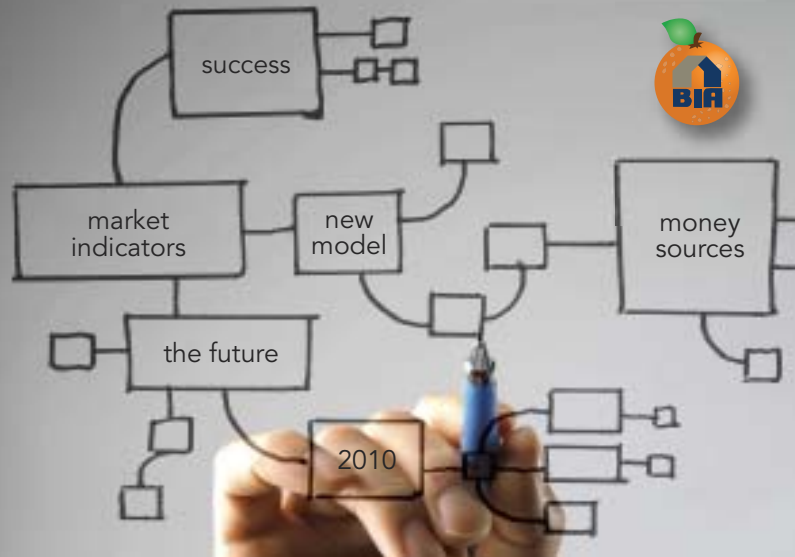




Building a Different Model:

Opportunities and Risks for Builders and Developers in 2010



Monday, March 8, 2010

5:00 – 6:00 p.m. Registration and Networking

6:00 – 8:00 p.m. Dinner and Program

Hilton Costa Mesa

3050 Bristol St. • Costa Mesa, CA 92626

■ Moderator:

Jeff Meyers, Principal, Meyers Builder Services

■ Speakers:

Scott Cohler, President, Capital Pacific Real Estate

Brian Doyle, Southern California Division President,
William Lyon Homes

Mark Frazier, Silveroak Investment Corp.

A panel of experienced builders and developers set the stage for 2010. While there are great opportunities and risks this coming year, the panel will offer an overview of the current state of the market from their perspective. You will get insights and perspectives from lessons learned in 2009 and how they plan to apply those lessons in 2010. Each panelist will share their success stories; discuss money sources, as well as leading market indicators. From the entrepreneurial builder to the larger private builders, everyone is building a new business model in 2010.

Register online at www.biaoc.com

Questions? Call: 949.224.0321

BIA/OC Member:

\$65 registration by 5pm 03/03/10

\$75 registration 03/04/10-03/07/10

(\$10 per person fee to be invoiced)

\$85 at the door w/out reservation

Non-Member:

\$80 registration by 5pm 03/03/10

\$90 registration 03/04/10-03/07/10

(\$10 per person fee to be invoiced)

\$100 at the door w/out reservation

Deadline to cancel previously made reservations or to register is 5pm March 3rd. Reservations not cancelled by this time will be billed per company policy. Should a sell-out situation occur prior to the reservation deadline, reservations will not be guaranteed. Reservations will be held until 6:00pm on March 8th. At that time your seat will be sold to a stand-by member.

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