

For Immediate Release

Contact: Jill Cagle
Director of Public Affairs
(949) 553-9500



BIA/OC Holds Development Trends Conference

March 26 “Is the Comeback Back?”

IRVINE, CA – Place your bets! Is the building industry is on the road to recovery? Who will emerge to lead the way, and how will they play their cards? On Friday, March 26, 2010, at the Hilton Costa Mesa, an array of industry notables will show their “hands” at the 26th Anniversary Development Trends & Networking Conference, themed **“Is the Comeback Back?”**. Presented by the Building Industry Association of Orange County (BIA/OC), this half-day conference will examine all aspects of the current market. Panels will feature industry heavyweights discussing finance, land, and retooling for the future. In addition, our popular, dedicated 45-minute networking session will provide attendees with the opportunity to develop new industry contacts.

“This program will explore the activities of new companies as well as those who have managed to survive the industry upheaval,” said event Chairwoman Marji Knitter. “In the context of a poker game, we want to know where they are placing their bets. We are also bringing back our popular expanded networking session for attendees, speakers and sponsors to ‘build their own winning hand,’ with some surprises in store!”

Kerry Vandell, professor of finance and director of the Paul Merage School of Business Center for Real Estate at UC Irvine, will be on hand to deliver the keynote speech, “What’s in the Cards?”. Four panel discussions will have industry panelists lined up to tackle such topics as:

- **Emerging Players: “Raising the Stakes,”** moderated by Mark Himmelstein, Partner, Newmeyer & Dillion LLP; Drew Colquitt, Managing Director, Alliance Residential; Emile Haddad, President and CEO, Five Point Communities; Michael Maples, CEO, Trumark Homes; and Tom Redwitz, The New Home Company.
- **Comeback Players: “Beating the Odds,”** featuring moderator: Tim Sullivan, President, Sullivan Group Real Estate Advisors; Rich Blogg, Director of Land Acquisition, Meritage Homes; Roger Hobbs, President and CEO, R.C. Hobbs Company; and Leonard Miller, Regional President, Richmond American Homes.

*Orange County
Chapter*

Building Industry Association
of Southern California

17744 Sky Park Circle
Suite 170
Irvine, California 92614
949.553.9500
fax 949.553.9507
www.biaoc.com

www.newhomematch.com
Your industry’s comprehensive online guide to new homes

PRESIDENT
DAVE BARTLETT
BROOKFIELD HOMES

VICE PRESIDENT
PAUL HERNANDEZ
IRVINE COMPANY

2ND VICE PRESIDENT
MICHAEL McCANN

TREASURER
CHRIS HAINES
PULTE HOMES/DEL WEBB

SECRETARY
DAVE BULLOCH
STANDARD PACIFIC HOMES

IMMEDIATE PAST PRESIDENT
PAUL JOHNSON
RANCHO MISSION VIEJO

TRADE CONTRACTOR COUNCIL V.P.
JIM YATES
GOLDEN WEST PLUMBING

ASSOCIATE VICE PRESIDENT
MARK HIMMELSTEIN
NEWMAYER & DILLION, LLP

MEMBER-AT-LARGE
BILL WATT
BAYWOOD DEVELOPMENT

MEMBER-AT-LARGE
MIKE WINTER
SARES-REGIS

KRISTINE THALMAN
CHIEF EXECUTIVE OFFICER

- **Money and Land: “Double Down”** with moderator Wayne Yamano, Senior Manager, John Burns Real Estate Consulting; Jason Glasgow, SunBrook Partners; Steven Magee, SVP/Land Portfolio Manager, iStar Financial Inc.; and Jason Perrin, Greencrossing Real Estate Companies.
- **Today’s Opportunities in Distressed Assets: “Hit Me”** will be moderated by Steve Cameron, President & Founder, Foremost Communities, with Ken Gaitan, Bank of America; Norman Scheel, Principal, The Hoffman Company; Tony Bauker, Vice President of Land Development, City Ventures; and Chriss Street, Orange County Treasurer.

In response to the current economic climate, BIA/OC will offer the “recession-busting” price of \$99 for members if reserved by March 23 and \$129 after that or at the door. Non-BIA members tickets are \$149 by March 23 and \$179 after that or at the door. The cost includes a continental breakfast and lunch. Registration begins at 7:30 a.m., with the program starting at 8 a.m. For reservations, call the Philly Pemberton at (949) 224-0321, or visit www.biaoc.com/events.

###

The Orange County Chapter of the Building Industry Association of Southern California (BIA/OC) is a non-profit trade association representing nearly 1,000 companies employing over 100,000 people affiliated with the home building industry. The BIA/OC mission is to promote proactive participation in the development of economic and community issues in Orange County. The BIA/OC is affiliated with the California BIA and the National Association of Home Builders.

-end-