion with a focus on:

- How to evaluate and modify existing entitlements.
- Case study examples.
- How cities and county governments are more receptive today to modifications.
- The process that an owner or lender must go through to obtain an entitlement that will increase the value of land.

Guest discussion leaders:

Moderator: Jeff Roos, *Lennar Communities*

Mollie Carmichael, *John Burns Real Estate Consulting*

Bill Devine, *Allen Matkins Leck Gamble Mallory & Natsis, LLP*

Barry Gross, *Developers Research*

Tuesday, October 20, 2009

Big Canyon Country Club

One Big Canyon Drive

Newport Beach, CA 92660

(Major cross-streets:

San Joaquin Hills Rd. & MacArthur Blvd.)

7:30am Check-in

8:30 - 9:30am Discussion

Coffee & Continental Breakfast



Allen Matkins

JOHN BURNS
REAL ESTATE CONSULTING



BIA/OC Asset Opportunity Group

This meeting is the third in a series of roundtable meetings, which will feature rotating speakers from different disciplines and companies. BIA/OC's new Asset Opportunity Group will bring your business the kind of resources currently only available at expensive, privately-sponsored conferences. Participation is a benefit of BIA/OC membership.

To join the BIA/OC Asset Opportunity Group, please contact Laura Evans at BIA/OC 949.553.9500 ext. 129 ~ levans@biaoc.com

BIA Members & MIT: \$35 / Non-members: \$45
Fax completed form to: 949.553.3951

All attendees must RSVP by Oct. 16
No Walk-Up's

Asset Opportunity Group - Roundtable Reservation Form

Company Name: _____

Attendee(s): _____

Phone: _____ E-Mail: _____

Visa/MasterCard/American Express #: _____ Exp: _____

Name on Credit Card: _____ Sec. Code (Visa/MC: 3 digits on back): _____

Billing Address of Credit Card: _____ (AMEX: 4 digits on front) Zip Code: _____

Deadline to cancel previously made reservations or to register is 5pm, October 16th. Reservations not cancelled by 5pm, October 15th will be billed per company policy. Reservations must be pre-paid with credit card or check.